

MARKET/GENRE	CHROME DM AUDIT SERVICES			
	Chrome Track 2.0 + Dashboard	Chrome Track 2.0 + Dashboard + Weekly Images	Chrome Live + Daily Notifications	Chrome Live + Daily Notifications + Daily Images
ALL INDIA	COST PER MONTH FOR ANNUAL SUBSCRIPTION (INR)			
HINDI GEC	3,50,000	4,51,000	4,96,000	5,46,000
HINDI MOVIES	3,00,000	3,96,000	4,36,000	4,80,000
HINDI NEWS	2,60,000	3,52,000	3,87,000	4,26,000
ENGLISH ENTERTAINMENT/ MOVIES	1,85,000	2,69,500	2,96,000	3,26,000
ENGLISH NEWS	1,75,000	2,58,500	2,84,000	3,12,000
BUSINESS NEWS	1,70,000	2,53,000	2,78,000	3,06,000
KIDS	1,50,000	2,31,000	2,54,000	2,79,000
FASHION LIFESTYLE	1,50,000	2,31,000	2,54,000	2,79,000
LIFESTYLE	1,50,000	2,31,000	2,54,000	2,79,000
INFOTAINMENT	2,00,000	2,86,000	3,15,000	3,47,000
MUSIC	1,50,000	2,31,000	2,54,000	2,79,000
SPORTS	3,20,000	4,18,000	4,60,000	5,06,000
RELIGIOUS	1,50,000	2,31,000	2,54,000	2,79,000
INTERNATIONAL	1,70,000	2,53,000	2,78,000	3,06,000
HSM				
HINDI GEC	3,15,000	4,12,500	4,54,000	4,99,000
HINDI MOVIES	2,50,000	3,41,000	3,75,000	4,13,000
HINDI NEWS	2,15,000	3,02,500	3,33,000	3,66,000
ENGLISH ENTERTAINMENT/ MOVIES	1,50,000	2,31,000	2,54,000	2,79,000
ENGLISH NEWS	1,40,000	2,20,000	2,42,000	2,66,000
BUSINESS NEWS	1,40,000	2,20,000	2,42,000	2,66,000
KIDS	1,20,000	1,98,000	2,18,000	2,40,000
FASHION LIFESTYLE	1,40,000	2,20,000	2,42,000	2,66,000
LIFESTYLE	1,20,000	1,98,000	2,18,000	2,40,000
INFOTAINMENT	1,60,000	2,42,000	2,66,000	2,93,000
MUSIC	1,20,000	1,98,000	2,18,000	2,40,000
SPORTS	2,50,000	3,41,000	3,75,000	4,13,000
RELIGIOUS	1,20,000	1,98,000	2,18,000	2,40,000
INTERNATIONAL	1,40,000	2,20,000	2,42,000	2,66,000
SOUTH / REGIONAL				
GEC	1,20,000	1,98,000	2,18,000	2,40,000
MOVIES	1,00,000	1,76,000	1,94,000	2,13,000
NEWS	1,00,000	1,76,000	1,94,000	2,13,000
ENTERTAINMENT/YOUTH	1,00,000	1,76,000	1,94,000	2,13,000
KIDS	1,00,000	1,76,000	1,94,000	2,13,000
LIFESTYLE/INFOTAINMENT	1,00,000	1,76,000	1,94,000	2,13,000
MUSIC	1,00,000	1,76,000	1,94,000	2,13,000
SPORTS	1,00,000	1,76,000	1,94,000	2,13,000
RELIGIOUS	1,00,000	1,76,000	1,94,000	2,13,000

PRODUCT	DESCRIPTION
CHROME TRACK 2.0	A CITY-WISE CONNECTIVITY REPORT WITH WEIGHTED OTS (OPPORTUNITY-TO-SEE)

Chrome Live

Daily Access TO YOUR CHANNEL BY NETWORK

Real-time notifications of on-ground fluctuations

Customised Web Dashboard, proprietary Mobile App

100% Technology integration at the Data Collection, Data Entry, Report generation & Analytics level

AN UNPRECEDENTED & comprehensive client interface for detailed distribution data reports

LIVE Updates and Query Resolution

Direct access to head ends for dispute resolutions

Flexibility to view images of data collected for each and every fluctuation

Generation of query requests from Chrome Live dashboard

SINGLE WINDOW TRACK of queries and CORRESPONDING reverts

COMBO DEALS : NETWORKS WITH MORE THAN ONE GENRE FOR REGULAR SERVICES

1 GENRE : CARD RATE

2 GENRES : CARD RATE + 50% FOR 2ND GENRE

3 GENRES : CARD RATE + 50% FOR 2ND GENRE + 25% FOR 3RD GENRE

4 GENRES : CARD RATE + 50% FOR 2ND GENRE + 25% FOR 3RD GENRE + 10% FOR 4TH GENRE

SPECIAL CONSIDERATIONS : FOR CONTRACTUAL PERIOD MORE THAN ONE YEAR

1 YEAR : CARD RATE + 30% YOY GROWTH

3 YEARS : CARD RATE + 10% YOY GROWTH

CHROME LIVE ACCESS

Urban HEs- INR 15,000, Rural HEs- INR 17,500 (per day)

