

Key Highlights of Second Annual E-Auction of MPEG-2 Slots (44th e-auction) of DD Free Dish

The second annual e-Auction of MPEG-2 slots (44th e-auction) of DD Free Dish Platform was completed on 28th Feb 2020.

Applications were received for e-auction under different Buckets/Genre. Subsequently, 53 channels were successfully allocated slots on various Buckets on DD Free Dish slots. Subject to completion of all formalities, the channels who have successfully bid for slots will come on air on DD Free Dish Platform from 1st April 2020.

Key Highlights of Second Annual E-Auction 44th e-auction) of MPEG-2 Slots (of DD Free Dish are as below:

Buckets	Reserve Price (Rs. Cr.)	No. of slots sold	Average Slot price (Rs. Cr.)	Highest Bid price (Rs. Cr.)
A+ GEC (Hindi) channels	15.0	4	15.16	15.2
A Movie (Hindi) channels	12.0	12	13	13.6
B Music (Hindi), Sports (Hindi), Movies (Bhojpuri), GEC (Bhojpuri), Teleshopping (Hindi) channels	10.0	16	11.55	12.25
C News & Current Affairs (Hindi), News & Current Affairs (Punjabi) channels	7.0	13	10.85	12.25
D All other remaining Genre (Language)	6.0	05	6.17	6.25
R1 Devotional/Aayush/Spiritual channels	3.0	03	6.97	7.15
