

New Delhi, dated the 27<sup>th</sup> January 2023

## **E-AUCTION METHODOLOGY FOR ALLOTMENT OF SLOTS OF DD FREE DISH PLATFORM TO PRIVATE SATELLITE TV CHANNELS**

**Short title, extent and commencement** — (1) It may be called the E-auction Methodology for Allotment of slots of DD Free Dish Platform to private satellite TV channels (hereinafter referred to as E-auction-Methodology).

(2) It shall come into effect from 27<sup>th</sup> January 2023.

### **DEFINITIONS**

- (a) **BARC:** *Broadcast Audience Research Council*
- (b) **Bidders:** *Private satellite TV channels who participate in the online e-Auction for acquiring DTH Slot are called bidders.*
- (c) **Buckets :** *Grouping of channels as per Genres (Language) for e-auction*
- (d) **DD Free Dish:** *DD Free Dish is open access Direct-To-Home (DTH) Service from Doordarshan which is provided free of cost (no monthly fee)*
- (e) **E-Auction:** *e-Auction is an electronic auction between auctioneer and bidders which takes place online on an electronic portal.*
- (f) **GENRE:** *Classification of a channel based on its content as 'Devotional', or 'General Entertainment' or 'Infotainment' or 'Kids' or 'Movies' or 'Music' or 'News and Current affairs' or 'Sports' or Teleshop or 'Miscellaneous'.*
- (g) **MPEG-2:** *Defined by the Motion Pictures Expert Group (MPEG), MPEG-2 is an encoding and compression technique used to provide compression support for TV quality transmission of digital audio/video content.*
- (h) **MPEG-4:** *It is improved encoding and compression technique for compression of audio and visual digital data.*
- (i) **Reserve Price:** *The lowest starting price fixed by Prasar Bharati for a DTH Slot at the commencement of e-auction for a given Bucket.*

### **ABBREVIATIONS**

- (a) **AIR:** *All India Radio*
- (b) **DD:** *Doordarshan*
- (c) **GEC:** *General Entertainment Channel*
- (d) **LCN:** *Logical Channel Number*
- (e) **PB:** *Prasar Bharati*
- (f) **PBB:** *Prasar Bharati Board*

## **1. INTRODUCTION**

- 1.1. DD Free Dish is a Free-to-Air (FTA) and an alternative affordable platform for people who do not have means to pay high subscription fee of private DTH and cable platforms. “DD Free Dish” (earlier known as DD Direct+) platform, an approved scheme of the Government of India, was launched in December 2004 by Prasar Bharati.
- 1.2. DD Free Dish is an affordable platform reaching millions of people in remote, inaccessible and border areas, becoming a tool for empowerment of the masses particularly marginalized and weaker sections of the society, for dissemination of quality information free of cost. News and views of outside world, as well as quality entertainment, which is available to affluent class at a high subscription cost is made available to people free without any subscription fee.
- 1.3. Prasar Bharati on 07.06.2011 approved an e-auction policy for placement of private TV channels on DD Free Dish platform. Subsequently, Prasar Bharati Board in its 150<sup>th</sup> meeting approved Guiding Principle for framing new methodology for allotment of slots of DD Free Dish to private TV channels which were also agreed by Ministry of Information and Broadcasting. Based on the approved Guiding Principles, Prasar Bharati notified revised e-auction methodology with differential pricing based on genre (language) for carriage of Private Channels on DD Free Dish on Jan 15, 2019
- 1.4. Keeping in view the rapid growth and dynamic changes in the broadcasting sector particularly in the Free-to-Air (FTA) segment, learning from previous e-auctions and advent of OTT in a big way, Prasar Bharati Board in its 178<sup>th</sup> meeting held on 10<sup>th</sup> January 2023 approved revised E-auction methodology, based on Guiding Principles, for allotment of slots of DD Free Dish to satellite TV channels for having a balance and equitable bouquet with provision of providing support to the genre and languages which are unrepresented in DD Free Dish and optimize revenue potential for Prasar Bharati.
- 1.5. Hence in supersession of all previous E-auction methodologies, the Prasar Bharati hereby notifies the following E-auction methodology, based on the approved Guiding Principles, for allocation of slots of DD Free Dish to private satellite TV channels.