Urban HEs - INR 4000 per day, Rural HEs- INR 5,500 per day (for Monthly Subscription)

Live Access TO YOUR CHANNEL BY NETWORK

CHROME RURAL TRACK		
MARKET	VILLAGES INCL DTH/FTA	COST PER GENRE PER MONTH (INR)
ALL INDIA	3,12,983	3,75,000
HSM	2,91,486	2,50,000
SOUTH	21,497	90,000

CHROME DTH ACUMEN	
WEEKLY TRACKING	50,000 / MONTH

OUT-OF-POCKET EXPENSES (INR)			
MARKET	PER JOINT VERIFICATION	CON CALL PER RESPONDENT	PER PICTURE GRAB
8 METROS	5,000	500	2,500
1MN+	7,500	750	3,750
.1 TO 1 MN	10,000	1,000	5,000
LC1	15,000	1,500	7,500

PRODUCT	DESCRIPTION
CHROME RURAL TRACK	CHANNEL AVAILABILITY ACROSS RURAL INDIA, COVERING 3,12,000 VILLAGES ACROSS THE COUNTRY
CHROME DTH	A COMPREHENSIVE VIEW OF ALL-INDIA DTH OPERATIONS, INCLUDING CHANNEL STATUS, PACKAGE INFORMATION AND ON-GROUND MARKET OFFERS ACROSS MARKETS AND REGIONS IN INDIA.

COMBO DEALS : NETWORK WITH MORE THAN ONE GENRE FOR REGULAR SERVICES

1 GENRE : CARD RATE

2 GENRES : CARD RATE + 50% FOR 2ND GENRE

3 GENRES : CARD RATE + 50% FOR 2ND GENRE + 25% FOR 3RD GENRE

4 GENRES : CARD RATE + 50% FOR 2ND GENRE + 25% FOR 3RD GENRE + 10% FOR 4TH GENRE

SPECIAL CONSIDERATIONS : FOR CONTRACTUAL PERIOD MORE THAN ONE YEAR

1 YEAR : CARD RATE + 30% YOY GROWTH

3 YEARS : CARD RATE + 10% YOY GROWTH

CHROME HOTEL TRACK				
ALL INDIA				
Hotel Type	ONE TIME AUDIT		Annual COST for Monthly Report (INR)	Annual COST for Weekly Report (INR)
	COUNT	COST (INR)		
3 STAR	393	2,50,000	12,00,000	26,00,000
4 STAR	347			
5 STAR	276			

CHROME PLUS	
COST PER CHANNEL PER MONTH (INR)	
LANGUAGE FEED	1,55,000
AUDIO VIDEO REPORTING	95,000
GEO TAG REPORT	4,000*

*1 Lac for one report

Per head end

DUAL LCN REPORT (INR)
16,00,000

LANDING PAGE REPORT (INR)
12,00,000

CHROME PIRACY TRACK	
MARKET	COST PER PIRACY PER HEAD END (INR)
8 METROS	75,000
1 MN+ POP TOWNS	1,00,000
REST OF INDIA (LC1 AND .1 TO 1MN POP TOWNS)	1,25,000

CHROME FILM PIRACY TRACK (INR)	
8 METROS	30,00,000
1 MN+ POP TOWNS	45,00,000
REST OF INDIA (LC1 AND .1 TO 1MN POP TOWNS)	65,00,000

HOTEL TRACK	TRACKING OF CHANNEL AVAILABILITY, NEIGHBOURHOOD INSIGHTS, AUDIO VIDEO QUALITY ACROSS HOTELS
LANGUAGE FEED	MONITORING OF CHANNEL LANGUAGE FEED
AUDIO VIDEO REPORTING	MONITORING OF GROUND TRANSMISSION QUALITY RELAYED BY ACROSS INDIVIDUAL CABLE NETWORKS
GEO TAG REPORT	MONITORING OF CHANNELS ON REAL TIME BASIS WITHIN PREDEFINED WINDOWS ALONG WITH FEATURES LIKE GEO-TAGGING
PIRACY TRACK	TRACKING OF PIRACY ACROSS INDIA VIA IMAGE GRABS

