

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati House
Copernicus Marg, New Delhi -110001

Notification
New Delhi, the 22nd February, 2021

No. DTH/110/2020/P-VII.- Prasar Bharati is, hereby, notifying further amendment to the E-auction Methodology as contained in the "Policy guidelines for allotment of slots of DD Free Dish Direct-to-Home Platform to satellite TV channels", notified on 15.01.2019 and as earlier amended vide addendum dated 30.03.2019 & 01.11.2019 (hereinafter called as "Policy Guidelines"), in pursuant to approval of Prasar Bharati Board in its 165th meeting held on 18.02.2021 as follows:

1. Short title, extent and commencement.

- i) These amendments shall be called as "Policy guidelines for allotment of slots of DD Free Dish Direct-to-Home Platform to satellite TV channels (Third amendments), 2021".
- ii) These shall come into force from 22.02.2021

2. In the Policy Guidelines, the existing item of clause 3.3.3, shall be substituted as under:

"(3.3.3) Bidding in the e-auction of vacant unreserved MPEG-4 slots will be open to all genre (language) Channels at reserve price of Rs 50.00 Lac/annum".

3. In the Policy Guidelines, the existing item of Clause 3.6.1.3 shall be substituted as under:

"(3.6.1.3) For MPEG-4 slots Demand Draft of Rs 10.0 Lac from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi, towards participation fee".

4. In the Policy Guidelines, item (g) of Annexure-II shall be substituted as under:

“(g) For MPEG-4 slots, the lowest starting Reserve Price for the commencement of e-auction shall be as per clause 3.3.3 of policy guidelines. Incremental amount in the auction bids of MPEG-4 slots shall be of a minimum of Rs. 2.0 Lac (two Lac) and multiples thereof.

Earlier Notifications:

1. Policy guidelines for allotment of slots of DD Free Dish Direct-to-Home Platform to satellite TV channels dated 15.01.2019
2. Addendum/Amendment to Policy guidelines for allotment of slots of DD Free Dish Direct-to-Home Platform to satellite TV channels dated 30.03.2019
3. Addendum/Amendment to Policy guidelines for allotment of slots of DD Free Dish Direct-to-Home Platform to satellite TV channels dated 01.11.2019