

प्रसार भारती / Prasar Bharati
भारत का लोक सेवा प्रसारक / India's Public Service Broadcaster
प्रसार भारती सचिवालय / Prasar Bharati Secretariat
प्रसार भारती भवन / Prasar Bharati House
कोपर्निकस मार्ग / Copernicus Marg
नई दिल्ली / New Delhi-110001

No.DDFD/3(1)/2024/P-VII/e-Auction

Dated: 15.01.2024

Subject: Revised Procedure for Allotment/Change of LCN to Private TV channels on DD Free Dish

The following procedure is followed for allotment/change of LCN of private TV channels on DD Free Dish platform on receipt of request for allotment/change of LCN:

1. Request from successful channel can be received after auction is completed and before the LCNs are allotted.
2. Channels can give request for three options for LCN in order of priorities
3. Channels request would be considered only if the LCN becomes vacant
4. The requests received from new/existing successful channels shall be considered and LCN allotted as per the following procedure:
 - 4.1 Request of the channels for a particular channel would be considered only for a vacant LCN as per their priority options given by the channel
 - 4.2 In case a particular LCN is requested by more than one channels, the channel having highest bid amount in the recent completed auction, among the channels which have requested for the particular LCN, shall be given preference for allotment
 - 4.3 In case there is tie in bid amount among the channels, the order in which channels remained successful in e-auction shall be followed.
5. If an existing channel on a particular LCN of DD Free Dish remains successful in e-auction, it may be continued on its existing LCN in following conditions:
 - 5.1 If no request is received from the channel for a change in its exiting LCN.
 - 5.2 If the existing channel submits a request for change in its existing LCN, and its request cannot be accepted due to the extant guidelines under SoP for allotment of slots.
6. In case no request is received from a successful channel(s), these may be placed on remaining vacant slots in the order they remained successful in the e-auction.
7. No request of change in LCN would be entertained after the LCN is allotted, however fresh request can be given by channels if LCNs remain vacant
8. Mutual change/swap of LCN between two channels shall not be entertained.

Sd/-
Neeraj Goyal
Deputy Director
(Platforms & DDFD)