

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat (T&C Division)
Prasar Bharati House
Copernicus Marg, New Delhi-110001

F. No. TC-1/011(I)/2019-20/Tariff/36

Dated: 15/11/2019

Circular 10 of 2019

Subject: Airtime rates for DD National channel and various Regional Language Satellite Services of Doordarshan (Regional DD Channels)

The airtime rates for DD National channel and various Regional Language Satellite Services of Doordarshan (Regional DD Channels) have been revised for In-House Programmes as well as Outside Produced Sponsored Programmes. In case of DD National channel, airtime rates for the period 3 PM to 8 PM have also been prescribed. The rates so prescribed/revised are detailed in Annexure A.

2. With coming into force of this circular, the airtime rates, for DD National channel and various Regional Language Satellite Services of Doordarshan (Regional DD Channels) prescribed vide Circular No. 3 (Issued vide Letter No. DCS/33(9)/Rate Card/2012 dated 01.02.2013), Circular No. 8 (issued vide Letter No. DCS/Rate Card/DD-Bihar/8/2013 dated 19.07.2013), Circular No. 05/14 (issued vide Letter No. DCS/33(9)/Rate Card/2012-Part File dated 22.12.2014), Circular No. 05/2016 (issued vide DCS/33(13)/TARIFF/2015 dated 18.01.2016) and Circular No. 7 of 2019 (issued vide Letter No. TC-1/011(I)/2018-19/Tariff dated 02.07.2019 stand withdrawn. However, the General Guidelines for In-House Programmes and Outside Produced Sponsored Programmes, prescribed in the Circular No. 3 (Issued vide Letter No. DCS/33(9)/Rate Card/2012 dated 01.02.2013), remain the same.

3. Further, with coming into force of this circular, the airtime rates, for DDK Delhi and those specific DDKs from where the 17 regional channels are originated, prescribed vide Circular No. 3 (Issued vide Letter No. DCS/33(9)/Rate Card/2012 dated 01.02.2013), Circular No. 05/14 (issued vide Letter No. DCS/33(9)/Rate Card/2012-Part File dated 22.12.2014) and Circular No. 05/2016 (issued vide DCS/33(13)/TARIFF/2015 dated 18.01.2016) stand withdrawn. However, the airtime and Teleshopping rates prescribed, vide these circulars and Circular No. 04/2016 (issues vide F.No. DCS/33(13)/TARIFF/2015 dated 18.01.2016), for other DDKs shall remain in-force.

4. Sponsorship packages prescribed through this circular can also be offered in the form of part packages on pro-rata basis, in all regional DD channels. However, such part package shall not be less than 50% of the sponsorship fee.

5. The Run on Day Part (RoDP) packages prescribed through this circular are to be offered only in programmes other than News and Feature Film categories.

6. The above rates have been prescribed on an experimental basis, for a period of six months from the date of issue of this circular. The prescribed airtime rates are the minimum rates and specified Free Commercial Time (FCT) is the maximum permissible FCT.



7. The Circular shall come into force w.e.f. 01.12.2019.
8. This issues with the approval of CEO, Prasar Bharati.


15/11/2019

(Amit Sharma)
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To,

1. **The Director General**
Doordarshan
Doordarshan Bhawan (Tower-A)
Copernicus Marg
New Delhi-110001
2. **The Director General**
DD News
Doordarshan Bhawan (Tower-B)
Copernicus Marg
New Delhi-110001

Copy for information and necessary action to:

1. Additional Director General, Sales Mumbai, Doordarshan Kendra, Worli, Mumbai.
2. Additional Director General, Marketing, PB Sectt., New Delhi
3. Head, Sales, PB Sectt., New Delhi 01.
4. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
5. Director (Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.

DD National**In-house Programmes & Outside Sponsored Programmes:**

Time Category	Sponsorship fee/Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time			
7:00 PM to 11:00 PM (All days)	3,80,000	150	60,000
8:00 AM to 3:00 PM (Sunday)	3,80,000	150	60,000
Mid Prime Time			
12 noon to 7:00 PM (Monday to Saturday)	1,50,000	150	25,000
3:00 PM to 7:00 PM (Sunday)	1,50,000	150	25,000
Non-Prime Time			
11:00 PM to 12 Noon (Next day) (Monday to Saturday)	75,000	150	15,000
11:00 PM to 8:00AM Next day (Sunday)	75,000	150	15,000

Note: Terms applicable to all Time Bands (Prime Time/Mid-Prime Time & Non-Prime Time):

