



**Andhra Pradesh State FiberNet Limited  
(APSFL)**

**Guidelines  
For  
Placement of Platform Digital Channels in APSFL Network**

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**Andhra Pradesh State FiberNet Limited  
3rd Floor, NTR Administrative Block,  
Pandit Nehru Bus Station,  
Vijayawada – 520001, India**

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## 1. Background

APSFL is presently broadcasting several platform channels across genres such as general entertainment, movies, music, infotainment, devotional, etc., on a test basis to understand engagement levels of its subscribers. While it is observed that there is considerable interest from subscribers w.r.t high quality channels airing good content, there is also scope for considerable increase in quality of content being telecasted.

Simultaneously, several channel owners are approaching APSFL to onboard their digital channel since the ecosystem, thus far, has been operating on a *Free-of-Cost* basis.

Therefore, there is an immediate need to establish clear guidelines and selection criteria vis-à-vis the Regulatory, Quality and Commercial aspects of a platform channel.

## 2. Guidelines for placement of Platform Digital Channels in APSFL Network

APSFL has taken into account comments from all interested stakeholders for preparation of draft guidelines to on-board platform digital channels. These guidelines are broadly classified into 3 categories:

1. Regulatory
2. Quality
3. Financial/Commercial

### 2.1 Regulatory Guidelines:

This section covers any registration, content licencing & taxation and requirements of the channel operator

- Platform Channel Operator is mandated to register the channel with MIB/DoT and shall have any and all necessary approvals or consents as may be stipulated from time to time by the statutory/regulatory authorities governing platform channels in India.
- Additionally, all digital news channel operators shall have to pass the qualification Criteria for Digital News Channels and adhere to the content guidelines in Annexure 2.
- APSFL holds no liability for the content being broadcasted over its network. The rights for broadcasting any copyrighted content on APSFL have to be obtained by the Platform Channel Operator (PCO) from the content owner. APSFL is merely an infrastructure service provide to carry the channel signals to the households.
- In case of any objectionable content being played or in case of any notices received regarding the content played, the channel will be pulled down without giving any prior notice to the channel owner and be restored only upon settlement of dispute/submission of valid justification along with evidence from both parties.

- APSFL may instruct the platform channel owner to transmit essential information (Video/Ticker/Static Content) on the channel during times of urgency/need

## **2.2 Quality Guidelines:**

This section covers content, infrastructure and reporting requirements of the channel operator

**2.2.1 Content:** The Platform Channel Operator (PCO) must ensure availability of high quality engaging content, for which he is expected to:

- Own a minimum of 100 hours original content (it could either be self-produced and/or legally acquired with all link documents and signed agreements in place)
- Create and/or acquire at least 1 hour of new/original programming daily in order to sustain engagement of the audience.
- Maintain at least 12-15 hrs of unique programming content to be broadcasted every day. Meaning, no program shall be repeated within 12 hours of its last telecast.
- Ensure 48 minutes of programming in any given clock hour. In other words, advertisements shall not exceed 12 minutes in any given clock hour.
- Mandatorily submit EPG for upcoming month before 30<sup>th</sup> of current month
- Stream the playout at a constant bit rate
- Define a content acquisition roadmap for the year

**2.2.2 Infrastructure:** The Platform Channel Operator (PCO) must deploy robust and redundant infrastructure to ensure uninterrupted playout, for which he is expected to:

- Deploy a 365 x 24 x 7 capable playout platform with facility for operational redundancy
- Deploy licensed playout software with support for all standard compression technologies, capable of streaming output to any IP multiplexer or IP Decoder as Constant Bit Rate in UDP or RTP protocol.
- Accommodate any changes to playlist on the fly
- Transmit Live Broadcasts - IP/RTMP Streams, which allow insertion and/or execution of various events or live streams
- Provide MPO – Multiple Parallel Output – SDI and IP output at the same time.

**2.2.3 Reporting:** The Platform Channel Operator (PCO) must deploy necessary hardware and software to provide all logs and reports pertaining to channel programming and advertisements telecasted on the channel.

On demand, the Partner should share the Licensed Playout Software Log report certifying the number of advertisements (display/scroller and video) played in the channel during the period of discussion as per format given in Annexure 1

Back up of all logs & reports have to be maintained for a period of 2 months and be furnished as evidence upon request by APSFL.

