PROCKC VENTURES PRIVATE LIMITED

PROCKC Uploading Guidelines/Instructions

Content Uploading Guidelines

- For "Permitted" & "Banned" content guidelines, Terms & Conditions of PROCKC should be followed strictly.
- Any content not in line with Terms & Conditions of PROCKC, will be pulled down from hosting without any further clarifications/explanations.

What is "Cost of View" ?

- Instructor has to set the "Cost of View" for their Video Content before uploading/publishing.
- The "Cost of View" will be in POINTS.
- The current PROCKC conversion rate is 1 point = Rs. 1 (Indian Rupee).
- PROCKC reserves the right to change its conversion rate for any currency in the future. The changes will be accordingly notified in guidelines. See Terms & Condition.
- On each view of their uploaded content, Instructor is eligible for corresponding earning, depending upon the "Cost of View" of that particular content.
- The "Cost of View" of each video content will be shared between PROCKC and content uploader in the ratio 50:50, whenever the content is viewed, irrespective of the upload category (To understand "Upload Category", see "Uploading Rates & Categories" below)
- For example, if the "Cost of View" is 10 points, then content uploader will get 5 points in their earning, whenever a view incidence happen. For further clarification, write to us at contactus@prockc.com.
- While uploading content, instructor is advised to keep the determined sharing ratio (50:50) in mind.

- The earning will be instantly visible in the "Earnings" button on the portal Header. "Earnings" can also be accessed through Profile drop-down menu.
- The "Earnings" can be claimed once the value reached atleast 1000 points. See Terms & Conditions of PROCKC for further information.

PROCKC Uploading Rates & Categories

The "Cost of View" can be set in **THREE** broad categories

1. Regular

If the uploader is not sure about the "Cost of View" & content's market acceptability, then the uploader can chose "Regular" category.

PROCKC is continuously doing extensive analysis based on market trends & demands to arrive at "Regular" cost of view to help the aspirational instructors to expand their reach & earnings.

Under this, PROCKC will set the "Cost of View" for each viewer (student) as per their Student Level. The current value is 10 POINTS (corresponding to INR 10) for a Greenhorn(Level-1) Student.

That "Cost of View" will be shared between PROCKC & uploader in 50:50 ratio. (Refer Uploading Guidelines and T&C).

This can be revised at PROCKC's discretion and will be notified & communicated as per PROCKC's Terms & Conditions.

PROCKC recommends instructors/uploaders to chose this category to reach wider audience and assured earnings.

2. Paragon

If the uploader wishes to set their own "Cost of View", chose "Paragon" category.

Select the category "Paragon" under "Cost of View", and input/enter the "Cost of View" in POINTS in the input box. (1 POINT = INR 1).

In this category, the "Cost of View" will remain same for all viewers (students), irrespective of their Student's Level.

That "Cost of View" will be shared between PROCKC & uploader in 50:50 ratio. (Refer Uploading Guidelines and T&C).

PROCKC recommends instructors/uploaders to chose this category only when they are sure of their target audience & targeted earnings.

3. Philantroph

This category respects the uploader's philantrophic sensibilities. If the uploader chose this category for "Cost of View", then the "Cost of View" will be Zero(0) POINTS (equivalent to INR Zero) for all viewers(students) across the PROCKC, irrespective of their Student Levels.

PROCKC recommends instructors/uploaders to choose this category for atleast one of their Demo Videos to attract the newer audience.