1. A 'sponsorship package' will denote a minimum amount of money/investment/ spend Rs.3,80,000/ Rs.1,50,000/ Rs.75,000. Each package may have any amount of FCT falling between '0' seconds to '150 seconds'. (reference Board Note/DCS letter no.DCS/Sale... commercial time dated 23.12.2005).
2. A client/agency is free to buy a single sponsorship/ package or multiples sponsorship/packages in a single programme.
3. The opening & closing credit line would be 'free of charge' to any client investing any of the above sponsorship/packages. The credit line will include punch line and pack shots for a duration of up to 5 seconds.
4. Even 'Spot Buyers' in all categories will qualify for the facility of 'free opening & closing credit lines with punch line & pack shot provided the minimum total amount of purchase of Spot Buys in the related time band is equivalent or exceeds the 'Sponsorship /Package Value of that time band.(e.g. prime time @Rs.60,000/- exceeds Rs.3,80,000/= which is the minimum sponsorship value of that time band).
5. 'Sponsorship Tags' will be broadly categorized as 'Presenting Sponsor/Main Sponsor', 'Co-Presenting Sponsor', 'Powered by Sponsor and 'Associate Sponsor'. The basis of

categorization of status of a 'sponsor' will depend on the 'bulk spends along with first come first commitment towards the programme.



Regional Language Satellite Channels
(Regional DD Channels)

DD Arunprabha

In-House Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (5:00 PM to 9:00 PM)	2200	180	500
Non-Prime Time (Rest of the time)	1300	180	300
Feature Film (Any Time)	10000	180	1100
News:			
6:00 AM to 12 Noon		Mid-Break	2,000
		Before/After	1,500
12 Noon to 5:00 PM		Mid-Break	1,500
		Before/After	1,000
5:00 PM to 11:00 PM		Mid-Break	2,500
		Before/After	2,000

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel*	1500	60	120
Multiple channels*	1400	60	120

Outside sponsored programme			
Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (5:00 PM to 9:00 PM)	2000	180	450
Non-Prime Time (Rest of the time)	1200	180	250

***Explanation:**

1. For example, RoDP Rate for DD Arunprabha for Single Channel is Rs.1500 and for Multi Channel is Rs.1400 and RoDP Rate for DD Bangla for Single Channel is Rs.4,600 and Multi Channel is Rs.4,300.

Case 1: Single Channel

If a client intends to opt for Single Channel RoDP, say, in DD Arunprabha, he pays Rs.1500 for FCT of 180 seconds, split into 60 seconds of Prime Time (PT) and 120 seconds of Non Prime Time (NPT) of DD Arunprabha. And, if the client opts for Single Channel RoDP in DD Bangla, the client can avail 180 seconds of FCT, split into 60 seconds of Prime Time and 120 seconds of Non Prime Time of DD Bangla by paying Rs. 4600.

Case 2: Multi Channel

If a client intends to opt for Multi Channel RoDP package, comprising of DD Arunprabha and DD Bangla, the client pays Rs.5700 (1400+4,300) for 360 seconds (180+180 seconds), split into 180 Seconds in DD Arunprabha (comprising 60 seconds of Prime Time and 120 seconds of Non-Prime Time) and 180 Seconds in DD Bangla (comprising 60 seconds of Prime Time and 120 seconds of Non Prime Time).



2. Multi-channel RoDP can be opted for any combination of two or more Regional DD channels.
 3. Unlike other packages, a RoDP package shall not be offered as part package.

DD Bangla

In house Programme

Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	7000	180	850
Non-Prime Time (Rest of the time)	4100	180	500
Feature Film (Any Time)	20000	180	2200
News:			
6:00 AM to 12 Noon		Mid-Break	4000
		Before/After	3500
12 Noon to 5:00 PM		Mid-Break	3500
		Before/After	3000
5:00 PM to 11:00 PM		Mid-Break	4500
		Before/After	4000

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	4600	60	120
Multiple channels	4300	60	120

Outside Sponsored Programmes

Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	6300	180	750
Non-Prime Time (Rest of the time)	3700	180	450

DD Bihar**In house Programme**

Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	3400	180	500
Non-Prime Time (Rest of the time)	2000	180	300
Feature Film (Any Time)	18000	180	2000
News:			
6:00 AM to 12 Noon		Mid-Break	6000
		Before/After	5000
12 Noon to 5:00 PM		Mid-Break	5000
		Before/After	4000
5:00 PM to 11:00 PM		Mid-Break	7000
		Before/After	6000

