

**DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY**  
**(AV Wing)**  
**(F. No.22204/11/09-AV(Part -2) dtd 18/5/2012)**

**ADVISORY ON REVISED RATE CARD FOR PRODUCERS**

**Sub: Revised Rate Card for Producers/Production Houses  
empanelled with DAVP**

Following the fresh empanelment of producers by DAVP 2012-15, the competent authority has revised the rate-card for production of creatives, both audio and video for the producers empanelled with DAVP. The new rate-card, which is attached herewith, shall come into immediate effect, for all work-orders given after 24<sup>th</sup> of May, 2012.

Signed/-  
(B.Narayanan)  
Director (AV),  
24/5/2012

Encl: a/a

**RATE CARD FOR AUDIO-VIDEO PRODUCTIONS (2012-15)**  
**DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY**  
**M/O INFORMATION AND BROADCASTING**  
**SOOCHNA BHAVAN, LODI ROAD, NEW DELHI**

(F. No.22204/11/09-AV(Part -2) dtd 18/5/2012)

***(TO BE READ ALONGWITH DAVP'S TERMS AND CONDITIONS FOR AV PRODUCTIONS  
FOR EMPANELLED PRODUCERS)***

**RADIO SPOTS/JINGLES**

1) **Radio Spot:** The consolidated rates given below are for radio creatives which have only words/speech, and do not involve composition of original music:

Duration of Radio Spot	Master Version	Language Version	Re-recording	Shorter Version or Re-editing of old Spots
1.1.Upto 30 seconds	Rs.10,000	Rs.9,000	Rs.5,000	Rs.3,000
1.2.31 to 60 seconds	Rs. 15,000	Rs. 12,000	Rs. 5,000	Rs. 3,000
1.3.Above 60 seconds	Pro-Rata, based on 60-second rate	Pro-Rata, based on 60-second rate	Rs. 5,000	Rs. 3,000

2) **Radio Jingle/Song/Signature Tune** : The consolidated rates given below are applicable to radio creatives which are partially or fully music based, with original composition:

Duration of Radio Jingle	Master version	Language Version (with same or separate music track)	Re-recording	Shorter Version or Re-editing of old jingles/song/tuner
2.1. Upto 60 sec.	Rs. 30,000	Rs.15,000	Rs. 10,000	Rs. 5,000
2.2. Above 60 sec	Pro-Rata, based on 60-second rate	Pro-Rata, based on 60-second rate	Rs.10,000	Rs. 5,000

3) **Definition of Consolidated Rates for Spot/Jingle/Song/Signature Tune:**The consolidated rates include charges for script, production with good voices & music/audio and following software, master CD, one broadcast copy of CD , one DAVP copy of CD, and client copy of CD

4) **Re-recording charges for Spot/Jingle/Song/Signature Tune :** These charges would be admissible if script is changed after production is carried out as per the approved script and artists have to be called again for recording. No charges would be admissible if changes in spot/jingle can be made only through editing, within six months of the approval of the spot, even if spot was made as per approved script. This would include one broadcast CD copy, one DAVP CD copy and one client CD copy.

### **SPONSORED RADIO PROGRAMMES**

5) **Sponsored Radio Programmes:** The consolidated rates for Radio programmes, which are being sponsored by any Client Department/Ministry is given below:

Duration	Rates	Re-recording	Re-editing
5.1. Upto 15 mts	Rs.15,000	Rs.5,000	Rs.2,500
5.2.Upto 30 mts	Rs.24,000	Rs.5,000	Rs.2,500
5.3. Above 30 minutes	Pro-Rata, based on the 30 minute rate.	Rs.5,000	Rs.2,500

6.1) **Definition of Consolidated Rates for SRPs:** The consolidated rates include charges for script, production with good voices , master (CD) , one broadcast copy (CD) and one DAVP copy (CD) & one client copy (CD). Production includes signature tune, opening/closing/change over music/jingle, drama, stock voices/music/songs, studio recorded interviews/expert comments, receiving questions through phone/E-mail/letters, reply of questions by anchor/experts in the programme, production of promos including one broadcast CD copy, one DAVP CD copy and one client CD copy.

6.2) **Field Interviews:** If field interviews are specifically desired by the client, the producer shall carry them out with no extra cost to the Client/DAVP

6.3) **Re-editing:** Re-editing of old episodes is defined as deleting or re-arranging some portion..

6.4) **Re-recording:** Re-recording is defined as re-recording some portion of an old episode to replace some old portion, and may include charges for voices, editing, one broadcast CD, one DAVP CD and one client CD.

7) **Software for SRPs:** If the software is dispatched by the producer, actual postage would be reimbursed. . Rs50 will be paid for replication of CDs, per CD, including design of cover, logging of contents on inlay card, and packaging.

