

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat (T&C Division)
Prasar Bharati House
Copernicus Marg, New Delhi-110001

F. No: TC-01/011(1)2020-21/Tariff (Part-I)(Comp. No. 20849) Dated: 26.05.2022

Circular 5 of 2022

Subject: Amendments in rate card prescribed vide Circular 3 of 2022 dated 31.03.2022 reg.

The rate for various DD channels/ DDKs was prescribed through Circular no. 3 of 2022 issued vide letter of even No. dated 31.03.2022. The following amendments/additions/deletions in the said rate card are authorized with the approval of the Competent Authority:

- a) In the "General Guidelines for In-House Programmes",
i) in place of the existing point 2 (ii) under heading "Sponsorship", the following point shall be inserted:

"2(ii). A client availing the benefit of sponsorship shall be allowed free credit lines including display of product and services with the pack shot spoken or written in any style, with or without accompanying music, along with punch-line of up to 5 seconds at the beginning and end of the programme, apart from 150 seconds of airtime as Free Commercial Time (FCT)."

- ii) in place of the existing point 3(i) under heading "Banking/Spreading of FCT across similar or lower time band", the following point shall be inserted:

"3(i). A client availing sponsorship of In-House programme can bank and spread its Free Commercial Time (FCT) not only in the programme sponsored by it but also in other in-house programmes telecast in the same channel, either in the same time band, or in a time band lower than the time band of the programme being sponsored by such client. Such banked FCT shall, however, not be allowed to be utilized in programmes telecast on revenue share basis or programmes for which special higher rates have been issued."

- b) In the "General Guidelines for Programmes in Outsourced Slots",
i) After sub-point iv) of point 2 under heading "Programme Duration and Free commercial Time (FCT)", the following sub-point shall be inserted:

"v) Producer of a programme, being telecast/scheduled for telecast in an outsourced slot, shall have the option to purchase the 60 second FCT, available with DD for a 30 minute time slot, against payment of an 'enhanced telecast fee' and market/sell the same to clients for higher profitability. The said enhanced telecast fee for a 30 minute programme slot shall be equal to the Telecast fee plus six SBRs of the concerned slot. Further, it shall be open for the producer to go for this scheme at the commencement of the programme or during the currency of the programme."



However, in case, in the assessment of the concerned HoP, this inventory quota of Doordarshan can be sold at a higher rate by DD itself then, with the prior approval of the competent Authority, the inventory shall not be sold to the producer.”

- c) the amount specified in various tables pertaining to airtime rates for in-House Programmes and Programmes in Outsourced Slots, minimum business threshold specified in Discount structure and rates specified for On-screen properties are in Indian Rupees;
- d) in the first table prescribing airtime rates of National channels, the time band for Prime Time and Non-Prime Time shall be as under:
Prime Time: 7 PM to 11 PM
Non-Prime Time: Rest of the Time
- e) in the table specifying airtime rates for regional DD channels, at Sr. no. 21, for the words “DD Tripura” the words and symbol “DD Tripura*” shall be inserted.
- f) In Appendix –A, in place of the existing heading “Discount structure applicable for In-House programmes” the following heading shall be inserted:
“Applicable Discount Structure”
- g) In the Discount Structure specified in Appendix –A,
i) for Group A channels, for the words and numbers “More Than 2500000 and Above” appearing in the column “Minimum Business threshold”, the words and number “More Than 25,00,000” shall be inserted;
ii) In the discount structure for Group B channels, for the words and numbers “More Than 2400000 and Above” appearing in the column “Minimum Business threshold”, the words and number “More Than 24,00,000” shall be inserted;
iii) In the discount structure for Group B channels, for the words and numbers “More Than 3400000-up to 1000000” appearing in the column “Minimum Business threshold”, the words and number “More Than 3,40,000-up to 10,00,000” shall be inserted;
iv) In the discount structure for Group C channels, for the words and numbers “More Than 20000000” appearing in the column “Minimum Business threshold”, the words and number “More Than 20,00,000” shall be inserted;
v) After the tables, the following “Note 1” and “Note 2” shall be inserted:

Note 1: *For any national or regional channel, the period within which the subscribed FCT is to be consumed will get extended on pro-rata basis, subject to a maximum of one year, if the RO amount exceeds the highest slab defined in the discount structure applicable to that channel. For clarity, a month is to be considered as 30 days.*

Example: For DD Gimar channel, the highest slab is “More than Rs. 24,00,000”. Therefore, for an RO of Rs. 36,00,000, the period within which the subscribed FCT is to be consumed will get extended from 4 months to 6 months.

Note 2: The eligible amount for discount shall be the amount that pertains to **one** particular client mentioned in the RO for a particular channel. Such client can be a private entity or a Govt Department or a Ministry. **The eligible discount level shall not be based on combined amount of multiple clients within a single RO or multiple ROs of a single client.**

Further, once an RO has been implemented, any subsequent upward revision in amount shall be independently considered for the eligible discount level without taking into consideration the previous amount of the same RO.”

- h) In the operating instructions for On-Screen Properties at Sr. No. 4 in Appendix-B, for the words “**L Band/ Aston Band.**” the words and numbers “**L Band/ Aston Band: Charges prescribed are for display duration of 5 seconds.**” shall be inserted;
- i) In the table specifying the Rates for On-Screen properties, the exiting provision for “**Classified ads**” and related Operating instructions appearing at Sr. No. 7 in Appendix-B shall be deleted; accordingly, operating instructions for other on-screen properties after Sr. No.7 shall get renumbered.
- j) In the covering letter, the existing para 5 shall be replaced by the following para:

“5. This rate card supersedes all previous rate cards including rate prescriptions for On-screen properties, issued in respect of various national, regional DD channels (RLSS and State Network Channels), and DDKs/PGFs. Any bonus / discount/ special package scheme/ marketing tools currently in practice will cease to operate with this rate card coming into force.”

