

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: 05/08/2020

**Subject: Clarifications in Circular No. 6 of 2020 Reg. Airtime rates for
DD National channel and various Regional Languages Satellite
Services of Doordarshan (Regional DD Channels)**

This is in continuation of Circular No. 6 of 2020 dated 25/07/2020 vide which the airtime rates for various Regional Language Satellite Services of Doordarshan (Regional DD Channels) have been revised and clarification issued vide even no. dated 27/07/2020. The following are further clarified:-

1. In case of Sponsored programmes, new prescribed rates to be applied as per the terms and conditions of Agreement/Contract/ROs which are signed periodically.
2. The bonus, as mentioned in para 5 of the Circular No. 6 of 2020 dated 25/07/2020 for Regional Channels, to be applicable in either the same time band or in the lower time band(s) including Feature Film and News to the corporate clients.

This issues with the approval of competent authority.


05/08/2020

(P.S. Srivastava)
Director (ER)

Ph. No. 011-23114628

pssrivastava@prasarbharati.gov.in

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(Sales), 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