



PRASAR BHARATI

## 38<sup>th</sup> ONLINE e-AUCTION FOR DD FREE DISH

Prasar Bharati invites application from Private channels for participating in 38<sup>th</sup> online e-Auction for filling up of Vacant of MPEG-2 Slots of Doordarshan's DD Free Dish DTH Service.

Interested Private Channels are requested to submit their applications along with requisite documents and demand drafts on or before 06.02.2019 (Wednesday) latest by 1:00 p.m. for participating in the e-Auction. E-auction will be held from 11.02.2019 onwards.

For detailed Terms and Conditions for 38<sup>th</sup> e-Auctions please visit our website : <http://doordarshan.gov.in> and <http://prasarbharati.gov.in> .

**Notice inviting applications from eligible satellite TV channels for allotment of slots of DD Free Dish DTH Platform through 38<sup>th</sup> on line e-auction process**

1. Doordarshan will conduct the 38<sup>th</sup> online e-Auction for filling up of Vacant MPEG-2 slots of DD Free Dish DTH Platform w.e.f. 11.02.2019 The policy guidelines for allotment of DD Free Dish slots are available on the website, <http://doordarshan.gov.in> and <http://prasarbharati.gov.in>
2. Only satellite channels licensed by the Ministry of I&B would be allowed to participate in the e-Auction. Only companies holding valid permission from Ministry of I&B or their authorized distributor partners can apply for allocation of DD Free Dish slot. If bidder Company is other than channel license holder, the letter/agreement signed between license Holder Company and Distributor Company authorizing the bidder for distribution of the channel and bidding on behalf of the channel must be submitted.
3. International Public Broadcasters licensed by the Ministry of I&B can also participate in e-auction for MPEG-2
4. Categorization of TV channels in different buckets in accordance with genres/language of channel and their respective reserve price for allotment of slots on DD Free Dish through e-auction is as below:

Type of sots	Bucket	Genre/language of channel	Reserve price
<b>MPEG-2</b>	Bucket A <sup>+</sup>	All GEC (Hindi) Channels , Teleshopping channels	Rs.15.00 Crore
	Bucket A	All Movie (Hindi) Channels	Rs.12.00 Crore
	Bucket B	All Music(Hindi) Channels, Sports (Hindi) Channels, GEC(Bhojpuri) Movies (Bhojpuri)	Rs.10.00 Crore
	Bucket C	News & Current Affairs (Hindi) Channels, News & Current Affairs (English) and News & Current Affairs (Punjabi) Channels	Rs.7.00 Crore
	Bucket D	All other remaining Genre (Language) Channels	Rs.6.00 Crore

5. Broadcasters desirous of placing their TV Channels on DD Free Dish shall be required to declare the genre and language of their channel while applying for e-auction.
6. The channel/company desirous of participating in the e-auction may apply in the prescribed Bidder Registration form along with requisite fee and all documents, as mentioned in Bidder Registration form, which is available on the website, <http://doordarshan.gov.in> and <http://prasarbharati.gov.in>

7. The applicants will be required to furnish the following Demand Drafts along with Bidder Registration form.

- i) Non-refundable processing fee of Rs 25,000/- (twenty five thousand only) through Demand Draft/RTGS/NEFT from any scheduled bank in favour of PB (BCI), Doordarshan Commercial Service, New Delhi.
- ii) Demand Draft of Rs 1.50 Cr (One Crore and fifty lakhs only) from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi, towards participation fee.
- iii) For unsuccessful bidders, participation fee will be refunded within three weeks after the declaration of the results of e-auction. For successful bidders, participation fee will be adjusted in the final instalment (11<sup>th</sup> instalment in the 11<sup>th</sup> month) of the carriage fee/bid amount.

8. Online Training will be provided to all the participants before the commencement of actual e-Auction.

9. If required, Prasar Bharati/Doordarshan can extend e-Auction to the next day or as the case may be.

10. For details like e-auction process, terms & conditions and payment schedule etc. please refer to policy guidelines available on the website, <http://doordarshan.gov.in> and <http://prasarbharati.gov.in>

11. Interested broadcasters may submit their applications in person in Room No. 320, 3rd Floor, Tower-A, Directorate General: Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi-110001 or sent by Speed/Registered Post addressed to Deputy Director (DTH) Room No. 320, 3rd Floor, Tower-A, Directorate General: Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi-110001.