## **2. Guiding Principles of E-auction methodology:**

- 2.1. Carriage of Private Channels on DD Free Dish will be based on e-auctions but with differential pricing based on genre (language).
- 2.2. Private satellite TV Channels desirous of placing their channels on DD Free Dish shall be allowed to bid only in e-auctions specific to the genre (language) they belong to. Broadcasters are required to declare genre and language of their channel to Prasar Bharati while applying for e-auction bidding process to be eligible to participate in the e-auction.
- 2.3. Differential pricing for genre will be based on the principle of higher Reserve Price for genre with greater commercial potential and public interest objective.
- 2.4. E-auction will be held such as to maximize revenue potential from e-auctions and to ensure a stable portfolio of channels from a viewer standpoint.
- 2.5. Bidding in the e-auction will be conducted in multiple rounds till all vacant unreserved slots are filled up.

- 2.6. The payment terms for successful bidders upon award of a slot will be such as to ensure a sustainable cash flow while lowering entry barrier across genres to encourage maximum participation of bidders in e-auctions.
- 2.7. Placement of regional channels of Doordarshan that are currently not available on DTH/Cable may be considered for placement on vacant MPEG-4 slots reserved for the same.
- 2.8. To further public interest objectives of DD Free Dish as a platform and to sustain genre diversity on the platform, MPEG-2/MPEG-4 slots may be reserved for genres deemed to be in public interest.

### **3. E-Auction Methodology:**

#### **3.1. General**

- 3.1.1. Carriage of Private Channels on DD Free Dish shall be through transparent and non-discriminatory e-auctions based on approved Guideline Principles.
- 3.1.2. Prasar Bharati Board reserves the right to review reserve price, participation fee, methodology, categorization of slots and buckets from time to time based on the Guiding Principles.
- 3.1.3. Prasar Bharati Management reserves the right to increase or decrease the availability of slots for e-auction to private channels.

#### **3.2. Eligibility Criteria for channels for participating in e-auction:**

- 3.2.1. Satellite Channels which are licensed by the Ministry of I&B.
- 3.2.2. Companies holding valid permission from Ministry of I&B
- 3.2.3. International Public Broadcasters licensed by the Ministry of I&B.
- 3.2.4. The channel/company desirous of participating in the e-auction will be required to apply in the prescribed Application Form/Bidder Registration form along with requisite fee and all documents as mentioned in prescribed Application Form/Bidder Registration form.
- 3.2.5. The channel/company desirous of participating in the e-auction will be required to submit a duly filled and signed Integrity Pact, in the format which shall be provided with notification for e-auction.

#### **3.3. Participation fee:**

- 3.3.1. The channel/company desirous of participating in the e-auction will be required to furnish following Demand Drafts along with Bidder Registration form from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi, towards participation fee.
- 3.3.2. **MPEG-2 slots:** Demand Draft of Rs 1.50 Cr (Rupees One Crore Fifty Lakhs only)
- 3.3.3. **MPEG-4 slots:** Demand Draft of Rs 10.0 Lakhs (Rupees Ten Lakhs only).
- 3.3.4. For successful bidders, participation fee will be adjusted in the first instalment of the carriage fee/bid amount.
- 3.3.5. For unsuccessful bidders, participation fee will be refunded within three weeks after the declaration of the results of e-auction.

- 3.4. **Processing Fee:** In addition, all applicants shall be required to pay Non-refundable processing fee of Rs 25,000/- (Rupees twenty five thousand only) including GST.

