

**Government of Odisha
Department of Tourism & Culture
(Tourism)**

No. 5143 / TSM, Bhubaneswar, dt. 18-May-2018
T.TSP-I-(M)-64/2018

STRATEGY FOR ELECTRONIC MEDIA PLAN 2018-19

Methodology for engaging Regional TV Network/s for carrying out promotional campaign of Odisha Tourism

The present media plan lays down the methodology for engaging TV networks with spread of programmes in different geographic parts of the country for telecast of Odisha Tourism Ad films, and infomercials in domestic network. The agencies engaged for this purpose will be responsible for implementing customized promotional campaigns with the creative content given to them by Department of Tourism for positioning the State of Odisha as a preferred tourist destination.

A) Scope of Work

To telecast Tourism advertisements, documentaries and other related work for Odisha Tourism.

Telecast/ broadcast TVCs in their TV Networks by way of FCTs, spots, infomercials, owned and operated by the applicant agency **as per the rates** (Prime time and non prime time both).

B) Eligibility Criteria

- (i) The applicant must be a reputed Regional TV Network having telecast operations in India.
- (ii) The applicant must be a registered entity
- (iii) The minimum audited annual turnover of the Channel/ TV Network should not be less than **Rs.20.00 crores** during each of the last three years.
- (iv) Should be registered with Ministry of Information & Broadcasting, Govt of India.
- (v) Should be registered with independent third party viewership and reach audit and assessment agencies like Broadcast of Audience Research Council India (BARC).

C) Selection Criteria:

- (i) The networks will be selected on the basis of reach and viewership data from third party independent viewership auditing agencies like BARC/ TRP. The Tourism Department will shortlist ten channels in different categories such as News, Entertainment, Travel etc according to the average TRP ratings of the last 6 months.
- (ii) The selected channels would be asked to submit their rates in prime time and non prime time slots.
- (iii) The channels offering maximum value addition in shape of free FCTs, complimentary digital promotion and like may be preferred.
- (iv) The decision of which language channel to engage for carrying out promotion of Odisha Tourism will be the decision of Tourism Department.

Telecasting/ Financial Proposal for National Channels

Telecasting Proposal (Name of Channel)	Rate	Rate	Complimentary Value addition Offered
	Prime time	Non Prime time	

The DoT reserves the right to cancel all or any of the components of the telecast proposal. The interested channels/ network may submit their proposal to the Director, Tourism, Paryatan Bhawan, Lewis Road, Bhubaneswar-751014 on or before 11.06.2018 upto 3.00 PM.


DIRECTOR, TOURISM
Government of Odisha, Paryatan Bhawan
Lewis Road, Bhubaneswar-751014