

No. AD(NM)/Digital Policy/2023/NM  
**MINISTRY OF INFORMATION & BROADCASTING**  
**CENTRAL BUREAU OF COMMUNICATION**  
**SOOCHNA BHAWAN, CGO COMPLEX,**  
**LODHI ROAD, NEW DELHI - 110003**

9<sup>th</sup> November 2023

**ADVISORY**

**Subject: Digital Advertisement Policy 2023**

In pursuance of M/o Information and Broadcasting's OM No. M-24013/75/2023-MUC-I dated 6<sup>th</sup> Nov 2023 the enclosed Digital Advertisement Policy 2023 is hereby notified.

2. The notification for the empanelment process for various platforms would be issued separately. Interested entities are advised to visit Central Bureau of Communication's website (<https://davp.nic.in>) for the latest updates on the subject matter.

This issues with the approval of Director General, Central Bureau of Communication.



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Govt. of India, New Delhi-110003



# Digital Advertisement Policy 2023

Central Bureau of Communication, Ministry of Information and  
Broadcasting

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## POLICY CONTEXT AND OBJECTIVES:

Digital India and BharatNet initiatives of the Government of India have led to the transformation of the Indian digital media landscape due to growth in digital mobile and internet infrastructure, launch of 5G services, increased affordability of internet data, changing media consumption habits of citizens and proliferation of video/audio on-demand platforms.

2. Digital modes of communication is becoming more important compared to traditional modes of communication through the radio, television and newspapers on account of proliferation of digital services and their rapid adoption. Digital communication allows to target advertisements at their potential audience pool with greater precision and at any time of day and allows more interactive and engaging content dissemination compared to the traditional vehicles. Moreover, digital divide between urban and rural India is on a declining trend.

3. In this context, gone are the days when the publication of advertisements in newspapers and television guaranteed the delivery of messages to a large quantum of citizens. The Government must now take the public service messages to the platforms where people allocate their attention. Additionally, the vast amounts of probabilistic consumer behaviour data available for use by advertisers on these platforms allow sending context-specific and user-specific communication with high precision and low ad expenditure leaks, enabling efficient utilisation of public money.

4. The objective of this policy is as under:

i. Many Indians are now connected to the internet, social and digital media consumption platforms. The internet penetration in India as of March 2023, as per TRAI's Indian Telecom Services Performance Indicators January–March 2023, is over 880 million, and the number of telecom subscribers as of March 2023 is over 1172 million. Digital advertisements allow effective delivery of ads in targeted manner, resulting in cost efficiencies.

ii. Increasing the outreach amongst the country's youth who predominantly consume news, entertainment and connect with friends and family over the internet. Young citizens, hence, are more reachable through digital advertising.

iii. Ministries/Departments of the Government of India have a dedicated social media handle, which produces a large quantum of infographics and videos whose reach is limited to the subscribers of the handles. Hence, organic outreach over social media platforms has limitations, which Ministries can overcome through advertisements on internet platforms.

iv. A need has been expressed to engage with citizens who are interested in the policies and initiatives of the relevant Ministry. Timely dissemination of information on the agenda, time, location, and registration details through digital modes allow better participation of citizens in policy consultations thereby resulting in the design of better citizen-centric policies and schemes.

This policy enables the Central Bureau of Communication to expand the digital outreach of the Government of India and improve information dissemination and feedback pathways between the Government and Citizens.

## NODAL AGENCY

Central Bureau of Communication (CBC) is the nodal agency for all Central Government Ministries/Departments/PSUs/Autonomous Bodies for advertising through CBC-empanelled internet websites/mobile applications/digital audio platforms and OTT platforms. All releases of such advertisements shall be only through CBC.

## PART A - EMPANELMENT OF INTERNET WEBSITES AND MOBILE APPLICATION

### A.1.Criteria for Eligibility

- i. The website/mobile application must be at least ONE year old and must be continuously in operation under the same name (website address) for a minimum of one year. The period shall be calculated backwards from the date on which the website/mobile application applies for empanelment with CBC.
- ii. The website/mobile application must have a minimum average Unique Users (from within India) per month (based on the data of six months immediately preceding the date of applying for empanelment) for the category as indicated below:

Category	Average Unique User Count (per month)
A+	20 + million
A	10 - 20 million
B	5 - 10 million
C	0.25 - 5 million

- iii. The website/mobile application must report their average monthly Unique User (UU) count for the last six months, duly certified by the website's/mobile application's auditors/authorised representative of the entity. CBC will cross-check the UU data submitted by the website/mobile application through an internationally accepted and credible third-party tool that monitors website traffic in India.
- iv. Applicant can apply for "internet website and mobile application package" rates for all categories A+, A, B and C as per Annexure – 1 and Annexure – 1A. However, applicants falling in B and C category can apply for "website only package" rate if they desire as per Annexure – 2.
- v. The website/mobile application wishing empanelment with CBC will have to quote the rates for all the specified types of properties mentioned in Annexure - 1 and 1A or Annexure 2, as the case may be.

- vi. Only the website/mobile application which are owned and operated by companies that are incorporated in India will be considered for empanelment. However, website/mobile application owned by foreign companies or of foreign origin may be eligible if such website/mobile application have a wholly owned company registered and operating in India, which looks after their Indian advertisement business. In such case, the Indian branch of foreign company must be at least one year old, as mentioned at Para A.1 (i) above.
- vii. Only non-government websites/mobile applications are required to participate in the bid for empanelment. Government/Central or State PSU's websites/mobile applications will be empanelled directly if they accept the L1 rate matrix offered to other similar category private website/mobile application, provided the number of unique users is as per the criteria for that category.
- viii. Different websites/mobile applications belonging to one company/group can be empanelled, provided they separately/individually fulfill the UU count criteria. In other words, NO bunching/adding of UU count of the different websites of one group/company would be permitted. Also, such website/mobile application will be required to submit separate applications for each website/mobile application.
- ix. CBC reserves the right to decline empanelment or suspend empanelment of any website/mobile application if its content is found to be anti-national/obscene/indecent/anti-social/ violative of communal harmony and national integrity or deemed objectionable or unsuitable for Government communication in any form or is in violation of Information Technology (Guidelines For Intermediaries And Digital Media Ethics Code) Rules, 2021 and other laws, regulations or guidelines as may be applicable, in force or would be brought into force in India by appropriate authority from time to time. The decision of DG/PrDG at CBC shall be final.
- x. The applications submitted directly by companies owning and operating the website/mobile application will only be entertained. In other words, no intermediary agency is eligible to apply on behalf of a website/mobile application or group of websites/mobile applications.
- xi. CBC advertisements/messages, released on behalf of Central Government Ministries/Departments/Autonomous Bodies and Public Sector Units, must be displayed prominently for maximum viewership and must obtain the stipulated Click Through Rate (CTR).





## A.2. Commercial Bid and Advertisement Properties for Websites and Mobile Applications

### A.2.1 Advertisement Properties of Internet Websites and Mobile Applications Package

- i. **Standard Banners:** Single rates are to be quoted in INR for following banner sizes on Cost Per Thousand Impression (CPTI) basis for both website and mobile application wherever applicable:
  - (a) 300 x 250 pixels
  - (b) 728 x 90 pixels (website only)
  - (c) 300 x 600 pixels (website only)
  - (d) 970 x 250 pixels (website only)
  - (e) Interstitial advertisement property
- ii. **Mobile Display Banner Advertisement:** 300x250 pixels (Mobile applications may adapt the creative to suit their application’s user interface subject to the advertisement size being minimum 300x250 pixels for which no additional premium will be paid).
- iii. **Other advertisement inventory sizes** may also be given rates on pro-rata basis taking the per square pixel rate of 300 x 250 pixels banner property as the base rate, if DG/PrDG, CBC deems it necessary based on needs of the campaign. In such cases, the Release order specifically mentions the rates given to specific advertisement inventory. Not honouring such release orders on more than one occasion may result in removal of the website from the panel for the remainder duration of the panel tenure.
- iv. **Video Advertisements:** The applicants must quote common rates in INR per ten seconds for the video advertisement inventory on Cost Per Thousand Impression (CPTI) basis for website and mobile application.
- v. **Fixed Banner/Video Property on Home Page:** CBC will also release advertisements as “Fixed Banner/Video advertisements”, only on the first scroll of Home Page of a website/mobile applications, with minimum display size of 300 X 250 pixels. The rates for the fixed property, which shall be visible to all visitors to a website in the specified timeframe, will have to be quoted separately on a six-hour slot (6 am to 12 noon, 12 noon to 6 pm, 6 pm to 12 midnight, 12 midnight to 6 am) basis, as well as for 24 hours. All the rates so quoted would be common for websites and mobile applications.
- vi. **Push Notifications:** The quote should be given in INR per 160 characters separately, it is applicable only for mobile applications.
- vii. The lowest rate for 300 x 250 pixels property quoted in a particular category shall be the base rate for that advertisement property in the respective category for the purpose of formation of panel.

