

Prasar Bharati
(India's Public Service Broadcaster)
Directorate General: Doordarshan
Doordarshan Bhawan,
Copernicus Marg: New Delhi

No. DTH/ 104/2020/P-VII

Dated: 28.01.2020

Notice

Notice inviting applications from satellite TV channels for allotment of MPEG-2 slots of DD Free Dish DTH Platform for the period from 01.04.2020 to 31.03.2021 through 44th on line e-auction process.

1. Prasar Bharati invites applications for allotment of MPEG-2 slots of DD Free Dish DTH Platform for the period from 01.04.2020 to 31.03.2021 through 44th on line e-auction process to be tentatively held from 24.02.2020.
2. The slots will be allotted as per policy guidelines for allotment of DD Free Dish slots, notified on 15.01.2019 and as amended vide amendments notified on 30.03.2019 & 01.11.2019 which are available on the websites, <http://doordarshan.gov.in> and <http://prasarbharati.gov.in>.
3. Only satellite channels licensed by the Ministry of I&B would be allowed to participate in the allocation/44th online e-Auction process. 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.
4. International Public Broadcasters licensed/ registered/permitted by the Ministry of I&B can also participate in e-auction.
5. Categorization of TV channels in different buckets in accordance with genres/language of channel and their starting reserve price will be as below:

Bucket	Genre/language of channel	Reserve price
Bucket A+	All GEC (Hindi) 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) and Teleshopping (Hindi) channels	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 and Teleshopping (Regional) channels	Rs. 6.0 Crore
Bucket R1	Spiritual channels including channels promoting yoga, Ayurveda, Health & Wellness (Ayush) based on traditional methods	Rs. 3.0 Crore

Cont. on page 2/-

6. Broadcasters desirous of placing their Channels on DD Free Dish shall be required to declare genre and language of their channel while applying for e-auction. Such declaration for genre classification should be in accordance to the “Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff Order, 2017 dated and such genres shall be either ‘Devotional’, or ‘General entertainment’ or ‘Infotainment’ or ‘Kids’ or ‘Movies’ or ‘Music’ or ‘News and Current affairs’ or ‘Sports’ or ‘Miscellaneous’.
7. The channel/company desirous of allotment of slots on DD Free Dish is required to provide clear and unambiguous proof in support of genre classification of their channel. In case of lack of clarity, ambiguity or conflicting information, applications will be deemed ineligible and may be summarily rejected. For details please refer checklist of documents provided with the application form.
8. The channel/company desirous of participating in the e-auction may apply in the prescribed Bidder Registration/application form along with requisite fee and all documents, as mentioned in Bidder Registration/Application form, which is available on the website, <http://doordarshan.gov.in> and <http://prasarbharati.gov.in>
9. The applicants will be required to furnish following Demand Drafts along with Bidder Registration form:
 - i) Non-refundable processing fee of Rs 25,000/- (twenty five thousand only), inclusive of GST, 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 installment of the carriage fee/bid amount.
10. Successful bidders shall be required to make the payments as per payment schedule prescribed under clause (5) of the policy guidelines for allotment of DD Free Dish slots.
11. Online Training will be provided to all the participants before the commencement of actual e-Auction.
12. If required, Prasar Bharati/Doordarshan can extend e-Auction to the next day or as the case may be.
13. 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>
14. 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.
15. Interested broadcasters may submit their applications in sealed cover in person in Room No. 601, Tower-A, Directorate General: Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi-110001 or sent by Speed/Registered Post addressed to Director (DTH) Room No. 601, Tower-A, Directorate General: Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi-110001.
16. The Last Date for submission of applications is 18.02.2020 latest by 3.00 P.M.