### 2.3 Financial/Commercial Guidelines:

APSFL shall charge a fixed carriage fee from all the platform channels being telecast over its network. Details of the same are provided below:

- One time non-refundable registration fee: ₹ 1,00,000
- Monthly Carriage fee (To be paid in advance, Quarterly)

Genre	Amount per month
News	₹ 2,50,000
Infotainment	₹ 1,50,000
Movies / GEC	₹ 1,00,000
Music / Devotional	₹ 75,000

- Placement charges: All available LCNs within the channel's genre will be filled on a first come-first serve basis. In the event of conflict for a particular LCN, the same will be subject to bidding. Modalities for bidding will be informed to the concerned parties at a suitable later date.

In future, APSFL may choose to accept advertisement spots on the platform channel in lieu of carriage fee. Guidelines and commercials for the same will be communicated at least 30 days before implementation of the same and adequate time will be given to all the channel owners to communicate their consent/preference

## Annexure I - Detailed Guidelines for Entertainment Channels

The following details along with supporting documents are to be provided along with the channel application

### 1. General Information:

Name of the Entity	
Ownership type (LLC/Pvt. Ltd./Proprietorship)	
Date of Incorporation	
CIN Number	
PAN Number	
GST Registration Number	
About the Business performed by the company	
Are you registered with MIB?	
Are you associated with any other Operator?	
Are you associated with any Political Party?	
Logo (Provide trademark registration copies)	
Internet Bandwidth at the Partner Premises	

### 2. Regulatory Guidelines:

Content /Genre of Content	
No of Hours of Programming content available	Minimum 100 hours required to qualify
Test URL	As required by APSFL.
Content Watermark	Content should not have any other watermarks (Original licensed content only)
Check the stability of the link	Programs should run without any network latency/packet drops
Content Quality	Playout should maintain constant bit rate for the content
Content Liability	APSFL holds no liability for the content that is being broadcasted over its network. We are merely an infrastructure service provide to carry the channel signals to the households.
Objectionable Content	In case of any objectionable content being played or in case of any notices received regarding the content played, the channel will be pulled down without giving any prior notice to the channel owner and be restored only upon settlement of dispute/submission of valid justification along with evidence
Revocation Charges	In case of 3 consecutive allegations received against a partner within 30 days and in the absence of any proper justification, the channel will be blocked for 3 months and will be revoked only after payment of revocation charges

EPG has to be shared in the following format:

PROGRAM_NAME	CHANNEL_CODE	START_TIME	END_TIME	SYNOPSIS	DESCRIPTION	IS_REPEAT	CATEGORY	SUB_CATEGORY
Morning Songs	Trinity Tv	06-01-2019 06:00	06-01-2019 06:59	N/A	Christian Songs	No	SONGS	TELUGU
Morning Songs	Trinity Tv	06-01-2019 07:00	06-01-2019 07:59	N/A	Christian Songs	No	SONGS	TELUGU
Morning Songs	Trinity Tv	06-01-2019 08:00	06-01-2019 08:59	N/A	Christian Songs	No	SONGS	TELUGU

EPG for every month has to be shared by the 30<sup>th</sup> of the previous month without fail; else the channel will be blacked out until such time the EPG is not provided. The EPG should also be shared on a weekly and daily basis in case of any last minute changes.

### **Content Catalogue:**

List of new content acquired has to be submitted to APSFL in the below format (with illustrations, where necessary)

Content Owner	Rights acquired for	From Date	To Date	Term of the License Agreement	Category	Programming Duration in hours	Total hours of Programming available
Hungama	Music Videos	1st Jan 2020	31st Dec 2021	1 year	Videos/Music	36	300

### **3. Content Quality Guidelines:**

New/Original Content	The partner is expected to showcase at least 1 hour of new/original programming daily in order to sustain engagement of the audience.
Unique Content	The partner should have at least 12-15 hours of unique programming content to be broadcasted every day. Meaning, no program shall be repeated within 12 hours of its last telecast.
Content Schedule	Video recording of the Live content in original quality should be made available as a backup for a minimum period of 2 weeks for re-telecasting upon request.
Content Violation	<ol style="list-style-type: none"> <li>1. NO "Nudity or sexual content " on channel</li> <li>2. NO "Violent or Dangerous content" on channel</li> <li>3. NO "Hateful content" on channel</li> <li>4. NO "Spam/scam" content on channel</li> <li>5. NO "Threatening"/ "Harassment" content on channel</li> <li>6. No NON "Copyrighted Content".</li> <li>7. Content played should be consistent with EPG submitted.</li> </ol> <p>Channel will be blacked out for the day, without prior notice in case of violation. In case of more than 3 violations within 30 days channel will be blacked out for 30 days.</p> <p><i>Detailed Content guidelines are mentioned in Annexure 2</i></p>

