

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 /52

Dated:07/03/2019

Circular No. 6 of 2019

Subject: Fixing of higher SBR and fixing of higher telecast fee with lower FCT than as provided for in the extant DD Rate Card.

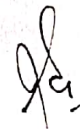
Revision of the rate was sought by DDK Lucknow in respect of commercial airtime during telecast of a reality show-'Singing Star of UP' on DD Uttar Pradesh Channel. In this regard, DDK Lucknow had forwarded recommendations of an internal Committee for fixing of higher SBR and fixing of higher telecast fee with lower FCT than as provided in the extant DD Rate Card in respect of the said reality show.

2. Earlier, on the subject matter, the PB Board had taken a decision (taken in 69th PB Board Meeting held on 17.11.2005) which reads as under:

"9.3 Specifically, the following was approved for the Prime Time Band on DD-1:

- i) In the Prime Time band for a sponsorship package of Rs. 3.5 Lakhs/ Rs. 3.80 Lakhs, Marketing Divisions can give FCT ranging from 150 seconds to 60 seconds or less depending on the TRPs delivered, inventory available and market demand;*
- ii) multiple sponsorships could be sold for any given programme;*
- iii) "Banking facility" will be available to such sponsorships as per existing provisions;*
- iv) Sponsorship credit lines and promos will be allowed free of cost as value additions;*
- v) independent spot buys will be allowed at rates ranging from Rs. 60,000 to Rs. 75,000 or more per 10 seconds depending on the TRPs delivered, inventory available and market demand;*

These provisions would apply, mutatis mutandis, to other time bands on DD-1 and to all time bands on other channels of Doordarshan including the regional channels."



3. Accordingly, Marketing divisions should take appropriate action, as deemed fit, for charging of rates for Spot and package or offering of FCT.

4. In cases, similar to the case referred by DDK Lucknow, concerned Marketing division/DDK should estimate, in advance, a target for business acquisition for such cases, keeping in view the viability vis a vis the cost of creation of such programmes. Concerned Marketing division/DDK should strive to achieve this target in order to take care of any negative effect of higher rates for Spot and package or offering of lower FCT. And, any consequential possibility of wastage of inventory on this account.

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



(Amit Sharma)
Dy. Director (Comm., T&C)
Ph. No. 011-23118516

To,

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

Copy for necessary action to:

1. Additional Director General, (CRD I), Mumbai, Commercial Revenue Division, Doordarshan Kendra, Worli, Mumbai.
2. Additional Director General, (CRD II, DCD), Prasar Bharati House, Copernicus Marg, New Delhi 01.
3. HoP, DDK Lucknow with the request to send to the PB Sectt., fortnightly progress report regarding booking of advertisements along with the rates and the offered FCT against the bookings of advertisements for the Show-"Rising Star of UP".
4. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
- ✓ 5. Director (Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.

Copy for information to:

1. SO to CEO, Prasar Bharati.
2. PPS to Member (F), Prasar Bharati.