### VIDEO SPOT

8) **Video Spot./Documentaries/Telefilms :** The consolidated rates of Video Spot./Jingle/Documentaries/Telefilms are as given below, shot on Digi Beta or DV Cam:

Duration	Master	Dubbing	Language Version	HD Format	Re-voiceover	Re-shooting charges	Re-editing charges	35/16 mm film
<b>Video Spot</b>								
Upto 60 seconds	Rs.3,50,000	Rs.20,000	Rs.2,50,000	50 percent more than the respective master/ Language rate	Rs.10,000	Rs.35,000	Rs.15,000	100 % more than the respective master/ Language rate
Above 60 seconds to 120 seconds	Pro-rata	Pro-rata	Pro-rata	50 percent more than the respective master/ Language rate	Pro-rata	Pro-rata	Pro-rata	100% more than the respective master/ Language rate
<b>Documentaries/Spots/Telefilms</b>								
From 2 to 5 mts	Rs.3,50,000	Rs.35,000	Rs.1,75,000	50 percent more than the respective	Rs.10,000	Rs.25,000	Rs.15,000	100% more than the respective

				ve master/ Langua ge rate				ve master/ Langua ge rate
Above 5 to 15 mts	Rs.4,50,000	Rs.45,000	Rs.2,25,000	50 percent more than the respecti ve master/ Langua ge rate	Rs.12,000	Rs.30,000	Rs.18,000	100% more than the respecti ve master/ Langua ge rate
Above 15 to 30 mts	Rs.5,50,000	Rs.50,000	Rs.2,50,000	50 percent more than the respecti ve master/ Langua ge rate	Rs.15,000	Rs.35,000	Rs.21,000	100% more than the respecti ve master/ Langua ge rate
Above 30 mts	Pro-rata, based on 30 minute rate	Pro-rata, based on 30 minute rate	Pro-rata, based on 30 minute rate	50 percent more than the respecti ve master/ Langua ge rate	Pro- rata, based on 30 minute rate	Pro- rata, based on 30 minute rate	Pro- rata, based on 30 minute rate	100% more than the respecti ve master/ Langua ge rate

**9.1)Explanation of Consolidated Rate for Videospots/Telefilms/Documentaries:** The consolidated rate includes charges for script, detailed shot-by-shot storyboard (for Video-spots), location, travel outside Delhi upto 200 kilometers, models, anchors, shooting, editing, jingle, 2-D/3D animation/ 2D & 3D Character animation/all kinds of Graphics as required by Client , titling/sub-titling/text, music, voiceover, background effects, special effects,). Two Master Copies ( both mixed and unmixed) in Digi Beta or DVC , for Client and DAVP. In addition, all video-spots would be be required to be submitted in suitable digital MPEG format at broadcast quality for delivery by internet.

**9.2) Reimbursement of Actuals for journey beyond 200 kms:** Journey could be undertaken by rail (First Class/AC-2T) or by road upto 800 kms, and by air (economy class) beyond 800 kms. The

producer, may, however, obtain prior permission of DAVP for undertaking such journey and should submit supporting documents ie used tickets or bill for hiring vehicles etc to support their claim.

9.3) **Language Version:** The language version would include besides dubbing, regional content, characters, property, artists, outdoor shooting in regional locations, language graphic animations etc. to ensure regional look to the programme

10) **Endorsements:** If endorsement is made by top personality (artist/singer/celebrity etc.) free of charge, we may pay an honorarium of Rs.40,000 to the producer for arranging free endorsement and meeting additional contingent expenses which would take place in such cases. Decision of DAVP would be final and binding regarding the admissibility of such an honorarium.

11) **Payment of Royalties:** Payment of royalty/credit for copyright purposes to any public/private organization or person for using any input in a production would be the responsibility of the producer

12) **Labelling:** Each DVD/CD and its cover should be properly labelled mentioning title of spot/programme, subject, duration, language, name of client, name of DAVP/production agency and year of production.

#### MISCELLANEOUS VIDEO COMPILATION

13) **Video compilation in Beta SP/DVC Pro :** The rates given below are for consolidation of various video spots into one compilation :

Upto 5 min.	Rs. 5,000
Upto 30 min.	Rs. 10,000
Upto 60 min.	Rs. 15,000
More than 60 mts	Pro-rata, based on 60 mts rate

(charges include cost of title/graphic plate, one Beta/DVC Pro and two DVD/VCD copies)

14) **Additional Beta T'cast/DVC Pro copy :** The rates given below is for duplication of creatives into Betas/DVC Pro

Upto 5 min.	Rs. 2,000
Upto 30 min.	Rs. 2,500
Upto 60 min.	Rs. 3,000
DVD (per copy, of all durations)	Rs. 100
CD (per copy, of all durations)	Rs. 50

#### 15) **Period of Applicability & Schedule of Payments:**

15.1) This rate card would be applicable for three years and if need is felt for amendment during this period, the same would be carried out by the Rate Structure Committee with the approval of DG, DAVP.

- 15.2) Client shall make 100% payment of the cost of producing the creative, in advance to DAVP, as LOA or Cheque before Work-order is issued by DAVP to the producer.
- 15.3) In cases where funds transfer has taken place by LOA, the responsibility for giving approval to the creative before the LOA lapses, so that DAVP can make the payment, is solely that of the Client. In case the LOA lapses on 31<sup>st</sup> of March, and the Client has not still given approval, he may again revalidate the LOA so that payment can be made.
- 15.4) DAVP shall make payment of 50 percent of the cost of creative to the producers, from the funds deposited by Client, at the time of the submission of the rough cut of the creative by the Producer to the Client.
- 15.5) Whenever required, DAVP, at the discretion of the DG, shall convene a Production Costing Committee to arbitrate on any issue regarding production/costing etc.

>>>>>>>>>>>>>>