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- viii. Any other advertisement properties that may become available/subsequently deemed necessary on internet websites/mobile applications may be onboarded through appropriate price discovery mechanism from only amongst the already empanelled entities with the approval of DG/PrDG, CBC subject to GFR.

A.2.2 Advertisement Properties of Internet Websites Only Package (Only applicable for Category B and C)

- i. **Standard Banners:** Rates are to be quoted in INR for following banner sizes on Cost Per Thousand Impression (CPTI) basis:
- (a) 300 x 250 pixels
  - (b) 728 x 90 pixels
  - (c) 300 x 600 pixels
  - (d) 970 x 250 pixels
  - (e) Interstitial advertisement property
- ii. **Other advertisement inventory sizes** on websites may also be given rates on pro-rata basis taking the per square pixel rate of 300 x 250 pixels banner property as the base rate, if DG/PrDG, CBC deems it necessary based on needs of the campaign. In such cases, the Release order specifically mentions the rates given to specific advertisement inventory. Not honouring such release orders on more than one occasion may result in removal of the website from the panel for the remainder duration of the panel tenure.
- iii. **Video Advertisements:** The websites must quote common rates in INR per ten seconds for the video advertisement inventory on Cost Per Thousand Impression (CPTI) basis.
- iv. **Fixed Banner/Video Property on Home Page:** CBC will also release advertisements as "Fixed Banner/Video advertisements", only on the first scroll of Home Page of a website, with minimum display size of 300 X 250 pixels. The rates for the fixed property, which shall be visible to all visitors to a website in the specified timeframe, will have to be quoted separately on a six-hour slot (6 am to 12 noon, 12 noon to 6 pm, 6 pm to 12 midnight, 12 midnight to 6 am) basis, as well as for 24 hours.
- v. The lowest rate for 300 x 250 pixels website property quoted in a particular category shall be the base rate for that advertisement property in the respective category for the purpose of formation of panel.
- vi. Any other advertisement properties that may become available/subsequently deemed necessary on internet websites may be onboarded through appropriate price discovery mechanism from only amongst the already empanelled entities with the approval of DG/PrDG, CBC subject to GFR.

A.2.3 Performance Metric applicable to all Packages

- i. CBC shall publish standard size web banners on the websites/mobile applications and the standard video advertisement inventory (rates will be in multiples of 10 seconds). CBC will offer rates to websites/mobile applications for standard banner advertisements on Cost Per Thousand Impressions (CPTI) basis and a minimum Click-Through Rate (CTR) of 0.30 (i.e., 3 clicks per thousand impressions or 3000 clicks per million impressions) will be fixed across the categories, which should be reflected in the reports generated through the third-party server.
- ii. CTR of less than 0.3 but up to 0.2 per Release Order will invite a deduction of 20 per cent in the billed amount. CTR of less than 0.2 but up to 0.1 per Release Order will invite a deduction of 30 per cent in the billed amount. CTR of less than 0.1 per Release Order will invite a deduction of 50 per cent in the billed amount. The rates shall be determined based on the process detailed herein after. CBC reserves the right to further alter the L-1 rates discovered through financial bids, downwards as recommended by Tender Committee, if such a need is felt. Decision of DG/PrDG, CBC in this regard shall be final and binding on all applicants.

A.3 Empanelment Scheme

A.3.1 Scheme for internet website and mobile applications package (Category A+, A, B and C)

- i. For the discovery of specific rates, applications under the category of the websites and mobile applications package will be categorized into Category A+, A, B, and C depending on their monthly Unique User count (combined desktop and mobile traffic). Minimum Unique User qualification count for each Category shall be:

Category	Average Unique User Count per Month
A+	20+ million
A	10 - 20 million
B	5 - 10 million
C	0.25 - 5 million

- ii. The websites and mobile applications package should quote single separate rates for the each of the specified advertisement properties (as given in Proforma at Annexure 1 and 1A) as per the respective category that they fall in (one applicant can apply only for one category).
- iii. To avoid multiplicity of panels, a combined panel for impression-based banner, fixed property of varying slot sizes and video advertisements in each category (namely A+,

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A, B and C) shall be formed under the websites and mobile applications package. This will be created on the basis of quotations obtained for the standard 300 X 250 pixel size property as a baseline and, the L1 rate quoted in a category for the 300 X 250 pixels banner advertisement would be utilized for selection of the lowest 75% of the applicants in respective category, selected in ascending order taking L1 as base. In addition, L1 website/mobile application of interstitial advertisement property, L1 websites of 728 X 90, 970 x 250, 300 x 600 pixels sizes each; L1 websites/mobile applications of fixed banner/video property of 6 pm to 12 midnight slot, 12 mid-night to 6 am, 6 am to 12 noon and 12 noon to 6 pm slots each and L1 website/mobile application of video advertisement property respectively shall also be added to the panel so formed on the basis of 300 x 250 pixels property as stated above in each category.

- iv. A matrix of L1 rates so arrived in a particular category for all the specified properties of the website/mobile applications as aforementioned will be formed. The websites/mobile applications panel so formed in Para A.3.1 (iii) above shall be offered the matrix of L1 rates as a package. Such applicants would have to accept the matrix of L1 rates as a whole. In case, some website(s)/mobile application(s) who are offered the rates do not accept the L1 rate matrix of all the properties in a particular category, they shall not be empaneled and other qualified applicants in that category (equal to the shortfall) would be offered the L1 rate matrix based on the principle of "first offer to the lowest rate offering website/mobile application" considering the rates quoted for 300x250 pixels baseline property. CBC may also empanel applicants who don't have not more than two of the above-mentioned advertisement sizes under the condition that they accept the complete L1 rate matrix for the rest of the properties. A written-notarized certificate to that effect may be shared stating non-availability of sizes along with technical bid.
- v. **Push Notification Panel:** A separate category-wise panel would be formed comprising of mobile applications for push notifications, based on L1 rate quoted in INR for one push notification of maximum 160 characters. The panel in the respective category would be formed comprising of the lowest 75% of the applicants in that category, selected in ascending order taking L1 as base. In case these applicants do not accept the offered rate, other qualified applicants in that category (equal to the shortfall) would be offered the L1 rate based on the principle of "first offer to the lowest rate offering mobile application".
- vi. CBC reserves the right to reject the lowest rate quoted in a Category, as the base rate of that Category, if it is apparent that such a rate is higher in comparison with the base rate quoted in a bigger category, or websites have cartelised and have quoted the same rate for a particular category.
- vii. Applicants that bid shall ensure that the rates quoted in INR, are all inclusive, and no deviation in any of the conditions would be made nor would any increase in rates be

allowed during the empanelment period/tenure. However, applicable Goods and Services Tax shall be paid extra by CBC.

A.3.2 Scheme for internet website only package (Category B and C only)

- i. For the discovery of specific rates under this head, applications for websites only package will be limited to Category B, and C, depending on their monthly Unique User count. Minimum Unique User qualification count for each Category shall be as under:

Category	Average Unique User Count per Month
B	5 - 10 million
C	0.25 - 5 million

- ii. The applicants for the website only package should quote rate for the each of the specified advertisement properties (as given in Proforma at Annexure 2) as per the respective category that they fall in (one applicant can apply only for one category).
- iii. To avoid multiplicity of panels, a combined panel for impression-based banner, fixed property of varying slot sizes and video advertisements in each category (namely B and C) shall be formed under the websites only package. This will be created on the basis of quotations obtained for the standard 300 X 250 pixels size website property as a baseline and, the L1 rate quoted in a category for the 300 X 250 pixels banner advertisement would be utilized for selection of the lowest 75% of the applicants in respective category, selected in ascending order taking L1 as base. In addition, L1 website of interstitial advertisement property, L1 websites of 728 X 90, 970 x 250, 300 x 600 pixels sizes each; L1 websites of fixed banner/video property of 6 pm to 12 midnight slot, 12 mid-night to 6 am, 6 am to 12 noon, 12 noon to 6 pm and 24 hours slots each and L1 website of video advertisement property respectively shall also be added to the panel so formed on the basis of 300 x 250 pixels property as stated above in each category.
- iv. A matrix of L1 rates so arrived in a particular category for all the specified properties of the websites as aforementioned will be formed. The websites panel so formed in Para A.3.2 (iii) above shall be offered the matrix of L1 rates as a package. Such applicants would have to accept the matrix of L1 rates as a whole. In case, some website(s) who are offered the rates do not accept the L1 rate matrix of all the properties in a particular category, they shall not be empaneled and other qualified applicants in that category (equal to the shortfall) would be offered the L1 rate matrix based on the principle of "first offer to the lowest rate offering website" considering the rates quoted for 300x250 pixels baseline property. CBC may also empanel applicants who don't have not more than two of the above-mentioned advertisement sizes under the condition that they accept the complete L1 rate matrix for the rest of the properties. A written notarized

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certificate to that effect may be shared stating non-availability of sizes along with technical bid.