2. The above amendments shall come in to force from immediate effect.
3. After incorporating above amendments, the amended Circular 3 of 2022 is enclosed herewith as **Annexure I**. For clarity, Frequently Asked Questions are also enclosed herewith as **Annexure II**.
4. This issues with the approval of CEO, Prasar Bharati.


26/05/22

(Amit Sharma)
Director (ER)

To,

1. The Director General, Doordarshan
2. The Director General, DD News



Copy for information and necessary action to:

1. Zonal Head (CO)- East Zone/West Zone/South Zone/NE Zone, with the request to circulate this rate card to all the Kendras under their control.
2. Additional Director General, Marketing, PB Sectt., New Delhi.
3. Head of Sales, PB Sectt., New Delhi
4. DDG(Sales Coordination), with request to circulate it to all concerned Sales Staff.
5. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
6. Members of the Tariff Committee.
7. DDG(Tech.), PB Sectt. for getting this circular uploaded on PB's Website.

Copy for kind information to:

1. SO to CEO, PB
2. PS to Member(Fin.), PB



Circular 3 of 2022

(Issued vide F. No: TC-01/011(1)2020-21/Tariff (Part-I)(Comp. No. 20849) Dated: 31.03.2022)

(including amendments issued vide Circular 5 of 2022)

Subject: Rate card for various Doordarshan channels

The rate cards prescribed for various Doordarshan channels have been simplified/rationalised and the consequent revision in rates is being prescribed for In-House Programmes, Programmes in Outsourced Slots and for On-screen Properties along with discount structure and operating guidelines. The new rate card, so prescribed, is attached herewith.

5. The extant airtime rates for DDKs/PGFs having their dedicated terrestrial network shall cease to exist. The airtime rates of such DDKs/PGFs shall now be the same as the airtime rates of a Regional DD channel falling in Category C.
6. The current on-going businesses will have the option to migrate to new rate as per the terms and conditions of Agreement/Contract/ROs which are signed periodically.
7. The Circular shall come into force w.e.f. 01.04.2022. However, in case of DD News, it will come into force w.e.f. 01.05.2022.
8. This rate card supersedes all previous rate cards including rate prescriptions for On-screen properties, issued in respect of various national, regional DD channels (RLSS and State Network Channels), and DDKs/PGFs. Any bonus /discount/special package scheme/marketing tools currently in practice will cease to operate with this rate card coming into force.



PRASARBHARATI
(Broadcasting Corporation of India)
Operating Guidelines for the Rate Card

General Guidelines for In-House Programmes

1. These guidelines are in addition to the Programme Code, Commercial Code and any other guideline issued, from time to time, by Prasar Bharati/Doordarshan. However, in case of any conflict between these guidelines and any earlier guidelines issued by Prasar Bharati/Doordarshan on same matter, these guidelines shall have overriding effect to the extent of such conflict.

2. Sponsorship:

- i) A client can avail benefit of sponsorship of a particular In-House programme for a 30 minute slot if the client commits minimum business equivalent to 15 SBRs (Spot Buy Rate).
- ii) A client availing the benefit of sponsorship shall be allowed free credit lines including display of product and services with the pack shot spoken or written in any style, with or without accompanying music, along with punch-line of up to 5 seconds at the beginning and end of the programme, apart from 150 seconds of airtime as Free Commercial Time (FCT).
- iii) Subject to any statutory limit as provided from time to time, there shall be no limit to the number of sponsors for a programme. Multiple sponsorships could be sold for any given programme.
- iv) In case of multiple sponsors, each sponsor will be entitled for opening & closing credit line as specified above. In case of long duration cultural and sports events and feature films, etc., the credit lines can be appropriately slotted at regular intervals aesthetically.
- v) Ordinarily, the actual duration of the programme content will not exceed 24-minute for a 30-minute slot and 48-minute for a 60-minute slot.
- vi) Ordinarily, commercial time in a 30-minute slot will not exceed 6-minute (360 seconds) including channel promotion and programme publicity. Any special message issued in national interest will be over and above the permissible commercial time.

3. Banking/Spreading of FCT across similar or lower time band:

- i) *A client availing sponsorship of In-House programme can bank and spread its Free Commercial Time (FCT) not only in the programme sponsored by it but also in other in-house programmes telecast in the same channel, either in the same time band, or in a time band lower than the time band of the programme being sponsored by such client. Such banked FCT shall, however, not be allowed to be utilized in programmes telecast on revenue share basis or programmes for which special higher rates have been issued.*
- ii) However, while allowing banking as per clause 3(i), it should be



ensured that banking is allowed only against such airtime inventory which is otherwise going waste. Further, such banked FCT should be consumed within a period of one month from the date of telecast of programme being sponsored by the client.

4. Advertisement Duration:

Advertisement of 5 seconds or in multiples of 5 seconds shall be accepted. Charges for 5 seconds shall be half the prescribed spot buy rate. If the duration of the spot is not in the multiple of 5 seconds, then it will be charged at the rate of the next higher multiple of five seconds. For example, if the duration of the spot is above 5 seconds and below 10 seconds then it shall be charged for 10 seconds. Advertisements below 5 seconds will be charged for 5 seconds.

