Government of Rajasthan
Department of Information and Public Relations
Jaipur

No. Ele.Media/ Dig. Cinema/146/2016/
Date

Subject: POLICY GUIDELINES ON DIGITAL CINEMA AGENCIES
W.E.F 1st Day of October 2016 (to remain effective for
a period of three years)

The Policy Guidelines for Empanelment and rate fixation for
State Government advertisements on Digital Cinema Screens are being
notified. It may be noted that the applications from Digital Cinema
Screens seeking empanelment would be invited separately.

It bears the approval of the competent authority.

(Anuprerna Singh Kuntal)
Director Cum Joint Secretary
Department of Information and Public Relations
Rajasthan

No. Ele.Media/ Dig. Cinema/146/2016/2847-48 Date 26-09-2016

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1. PS to Secretary I&PR

(Vishnu Kumar Goyal)
Additional Director (Admn.)
1. Agency must have compliance with Digital Cinema Technology which is defined as the use of digital technology for distribution, projection, and generation of logs of motion picture in a cinema hall, along with foolproof verification mechanism of logs of Govt. advertisements played during pre show and interval, so as to enable DIPR/Raj Samwad to confirm the compliance of release orders before payment.

2. Digital Cinema Agencies having one or more Digital Cinema Screen(s) may apply for empanelment.

3. The empanelment process will be open throughout the year. Applications completed in all respect must be submitted to DIPR along with a non refundable processing fee of Rs. 25000/- in the form of demand draft payable to Director Information and Public Relations Rajasthan Jaipur. Applications submitted without processing fee will not be processed.

4. DIPR shall take three month's time to process, accept/reject the applications. The empanelment shall be valid up to the end of the relevant financial year. Agency will have to apply afresh for empanelment for every year. However no processing fee shall be chargeable from the Agency who is in panel for the immediately Preceding year. The empanelment become effective from the date of consent is conveyed to the Digital Cinema Agency.

5. The agency empanelled with DIPR should inform DIPR the details of delisting of cinema screens, which are shut down for renovation etc., on first day of every month, so that DIPR deletes these cinema screens from the list and DIPR Release Orders do not include these screens.

6. DIPR reserves the right of physical verification of the cinema halls/screens.

7. Digital Cinema Agencies have to intimate on their own the modified list of Digital Cinema Screens immediately as and when such modification takes place.
8. The Unit Price for 10 second spot per show per cinema screen shall be Rs. 15/- for all cinema screens having seating capacity equal to or more than 500.

9. For those cinema screens having seating capacity less than 500, the unit price for 10 second spot per show per cinema screen shall be Rs. 13/-.

10. Out of the 10 minutes pre-show and 10 minutes interval of digital cinema, the last 5 minutes of the pre-show period before the start of movie package, and the last 5 minutes during interval, just before the start of second half of movie package, shall be treated as Prime Screen Time (PST) in digital cinema.

11. The Govt. spots should be exhibited in the PST period of screening to ensure that maximum audiences watch the social message.

12. The rate for PST shall be Rs.15 and Rs.13 per 10 second spot depending upon the seating capacity of the Digital Cinema Screen.

13. If any Govt. spot is placed beyond the PST, then a discounted rate of 30% on both the PST rates Rs. 15 and Rs. 13, i.e. Rs. 10.5 and Rs. 9.10 would be applicable and DIPR will deduct the rate at the time of payment of bills. However, in no case should the advertisement run more than 10 minutes before the commencement of the show.

14. The assignment of job and distribution of work to any of the agencies will be decided by DIPR/Raj. Samwad as per funds availability, target audience and requirement of client department/Board/Corporations/PSU's and other autonomous bodies of the State. Empanelment of any agency shall not confer any right to issue advertisement to them.

15. Advertisements shall be issued through Rajasthan Samwad. Rajasthan Samwad will deduct @15% on the above stated rates as agency commission. However service tax will be paid by Rajasthan Samwad, if applicable. The payment will be made as per The Operational Manual of Rajasthan Samwad and circulars/orders issued by the Govt. in this regard from time to time.

16. For establishing a viable monitoring system, all empanelled Digital Cinema Agencies must provide real-time access to their central servers that will carry the logs of Government spots in XML format stipulated by DIPR. For daily compliance reports of all campaigns of the Government,
client department/Board/Corporations/PSU's and other autonomous bodies of the State. The DCAs should also provide the log reports in DIPR/ client department/Board/Corporations/PSU's and other autonomous bodies of the State in stipulated format with drop down menu within two days, so that DIPR is in a position to cross check the logs. The empanelled agencies which do not have in place the mechanism of centralized log monitoring mechanism should comply with the same within a period of three month.

17. Screen Savers could also be used by the Digital Cinema Screens which could be an effective medium for a maximum duration or two minutes for which the non-PST rates would be applicable as it would be screened during non-PST slot during the interval. The cost of making the Screen Saver would be borne by the Department concerned.

18. The Screensaver will comprise a static part, such as the name and logo of a particular social welfare scheme or a certain initiative such as anti-smoking campaign. The messages can appear/change in a variety of styles on the screensaver. There will however be no audio part.

19. The method of confirmation for running of screensaver would be the digital log reports that would be generated automatically when the screensaver is displayed on the screen.

20. Securing CBFC (Central Board of Film Certification) certificate shall be the responsibility of the client department/Board/Corporations/PSU's and other autonomous bodies of the State that gets the spots produced, and not the Digital Cinema Agencies.

21. Payment shall be made only to those advertisements which are not covered with the provisions of the The Cinematography Act 1952 and The Cinematography Rules 1983 and The Rajasthan Cinema (Regulations) Act 1952 and The Rajasthan Cinema (Regulations) Rules 1959.

(Anupretna Singh Kuntal)
Director Cum Joint Secretary
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Rajasthan Jaipur