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	2200	60	120
Multiple channels	2100	60	120

Outside Sponsored Programmes

Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	3100	180	450
Non-Prime Time (Rest of the time)	1800	180	250



DD Chandana

In house Programme

Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	8400	180	950
Non-Prime Time (Rest of the time)	4900	180	550
Feature Film (Any Time)	18000	180	2000
News:			
6:00 AM to 12 Noon		Mid-Break	4,000
		Before/After	3,000
12 Noon to 5:00 PM		Mid-Break	3,000
		Before/After	2,500
5:00 PM to 11:00 PM		Mid-Break	5,000
		Before/After	4,000

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	5500	60	120
Multiple channels	5200	60	120

Outside Sponsored Programmes

Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	7600	180	850
Non-Prime Time (Rest of the time)	4400	180	500



DD Girnar

In house Programme

Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	5500	180	950
Non-Prime Time (Rest of the time)	3200	180	550
Feature Film (Any Time)	18000	180	3000
News:			
6:00 AM to 12 Noon		Mid-Break	7,000
		Before/After	6,000
12 Noon to 5 PM		Mid-Break	6,000
		Before/After	5,000
5 PM to 11 PM		Mid-Break	8,000
		Before/After	7,000

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	3600	60	120
Multiple channels	3400	60	120

Outside Sponsored Programmes

Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	5000	180	850
Non-Prime Time (Rest of the time)	2900	180	500



DD Kashir**In house Programme**

Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	3600	180	500
Non-Prime Time (Rest of the time)	2100	180	300
Feature Film (Any Time)	10000	180	1100
News:			
6:00 AM to 12 Noon		Mid-Break	3,000
		Before/After	2,500
12 Noon to 5 PM		Mid-Break	2,500
		Before/After	2,000
5 PM to 11 PM		Mid-Break	3,500
		Before/After	3,000

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	2300	60	120
Multiple channels	2200	60	120

Outside Sponsored Programmes

Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	3200	180	450
Non-Prime Time (Rest of the time)	1900	180	250

DD Madhya Pradesh

In house Programme

Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	3400	180	500
Non-Prime Time (Rest of the time)	2000	180	300
Feature Film (Any Time)	13500	180	1500
News:			
6:00 AM to 12 Noon		Mid-Break	4,000
		Before/After	3,000
12 Noon to 5 PM		Mid-Break	3,000
		Before/After	2,000
5 PM to 11 PM		Mid-Break	5,000
		Before/After	4,000

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	2200	60	120
Multiple channels	2100	60	120

Outside Sponsored Programmes

Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	3100	180	450
Non-Prime Time (Rest of the time)	1800	180	250



DD Malayalam

In house Programme

Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	7700	180	850
Non-Prime Time (Rest of the time)	4500	180	500
Feature Film (Any Time)	20000	180	2200
News:			
6:00 AM to 12 Noon		Mid-Break	4,000
		Before/After	3,000
12 Noon to 5:00 PM		Mid-Break	3,000
		Before/After	2,000
5:00 PM to 11:00 PM		Mid-Break	5,000
		Before/After	4,000

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	5000	60	120
Multiple channels	4700	60	120

Outside Sponsored Programmes

Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	6900	180	750
Non-Prime Time (Rest of the time)	4000	180	450

DD North East**In house Programme**

Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (5:00 PM to 9:00 PM)	2700	180	500
Non-Prime Time (Rest of the time)	1600	180	300
Feature Film (Any Time)	10000	180	1100
News:			
6:00 AM to 12 Noon		Mid-Break	2,500
		Before/After	2,000
12 Noon to 5 PM		Mid-Break	2,000
		Before/After	1,500
5 PM to 11 PM		Mid-Break	3,000
		Before/After	2,500

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	1800	60	120
Multiple channels	1700	60	120

Outside Sponsored Programmes

Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (5:00 PM to 9:00 PM)	2400	180	450
Non-Prime Time (Rest of the time)	1400	180	250



DD Oriya

In house Programme

Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	3400	180	850
Non-Prime Time (Rest of the time)	2000	180	500
Feature Film (Any Time)	10000	180	1650
News:			
6:00 AM to 12 Noon		Mid-Break	4,000
		Before/After	3,500
12 Noon to 5 PM		Mid-Break	3,500
		Before/After	3,000
5 PM to 11 PM		Mid-Break	4,500
		Before/After	4,000

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	2200	60	120
Multiple channels	2100	60	120

