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## DD FreeDish MPEG4 4th Annual e-Auction Results

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In what's good news for the subscribers of India's only free DTH service DD FreeDish, the results of the 4th annual/57th e-Auction of MPEG-4 slots of DD FreeDish for the period from April 1, 2022 to March 31, 2023 are out with comparatively more number of channels this time.



Reserve Price (Rs. Lakhs)	No. of slots sold	Average Slot price (Rs. Crore)	Highest Bid price (Rs. Crore)
50.0	12	1.27	1.60

Among the applications received for e-Auction from channels of different genres, 12 channels have been allocated the MPEG-4 slots on DD FreeDish. Here are the names of the channels.





### 4th MPEG-4 e-Auction

Sr. No.	Name of successful channel
1	Aastha Bhajan
2	Bflix Movies
3	Chardikala Time TV
4	India News UP/UK
5	News 18 UP/UK
6	News 24 Think First
7	News India 24x7
8	News State UP/UK
9	Raftar
10	Samay
11	Sudarshan News
12	Swadesh News

Indicative of increasing popularity of DD FreeDish, apart from more number of channels, the highest bidding price and the average revenue per slot for this auction have also gone up in comparison to last year. Registering a rise of 43%, the average bid/revenue per slot has gone up from 0.89 Crore last year to 1.27 Crore this year. The highest bid price has gone up by 42.85% from 1.12 Crore last year to 1.6 Crore this year.





After the completion of all formalities, these channels will be on air on DD FreeDish from April 1, 2022.

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Saurabh Singh

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