

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
<b>ALL INDIA</b>	<b>COST PER MONTH FOR ANNUAL SUBSCRIPTION</b>			
<b>HINDI GEC</b>	3,50,000	4,51,000	4,96,000	5,46,000
<b>HINDI MOVIES</b>	3,00,000	3,96,000	4,36,000	4,80,000
<b>HINDI NEWS</b>	2,60,000	3,52,000	3,87,000	4,26,000
<b>ENGLISH ENTERTAINMENT/MOVIES</b>	1,85,000	2,69,500	2,96,000	3,26,000
<b>ENGLISH NEWS</b>	1,75,000	2,58,500	2,84,000	3,12,000
<b>BUSINESS NEWS</b>	1,70,000	2,53,000	2,78,000	3,06,000
<b>KIDS</b>	1,50,000	2,31,000	2,54,000	2,79,000
<b>FASHION LIFESTYLE</b>	1,50,000	2,31,000	2,54,000	2,79,000
<b>LIFESTYLE</b>	1,50,000	2,31,000	2,54,000	2,79,000
<b>INFOTAINMENT</b>	2,00,000	2,86,000	3,15,000	3,47,000
<b>MUSIC</b>	1,50,000	2,31,000	2,54,000	2,79,000
<b>SPORTS</b>	3,20,000	4,18,000	4,60,000	5,06,000
<b>RELIGIOUS</b>	1,50,000	2,31,000	2,54,000	2,79,000
<b>INTERNATIONAL</b>	1,70,000	2,53,000	2,78,000	3,06,000
<b>HSM</b>				
<b>HINDI GEC</b>	3,15,000	4,12,500	4,54,000	4,99,000
<b>HINDI MOVIES</b>	2,50,000	3,41,000	3,75,000	4,13,000
<b>HINDI NEWS</b>	2,15,000	3,02,500	3,33,000	3,66,000
<b>ENGLISH ENTERTAINMENT/MOVIES</b>	1,50,000	2,31,000	2,54,000	2,79,000
<b>ENGLISH NEWS</b>	1,40,000	2,20,000	2,42,000	2,66,000
<b>BUSINESS NEWS</b>	1,40,000	2,20,000	2,42,000	2,66,000
<b>KIDS</b>	1,20,000	1,98,000	2,18,000	2,40,000
<b>FASHION LIFESTYLE</b>	1,40,000	2,20,000	2,42,000	2,66,000
<b>LIFESTYLE</b>	1,20,000	1,98,000	2,18,000	2,40,000
<b>INFOTAINMENT</b>	1,60,000	2,42,000	2,66,000	2,93,000
<b>MUSIC</b>	1,20,000	1,98,000	2,18,000	2,40,000
<b>SPORTS</b>	2,50,000	3,41,000	3,75,000	4,13,000
<b>RELIGIOUS</b>	1,20,000	1,98,000	2,18,000	2,40,000
<b>INTERNATIONAL</b>	1,40,000	2,20,000	2,42,000	2,66,000
<b>SOUTH / REGIONAL</b>				
<b>GEC</b>	1,20,000	1,98,000	2,18,000	2,40,000
<b>MOVIES</b>	1,00,000	1,76,000	1,94,000	2,13,000
<b>NEWS</b>	1,00,000	1,76,000	1,94,000	2,13,000
<b>ENTERTAINMENT/YOUTH</b>	1,00,000	1,76,000	1,94,000	2,13,000
<b>KIDS</b>	1,00,000	1,76,000	1,94,000	2,13,000
<b>LIFESTYLE/INFOTAINMENT</b>	1,00,000	1,76,000	1,94,000	2,13,000
<b>MUSIC</b>	1,00,000	1,76,000	1,94,000	2,13,000
<b>SPORTS</b>	1,00,000	1,76,000	1,94,000	2,13,000
<b>RELIGIOUS</b>	1,00,000	1,76,000	1,94,000	2,13,000

PRODUCT	DESCRIPTION
<b>CHROME TRACK 2.0</b>	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 A 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
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			
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 A 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	Annual COST for Weekly Report
	COUNT	COST		
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	
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
16,00,000

LANDING PAGE REPORT
12,00,000

CHROME PIRACY TRACK	
MARKET	COST PER PIRACY PER HEAD END
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	
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

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

PROPRIETARY TOOLS					
PRODUCT	DESCRIPTION	REMARK	REGIONAL	HSM	ALL INDIA
<b>ONE TIME</b>					
<b>CHROME DPi</b>	THE EXACT REACH CONTRIBUTION OF A CHANNEL BROKEN DOWN TO INDIVIDUAL CABLE NETWORKS	PER CHNL	20,00,000	45,00,000	60,00,000
<b>CHROME CPi</b>	INDEXING OF NETWORKS BY SUBSCRIBERS VIS-A-VIS VIEWERSHIP, BY MARKET	PER GENRE/ PER PLATFORM	25,00,000	45,00,000	60,00,000
<b>CHROME Dii</b>	THE CARRIAGE FEE RETURN ON INVESTMENTS ACROSS CABLE NETWORKS IN 450+ CITIES IN INDIA		7,00,000	12,00,000	15,00,000
<b>CHROME DRR</b>	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
<b>CHROME SES</b>	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
<b>BROADBAND SES</b>	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	
ONE TIME		
<b>CHROME RATINGS +</b>	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	
CEO & FOUNDER	6,00,000

*\*\*Intimation - one week in advance*

ON-AIR PROJECTS			
PRODUCT	DESCRIPTION	COST	
		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	Rs 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	Rs 45,00,000 (For 30,000 Respondents)



INTERCONNECTION				
MARKETS	BROADCAST NETWORKS NO. OF CHANNELS			
	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 & PONDICHERY	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
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