12. The Last Date for submission of applications is 06.02.2019 latest by 1.00 P.M.

-Sd-

(Inderjeet Grewal)  
Deputy Director (DTH)

**Checklist of documents/fee to submitted with Bidder registration form:**

- i) Copies of Uplinking & Downlinking permissions of the TV channel issued by Ministry of Information and Broadcasting
- ii) Copy of the document substantiating the claim of the channel being in a particular genre (language) like category in recent BARC rating/TRAI declaration/other private DTH platforms category etc.
- iii) Undertaking towards self declaration of channel being in particular genre (language), in case no BARC rating /other private DTH platforms category etc. is not available regarding channel to be placed on DD Free Dish is in the format enclosed.
- iv) Copy of logo of channel permitted by Ministry of Information and Broadcasting
- v) Document with regard to relationship of bidder company with licensee of the TV channel
- vi) Non-refundable processing fee of Rs 25,000/- (twenty five thousand only) through Demand Draft/RTGS/NEFT from any scheduled bank in favour of PB (BCI), Doordarshan Commercial Service, New Delhi.
- vii) Demand Draft of Rs 1.50 Cr (One Crore and fifty lakhs only) from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi, towards participation fee.
- viii) Authority letter in respect of person with phone no and email id authorising to bid in e-auction on behalf of Bidder Company, in the format enclosed.

***Note: Submit separate Registration Form for each channel***

## Undertaking

I/We on behalf of ..... hereby undertake that we have applied for participation in e-auction process being held from ..... for allotment of slot of DD Free Dish slot to the channel .....

We confirm that the satellite TV channel ..... (name of channel) licensed by Ministry of I & B to M/s ..... pertains to ..... Genre/language.

We further confirm that the information contained in the bidder registration form or any part thereof, including its exhibits, and other documents and instruments delivered to Prasar Bharati/Doordarshan is true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead the department in its allotment process.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading, we are liable to be disqualified from the e-auction process or cancellation of DD Free Dish slot during the period of allocation, if allotted a slot.

Signature:

Date:

(Organisation Seal)

(Name)

**FORMAT FOR CERTIFICATE AS TO AUTHORISED SIGNATORIES**

I,....., the Secretary/President of ....., certify that Ms/Mr. .... who signed the application is authorized to do so and bind the organisation by authority of its board/ governing body.

Signature:

Date:

(Organisation Seal)

(Name)



**POLICY GUIDELINES FOR ALLOTMENT OF SLOTS OF**

**DD FREE DISH DIRECT-TO-HOME PLATFORM**

**TO SATELLITE TV CHANNELS**

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## **DEFINITIONS**

1. **Bidders:** Private satellite TV channels or their authorized distributors who participate in the online e-Auction for acquiring DTH Slot are called bidders.
2. **BARC:** Broadcast Audience Research Council
3. **Buckets :** Grouping of channels as per Genres (Language) for e-auction
4. **DTH:** Direct-To-Home (DTH) service is a broadcast service which allows viewers to receive large number of channels over a territory directly from satellite.
5. **DD Free Dish:** DD Free Dish is open access Direct-To-Home (DTH) Service from Doordarshan which is provided free of cost (no monthly fee)
6. **E-Auction:** e-Auction is an electronic auction between auctioneer and bidders which takes place online on an electronic portal.
7. **GENRE:** Classification of a channel based on its content as 'Devotional', or 'General Entertainment' or 'Infotainment' or 'Kids' or 'Movies' or 'Music' or 'News and Current affairs' or 'Sports' or Teleshop or 'Miscellaneous'.
8. **MPEG-2:** Defined by the Motion Pictures Expert Group (MPEG), MPEG-2 is an encoding and compression technique used to provide compression support for TV quality transmission of digital audio/video content.
9. **MPEG-4:** It is improved encoding and compression technique for compression of audio and visual digital data.
10. **Reserve Price:** The lowest starting price fixed by Prasar Bharati for a DTH Slot at the commencement of e-auction for a given Bucket.
11. **SD:** Standard Definition Channels