### 3.5. Categorisation of DD Free Dish Slots for E-auction

3.5.1. **MPEG-2 Slots:** Channels for e-auction are categorized as under:

S. N.	Bucket	Genre/Language
i)	BUCKET A+	GEC (Hindi) Channels
ii)	BUCKET A	a. Movie (Hindi) Channels b. Teleshopping Channels
iii)	BUCKET B	a. Music (Hindi) Channels, b. Sports (Hindi) Channels, c. All channels of Bhojpuri language
iv)	BUCKET C	News & Current Affairs (Hindi) channels
v)	BUCKET D	a. All other remaining Genre of Hindi b. Devotional/Spiritual/Ayush c. All Genres of Marathi, Punjabi & Urdu channels d. News & Current Affairs (English) Channels
vi)	Bucket R1	*This bucket is for all channels in Languages not covered above

**Table-1**

*\* If a particular Indian language is represented on DD Free Dish by any channel(s) under Bucket R1 for 02 years continuously then that concerned language shall be deemed as represented and it shall be shifted from Bucket 'R1' to Bucket 'D' from next year.*

3.5.2. **MPEG-4 slots:** Bidding in the e-auction of vacant MPEG-4 slots will be open to all genre (language) Channels without any bucket categorisation.

### 3.6. Reserve Price for e-auction:

3.6.1. **MPEG-2 channels:** The Reserve Price for MPEG-2 slots for the commencement of e-auction for different Buckets as provided in clause 3.5.1 above, shall be as under:

#### a. Round 1

Buckets	Starting Reserve Price
Bucket A+	Rs 15.00 Cr
Bucket A	Rs 12.00 Cr
Bucket B	Rs 10.00 Cr
Bucket C	Rs 7.00 Cr
Bucket D	Rs 6.00 Cr
Bucket R1	Rs 3.0 Cr

**Table-2**

## b. Remaining Rounds

Round	Starting Price	Reserve	Buckets eligible to bid	Buckets not eligible to bid
Round 2 (Bucket A+)	16.0 Cr		A+, A, B, C, D and R1	----
Round 3 (Bucket A)	13.0 Cr		A, B, C, D and R1	A+
Round 4 (Bucket B)	11.0 Cr		B, C, D and R1	A+, A
Round 5 (Bucket C)	8.0 Cr		C, D and R1	A+, A, B
Round 6 (Bucket D)	7.0 Cr		D and R1	A+, A, B, C
Round 7 (Bucket R1)	4.0 Cr		R1	A+, A, B, C, D

**Table-3**

3.6.2. **MPEG-4 slots:** Starting reserve Price for e-auction of MPEG-4 slots shall be Rs 50.00 Lakhs/annum.

3.7. Prasar Bharati reserves the right to revise the Reserve Prices as deemed necessary based on the Guiding Principles.

### 3.8. Content of the channel:

3.8.1. Broadcasters desirous of placing their Channels on DD Free Dish shall be required to declare genre and language of their channel while applying for e-auction. Such declaration for genre classification should be in accordance to the current norms. Such genre shall be either 'Devotional' or 'Teleshopping' or 'General Entertainment' or 'Infotainment' or 'Kids' or 'Movies' or 'Music' or 'Sports' or 'News & Current Affairs' or 'Miscellaneous'.

3.8.2. If at any stage it is found that the information furnished by the broadcaster is in-correct, the channel shall be summarily discontinued from the DD Free Dish platform. The participation fee and the carriage fee deposited shall be forfeited and the Broadcaster shall have no rights for carriage on the DD Free Dish.

### 3.9. Schedule of e-auction:

3.9.1. E-Auction will be held for filling up of the vacant DTH slots on annual basis. Notice inviting applications for e-Auction shall be given wide publicity.

3.9.2. E-Auction shall be held well in advance of the expiry of the Annual Agreement of TV channels placed on DD Free Dish.

### 3.10. Procedure for conducting e-auction:

Each round of e-auction will be held for MPEG-2 and MPEG-4 slots as detailed in **Annexure 1**.

