

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

F. No. TC-01/011(1)2020-21/Tariff (Comp.No.11510)

Dated: 25/07/2020

Circular No. 6 of 2020

Subject: Airtime rates for DD National channel and various Regional Languages 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) were revised vide Circular No. 10 of 2019 Dated 19.11.2019 for In-House Programmes as well as Outside Produced Sponsored Programmes vide. These rates so prescribed/revised were on experimental basis for period of 6 months only.

2. Due to COVID-19 pandemic, the rates prescribed vide Circular No. 10 of 2019 were extended till further order vide T&C Order issued from file no.TC-1/011(1)/2019-20/Tariff (Part) Dated 08.04.2020.
3. Now, the Competent Authority has reviewed the prevailing airtime rates for various regional channels and has prescribed the new rates, as enclosed at **Annexure-A. There is no change in various airtime rates for DD-National channel.**
4. The various terms and conditions prescribed vide Circular no. 10 of 2019 will remain unchanged. Only the **Annexure-A** of Circular no. 10 of 2019 will be replaced by the new **Annexure-A**, enclosed along with this circular.
5. Corporate clients shall be provided Bonus to the extent of 1:1 for next 3 months. Such bonus shall be consumed within the period of campaign only. **While granting bonus, it should be ensured that the end customer is a corporate client.**



6. Airtime rates for Social Discourse Programmes (Spiritual) is prescribed at double the rate of that time band in which such programme is to be telecast. Bonus shall not be applicable on such programmes.
7. The Circular shall be applicable to all the new ROs received.
8. This issues with the approval of CEO, Prasar Bharati.


25.07.2020

(P.S.Srivastava)
Director (ER)

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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, East Zone/West Zone/South Zone.
2. Additional Director General, Marketing, PB Sectt., New Delhi.
3. Head, Sales, PB Sectt., New Delhi with request to circulate it to all concerned.
4. DDG(SMD), PB Sectt., New delhi.
5. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
6. DDG(Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.

Copy for kind information to:-

1. SO to CEO, PB
2. PS to Member(Fin.), PB

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.380000/ Rs.150000/ Rs.75000. 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)

PO

DD Arunprabha

In-House Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
5:00 PM to 9:00 PM	5000	180	550
Rest of the time	2900	180	300
Feature Film	10000	180	1100
News:			
6:00 AM to 12 Noon		Mid-Break	2000
		Before/After	1500
12 Noon to 5:00 PM		Mid-Break	1500
		Before/After	1000
5:00 PM to 11:00 PM		Mid-Break	2500
		Before/After	2000
Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	3200	60	120
Multiple channels	3000	60	120

Outside sponsored programme			
Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
5:00 PM to 9:00 PM	4500	180	500
Rest of the time	2600	180	300

***Explanation:**

- For example, RoDP Rate for DD Arunprabha for Single Channel is Rs 3200 and for Multi-Channel is Rs 3000 and RoDP Rate for DD Bangla for Single Channel is Rs 10300 and Multi-Channel is Rs 9700.

Case 1: Single Channel

If a client intends to opt for Single Channel RoDP, say, in DD Arunprabha, he pays Rs.3200 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. 10300.

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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 12700 (3000+9700) 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.

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DD- Bihar

In house Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	7700	180	850
Rest of the time	4500	180	500
Feature Film	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	5000	60	120
Multiple channels	4700	60	120

Outside Sponsored Programmes			
Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	7000	180	800
Rest of the time	4100	180	450

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DD-Chandana

In house Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	18900	180	2100
Rest of the time	11100	180	1250
Feature Film	18900	180	2100
News:			
6:00 AM to 12 Noon		Mid-Break	4000
		Before/After	3000
12 Noon to 5:00 PM		Mid-Break	3000
		Before/After	2500
5:00 PM to 11:00 PM		Mid-Break	5000
		Before/After	4000
Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	12300	60	120
Multiple channels	11600	60	120

Outside Sponsored Programmes			
Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	17100	180	1900
Rest of the time	10000	180	1100

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DD-Girnar

In house Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	12400	180	1400
Rest of the time	7200	180	800
Feature Film	18000	180	3000
News:			
6:00 AM to 12 Noon		Mid-Break	7000
		Before/After	6000
12 Noon to 5 PM		Mid-Break	6000
		Before/After	5000
5 PM to 11 PM		Mid-Break	8000
		Before/After	7000
Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	8100	60	120
Multiple channels	7600	60	120

Outside Sponsored Programmes			
Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	11300	180	1250
Rest of the time	6600	180	750



DD-Kashir

In house Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	8100	180	900
Rest of the time	4700	180	550
Feature Film	10000	180	1100
News:			
6:00 AM to 12 Noon		Mid-Break	3000
		Before/After	2500
12 Noon to 5 PM		Mid-Break	2500
		Before/After	2000
5 PM to 11 PM		Mid-Break	3500
		Before/After	3000
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.)
7:00 PM to 11:00 PM	7200	180	800
Rest of the time	4200	180	450

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DD-Madhya Pradesh

In house Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	7700	180	850
Rest of the time	4500	180	500
Feature Film	13500	180	1500
News:			
6:00 AM to 12 Noon		Mid-Break	4000
		Before/After	3000
12 Noon to 5 PM		Mid-Break	3000
		Before/After	2000
5 PM to 11 PM		Mid-Break	5000
		Before/After	4000
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.)
7:00 PM to 11:00 PM	7000	180	800
Rest of the time	4100	180	450