## **1. INTRODUCTION**

- 1.1 Doordarshan started its DTH service DD Direct+ in December, 2004, which was re-named as DD Free Dish on 27<sup>th</sup> August 2013. The present capacity of DD Free Dish is 80 SD MPEG-2 TV channels and 18 SD MPEG-4 channels apart from 40 radio channels. DD Free Dish has a reach of approximately 30 million households which is 15 % of the total TV Households in the country.
- 1.2 Prasar Bharati on 07.06.2011 approved an e-auction policy for placement of private TV channels on the then DD Direct+ Platform in compliance to the direction of the Telecom Disputes Settlement and Appellate Tribunal (TDSAT) judgment dated 16.12.2010. Category wise reservation of slots with differential reserve price was introduced by Prasar Bharati in April 2017 for allocation of MPEG-2 slots of DD Free Dish to Private Broadcasters through e-Auction. Slots were further reserved in each category, i.e., News and Current Affairs & Non-News & Current Affairs as licensed by the Ministry of Information and Broadcasting.
- 1.3 Prasar Bharati has decided to review and revise the Policy Guidelines for allotment of slots of DD Free Dish to satellite TV channels.
- 1.4 Hence in supersession of all previous guidelines, the Prasar Bharati hereby notifies the following Policy Guidelines for allocation of slots of DD Free Dish to private satellite TV channels.

## **2. Guiding Principles for the revised policy:**

- 2.1 Carriage of Private Channels on DD FreeDish will be based on e-auctions but with differential pricing based on genre (language).
- 2.2 Private satellite TV Channels desirous of placing their channels on DD Free Dish shall be allowed to bid only in e-Auctions specific to the genre (language) they belong to. For this purpose Broadcasters shall be required to declare genre and language of their channel/ (s) to Prasar Bharati while applying for e-auction bidding process to be eligible to participate in the e-auction.

- 2.3 Differential pricing for genre (language) will be based on the principle of higher Reserve Price for genre (language) with greater commercial potential.
- 2.4 To maximize revenue potential from e-Auctions and to ensure a stable portfolio of channels from a viewer standpoint, e-Auctions will be held on annual basis for all vacant slots for a period of one year.
- 2.5 Bidding in the e-Auction will be conducted in multiple rounds starting with genres with highest Reserve Price and progressing in a descending order of Reserve Price by genre (language) till all vacant unreserved MPEG 2 slots are filled up.
- 2.6 The payment terms for successful bidders upon award of a slot will be revised to ensure a sustainable cash flow while lowering entry barrier across genres to encourage maximum participation of bidders in e-Auctions.
- 2.7 To promote the DD FreeDish authorised Set Top Boxes, bidding in e-Auction of vacant unreserved MPEG-4 slots will be open to all genre (language) at the same invitational Reserve Price that is irrespective of the genre (language).
- 2.8 Placement of regional channels of Doordarshan that are currently not available on DTH/Cable may be considered for placement on vacant MPEG 4 slots reserved for the same.

### **3. E-Auction Methodology and Reserve Price for E-Auction**

#### **A. FOR MPEG-2 SLOTS:**

(i)	Total Slots available:	80
(ii)	No. of Slots reserved for DD/Lok Sabha/Rajya Sabha:	26
(iii)	No. of Slots available for E-Auction:	54

However, Prasar Bharati Management reserves the right to increase or decrease the availability of slots for e-auction to private channels.

### 3.1 Eligibility Criteria:

3.1.1 Satellite Channels<sup>1</sup> which are licensed by the Ministry of I&B would be allowed to participate in the e-Auction. Only companies holding valid permission from Ministry of I&B or their authorized distributor partners can apply for allocation of DD Free Dish slot. If the bidder company is other than channel license holder, the letter/agreement signed between license holder company and distributor company authorizing the bidder for distribution of the channel and bidding on behalf of the channel must be submitted.