- v. CBC reserves the right to reject the lowest rate quoted in a Category, as the base rate of that Category, if it is apparent that such a rate is higher in comparison with the base rate quoted in a bigger category, or websites have cartelised and have quoted the same rate for a particular category.
- vi. Applicants that bid shall ensure that the rates quoted in INR, are all inclusive, and no deviation in any of the conditions would be made nor would any increase in rates be allowed during the empanelment period/tenure. However, applicable Goods and Services Tax shall be paid extra by CBC.

#### A.4 Scrutiny, Compliance and Billing:

- i. All websites and mobile applications applying for empanelment will submit a notarized certificate under name, signature, and seal of authorized signatory, stating that the information submitted by them is correct and they will abide by all Terms & Conditions of CBC empanelment as well as the decision of CBC regarding their empanelment. In case, the information submitted by any entity is found to be false/incorrect in any manner, the entity can be suspended and/or debarred from empanelment or applying for empanelment for next three years.
- ii. Applicants who applied in the website and mobile applications package will be permitted to run advertisements on both websites and mobile apps in the common properties unless specifically mentioned in the release order of CBC. Adaptive banner advertisements on mobile devices would not be given any premium.
- iii. The website/mobile application will have to submit bills ONLINE and also PHYSICAL bills within 30 days from the last day of the campaign as per Release Order, along with a campaign report that will mention the number of impressions generated and the CTR.
- iv. Websites/mobile applications will place all CBC released advertisements only through the Third Party-Ad-Server (3-PAS) engaged by CBC. However, in case of CBC deciding to accept reports from a third-party server engaged by the empanelled websites, CBC will not bear any cost in this regard and the entire expenditure on engagement of Third-Party Server will be borne by the entity only. The reports, however, will still have to be generated and submitted as mentioned in Para A.4 (iii) above, along with grant of access to applicant's dashboard of the campaign, as the same will be required to verify the campaign credentials and processing of bills.
- v. It will be the responsibility of the website/mobile application owner to comply with extant rules and regulations as prescribed by the Government of India Laws.

- vi. There will be no change in rates once offered to and accepted by an empanelled website/mobile application for the tenure of empanelment except on review of unique user data in April every year as provided in A.5 (iii).
- vii. The cost of all technical requirements, such as adapting the design format provided by CBC to the website's/mobile application's format, shall be borne by the website/mobile application.

A.5 Tenure, Revision and Panel:

- i. Empanelment and advertisement rates finalised shall be valid for three years from the date of notification of the panel by CBC and shall be extendable for an additional period of one year with the approval of DG/PrDG, CBC.
- ii. For one year from the day of notification of the website/mobile application panel, empanelment window would be closed. The window for considering fresh website/mobile applications, as well as for giving another chance to entities that had applied earlier but were not empanelled owing to eligibility criteria or shortlisting methodology as laid down in the policy, shall be opened only after one year from the succeeding quarter viz., January, April, July, October as the case may in the respective category. The applications thereafter may be called every quarter for the remainder of the panel tenure. Such applicants will be empanelled for the remainder duration of the panel tenure based on technical qualification scrutiny basis and no financial bids are to be taken i.e., the technically qualified websites/mobile applications will have to accept the L1 rate matrix already discovered at the time of panel creation for the remainder tenure of the panel. Such entities will join the panel with effect from the day as notified by CBC for the remainder of the tenure of the panel.
- iii. The Unique User Data of each of the empanelled website/mobile application will be reviewed in first week of April every year by CBC and accordingly, upwards/downwards revision of category (with corresponding L1 rate matrix) will be considered. DG/PrDG, CBC decision will be final in this regard.
- iv. An empanelled entity may be debarred from Government advertisements from CBC, for the remaining period of the panel tenure, if it refuses to accept and carry advertisements issued by CBC on behalf of any organisation of the Government of India on more than one occasion.
- v. Empanelment doesn't entitle any legal right to work. Award of advertisements to entities would be decided by CBC in consultation with the organisation on behalf

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of which CBC is releasing the advertisement and consideration of factors such as nature and needs of the campaign, target audience among others.

- vi. Notwithstanding any of the provisions mentioned above for empanelment of entities and their rates and other terms and conditions, in case of any disagreement, the decision of DG/PrDG, CBC shall be final.

#### A.6 Documents to be submitted with the Application

- i. Documents in support of Para A.1 (i)
- ii. The website/mobile application must report their average monthly Unique User (UU) count for the last six months, duly certified by the website's/mobile application's auditors/authorised representative of the entity
- iii. Certificate of Incorporation as per para A.1 (vi)
- iv. Rates in financial bid proforma – Annexure 1 and Annexure 1A or Annexure – 2 as applicable.
- v. Undertaking in the form of a certificate as per Para A.4 (i) and acceptance to run campaigns and provide desired reports through Third-Party Server as per A.4 (iii) and (iv).
- vi. Application fees of Rs. 10,000/- per website/mobile application (non-refundable)
- vii. Affidavit (if applicable) on non-availability of advertisement sizes in support of Para A.3.1 (iv) and A.3.2 (iv)





## PART B – EMPANELMENT OF OVER THE TOP (OTT) VIDEO ON DEMAND PLATFORMS

### B.1. Eligibility Criteria

- i. A separate panel of OTT video on demand platforms shall be created for video and display advertisements. An OTT platform is an internet-based streaming service that delivers audio-visual content directly to users, without the need for a traditional cable or broadcast TV subscription. They offer a wide range of content, including movies, TV shows, documentaries, and original programming, that can be accessed on a variety of devices, such as smartphones, tablets, smart TVs, etc.
- ii. The OTT application must be at least ONE year old and must be continuously in operation under the same name for a minimum of one year. The period shall be calculated backwards from the date on which the OTT application applies for empanelment with CBC.
- iii. The OTT application shall be categorised as below based on average Unique Users (from within India) per month (based on the data of six months immediately preceding the date of applying for empanelment), for all devices taken together.

Category	Average Monthly UU Count
A	2.5 Million +
B	0.5 Million to 2.5 Million

- iv. The OTT application must report their average monthly Unique User (UU) count of the last six months, duly certified by the OTT application’s auditors/authorised representative of the entity. CBC will cross-check the UU data submitted by the OTT application through an internationally accepted and credible third-party tool that monitors web traffic in India.
- v. Applicants can apply for only one category for all the properties mentioned in **Annexure – 3** as a package.
- vi. Only the OTT platforms which are owned and operated by companies that are incorporated in India will be considered for empanelment. However, OTT platforms owned by foreign companies or of foreign origin may be eligible if such platform(s) have a wholly owned company registered and operating in India, which looks after their Indian advertisement business. In such case, the Indian branch of foreign company must be at least one year old, as mentioned at Para B.1 (ii) above.

- vii. Only non-government OTT platforms are required to participate in the bid for empanelment. Government owned platforms if any, will be empanelled directly if they accept the L1 rate matrix offered to other similar category private platforms, provided the number of unique users is as per the criteria for that category.
- viii. OTT applications belonging to one company/group can be empanelled, provided they separately/individually fulfill the UU count criteria. In other words, NO bunching/adding of UU count of the different OTT applications of one group/company would be permitted. Also, such OTT applications will be required to submit separate applications for each OTT application.
- ix. CBC reserves the right to decline empanelment or suspend empanelment of any OTT platform if its content is found to be anti-national/obscene/indecent/anti-social/violative of communal harmony and national integrity or deemed objectionable or unsuitable in any form or is in violation of Information Technology (Guidelines For Intermediaries And Digital Media Ethics Code) Rules, 2021 and other laws, regulations or guidelines as may be applicable, in force or would be brought into force in India by appropriate authority from time to time. The decision of DG/PrDG at CBC shall be final.
- x. The applications submitted directly by companies owning and operating OTT platform will only be entertained. In other words, no intermediary agency is eligible to apply on behalf of an OTT platform or group of OTT platforms.
- xi. CBC advertisements/messages, released on behalf of Central Government Ministries/Departments/Autonomous Bodies and Public Sector Units, must be displayed prominently for maximum viewership and to obtain the stipulated View Through Rate (VTR).

## **B.2. Commercial Bid and Advertisement Properties on OTT Platforms**

### **B.2.1. Advertisement Properties**

- i. **Video Advertisement in the Content:** Video advertisements which are to be published on OTT platforms in the pre-roll, mid-roll positions of the video content that could be consumed by the audience. The spots should be targeted at audience based on geographic, demographic and other targeting parameters as defined by CBC at the time of release and no additional premium would be paid for targeting.
- ii. **Video Advertisement during Live Events in the content being cast LIVE:** Video advertisement which are published on OTT platforms during the Digi cast of live sports events, concerts, programmes etc., in the content being cast LIVE.



- iii. **Masthead:** Fixed display banner advertisement on top of the homepage of the OTT platform's website/mobile application/connected TV app etc.
- iv. **Banner Advertisement:** Display Banner Advertisement of Minimum 300 x 250 pixels (OTT Platforms may adapt the creative to suit their application's user interface subject to the advertisement size being minimum 300x250 pixels for which no additional premium will be paid).
- v. Any other advertisement properties that may become available/subsequently deemed necessary on OTT platforms may be onboarded through appropriate price discovery mechanism from only amongst the already empanelled entities with the approval of DG/PrDG, CBC subject to GFR.

