

PRASAR BHARATI
(India's Public Service Broadcaster)
Directorate General: Doordarshan
Copernicus Marg: New Delhi-110001
Films Division

File No-25/1/2018-P-6. Film

Dated: 13.03.2020

17/3/2020

Call for Registration for E-Auction of Feature Film Slots of DD-National Channel.

Frequently Asked Questions (FAQs)

Q-1 Whether the Registration form(s) can be filled offline also?

A-1 The entire process, including filling of form(s) will be online only.

Q-2 Will the successful bidders be allowed to utilize all prescribed FCT of 24 minutes in 3 Hrs slot (4 minutes per half an hour) in between the Feature Film only irrespective of the duration of the film, for example if a HFF is of 2.15 Hrs, then will the entire 24 minutes of FCT be allowed to be utilized within the 2.15 Hrs of Feature Film?

A-2 As per the policy framework for e-Auction of Feature Film slots of DD National Channel the successful bidder(s) shall be entitled to use Free Commercial Time (FCT) of 4 minutes i.e 240 secs per half an hour slot.

Q-3 Can the successful bidders package the trivia like things in beginning & in between the films so that FCT can be utilized in between the film & viewers can be get hooked till the end of the slot?

A-3 The packaging and presentation of the Hindi Feature Films may be done by the successful bidder(s). However, the successful bidder(s) shall comply to the policy framework with regard to the duration of the advertisement (240 secs per half an hour for the successful bidders) as well as the different Content/Advertisement codes of Prasar Bharati as well as Govt. of India .

Q-4 How much time will be given for promotion & publicity of the upcoming feature films across the Doordarshan Network & whether it will be promoted in the same way as DD promoting it's movies at present or not?


A-4 Promo time should be bought by the successful bidder(s) from Doordarshan as per existing rate card and promo played as per their choice.

Q-5 If, in case of any unforeseen situation like special telecast, National mourning etc, the scheduled telecast of the film gets affected, can the successful bidder(s) use other time slot of same time band?

A-5. In such situations, normally, the successful bidder(s) are to be allocated another time slot in the same time band.

Q-6 In which format the content is required to be submitted by the successful bidder(s)?

A-6 Telecast material shall be submitted in the format prescribed in point no. 5 of Annexure-I of Notification i.e. XDCAM HD 422, 1920 X 1080/50 i (16:9) in MXF OP1a Wrapper in Hard Disc Drive.


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Q-7 Can the successful bidder(s) submit the packaged film 3 days before the scheduled telecast, instead of 4 weeks specified in the notification, for better utilization of the allocated FCT?

A-7 Successful bidder(s) shall be required to submit the complete packaged Film minimum 3 working days prior to the date of telecast of the Film.

Q-8 Can the successful bidder(s) submit the print of the Film two weeks before the scheduled telecast, instead of 4 weeks specified in the notification?

A-8 Successful bidder(s) shall be required to submit the print of the Film minimum 15 working days prior to the date of telecast of the Film.

Q-9 Whether these Films will be telecast on Satellite mode or Terrestrial mode or through both these modes?

A-9 Films shall be telecast on Satellite mode only.

Q-10 Where is the present rate card of commercial bookings of Doordarshan available?

A-10 It is available on DD Website.

Q-11 In reserved time of 2 minutes (per half an hour), will PB/DD telecast Corporate Advertisements or Govt/PSUs Advertisements or both type of Advertisements?

A-11 Prasar Bharati/Doordarshan will normally telecast Advertisements from Government/PSUs only.

Q-12 Whether PB/DD will telecast Hindi Feature Films under any other scheme in any other slot(s), other than the slots put for the E-Auction?

A-12 Normally PB/DD may not telecast any Hindi Feature Film in any other slot .However, PB/DD reserve the rights to telecast Hindi Feature Films on special occasions such as Independence Day, Republic Day, Gandhi Jayanti etc.

Q-13 Whether successful bidder(s) will be allowed to scroll commercial like things during the telecast of the film in addition to 4 minutes of FCT per half an hour?

A-13 As of now only 4 minutes of FCT has been allowed per half an hour in the existing policy.

Deepak Joshi
17/03/2020
Deepak Joshi
DDG(Films)

Copy to:-

- 1) All Concerned.
- 2) Dy. Director General (Tech.), PB Sectt. - with the request to upload this office order on PB/DD website.

Copy for information :-

- 1) PS to ADG(Films).
- 2) PPS to Member(Finance)
- 3) SO to CEO,Prasar Bharati.