

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: 08/04/2020

Office Order

Subject:- Extension of Validity of Various Tariff/Rate Card/Scheme etc. issued from T&C Section

Kind attention is drawn towards the following circulars vide which various tariffs/rate cards/scheme were prescribed on experimental basis and extended from time to time as detailed below:-

- I. **Tariff for on-screen properties (Laptop branding, Mug branding, weather report etc.) for DD News channel:** For this, Circular 1 of 2019 was issued vide Letter No. TC-1/011(I)/2018-19/Tariff/44 dated 27.02.2019. The rates were prescribed on experimental basis for four months initially. Vide letter No. TC-1/011(I)/2018-19/Tariff/16 dated 02.07.2019, the validity was extended up to 31.03.2020.
- II. **Rates for carrying Local advertisements on cluster of 100 W FM Radio Relay Transmitters:** For this, Circular 2 of 2019 was issued vide Letter No. TC-1/011(I)/2018-19/Tariff/45 dated 27.02.2019. The rates were prescribed on experimental basis for four months only. Vide letter No. TC-1/011(I)/2018-19/Tariff/15 dated 02.07.2019, the validity was extended up to 31.03.2020.
- III. **Spot Buy Rate for DD India Channel:** For this, Circular 3 of 2019 was issued vide Letter No. TC-1/011(I)/2018-19/Tariff/46 dated 27.02.2019. The spot rates were prescribed on experimental basis for six months only. Vide letter No. TC-1/011(I)/2019-20/Tariff/30 dated 27.09.2019, the validity was further extended by six months i.e. up to 26.02.2020.
- IV. **Extension of Bonus Spot Scheme of AIR to political advertisements by political parties/candidates on AIR stations/services:** For this, Circular 5 of 2019 was issued vide Letter No. TC-1/011(I)/2018-19/Tariff/49 dated 07.03.2019. The extension of the said bonus scheme was valid for four months. Vide letter No. TC-1/011(I)/2019-20/Tariff/35 dated 14.10.2019, the validity was extended up to 31.03.2020.
- V. **Tariff for On-Screen Properties (L Band and Aston Band) for various DD Channels:** For this, Circular 8 of 2019 was issued vide Letter No. TC-1/011(I)/2018-19/Tariff/24 dated 13.08.2019. The tariff was prescribed on experimental basis for six months. The validity of the tariff prescription has expired on 12.02.2020.
- VI. **Tariff for On-screen properties (Laptop branding and Mug**

branding) for various regional DD Channels: For this, Circular 9 of 2019 was issued vide Letter No. TC-1/011(I)/2018-19/Tariff/31 dated 04.10.2019. The tariff was prescribed on experimental basis for a period of six months. The validity of the tariff prescription expired on 03.04.2020.

VII. Airtime rates for DD National channel and various Regional Language Satellite Services of Doordarshan (Regional DD Channels): For this, Circular 10 of 2019 was issued vide Letter No. TC-1/011(I)/2019-20/36 dated 15.11.2019. The validity period of this circular is 6 months w.e.f. 01.12.2019 that is going to expire next month end.

2. It has been decided to extend the validity of the above mentioned circulars/orders beyond their respective validity dates till further orders. However, the terms & conditions will remain the same as per the respective circulars/orders.

3. It is been further decided that other tariff orders, if any, whose validity has either already expired or likely to be expired in near future is extended till further orders on the same terms and conditions.

4. 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.
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 01.
5. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
6. DDG (CBS), AIR, Akashvani Bhawan, Sansad Marg, New Delhi-01.
7. Dy. Director Gen. (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