

**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(I)/2019-20/Tariff/36

Dated: 15/11/2019

**Circular 10 of 2019**

**Subject: Airtime rates for DD National channel and various Regional Language 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) have been revised for In-House Programmes as well as Outside Produced Sponsored Programmes. In case of DD National channel, airtime rates for the period 3 PM to 8 PM have also been prescribed. The rates so prescribed/revised are detailed in Annexure A.

2. With coming into force of this circular, the airtime rates, for DD National channel and various Regional Language Satellite Services of Doordarshan (Regional DD Channels) prescribed vide Circular No. 3 (Issued vide Letter No. DCS/33(9)/Rate Card/2012 dated 01.02.2013), Circular No. 8 (issued vide Letter No. DCS/Rate Card/DD-Bihar/8/2013 dated 19.07.2013), Circular No. 05/14 (issued vide Letter No. DCS/33(9)/Rate Card/2012-Part File dated 22.12.2014), Circular No. 05/2016 (issued vide DCS/33(13)/TARIFF/2015 dated 18.01.2016) and Circular No. 7 of 2019 (issued vide Letter No. TC-1/011(I)/2018-19/Tariff dated 02.07.2019 stand withdrawn. However, 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), remain the same.

3. Further, with coming into force of this circular, the airtime rates, for DDK Delhi and those specific DDKs from where the 17 regional channels are originated, prescribed vide Circular No. 3 (Issued vide Letter No. DCS/33(9)/Rate Card/2012 dated 01.02.2013), Circular No. 05/14 (issued vide Letter No. DCS/33(9)/Rate Card/2012-Part File dated 22.12.2014) and Circular No. 05/2016 (issued vide DCS/33(13)/TARIFF/2015 dated 18.01.2016) stand withdrawn. However, the airtime and Teleshopping rates prescribed, vide these circulars and Circular No. 04/2016 (issues vide F.No. DCS/33(13)/TARIFF/2015 dated 18.01.2016), for other DDKs shall remain in-force.

4. Sponsorship packages prescribed through this circular can also be offered in the form of part packages on pro-rata basis, in all regional DD channels. However, such part package shall not be less than 50% of the sponsorship fee.

5. The Run on Day Part (RoDP) packages prescribed through this circular are to be offered only in programmes other than News and Feature Film categories.

6. The above rates have been prescribed on an experimental basis, for a period of six months from the date of issue of this circular. The prescribed airtime rates are the minimum rates and specified Free Commercial Time (FCT) is the maximum permissible FCT.



7. The Circular shall come into force w.e.f. 01.12.2019.
8. This issues with the approval of CEO, Prasar Bharati.

  
15/11/2019

(Amit Sharma)  
Director (B&R, T&C)  
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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 Mumbai, Doordarshan Kendra, Worli, Mumbai.
2. Additional Director General, Marketing, PB Sectt., New Delhi
3. Head, Sales, PB Sectt., New Delhi 01.
4. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
5. Director (Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.



DD National**In-house Programmes & Outside Sponsored Programmes:**

| <b>Time Category</b>                                   | <b>Sponsorship fee/Telecast Fee</b><br><b>(in Rs.)</b> | <b>FCT</b><br><b>(in sec.)</b> | <b>SBR</b><br><b>(in Rs.)</b> |
|--|--|--------------------------------|-------------------------------|
| <b>Prime Time</b>                                      |  |                                |                               |
| 7:00 PM to 11:00 PM<br>(All days)                      | 3,80,000   | 150                            | 60,000                        |
| 8:00 AM to 3:00 PM<br>(Sunday)                         | 3,80,000   | 150                            | 60,000                        |
| <b>Mid Prime Time</b>                                  |  |                                |                               |
| 12 noon to 7:00 PM<br>(Monday to Saturday)             | 1,50,000   | 150                            | 25,000                        |
| 3:00 PM to 7:00 PM (Sunday)                            | 1,50,000   | 150                            | 25,000                        |
| <b>Non-Prime Time</b>                                  |  |                                |                               |
| 11:00 PM to 12 Noon (Next day)<br>(Monday to Saturday) | 75,000   | 150                            | 15,000                        |
| 11:00 PM to 8:00AM Next day<br>(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.3,80,000/ Rs.1,50,000/ Rs.75,000. 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)**

