

**ADDENDUM/AMENDMENT TO POLICY GUIDELINES FOR ALLOTMENT OF SLOTS OF DD FREE DISH DIRECT-TO-HOME PLATFORM TO SATELLITE TV CHANNELS.**

(As approved in 154<sup>th</sup> PB Board meeting on 28<sup>th</sup> March 2019).

1. Definitions: **GENRE:** Devotional shall mean Spiritual channels including channels promoting Yoga, Ayurveda, Health & Wellness (AYUSH) based on traditional methods.

Clause 2.8: Placement of regional channels of Doordarshan that are currently not available on DTH/Cable may be considered for placement on vacant MPEG2/MPEG4 slots reserved for the same.

Clause 2.9: To further public interest objectives of DD Freedish as a platform and to sustain genre diversity on the platform, MPEG2/MPEG4 slots may be reserved for genres deemed to be in public interest.

**3.A. FOR MPEG-2 SLOTS:**

i) Total Slots available:	80
ii) No. of Slots reserved for Public Broadcasting (DD/Lok Sabha/Rajya Sabha):	37
iii) No. of Slots reserved for genres deemed to be in Public Interest:	03
iv) No. of unreserved Slots available for E-Auction:	40

3.2.1 Slots designated for e-auction are categorized as under:

(a) Unreserved:

- i) **BUCKET A+ :** All GEC (Hindi) Channels & Teleshopping<sup>1</sup>
- ii) **BUCKET A :** All Movie (Hindi) Channels
- iii) **BUCKET B:** All Music(Hindi) Channels, Sports (Hindi) Channels, Movies (Bhojpuri), GEC (Bhojpuri)

<sup>1</sup>For the purpose of categorisation teleshopping channels will be placed in the highest reserve price bucket. Hence apart from the Hindi GEC channels, Bucket A+ will also have Teleshopping channels.

- iv) **BUCKET C** : All News & Current Affairs (Hindi), All News & Current Affairs (English) Channels and News & Current Affairs (Punjabi) Channels
- v) **BUCKET D** : All other remaining Genre (Language) Channels

(b) Reserved in Public interest:

- i) **BUCKET R1** : Devotional(Spiritual/AYUSH Channels)

**3.3 Reserve Price for MPEG-2 channels:**

3.3.1 The Reserve Price for the commencement of e-auction for different Buckets as provided in clause 3.2 above, shall be as under:

(a) Unreserved:

<b>BUCKETS</b>	<b>RESERVE PRICE</b>
<b>Bucket A+</b>	Rs.15.00 Cr
<b>Bucket A</b>	Rs.12.00 Cr
<b>Bucket B</b>	Rs.10.00 Cr
<b>Bucket C</b>	Rs.7.00 Cr
<b>Bucket D</b>	Rs.6.00 Cr

(b) Reserved in Public interest:

<b>BUCKETS</b>	<b>RESERVE PRICE</b>
<b>Bucket R1</b>	Rs.3.00 Cr

**Annexure-1****BIDDER REGISTRATION FORM**

**Application for participation in e-auction for MPEG 2/ MPEG 4 (Strike off whichever is not applicable) slots**

S.No	Particular	Details		
1.	Name of the company			
2.	Name of Channel			
3.	Genre of channel *	<b>Genre</b>	<b>Put 'Y' in appropriate box</b>	<b>Bucket Category</b>
		i. GEC (Hindi), Teleshopping	<input type="checkbox"/>	Bucket A+
		ii. Movies (Hindi)	<input type="checkbox"/>	Bucket A
		iii. Music (Hindi)	<input type="checkbox"/>	Bucket B
		iv. Sports ( Hindi)	<input type="checkbox"/>	Bucket B
		v. Movies(Bhojpuri), GEC(Bhojpuri)	<input type="checkbox"/>	Bucket B
		vi. News & current Affairs(Hindi)	<input type="checkbox"/>	Bucket C
		vii. News & Current Affairs (English)	<input type="checkbox"/>	Bucket C
		viii. News & current Affairs (Punjabi)	<input type="checkbox"/>	Bucket C
		ix. Other Genres	<input type="checkbox"/>	Bucket D
	x. Devotional (Spiritual/Ayush)	<input type="checkbox"/>	Bucket R1	
* The channel shall submit documentary proof to substantiate the genre of channel like category in recent BARC rating/TRAI declaration/other private DTH platforms category etc				
4.	Registration No./permission No. of channel issued by Ministry of I&B			
5.	Relationship of applicant company with licensee of the channel			