Based on the above, the matrix for properties for which rates would be invited is at Annexure – 3.

B.2.2. Performance Metric

- i. Minimum View Through Rate (VTR) of 80% will be fixed across the categories, which should be reflected in the reports generated through the third-party server. VTR of less than 80% but up to 60% per Release Order will invite a deduction of 20 per cent in the billed amount. VTR of less than 60% but up to 40% per Release Order will invite a deduction of 30 per cent in the billed amount. VTR of less than 40% per Release Order will invite a deduction of 50 per cent in the billed amount.

B.2.3. Empanelment Scheme

- i. **Video Advertisement in the Content:** A panel of OTT platforms would be formed in each category based on the L1 rate quoted for per 10 second video advertisements on CPTI basis in INR, as baseline property.
- ii. A panel for all the properties on OTT platform in each category (viz., A and B) shall be formed. This will be created on the basis of quotations obtained for the per 10 second video advertisement in the content as a baseline and, the L1 rate quoted in a category for 10 second video advertisement would be utilized for selection of the lowest 75% of the applicants in respective category, selected in ascending order taking L1 as base. In addition, L1 platform for 10 second video advertisement during LIVE events in the content being cast LIVE, L1 platform for masthead property (12 Noon to 6PM) slot, L1 platform for masthead property (6PM to 12 Mid-night) slot, L1 platform for masthead property (24 hours) slot and L1 platform for the display banner advertisement of minimum 300 x 250 pixels each shall also be added to the panel so formed on the basis of 10 second video advertisement property as stated above in each category.
- iii. A matrix of L1 rates so arrived in a particular category for all the specified properties as aforementioned will be formed. The OTT platform panel so formed in Para B.2.3 (ii)

above shall be offered the matrix of L1 rates as a package. Such applicants would have to accept the matrix of L1 rates as a whole. In case, some OTT platform(s) who are offered the rates do not accept the L1 rate matrix of all the properties in a particular category, they shall not be empaneled and other qualified applicants in that category (equal to the shortfall) would be offered the L1 rate matrix based on the principle of "first offer to the lowest rate offering platform" considering the rates quoted for 10 second video advertisement as baseline property.

- iv. CBC reserves the right to reject the lowest rate quoted in a Category, as the base rate of that Category, if it is apparent that such a rate is higher in comparison with the base rate quoted in a bigger category, or OTT platforms have cartelised and have quoted the same rate for a particular category.
- v. OTT Platform Applicants that bid shall ensure that the rates quoted are in INR, are all inclusive, and no deviation in any of the conditions would be made nor would any increase in rates be allowed during the empanelment period/tenure. However, applicable Goods and Services Tax shall be paid extra by CBC.

#### B.2.4. Embedded/In-film Promotion:

- i. OTT Platforms empanelled under this policy would only be eligible to participate in production of embedded/in-film advertisement/promotion/branding activities whenever CBC issues a Letter of Intent (LoI) for such campaigns. In case any other OTT platform advertisement inventory that CBC may deem necessary for a campaign, the rate discovery may take place only amongst OTT platforms empanelled with CBC by inviting limited tender.

#### B.3. Scrutiny, Compliance and Billing:

- i. All platforms applying for empanelment will submit a notarized certificate under name, signature, and seal of authorized signatory, stating that the information submitted by them is correct and they will abide by all Terms & Conditions of CBC empanelment as well as the decision of CBC regarding their empanelment. In case, the information submitted by any entity is found to be false/incorrect in any manner, the entity can be suspended and/or debarred from empanelment or applying for empanelment for next three years.
- ii. The OTT platforms will have to submit bills ONLINE and also PHYSICAL bills within 30 days from the last day of the campaign as per Release Order, along with a campaign report that will mention the number of impressions generated and the VTR.
- iii. OTT platforms will place all CBC released advertisements only through the Third Party-Ad-Server (3-PAS) engaged by CBC. However, in case of CBC deciding to

accept reports from a third-party server engaged by the empanelled websites, CBC will not bear any cost in this regard and the entire expenditure on engagement of Third-Party Server will be borne by the entity only. The reports, however, will still have to be generated and submitted as mentioned in Para B.3 (ii) above, along with grant of access to dashboard of the campaign, as the same will be required to verify the campaign credentials and processing of bills.

- iv. It will be the responsibility of the platform owner to comply with extant rules and regulations as prescribed by the Government of India Laws.
- v. There will be no change in rates once offered to and accepted by an empanelled platform for the tenure of empanelment except on review of unique user data in April every year as provided in para B.4 (iii).
- vi. The cost of all technical requirements, such as adapting the design format provided by CBC to the platform's format, shall be borne by the platform owner.

B.4 Tenure, Revision and Panel:

- i. Empanelment and advertisement rates finalised shall be valid for three years from the date of notification of the panel by CBC and shall be extendable for an additional period of one year with the approval of DG/PrDG, CBC.
- ii. For one year from the day of notification of the OTT platforms panel, empanelment window would be closed. The window for considering fresh applications, as well as for giving another chance to entities that had applied earlier but were not empanelled owing to eligibility criteria or shortlisting methodology as laid down in the policy, shall be opened only after one year from the succeeding quarter viz., January, April, July, October as the case may be in the respective category. The applications thereafter may be called every quarter for the remainder of the panel tenure. Such applicants will be empanelled for the remainder duration of the panel tenure based on technical qualification scrutiny basis and no financial bids are to be taken i.e., the technically qualified platforms will have to accept the L1 rate matrix already discovered at the time of panel creation for the remainder tenure of the panel. Such entities will join the panel with effect from the day as notified by CBC.
- iii. The Unique User Data of each of the empanelled platform will be reviewed in first week of April every year by CBC and accordingly, upwards/downwards revision of category (with corresponding L1 rate matrix) will be considered. DG/PrDG, CBC decision will be final in this regard.
- iv. An empanelled entity may be debarred from Government advertisements from CBC, for the remaining period of the panel tenure, if it refuses to accept and carry

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advertisements issued by CBC on behalf of any organisation of the Government of India on more than one occasion.

- v. Empanelment doesn't entitle any legal right to work. Award of advertisements to entities would be decided by CBC in consultation with the organisation on behalf of which CBC is releasing the advertisement and consideration of factors such as nature and needs of the campaign, target audience among others.
- vi. Notwithstanding any of the provisions mentioned above for empanelment of entities and their rates and other terms and conditions, in case of any disagreement, the decision of DG/PrDG, CBC shall be final.

#### B.5 Documents to be submitted with the Application

- i. Documents in support of Para B.1 (ii)
- ii. The OTT platform must report their average monthly Unique User (UU) count for the last six months, duly certified by the website's/mobile application's auditors/authorised representative of the entity.
- iii. Certificate of Incorporation as per para B.1 (vi)
- iv. Rates in financial bid proforma – Annexure – 3 as applicable.
- v. Undertaking in the form of a certificate as per Para B.3 (i) and acceptance to run campaigns and provide desired reports through Third-Party Server as per B.3 (ii) and (iii).
- vi. Application fees of Rs. 10,000/- per OTT platform (non-refundable)



## PART C – EMPANELMENT OF DIGITAL AUDIO PLATFORMS

### C.1. Eligibility Criteria

- i. A separate panel would be formed for Digital Audio Platforms to provide audio and display advertisements. A Digital Audio platform is an internet-based streaming service that delivers audio/podcast and any such similar audio content directly to users, without the need for a traditional AM/FM broadcast system. They offer a wide range of content, including music, talk shows, podcasts, audio documentaries, and such original or user generated content, that can be accessed on a variety of devices, such as smartphones, tablets, smart TVs etc.
- ii. The Digital Audio Platform must be at least ONE year old and must be continuously in operation under the same name for a minimum of one year. The period shall be calculated backwards from the date on which the platform applies for empanelment with CBC.
- iii. The Digital Audio platforms shall be categorised as below based on average Unique Users (from within India) per month (based on the data of six months immediately preceding the date of applying for empanelment), for all devices taken together.

Category	Average Monthly UU Count
A	2.5 Million +
B	0.5 Million to 2.5 Million

- iv. The Digital Audio Platforms must report their average monthly Unique User (UU) count of the last six months, duly certified by the platform's auditors//authorised representative of the entity. CBC will cross-check the UU data submitted by the applicant through an internationally accepted and credible third-party tool that monitors web traffic in India.
- v. Applicants can apply for only one category for all the properties mentioned in **Annexure – 4** as a package.
- vi. Only the platforms which are owned and operated by companies that are incorporated in India will be considered for empanelment. However, platforms owned by foreign companies or of foreign origin may be eligible if such platform(s) have a wholly owned company registered and operating in India, which looks after their Indian advertisement business. In such case, the Indian branch of foreign company must be at least one year old, as mentioned at Para C.1 (ii).

