

**ADDENDUM/AMENDMENT TO POLICY GUIDELINES FOR
ALLOTMENT OF SLOTS OF DD FREE DISH DIRECT-TO-HOME
PLATFORM TO SATELLITE TV CHANNELS.**

(As approved in 154th PB Board meeting on 28th March 2019).

1. Definitions: **GENRE:** Devotional shall mean Spiritual channels including channels promoting Yoga, Ayurveda, Health & Wellness (AYUSH) based on traditional methods.

Clause 2.8: Placement of regional channels of Doordarshan that are currently not available on DTH/Cable may be considered for placement on vacant MPEG2/MPEG4 slots reserved for the same.

Clause 2.9: To further public interest objectives of DD Freedish as a platform and to sustain genre diversity on the platform, MPEG2/MPEG4 slots may be reserved for genres deemed to be in public interest.

3.A. FOR MPEG-2 SLOTS:

i) Total Slots available:	80
ii) No. of Slots reserved for Public Broadcasting (DD/Lok Sabha/Rajya Sabha):	37
iii) No. of Slots reserved for genres deemed to be in Public Interest:	03
iv) No. of unreserved Slots available for E-Auction:	40

3.2.1 Slots designated for e-auction are categorized as under:

(a) Unreserved:

- i) **BUCKET A+** : All GEC (Hindi) Channels & Teleshopping¹
- ii) **BUCKET A** : All Movie (Hindi) Channels
- iii) **BUCKET B**: All Music(Hindi) Channels, Sports (Hindi) Channels,
Movies (Bhojpuri), GEC (Bhojpuri)

¹For the purpose of categorisation teleshopping channels will be placed in the highest reserve price bucket. Hence apart from the Hindi GEC channels, Bucket A+ will also have Teleshopping channels.

- iv) **BUCKET C** : All News & Current Affairs (Hindi), All News & Current Affairs (English) Channels and News & Current Affairs (Punjabi) Channels
- v) **BUCKET D** : All other remaining Genre (Language) Channels

(b) Reserved in Public interest:

- i) **BUCKET R1** : Devotional(Spiritual/AYUSH Channels)

3.3 Reserve Price for MPEG-2 channels:

3.3.1 The Reserve Price for the commencement of e-auction for different Buckets as provided in clause 3.2 above, shall be as under:

(a) Unreserved:

BUCKETS	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

(b) Reserved in Public interest:

BUCKETS	RESERVE PRICE
Bucket R1	Rs.3.00 Cr



Annexure-1

BIDDER REGISTRATION FORM

Application for participation in e-auction for MPEG 2/ MPEG 4 (Strike off whichever is not applicable) slots

S.No	Particular	Details		
1.	Name of the company			
2.	Name of Channel			
3.	Genre of channel *	Genre	Put 'Y' inappropriate box	Bucket Category
		i. GEC (Hindi), Teleshopping	<input type="checkbox"/>	Bucket A+
		ii. Movies (Hindi)	<input type="checkbox"/>	Bucket A
		iii. Music (Hindi)	<input type="checkbox"/>	Bucket B
		iv. Sports (Hindi)	<input type="checkbox"/>	Bucket B
		v. Movies(Bhojpuri), GEC(Bhojpuri)	<input type="checkbox"/>	Bucket B
		vi. News & current Affairs(Hindi)	<input type="checkbox"/>	Bucket C
		vii. News & Current Affairs (English)	<input type="checkbox"/>	Bucket C
		viii. News & current Affairs (Punjabi)	<input type="checkbox"/>	Bucket C
		ix. Other Genres	<input type="checkbox"/>	Bucket D
		x. Devotional (Spiritual/Ayush)	<input type="checkbox"/>	Bucket R1
	* The channel shall submit documentary proof to substantiate the genre of channel like category in recent BARC rating/TRAI declaration/other private DTH platforms category etc			
4.	Registration No./permission No. of channel issued by Ministry of I&B			
5.	Relationship of applicant company with licensee of the channel			

6.	Registered Address of the Company/Bidder	
7.	Work Address of the Company/Bidder	
8.	Participation Fee	i. Amount: ii. Demand Draft No:
9.	Processing Fee	i. Amount: ii. Demand Draft No:
10.	Name, designation and contact details (Mobile/Landline/FAX) of principal officer(s)/person(s) to be contacted	
11.	Email Id- <i>(Unique Email IDs should be used for Different channels)</i>	
12.	PAN No. of Company	
13.	GST Registration details of company (<i>GST No. and Date</i>)	

I/we, ----- the applicant(s) do hereby declare that the above facts are correct in all respects.