Outside Sponsored Programmes

Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	3100	180	750
Non-Prime Time (Rest of the time)	1800	180	450

DD Podhigai**In house Programme**

Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	8200	180	950
Non-Prime Time (Rest of the time)	4800	180	550
Feature Film (Any Time)	20000	180	2200
News:			
6:00 AM to 12 Noon		Mid-Break	Mid-Break -
		Before/After	2,500
12 Noon to 5 PM		Mid-Break	2,500
		Before/After	2,000
5 PM to 11 PM		Mid-Break	4,500
		Before/After	4,000

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	5300	60	120
Multiple channels	5000	60	120

Outside Sponsored Programmes

Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	7400	180	850
Non-Prime Time (Rest of the time)	4300	180	500

DD Punjabi

In house Programme

Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	5300	180	850
Non-Prime Time (Rest of the time)	3100	180	500
Feature Film (Any Time)	20000	180	3350
News:			
6:00 AM to 12 Noon		Mid-Break	4500
		Before/After	4000
12 Noon to 5 PM		Mid-Break	4000
		Before/After	3500
5 PM to 11 PM		Mid-Break	5000
		Before/After	4500

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	3400	60	120
Multiple channels	3300	60	120

Outside Sponsored Programmes

Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	4800	180	750
Non-Prime Time (Rest of the time)	2800	180	450



DD Rajasthan**In house Programme**

Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	3400	180	850
Non-Prime Time (Rest of the time)	2000	180	500
Feature Film (Any Time)	13500	180	2250
News:			
6:00 AM to 12 Noon		Mid-Break	5,000
		Before/After	4,000
12 Noon to 5 PM		Mid-Break	4,000
		Before/After	3,000
5 PM to 11 PM		Mid-Break	6,000
		Before/After	5,000

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	2200	60	120
Multiple channels	2100	60	120

Outside Sponsored Programmes

Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	3100	180	750
Non-Prime Time (Rest of the time)	1800	180	450



DD Sahyadri**In house Programme**

Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	8000	180	1350
Non-Prime Time (Rest of the time)	4700	180	800
Feature Film (Any Time)	20000	180	3350
News:			
6:00 AM to 12 Noon		Mid-Break	5,000
		Before/After	4,000
12 Noon to 5:00 PM		Mid-Break	3,500
		Before/After	2,500
5:00 PM to 11:00 PM		Mid-Break	6,500
		Before/After	5,000

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	5200	60	120
Multiple channels	4900	60	120

Outside Sponsored Programmes

Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	7200	180	1200
Non-Prime Time (Rest of the time)	4200	180	700



DD Saptagiri**In house Programme**

Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	7700	180	850
Non-Prime Time (Rest of the time)	4500	180	500
Feature Film (Any Time)	10000	180	1100
News:			
6:00 AM to 12 Noon		Mid-Break	4,500
		Before/After	4,000
12 Noon to 5:00 PM		Mid-Break	2,500
		Before/After	2,000
5:00 PM to 11:00 PM		Mid-Break	5,000
		Before/After	4,500

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	5000	60	120
Multiple channels	4700	60	120

Outside Sponsored Programmes

Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	6900	180	750
Non-Prime Time (Rest of the time)	4000	180	450



DD Uttar Pradesh**In house Programme**

Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	3400	180	500
Non-Prime Time (Rest of the time)	2000	180	300
Feature Film (Any Time)	18000	180	2000
News:			
6:00 AM to 12 Noon		Mid-Break	7,000
		Before/After	6,000
12 Noon to 5:00 PM		Mid-Break	6,000
		Before/After	5,000
5:00 PM to 11:00 PM		Mid-Break	8,000
		Before/After	7,000

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	2200	60	120
Multiple channels	2100	60	120

Outside Sponsored Programmes

Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	3100	180	450
Non-Prime Time (Rest of the time)	1800	180	250



DD Yadagiri

In house Programme

Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	7700	180	850
Non-Prime Time (Rest of the time)	4500	180	500
Feature Film (Any Time)	10000	180	1100
News:			
6:00 AM to 12 Noon		Mid-Break	2,000
		Before/After	1,500
12 Noon to 5 PM		Mid-Break	1,500
		Before/After	1,000
5 PM to 11 PM		Mid-Break	2,500
		Before/After	2,000

Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	5000	60	120
Multiple channels	4700	60	120

Outside Sponsored Programmes

Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time (7:00 PM to 11:00 PM)	6900	180	750
Non-Prime Time (Rest of the time)	4000	180	450

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