**DD Arunprabha**

| <b>In-House Programme</b>                |                                     |                          |                         |
|--|-------------------------------------|--------------------------|-------------------------|
| <b>Time Band</b>                         | <b>Sponsorship Fee<br/>(in Rs.)</b> | <b>FCT<br/>(in sec.)</b> | <b>SBR<br/>(in Rs.)</b> |
| <b>Prime Time</b> (5:00 PM to 9:00 PM)   | 2200                                | 180                      | 500                     |
| <b>Non-Prime Time</b> (Rest of the time) | 1300                                | 180                      | 300                     |
| <b>Feature Film</b> (Any Time)           | 10000                               | 180                      | 1100                    |
| <b>News:</b>                             |                                     |                          |                         |
| 6:00 AM to 12 Noon                       |                                     | Mid-Break                | 2,000                   |
|  |                                     | Before/After             | 1,500                   |
| 12 Noon to 5:00 PM                       |                                     | Mid-Break                | 1,500                   |
|  |                                     | Before/After             | 1,000                   |
| 5:00 PM to 11:00 PM                      |                                     | Mid-Break                | 2,500                   |
|  |                                     | Before/After             | 2,000                   |

| <b>Run On Day Part (RODP)</b> | <b>Rate<br/>(in Rs.)</b> | <b>Time in PT<br/>(in sec.)</b> | <b>Time in NPT<br/>(in sec.)</b> |
|-------------------------------|--------------------------|---------------------------------|----------------------------------|
| Single channel*               | 1500                     | 60                              | 120                              |
| Multiple channels*            | 1400                     | 60                              | 120                              |

| <b>Outside sponsored programme</b>       |                                  |                          |                         |
|--|----------------------------------|--------------------------|-------------------------|
| <b>Time Band</b>                         | <b>Telecast Fee<br/>(in Rs.)</b> | <b>FCT<br/>(in sec.)</b> | <b>SBR<br/>(in Rs.)</b> |
| <b>Prime Time</b> (5:00 PM to 9:00 PM)   | 2000                             | 180                      | 450                     |
| <b>Non-Prime Time</b> (Rest of the time) | 1200                             | 180                      | 250                     |

**\*Explanation:**

1. For example, RoDP Rate for DD Arunprabha for Single Channel is Rs.1500 and for Multi Channel is Rs.1400 and RoDP Rate for DD Bangla for Single Channel is Rs.4,600 and Multi Channel is Rs.4,300.

**Case 1: Single Channel**

If a client intends to opt for Single Channel RoDP, say, in DD Arunprabha, he pays Rs.1500 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. 4600.

**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.5700 (1400+4,300) 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.

### DD Bangla

#### **In house Programme**

| <b>Time Band</b>                         | <b>Sponsorship Fee<br/>(in Rs.)</b> | <b>FCT<br/>(in sec.)</b> | <b>SBR<br/>(in Rs.)</b> |
|--|-------------------------------------|--------------------------|-------------------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 7000                                | 180                      | 850                     |
| <b>Non-Prime Time</b> (Rest of the time) | 4100                                | 180                      | 500                     |
| <b>Feature Film</b> (Any Time)           | 20000                               | 180                      | 2200                    |
| <b>News:</b>                             |                                     |                          |                         |
| 6:00 AM to 12 Noon                       |                                     | Mid-Break                | 4000                    |
|  |                                     | Before/After             | 3500                    |
| 12 Noon to 5:00 PM                       |                                     | Mid-Break                | 3500                    |
|  |                                     | Before/After             | 3000                    |
| 5:00 PM to 11:00 PM                      |                                     | Mid-Break                | 4500                    |
|  |                                     | Before/After             | 4000                    |

| <b>Run On Day Part (RODP)</b> | <b>Rate<br/>(in Rs.)</b> | <b>Time in PT<br/>(in sec.)</b> | <b>Time in NPT<br/>(in sec.)</b> |
|-------------------------------|--------------------------|---------------------------------|----------------------------------|
| Single channel                | 4600                     | 60                              | 120                              |
| Multiple channels             | 4300                     | 60                              | 120                              |

#### **Outside Sponsored Programmes**

| <b>Time Band</b>                         | <b>Telecast Fee<br/>(in Rs.)</b> | <b>FCT<br/>(in sec.)</b> | <b>SBR<br/>(in Rs.)</b> |
|--|----------------------------------|--------------------------|-------------------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 6300                             | 180                      | 750                     |
| <b>Non-Prime Time</b> (Rest of the time) | 3700                             | 180                      | 450                     |