Place: _____ Signature of Authorised Signatory
Date: _____ Name & Designation of Authorised Signatory
(Seal of company)

**Note: 1.Fill up separate Registration Form for each channel
2.Please register with C1 India before the auction date so to get the hands-on on the portal.**

List of documents to be enclosed with Bidder Registration form

- i) Copies of Uplinking & Downlinking permissions of the TV channel issued by Ministry of Information and Broadcasting
 - ii) Copy of the document substantiating the claim of the channel being in a particular genre
 - iii) Copy of logo of channel permitted by Ministry of Information and Broadcasting
 - iv) Document with regard to relationship of bidder company with licensee of the TV channel. Authority letter from the licensee in case bidder is not the licensee.
 - v) Demand Draft of Rs. 1.50 Cr (One Crore and Fifty Lakhs) from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi, for participation amount (EMD) in case of **MPEG- 2** e-auction,

or

Demand Draft of Rs. 1.25 Lakhs (One lakh and Twenty Five Thousand) from any scheduled bank in favour of PB (BCI) Doordarshan Commercial Service, New Delhi, for participation amount (EMD) in case of **MPEG-4** e-auction
 - vi) Demand Draft of Rs.25000/- (twenty five thousand) from any scheduled bank in favour of PB (BCI), Doordarshan Commercial Service, New Delhi, towards processing fee (Non-refundable).
 - vii) Authority letter in respect of person with phone no and email id authorised to bid in e-auction on behalf of bidder company
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Annexure 2

E-Auction Process for Unreserved Category

- a. E-auction for unreserved category will be held in decreasing order of Reserve Price
 - i) In the first-round e-auction will be held for five slots or the number of applications received for bucket A+, whichever is less.
 - ii) In the second-round e-auction will be held for five slots or the number of applications received for bucket A, whichever is less.
 - iii) In the third-round e-auction will be held for five slots or the number of applications received for bucket B, whichever is less.
 - iv) In the fourth-round e-auction will be held for five slots or the number of applications received for bucket C, whichever is less.
 - v) In the fifth-round e-auction will be held for five slots or the number of applications received for bucket D, whichever is less.
- b. After the above, the remaining slots will be auctioned bucket wise starting again from bucket A+ and will progressively go from bucket A+ to bucket D till such time there are no more bidders or vacant slots. This will ensure a fair genre wise distribution in the Freedish bouquet.
- c. E-auction for every slot will be of 15 Minutes duration. Additional 3 Minutes will be added to the e-auction time, if any bid is received in the closing minute before the closing time of each e-auction.
- d. E-auction for a different slot in the same bucket, if held, will be conducted 05 minutes after completion of e-auction of previous slot.
- e. E-auction for a slot in a different bucket, if held, will be conducted 20 minutes after e-auction of all the slots in one bucket is completed or there are no further bidders for the slots in the bucket.
- f. The lowest starting Reserve Price for the commencement of e-auction for different Buckets shall be as per clause 3.3.1 table 1 of policy 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.
- g. For MPEG-4 slots, the lowest starting Reserve Price for the commencement of e-auction shall be as per clause 3.3.4 of policy guidelines. Incremental amount in the auction bids of MPEG-4 slots shall be of a minimum of Rs 10,000.00 (Ten Thousand) and multiples thereof.
 - h. In the first round, one vacant MPEG-2 slot will be placed at a time for bidding based on the reserve price for Bucket A+. Only channels from the eligible genres which have applied and registered for Bucket A+ can place bids.
 - i. After the expiry of the prescribed time window the highest bidder will be allotted a slot
 - j. The starting price for e-auction for the next slot, if available, in the same bucket shall be increased by minimum incremental amount of Rs 5.00 Lakhs (Five Lakhs) from the starting price of e-auction of immediate previous slot of the same bucket i.e. for the second slot 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 will be Rs 15.05+0.05=Rs15.10 Cr and so on. Refer Table A below.