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DD Malayalam

In house Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	17300	180	1950
Rest of the time	10100	180	1150
Feature Film	20000	180	2200
News:			
6:00 AM to 12 Noon		Mid-Break	4000
		Before/After	3000
12 Noon to 5:00 PM		Mid-Break	3000
		Before/After	2000
5:00 PM to 11:00 PM		Mid-Break	5000
		Before/After	4000
Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	11300	60	120
Multiple channels	10600	60	120

Outside Sponsored Programmes			
Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	15500	180	1750
Rest of the time	9100	180	1000

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DD-North East/DD-Assam

In house Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
5:00 PM to 9:00 PM	6100	180	700
Rest of the time	3600	180	400
Feature Film	10000	180	1100
News:			
6:00 AM to 12 Noon		Mid-Break	2500
		Before/After	2000
12 Noon to 5 PM		Mid-Break	2000
		Before/After	1500
5 PM to 11 PM		Mid-Break	3000
		Before/After	2500
Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	4000	60	120
Multiple channels	3700	60	120

Outside Sponsored Programmes			
Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
5:00 PM to 9:00 PM	5400	180	600
Rest of the time	3200	180	350



DD-Oriya

In house Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	7700	180	850
Rest of the time	4500	180	500
Feature Film	10000	180	1650
News:			
6:00 AM to 12 Noon		Mid-Break	4000
		Before/After	3500
12 Noon to 5 PM		Mid-Break	3500
		Before/After	3000
5 PM to 11 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	5000	60	120
Multiple channels	4700	60	120

Outside Sponsored Programmes			
Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	7000	180	800
Rest of the time	4100	180	450



DD-Podhigai

In house Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	18500	180	2050
Rest of the time	10800	180	1200
Feature Film	20000	180	2200
News:			
6:00 AM to 12 Noon		Mid-Break	3000
		Before/After	2500
12 Noon to 5 PM		Mid-Break	2500
		Before/After	2000
5 PM to 11 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	12000	60	120
Multiple channels	11300	60	120

Outside Sponsored Programmes			
Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	16700	180	1850
Rest of the time	9700	180	1100

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DD-Punjabi

In house Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	11900	180	1350
Rest of the time	7000	180	750
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	7800	60	120
Multiple channels	7300	60	120

Outside Sponsored Programmes			
Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	10800	180	1200
Rest of the time	6300	180	700

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DD-Rajasthan

In house Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	7700	180	850
Rest of the time	4500	180	500
Feature Film	13500	180	2250
News:			
6:00 AM to 12 Noon		Mid-Break	5000
		Before/After	4000
12 Noon to 5 PM		Mid-Break	4000
		Before/After	3000
5 PM to 11 PM		Mid-Break	6000
		Before/After	5000
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.)
7:00 PM to 11:00 PM	7000	180	800
Rest of the time	4100	180	450

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DD-Sahyadri

In house Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	18000	180	2000
Rest of the time	10500	180	1150
Feature Film	20000	180	3350
News:			
6:00 AM to 12 Noon		Mid-Break	5000
		Before/After	4000
12 Noon to 5:00 PM		Mid-Break	3500
		Before/After	2500
5:00 PM to 11:00 PM		Mid-Break	6500
		Before/After	5000
Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	11700	60	120
Multiple channels	11100	60	120

Outside Sponsored Programmes			
Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	16200	180	1800
Rest of the time	9500	180	1050

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DD-Saptagiri

In house Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	17300	180	1950
Rest of the time	10100	180	1150
Feature Film	17300	180	1950
News:			
6:00 AM to 12 Noon		Mid-Break	4500
		Before/After	4000
12 Noon to 5:00 PM		Mid-Break	2500
		Before/After	2000
5:00 PM to 11:00 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	11300	60	120
Multiple channels	10600	60	120

Outside Sponsored Programmes			
Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	15500	180	1750
Rest of the time	9100	180	1000



DD-Yadgiri

In house Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	17300	180	1950
Rest of the time	10100	180	1150
Feature Film	17300	180	1950
News:			
6:00 AM to 12 Noon		Mid-Break	2000
		Before/After	1500
12 Noon to 5 PM		Mid-Break	1500
		Before/After	1000
5 PM to 11 PM		Mid-Break	2500
		Before/After	2000
Run On Day Part (RODP)	Rate (in Rs.)	Time in PT (in sec.)	Time in NPT (in sec.)
Single channel	11300	60	120
Multiple channels	10600	60	120

Outside Sponsored Programmes			
Time Band	Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	15500	180	1750
Rest of the time	9100	180	1000

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DD-Uttar Pradesh

In house Programme			
Time Band	Sponsorship Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7:00 PM to 11:00 PM	7700	180	850
Rest of the time	4500	180	500
Feature Film	18000	180	2000
News:			
6:00 AM to 12 Noon		Mid-Break	7000
		Before/After	6000
12 Noon to 5:00 PM		Mid-Break	6000
		Before/After	5000
5:00 PM to 11:00 PM		Mid-Break	8000
		Before/After	7000
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.)
7:00 PM to 11:00 PM	7000	180	800
Rest of the time	4100	180	450
