

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat (T&C Division)
Prasar Bharati House
Copernicus Marg, New Delhi-110001

F. No. TC-1/011(I)/2018-19/Tariff/22.

Dated: 02/08/2019

Circular 7 of 2019

Subject: Tariff for On-Screen Properties for DD News Channel.

Rates for L Band and Aston Band, as On-Screen Property, for various DD channels have been prescribed. The details are as under:-

Property	Rates	Maximum Screen space Coverage*
L Band	50% of SBR applicable to the concerned time slot/ programme	35%(20% of the each vertical and horizontal lengths) of the screen space while maintaining the aspect ratio of the screen carrying video information same as that of the original screen
Aston Band	50% of SBR applicable to the concerned time slot/ programme	20% of the screen space (at the bottom of the screen) while maintaining the aspect ratio, of the screen carrying video information, same as that of the original screen

* A suggestive depiction of L Band and Aston Band is enclosed.

2. In order to ensure that the use of Aston band is made in an aesthetic manner without interrupting the flow of the programme, the decision about the maximum permissible insertions in a particular programme (insertion frequency) should be taken jointly by the concerned Head of Programme and DDG, Sales PB Sectt.. The creative design of L Band and Aston Band needs to be got approved prior to the telecast of the property (Laptop branding) from DDG, Sales, PB Sectt.

3. The above rates have been prescribed on an experimental basis, for a period of Six months from the date of issue of this circular.

4. The stipulations, related to Aston Band and L Band as appearing in the Marketing Tool issued vide Letter Dated DCS/33(9)/Rate Card/2012 dated 08.02.2013 and any other stipulation prescribed earlier in this regard, stand withdrawn.

5. This issues with the approval of CEO, Prasar Bharati.



(Amit Sharma)

Dy. Director (B&R, T&C)

Ph. No. 011-23118516

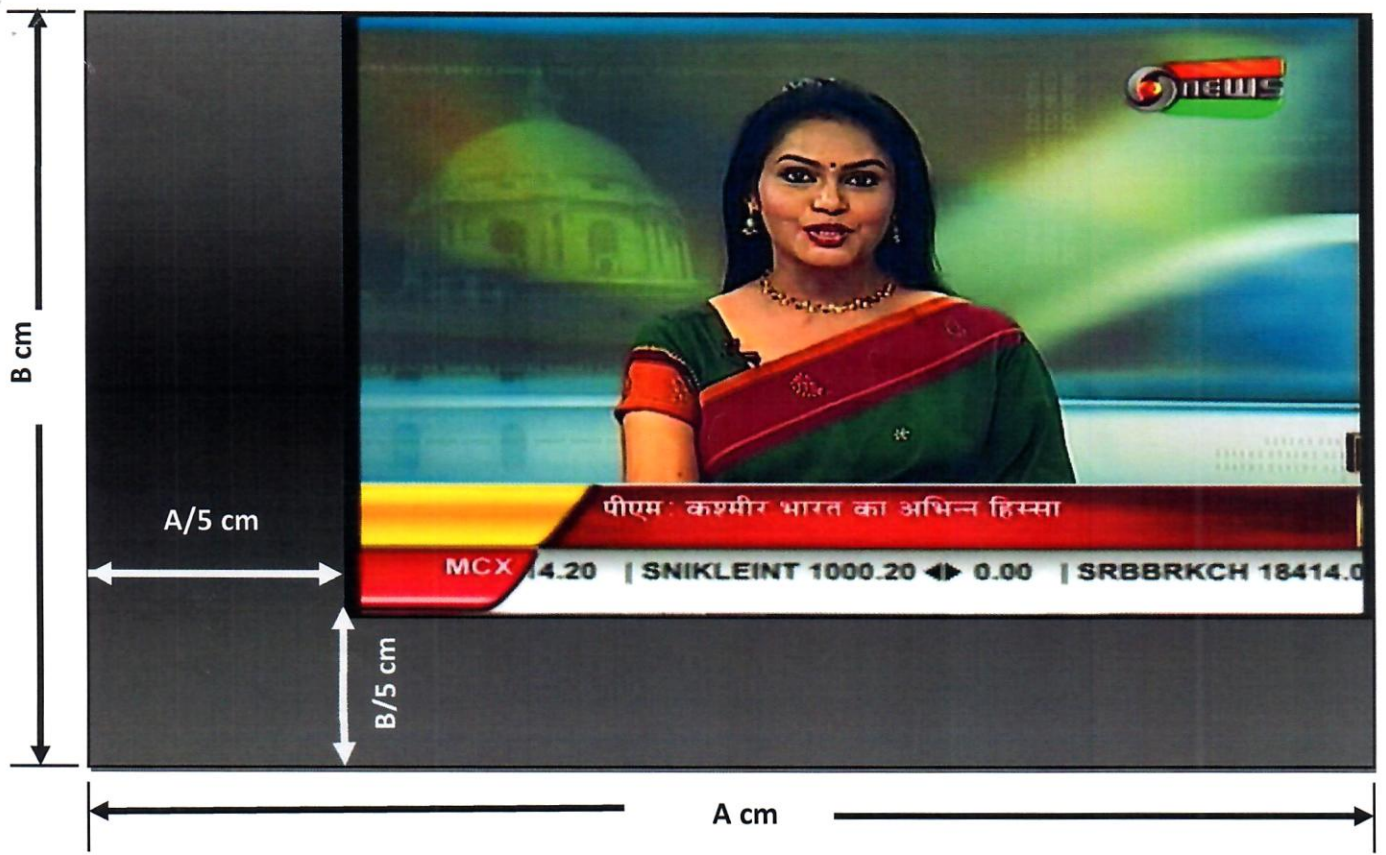
dd.regulatory@prasarbharati.gov.in

To,
1. **The Director General, Doordarshan**
Doordarshan Bhawan (Tower-A)
Copernicus Marg
New Delhi-110001

