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India's Public Service Broadcaster
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Notification
New Delhi, the 13TH of December, 2023

No. DDFD/9(11)/2023/P-VII - Prasar Bharati is, hereby, notifying amendment to the 'e-auction methodology for Allotment of Slots of DD Free Dish Platform to Private Satellite Channels', notified on 27.01.2023 (hereinafter called as "e Auction Methodology"), as follows:

1. All India Radio, wherever it appears, shall be replaced by Aakashwani.
2. In the e Auction Methodology, the Table - 1 of sub-clause 3.5.1 under clause 3.5 shall be substituted as under:

S. No.	Bucket	Genre / Language
i)	Bucket A+	GEC (Hindi / Urdu) Channels
ii)	Bucket A	Movie (Hindi / Urdu) Channels
iii)	Bucket B	a. Music (Hindi / Urdu) Channels b. Sports (Hindi / Urdu) Channels c. All Channels of Bhojpuri Language d. All other remaining Genre of Hindi / Urdu
iv)	Bucket C	News & Current Affairs (Hindi / Urdu) Channels
v)	Bucket D	a. Devotional / Spiritual / Ayush b. All Genres of Marathi & Punjabi Channels c. 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. In the e Auction Methodology, the existing item of sub-clause 3.8.1, under Clause 3.8 'Content of the Channel', shall be substituted as under:

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 and Language classification should be in accordance to the current norms and as specified in the Table - 1 of sub-clause 3.5.1 under clause 3.5. Further, the Channel shall contain content predominantly of Genre and Language as declared at the time of e-Auction application.

3.8.1.1 '**Predominantly means**, 75 percent of content telecast on channel shall be in Genre and Language (audio), as declared by applicant Channel Provider at the time of e-auction, excluding the limit of advertisements / promos on the channel as prescribed under rule (7) sub-rule (ii) of Cable Television Networks (Regulation) Act, 1995 across a month.

This means that the content of declared Genre and Language of a Channel shall not be less than 60 percent of the entire content of the channel in a month.

4. In the e Auction Methodology, the existing item of sub-clause 3.8.2 under Clause 3.8 'Content of the Channel' remains unchanged.
5. In the Annexure-1 of e Auction Methodology, the 'Example for Mid-Year e-Auction' may be read as follows:

Example for Mid-Year e-Auction: For illustration purpose, say, in an annual e-auction of MPEG-2 slots, highest bids received in different buckets, irrespective of the Genre and Language of channel, which bid highest in a bucket, are as below:

Bucket	Highest Bids Received in Buckets,
A+	Rs.15,80,00,000/-
A	Rs.13,00,00,000/-
B	Rs.10,95,00,000/-
C	Rs.17,80,00,000/-
D	Rs.7,70,00,000/-
R1	Rs.5,50,00,000/-

Table D

If two vacant MPEG-2 slots are to be auctioned on pro-rata basis for the period starting from 1ST July to 31ST 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:

Bucket	Pro-rata starting Reserve Price for the Period from 1ST July to 31ST March (rounded off to nearest higher thousand) (Rs.)
C	Rs.13,36,22,000
A+	Rs.11,86,09,000
A	Rs.9,75,90,000
B	Rs.8,22,00,000
D	Rs.5,78,03,000
R1	Rs.4,12,88,000

Table E

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

E-auction Round No.	Pro-rata Starting Reserve Price	Buckets Eligible to Participate	Buckets NOT Eligible to Participate
1 ST (Bucket C)	Rs.13,36,22,000	C, A+, A, B, D, R1	-----
2 ND (Bucket A+)	Rs.11,86,09,000	A+, A, B, D, R1	C
3 RD (Bucket A)	Rs.9,75,90,000	A, B, D, R1	C, A+
4 TH (Bucket B)	Rs.8,22,00,000	B, D, R1	C, A+, A
5 TH (Bucket D)	Rs.5,78,03,000	D, R1	C, A+, A, B,
6 TH (Bucket R1)	Rs.4,12,88,000	R1	C, A+, A, B, D

Table F