Starting price for commencement of e-auction for various slots Bucket wise

<u>Slot No</u>	<u>Bucket A+</u>	<u>Bucket A</u>	<u>Bucket B</u>	<u>Bucket C</u>	<u>Bucket D</u>
<u>1st slot</u>	<u>Rs15 Cr(Reserve Price)</u>	<u>Rs 12 Cr(Reserve Price)</u>	<u>Rs 10 Cr (Reserve Price)</u>	<u>Rs 7 Cr(Reserve Price)</u>	<u>Rs 6 Cr(Reserve Price)</u>
<u>2nd Slot</u>	<u>Rs 15.05 Cr</u>	<u>Rs 12.05 Cr</u>	<u>Rs 10.05 Cr</u>	<u>Rs 7.05 Cr</u>	<u>Rs 6.05 Cr</u>
<u>3rd Slot</u>	<u>Rs 15.10 Cr</u>	<u>Rs 12.10 Cr</u>	<u>Rs 10.10 Cr</u>	<u>Rs 7.10 Cr</u>	<u>Rs 6.10 Cr</u>
<u>4th Slot</u>	<u>Rs 15.15 Cr</u>	<u>Rs 12.15 Cr</u>	<u>Rs 10.15 Cr</u>	<u>Rs 7.15 Cr</u>	<u>Rs 6.15 Cr</u>
<u>5th Slot</u>	<u>Rs 15.20 Cr</u>	<u>Rs 12.20 Cr</u>	<u>Rs 10.20 Cr</u>	<u>Rs 7.20 Cr</u>	<u>Rs 6.20 Cr</u>
<u>And so on</u>	<u>And so on</u>	<u>And so on</u>	<u>And so on</u>	<u>And so on</u>	<u>And so on</u>

Table A

- k. For allotment of next slot in the same bucket, next cycle of e-auction will be introduced 5 minutes after the previous slot has been allotted. Remaining bidders will continue to participate in the bidding process.
- l. 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.
- m. In the next round, vacant MPEG-2 slots shall be placed for bidding based on the reserve price for the Bucket with only channels belonging to genres for the Bucket eligible to place bids. Process of allotment of slots will be same as mentioned from Sr. no. (g) to (k) above.
- n. (i) E-Auction shall thus proceed to the next Buckets sequentially in a similar manner till all vacant MPEG 2 slots are successfully awarded or no further bids are received from any of the eligible channels.

(ii) E-Auction for vacant reserved slots will be conducted subsequently with Reserve Price of Rs 3.00 Cr for the first slot and incremental price of Rs 5.00 Lakh.
- o. E-auction process for MPEG-4 slots will be held in a similar manner as mentioned above from Sr. No. (g) to (k) with Reserve price of Rs 5.00 lakhs for the first slot and incremental price of Rs 10,000. The starting price for the subsequent slots shall be decided as mentioned at para (i) above.
- p. If required, Prasar Bharati/Doordarshan can extend e-Auction to the next day or as the case may be.
- q. Online Training will be provided to all the participants before the commencement of actual e-Auction.

- r. 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 at the previous highest bid price for a given genre (based on the corresponding Bucket). The notice inviting applications for allotment of slots on pro-rata basis shall be widely published on Doordarshan's website for wide publicity. DD/AIR channels will also provide publicity to this. In case of more than one channel applying for a vacant slot it may be awarded to the channel from a genre belonging to the Bucket with a higher reserve price. The slot fee in that case will be determined on a pro-rata basis using the highest bid price for that bucket. In case all of the applicants for a vacant slot belong to the same genre then a limited mid-year auction may be conducted with the reserve price for the Bucket determined proportionately for the remainder of the period for that year before the Annual DD Free Dish e-Auctions are due for all slots. The Reserve Price in that case will also be determined using the previous highest bid price for that bucket.
- s. 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 – [Table B]

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

ABBREVIATIONS

- DD**- Doordarshan
- AIR**- All India Radio
- PB**- Prasar Bharati
- PBB**- Prasar Bharati Board
- TDSAT**- Telecom Disputes Settlement and Appellate Tribunal
- DTH**- Direct- To-Home
- STB**- Set-Top- Box
- MPEG**- Motion Picture Expert Group
- LCN**- Logical Channel Number
- BARC**-Broadcast Audience Research Council
- OEMs** -Original Equipment Manufacturer
- GEC**- General Entertainment Channel