5. Telecast of approved advertisements only:

All advertisements will be governed by the Code for Commercial Advertising of Doordarshan and shall be approved by the competent Authority. No telecast of unapproved advertisements shall be permitted under any circumstance.

6. Prescribed rates are exclusive of applicable taxes.

7. Definition of unit:

Unit for Spot Buy Rate (SBR): 10 Seconds

8. Programmes Falling in more than One Time Band:

In case of programmes falling in more than one time band, the airtime charges for advertisements shall be corresponding to the SBR of the time band wherein the advertisements are placed. However, in case of News and Feature Films, airtime charges for advertisements shall be as per rates applicable to the time band having higher rate.

9. Release Orders for Bookings on Doordarshan:

A signed and stamped release order on the letterhead of the client or his authorized agency, as the case may be, giving details of the bookings, including rates, telecast date and time of the programmes in which the advertisement is to be telecast, channel and any other telecast instructions will constitute a legitimate instruction for booking of commercials. Such communication along with the required details can also be made through official email by the authorized person of the agency/client to the specified official e-mail address of Doordarshan/Prasar Bharati.

10. Cancellation Charges:

Contract/release order for spot booking/sponsorship may be cancelled by the client or advertising agency, as the case may be, by giving a notice of minimum of 3 working days excluding the date of telecast, failing which billing will be done as per the contract/release order filed.

Further, subsequent to availing discounted rate of any discount slab, if the client fails to give minimum business required to avail discount of that slab, in such a scenario, billing shall be done by limiting the discount rate corresponding to the slab wherein the actual business of the client falls. The bill to be issued, subsequent to receipt of cancellation

request from the client, shall also include the excess amount of discount availed by the client which otherwise the client was not entitled for.

11. Doordarshan reserves the right to revise the rate structure depending upon commercial considerations.

12. Declaration of “Super Time Slot”:

Doordarshan may, declare any time slot as “Super Time Slot” and may prescribe separate higher rates and terms and condition thereof.

13. Declaration of “Premium programme”:

Doordarshan may, declare any programme as “Premium programme” and may prescribe separate higher rates and terms and condition thereof. Such declaration can be made while introducing the programme or during the currency of the programme, at the discretion of Doordarshan.

14. For any On-screen property for which rates have not been prescribed, such property may be accepted by charging for every display duration of 5 seconds of the property at a rate equivalent to 50% of SBR of the relevant time band.

15. In case of any dispute in interpretation of the Rate Card, the decision of Doordarshan/Prasar Bharati shall be final.

General Guidelines for Programmes in Outsourced Slots

1. Programmes in outsourced slots should comply with the commercial code/ programme code.

2. Programme Duration and Free Commercial Time (FCT):

- i) Ordinarily, duration of a time slot is 30 minutes. For a 30-minute slot, the actual duration of the programme content will be minimum of 22 minutes and maximum of 24 minutes.
- ii) Ordinarily, commercial time in a 30-minute slot will not exceed 6-minutes (360 seconds) including channel promotion and programme publicity. Any special message issued in national interest will be over and above the permissible commercial time.
- iii) An outside producer shall be allowed 240 seconds as FCT for a time slot of 30-minutes against payment of the prescribed telecast fee. The said 240 seconds shall include the airtime utilized for credit line and title branding by the outside producer. The outside producer shall insert advertisements only against the FCT allowed to him.
- iv) Commercial time over and above 240 seconds allowed to the outside producer as per the immediately preceding para or any unused FCT of the outside producer shall be available for use by Doordarshan. To enable Doordarshan to insert advertisements, channel promotion, public service messages, etc., the outside producer shall provide break-bumper(s).
- v) Producer of a programme, being telecast/scheduled for telecast in an outsourced slot, shall have the option to purchase the 60 second

FCT, available with DD for a 30 minute time slot, against payment of an 'enhanced telecast fee' and market/sell the same to clients for higher profitability. The said enhanced telecast fee for a 30 minute programme slot shall be equal to the Telecast fee plus six SBRs of the concerned slot.

Further, it shall be open for the producer to go for this scheme at the commencement of the programme or during the currency of the programme.

However, in case, in the assessment of the concerned HoP, this inventory quota of Doordarshan can be sold at a higher rate by DD itself then, with the prior approval of the competent Authority, the inventory shall not be sold to the producer.

3. Repeat Programmes:

In case an outside producer requests for repeat telecast of its programme, a charge equivalent to telecast fee of the concerned slot shall be levied. However, Doordarshan shall have the discretion to allow or not to allow such repeat telecast.

4. Branding of Programmes:

In addition to FCT, outside producer is entitled for the Set-branding of the programme. Such set-branding should be done in an imaginative manner so that it does not appear to be out of sync with the tone and tenor of the programme. It must merge in a natural manner with the content of the programme.

5. Banking:

An outside producer shall not be allowed to bank its FCT and any FCT remaining unutilized in a particular episode will be utilized by Doordarshan at its discretion.

6. Cancellation Charges:

For Programme in outsourced slots:

A contract can be cancelled by an agency giving a notice as per agreement signed with the channels at the time of allotment of slot.

For Spots booked against the airtime available to Doordarshan:

Contract/release order for spot booking may be cancelled by the client or advertising agency, as the case may be, by giving a notice of minimum of 3 working days excluding the date of telecast, failing which billing will be done as per the contract/release order filed.

Further, subsequent to availing discounted rate of any discount slab, if the client fails to give minimum business required to avail discount of that slab, in such a scenario, billing shall be done by limiting the discount rate corresponding to the slab wherein the actual business of the client falls. The bill to be issued, subsequent to receipt of cancellation request from the client, shall also include the excess amount of discount availed by the client which otherwise the client was not entitled for.