### 3.2 Categorisation of DD Free Dish Slots (MPEG 2) for E-auction

3.2.1 Slots designated for e-auction are categorized as under:

- i) **BUCKET A+** : All GEC (Hindi) Channels & Teleshopping<sup>2</sup>
- ii) **BUCKET A** : All Movie (Hindi) Channels
- iii) **BUCKET B**: All Music(Hindi) Channels, Sports (Hindi) Channels, Movies (Bhojpuri), GEC (Bhojpuri)
- iv) **BUCKET C** :All News& Current Affairs (Hindi), All News& Current Affairs (English) Channels and News& Current Affairs (Punjabi) Channels
- v) **BUCKET D** : All other remaining Genre (Language) Channels

3.2.2 Broadcasters desirous of placing their Channels on DD Free Dish shall be required to declare genre and language of their channel while applying

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<sup>1</sup> International Public Broadcasters licensed by the Ministry of I&B can also participate in e-auction for MPEG 2 and MPEG 4 slots.

<sup>2</sup>For the purpose of categorisation teleshopping channels will be placed in the highest reserve price bucket. Hence apart from the Hindi GEC channels, Bucket A+ will also have Teleshopping channels.

for e-auction. Such declaration for genre classification should be in accordance to the current norms<sup>3</sup>.

- 3.2.3 If at any stage it is found that the information furnished by the broadcaster is in-correct, the channel shall be summarily discontinued from the DD Free Dish platform. The participation fee and the carriage fee deposited shall be forfeited and the Broadcaster shall have no rights for carriage on the DD FreeDish.

### **3.3 Reserve Price for MPEG-2 channels:**

- 3.3.1 The Reserve Price for the commencement of e-auction for different Buckets as provided in clause 3.2 above, shall be as under:

<b>BUCKETS</b>	<b>RESERVE PRICE</b>
<b>Bucket A+</b>	Rs.15.00 Cr
<b>Bucket A</b>	Rs.12.00 Cr
<b>Bucket B</b>	Rs.10.00 Cr
<b>Bucket C</b>	Rs.7.00 Cr
<b>Bucket D</b>	Rs.6.00 Cr

**Table-1**

- 3.3.2 Prasar Bharati reserves the right to revise the Reserve Prices from time to time<sup>4</sup>.

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<sup>3</sup>Every broadcaster shall declare the genre of its channels and such genres shall be either 'Devotional', or Teleshopping or 'General entertainment' or 'Infotainment' or 'Kids' or 'Movies' or 'Music' or 'News and Current affairs' or 'Sports' or 'Miscellaneous'.

<sup>4</sup>Review of Reserve Price in future will be undertaken by the Prasar Bharati Board as deemed necessary based on the Guiding Principles.

## **B. FOR MPEG-4 SLOTS**

- 3.3.3 Bidding in the e-auction of vacant unreserved MPEG-4 slots will for an initial period, be open to all genre (language) Channels at an invitation reserve price of Rs 5.00 Lacs. Eligibility will be as per para 3.1.1 above.
- 3.3.4 Prasar Bharati Management reserves the right to increase or decrease the availability of slots for e-auction to private channels.

### **3.4 Schedule of e-auction:**

- 3.4.1 E-Auction will be held for filling up of the vacant DTH slots on annual basis. Notice inviting applications for e-Auction shall be given wide publicity in National newspapers and shall also be hosted on DD website. DD/AIR channels will also provide publicity to e-Auctions on their channel network and on the Social Media.
- 3.4.2 E-Auction shall be held at least one month in advance of the expiry of the Annual Agreement of TV channels placed on DD Free Dish.

### **3.5 Application for e-auction:**

The channel/company desirous of participating in the e-auction will be required to apply in the prescribed Bidder Registration form along with requisite fee and all documents as mentioned in Bidder Registration form **(Procedure: Annexure-1)**

### **3.6 Participation fee**

- 3.6.1 The channel/company desirous of participating in the e-auction will be required to furnish following Demand Drafts along with Bidder Registration form.
- 3.6.1.1 Non-refundable processing fee of Rs 25,000/- (twenty five thousand only) through Demand Draft/RTGS/NEFT from any scheduled bank in favour of PB (BCI), Doordarshan Commercial Service, New Delhi.
- 3.6.1.2 For MPEG-2 slots Demand Draft of Rs 1.50 Cr (One Crore and fifty lakhs only) from any scheduled bank in favour of PB (BCI)

Doordarshan Commercial Service, New Delhi, towards participation fee.

