

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: 20/04/2020

Circular No. 1/2020

Subject: Airtime Rates for DD Retro channel

Kind attention is drawn towards the provisional launch of a Hindi GEC channel named "DD Retro" vide Office Memorandum no. 05/2020-Ops dated 13.04.2020 issued from file no. P-1/014(100)/2020-Ops.

2. The various air time rates for this channel has been approved as below.
Business on below rates can be taken upto two months only from the date of issue of this circular i.e. upto 19.06.2020. Revised rates for business after 19.06.2020 will be communicated in due course of time.

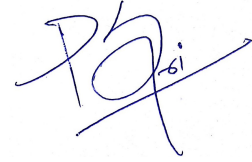
DD Retro Channel

In-house Programmes & Outside Sponsored Programmes:

Time Category	Sponsorship fee/Telecast Fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time			
7:00 PM to 11:00 PM (All days)	95,000	150	15,000
8:00 AM to 3:00 PM (Sunday)	95,000	150	15,000
Mid Prime Time			
12 noon to 7:00 PM (Monday to Saturday)	37,500	150	6,250
3:00 PM to 7:00 PM (Sunday)	37,500	150	6,250
Non-Prime Time			
11:00 PM to 12 Noon (Next day) (Monday to Saturday)	18,750	150	3,750
11:00 PM to 8:00AM Next day (Sunday)	18,750	150	3,750

Contd./-P2

3. The Circular shall come into force with immediate effect.
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.
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. 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