

Immediate

PrasarBharati
(India's Public Service Broadcaster)
PrasarBharati Secretariat
PrasarBharati house
Copernicus Marg, New Delhi -110001

No: P-1/014(100)/2020-Ops.

Dated: 13.04.2020

Office Memorandum
(No. 05/2020-Ops.)

Subject: Provisional Launch of a GEC channel "DD Retro"

In view of the tremendous public interest in recent weeks it has been decided to launch a new GEC channel "DD Retro" on a vacant slot on "DD FreeDish" on a pilot basis immediately by placing Archival Content of DD and iconic content that has aired in the past on DD apart from other off the shelf content being offered by different production houses to the Public Broadcaster in view of the current circumstances.

2. This channel is decided to be carried on LCN-3 in MPEG-2 on DD FreeDish. The channel will be originated and uplinked in C band from CPC Delhi, and will be downlinked by DTH Todapur for carrying it in DD FreeDish.

3. The content for this channel may be arranged and provided by ADG(P), DDK Delhi in coordination with ADG(Content Operations). The preview and requisite editing/packaging for playback may be done from CPC under the supervision of DDG(Sports) with sports team.

3. BARC has already intimated to start monitoring viewership data of "DD Retro" channel from 0000 Hrs on 13.04.2020, by provisionally re-using watermarking resources of DD Sports for the time being. Necessary arrangements may please be made for launching of this channel immediately.

5. This issues with the approval of the CEO, Prasar Bharati.


(Prakash Veer)
DDG(Ops.) 13/4/20

Copy to:

1. Pr. DG, NSD, DG:News, E-in-C(BO), E-in-C(SI&CE)
2. ADG(A), ADG(HR), ADG(T), ADG(F), ADG(Content Operations), Prasar Bharati Secretariat
3. ADG(P)(DD), ADG(P), AIR, ADG(HQ)(DD), ADG(DTH), ADG(E)(NZ)
4. Head of Sales, DDG(Sales), Prasar Bharati Secretariat
5. DDG(Maintenance)(DD), DDG(DTH)(DD), DDG(Sports), DDG(E) (DTH Todapur)
6. DDG(T), PBS for uploading on Prasar Bharati Website

Copy for information to:

1. Staff Officer to CEO, Prasar Bharati
2. PS to Member (Finance)