

NTV Rate Card

S.No	Position	Duration (Sec)	Rate (NRs)		
1	Super Prime Time: In Between 8:50 pm Programs	10	8,400		
		15	10,200		
		20	12,120		
		25	14,280		
		30	16,440		
		35	18,840		
		40	21,600		
		45	24,240		
		50	27,000		
		55	29,640		
		60	32,400		
		Live notice upto 20 word Rs. 6000 extra per word Rs.300			
		2	Special prime time:- After 8:00 pm News/Before 8:50 Program and In Between 9:30 program	Duration(Sec)	Rate (NRs)
10	6,600				
15	8,040				
20	9,600				
25	11,300				
30	12,600				
35	14,400				
40	16,500				
45	18,480				
50	20,700				
55	22,900				
60	25,000				
Live notice upto 20 word Rs.5000 extra per word Rs.250					
3	Prime Time:- between 7:00 pm program and before 8:00 pm News.	10	5,500		
		15	6,700		
		20	8,000		
		25	9,400		
		30	10,500		
		35	12,300		
		40	13,800		
		45	15,400		
		50	17,300		
		55	19,100		
		60	21,000		
		Live Notice upto 20 words Rs. 4800 extra per word Rs.240			

S.No.	Position	Duration (Sec)	Rate (NRs.)		
4	Fixed Time: Before programs during 7:00 pm - 10:30 pm (except before 8pm News and 8:50 pm programs).	10	4,400		
		15	5,600		
		20	6,500		
		25	7,500		
		30	8,600		
		35	9,800		
		40	11,200		
		45	12,700		
		50	14,100		
		55	15,500		
		60	17,000		
		Live Notice upto 20 words Rs. 3,000 extra per word Rs.100			
		5	Ordinary Time: Before & between programs during 5:00 pm - 6:30 pm, before 7:00 am News, before 6:00 pm program	10	2,300
15	3,000				
20	3,900				
25	4,500				
30	5,200				
35	5,900				
40	6,700				
45	7,600				
50	8,400				
55	9,100				
60	10,000				
Live Notice upto 20 words Rs 2000 extra per word Rs. 75					
6	Regular Time: Before 8:00 am, 11:00 am, 12:00 pm, 2:00 pm, 4:00pm News, before & between programs during 6:00am-5:00 pm and before & between programs during 11:00pm- 6:00 am.			10	1,200
		15	1,600		
		20	2,000		
		25	2,300		
		30	2,600		
		35	2,900		
		40	3,300		
		45	3,700		
		50	4,200		
		55	4,600		
		60	5,000		
		Live Notice upto 20 words Rs 1,000 extra per word Rs. 47			

S.No.	Particular	Duration	Rate (NRs.)
7	Occasional Greetings: (Two Times) Before 7:00 am News and 7:00 pm programs (New year, Republic Day, Festivals, Anniversary of institutions and other occasion.	(maximum 25 words or 20 sec)	6,000

8	Rate for Documentary Transmission		
	Time	Position	Rate Per minute (NRs)
	Special Prime Time	8.50 pm - 9.30pm	3,500
	Prime Time	7:00 pm-8:00 pm & 9.30 pm- 10:30 pm	3,000
	Fixed Time	6:00 pm - 7:00 pm	2,000
	Evening Time	4:00 pm - 6:00 pm	1,600
	Early Morning Time	5:30 am - 7:00 am	700
	Morning Time	7:00 am - 10:00 am	1,200
	Day Time	10:00 am - 4:00 pm	600
	Night Time	10:30 pm - 5:30 am	400

9	Live :		
	Time	First hour Rate (Rs.)	Additional 30 min. (Rs.)
	1) Big OB Van (FCT 10 min. for each hour)		
	10:00 am - 4:00 pm	137,500	44,000
	4:00 pm - 5:30 pm and 10:30 pm - 6:00 am	159,500	49,500
	5:30 pm -7:30 pm and 6:00 am - 10:00 am	225,500	60,500
	7:30 pm – 10:30 pm	308,000	82,500
	Live :		
	2) Small OB Van (FCT:7 min. for each hour)		
	Time	First hour Rate (Rs.)	Additional 30 min.(Rs.)
	10:00 am - 4:00 pm	110,000	44,000
	4:00 pm - 5:30 pm and 10:30 pm - 6:00 am	137,500	49,500
	5:30 pm -7:30 pm and 6:00 am - 10:00 am	165,000	60,500
	7:30 pm – 10:30 pm	220,000	82,500
	Additional 30% on above each charge for outside the Kathmandu valley except transportation. Additional 25% on Saturday.		
	Seven Camera O.B. Van (Features): Broadcast 7 cameras,		

Graphics facility, Slow motion, Special effects, Digital Audio effects, Digital video effects, NLE with Professional Video mixer Audio console, A free copy of recorded event live telecast. Three Camera O.B. Van (Features): Broadcast 3 cameras, NLE facility, Audio Video Mix, A free copy of recorded event live telecast.

