

MARKET/GENRE	CHROME DM AUDIT SERVICES				
	CHROME TRACK 2.0			DUAL LCN	LANDING PAGE
	URBAN	RURAL	U+R	MONTHLY REPORT	
ALL INDIA	ANNUAL SUBSCRIPTION (INR)			QUARTERLY SUBSCRIPTION (INR)	
HINDI GEC	34,30,000	41,20,000	54,90,000	6,90,000	11,00,000
HINDI MOVIES	28,10,000	33,70,000	44,90,000	5,60,000	9,00,000
HINDI NEWS	25,00,000	30,00,000	39,90,000	5,00,000	8,00,000
ENGLISH ENTERTAINMENT/MOVIES	18,70,000	22,50,000	30,00,000	3,70,000	6,00,000
ENGLISH NEWS	18,70,000	22,50,000	30,00,000	3,70,000	6,00,000
BUSINESS NEWS	18,70,000	22,50,000	30,00,000	3,70,000	6,00,000
KIDS	15,60,000	18,70,000	25,00,000	3,10,000	5,00,000
FASHION LIFESTYLE	18,70,000	22,50,000	30,00,000	3,70,000	6,00,000
LIFESTYLE	15,60,000	18,70,000	25,00,000	3,10,000	5,00,000
INFOTAINMENT	20,30,000	24,30,000	32,40,000	4,10,000	6,50,000
MUSIC	15,60,000	18,70,000	25,00,000	3,10,000	5,00,000
SPORTS	28,10,000	33,70,000	44,90,000	5,60,000	9,00,000
RELIGIOUS	15,60,000	18,70,000	25,00,000	3,10,000	5,00,000
INTERNATIONAL	18,70,000	22,50,000	30,00,000	3,70,000	6,00,000
HSM					
HINDI GEC	26,40,000	31,20,000	42,00,000	5,30,000	8,40,000
HINDI MOVIES	21,60,000	26,40,000	34,80,000	4,30,000	6,90,000
HINDI NEWS	19,20,000	22,80,000	31,20,000	3,80,000	6,10,000
ENGLISH ENTERTAINMENT/MOVIES	14,40,000	18,00,000	22,80,000	2,90,000	4,60,000
ENGLISH NEWS	14,40,000	16,80,000	22,80,000	2,90,000	4,60,000
BUSINESS NEWS	14,40,000	16,80,000	22,80,000	2,90,000	4,60,000
KIDS	12,00,000	15,60,000	19,20,000	2,40,000	3,80,000
FASHION LIFESTYLE	14,40,000	16,80,000	22,80,000	2,90,000	4,60,000
LIFESTYLE	12,00,000	15,60,000	19,20,000	2,40,000	3,80,000
INFOTAINMENT	15,60,000	18,00,000	25,20,000	3,10,000	5,00,000
MUSIC	12,00,000	15,60,000	19,20,000	2,40,000	3,80,000
SPORTS	21,60,000	26,40,000	34,80,000	4,30,000	6,90,000
RELIGIOUS	12,00,000	15,60,000	19,20,000	2,40,000	3,80,000
INTERNATIONAL	14,40,000	16,80,000	22,80,000	2,90,000	4,60,000
SOUTH / REGIONAL					
GEC	15,80,000	19,00,000	25,30,000	3,20,000	5,10,000
MOVIES	13,00,000	15,60,000	20,70,000	2,60,000	4,20,000
NEWS	11,50,000	13,80,000	18,40,000	2,30,000	3,70,000
ENTERTAINMENT/YOUTH	8,60,000	10,40,000	13,80,000	1,70,000	2,80,000
KIDS	7,20,000	8,60,000	11,50,000	1,40,000	2,30,000
LIFESTYLE/INFOTAINMENT	9,40,000	11,20,000	15,00,000	1,90,000	3,00,000
MUSIC	7,20,000	8,60,000	11,50,000	1,40,000	2,30,000
SPORTS	13,00,000	15,60,000	20,70,000	2,60,000	4,20,000
RELIGIOUS	7,20,000	8,60,000	11,50,000	1,40,000	2,30,000