#### **4. Other terms and conditions:**

- 4.1. After the successful conduct of e-auction, details of the winning bidders will be displayed on the DD/PB website.
- 4.2. A letter of allotment will be issued by Prasar Bharati to the successful bidder along with the payment schedule and the draft Agreement to be signed between Prasar Bharati and bidder.
- 4.3. Slot/Logical Channel Number (LCN) allotted shall be allotted as per the Prasar Bharati approved procedure which shall be made available on the Prasar Bharati website
- 4.4. Every successful bidder will sign an Agreement with Prasar Bharati in two original copies within 15 days of issue of Letter of Allotment
- 4.5. Period of allotment of slot will be for 01 year from the date on which slot has been made available to the channel.
- 4.6. The successful Channel is required to arrange their own IRD Box in advance to place their Channel on DD Free Dish Platform.
- 4.7. If the successful bidder fails to place its channel on its allocated slot even after one month from the date of allotment, their allocation will be treated as cancelled and Participation Fee along with any carriage fee installment paid shall be forfeited.
- 4.8. In case the Channel Provider withdraws its channel prematurely or terminates the contract prematurely the Participation Fee shall be forfeited along with any instalment already deposited
- 4.9. Change of name and or logo of a channel placed on DD Free Dish may be allowed subject to necessary permissions from Ministry of I & B.
- 4.10. The change of genre/language may be allowed after e-auction, subject to payment of highest bid received in all the completed e-auctions conducted during that year, irrespective of its genre/bucket. The highest bid or pro-rata of highest bid received shall be charged from the initial date of allotment of slot to the channel requesting change of genre/language.
- 4.11. DD Channels and Sansad TV will continue to be placed on DD Free Dish.
- 4.12. Prasar Bharati may as required group/arrange slots/LCNs for channels genre wise for convenience of the viewers. Doordarshan channels may be regrouped in respective genres.
- 4.13. Prasar Bharati will make a provision to reserve some slots in the MPEG-4 stream for (i) placement of foreign Public Service Broadcasting Channels on (a) reciprocal/ barter basis (b) on invitation basis for strategic collaborations, subject to availability of slots and the Broadcasters willingness to match the last highest bid for MPEG-4 slot (ii) placement of co-branded channels on case to case basis, with the approval of the Prasar Bharati Board; (iii) expansion into HD; (iv) placement of DD Regional Channels. The Prasar Bharati Management will be authorized to take a decision on such reservation
- 4.14. Prasar Bharati Board reserves the right to suspend/cancel the agreement (as referred to in clause (4.4) in case of violation of the terms of agreement and/or nonpayment of dues and also to review the auction methodology/ terms & conditions during the agreement period.

#### **5. Payment terms:**

- 5.1. Successful bidders in annual e-auction shall make the payments in ten monthly instalments as per the schedule given below. However, actual schedule of payments including amounts to be paid and due dates shall be communicated with the letter of allotment.

<b>S.N</b>	<b>Description</b>	<b>Amount</b>
1.	1st Installment in advance before allotment commencement date. Schedule of payments including amounts to be paid and due dates to be communicated with the letter of allotment.	10% of (Total Bid price – Participation Fee) + Participation fee* + applicable GST
2.	2nd Installment in advance as per schedule of payments including amounts to be paid and due dates to be communicated with the letter of allotment	10% of (Total Bid price – Participation Fee)+ applicable GST
3.	Subsequent monthly Installments in advance till the 10th installment as per schedule of payments including amounts to be paid and due dates to be communicated with the letter of allotment	10% of (Total Bid price – Participation Fee)+ applicable GST every month
4	*Participation fee deposited with application at the time of e-auction shall be adjusted in the first installment of the carriage fee/bid amount.	

**Table-4**

- 5.2. In case of any instalments not paid in full within the scheduled dates, a notice to this effect shall be issued to the defaulter to deposit the payment due along with late payment interest as mentioned in the clause 5.3 within seven days.
- 5.3. An interest @ 14.5% per annum shall be charged from the due date of payment on the outstanding amount.
- 5.4. In case of payment due along with the interest is not paid within seven days from its scheduled due date, the Participation Fee along with any instalment already deposited by the Broadcaster/Channel till date, will be forfeited and the channel will be discontinued from DD Free Dish Platform without any further notice and the channel will have no right to be carried on DD Free Dish on vacated slot.
- 5.5. The vacated slot may be made available for e-auction as detailed in Annexure-1.