- vii. Only non-government platforms are required to participate in the bid for empanelment. Government owned platforms if any, will be empanelled directly if they accept the L1 rate matrix offered to other similar category private platforms, provided the number of unique users is as per the criteria for that category.
- viii. Digital Audio platform applications belonging to one company/group can be empanelled, provided they separately / individually fulfill the UU count criteria. In other words, NO bunching/adding of UU count of the different platform applications of one group/company would be permitted. Also, such applicants will be required to submit separate applications for each platform.
- ix. CBC reserves the right to decline empanelment or suspend empanelment of any Digital Audio platform if its content is found to be anti-national/obscene/indecent/anti-social/violative of communal harmony and national integrity or deemed objectionable or unsuitable in any form or is in violation of Information Technology (Guidelines For Intermediaries And Digital Media Ethics Code) Rules, 2021 and other laws, regulations or guidelines as may be applicable, in force or would be brought into force in India by appropriate authority from time to time. The decision of DG/PrDG at CBC shall be final.
- x. The applications submitted directly by companies owning and operating the platform will only be entertained. In other words, no intermediary agency is eligible to apply on behalf of a platform or group of platforms.
- xi. CBC advertisements/messages, released on behalf of Central Government Ministries/Departments/Autonomous Bodies and Public Sector Units, must be displayed prominently for maximum listenership and to obtain the stipulated **Listen Through Rate (LTR)**

## C.2. Commercial Bid and Advertisement Properties on Digital Audio Platforms

### C.2.1 Advertisement Properties

- i. **Audio Advertisement in the Content:** Audio advertisement which are published on digital audio platforms in the pre-roll, mid-roll positions of the content that would be consumed by the audience. The spots should be targeted at audience based on geographic, demographic and other targeting parameters as defined by CBC at the time of release and no additional premium would be paid for targeting.
- ii. **Display Banner Advertisement** of Minimum 300x250 pixels (Digital Audio Platforms may adapt the creative to suit their application's user interface subject to the advertisement size being minimum 300x250 pixels for which no additional premium will be paid). The banner advertisement should be targeted at audience based on geographic, demographic and other targeting parameters as defined by CBC at the time of release.



- iii. Any other advertisement properties that may become available/subsequently deemed necessary on Digital Audio Platforms may be onboarded through appropriate price discovery mechanism from only amongst the already empanelled entities, with the approval of DG/PrDG, CBC subject to GFR.

Based on the above, the matrix for properties for which rates would be invited is at Annexure – 4.

#### C.2.2 Performance Metric

- i. Minimum Listen Through Rate (LTR) of 80% will be fixed across the categories, which should be reflected in the reports generated through the third-party server. LTR of less than 80% but up to 60% per Release Order will invite a deduction of 20 per cent in the billed amount. LTR of less than 60% but up to 40% per Release Order will invite a deduction of 30 per cent in the billed amount. LTR of less than 40% per Release Order will invite a deduction of 50 per cent in the billed amount.

#### C.2.3 Empanelment Scheme

- i. **Audio Advertisement in the Content:** A panel of Digital Audio platforms would be formed in this category based on the L1 rate quoted for per 10 seconds of audio advertisements on CPTI basis in INR, as baseline property.
- ii. A panel for all the properties on Digital Audio platform in each category (viz., A and B) shall be formed. This will be created on the basis of quotations obtained for the per 10 second audio spot as a baseline and, the L1 rate quoted in a category for 10 second audio advertisement would be utilized for selection of the lowest 75% of the applicants in respective category, selected in ascending order taking L1 as base. In addition, L1 platform of Display Banner Advertisement of minimum 300x25 pixels size shall also be added to the panel so formed on the basis of 10 second audio advertisement property as stated above in each category.
- iii. A matrix of L1 rates so arrived in a particular category for all the specified properties as aforementioned will be formed. The Digital Audio platform panel so formed in Para C.2.3 (ii) above shall be offered the matrix of L1 rates as a package. Such applicants would have to accept the matrix of L1 rates as a whole. In case, some platform(s) who are offered the rates do not accept the L1 rate matrix of all the properties in a particular category, they shall not be empaneled and other qualified applicants in that category (equal to the shortfall) would be offered the L1 rate matrix based on the principle of “first offer to the lowest rate offering audio platform” considering the rates quoted for 10 second audio advertisement as baseline property.
- iv. CBC reserves the right to reject the lowest rate quoted in a Category, as the base rate of that Category, if it is apparent that such a rate is higher in comparison with

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the base rate quoted in a bigger category, or websites have cartelised and have quoted the same rate for a particular category.

- vi. Applicants that bid shall ensure that the rates quoted in INR, are all inclusive, and no deviation in any of the conditions would be made nor would any increase in rates be allowed during the empanelment period/tenure. However, applicable Goods and Services Tax shall be paid extra by CBC.

C.2.4 Sponsored/Embedded/In-Programme Advertising:

- i. Digital Audio Platforms empanelled under this policy would only be eligible to participate in production of embedded/in-programme advertisement/promotion/branding activities whenever CBC issues a Letter of Intent (LoI) for such campaigns. In case any other Digital Audio platform advertisement inventory that CBC may deem necessary for a campaign, the rate discovery may take place only amongst Digital Audio platforms empanelled with CBC, by inviting limited tender.

C.3 Scrutiny, Compliance and Billing:

- i. All platforms applying for empanelment will submit a notarized certificate under name, signature, and seal of authorized signatory, stating that the information submitted by them is correct and they will abide by all Terms & Conditions of CBC empanelment as well as the decision of CBC regarding their empanelment. In case, the information submitted by any entity is found to be false/incorrect in any manner, the entity can be suspended and/or debarred from empanelment or applying for empanelment for next three years.
- ii. The Digital Audio platforms will have to submit bills ONLINE and also PHYSICAL bills within 30 days from the last day of the campaign as per Release Order, along with a campaign report that will mention the number of impressions generated and the LTR.
- iii. Digital Audio platforms will place all CBC released advertisements only through the Third Party-Ad-Server (3-PAS) engaged by CBC. However, in case of CBC deciding to accept reports from a third-party server engaged by the empanelled audio platforms, CBC will not bear any cost in this regard and the entire expenditure on engagement of Third-Party Server will be borne by the entity only. The reports, however, will still have to be generated and submitted as mentioned in Para C.3 (ii) above, along with grant of access to dashboard of the campaign, as the same will be required to verify the campaign credentials and processing of bills.



- iv. It will be the responsibility of the audio platform owner to comply with extant rules and regulations as prescribed by the Government of India Laws.
- v. There will be no change in rates once offered to and accepted by an empanelled audio platform for the tenure of empanelment except on review of unique user data in April every year as provided in Para C.4 (iii).
- vi. The cost of all technical requirements, such as adapting the design format provided by CBC to the platform's format, shall be borne by the audio platform owner.

#### C.4 Tenure, Revision and Panel:

- i. Empanelment and advertisement rates finalised shall be valid for three years from the date of notification of the panel by CBC and shall be extendable for an additional period of one year with the approval of DG/PrDG, CBC.
- ii. For one year from the day of notification of the Digital Audio platforms panel, empanelment window would be closed. The window for considering fresh applications, as well as for giving another chance to entities that had applied earlier but were not empanelled owing to eligibility criteria or shortlisting methodology as laid down in the policy, shall be opened only after one year from the succeeding quarter viz., January, April, July, October as the case may be in the respective category. The applications thereafter may be called every quarter for the remainder of the panel tenure. Such applicants will be empanelled for the remainder duration of the panel tenure based on technical qualification scrutiny basis and no financial bids are to be taken i.e., the technically qualified platforms will have to accept the L1 rate matrix already discovered at the time of panel creation for the remainder tenure of the panel. Such entities will join the panel with effect from the day as notified by CBC.
- iii. The Unique User Data of each of the empanelled audio platform will be reviewed in first week of April every year by CBC and accordingly, upwards/downwards revision of category (with corresponding L1 rate matrix) will be considered. DG/PrDG, CBC decision will be final in this regard.
- iv. An empanelled entity may be debarred from Government advertisements from CBC, for the remaining period of the panel tenure, if it refuses to accept and carry advertisements issued by CBC on behalf of any organisation of the Government of India on more than one occasion.
- v. Empanelment doesn't entitle any legal right to work. Award of advertisements to entities would be decided by CBC in consultation with the organisation on behalf

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of which CBC is releasing the advertisement and consideration of factors such as nature and needs of the campaign, target audience among others.

- vi. Notwithstanding any of the provisions mentioned above for empanelment of entities and their rates and other terms and conditions, in case of any disagreement, the decision of DG/PrDG, CBC shall be final.