7. Advertisement Duration:

Advertisement of 5 seconds or in multiples of 5 seconds shall be accepted. Charges for 5 seconds shall be half the prescribed spot buy rate (SBR). If the duration of the spot is not in the multiple of 5 seconds, then it will be charged at the rate of the next higher multiple of five seconds. For example, if the duration of the spot is above 5 seconds and below 10 seconds then it shall be charged for 10 seconds. Advertisements below 5 seconds will be charged for 5 seconds.

8. Programmes Falling in More Than One Time Band:

In case of programmes falling in more than one-time band, telecast fee for the sponsored programme shall be the consolidated amount of the telecast fee of the slots covered by the programme. However, in case of Feature Films, the telecast fee shall be as per rates applicable to the time band having higher rate.

9. Telecast of approved advertisements only:

All advertisements will be governed by the Code for Commercial Advertising of Doordarshan and shall be approved by the competent Authority. No telecast of unapproved advertisements shall be permitted under any circumstance.

10. Prescribed rates are exclusive of applicable taxes.

11. Definition of unit:

Unit for Spot Buy Rate (SBR): 10 seconds
Unit for Telecast Fee: 30 minutes

All programmes accepted for telecast on Doordarshan shall normally be for 30-minute slot. In the event of the programme not being for 30-minute duration, commercial terms will be on pro-rata basis. Such programmes should be in the multiple of five minutes and should not be less than five minutes.

12. Programmes telecast more than once a week:

For the purpose of application of commercial terms, such programmes/serials which are telecast more than once in a week, all the episodes telecast in one particular week will be separately counted for the purpose of charging of telecast fee and submission of Bank Guarantee. For example, for such serials which are telecast five times a week, if requirement of BG is for an amount equivalent to 8 weeks of telecast fee then BG for an amount equivalent to telecast fee of 40 episodes will have to be submitted. Also, telecast fee for all the 40 episodes will have to be paid.

13. Teleshopping:

Teleshopping programs will be allowed in a time slot between 11PM to 6 AM. For such programmes, the applicable charges shall be two times the telecast fee of the concerned slot, with no FCT.

14. Promos:

Promos of programmes, in the outsourced slots, of not more than 20 seconds, including maximum 5 seconds of branding, shall be allowed to be telecast in the same channel free of charge as per the discretion of

Doordarshan.

15. General:

- a) The rates indicated in the Rate Card are the minimum rates that are to be applied for each slot. Doordarshan reserves the right to charge higher rates depending on commercial considerations.
- b) In case of any dispute regarding interpretation of the Rate Card, the decision of Doordarshan shall be final.
- c) Utilisation of commercials in a programme shall not exceed the statutory limit as applicable to Prasar Bharati.

16. Exception Clause: Any issues or matters related to rate card/tariff which are not covered in these guidelines or any other existing guidelines/circulars issued by Doordarshan/Prasar Bharati or any deviation from the prescribed provisions, shall be placed before the Competent Authority for decision.



Rate card for In-house Programmes and Programmes in Outsourced Slots

(Amount in Rs.)

National Channels	Sr. No.	Channels Name	SBR (for both In-house as well as programmes in Outsourced Slots)		Telecast Fee (for programmes in Outsourced Slots FCT of 240 Sec.)	
			Prime Time	Non-Prime Time	Prime Time	Non-Prime Time
			7PM to 11PM	Rest of the time	7PM to 11PM	Rest of the time
			1	DD National	14000	8400
2	DD News	1000	600	7500	4500	
3	DD India	1000	600	7500	4500	
4	DD Bharati	800	450	6000	3400	
5	DD Urdu	800	450	6000	3400	
6	DD Retro	800	450	6000	3400	
7	DD Kisan	800	450	6000	3400	
8	DD Sports [#]	800	450	6000	3400	

[#] Rates for special events to be prescribed on case to case basis

Regional Channels	Category	Sr. No.	Channels	SBR (for both In-house as well as programmes in Outsourced Slots)		Telecast Fee (for programmes in Outsourced Slots FCT of 240 Sec.)	
				Prime Time	Non-Prime Time	Prime Time	Non-Prime Time
				7PM to 11PM	Rest of the time	7PM to 11PM	Rest of the time
				A	1	DD Chandana	1200
2	DD Punjabi	1200	700		10800	6300	
3	DD Sahyadri	1200	700		10800	6300	
B	4	DD Bangla	800	450	7000	4100	
	5	DD Girnar	800	450	7000	4100	
	6	DD Madhya Pradesh	800	450	7000	4100	
	7	DD Malayalam	800	450	7000	4100	
	8	DD Oriya	800	450	7000	4100	
	9	DD Podhigai	800	450	7000	4100	
	10	DD Saptagiri	800	450	7000	4100	
	11	DD Yadagiri	800	450	7000	4100	
	12	DD Bihar	800	450	7000	4100	
	13	DD Rajasthan	800	450	7000	4100	
	14	DD Uttar Pradesh	800	450	7000	4100	
C	15	DD Arunprabha*	500	300	4500	2600	
	16	DD Kashir	500	300	4500	2600	
	17	DD Assam*	500	300	4500	2600	
	18	DD Uttarakhand	500	300	4500	2600	
	19	DD Chattisgarh	500	300	4500	2600	
	20	DD Jharkhand	500	300	4500	2600	
	21	DD Tripura*	500	300	4500	2600	
	22	DD Goa	500	300	4500	2600	
	23	DD Manipur*	500	300	4500	2600	
	24	DD Nagaland*	500	300	4500	2600	
	25	DD Meghalaya*	500	300	4500	2600	
	26	DD Mizoram*	500	300	4500	2600	
	27	DD Haryana	500	300	4500	2600	
	28	DD Himachal Pradesh	500	300	4500	2600	

*Prime Time for these channels is 5PM to 9PM

Note: For applicable discount structure for various DD channels, Appendix-A may be referred to.