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**DD Bihar**

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**In house Programme**

| Time Band                                | Sponsorship Fee (in Rs.) | FCT (in sec.) | SBR (in Rs.) |
|--|--------------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 3400                     | 180           | 500          |
| <b>Non-Prime Time</b> (Rest of the time) | 2000                     | 180           | 300          |
| <b>Feature Film</b> (Any Time)           | 18000                    | 180           | 2000         |
| <b>News:</b>                             |                          |               |              |
| 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         | 2200          | 60                   | 120                   |
| Multiple channels      | 2100          | 60                   | 120                   |

**Outside Sponsored Programmes**

| Time Band                                | Telecast Fee (in Rs.) | FCT (in sec.) | SBR (in Rs.) |
|--|-----------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 3100                  | 180           | 450          |
| <b>Non-Prime Time</b> (Rest of the time) | 1800                  | 180           | 250          |

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**DD Chandana**

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**In house Programme**

| Time Band                                | Sponsorship Fee (in Rs.) | FCT (in sec.) | SBR (in Rs.) |
|--|--------------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 8400                     | 180           | 950          |
| <b>Non-Prime Time</b> (Rest of the time) | 4900                     | 180           | 550          |
| <b>Feature Film</b> (Any Time)           | 18000                    | 180           | 2000         |
| <b>News:</b>                             |                          |               |              |
| 6:00 AM to 12 Noon                       |                          | Mid-Break     | 4,000        |
|  |                          | Before/After  | 3,000        |
| 12 Noon to 5:00 PM                       |                          | Mid-Break     | 3,000        |
|  |                          | Before/After  | 2,500        |
| 5:00 PM to 11:00 PM                      |                          | Mid-Break     | 5,000        |
|  |                          | Before/After  | 4,000        |

| Run On Day Part (RODP) | Rate (in Rs.) | Time in PT (in sec.) | Time in NPT (in sec.) |
|------------------------|---------------|----------------------|-----------------------|
| Single channel         | 5500          | 60                   | 120                   |
| Multiple channels      | 5200          | 60                   | 120                   |

**Outside Sponsored Programmes**

| Time Band                                | Telecast Fee (in Rs.) | FCT (in sec.) | SBR (in Rs.) |
|--|-----------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 7600                  | 180           | 850          |
| <b>Non-Prime Time</b> (Rest of the time) | 4400                  | 180           | 500          |

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**DD Girnar****In house Programme**

| Time Band                                | Sponsorship Fee<br>(in Rs.) | FCT<br>(in sec.) | SBR<br>(in Rs.) |
|--|-----------------------------|------------------|-----------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 5500                        | 180              | 950             |
| <b>Non-Prime Time</b> (Rest of the time) | 3200                        | 180              | 550             |
| <b>Feature Film</b> (Any Time)           | 18000                       | 180              | 3000            |
| <b>News:</b>                             |                             |                  |                 |
| 6:00 AM to 12 Noon                       |                             | Mid-Break        | 7,000           |
|  |                             | Before/After     | 6,000           |
| 12 Noon to 5 PM                          |                             | Mid-Break        | 6,000           |
|  |                             | Before/After     | 5,000           |
| 5 PM to 11 PM                            |                             | Mid-Break        | 8,000           |
|  |                             | Before/After     | 7,000           |

| Run On Day Part (RODP) | Rate<br>(in Rs.) | Time in PT<br>(in sec.) | Time in NPT<br>(in sec.) |
|------------------------|------------------|-------------------------|--------------------------|
| Single channel         | 3600             | 60                      | 120                      |
| Multiple channels      | 3400             | 60                      | 120                      |

**Outside Sponsored Programmes**

| Time Band                                | Telecast Fee<br>(in Rs.) | FCT<br>(in sec.) | SBR<br>(in Rs.) |
|--|--------------------------|------------------|-----------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 5000                     | 180              | 850             |
| <b>Non-Prime Time</b> (Rest of the time) | 2900                     | 180              | 500             |