#### C.5 Documents to be submitted with the Application

- i. Documents in support of Para C.1 (ii)
- ii. The Digital Audio platform must report their average monthly Unique User (UU) count for the last six months, duly certified by the website's/mobile application's auditors/authorised representative of the entity.
- iii. Certificate of Incorporation as per para C.1 (vi)
- iv. Rates in financial bid proforma – Annexure – 4 as applicable.
- v. Undertaking in the form of a certificate as per Para C.3 (i) and acceptance to run campaigns and provide desired reports through Third-Party Server as per C.3 (ii) and (iii).
- vi. Application fees of Rs. 10,000/- per Digital audio platform (non-refundable)

## PART D - POLICY GUIDELINES FOR EMPANELMENT AND ENGAGEMENT OF SOCIAL MEDIA PLATFORMS WITH CENTRAL BUREAU OF COMMUNICATION

### 1. Background

- 1.1. The Ministry of Information and Broadcasting (MIB) is responsible for disseminating information on government policies, schemes and programmes through multiple media of mass communication including radio, television, press, social media, internet websites, printed publicity, outdoor publicity and traditional modes of communication such as dance, drama, folk recitals, etc
- 1.2. The MIB is also the focal point for policy matters related to the broadcasting sector, as well as for administering the public service broadcasting (Prasar Bharati), multi-media advertising and publicity of government policies and programmes, film promotion and certification and regulation of print media. It is also the administrative line ministry for Indian Information Services officers who work with other Ministries/Departments to coordinate Information and Communication activities.
- 1.3. The MIB, therefore, has a mission and vision to create an enabling environment for the facilitation and dissemination of knowledge, entertainment and information. It does this by effective outreach of flagship schemes of government, strengthening public service broadcasting (TV and radio), facilitating development of the broadcasting sector and promoting value-based cinema for healthy entertainment.
- 1.4. Central Bureau of Communication (CBC) was set up on 8th December, 2017 by integration of erstwhile Bureau of Outreach & Communication (BOC), Directorate of Field Publicity (DFP) and Song & Drama Division (S&DD). The Bureau aims at providing a 360 degrees communication solutions to the Ministries/Departments/ Public Sector Undertakings (PSUs)/autonomous bodies. It acts as an advisory body to Government on media strategy. With 23 Regional Outreach Bureaus (ROBs) and 148 Field Outreach Bureaus (FOBs), CBC is engaged in educating people, both rural and urban, about the Government's policies and programmes to evoke their participation in developmental activities.
- 1.5. CBC is the nodal organization for paid outreach campaigns through Print Media, Electronic Media, Outdoor Media, Internet Websites, etc, on behalf of client Ministries/Departments and organizations of Government of India in pursuance of para VI (23) of Allocation of Business Rules, 1961 on "Production and release of advertisements on behalf of the Government of India."

### 2. Need for the Policy Guidelines

- 2.1 A major share of the Indian population is presently active on various social media platforms and these numbers are increasing every day. People consume news, information and

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entertainment on social media platforms. Social Media Platforms provide avenue for user engagement which sets them apart from the internet websites. The increasing ease of access of social media through hand-held devices and ubiquity of internet has further enhanced the reach of social media platforms.

- 2.2 With the increasing number of people (especially youth) spending time on social media platforms, these platforms may provide avenue for communication and outreach. The social media platforms not only cater to an increasing number of people but also facilitate targeted approach which helps in reaching out to desired set of people in an efficient and cost-effective manner.
- 2.3 A number of Ministries and Departments of Government of India have substantial presence as well as organic reach across various social media platforms which they utilize to connect to the members of the public. However the organic reach is limited to only such people who have connected with the social media handle of the concerned Ministry/Department. At times, the need is felt to reach or connect to people who are not connected/linked with social media handle of the concerned Ministry/Department.
- 2.4 It is important for the Ministry to determine modalities for engaging social media platforms for assured reach. Hence there is a definite need for policy guidelines for engagement of social media platforms so that assured reach may be attained on payment basis to increase visibility of socially relevant messages.

### 3. Objectives of the Policy Guidelines

- 3.1 To improve the social media outreach of various Ministries and Departments of Government of India.
- 3.2 To put in place a policy framework which enables Ministries and CBC to engage with Social Media Platforms on the basis of various criteria, terms & conditions and processes stipulated in these guidelines.

### 4. Definitions

- 4.1 Social Media platform: A Social Media Platform is defined as web-based and mobile-based Internet Application that allows the creation, access and exchange of user-generated content. The content on the Social Media platform may be in the form of text, audio-visual, graphics, animation or any other form prescribed by CBC from time to time.
- 4.2 Unique users: Unique users refer to the number of distinct individuals visiting a given social media platform over a specified period of time. If a particular user visits the given social media platform, a number of times over a specified period of time, the number of unique user will be counted as one.

## 5. Eligibility Criteria

The social media platform –

- a. must fall under definition of para 4 above.
- b. must be under continuous operation under the same domain name/access address for minimum of six (6) months.
- c. must have maintained a minimum of 25 million unique users (UU) (from within India) per month (based on the data of three (3) months immediately preceding the date of application). CBC will make use of data provided by comScore or Google Analytics or any other credible agency having industry-wide acceptance to verify the UU count.
- d. must possess an online panel with demonstrated credibility through which the space/inventory for advertisement is booked. The access of such online panel should be provided to CBC along with requisite training, if any. All other advertisers/advertising agencies must have access to the same panel as the one provided to CBC.

## 6. Process of Engagement

- 6.1 The Social Media Platforms shall apply in the prescribed format to the CBC which, in turn, will process the applications based on the eligibility criterions and the job requirement.
- 6.2 The Social Media platform will have to enter into an agreement/contract with CBC. The broad terms of agreement are at Annexure A.
- 6.3 Without such agreement/contract on the part of Social Media platforms, CBC shall not consider them for government outreach campaigns.

## 7. Rate and Pricing

- 7.1 Social Media platforms operate on the basis of dynamic pricing/auction. CBC will participate in the bidding process for buying inventory/space for government messages.
- 7.2 The indicative (but not exhaustive) list of models through which space/inventory is booked for Social Media campaigns is at Annexure B.
- 7.3 The indicative (but not exhaustive) list of the type of messages that can be communicated on these platforms is at Annexure C.

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## 8. Media Planning and Execution of Campaigns

Based on the request of the client Ministries/Departments, the following actions will be taken by CBC and the client Ministry/Department to run the outreach activity through social media:

- 8.1 CBC will determine which Social Media platform(s) is/are relevant in light of planned outreach activity of the client Ministry/Department based on target audience, theme and content of proposed activity, budget and duration of the campaign.
- 8.2 In doing so, preference may be given to the Social Media Platforms which are based in India without affecting the desired outcome from the campaign activities.
- 8.3 CBC will prepare a media plan within the indicated budget wherein the suggested platforms and the expected deliverables would be indicated to the Ministries/ Departments along with the tentative cost. However, since the models are based on dynamic pricing/auction/bidding, the actual delivery (as against expected deliverables) and the actual buying rates (as against indicated in the plan) would be found out on the final completion of the campaign. The difference between the media plan conveyed to the client and the media plan actually executed will be communicated to the client Ministry/Department post execution with details. These terms shall be communicated by CBC to the client Ministry/Department before execution and their acceptance would be obtained before executing the media plan.
- 8.4 The client Ministry/Department shall indicate Social Media page/handle which will be designated for the campaign activity. The Ministry/Department will also be required to share the credentials (such as password) of the page/handle. Thereafter, the CBC and client Ministry/Department will nominate personnel to execute and monitor the campaign. Proper care shall be taken by CBC to safeguard the credentials. The content uploading and other related activities will be made from this designated account only.
- 8.5 CBC will schedule the activity in such a manner that more deliverables may be generated at a lesser cost wherever timelines for undertaking the activity permits such scheduling.
- 8.6 The Ministries/Departments would have to convey approval for outreach activity to CBC at least five (5) days in advance for the campaign to get started.
- 8.7 The Ministries/Departments would place 100% funds in advance with CBC for campaign to be run. This is non-negotiable as default in payment by one ministry/department may adversely impact Social Media campaigns of other Ministries/Departments of the Government. If the actual expenditure exceeds the planned expenditure, the balance shall be paid by the client ministry/department to the CBC.



## 9. Duties and Obligations of Social Media Platforms

- 9.1 Social Media Platforms seeking engagement with CBC for Government advertisements should not have been suspended/blacklisted or be under the period of suspension by the Ministry of Electronics and Information Technology (MeitY) or any other Ministry/Department or agency/autonomous bodies/PSUs of Government of India or any state governments/ UTs. If a Social Media Platform already engaged with CBC gets suspended/blacklisted, then it will be suspended by CBC till its suspension/blacklisting is revoked.
- 9.2 The Social Media platform shall inform CBC in case any change takes place in their domain address/access address, official address, bank account details, ownership, etc, within seven (7) days from any such change. In case such information is withheld, CBC may take necessary punitive actions as deemed fit in the circumstances.
- 9.3 Authorized personnel shall be designated by the Social Media platform for any communication with CBC. In case there is a change in the authorized representative or his/her email ID or phone number or other such details, the same shall be communicated to CBC immediately.
- 9.4 Real time dashboard which shows the actual quantified outcome of the campaign, in the format prescribed/approved by CBC, at any given point of time as well as the dated reports must be provided. The consolidated execution report should also be provided in the format prescribed/approved by CBC once the campaign is over.