10. Rate for Other Technical Service -Inside Kathmandu

1	Rate for Recording (One shift is Three hours)		
	Particular	Rate per Shift (NRs.)	Additional Hours (NRs.)
	Small O.B.Van	45,000	20,000
	Big O.B.Van	75,000	25,000

2	DSNG Service Rate -HD Facilities		
	Particular	First 3 hours Rate US \$	Additional 30 min. US \$
	DSNG live service charge (Inside valley)	1,000	200
	DSNG live service charge (Outside valley) per day.	1,500	-
	DSNG equipment hold charge (not used per day) US \$ 500(Outside the valley)		
	Insurance & Technical manpower expenses will be borne by NTV.		
	Above price is excluded on space segment and transportation. Space segment and transportation shall be managed by customer Outside Kathmandu.		
	Cancellation amount will be charged for prior to three days by 50%, 2 days by 75% and 24 hours by 100%		

3	Microwave Link	
	Particular	Rate in US \$
	For initial 1hour block	200
	For Additional 30 minutes block	50
	For long transmission (more than 30 min.) Additional 30 min. block.	50
	Note: Charges will be effective in the interval in each 30 minutes.	

4	Transfer Charge	
	Particular	Rate in NRs
	One format to another format	NRs 100 per min.
	Note: Contents must be at least 10 min.	

5	Footage Charge - Archive Content	
	Particular	Per min. in NRs

	Noncommercial use	500
	Commercial use	2,000
	For expatriate (foreign Clients)	Per minute in US \$100

6	HD Studio Rate for Three Hour (Program Recording)	
	80 Sq. Mtr. (3 camera)	NRs 50,000 Additional per hour NRs 15,000
	300 Sq.Mtr (5 camera)	NRs.75,000 Additional per hour NRs 20,000

7	Rate for other Services	
	Camera per shift (Three hours)	NRs. 6,000
	Editing Per Hour	NRs. 1,500

8	Audio Dubbing Facility Charge	
	Per hour	NRs 5,000
	Additional 30 min.	NRs. 2,000

9	Rate for the Worldwide Delivery of IPTV for NTV, NTV PLUS, NTV News and NTV Kohalpur	
	Annual service charge IPTV/ streaming	US \$12,000
	Cable Rights (exclusive) per Country	US \$ 16,000
	Note : Condition are applicable as per the NTV rule and regulation.	

10	Scrolling & Pop up	
	Scrolling per day maximum 50 words (except in News & time sale programs.)	Rs.15,000 (8 times per day)
	Pop up (except in News and Major Time sale Programs)	Rs. 15,000 (8 times a day)

11	Others - Tower sharing on partnership basic	
	Government	As per NTV Decision
	Community & Non profitable Org.	Annual Rs. 1,00,000
	Private org/NGO/INGO	Annual Rs. 1,50,000
	Note: Electricity will be charged as per unit basis	

Terms and conditions

- Advertisement shall be only valid in Nepali National languages and English language.
- Full payment must be made in advance for advertisement and above mention services order.
- All broadcasting materials must confirm to the requirements of the broadcasting policy of Nepal.

- The decision of NTV (Nepal Television) for approval of materials will be final and shall not be contested by the agencies or advertisers . NTV reserves the right to refuse to transmit any advertisement materials or programs with assigning suitable reason. NTV will refund the money paid for the order in such case.
- NTV reserves the right to change the rate and conditions without any prior notice .However, NTV will allow advertisers 10 days from the date of announcement of changes in rates and conditions to cancel or amend their order.
- Advertisement order in written form should reach at NTV's business division one day before transmission date
- VAT will be charged on above rates.
- Agency commission will be as per NTV's rules.
- Apart from above conditions, NTV's business directory will govern all the business dealings.

NTV (Nepal Television), the national Television broadcasting station was established in 1985 under the communication Corporation Act 2028 B.S. NTV has been broadcasting both in terrestrial and satellite, has earned both credibility and fame in the arena of broadcasting media in Nepal. It has been maintaining a steady growth and expansion in the transmission network, coverage expansion and capacity development from the time of its establishment. NTV has been using Thai com 5, 78.5 ° E for satellite transmission covered in 146 countries. Terrestrially, it is accessible in about 52% of total geographic area and 72 percent of the total population via 19 relay stations located in different parts of the country. All four channels , NTV, NTV Plus, NTV News and NTV Kohalpur have been broadcasting 24 hours a day offering diversified programs from entertainment to informative, news to current affairs catering all strata of the society. All four channels can be watched worldwide through broadband IPTV.

NTV era is also a benchmark of professionalism in areas of information, education, health and entertainment. During this period and in the changing political context, Nepal Television is committed to promoting pluralism and protecting the typical Nepali cultures and strengthening the national unity. Nepal Television has earned the reputation in the production of documentaries on areas of historical and cultural importance.

NTV has continuously strengthened its technological capacity. On the occasion of NTV's 34th anniversary on 31st January 2019, NTV has officially launched all it's channel NTV, NTV Plus, NTV News and NTV Kohalpur in full HD (high definition) transmission.

NTV's role as a public broadcasting agency is commendable for bringing about social change and people's awareness. It has been raising the people's voices for peace and prosperity and enhancing the dignity of Nepal at home and abroad. The transmission of NTV has expanded widely in the past Thirty years. Accepting the changes in mediascape, NTV is fulfilling its social responsibility with a sense of excellence and professionalism. NTV has been producing and broadcasting news, documentaries, telefilms, comedy shows, interviews and other productions and entertainment programs by incorporating politics, economy, health, culture, ecology, sports, human rights and other issues of social life in them. Founded and facilitated

by the state, Nepal Television as a public broadcasting house is bridging the Nepali dialects and Diaspora for which it remains the leader in broadcast arena.