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**DD Kashir**

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**In house Programme**

| Time Band                                | Sponsorship Fee<br>(in Rs.) | FCT<br>(in sec.) | SBR<br>(in Rs.) |
|--|-----------------------------|------------------|-----------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 3600                        | 180              | 500             |
| <b>Non-Prime Time</b> (Rest of the time) | 2100                        | 180              | 300             |
| <b>Feature Film</b> (Any Time)           | 10000                       | 180              | 1100            |
| <b>News:</b>                             |                             |                  |                 |
| 6:00 AM to 12 Noon                       |                             | Mid-Break        | 3,000           |
|  |                             | Before/After     | 2,500           |
| 12 Noon to 5 PM                          |                             | Mid-Break        | 2,500           |
|  |                             | Before/After     | 2,000           |
| 5 PM to 11 PM                            |                             | Mid-Break        | 3,500           |
|  |                             | Before/After     | 3,000           |

| Run On Day Part (RODP) | Rate<br>(in Rs.) | Time in PT<br>(in sec.) | Time in NPT<br>(in sec.) |
|------------------------|------------------|-------------------------|--------------------------|
| Single channel         | 2300             | 60                      | 120                      |
| Multiple channels      | 2200             | 60                      | 120                      |

**Outside Sponsored Programmes**

| Time Band                                | Telecast Fee<br>(in Rs.) | FCT<br>(in sec.) | SBR<br>(in Rs.) |
|--|--------------------------|------------------|-----------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 3200                     | 180              | 450             |
| <b>Non-Prime Time</b> (Rest of the time) | 1900                     | 180              | 250             |

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**DD Madhya Pradesh**

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**In house Programme**

| <b>Time Band</b>                         | <b>Sponsorship Fee<br/>(in Rs.)</b> | <b>FCT<br/>(in sec.)</b> | <b>SBR<br/>(in Rs.)</b> |
|--|-------------------------------------|--------------------------|-------------------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 3400                                | 180                      | 500                     |
| <b>Non-Prime Time</b> (Rest of the time) | 2000                                | 180                      | 300                     |
| <b>Feature Film</b> (Any Time)           | 13500                               | 180                      | 1500                    |
| <b>News:</b>                             |                                     |                          |                         |
| 6:00 AM to 12 Noon                       |                                     | Mid-Break                | 4,000                   |
|  |                                     | Before/After             | 3,000                   |
| 12 Noon to 5 PM                          |                                     | Mid-Break                | 3,000                   |
|  |                                     | Before/After             | 2,000                   |
| 5 PM to 11 PM                            |                                     | Mid-Break                | 5,000                   |
|  |                                     | Before/After             | 4,000                   |

| <b>Run On Day Part (RODP)</b> | <b>Rate<br/>(in Rs.)</b> | <b>Time in PT<br/>(in sec.)</b> | <b>Time in NPT<br/>(in sec.)</b> |
|-------------------------------|--------------------------|---------------------------------|----------------------------------|
| Single channel                | 2200                     | 60                              | 120                              |
| Multiple channels             | 2100                     | 60                              | 120                              |

**Outside Sponsored Programmes**

| <b>Time Band</b>                         | <b>Telecast Fee<br/>(in Rs.)</b> | <b>FCT<br/>(in sec.)</b> | <b>SBR<br/>(in Rs.)</b> |
|--|----------------------------------|--------------------------|-------------------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 3100                             | 180                      | 450                     |
| <b>Non-Prime Time</b> (Rest of the time) | 1800                             | 180                      | 250                     |

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**DD Malayalam**

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**In house Programme**

| Time Band                                | Sponsorship Fee (in Rs.) | FCT (in sec.) | SBR (in Rs.) |
|--|--------------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 7700                     | 180           | 850          |
| <b>Non-Prime Time</b> (Rest of the time) | 4500                     | 180           | 500          |
| <b>Feature Film</b> (Any Time)           | 20000                    | 180           | 2200         |
| <b>News:</b>                             |                          |               |              |
| 6:00 AM to 12 Noon                       |                          | Mid-Break     | 4,000        |
|  |                          | Before/After  | 3,000        |
| 12 Noon to 5:00 PM                       |                          | Mid-Break     | 3,000        |
|  |                          | Before/After  | 2,000        |
| 5:00 PM to 11:00 PM                      |                          | Mid-Break     | 5,000        |
|  |                          | Before/After  | 4,000        |

| 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.) |
|--|-----------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 6900                  | 180           | 750          |
| <b>Non-Prime Time</b> (Rest of the time) | 4000                  | 180           | 450          |