## 10. Monitoring of Campaign and Processing of Bills

- 10.1 The execution reports should be generated through online dashboard as mentioned in para E.8 (iv) above. The online dashboard must have the provision of the real time execution reports as well as dated reports. The bills for the campaign run through Social Media platforms would be processed on the basis of the report of the campaign available on dashboard. The payment will be processed only for the completed activity once all the reports for that activity are made available.
- 10.2 The Social Media campaigns are run on the basis of different parameters (or the expected number of deliverables for a campaign). The prominent parameters are as follows:
- Number of Impressions
  - Number of clicks
  - Number of views
  - Number of followers added
  - Number of engagements
- 10.3 The execution report available on dashboard must essentially indicate the actual quantified outcome in terms of the parameter indicated at the time of auction on the basis of which bidding was done.

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## 11. Payment in Foreign Currency

In case, the payment has to be necessarily made in terms of foreign currency, the processing of bills will be done by the client Ministry/ Department directly. CBC will only assist in preparation of media plans in such cases.

## 12. Revocation of Agreement/Contract

12.1 The agreement/contract of Social Media platform with CBC shall be revoked/suspended if the Social Media platform is found in contravention of para 9.1 above.

12.2 If during the period of agreement/contract, the Social Media platform fails to comply with the laws of the land, the agreement/contract shall stand revoked.

12.3 The Social Media platform will be under contractual obligation to furnish only genuine information to CBC. If any claims for payment are made on the basis of false/incorrect information, the agreement/contract is liable to be revoked. This is without prejudice to any further punitive action as deemed fit by CBC on the matter.

## 13. Dispute Resolution

In case of any dispute, the efforts would be made to resolve it amicably. However, if the dispute is not resolved amicably, all disputes will lie in the jurisdiction of Courts within Delhi only.

## 14. Validity

14.1 These policy guidelines will remain valid for a period of five years.

**14.2 On its expiry in August 2025, social media platform policy guidelines shall remain in force such additional period so that it is co-terminus with the tenure of Digital Advertisement Policy 2023**

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## PART E - EMPANELMENT OF MEDIA AGENCIES FOR DIGITAL CAMPAIGNS

- i. While endeavour would be to release advertisement directly through the Digital/Social Media platforms empanelled with CBC. However, in certain scenarios it will be necessary to empanel media agencies for rolling out digital campaigns including that on social media.
- ii. CBC shall at its discretion empanel agencies for execution of digital advertising campaigns in the following specific cases:
  - a. When there is a request for an advertisement in platforms with which CBC doesn't have a direct contractual relationship as such platforms do not directly enter into agreement with Government bodies and prefer advertisement only through agencies.
  - b. When an advertisement/in-content promotion has to be carried out on specified digital media handles/channels as per campaign requirement on digital/social media platforms, which though are empanelled with CBC, do not provide such specified/demanded services.
- iii. The agencies may be empaneled with CBC on the basis of an appropriate RFP that would be floated with the approval of the DG/PrDG, CBC.
- iv. This scheme of empanelment of media agencies shall remain in force for a period of three years, extendable for an additional period of one year with the approval of DG/PrDG, CBC.
- v. CBC may, at its discretion, engage a performer/celebrity for unique campaigns as per requirements on a direct negotiation/nomination basis with the approval of Director General, CBC on the recommendation of a committee. The committee is to be headed by an ADG level officer of CBC (to be nominated by DG, CBC) and comprising the following:
  - a) Joint Secretary of Ministry of Information and Broadcasting looking after CBC
  - b) Additional Director General, New Media, CBC
  - c) Director General, Indian Institute of Mass Communication
  - d) Director /Joint Director (Accounts), CBC
  - e) Joint Director (New Media) or Deputy Director (New Media)
- vi. A performer/celebrity is a person who may be a writer/author, actor, sportsperson, musician, dancer, social worker, or anyone who captures public attention and has a remarkable public image, voice, subject expertise, or other traits that make their identity unique. To engage a performer/celebrity under para (v) above, they should have at least 5 million subscribers/followers on any online platform they have their presence.



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- vii. All digital media handles/channels that work with CBC shall ensure that they are in compliance with the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements 2022, relevant provisions of the Consumer Protection Act 2019 and other laws, guidelines or regulations as may be applicable, in force or would be brought into force in India by appropriate authority from time to time.



## PART F – INNOVATIVE AND FUTURISTIC PLATFORMS

- i. The innovation ecosystem and new technology adoption rate in India is in a state of constant churn on account of Government of India initiatives such as Digital India and Start-up India. Hence, Government communications need to keep pace with fast evolving digital landscape to reach people more effectively. It might become necessary for CBC to adopt innovative communication mechanisms and onboard new platforms that may become available for communicating with people more effectively in the digital space.
- ii. Such new platforms that may become available in the future may be onboarded by CBC with the approval of the committee comprising of the following:
  - a. Director General/Principal Director General, CBC - Chairperson
  - b. Joint Secretary of Ministry of Information and Broadcasting looking after CBC - Member
  - c. Additional Director General, New Media, CBC - Member
  - d. Director General, Indian Institute of Mass Communication - Member
  - e. Director (Accounts), CBC – Member
  - f. Joint Director (New Media) or Deputy Director (New Media) – Member Convener

\*\*\*END\*\*\*



## ANNEXURE – 1

Proforma for financial bid submission by applicants for Internet Websites and Mobile Applications Package ( Category A+, A, B and C)

	<b>Property</b>	<b>Unit for Quoting Rate (both for website/mobile application)</b>	<b>Single Rate (in INR) for the property excluding GST</b>
<b>Category A+</b>	300 x 250 pixels	CPTI	
	728 x 90 pixels (website only)	CPTI	
	300 x 600 pixels (website only)	CPTI	
	970 x 250 pixels (website only)	CPTI	
	Interstitial Advertisement property	CPTI	
	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (24 Hours)	Consolidated rate for 24 hours	
	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds)	CPTI for a 10 second spot	
	<b>Category A</b>	300 x 250 pixels	CPTI
728 x 90 pixels (website only)		CPTI	
300 x 600 pixels (website only)		CPTI	
970 x 250 pixels (website only)		CPTI	
Interstitial Advertisement property		CPTI	
Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM)		Consolidated rate for 6 hours	
Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM)		Consolidated rate for 6 hours	
Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM)		Consolidated rate for 6 hours	
Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM)		Consolidated rate for 6 hours	
Fixed Banner of minimum 300 x 250 pixels (24 Hours)		Consolidated rate for 24 hours	
Video Advertisement of minimum 300 x 250 pixels (per 10 seconds)		CPTI for a 10 second spot	
<b>Category B</b>		300 x 250 pixels	CPTI
	728 x 90 pixels (website only)	CPTI	
	300 x 600 pixels (website only)	CPTI	

	970 x 250 pixels (website only)	CPTI	
	Interstitial Advertisement property	CPTI	
	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (24 Hours)	Consolidated rate for 24 hours	
	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds)	CPTI for a 10 second spot	
<b>Category C</b>	300 x 250 pixels	CPTI	
	728 x 90 pixels (website only)	CPTI	
	300 x 600 pixels (website only)	CPTI	
	970 x 250 pixels (website only)	CPTI	
	Interstitial Advertisement property	CPTI	
	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (24 Hours)	Consolidated rate for 24 hours	
	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds)	CPTI for a 10 second spot	

ANNEXURE – 1A

Proforma for financial bid submission by applicants for push notifications through mobile applications

	<b>Property</b>	<b>Unit for quoting rate</b>	<b>Rate (in INR) excluding GST</b>
<b>Category A+</b>	Per Push notification of maximum 160 characters	One push notification	
<b>Category A</b>	Per Push notification of maximum 160 characters	One push notification	
<b>Category B</b>	Per Push notification of maximum 160 characters	One push notification	
<b>Category C</b>	Per Push notification of maximum 160 characters	One push notification	





ANNEXURE – 2

Proforma for financial bid submission by applicants for Internet Websites Only Package (for Category B and C only)

	Property	Unit for Quoting Rate (only for website)	Rate (in INR) excluding GST
<b>Category B</b>	300 x 250 pixels	CPTI	
	728 x 90 pixels	CPTI	
	300 x 600 pixels	CPTI	
	970 x 250 pixels	CPTI	
	Interstitial Advertisement property	CPTI	
	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (24 Hours)	Consolidated rate for 24 hours	
	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds)	CPTI for a 10 second spot	
<b>Category C</b>	300 x 250 pixels	CPTI	
	728 x 90 pixels	CPTI	
	300 x 600 pixels	CPTI	
	970 x 250 pixels	CPTI	
	Interstitial Advertisement property	CPTI	
	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM)	Consolidated rate for 6 hours	
	Fixed Banner of minimum 300 x 250 pixels (24 Hours)	Consolidated rate for 24 hours	
	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds)	CPTI for a 10 second spot	

