

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