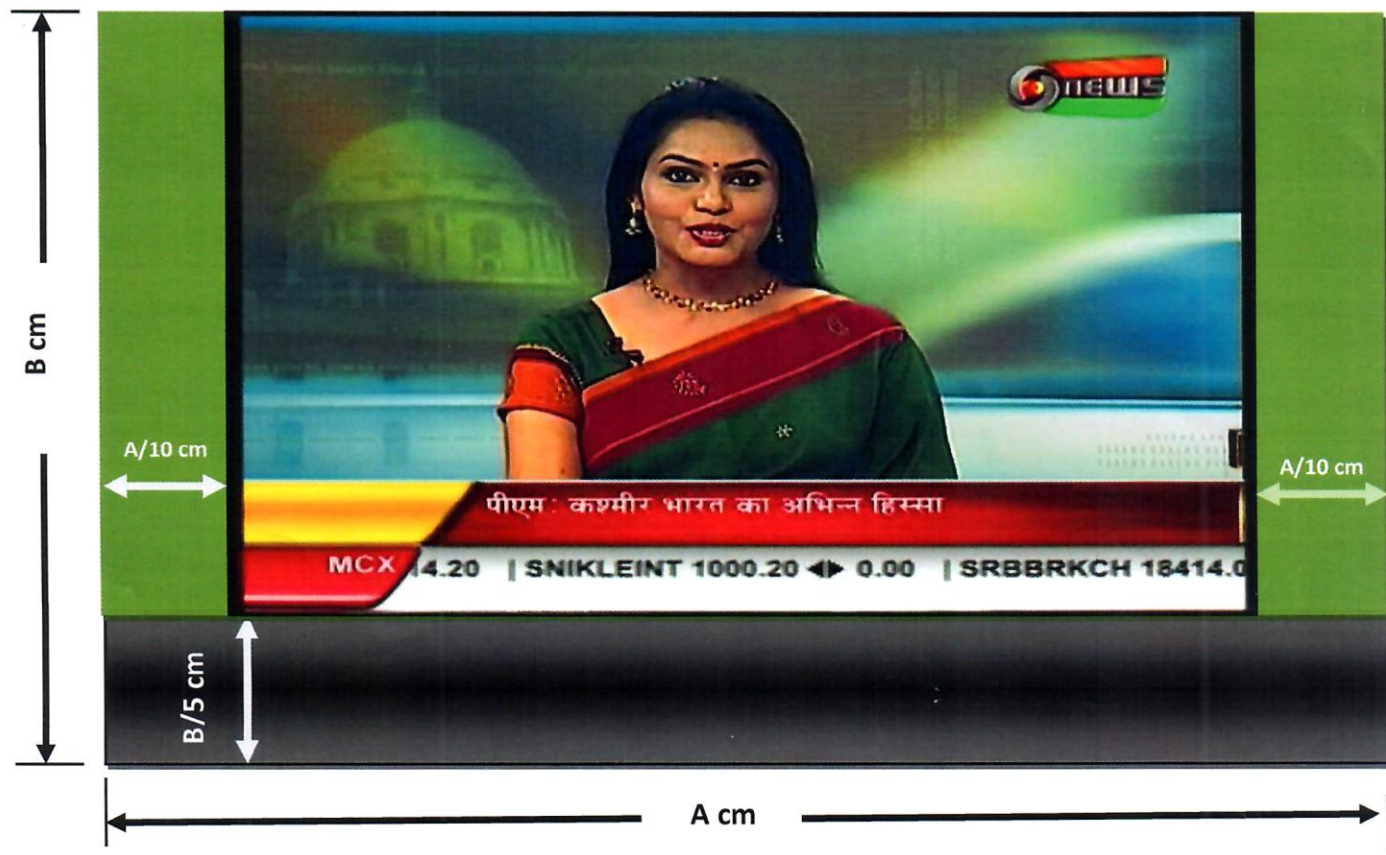
**2. The Director General, DD News
Doordarshan Bhawan (Tower-B)
Copernicus Marg
New Delhi-110001**

Copy for information and necessary action to:

1. Additional Director General, SMD, Mumbai, Doordarshan Kendra, Worli, Mumbai.
2. Additional Director General, (SMD, PB Sectt., DCD), Prasar Bharati House, Copernicus Marg, New Delhi 01.
3. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
4. Director (Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.



L-Band



Aston Band

Handwritten signature