

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat (ER Division)
Prasar Bharati House
Copernicus Marg, New Delhi-110001

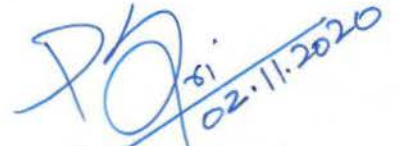
F. No. ER-03/011(1)/2020-21/Tariff (Comp. No. 28244) Dated: 02/11/2020

Circular No. 12 of 2020

Subject: Tariff for Scrolls on Various Regional Languages Satellite Services of Doordarshan (Regional DD Channels)

Presently, tariff for text message scrolls is available for only few regional channels/DDKs. In order to rationalise the scroll rates across the Regional Channels/DDKs, the matter has been examined at PB Sect. and following has been decided.

2. The tariff for text message scrolls on various Regional Languages Satellite Services of Doordarshan (Regional DD Channels) are prescribed as below:-
 - (i) A uniform rate of Rs 1,500/- per insertion of Scroll messaging upto 15 words across all Regional Channels of Doordarshan.
 - (ii) Beyond 15 words, it should be charged on pro rata basis.
3. This rate is applicable to all categories of programmes and for all time bands.
4. This circular will also be applicable to limited hours channels converted into 24x7 Satellite Channels vide DG:DD Order No. 1/10/2018-P1 dated 19/03/2020 & PBS Order No.P-1/012(33)/2019-Ops dated 01/04/2020.
5. This supersedes all previous orders on this matter.
6. The above revised rates to be applied as per the terms and conditions of Agreement/Contract/ROs which are signed periodically.
7. This issues with the approval of CEO, Prasar Bharati.


02.11.2020

(P.S.Srivastava)
Director (ER)

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To,

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

Contd./-P. 2

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

Copy for information and necessary action to:

1. Zonal Head (Content Ops.) National Zone/East Zone/West Zone/South Zone.
2. Additional Director General, Marketing, PB Sectt., New Delhi.
3. Head, Sales, PB Sectt., New Delhi with request to circulate it to all concerned.
4. DDG(Sales-DD), PB Sectt., New Delhi.
5. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
6. Members of the Tariff Committee.
7. DDG(Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.

Copy for kind information to:-

1. SO to CEO, PB
2. PS to Member(Fin.), PB

P/Si
02.11.2020