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**DD North East**

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**In house Programme**

| <b>Time Band</b>                         | <b>Sponsorship Fee<br/>(in Rs.)</b> | <b>FCT<br/>(in sec.)</b> | <b>SBR<br/>(in Rs.)</b> |
|--|-------------------------------------|--------------------------|-------------------------|
| <b>Prime Time</b> (5:00 PM to 9:00 PM)   | 2700                                | 180                      | 500                     |
| <b>Non-Prime Time</b> (Rest of the time) | 1600                                | 180                      | 300                     |
| <b>Feature Film</b> (Any Time)           | 10000                               | 180                      | 1100                    |
| <b>News:</b>                             |                                     |                          |                         |
| 6:00 AM to 12 Noon                       |                                     | Mid-Break                | 2,500                   |
|  |                                     | Before/After             | 2,000                   |
| 12 Noon to 5 PM                          |                                     | Mid-Break                | 2,000                   |
|  |                                     | Before/After             | 1,500                   |
| 5 PM to 11 PM                            |                                     | Mid-Break                | 3,000                   |
|  |                                     | Before/After             | 2,500                   |

| <b>Run On Day Part (RODP)</b> | <b>Rate<br/>(in Rs.)</b> | <b>Time in PT<br/>(in sec.)</b> | <b>Time in NPT<br/>(in sec.)</b> |
|-------------------------------|--------------------------|---------------------------------|----------------------------------|
| Single channel                | 1800                     | 60                              | 120                              |
| Multiple channels             | 1700                     | 60                              | 120                              |

**Outside Sponsored Programmes**

| <b>Time Band</b>                         | <b>Telecast Fee<br/>(in Rs.)</b> | <b>FCT<br/>(in sec.)</b> | <b>SBR<br/>(in Rs.)</b> |
|--|----------------------------------|--------------------------|-------------------------|
| <b>Prime Time</b> (5:00 PM to 9:00 PM)   | 2400                             | 180                      | 450                     |
| <b>Non-Prime Time</b> (Rest of the time) | 1400                             | 180                      | 250                     |

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**DD Oriya**

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**In house Programme**

| Time Band                                | Sponsorship Fee (in Rs.) | FCT (in sec.) | SBR (in Rs.) |
|--|--------------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 3400                     | 180           | 850          |
| <b>Non-Prime Time</b> (Rest of the time) | 2000                     | 180           | 500          |
| <b>Feature Film</b> (Any Time)           | 10000                    | 180           | 1650         |
| <b>News:</b>                             |                          |               |              |
| 6:00 AM to 12 Noon                       |                          | Mid-Break     | 4,000        |
|  |                          | Before/After  | 3,500        |
| 12 Noon to 5 PM                          |                          | Mid-Break     | 3,500        |
|  |                          | Before/After  | 3,000        |
| 5 PM to 11 PM                            |                          | Mid-Break     | 4,500        |
|  |                          | Before/After  | 4,000        |

| Run On Day Part (RODP) | Rate (in Rs.) | Time in PT (in sec.) | Time in NPT (in sec.) |
|------------------------|---------------|----------------------|-----------------------|
| Single channel         | 2200          | 60                   | 120                   |
| Multiple channels      | 2100          | 60                   | 120                   |

**Outside Sponsored Programmes**

| Time Band                                | Telecast Fee (in Rs.) | FCT (in sec.) | SBR (in Rs.) |
|--|-----------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 3100                  | 180           | 750          |
| <b>Non-Prime Time</b> (Rest of the time) | 1800                  | 180           | 450          |

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**DD Podhigai****In house Programme**

| Time Band                                | Sponsorship Fee<br>(in Rs.) | FCT<br>(in sec.) | SBR<br>(in Rs.) |
|--|-----------------------------|------------------|-----------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 8200                        | 180              | 950             |
| <b>Non-Prime Time</b> (Rest of the time) | 4800                        | 180              | 550             |
| <b>Feature Film</b> (Any Time)           | 20000                       | 180              | 2200            |
| <b>News:</b>                             |                             |                  |                 |
| 6:00 AM to 12 Noon                       |                             | Mid-Break        | Mid-Break -     |
|  |                             | Before/After     | 2,500           |
| 12 Noon to 5 PM                          |                             | Mid-Break        | 2,500           |
|  |                             | Before/After     | 2,000           |
| 5 PM to 11 PM                            |                             | Mid-Break        | 4,500           |
|  |                             | Before/After     | 4,000           |

| Run On Day Part (RODP) | Rate<br>(in Rs.) | Time in PT<br>(in sec.) | Time in NPT<br>(in sec.) |
|------------------------|------------------|-------------------------|--------------------------|
| Single channel         | 5300             | 60                      | 120                      |
| Multiple channels      | 5000             | 60                      | 120                      |