PROPRIETARY TOOLS					
PRODUCT	DESCRIPTION	REMARK	REGIONAL	HSM	ALL INDIA
ONE TIME (INR)					
CHROME DPi	THE EXACT REACH CONTRIBUTION OF A CHANNEL BROKEN DOWN TO INDIVIDUAL CABLE NETWORKS	PER CHNL	20,00,000	45,00,000	60,00,000
CHROME CPi	INDEXING OF NETWORKS BY SUBSCRIBERS VIS-A-VIS VIEWERSHIP, BY MARKET	PER GENRE/ PER PLATFORM	25,00,000	45,00,000	60,00,000
CHROME DiI	THE CARRIAGE FEE RETURN ON INVESTMENTS ACROSS CABLE NETWORKS IN 3000+ CITIES IN INDIA		7,00,000	12,00,000	15,00,000
CHROME DRR	THE HEAD-END WISE AVERAGE COLLECTIONS, SUBSCRIBERS ATTACHED TO EACH HEAD-END AND MARKET-WISE ANALYSIS OF INDIVIDUAL MSO		7,50,000	16,00,000	25,00,000
CHROME SES	THE NUMBER OF ACTIVE SUBSCRIBERS OF ALL CABLE NETWORKS SPREAD ACROSS INDIA AS WELL AS THE RANK OF EACH NETWORK	URBAN	7,50,000	10,50,000	15,00,000
		RURAL	10,50,000	15,00,000	21,00,000
		URBAN + RURAL	15,00,000	22,50,000	30,00,000
BROADBAND SES	THE NUMBER OF ACTIVE SUBSCRIBERS OF ALL BROADBAND NETWORKS SPREAD ACROSS INDIA AS WELL AS THE RANK OF EACH NETWORK	URBAN	12,00,000	16,00,000	22,00,000

PROPRIETARY TOOLS		
PRODUCT	DESCRIPTION	COST (INR)
ONE TIME		
CHROME RATINGS +	AN INDEPTH STUDY TO MAXIMISE TIME SPENT, REACH & OVERALL CHANNEL SHARE BY OPTIMISING DISTRIBUTION, ON AIR PRESENTATION, CONTENT SCHEDULING AND BREAK STRATEGY	1.2 CR PER CHANNEL

All Chrome Proprietary tools are non-negotiable and only operate on 100% advance billings & payment

EXECUTIVE BRIEFING	
EXECUTIVE BRIEFING/ STRATEGIC CONSULTING (INR)	
CEO & FOUNDER	6,00,000

***Intimation - one week in advance*

ON-AIR PROJECTS			
PRODUCT	DESCRIPTION	COST (INR)	
		PER RESPONDENT	PACKAGE DEAL
ON- AIR PRESENTATION	AN IN-DEPTH STUDY ON THE ON-AIR PRESENTATION OF A CHANNEL DICTATING VIEWER BEHAVIOUR AND ENGAGEMENT	1,000	25,00,000 (For 30,000 Respondents)
CHROME DIGITAL CONTENT ANALYSER	CAPTURING RESPONSE FOR A PRE/POST TESTING OF A GIVEN CONTENT DICTATING VIEWER BEHAVIOUR AND ENGAGEMENT	1,000	-
BROADCAST REAL TIME INSIGHTS	A SURVEY WITH REAL TIME RESPONSES FROM TARGET AUDIENCE	750	45,00,000 (For 30,000 Respondents)

INTERCONNECTION				
MARKETS	BROADCAST NETWORKS NO. OF CHANNELS (INR)			
	1	2-5	6-9	10+
ALL INDIA	1050000	1890000	3000000	5250000
HSM	750000	1350000	1800000	3000000
SOUTH	300000	540000	900000	1200000
ANDN & NCBR	1500	2700	4500	6000
AP & TELANGANA	138000	248400	412500	550500
ASSAM & NORTH EAST	18000	32400	52500	70500
BIHAR	46500	83700	138000	181500
CHHATTISGARH	27000	48600	78000	105000
DELHI	267000	480600	801000	1068000
GUJ, D&D & DNH	193500	348300	579000	772500
JHARKHAND	31500	56700	96000	130500
KARNATAKA	169500	305100	507000	673500
KERALA	40500	72900	121500	163500
MADHYA PRADESH	97500	175500	295500	394500
MAH & GOA	360000	648000	1077000	1437000
ODISHA	36000	64800	105000	139500
PHCHP J&K	151500	272700	453000	603000
RAJASTHAN	79500	143100	241500	321000
TN & PONDICHERRY	66000	118800	196500	261000
UP & UTTARAKHAND	226500	407700	681000	909000
WEST BENGAL	153000	275400	462000	615000

CRIC - DESIGNED TO INTERPRET TRAI'S RECENT TARIFF ORDER, THE CALCULATOR USES CHROME DM'S PROPRIETARY TOOLS TO LAYER THE NETWORK-WISE/CHANNEL-WISE VIEWERSHIP & PROJECT THE OFF-TAKE OF CHANNELS AT A HOUSEHOLD LEVEL

CRIC RATE CARD - GENRE SPECIFIC

GENRE	MRP (INR)
HINDI GEC	5000000
LANGUAGE/REGIONAL GEC(PER LANGUAGE)	700000
HINDI MOVIES	4000000
LANGUAGE/REGIONAL MOVIES(PER LANGUAGE)	600000
KIDS	3000000
LANGUAGE/REGIONAL KIDS(PER LANGUAGE)	400000
OTHER GENRES	2000000
OTHER LANGUAGE/REGIONAL GENRES	300000