

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 /23

Dated:02/08/2019

Addendum to Circular 1 of 2019

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

Rates for Laptop Branding, Mug Branding, and Caption/sticker within News Digest/Headlines and Weather Report, as On-Screen Property, for DD News channel were prescribed vide Circular 1 of 2019 (issued vide letter no. TC-1/011(I)/2018-19/Tariff dtd. 27.02.2019).

2. Further to the above, the following guidelines are being prescribed governing the presentation of Laptop Branding and other on-screen properties:

- i. Laptop branding should be limited to the name of the brand/company, logo of the brand/company and its tag line;
- ii. The text/graphic etc. used in the Laptop branding can cover up to a maximum of 60% of the Laptop panel; and
- iii. The creative design of Laptop branding needs to be approved by DDG, Sales, PB Sectt., prior to the telecast of the property (Laptop branding).

Similarly, creative design in respect of other on-screen properties such as Mug branding, Caption/Sticker in News Digest and Weather report etc. should also be approved on similar lines, prior to their telecast in any Doordarshan channel.

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



(Amit Sharma)
Dy. Director (Comm., T&C)
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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.

For upload
L. S. S.
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