**Outside Sponsored Programmes**

| Time Band                                | Telecast Fee<br>(in Rs.) | FCT<br>(in sec.) | SBR<br>(in Rs.) |
|--|--------------------------|------------------|-----------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 7400                     | 180              | 850             |
| <b>Non-Prime Time</b> (Rest of the time) | 4300                     | 180              | 500             |

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**DD Punjabi****In house Programme**

| Time Band                                | Sponsorship Fee (in Rs.) | FCT (in sec.) | SBR (in Rs.) |
|--|--------------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 5300                     | 180           | 850          |
| <b>Non-Prime Time</b> (Rest of the time) | 3100                     | 180           | 500          |
| <b>Feature Film</b> (Any Time)           | 20000                    | 180           | 3350         |
| <b>News:</b>                             |                          |               |              |
| 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         | 3400          | 60                   | 120                   |
| Multiple channels      | 3300          | 60                   | 120                   |

**Outside Sponsored Programmes**

| Time Band                                | Telecast Fee (in Rs.) | FCT (in sec.) | SBR (in Rs.) |
|--|-----------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 4800                  | 180           | 750          |
| <b>Non-Prime Time</b> (Rest of the time) | 2800                  | 180           | 450          |

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**DD Rajasthan**

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**In house Programme**

| Time Band                                | Sponsorship Fee (in Rs.) | FCT (in sec.) | SBR (in Rs.) |
|--|--------------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 3400                     | 180           | 850          |
| <b>Non-Prime Time</b> (Rest of the time) | 2000                     | 180           | 500          |
| <b>Feature Film</b> (Any Time)           | 13500                    | 180           | 2250         |
| <b>News:</b>                             |                          |               |              |
| 6:00 AM to 12 Noon                       |                          | Mid-Break     | 5,000        |
|  |                          | Before/After  | 4,000        |
| 12 Noon to 5 PM                          |                          | Mid-Break     | 4,000        |
|  |                          | Before/After  | 3,000        |
| 5 PM to 11 PM                            |                          | Mid-Break     | 6,000        |
|  |                          | Before/After  | 5,000        |

| Run On Day Part (RODP) | Rate (in Rs.) | Time in PT (in sec.) | Time in NPT (in sec.) |
|------------------------|---------------|----------------------|-----------------------|
| Single channel         | 2200          | 60                   | 120                   |
| Multiple channels      | 2100          | 60                   | 120                   |

**Outside Sponsored Programmes**

| Time Band                                | Telecast Fee (in Rs.) | FCT (in sec.) | SBR (in Rs.) |
|--|-----------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 3100                  | 180           | 750          |
| <b>Non-Prime Time</b> (Rest of the time) | 1800                  | 180           | 450          |

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**DD Sahyadri****In house Programme**

| Time Band                                | Sponsorship Fee (in Rs.) | FCT (in sec.) | SBR (in Rs.) |
|--|--------------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 8000                     | 180           | 1350         |
| <b>Non-Prime Time</b> (Rest of the time) | 4700                     | 180           | 800          |
| <b>Feature Film</b> (Any Time)           | 20000                    | 180           | 3350         |
| <b>News:</b>                             |                          |               |              |
| 6:00 AM to 12 Noon                       |                          | Mid-Break     | 5,000        |
|  |                          | Before/After  | 4,000        |
| 12 Noon to 5:00 PM                       |                          | Mid-Break     | 3,500        |
|  |                          | Before/After  | 2,500        |
| 5:00 PM to 11:00 PM                      |                          | Mid-Break     | 6,500        |
|  |                          | Before/After  | 5,000        |

| Run On Day Part (RODP) | Rate (in Rs.) | Time in PT (in sec.) | Time in NPT (in sec.) |
|------------------------|---------------|----------------------|-----------------------|
| Single channel         | 5200          | 60                   | 120                   |
| Multiple channels      | 4900          | 60                   | 120                   |