3.6.1.3 For MPEG-4 slots Demand Draft of Rs 1.25 Lac from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi, towards participation fee.

3.6.2 For unsuccessful bidders, participation fee will be refunded within three weeks after the declaration of the results of e-auction. For successful bidders, participation fee will be adjusted in the final instalment (11<sup>th</sup> instalment in the 11<sup>th</sup> month) of the carriage fee/bid amount.

### **3.7 E-auction process:**

Each round of e-auction will be held for MPEG-2 and MPEG-4 slots as detailed in Annexure 2

## **4 OTHER TERMS AND CONDITIONS:**

- 4.1 After the successful conduct of e-auction, details of the winning bidders will be displayed on the DD/PB website.
- 4.2 A letter of allotment will be issued by Doordarshan to the successful bidder with the slot/Logical Channel Number (LCN) allotted along with the payment schedule and the draft Agreement to be signed between Prasar Bharati and bidder.
- 4.3 Every successful bidder will sign an Agreement with Prasar Bharati in two original copies within 15 days of issue of Letter of Allotment
- 4.4 Period of allotment of slot will be for 01 year from the date on which slot has been made available to the channel.
- 4.5 The successful Channel is required to arrange their own IRD Box in advance to place their Channel on DD Free Dish Platform.
- 4.6 If the successful bidder fails to place its channel on its allocated slot even after one month from the date of allotment, their allocation will be treated as cancelled and the Participation Fee shall be forfeited.

- 4.7 The Participation Fee Drafts will be returned to the unsuccessful Bidders within 3 weeks after the declaration of result of the e-Auction.
- 4.8 Change of name and or logo of a channel placed on DD Free Dish may be allowed subject to necessary permissions from Ministry of I & B. However, no change in genre (Language) of channel, declared by applicant at the time of bidding, will be permissible.
- 4.9 DD Channels, Rajya Sabha and Lok Sabha TV will continue to be placed on DD Free Dish.
- 4.10 Prasar Bharati may as required group/arrange slots/LCNs for channels genre wise for convenience of the viewers. Doordarshan channels may be regrouped in respective genres.
- 4.11 Prasar Bharati will make a provision to reserve some slots in the MPEG-4 stream for (i) placement of foreign Public Service Broadcasting Channels on reciprocal/ barter basis, placement of co-branded channels on case to case basis, with the approval of the Prasar Bharati Board; (ii) expansion into HD; (iv) placement of DD Regional Channels. The Prasar Bharati Management will be authorized to take a decision on such reservation.
- 4.12 Prasar Bharati Board reserves the right to suspend/cancel the agreement (as referred to in clause 4.3) in case of violation of the terms of agreement and/or nonpayment of dues and also to review the auction policy/ terms & conditions during the agreement period.

## **5 PAYMENT TERMS:**

5.1. Successful bidders shall make the payments as per the schedule given below:

<b>S. N</b>	<b>Description</b>	<b>Amount in Rs.</b>
1.	1st Installment in advance before placement of channel on DD Free Dish or within one month from date of winning of bid whichever is earlier.	10% of (Total Bid price – Participation Fee)+ applicable GST for 1st installment and applicable GST for Participation fee

2.	2nd Installment in advance within one month of placement of channel on DD Free Dish	10% of (Total Bid price – Participation Fee)+ applicable GST
3.	Subsequent monthly Installments in advance till the period of contract till the 10th installment	10% of (Total Bid price – Participation Fee)+ applicable GST every month
4	Participation fee deposited at the time of e-auction shall be adjusted in the 11th and final installment of the carriage fee/bid amount.	

**Table-2**

- 5.2 In case of any instalments not paid within the scheduled dates, a notice to this effect shall be issued to the defaulter to deposit the payment due along with penalty as mentioned in the clause 4.3 within seven days.
- 5.3 A penal interest @ 14.5% per annum shall be charged from the due date of payment. The penal interest shall be charged for the entire month for a payment default of seven days or part thereof.
- 5.4 In case of instalment due along with the penal interest is not paid within seven days from its scheduled due date, the Participation Fee along with any instalment already deposited by the Broadcaster/Channel till date, will be forfeited and the channel will be discontinued from DD Free Dish Platform without any further notice and the channel will have no right to be carried on DD Free Dish on vacated slot.
- 5.5 The vacated slot may be made available for re-auction as detailed in Annexure 2.

