

KEY HIGHLIGHTS OF FIRST MPEG-4 SLOT E-AUCTION OF DD FREE DISH

The first e-Auction for MPEG 4 slots (39th e-auction of DD Free Dish), as per the new policy guidelines for DD Free Dish, was successfully conducted from 27th to 29th March, 2019. There was overwhelming response to the 39th e-auction, as almost four times applications were received against the vacant slots of MPEG 4. There was no genre based restrictions or reservations for participating in the 39th e-auction.

Subsequently, 15 channels were successfully allocated slots. Subject to completion of all formalities, 15 channels ,who have successfully bid for slots, will come on DD Free Dish platform w.e.f. 15th April, 2019.

Highlight of the first MPEG 4 slots e-Auction is as follows;

No of slots sold	Minimum Reserve price	Average Slot price	Highest bid price
15	Rs 5.00 Lacs	Rs 44.17 Lacs (almost 900 percent premium over Reserve price)	Rs 57.10 Lacs (almost 1150 percent premium over Reserve price)