#### 4. Infrastructure/Playout Guidelines:

Playout Platform	The playout should be operating 24 hours a day and 7 days a week. The playout platform is expected to be Robust and stable for 24/7 operation. The partner has to plan for redundancy in operations to avoid any interruptions
Software Licenses	Licensed Playout Software should support various updated compression technologies which could be either of MPEG1/MPEG2/H.264/.MP4/.MOV/.AVI/.MXF.
Software Format	Formats to be supported during playout are: PAL,1080i HD, 720p HD, 1080p HD. Playout should support multiple formats, frame rates, and resolutions making live operations fast and easy.
Software Outputs	Licensed Playout Software should be able to accommodate the following outputs- 4K, UHD, HD, SD and IP.
Software Playlist	During broadcast of either LIVE or recorded content, any changes to the playlist should be accommodated. Every clip in the playlist, should be trimmed, edited and/or re-positioned. Live Broadcast(IP/RTMP Streams) should be facilitated by the Licensed Playout Software which allows insertion and/or execution of various events or live streams
MPO – Multiple Parallel Output – SDI and IP output at the same time	Licensed Playout Software should provide stream output to any IP multiplexer or IP Decoder as Constant Bit Rate in UDP or RTP protocol. Playout should provide HD, SD output, along with IP output and conventional (SDI) output. (Please note- Beside broadcast IP output, playout can also be used also as web or social media playout with the help of RTMP output to any CDN, social media and YouTube)

#### 5. Reporting Guidelines:

System Logs	Program and Advertisement Logs( in the form of text and video recording) as well as full playlist to be created and back up of the same to be maintained for the period of 2 months and furnished as evidence upon request by APSFL.
APSFL Inputs	The partner should manage the playout of the ads basis the inputs shared by APSFL. Inputs from APSFL will include type of ad type, placement and time duration or impressions as per the deal terms with the advertiser.
Ads Logs	The Partner should share the Licensed Playout Software Log report on a daily basis certifying the number of advertisements (display/scroller and video) played in the channel during the period of discussion as per the attached format
Duration of Ads in a clock hour	No broadcaster shall, in its broadcast of a programme, carry advertisements exceeding twelve minutes in a clock hour. Explanation: The clock hour means a period of sixty minutes commencing from 00.00 of an hour and ending at 00.60 of that hour. (example: 14.00 to 15.00 hours).”.



**Ads Logs Format:**

Date	Type of Ad	Name of Creative	No of times played	Location	No. of Impressions to be achieved

**6. Financial/Commercial Guidelines:**

Interested channel owners shall submit their complete application along with a Demand Draft for the registration fee and first quarter advance payment of carriage fee, drawn in favor of “Andhra Pradesh State FiberNet Limited” payable in Vijayawada.

For example, if the applicant wants to run a platform digital channel in Movies Genre the payment breakup will be:

1. ₹ 1,00,000 – One time registration fee
2. ₹ 3,00,000 – Quarter 1 advance payment of carriage fee

Carriage fee for all subsequent quarters also shall be paid in advance, failing which the channel will be disconnected after a 15 day grace period.

## Annexure II - Detailed Guidelines for News Channels

### **1. Qualification Criteria for Digital News Channels:**

Company Registration	Certificate of incorporation from Registrar of Companies (RoC)
Firm Type	Needs to be LLC/Pvt. Ltd. and be in existence for at least 5 years
Labor Certificate	Provide labor license certificate for a period of 3 years
Proof of Organization	Copy of PAN & GST. Valid GST/VAT license for last 3 years.
IT Returns	Need to submit Xerox copies of last 3 years
AP Govt. Rate Card	Need to have AP Govt. Rate Card approved by I & PR Commissioner, valid for 5 years from date of submission
Advertisement Proof	Need to submit physical or digital advertisement proof issued by I&PR. At least one advertisement proof per year for last 5 years.
Telecast Certificate	Needs to submit advertisement telecast certificate copy
Channel Presence	Channel broadcasting presence in any 5 districts of AP. Need to submit Dy EIE certificate of Govt. from 5 Districts
Channel News Coverage	The news channel should cover news from all 13 districts of Andhra Pradesh.
Manpower	The news channel should have at least one journalist and videographer in each district. Details shall be submitted
Accreditation	Need to have accreditation from any 5 Districts' DPRO Offices for last 5 years. Need to Submit Xerox copies of old and new accreditation cards