## **6. Radio Channels:**

There are at present 48 radio channels out of which 40 are in MPEG-2 and 8 on MPEG-4. These radio channels are meant for All India Radio channels (AIR) and one for 'Gyan Vani, radio channel

## **7. Exemptions:**

Notwithstanding anything contained in these guidelines, Prasar Bharati may, with the approval of/with ratification by the Board, accept any proposal in relaxation of these guidelines for reasons to be recorded.

E-Auction Process**1. MPEG- 2 slots e-auction process:**

- 1.1. **First Round for Bucket wise Reserved Slots:** To ensure a fair genre wise distribution in the Free Dish bouquet, initially e-auction will be conducted for the reserved slots for each Bucket. E-auction will be held bucket wise as per following procedure. One slot at a time will be auctioned.
  - 1.1.1. **First round for Bucket ‘A+’ Channels:** First the e-auction will be conducted for Bucket A+. Six slots or the number of applications received whichever is less for bucket A+ will be e-auctioned. Only channels which have applied and registered for Bucket A+ can place bids.
  - 1.1.2. **First round for Bucket ‘A’ Channels:** After completing e-auction of six slots of Bucket A+, e-auction will be held for six slots or the number of applications received for bucket A, whichever is less. Only channels which have applied and registered for Bucket A can place bids.
  - 1.1.3. **First round for Bucket ‘B’ Channels:** After completing e-auction of six slots of Bucket A, e-auction will be held for six slots or the number of applications received for bucket B, whichever is less. Only channels which have applied and registered for Bucket B can place bids.
  - 1.1.4. **First round for Bucket ‘C’ Channels:** After completing e-auction of six slots of Bucket B, e-auction will be conducted for six slots or the number of applications received for bucket C, whichever is less. Only channels which have applied and registered for Bucket C can place bids.
  - 1.1.5. **First round for Bucket ‘D’ Channels:** After completing e-auction of six slots of Bucket C, e-auction will be conducted for eight slots or the number of applications received for bucket D, whichever is less. Only channels which have applied and registered for Bucket D can place bids.
  - 1.1.6. **First round for Bucket ‘R1’ Channels:** After completing e-auction of eight slots of Bucket D, e-auction will be conducted for three slots or the number of applications received for bucket R1, whichever is less. Only channels which have applied and registered for Bucket R1 can place bids.
  - 1.1.7. Any reserved slot pertaining to any Bucket which remains vacant after the completion of first round would be made unreserved slot and filled through subsequent second round e-auctions.
- 1.2. **Second Round of e-auction for non-reserved MPEG-2 slots:** After the above, second round of e-auction will start with reserve price as provided in Table-3 in clause 3.6.1 of e-auction methodology. Second round will be open for Channels of A+ however all genres/Bucket channels i.e. channels which have applied under Buckets A, B, C, D & R1 shall also be eligible to bid. The second round will continue till bids continue to be received or no vacant slots are left.
- 1.3. **Third Round of e-auction for MPEG-2 slots:** In case vacant slots as well as bidders remain available after the completion of second round, the third round of e-auction will start with reserve price as provided in Table-3 in clause 3.6.1 of e-auction methodology. Third round will be open for Channels of bucket A, however all genres channels under Buckets B, C, D & R1 shall also be eligible to bid. Channels which have applied under Bucket A+ shall not be eligible to bid in third round. The third round will continue till bids continue to be received or no vacant slots are left.