Applicable Discount Structure

- Discount structure hereinunder is prescribed for the sale of commercial airtime and on-screen properties only.
- A client can take spots and/or on-screen properties of its choice and shall be eligible to avail discount, commensurate to the amount of the business, as per prescribed the rates, provided by it. However, the amount pertaining to buying of laptop branding and scrolls/Ticker shall only be considered for discount if these properties are bought for a minimum period of three months.
- Discount structure is, however, not applicable for business done in respect of telecast fee for programmes in outsourced slots.
- In case, subsequent to availing discounted rate of any discount slab, if the client fails to give minimum business required to avail discount of that slab, in such a scenario, billing shall be done by limiting the discount rate corresponding to the slab wherein the actual business of the client falls. The bill to be issued, subsequent to receipt of cancellation request from the client, shall also include the excess amount of discount availed by the client which otherwise the client was not entitled for.

DD National Channel		
Minimum business threshold (Rs.)	% Discount Rate	Period within which the subscribed FCT is to be consumed
up to 4,00,000	0%	2 Month
More Than 4,00,000-up to 10,00,000	10.00%	2 Month
More Than 10,00,000-up to 25,00,000	20.00%	2 Month
More Than 25,00,000-up to 50,00,000	30.00%	4 Month
More Than 50,00,000*	40.00%	4 Month
DD News & DD India channels		
Minimum business threshold (Rs.)	% Discount Rate	Period within which the subscribed FCT is to be consumed
up to 50,000	0%	2 Month
More Than 50,000-up to 1,00,000	10.00%	2 Month
More Than 1,00,000-up to 2,50,000	20.00%	2 Month
More Than 2,50,000-up to 5,00,000	30.00%	4 Month
More Than 5,00,000*	40.00%	4 Month
Other National Channels		
Minimum business threshold (Rs.)	% Discount Rate	Period within which the subscribed FCT is to be consumed
up to 50,000	0%	2 Month
More Than 50,000-up to 1,00,000	10.00%	2 Month
More Than 1,00,000-up to 2,50,000	20.00%	2 Month
More Than 2,50,000-up to 5,00,000	30.00%	4 Month
More Than 5,00,000*	40.00%	4 Month

Regional channels in Group A		
Minimum business threshold (Rs.)	% Discount Rate	Period within which the subscribed FCT is to be consumed
up to 50,000	0%	2 Month
More Than 50,000-up to 1,00,000	5.00%	2 Month
More Than 1,00,000-up to 5,00,000	10.00%	2 Month
More Than 5,00,000-up to 10,00,000	15.00%	2 Month
More Than 10,00,000-up to 15,00,000	20.00%	2 Month
More Than 15,00,000-up to 20,00,000	25.00%	4 Month
More Than 20,00,000-up to 25,00,000	30.00%	4 Month
More Than 25,00,000*	40.00%	4 Month
Regional channels in Group B		
Minimum business threshold (Rs.)	% Discount Rate	Period within which the subscribed FCT is to be consumed
up to 34,000	0%	2 Month
More Than 34,000-up to 67,000	5.00%	2 Month
More Than 67,000-up to 3,40,000	10.00%	2 Month
More Than 3,40,000-up to 10,00,000	15.00%	2 Month
More Than 10,00,000-up to 13,50,000	20.00%	2 Month
More Than 13,50,000-up to 17,00,000	25.00%	4 Month
More Than 17,00,000-up to 20,00,000	30.00%	4 Month
More Than 20,00,000-up to 24,00,000	35.00%	4 Month
More Than 24,00,000*	40.00%	4 Month
Regional channels in Group C		
Minimum business threshold (Rs.)	% Discount Rate	Period within which the subscribed FCT is to be consumed
up to 20,000	0%	2 Month
More Than 20,000-up to 42,000	5.00%	2 Month
More Than 42,000-up to 2,10,000	10.00%	2 Month
More Than 2,10,000-up to 4,20,000	15.00%	2 Month
More Than 4,20,000-up to 6,25,000	20.00%	2 Month
More Than 6,25,000-up to 9,00,000	25.00%	4 Month
More Than 9,00,000-up to 15,00,000	30.00%	4 Month
More Than 15,00,000-up to 20,00,000	35.00%	4 Month
More Than 20,00,000*	40.00%	4 Month

***Note1:** For any national or regional channel, the period within which the subscribed FCT is to be consumed will get extended on pro-rata basis, subject to a maximum of one year, if the RO amount exceeds the highest slab defined in the discount structure applicable to that channel. For clarity, a month is to be considered as 30 days.

Example: For DD Girnar channel, the highest slab is “More than Rs. 24,00,000”. Therefore, for an RO of Rs. 36,00,000, the period within which the subscribed FCT is to be consumed will get extended from 4 months to 6 months.

Note 2: The eligible amount for discount shall be the amount that pertains to **one** particular client mentioned in the RO for a particular channel. Such client can be a private entity or a Govt Department or a Ministry. **The eligible discount level shall not be based on combined amount of multiple clients within a single RO or multiple ROs of a single client.**

Further, once an RO has been implemented, any subsequent upward revision in amount shall be independently considered for the eligible discount level without taking into consideration the previous amount of the same RO.