## **6. RADIO CHANNELS**

There are at present 48 radio channels out of which 40 are in MPEG-2 and 8 on MPEG-4. These radio channels are meant for All India Radio channels (AIR) and one for Gyan Vani radio channel.

## **7. EXEMPTIONS**

Notwithstanding anything contained in these guidelines, Prasar Bharati may, with the approval of/with ratification by the Board, accept any proposal in relaxation of these guidelines for reasons to be recorded.

## Annexure-1



### BIDDER REGISTRATION FORM

**Application for participation in e-auction for MPEG 2/ MPEG 4 (Strike off whichever is not applicable) slots**

S.No	Particular	Details		
1.	Name of the company			
2.	Name of Channel			
3.	Genre of channel *	<b>Genre</b>	<b>Put 'Y' in appropriate box</b>	<b>Bucket Category</b>
		i. GEC (Hindi), Teleshopping	<input type="checkbox"/>	Bucket A+
		ii. Movies (Hindi)	<input type="checkbox"/>	Bucket A
		iii. Music (Hindi)	<input type="checkbox"/>	Bucket B
		iv. Sports ( Hindi)	<input type="checkbox"/>	Bucket B
		v. Movies(Bhojpuri), GEC(Bhojpuri)	<input type="checkbox"/>	Bucket B
		vi. News & current Affairs(Hindi)	<input type="checkbox"/>	Bucket C
		vii. News & Current Affairs (English)	<input type="checkbox"/>	Bucket C
		viii. News & current Affairs (Punjabi)	<input type="checkbox"/>	Bucket C
		ix. Other Genres (Languages)	<input type="checkbox"/>	Bucket D

	* The channel shall submit documentary proof to substantiate the genre of channel like category in recent BARC rating/TRAI declaration/other private DTH platforms category etc	
4.	Registration No./permission No. of channel issued by Ministry of I&B	
5.	Relationship of applicant company with licensee of the channel	
6.	Registered Address of the Company/Bidder	
7.	Work Address of the Company/Bidder	
8.	Participation Fee	i. Amount: ii. Demand Draft No:
9.	Processing Fee	i. Amount: ii. Demand Draft No:
10.	Name, designation and contact details (Mobile/Landline/FAX) of principal officer(s)/person(s) to be contacted	
11.	Email Id- <b><i>(Unique Email IDs should be used for Different channels)</i></b>	
12.	PAN No. of Company	
13.	GST Registration details of company <b><i>(GST No. and Date)</i></b>	

I/we, ----- the applicant(s) do hereby declare that the above facts are correct in all respects.

Signature of Authorised Signatory

Place:

Date:

Name & Designation of Authorised Signatory

(Seal of company)

**Note: 1. Fill up separate Registration Form for each channel**

**2. Please register with C1 India before the auction date so to get the hands-on on the portal.**

**List of documents to be enclosed with Bidder Registration form**

- i) Copies of Uplinking & Downlinking permissions of the TV channel issued by Ministry of Information and Broadcasting
- ii) Copy of the document substantiating the claim of the channel being in a particular genre
- iii) Copy of logo of channel permitted by Ministry of Information and Broadcasting
- iv) Document with regard to relationship of bidder company with licensee of the TV channel. Authority letter from the licensee in case bidder is not the licensee.
- v) Demand Draft of Rs. 1.50 Cr (One Crore and Fifty Lakhs ) from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi, for participation amount (EMD) in case of **MPEG- 2** e-auction,

or

Demand Draft of Rs. 1.25 Lakhs ( One lakh and Twenty Five Thousand) from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi, for participation amount (EMD) in case of **MPEG-4** e-auction

- vi) Demand Draft of Rs.25000/- (twenty-five thousand) from any scheduled bank in favour of PB (BCI), Doordarshan Commercial Service, New Delhi, towards processing fee (Non-refundable).
- vii) Authority letter in respect of person with phone no and email id authorised to bid in e-auction on behalf of bidder company