- 1.4. **Fourth Round of e-auction for MPEG-2 slots:** In case vacant slots as well as bidders remain available after the completion of third round, the fourth round of e-auction will start with reserve price as provided in Table-3 in clause 3.6.1 of e-auction methodology. Fourth round will be open for Channels of bucket B, however all genres channels under Buckets C, D & R1 shall also be eligible to bid. Channels which have applied under Buckets A+ and A shall not be eligible to bid in this round. The fourth round will continue till bids continue to be received or no vacant slots are left.
- 1.5. **Fifth Round of e-auction for MPEG-2 slots:** In case vacant slots as well as bidders remain available after the completion of fourth round, the fifth round of e-auction will start with reserve price as provided in Table-3 in clause 3.6.1 of e-auction methodology. Fifth round will be open for Channels of Bucket C, however all genres channels under Buckets D & R1 shall also be eligible to bid. Channels which have applied under Buckets A+, A & B shall not be eligible to bid in this round. The fifth round will continue till bids continue to be received or no vacant slots are left.
- 1.6. **Sixth Round of e-auction for MPEG-2 slots:** In case vacant slots as well as bidders remain available after the completion of fifth round, the sixth round of e-auction will start with reserve price as provided in Table-3 in clause 3.6.1 of e-auction methodology. Sixth round will be open for Channels of bucket D, however all genres channels under Bucket R1 shall also be eligible to bid. Channels which have applied under Buckets A+, A, B & C shall not be eligible to bid in this round. The sixth round will continue till bids continue to be received or no vacant slots are left.
- 1.7. **Seventh Round of e-auction for MPEG-2 slots:** In case vacant slots as well as bidders remain available after the completion of sixth round, the seventh round of e-auction will start with reserve price as provided in Table-3 in clause 3.6.1 of e-auction methodology. In sixth round channels which have applied under Bucket R1 shall be eligible to bid. Channels which have applied under Buckets A+, A, B, C & D shall not be eligible to bid in this round. The seventh round will continue till bids continue to be received or no vacant slots are left.

## 2. General instructions:

- 2.1 Online Training will be provided to all the participants before the commencement of actual e-Auction.
- 2.2 One slot at a time will be auctioned in each bucket/round.
- 2.3 E-auction for every slot will be of minimum 15 Minutes duration. Additional 3 Minutes will be added every time to the e-auction time, if any bid is received in the last one minute before the closing time.
- 2.4 After the expiry of the prescribed time window the highest bidder will be allotted a slot
- 2.5 E-auction for a different slot in the same bucket/round, if held, will be conducted 05 minutes after completion of e-auction of previous slot.
- 2.6 E-auction for a slot in a different bucket/round, if held, will be conducted 20 minutes after e-auction of all slots in one bucket/round is completed or there are no further bidders for the slots in the bucket/round.
- 2.7 The lowest starting Reserve Price for the commencement of e-auction for different Buckets/Rounds shall be as per Tables 2 & 3 in clause 3.6.1 of e-auction methodology guidelines. Incremental amount in the e-auction bids of MPEG-2 slots shall be of a minimum of Rs 5.00 Lakh (Five Lakhs only) and multiples thereof. For MPEG-4 slots Incremental amount shall be of a minimum of Rs 2.00 Lakh (two Lakhs only) and multiples thereof.

- 2.8 The starting price for e-auction for the next slot, if available in the same bucket/round shall be increased by minimum incremental amount, i.e. Rs 5.00 Lakhs for MPEG-2 & Rs.2.0 Lakhs for MPEG-4 slots, from the starting price of e-auction of immediate previous slot of the same bucket/round. That is for the second slot of first round of A+ Bucket, the starting lowest price for commencement of e-auction will be Rs 15.00 +0.05=Rs 15.05 Cr (Fifteen Cr and Five Lakhs) and third slot of A+ Bucket in same round will be Rs 15.05+0.05=Rs15.10 Cr and so on. Refer Tables A & B below.
- 2.9 A round shall end when there are no active bids and all active bidders have been awarded slots based on principle of highest bid. At the end of expiry of prescribed time window of e-auction, the e-Auction may proceed to next round for next Bucket. Process of allotment of slots will be same as mentioned from Sr. nos. (2.1) to (2.7) above.
- 2.10 If required, Prasar Bharati can extend e-Auction to the next day or as the case may be.
- 2.11 Prasar Bharati reserve the rights to accept/reject/cancel/amend the e-Auction/slot at any time during the e-Auction or after e-Auction.