### **2. Content Guidelines for Digital News Channels:**

Content quality guidelines for news channels are laid out in the following sections across 7 key themes:

- Theme 1: Crime & Violence
- Theme 2: Sex, Obscenity & Nudity
- Theme 3: Horror & Occult
- Theme 4: Drugs, Smoking, Tobacco, Solvents & alcohol
- Theme 5: Religion & Community
- Theme 6: Harm & Offence
- Theme 7: General Restrictions

**Theme 1: Crime & Violence**

**Subject Matter Treatment:** While the overall theme, storyline and characterization may justify one or more specific scenes of crime or violence, the subject-matter treatment of such content under all categories **shall not**:

1. Induce, incite, encourage, justify, reinforce or glorify violence or terror or its perpetrators or contain anything against the maintenance of law and order or promote anti-national attitudes.
2. Present violence as glamorous or an acceptable solution to human conflict.
3. Incite violence against specific groups identified by race, national or ethnic origin, colour, class, religion, gender, sexual orientation, age or mental or physical disabilities.
4. Present criminality as desirable and / or glamorous.
5. Endanger human lives or prejudice the success of attempts to deal with a hijack or “hostage” or kidnapping crisis or a law & order situation or any other security-related or criminal investigation.
6. Have a traumatic, desensitizing or dehumanizing effect that could lead to psychological disorders or unsocial attitudes or behavior, particularly among minors.
7. Encourage emulation of criminal or violent behavior.
8. Provide opportunities to copy the modus operandi of criminals and thereby encourage commission of any offences or crimes.
9. Encourage the possession of wildlife as trophies.

**Audio – Visual Presentation:** The audio visual presentation of any content will be given in a responsible and aesthetic manner, subject to the condition that the following **shall not** be included in respective categories below:

<b>Category “G”</b>	<b>Category “R”</b>
<b>Programmes for unrestricted viewing and/or under Parental Guidance</b>	<b>Programmes which may not be suitable for Children &amp; Young viewers</b>
<ol style="list-style-type: none"> <li>a) Excessively explicit or gruesome crime or violence.</li> <li>b) Excessively explicit portrayal of eccentric or abnormal violence or dangerous behavior.</li> <li>c) Close-ups or prolonged shots of dismembered or disfigured limbs or bodies.</li> <li>d) Depict images of dead or seriously wounded people or gruesome and gory scenes while showing violent events, natural calamities or accidents.</li> </ol>	<ol style="list-style-type: none"> <li>a) Prolonged or frequent close-up shots of gruesome crime or violence.</li> <li>b) Prolonged or frequent portrayal of explicit eccentric or abnormal violence or dangerous behaviour.</li> <li>c) Prolonged close-up shots of blood and gore or dismembered or disfigured limbs or bodies.</li> <li>d) Excessive depiction images of dead or seriously wounded people or gruesome and gory scenes while showing violent events, natural calamities or accidents.</li> </ol>

## Theme 2: Sex, Obscenity & Nudity

**Subject Matter Treatment:** While subjects of themes exploring human relationships may include sexual relations, the subject-matter treatment of such content under all categories **shall not**:

1. Incite or encourage induce viewers to obscene or indecent behavior or breach of law.
2. Present sex, nudity, kissing or offensive behavior or language so as to glorify, encourage or justify induce or incite indecent or obscene behavior.
3. Present the figure of a woman, her form or body or any part thereof in such a way as to have the effect of being indecent degrading or derogatory to woman or depict women as mere objects or symbols of sexual desires or behavior.

**Audio – Visual Presentation:** The audio visual presentation of any content will be given in a responsible and aesthetic manner, subject to the condition that the following **shall not** be included in respective categories below:

<b>Category “G”</b>	<b>Category “R”</b>
<b>Programmes for unrestricted viewing and/or under Parental Guidance</b>	<b>Programmes which may not be suitable for Children &amp; Young viewers</b>
<ul style="list-style-type: none"> <li>a) Highly coarse language with explicit sexual connotations.</li> <li>b) Show nudity, with full exposure of lower abdomen or sexual organs or posterior or full female’s breast/s.</li> <li>c) Show fondling of female breasts or human or animal sexual organs.</li> <li>d) Close-up shots of crude gestures or movements, suggestive of sexual activity.</li> <li>e) Show explicit images of sexual activity or sexual perversions or violence including rape, molestation etc:</li> <li>f) Show pornography</li> </ul>	<ul style="list-style-type: none"> <li>a) Prolonged use of highly coarse language or dialogues with explicit sexual connotations unless the storyline, or subject matter or the context justifies its use.</li> <li>b) Show complete nudity with full exposure of sexual organs or full female breast/s except under exceptional circumstances such as programmes featuring historical or dramatized events e.g. tribal ways of life, health programmes or in restricted programming.</li> <li>c) Fondling of female’s breasts or human or animal sexual organs.</li> <li>d) Prolonged depiction of crude movements of sexual activity.</li> <li>e) Show explicit images of sexual perversions or acts of sexual intercourse being performed. Show explicit images of violence including rape, molestation etc., unless the storyline, or subject matter or context justifies its use.</li> <li>f) Show pornography</li> </ul>

**Theme 3: Horror & Occult**

**Subject Matter Treatment:** While subjects or themes dealing with exorcism, the occult, the paranormal, divination, human or animal sacrifice or such other practices depicting horror may be covered only in `R' category [programmes not suitable for Children & young viewers] provided the storyline or the characters justify these and the subjects matter treatment **does not** in anyway:

1. Justify, encourage or glamorize such practices
2. Instill fear or revulsion about the consequences of not following such practices
3. Encourage blind belief or superstitions in the efficacy of such practices
4. Enable the viewer to emulate such practices or learn their details or sources.
5. Depict women as witches in programs on occult

**Audio – Visual Presentation:** The audio visual presentation of any content will be given in a responsible and aesthetic manner, subject to the condition that the following **shall not** be included in respective categories below:

<b>Category “G”</b> <b>Programmes for unrestricted viewing and/or under Parental Guidance</b>	<b>Category “R”</b> <b>Programmes which may not be suitable for Children &amp; Young viewers</b>
a) Prolonged, frequent or gratuitous depiction of horror related to the occult, exorcism, the paranormal, divination or human or animal sacrifice or other such practices. b) Depiction of such practices in such morbid details so as to make them look realistic and efficacious.	a) Prolonged, frequent or gratuitous depiction of excessive horror related to the occult, exorcism, the paranormal, divination or human or animal sacrifice or other such practices.

**Theme 4: Drugs, Smoking, Tobacco, Solvents & alcohol**

**Subject Matter Treatment:** While use of illegal or narcotic drugs or tobacco and tobacco products or smoking, or the abuse or misuse of drugs, alcohol or solvents, may be shown only under `R' category [programmes not suitable for Children & young viewers] if the theme, storyline or the characters justify these, provided the subject-matter treatment **shall not** in anyway:

1. Justify, promote, encourage or glamorize use or misuse of such products
2. Enable the viewers to learn and emulate various ways of their abuse or misuse
3. Omit to highlight their ill effects on personal health or social behaviour or criminal tendencies

Note: Depiction of public health messages or programs on de-addiction shall not be governed by the above restrictions.

**Audio – Visual Presentation:** The audio visual presentation of any content will be given in a responsible and aesthetic manner, subject to the condition that the following **shall not** be included in respective categories below:

<b>Category “G”</b>	<b>Category “R”</b>
<p><b>Programmes for unrestricted viewing and/or under Parental Guidance</b></p>	<p><b>Programmes which may not be suitable for Children &amp; Young viewers</b></p>
<p>a) Depict the use of illegal or narcotic drugs or tobacco and tobacco products or smoking, or the abuse or misuse of drugs, alcohol or solvents or other such harmful products.</p> <p>b) Depict the details of methods of preparation or procurement or such use or abuse or misuse of such harmful products.</p>	<p>a) Prolonged or frequent or gratuitous depiction of the use of illegal or narcotic drugs or tobacco and tobacco products or smoking, or the abuse or misuse of drugs, alcohol or solvents or other such harmful products.</p> <p>b) Depict the details of methods of preparation or procurement or such use or abuse or misuse of such harmful products.</p>

### **Theme 5: Religion & Community**

**Subject Matter Treatment:** The subject-matter treatment of any program under all categories ***shall not*** in any manner:

1. Defame religions or communities or be contemptuous of religious groups or promote communal attitudes or be likely to incite religious strife or communal or caste violence.
2. Incite disharmony, animosity, conflict, hatred or ill will between different religious, racial, linguistic groups, castes or communities.
3. Counsel, plead, advise, appeal or provoke any person to destroy, damage or defile any place of worship or any object held sacred by any religious groups or class of persons.
4. Proselytize any particular religion as the 'only' or 'true' religion or faith or provoke, appeal, advise, implore or counsel any person to change his religion or faith.
5. Play on fear of explicit or implicit adverse consequences of not being religious or not subscribing to a particular faith or belief.
6. Promote any dangerous, retrogressive or gender discriminatory practices in the name of religion or faith or ideology.

