

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat (ER Division)
Prasar Bharati House
Copernicus Marg, New Delhi-110001

F. No. TC-1/011(I)/2018-19/Tariff (Part I) 49

Dated: 20/02/2020

Subject 1: Request for creation of a separate programme category for Outside Produced Sponsored Non-Entertainment Programmes-clarification reg.

Subject 2: Clarification regarding applicability of revised rates for ongoing Outside Produced Sponsored Programmes

On the matter under Subject 1 above, a request was received seeking categorisation of certain Outside Produced Sponsored Programmes, such as spiritual discourses, success stories of Govt., corporate films, branded shows etc. as 'Non-Entertainment Programmes' and prescription of airtime rates therefor.

2. The matter has been examined and it has been decided by the CEO, Prasar Bharati that in view of the recent revision in the rate card, a separate category of programme need not be prescribed as of now when the market response to the revised rates is yet to be assessed. However, this may be considered at the time of next revision of rate card, based on the market response and other relevant factors.

3. Further, in order to engage advertisers with their respective channels and to attract popular content from private producers, it has also been decided that the Channel Head (or Head of Programme, as the case may be) as well as Sales/Marketing Wings should make all efforts to educate/inform advertising agencies as well as private programme producers about the market friendly rates prescribed vide Circular 10 of 2019 dated 15.11.2019.

4. On the matter under Subject 2 above, a clarification has been sought on the applicability of rates revised vide Circular 10 of 2019 dated 15.11.2019 on the ongoing Outside Produced Sponsored Programmes. In this regard, it



is clarified, with the approval of CEO Prasar Bharati, that the revised rates should be applied to all the ongoing Outside Produced Sponsored Programmes from the date from which the revised rates come into effect that is w.e.f. 01.12.2019.

This issues with the approval of the Competent Authority.



(Amit Sharma)

Director (B&R)

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To,

DG: Doordarshan

Copy for information and necessary action to:

- i. Sales Head, PB Sectt., and All the Sales and Marketing Units
- ii. All the Zonal ADG(P)s
- iii. DDG(DCS), New Delhi
- iv. All the HoPs of DD Kendras from where respective Regional DD Channels are originating.
- v. DDG(Tech.) with the request to upload the letter on the website of Prasar Bharati.