

### Key Highlights of 3<sup>rd</sup> Annual (52<sup>nd</sup>) E-Auction of MPEG-2 Slots of DD Free Dish

The 3<sup>rd</sup> Annual (52<sup>nd</sup>) E-Auction of MPEG-2 slots of DD Free Dish Platform was completed on 27<sup>th</sup> Feb 2021.

Applications were received for e-auction under different Buckets/Genre. Subsequently, 57 channels were successfully allocated slots on various Buckets on DD Free Dish. Subject to completion of all formalities, channels who have successfully bid for slots will come on air on DD Free Dish Platform from 1<sup>st</sup> April 2021.

**Key Highlights of 3<sup>rd</sup> Annual (52<sup>nd</sup>) 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.)
<b>A+</b> GEC (Hindi) channels	15.0	10	15.675	16.50
<b>A</b> Movie (Hindi) channels	12.0	15	12.99	13.35
<b>B</b> Music (Hindi), Sports (Hindi), Movies (Bhojpuri), GEC (Bhojpuri), Teleshopping (Hindi) channels	10.0	13	11.06	11.50
<b>C</b> News & Current Affairs (Hindi), News & Current Affairs (Punjabi) channels	7.0	11	17.30	22.05
<b>D</b> All other remaining Genre (Language)	6.0	05	6.21	6.25
<b>R1</b> Devotional/Aayush/Spiritual channels	3.0	03	4.87	5.00

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