4 Licenses + INR 25000 for four (4) additional Licenses

## Biyearly billing (6 months advances)

\*Plus Taxes

• IMAGES WILL BE PROVIDED WHERE AVAILABLE

One Time Weekly Report would be charged @ 5% of the annual report value  
One Time Monthly Report would be charged @ 15% of the annual report value

**SPECIAL CONSIDERATIONS : FOR CONTRACTUAL PERIOD MORE THAN ONE YEAR**

1 YEAR : CARD RATE + 30% YOY GROWTH

3 YEARS : CARD RATE + 10% YOY GROWTH

WEEKLY TRACKING	
CHROME DTH ACUMEN	INR 9,60,000 PER ANNUM
LANGUAGE FEED	INR 13,20,000 PER CHANNEL PER ANNUM
AUDIO VIDEO REPORTING	INR 9,60,000 PER CHANNEL PER ANNUM

*\*Plus Taxes*

**Biyearly billing (6 months advances)**

WEEKLY TRACKING	
CHROME PLUS	
COST (INR)	
MONITORING	1,000 PER TOUCH POINT
GEO TAG REPORTING	4,000 PER TOUCH POINT

*\*Plus Taxes*

OUT- OF- POCKET EXPENSES (INR)	
MARKET	PER AUDIO PROOF
8 METROS	500
1MN+	750
.1 TO 1 MN	1,000
LC1	1,500

*\*Plus Taxes*

CHROME LIVE ACCESS	
Urban HEs- INR 15,000, Rural HEs- INR 17,500	Per Day
Urban HEs - INR 4000, Rural HEs- INR 5,500	Per Day for Monthly Subscription

*\*Plus Taxes*

PROPRIETARY TOOLS					
PRODUCT	DESCRIPTION	REMARK	REGIONAL	HSM	ALL INDIA
		ONE TIME (INR)			
CHROME DISTRIBUTION REVENUE REALIZATION (DRR)	THE HEAD-END WISE AVERAGE COLLECTIONS, SUBSCRIBERS ATTACHED TO EACH HEAD-END AND MARKET-WISE ANALYSIS OF INDIVIDUAL MSO		8,00,000	12,00,000	17,00,000
CHROME SES	THE NUMBER OF ACTIVE SUBSCRIBERS OF ALL CABLE NETWORKS SPREAD ACROSS INDIA AS WELL AS THE RANK OF EACH NETWORK	URBAN	6,50,000	10,00,000	15,00,000
		RURAL	8,00,000	12,00,000	17,00,000
		URBAN + RURAL	10,00,000	17,00,000	23,00,000
CHROME CARRIAGE INDEX	THE HEADEND WISE AVERAGE CARRIAGE FEE SPENDS FOR PLACING CHANNELS ACROSS INDIVIDUAL CABLE NETWORKS		8,00,000	12,00,000	17,00,000
Chrome DPi	THE EXACT REACH CONTRIBUTION OF A CHANNEL BROKEN DOWN TO INDIVIDUAL CABLE NETWORKS	PER CHANNEL	60,00,000	90,00,000	1,20,00,000

*\*Plus Taxes*

- **All Proprietary and Special Projects – 50% Advance, 50% before the delivery of the final report**

MARKET/GENRE	CHROME NEWS TRACK		
	No. of Channels	Cost for Annual Subscription (INR)	Cost per Additional Channel (INR)
HINDI NEWS	8	21,00,000	4,20,000
ENGLISH NEWS	4	16,80,000	4,20,000
REGIONAL NEWS	4	15,36,000	3,60,000

*\*Plus Taxes*

PRODUCT	No. of Licensee	Cost per License per month
Chrome AD Sales	1-3	USD 500
	4-9	USD 350
	10-25	USD 250
	26-75	USD 225
	51-100	USD 175
	101-499	USD 75
	500+	USD 50

*\*Plus Taxes*

**Biyearly billing (6 months advances)**