**Starting reserve price for commencement of e-auction for first round**

<b>Slot No</b>	<b>Bucket A+</b>	<b>Bucket A</b>	<b>Bucket B</b>	<b>Bucket C</b>	<b>Bucket D</b>	<b>Bucket R1</b>
1 <sup>st</sup> slot	Rs 15.0 Cr (Reserve Price)	Rs 12.0 Cr (Reserve Price)	Rs 10.0 Cr (Reserve Price)	Rs 7.0 Cr (Reserve Price)	Rs 6.0 Cr (Reserve Price)	Rs. 3.0 Cr (Reserve Price)
2 <sup>nd</sup> Slot	Rs 15.05 Cr	Rs 12.05 Cr	Rs 10.05 Cr	Rs 7.05 Cr	Rs 6.05 Cr	Rs. 3.05 Cr
3 <sup>rd</sup> Slot	Rs 15.10 Cr	Rs 12.10 Cr	Rs 10.10 Cr	Rs 7.10 Cr	Rs 6.10 Cr	Rs 3.10 Cr
4 <sup>th</sup> Slot	Rs 15.15 Cr	Rs 12.15 Cr	Rs 10.15 Cr	Rs 7.15 Cr	Rs 6.15 Cr	N/A
5 <sup>th</sup> Slot	Rs 15.20 Cr	Rs 12.20 Cr	Rs 10.20 Cr	Rs 7.20 Cr	Rs 6.20 Cr	N/A
And so on	And so on	And so on	And so on	And so on	And so on	N/A

**Table A**

**Starting reserve price for e-auction of remaining rounds of MPEG-2 slots**

<b>Slot No</b>	<b>Round 2</b>	<b>Round 3</b>	<b>Round 4</b>	<b>Round 5</b>	<b>Round 6</b>	<b>Round 7</b>
1 <sup>st</sup> slot	Rs 16.0 Cr (Reserve Price)	Rs 13.0 Cr (Reserve Price)	Rs 11.0 Cr (Reserve Price)	Rs 8.0 Cr (Reserve Price)	Rs 7.0 Cr (Reserve Price)	Rs. 4.0 Cr (Reserve Price)
2 <sup>nd</sup> Slot	Rs 16.05 Cr	Rs 13.05 Cr	Rs 11.05 Cr	Rs 8.05 Cr	Rs 7.05 Cr	Rs. 4.05 Cr
3 <sup>rd</sup> Slot	Rs 16.10 Cr	Rs 13.10 Cr	Rs 11.10 Cr	Rs 8.10 Cr	Rs 7.10 Cr	Rs 4.10 Cr
4 <sup>th</sup> Slot	Rs 16.15 Cr	Rs 13.15 Cr	Rs 11.15 Cr	Rs 8.15 Cr	Rs 7.15 Cr	Rs 4.15 Cr
5 <sup>th</sup> Slot	Rs 16.20 Cr	Rs 13.20 Cr	Rs 11.20 Cr	Rs 8.20 Cr	Rs 7.20 Cr	Rs 4.20 Cr
And so on	And so on	And so on	And so on	And so on	And so on	And so on

**Table B**

### **3. MPEG-4 slots e-auction process:**

- 3.1 E-auction process for MPEG-4 slots will be held in a similar manner as mentioned above. E-auction of MPEG-4 slots shall be open to all genres.
- 3.2 The lowest starting Reserve Price for the commencement of e-auction shall be as per clause 3.6.2 of e-auction methodology.
- 3.3 The starting price for the subsequent slots shall be decided as mentioned at para (2.8) of Annexure-1.
- 3.4 Incremental amount in the auction bids of MPEG-4 slots shall be of a minimum of Rs. 2.0 Lakhs (two Lakhs) and multiples thereof.