(Inderjeet Grewal)
Director (DTH)
Dated: 28.01.2020

APPLICATION FORM

Application/Bidder Registration form to participate in e-auction process for allotment of MPEG-2 slots on DD Free Dish DTH Platform for the period from 01.04.2020 to 31.03.2021

S.N.	Particular	Details		
1.	Name of the company			
2.	Name of Channel			
3.	Genre of channel*	Genre	Put 'Y' inappropriate box	
			Bucket Category	
		i. GEC (Hindi)	<input type="checkbox"/>	Bucket A+
		ii. Movies (Hndi)	<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. Teleshopping (Hindi)	<input type="checkbox"/>	Bucket B
		vii. News & current Affairs(Hindi)	<input type="checkbox"/>	Bucket C
		viii. News & Current Affairs (English)	<input type="checkbox"/>	Bucket C
		ix. News & current Affairs (Punjabi)	<input type="checkbox"/>	Bucket C
x. Devotional/Spiritual	<input type="checkbox"/>	Bucket R1		
xi. Other Genres	<input type="checkbox"/>	Bucket D		
	*Channels are expected to provide clear, unambiguous proof in support of genre/language classifications. In case of lack of clarity, ambiguity or conflicting information, such applications will be deemed ineligible and may be summarily rejected. For details please refer checklist of documents to be attached.			
4.	Registration No./permission No. of channel issued by Ministry of I&B			
5.	Relationship of applicant company with licensee of the channel			

(b) Additionally channels may also furnish any other documentary evidence from regulatory/Govt. authorities (TRAI, MIB) Television rating Agency (e.g. BARC) that could clearly establish their genre classification.

16. In case the applicant channel is a new channel and not on air as on date of application, please submit following documents;

i) The certified copy of Application Form-1, submitted to Ministry of Information and Broadcasting for permission to downlink TV Channels in India, where in Point No.6 of Part (C) of the Application Form-1, the "Category of channel" should have been clearly defined and further in Point No.7 of Part (C) of the Form-I the special subject for the channel should have been specified.

ii) Proposed date of launch of channel:

(Please note: The successful bidder is required to place its channel on its allocated slot of DD Free Dish within one month from the date of allotment of slot.)

iii) Documentary evidence regarding launch of the channel within reasonable time frame like:

a. Publicly available evidence to establish commitment to launch the said channel within reasonable time frame (Press release, website, social media, any other marketing materials that can substantiate and establish the intent to launch the channel within a declared time frame.

b. Any other documentation regarding the launch plan on other distribution platforms that substantiate and establish the intent to launch the channel, within a declared time frame etc.

c. Their proposed FPC consistent with genre declared.

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

Place:

Date:

(Seal of company)

Signature of Authorised Signatory

Name & Designation of Authorised Signatory

Note: Fill up separate Registration Form for each channel

Check list of documents to be enclosed with application form

- i) Copies of Uplinking & Downlinking permissions of the TV channel issued by Ministry of Information and Broadcasting. No application will be considered, which do not have a valid downlinking permission.
- ii) Copy of logo of channel permitted by Ministry of Information and Broadcasting
- iii) The already existing and in operation channels need to declare/provide following information to clearly establish the genre classification;
 - a. Their presence in MSO/DTH platforms and also the genre they have been placed in those platforms in column 15 of application form with documentary evidence of the same.
 - b. Additionally any documentary evidence from regulatory/Govt. authorities (TRAI, MIB) that could clearly establish the genre classification.
 - c. Also the channels may provide any documentary evidence from Television rating Agency (eg: BARC) that could clearly establish their genre classification.
- iv) If the applicant channel is a new channel and not on air as on date of application, then they need to submit;
 - a. The certified copy of Application Form-1, submitted to Ministry of Information and Broadcasting for permission to downlink TV Channels in India, where in Point No.6 of Part (C) of the Application Form-1, the "Category of channel" should have been clearly defined and further in Point No.7 of Part (C) of the Form-I the special subject for the channel should have been specified.
 - b. Additionally, the channel will have to establish its commitment to launch the said channel within reasonable time frame with publicly available evidence to support the same. (Press release, website, social media, any other marketing materials that substantiate and establish the intent to launch the channel, within a declared time frame etc).
 - c. Any further documentation that can be provided regarding the launch plan on other distribution platforms.
 - d. Their proposed FPC consistent with genre declared.
- v) 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.
- vi) Non-refundable processing fee of Rs 25,000/- (twenty five thousand only), inclusive of GST, 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 Crore (Rupees one Crore fifty lakhs only) towards participation fee from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi.
- 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 on for allotment of slot of DD Free Dish slot to the channel

We undertake 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 or conflicting, we are liable to be dismissed 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)