Rates for On- Screen Properties

(Amount in Rs.)

Channel	Laptop branding (Per month)	Mug Branding (Per Month)	Weather Forecasting (per month)	Scrolls (per month)	L Band/ Aston Band	Paste Ups/ Bugs	Wipes	Segment branding	Set Branding (For In-House Programmes)	Title Branding with/without Microphone branding
					Time check					
					Coming Ups					
					Prize/ contest scheme					
DD National	-	-	-	70,00,000	50% of SBR of the relevant time band of the concerned channel	25% of SBR of the relevant time band of the concerned channel for every 5 seconds of exposure	25% of SBR of the relevant time band of the concerned channel	one SBR of the relevant time band of the concerned channel	Equivalent to 15 SBRs of the relevant time band of the concerned channel	One/Two SBR (without/ with microphone) of the relevant time band of the concerned channel
DD News	30,00,000	11,00,000	20,000	5,00,000						
DD India	30,00,000	11,00,000	20,000	5,00,000						
DD Bharati	4,50,000	1,75,000	20,000	4,00,000						
DD Urdu	4,50,000	1,75,000	20,000	4,00,000						
DD Retro	-	-	-	4,00,000						
DD Kisan	4,50,000	1,75,000	20,000	4,00,000						
DD Sports	4,50,000	1,75,000	20,000	4,00,000						
DD Chandana	6,50,000	2,40,000	20,000	6,00,000						
DD Punjabi	6,50,000	2,40,000	20,000	6,00,000						
DD Sahyadri	6,50,000	2,40,000	20,000	6,00,000						
DD Bangla	2,25,000	80,000	20,000	4,00,000						
DD Girnar	2,25,000	80,000	20,000	4,00,000						
DD Madhya Pradesh	2,25,000	80,000	20,000	4,00,000						
DD Malayalam	2,25,000	80,000	20,000	4,00,000						
DD Oriya	2,25,000	80,000	20,000	4,00,000						
DD Podhigai	2,25,000	80,000	20,000	4,00,000						
DD Saptagiri	2,25,000	80,000	20,000	4,00,000						
DD Yadagiri	2,25,000	80,000	20,000	4,00,000						
DD Bihar	2,25,000	80,000	20,000	4,00,000						
DD Rajasthan	2,25,000	80,000	20,000	4,00,000						
DD Uttar Pradesh	2,25,000	80,000	20,000	4,00,000						
DD Arunprabha	25,000	10,000	20,000	2,50,000						
DD Kashir	25,000	10,000	20,000	2,50,000						
DD Assam	25,000	10,000	20,000	2,50,000						
DD Uttarakhand	25,000	10,000	20,000	2,50,000						
DD Chattisgarh	25,000	10,000	20,000	2,50,000						
DD Jharkhand	25,000	10,000	20,000	2,50,000						
DD Tripura	25,000	10,000	20,000	2,50,000						
DD Goa	25,000	10,000	20,000	2,50,000						
DD Manipur	25,000	10,000	20,000	2,50,000						
DD Nagaland	25,000	10,000	20,000	2,50,000						
DD Meghalaya	25,000	10,000	20,000	2,50,000						
DD Mizoram	25,000	10,000	20,000	2,50,000						
DD Haryana	25,000	10,000	20,000	2,50,000						
DD Himachal Pradesh	25,000	10,000	20,000	2,50,000						

Note: For operating instructions regarding various properties tabulated above, Appendix-B may be referred to. The rates for the on-screen properties, as tabulated above, shall prevail over earlier circulars.



Operating Instructions for On-Screen Properties

- 1) **Lap-top branding and Mug branding:**
 - i. Laptop branding and Mug Branding can be offered for a period less than a month on pro-rata basis, subject to a minimum of 15 days.
 - ii. Laptop branding should be limited to the name of the brand/company, logo of the brand/ company and its tag line;
 - iii. The text/ graphic etc. used in the Laptop branding can cover up to a maximum of 60% of the Laptop panel;
 - iv. The creative design of Laptop branding needs to be approved by DDG, Sales, PB Sectt., prior to the telecast of the property (Laptop branding) in any Doordarshan channel; and
 - v. Creative design in respect of Mug branding should also be approved on similar lines, prior to the telecast of the property (Mug branding) in any Doordarshan channel. The prescribed rate is for a Sticker over Mug, occupying around 6% of the TV Screen.
- 2) **Weather Forecasting/Report:** The prescribed rate is for a sticker/Caption, occupying around 5% of the TV Screen, placed along with graphics/ weather information during the weather report.
- 3) **Scrolls:**
 - i. Messages up to 25 words can be displayed once in a single cycle.
 - ii. For the rate prescribed, a minimum of 25 such cycles, carrying the message, per day shall be ensured in any time band;
 - iii. Scrolls can be offered for a period less than a month on pro-rata basis, subject to a minimum of 7 days.
- 4) **L Band/ Aston Band:** Charges prescribed are for display duration of 5 seconds.

Property	Maximum Screen space Coverage*
L Band	35% (20% of the each vertical and horizontal lengths) of the screen space while maintaining the aspect ratio of the screen carrying video information same as that of the original screen.
Aston Band	20% of the screen space (at the bottom of the screen) while maintaining the aspect ratio, of the screen carrying video information, same as that of the original screen.