**Audio – Visual Presentation:** The audio visual presentation of any content will be given in a responsible and aesthetic manner, subject to the condition that the following ***shall not*** be included under all categories ("G" Programmes for unrestricted viewing and/or under Parental Guidance or "R" Programmes not suitable for children & young viewers)

- a) Distort or demean or depict in a derogatory manner the physical attributes or social customs and practices of any ethnic, linguistic, religious groups or any caste or communities.
- b) Distort or demean or depict religious or community symbols or idols or rituals or practices in a derogatory manner.

## Theme 6: Harm & Offence

Subject Matter Treatment: The subject-matter treatment of any program under all categories **shall not** in any manner:

1. Create public panic or unnecessary alarm, which is likely to encourage or incite the public to crime or lead to disorder or be offensive to public feeling.
2. Ridicule, mock or scorn physically or mentally challenged persons.
3. Encourage superstition about the causes of mental illness or stigmatize the mentally sick as violent or dangerous.
4. Stereotype mental health practitioners as unethical or exploitative
5. Disclose the location of a person's home or family without permission, unless it is warranted
6. Question minors about private matters without the consent of a parent or legal guardian unless it is warranted to proceed without such consent for an identifiable larger public interest.
7. Stereotype women as passive or submissive so as to promote or glorify their subordinate or secondary role in the family or society.
8. Portray women as primarily driven by sexual impulses or the female body or form as an object of sexual exploitation.
9. Promote, glorify or justify social evils such as child marriage, dowry, bigamy, son preference, etc.
10. Glamorize, promote, encourage such activities & sports, which encourage ecological imbalance and hurt animals.

Audio – Visual Presentation: The audio visual presentation of any content will be given in a responsible and aesthetic manner, subject to the condition that the following **shall not** be included under "G" Programmes for unrestricted viewing and/or under Parental Guidance and "R" Programmes not suitable for children & young viewers categories below:-

- a) Depict the physical attributes or personality traits or mental deficiencies of an individual or a class of individuals in a derogatory manner so as to evoke ridicule or contempt.
- b) Depict mentally challenged people as more violent or dangerous than the common persons.
- c) Show scenes involving children in violence as victims or as perpetrators or as forced witnesses to violence or being subjected to any form of child abuse.
- d) Portray by gestures or expressions or words or images that women are primarily driven by sexual impulses or that the female body or form is an object of sexual exploitation.
- e) Reveal the identity of an individual or his family or location of his home or fail to protect the privacy of his personal or private activities by failing to use suitable techniques



### **Theme 7: General Restrictions**

**Subject Matter Treatment:** The subject-matter treatment of any program under all categories **shall not** in any manner:

1. Contravene the Constitution of India or the applicable Indian laws
2. Cast aspersions against integrity of the Nation
3. Involve defamation or contempt of court.
4. Adversely affect the judicial process of the country
5. Affect the integrity of the country or jeopardize or endanger the security of the State
6. Cast aspersions against the integrity of the President or the Judiciary
7. Exploit the national emblem.

**Audio – Visual Presentation:** The audio visual presentation of any content will be given in a responsible and aesthetic manner, subject to the condition that the following **shall not** be included in all categories (“G” Programmes for unrestricted viewing and/or under Parental Guidance or “R” Programmes not suitable for Children & young viewers) below:-

- a) Distort or demean or depict national emblem or symbols or national geographical boundaries in a derogatory manner deliberately.

### **3. Infrastructure/Playout Guidelines:**

*Same as Entertainment Channels (Please refer Annexure 1)*

### **4. Reporting Guidelines:**

*Same as Entertainment Channels (Please refer Annexure 1)*

### **5. Financial/Commercial Guidelines:**

Interested channel owners shall submit their complete application along with a Demand Draft for the registration fee and first quarter advance payment of carriage fee, drawn in favor of “Andhra Pradesh State FiberNet Limited” payable in Vijayawada.

For Platform News Channel the payment breakup will be:

1. ₹ 1,00,000 – One time registration fee
2. ₹ 7,50,000 – Quarter 1 advance payment of carriage fee

Carriage fee for all subsequent quarters also shall be paid in advance, failing which the channel will be disconnected after a 15 day grace period.