## ANNEXURE – 3

Proforma for financial bid submission by OTT Platforms

<b>ANNEXURE - 3: OTT PLATFORMS</b>		
<b>Property</b>	<b>Unit for quoting rate</b>	<b>Rate (in INR) excluding GST</b>
Video Advertisement in the content	CPTI for 10 seconds	
Video Advertisement during LIVE Events in the content being casted live	CPTI per 10 seconds	
Masthead (6PM to 12AM)	Consolidated rate for 6 hours	
Masthead (12PM to 6PM)	Consolidated rate for 6 hours	
Masthead (24 hours)	Consolidated rate for 24 hours	
Banner Advertisement of minimum 300 x 250 pixels	CPTI	



## ANNEXURE – 4

Proforma for financial bid submission by Digital Audio Platforms

<b>ANNEXURE - 3: DIGITAL AUDIO PLATFORMS</b>		
<b>Property</b>	<b>Unit for quoting rate</b>	<b>Rate (in INR) excluding GST</b>
Audio Advertisement in the content (10 second duration)	CPTI for 10 seconds	
Display Banner Advertisement of minimum 300 x 250 pixels	CPTI	



## ANNEXURE A

### Policy Guidelines for Empanelment of Social Media Platforms with CBC

Terms of agreement for engagement with Central Bureau of Communication(CBC):

#### AGREEMENT

This agreement is made on .....day of.....2020 by and between Central Bureau of Communication(CBC), Govt of India, Sochna Bhawan, Phase - V, CGO Complex, Lodhi Road, New Delhi-110003, (herein after referred to as CBC) of the ONE PART through .....(Name/designation of signing authority) And.....(name and registered office address of Social Media/Social Media Digital Ad Platforms), (herein after referred to as Vendor which expression shall, unless it be repugnant to the context or meaning thereof, be deemed to mean and include its representative/successors/executors, administrators and assignees), represented by on the OTHER PART.

AND whereas CBC is the nodal organization for paid outreach campaigns through Print Media, Electronic Media, Outdoor Media, Internet Websites, etc, on behalf of client Ministries/Departments and organizations of Government of India in pursuance of para VI (23) of Allocation of Business Rules, 1961 on "Production and release of advertisements on behalf of the Government of India."

AND whereas to improve the social media outreach of various Ministries and Departments of Government of India, CBC has empanelled the Social Media/Social Media Digital Ad Platforms on the basis of various criterions, terms and conditions and processes.

AND whereas, the Vendor has agreed to provide the service as required by CBC.

THE PARTIES HERETO agree to abide as under:

#### I. TERMS OF AGREEMENT:

1. The Vendor confirms that it is not suspended/blacklisted or under the period of suspension under any applicable order or ruling from any competent authority. The vendor further agrees to inform CBC if they are blacklisted/suspended subsequently within 3 days of receiving the suspension order.
2. The Vendor confirms that it will comply with both the existing and future laws, rules and guidelines issued by the Government of India with regard to its business operation from time to time.

3. The Vendor certifies that with respect to products priced via auctions, all auction participants bidding for the product, at any given point of time, have equal access thereto and the price of each unit of the product shall be determined solely based on the bids placed for that unit.

4. The Vendor certifies that the online panel provided to the CBC is the sole mode of booking space/inventory and that no advertiser is given any preferential treatment in any whatsoever way over the other.

5. The Vendor entity undertakes to abide by the applicable provisions of the IT and other extant laws of the land.

**II. PAYMENT TERMS**

1. The Vendor agrees that it will make claim for the payment of the completed activity only. No claim will be made for the advance payment. A credit cycle of 60 days will be provided to the CBC to settle the payment.

2. It is agreed between the parties that Payments will be progressive based on activities already completed. The final payments shall be released only after completion of the campaign, on submission of the final statement of work having been executed as per the approved media plan.

3. The Vendor agrees to submit the bills/invoice for the activity in the form prescribed by the CBC.

4. The Vendor agrees to provide access to the real time as well as dated execution report of the campaign activity along with the quantified outcome of the campaign on their dashboard in mutually agreed format.

5. The parties agree that the body of the bill should certify the following:-

a. The amount claimed in the bill is against the completed activity as per the campaign approved by CBC.

b. The amount claimed in the said bill has not been claimed in the past and there is no duplication of the claim.

**III. Authorised Personnel**

1. The Vendor agrees to designate authorized personnel for communicating with the BOC. In case there is a change in the authorized representative, his office address, his/her email id, phone number or other such details, the Vendor agrees that the same shall be communicated to the CBC immediately.

2. The Vendor agrees to inform the CBC in case any change takes place in their domain

address/access address, official address, bank account details, ownership, etc, within 7(seven) days from any such change.

3. It is agreed between the parties that in case information as required under paras 1 & 2 above are withheld by the Vendor, the CBC may take necessary punitive actions as it deems fit.

#### IV. Force Majeure

1. Neither party will be liable in respect of failure to fulfil its obligations, if the said failure is entirely due to Act of God, Governmental restrictions or instructions, natural calamities or catastrophes, epidemics or disturbances in India.

2. Force Majeure shall not include:

a. Any event which is caused by the negligence or internal action of a party or by or of such party's agents or employees, nor

b. Any event which a diligent party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations as per the agreement.

c. Insufficiency of funds or manpower or inability to make any payment required for execution of services in the contract.

3. A party affected by any event of Force Majeure shall immediately notify the other party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

#### V. Dispute Resolution

In case of any dispute or differences between the parties hereto arising out of or in connection with the deed of whatsoever nature the same shall be referred to a Sole Arbitrator to be mutually agreed and appointed by both the Parties. The Arbitration shall be held at Delhi. The award as passed by the Sole Arbitrator will be binding on the parties and the same shall not be challenged on the ground of jurisdiction of the Arbitrator.

#### VI. JURISDICTION

The parties agree that the present agreement will be governed by and constructed according



to the laws in force in India. The Parties further agree that only Courts at Delhi shall have jurisdiction regarding disputes arising out of the agreement.

#### VII. TERMINATION

The CBC shall at any time be entitled to determine and terminate the Agreement for any reason including unsatisfactory performance or violation of any terms of the Agreement. A notice in writing from CBC shall be issued giving 07 (seven) days' time for such termination. In case of such termination, CBC shall pay the Vendor charges upto the effective date of termination. However, any such termination shall not relieve the Vendor of any of the service provided by them prior to such termination.



## ANNEXURE B

### Policy Guidelines for Empanelment of Social Media Platforms with CBC

#### Different models of buying inventory/space for social media campaigns:

- A. **Dynamic pricing with ceiling price:** In this model, CBC will be charged on the basis of actual number of clicks or views (i.e. view for a certain minimum duration) attained. Further there is a fixed ceiling price for buying inventory. If the cost determined by the dynamic pricing model is less than the ceiling price then CBC will be charged the dynamic price. If the cost determined by the dynamic pricing model is more than the ceiling price then the advertiser is charged the ceiling price. This model is used by Google for YouTube ads.
- B. **Auction model:** CBC will have to participate in online auction by indicating a certain bidding amount for buying inventory. The bidding amount is the highest amount at which CBC is willing to buy inventory. Further, CBC will also have to indicate the target audience, duration of campaign, per day budget, etc. The result of auction depends on a number of factors such as the bidding amount and the relevance of communication/message to the individual concerned (determined by the algorithm of the social media platform on the basis of viewing habits of the individual as well as response generated by the communication in other people with similar habit (if any)). If the resulting amount determined by the auction is less than the bidding amount then CBC will be charged the actual amount. However if the resulting amount goes over the bidding amount indicated by CBC, CBC will fail to buy the inventory. In case the message of communication is relevant to the individual then the cost of auction may remain low and can result in better placement. The booking in auction model can also be made on the basis of automatic bid. In such cases the algorithm of the social media platform automatically optimizes the bid of an advertiser to make sure that the campaign is made live and impressions served. This model is predominant for booking space on Facebook, Instagram and Twitter.
- C. **Reach and Frequency model:** Reach and frequency buying is a method for buying ads that will let CBC book campaigns in advance with predictable, optimised reach and controlled frequency. Once a campaign is reserved through reach and frequency buying, cost per mille or CPM (i.e., cost per 1000 impressions) is fixed, and CBC will only pay the price established for the campaign. In case ad set delivers more than 100% of booked impressions, CBC will not be charged more than the budget set. This model is adopted by Facebook and Instagram but the booking has to be done at least 6 months in advance.





## ANNEXURE C

Policy Guidelines for Engagement of Social Media Platforms with CBCTypes of Social Media Advertisements

1. **Texts:** These ad types only have texts.
2. **Photo Ads :** Photo Ads display a photo. They can also have text or headline and link description, call-to-action button like send message or visit.
3. **Video Ads:** Video ad options range from short mobile video ads designed to be watched on desktop/mobile devices. They are useful in capturing quick attention.
4. **Carousel ads:** A carousel ad can have up to 10 images or video. All are in one ad.
5. **Unskippable video ads:** Short video appears as unskippable ads which cannot be avoided or skipped (except closing the window).
6. **Collection ads:** Collection ads feature a cover image or video plus several product shots. Clicking on the ad directs the user to an Instant Experience.