### **4. Mid-year e-auctions:**

- 4.1 An MPEG-2/MPEG-4 slot that goes vacant mid-year or remains unfilled during scheduled e-auction may be filled on a pro-rata basis through e-auction process.
- 4.2 The notice inviting applications for allotment of slots on pro-rata basis shall be published on Prasar Bharati's website for wide publicity.
- 4.3 The starting pro-rata reserve price for mid-year e-auction process shall be determined for each bucket proportionately for the remainder of the period for that year using the previous highest bid price received in immediate previous e-auction in respective buckets, irrespective of genre/language which bid highest in a bucket.
- 4.4 For MPEG-2 slots Mid-year e-auction shall be held bucket-wise starting with bucket having highest pro-rata reserve price and will progressively go down in a descending order of pro-rata reserve price by bucket till all vacant slots are filled up.
- 4.5 First round of e-auction process for pro-rata allotment of MPEG-2 slots shall commence with Bucket(s) having highest pro-rata starting reserve price. This round will be open for all genres/Bucket channels i.e. channels which have applied under Buckets A+, A, B, C, D & R1 shall be eligible to bid in this round. The first round will continue till bids are received in the round or there are no more vacant slots left. The Bucket(s) having highest pro-rata reserve price shall be eligible to bid only in first round of mid-year e-auction.
- 4.6 Subject to availability of slots and bidders, the second round of e-auction process for pro-rata allotment of MPEG-2 slots shall be conducted. The starting reserve price for second round will be the pro-rata price of Bucket having 2nd highest bid in immediate previous e-auction, irrespective of genre/language which bid highest in the bucket. Buckets having pro-rata reserve price equal to or less than the starting reserve price of 2nd round shall be eligible to bid in second round of mid-year e-auction. The second round will continue till bids are received in the round or there are no more vacant slots left.
- 4.7 Subject to availability of slots and bidders, the subsequent rounds of e-auction process for pro-rata allotment of MPEG-2 slots shall be conducted in a similar manner as mentioned above. Only buckets which have pro-rata reserve price equal to or less than the starting reserve price of a round shall be eligible to bid in subsequent rounds of mid-year e-auction.
- 4.8 The pro-rata starting price for the subsequent slots in various rounds shall be decided as mentioned in clause (2.8) above.
- 4.9 E-auction process for pro-rata allotment of MPEG-4 slots shall be open to all genres. The slot fee for mid-year e-auction process of MPEG-4 slots shall be determined proportionately for the remainder of the period for that year using the previous highest bid price received in immediate previous e-auction.
- 4.10 Prasar Bharati reserve the rights to accept/reject/cancel/amend the e-Auction/slot at any time during the e-Auction or after e-Auction.

**Time duration of e-auctions**

<b>S. No</b>	<b>Event</b>	<b>Time/Duration</b>
<u>1</u>	e-auction duration of a slot	<u>15 mins</u>
<u>2</u>	Extension of time duration of e-auction for the slot , if bid is received in the last minute	<u>3 mins</u>
<u>3</u>	Time interval for e-auction between two slots of same bucket	<u>5 min</u>
<u>4</u>	Time interval for e-auction of slots between two buckets	<u>20 mins</u>

**Table C**

**Example for mid-year e-auction:** In an annual e-auction of MPEG-2 slots, highest bids received in buckets A+, A, B, C, D, & R1, irrespective of the Genre (Language) of channel which bid highest in a bucket, were Rs. 15.80 Crore, 13.0 Crore, 10.95 Crore, 17.80 Crore, 7.70 Crore & 5.50 Crore respectively. If two vacant MPEG-2 slots are to be auctioned on pro-rata basis for the period starting from 1<sup>st</sup> July to 31<sup>st</sup> March (274 days), then the bucket wise pro-rata reserve price for 274 days for mid-year auctions in descending order will be as below:

<b>Bucket</b>	<b>Pro-rata starting reserve price for the period from 1st July to 31st March (rounded off to nearest higher thousand) (Rs.)</b>
C	135124000
A+	118609000
A	975810000
B	82200000
D	57803000
R1	41288000

For this mid-year e-auction, the round wise starting reserve price & buckets eligible to participate in auction will be as below:

<b>E-auction Round No.</b>	<b>Pro-rata starting reserve price</b>	<b>Buckets eligible to participate</b>	<b>Buckets not eligible to participate</b>
1 <sup>st</sup> (Bucket C)	135124000	C, A+, A, B, D, R1	-----
2 <sup>nd</sup> (Bucket A+)	118609000	A+, A, B, D, R1	C
3 <sup>rd</sup> (Bucket A)	975810000	A, B, D, R1	C, A+
4 <sup>th</sup> (Bucket B)	82200000	B, D, R1	C, A+, A
5 <sup>th</sup> (Bucket D)	57803000	D, R1	C, A+, A, B,
6 <sup>th</sup> (Bucket R1)	41288000	R1	C, A+, A, B, D