**Outside Sponsored Programmes**

| Time Band                                | Telecast Fee (in Rs.) | FCT (in sec.) | SBR (in Rs.) |
|--|-----------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 7200                  | 180           | 1200         |
| <b>Non-Prime Time</b> (Rest of the time) | 4200                  | 180           | 700          |

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**DD Saptagiri****In house Programme**

| Time Band                                | Sponsorship Fee (in Rs.) | FCT (in sec.)  | SBR (in Rs.) |
|--|--------------------------|----------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 7700                     | 180            | 850          |
| <b>Non-Prime Time</b> (Rest of the time) | 4500                     | 180            | 500          |
| <b>Feature Film</b> (Any Time)           | 10000                    | 180            | 1100         |
| <b>News:</b>                             |                          |                |              |
| 6:00 AM to 12 Noon                       |                          | Mid-Break      | 4,500        |
|  |                          | Before / After | 4,000        |
| 12 Noon to 5:00 PM                       |                          | Mid-Break      | 2,500        |
|  |                          | Before / After | 2,000        |
| 5:00 PM to 11:00 PM                      |                          | Mid-Break      | 5,000        |
|  |                          | Before / After | 4,500        |

| 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.) |
|--|-----------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 6900                  | 180           | 750          |
| <b>Non-Prime Time</b> (Rest of the time) | 4000                  | 180           | 450          |

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**DD Uttar Pradesh**

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**In house Programme**

| Time Band                                | Sponsorship Fee<br>(in Rs.) | FCT<br>(in sec.) | SBR<br>(in Rs.) |
|--|-----------------------------|------------------|-----------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 3400                        | 180              | 500             |
| <b>Non-Prime Time</b> (Rest of the time) | 2000                        | 180              | 300             |
| <b>Feature Film</b> (Any Time)           | 18000                       | 180              | 2000            |
| <b>News:</b>                             |                             |                  |                 |
| 6:00 AM to 12 Noon                       |                             | Mid-Break        | 7,000           |
|  |                             | Before/After     | 6,000           |
| 12 Noon to 5:00 PM                       |                             | Mid-Break        | 6,000           |
|  |                             | Before/After     | 5,000           |
| 5:00 PM to 11:00 PM                      |                             | Mid-Break        | 8,000           |
|  |                             | Before/After     | 7,000           |

| Run On Day Part (RODP) | Rate<br>(in Rs.) | Time in PT<br>(in sec.) | Time in NPT<br>(in sec.) |
|------------------------|------------------|-------------------------|--------------------------|
| Single channel         | 2200             | 60                      | 120                      |
| Multiple channels      | 2100             | 60                      | 120                      |

**Outside Sponsored Programmes**

| Time Band                                | Telecast Fee<br>(in Rs.) | FCT<br>(in sec.) | SBR<br>(in Rs.) |
|--|--------------------------|------------------|-----------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 3100                     | 180              | 450             |
| <b>Non-Prime Time</b> (Rest of the time) | 1800                     | 180              | 250             |

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**DD Yadagiri**

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**In house Programme**

| Time Band                                | Sponsorship Fee (in Rs.) | FCT (in sec.) | SBR (in Rs.) |
|--|--------------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 7700                     | 180           | 850          |
| <b>Non-Prime Time</b> (Rest of the time) | 4500                     | 180           | 500          |
| <b>Feature Film</b> (Any Time)           | 10000                    | 180           | 1100         |
| <b>News:</b>                             |                          |               |              |
| 6:00 AM to 12 Noon                       |                          | Mid-Break     | 2,000        |
|  |                          | Before/After  | 1,500        |
| 12 Noon to 5 PM                          |                          | Mid-Break     | 1,500        |
|  |                          | Before/After  | 1,000        |
| 5 PM to 11 PM                            |                          | Mid-Break     | 2,500        |
|  |                          | Before/After  | 2,000        |

| 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.) |
|--|-----------------------|---------------|--------------|
| <b>Prime Time</b> (7:00 PM to 11:00 PM)  | 6900                  | 180           | 750          |
| <b>Non-Prime Time</b> (Rest of the time) | 4000                  | 180           | 450          |

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