

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(1)/2019-20/Tariff (Part)

Dated: 08/06/2020

Circular No. 5/2020

Subject: Revised Airtime Rates for DD Retro Channel.

Ref.: Circular No. 1/2020 Dt. 20.04.2020.

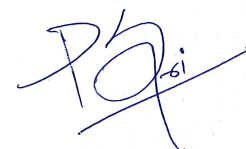
The airtime rates for DD Retro Channel were initially issued vide Circular under reference. These rates are applicable upto 19.06.2020 only.

2. The airtime rate for this channel has now been revised. The new approved rate is as below:-

In-house Programmes & Outside Produced Sponsored Programmes:

| Time Category | Sponsorship fee/Telecast Fee (in Rs.) | FCT (in sec.) | SBR (in Rs.) |
|---|--|----------------------|---------------------|
| Prime Time, Mid Prime Time & Non-Prime Time | 10,000 | 150 | 1,000 |

3. The Circular shall come into force with effect from 20.06.2020. The above rates are to be offered on trial basis for a period of 3 months only.
4. 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) shall be applicable for this channel also.
5. This issues with the approval of CEO, Prasar Bharati.



(P.S.Srivastava)
Director (ER)
Mob.9968076979

Copy for necessary action to:

1. ADG(P), Policy & Planning, DG:DD, New Delhi.

Contd./-P.2

2. Additional Director General, SMD Mumbai, Doordarshan Kendra, Worli, Mumbai.
3. Additional Director General, (Marketing), PB Sectt., New Delhi.
4. Head, Sales, Prasar Bharati House, Copernicus Marg, New Delhi.
5. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi.
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