In order to ensure that the use of L Band and Aston Band is made in an aesthetic manner without interrupting the flow of the programme, the decision about the maximum permissible insertions in a particular programme (insertion frequency) should be taken jointly by the concerned Head of Programme and DDG, Sales PB Sectt. The creative design of L Band and Aston Band needs to be got approved prior to the telecast of these properties (L Band and Aston Band) from DDG, Sales, PB Sectt.

* A suggestive depiction of L Band and Aston Band is as under:



- 5) **Time check:**
Time check for news will be permitted for maximum duration of 7 seconds, either in mute or audio visual format, displaying the name of the product or services of the client.
- 6) **Coming Up:** Charges prescribed are for display duration of 5 seconds.
- 7) **Prize scheme/ contest scheme:** Charges prescribed are for a maximum of 5 second exposure.
- 8) **Paste Ups/ Bugs:** Charges prescribed are for display duration of 5 Seconds.
- 9) **Wipes:** Use of wipes meant for change over from programme to Commercial break and vice versa/one programme to another programme.
- 10) **Segment branding:** Charges prescribed are for 5 second Tag with punch line (at opening and closing of the segment).
- 11) **Set branding:** Charges prescribed are for set branding in a programme telecast in a slot of 30 minutes.
- 12) **Title Branding:**

- i. For Branding (without microphone branding) of programme, one SBR will be charged. Branding entitlements includes punch-line with pack-shot of the brand in the voice over and visuals for 5 seconds.
- ii. For branded quiz shows, interview based programmes, talk show and other programmes up to 30 minutes' duration, where the microphone is visible in the camera frame, two SBRs shall be charged. Such branding may include brand of the product as well as name of the programme on the cube of the microphone along with voice over.



**Frequently Asked Questions
(For DD Rate Card – Circular 3 of 2022, as amended)**

1. Apart from discount structure specified in the rate card, is the agency commission/Sales Agent commission is also applicable?

Ans: Yes. The agency commission/Sales agent commission, however, is guided by the Registration/ Accreditation policy of Doordarshan and the policy for Sales Agents.

2. Are the marketing tools prescribed earlier (prior to 1.04.2022) still valid or the same have been withdrawn?

Ans: All the marketing tools prescribed prior to 01.04.2022 stand withdrawn with the coming in to force of this tariff Circular 3 of 2022.

3. Are the special rate cards for Govt. clients/PSUs etc./corporate clients, prescribed earlier, still valid or have been withdrawn?

Ans: All the special rate cards applicable for Govt. clients/PSUs etc. prescribed prior to 01.04.2022, stand withdrawn with the coming in to force of the tariff Circular 3 of 2022.

4. Are the discounts prescribed in the rate card, applicable only to clients or the same are also applicable to agencies?

Ans: Discount structure specified in the rate card is applicable to client (when it placed business directly on Doordarshan) or agency (when it placed business on Doordarshan on behalf of its clients), as the case may be.

5. Besides the discount structure specified in the rate card, is there any discount basis the type of client- Govt., PSU, NGOs, corporate clients etc.

Ans: No.

6. Is the discount structure applicable to airtime available for Doordarshan for marketing/sale during outsourced slots?

Ans: Yes.

7. Is the discount given on per Release Order (RO) basis or per client basis? If an agency brings in two or more clients or for two or more channels, how the discount slab will be decided -a) on per client basis or b) on the basis of combined amount of business given by all the clients put together?

Ans: The eligible amount for discount shall be the amount that pertains to **one** particular client mentioned in the RO for a particular channel. For further details pl. refer Note 2 below the table prescribing applicable discount structure in the Appendix-A.

8. What is the qualifying amount considered for giving discount in any given channel?

Ans: For a given RO, the aggregate amount, required for procurement of airtime in respect of spots/sponsorship/on-screen properties as per the prescribed rates for the channel in the rate card, will be considered while deciding the applicable discount slab. However, the amount pertaining to Laptop branding and scrolls, shall only be considered when these on-screen properties are procured for a minimum period of three months.

9. Can only on-screen properties be procured by a client and get discount thereon as per the rate card or it can only be considered when on-screen properties are procured along with airtime for spots/sponsorship?

Ans: Yes. However, the amount pertaining to Laptop branding and scrolls, shall only be considered when these on-screen properties are procured for a minimum period of three months.

10. Is the discount structure applicable to amount of telecast fee paid by private producer/agency for outsourced slots?

Ans: No. Telecast fee is not to be considered for allowing discount.

11. Is there any change in ad approval process?

Ans: No. the process remains the same.

12. Can the inventory remaining un-utilised by a producer in an outsourced slot be utilized by DD for carrying ads/promos?

Ans: Yes. Besides this, in a 30 minute outsourced slot, 60 seconds for promos and 60 seconds commercial airtime are also available to Doordarshan to market and sell as per the rates prescribed in the rate card.

13. Are the charges prescribed for repeat telecast of a programme, being telecast in an Outsourced slot, pertain to repeat in the same channel or in any channel as well?

Ans: It pertains to repeat in the same channel.

14. Whether Credit-line/branding for Promos of an in-House programme will be available to a client when it procures sponsorship of one or more episodes of the programme?

Ans: No. If a client intends to get such benefit, it will be required to purchase airtime as per the prescribed rates.

15. Whether Cross channel promotion of programme telecast in outsourced slot is allowed free of charge?

Ans: No. A producer/agency need to procure airtime for carrying cross channel promotion.

16. Whether the applicable discount is given first and then agency commission is given on discounted amount or it is other way round? Pl. explain with an example.