**E-Auction Process**

- a. E-auction will be held in decreasing order of Reserve Price
  - i) In the first-round e-auction will be held for five slots or the number of applications received for bucket A+, whichever is less.
  - ii) In the second-round e-auction will be held for five slots or the number of applications received for bucket A, whichever is less.
  - iii) In the third-round e-auction will be held for five slots or the number of applications received for bucket B, whichever is less.
  - iv) In the fourth-round e-auction will be held for five slots or the number of applications received for bucket C, whichever is less.
  - v) In the fifth-round e-auction will be held for five slots or the number of applications received for bucket D, whichever is less.
- b. After the above, the remaining slots will be auctioned bucket wise starting again from bucket A+ and will progressively go from bucket A+ to bucket D till such time there are no more bidders in a given bucket or there are no more vacant slots left. This will ensure a fair genre wise distribution in the Freedish bouquet.
- c. E-auction for every slot will be of 15 Minutes duration. Additional 3 Minutes will be added to the e-auction time, if any bid is received in the closing minute before the closing time of each e-auction.
- d. E-auction for a different slot in the same bucket, if held, will be conducted 05 minutes after completion of e-auction of previous slot.
- e. E-auction for a slot in a different bucket, if held, will be conducted 20 minutes after e-auction of all the slots in one bucket is completed or there are no further bidders for the slots in the bucket.
- f. The lowest starting Reserve Price for the commencement of e-auction for different Buckets shall be as per clause 3.3.1 table 1 of policy

guidelines. Incremental amount in the e-auction bids of MPEG-2 slots shall be of a minimum of Rs 5.00 Lakh (Five Lakhs only) and multiples thereof.

- g. For MPEG-4 slots, the lowest starting Reserve Price for the commencement of e-auction shall be as per clause 3.3.4 of policy guidelines. Incremental amount in the auction bids of MPEG-4 slots shall be of a minimum of Rs 10,000.00 (Ten Thousand) and multiples thereof.
- h. In the first round, one vacant MPEG-2 slot will be placed at a time for bidding based on the reserve price for Bucket A+. Only channels from the eligible genres which have applied and registered for Bucket A+ can place bids.
- i. After the expiry of the prescribed time window the highest bidder will be allotted a slot
- j. The starting price for e-auction for the next slot, if available in the same bucket shall be increased by minimum incremental amount of Rs 5.00 Lakhs (Five Lakhs) from the starting price of e-auction of immediate previous slot of the same bucket i.e. for the second slot of A+ Bucket, the starting lowest price for commencement of e-auction will be Rs 15.00 +0.05=Rs 15.05 Cr (Fifteen Cr and Five Lakhs) and third slot of A+ Bucket will be Rs 15.05+0.05=Rs15.10 Cr and so on. Refer Table A below.

**Starting price for commencement of e-auction for various slots Bucket wise**

<b><u>Slot No</u></b>	<b><u>Bucket A+</u></b>	<b><u>Bucket A</u></b>	<b><u>Bucket B</u></b>	<b><u>Bucket C</u></b>	<b><u>Bucket D</u></b>
<u>1<sup>st</sup> slot</u>	<u>Rs15 Cr(Reserve Price)</u>	<u>Rs 12 Cr(Reserve Price)</u>	<u>Rs 10 Cr (Reserve Price)</u>	<u>Rs 7 Cr(Reserve Price)</u>	<u>Rs 6 Cr(Reserve Price)</u>
<u>2<sup>nd</sup> Slot</u>	<u>Rs 15.05 Cr</u>	<u>Rs 12.05 Cr</u>	<u>Rs 10.05 Cr</u>	<u>Rs 7.05 Cr</u>	<u>Rs 6.05 Cr</u>
<u>3<sup>rd</sup> Slot</u>	<u>Rs 15.10 Cr</u>	<u>Rs 12.10 Cr</u>	<u>Rs 10.10 Cr</u>	<u>Rs 7.10 Cr</u>	<u>Rs 6.10 Cr</u>
<u>4<sup>th</sup> Slot</u>	<u>Rs 15.15 Cr</u>	<u>Rs 12.15 Cr</u>	<u>Rs 10.15 Cr</u>	<u>Rs 7.15 Cr</u>	<u>Rs 6.15 Cr</u>
<u>5<sup>th</sup> Slot</u>	<u>Rs 15.20 Cr</u>	<u>Rs 12.20 Cr</u>	<u>Rs 10.20 Cr</u>	<u>Rs 7.20 Cr</u>	<u>Rs 6.20 Cr</u>
<u>And so on</u>	<u>And so on</u>	<u>And so on</u>	<u>And so on</u>	<u>And so on</u>	<u>And so on</u>