Ans: Firstly the discount, as per discount structure applicable for the channel, is to be applied on the airtime procured in that channel and then agency commission is to be applied on the discounted amount so arrived at.

Example 1: (In case discount as per rate structure is only offered) Let the airtime procured as per rates prescribed is Rs. 50 Lakhs, as per the rates prescribed in the rate card, for which applicable discount is 30%. Accordingly, the calculations will be as under:

- Air time Procured: Rs. 50 Lakhs
- Discount as per discount structure (@30% on Rs 50 Lakhs): 15 Lakhs
- Agency commission (@15% on Rs. (50-15) Lakhs):Rs. 5.25 Lakhs
- Invoice amount: (Rs.(35-5.25) Lakhs +18%GST thereon)=Rs.35.105 Lakhs

Example 2: (In case, apart from discount as per discount structure, another discount is also offered) Let the airtime procured as per rates prescribed is Rs. 50 Lakhs, as per the rates prescribed in the rate card, for which applicable discount is 30% besides 2% additional discount. Accordingly, the calculations will be as under:

- Air time Procured: Rs. 50 Lakhs
- Discount as per discount structure (@30% on Rs 50 Lakhs): 15 Lakhs
- Any other discount, if applicable (say 2% on Rs.(50-15) Lakhs): Rs.0.7 Lakhs
- Agency commission (@15% on Rs. (50-15-0.7) Lakhs):Rs. 5.145 Lakhs
- Invoice amount: (Rs.(35-0.7-5.145) Lakhs +18%GST thereon)=Rs.34.4029 Lakhs

17. For getting benefit of sponsorship of multiple slots, how much a sponsor needs to pay?

Ans: A sponsor needs to pay an amount equivalent to 15 SBRs per 30 minutes programme slot. Example: if a sponsor intends to sponsor 10 episodes of a programme telecast in a slot of 30 minutes, it needs to pay equivalent to 150 SBRs of the relevant time-band of the channel.

18. In case, business of scrolls for a duration of less than 7 days is requested by a client, how the same is to be taken up?

Ans: Clients to be explained to offer business for at least 7 days. However, if the client insists for less than a week, such cases to be referred to Sales Div. PB Sectt for taking up the matter with the competent Authority.

19. Title Branding with or without Microphone branding pertains to In-house programmes or also to programmes in the outsourced slots?

Ans: Rates prescribed for these properties pertain to in-house programmes only.

20. What rate is to be charged if a programme which are originated from a particular DDK, having its dedicated terrestrial transmitter network, and also telecast simultaneously over a regional channel of the State where that DDK lies?

Ans: For such programmes, the rates prescribed for the concerned State's regional DD channel should be charged.

21. Whether the 25% discount given to the Govt. scheme departments on the public interest spots (e.g. Covid spots, Pulse Polio Spot, Govt. scheme awareness spots) is no longer to be offered?

Ans: Yes as the rates have been revised downward and, in addition, volume discount has also been provided in the rate card.

22. Will the Programme which is funded by a client be treated as In-House Programme OR programme in Outsourced Slot?

Ans: If DD is producing a programme with funding by a client and charging telecast fee then it will be treated as a programme in Outsourced Slot.

23. Are the free Promos of Programmes in outsourced slots are restricted to the Channel only where it is scheduled/being telecast?

Ans: Yes, as already provided for in Point 14 at page 7, that promos are to be carried in the same channel.

24. Can banked inventory, obtained against sponsorship of an In-House Programme, be utilized in any in-house programme?

Ans: Such banked FCT can only be utilized in same or other in-house programme in same or lower time band. Banked FCT cannot be utilized in programmes telecast on revenue share basis or programmes for which special higher rates have been issued. For more details, Pl refer point 3(i) of the General Guidelines for In-House Programmes.

25. Can a producer of programme being telecast in outsourced slot allowed to purchase 60 Secs.FCT available with DD on extant rate card and can sell to clients for higher profitability?

Ans: Yes it can be allowed. However, in case, in the assessment of the concerned HoP, this inventory quota of Doordarshan can be sold at a higher rate by DD itself then, with the prior approval of the competent Authority, the inventory shall not be sold to the outside producer. (For further details Pl refer point 2(v) of the General Guidelines for Programmes in Outsourced Slots)

26. Earlier there were two rates prescribed for International sporting events and other sporting events. Whether two such distinct rates still applicable?

Ans: There is only one rate card. However, for special events, be it domestic or international, separate rates can be devised on case to case basis.

27. Can DD sell on-screen properties in programmes telecast in outsourced slots?

Ans: No. However, scroll messages mandated by Govt. of India in public interest can be run in such programmes.

28. Can a producer/client carry on-screen properties in its programmes, telecast in outsourced slot?

Ans: Yes. However, such producer has to procure such on-screen properties at the prescribed rates from Doordarshan.

29. The prescription that the minimum of 25 cycles of scrolls per day in any time band allows a client/agency/producer to insist for carrying of his scroll message in any one time band of his choice?

Ans: No. However, as far as possible, it may be ensured that these many cycles in a day are run during 6AM to 11PM period.

30. Whether the general guidelines for In House Programmes and general guidelines for programmes in outsourced slots, as mentioned in Circular 3 of 2022 replace any of the existing programme guideline?

Ans: Akin to the previous rate card 2013, the general guidelines for In House Programmes and general guidelines for programmes in outsourced slots, as mentioned in the Circular 3 of 2022 are the operating guidelines for the rate card. However, in case of any conflict between the programme guidelines and the general guidelines, on a matter prescribed in the rate card, the general guidelines shall have overriding effect to the extent of such conflict.