**Table A**

- k. For allotment of next slot in the same bucket, next cycle of e-auction will be introduced 5 minutes after the previous slot has been allotted. Remaining bidders will continue to participate in the bidding process.
- l. A round shall end when there are no active bids and all active bidders have been awarded slots based on principle of highest bid. At the end of expiry of prescribed time window of e-auction, the e-Auction may proceed to next round for next Bucket.
- m. In the next round, vacant MPEG-2 slots shall be placed for bidding based on the reserve price for the Bucket with only channels belonging to genres for the Bucket eligible to place bids. Process of allotment of slots will be same as mentioned from Sr. nos. (g) to (k) above.
- n. E-Auction shall thus proceed to the next Buckets sequentially in a similar manner till all vacant MPEG 2 slots are successfully awarded or no further bids are received from any of the eligible channels.
- o. E-auction process for MPEG-4 slots will be held in a similar manner as mentioned above from Sr. No. (g) to (k) with Reserve price of Rs 5.00 lakhs for the first slot and incremental price of Rs 10,000. The starting price for the subsequent slots shall be decided as mentioned at para (i) above.
- p. If required, Prasar Bharati/Doordarshan can extend e-Auction to the next day or as the case may be.
- q. Online Training will be provided to all the participants before the commencement of actual e-Auction.
- r. An MPEG-2/MPEG-4 slot that goes vacant mid-year or remains unfilled during scheduled e-Auction may be filled on a pro-rata basis at the previous highest bid price for a given genre (based on the corresponding Bucket).

- i. The notice inviting applications for allotment of slots on pro-rata basis shall be widely published on Doordarshan's website for wide publicity. DD/AIR channels will also provide publicity to this.
  - ii. In case of more than one channel applying for a vacant slot it may be awarded to the channel from a genre belonging to the Bucket with a higher reserve price. The slot fee in that case will be determined on a pro-rata basis using the previous highest bid price for that bucket.
  - iii. In case all of the applicants for a vacant slot belong to the same genre then a limited mid-year auction may be conducted with the reserve price for the Bucket determined proportionately for the remainder of the period for that year before the Annual DD Free Dish e-Auctions are due for all slots. The Reserve Price in that case will also be determined using the previous highest bid price for that bucket.
- s. Prasar Bharati reserve the rights to accept/reject/cancel/amend the e-Auction/slot at any time during the e-Auction or after e-Auction.

**Time duration of e-auctions – [Table B]**

<b><u>Sl No</u></b>	<b><u>Event</u></b>	<b><u>Time/Duration</u></b>
<u>1</u>	<u>e-auction duration of a slot</u>	<u>15 mins</u>
<u>2</u>	<u>Extension of time duration for e-auction for the slot , If bid is received in the last minutes</u>	<u>3 mins</u>
<u>3</u>	<u>Time interval for e-auction between two slots of same bucket</u>	<u>5 min</u>
<u>4</u>	<u>Time interval for e-auction of slots between two buckets</u>	<u>20 mins</u>

## **ABBREVIATIONS**

**DD-** Doordarshan

**AIR-** All India Radio

**PB-** Prasar Bharati

**PBB-**Prasar Bharati Board

**TDSAT-** Telecom Disputes Settlement and Appellate Tribunal

**DTH-** Direct- To-Home

**STB-** Set-Top- Box

**MPEG-** Motion Picture Expert Group

**LCN-** Logical Channel Number

**BARC-**Broadcast Audience Research Council

**OEMs** -Original Equipment Manufacturer

**GEC-** General Entertainment Channel