

**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 /24

Dated: 13/08/2019

**Circular 8 of 2019**

**Subject: Tariff for On-Screen Properties (L Band and Aston Band) for various DD Channels.**

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*
<b>L Band</b>	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.
<b>Aston Band</b>	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 L Band and 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 these properties (L Band and Aston Band) 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Dated DCS/33(9)/Rate Card/2012 dated 08.02.2013 and any other stipulation prescribed earlier in this regard, stand withdrawn.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.
6. This circular replaces Circular 7 of 2019 issued vide F. No. TC-1/011(I)/2018-19/Tariff dated 02/08/2019.



**(Amit Sharma)**  
**Director (B&R, T&C)**  
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To,

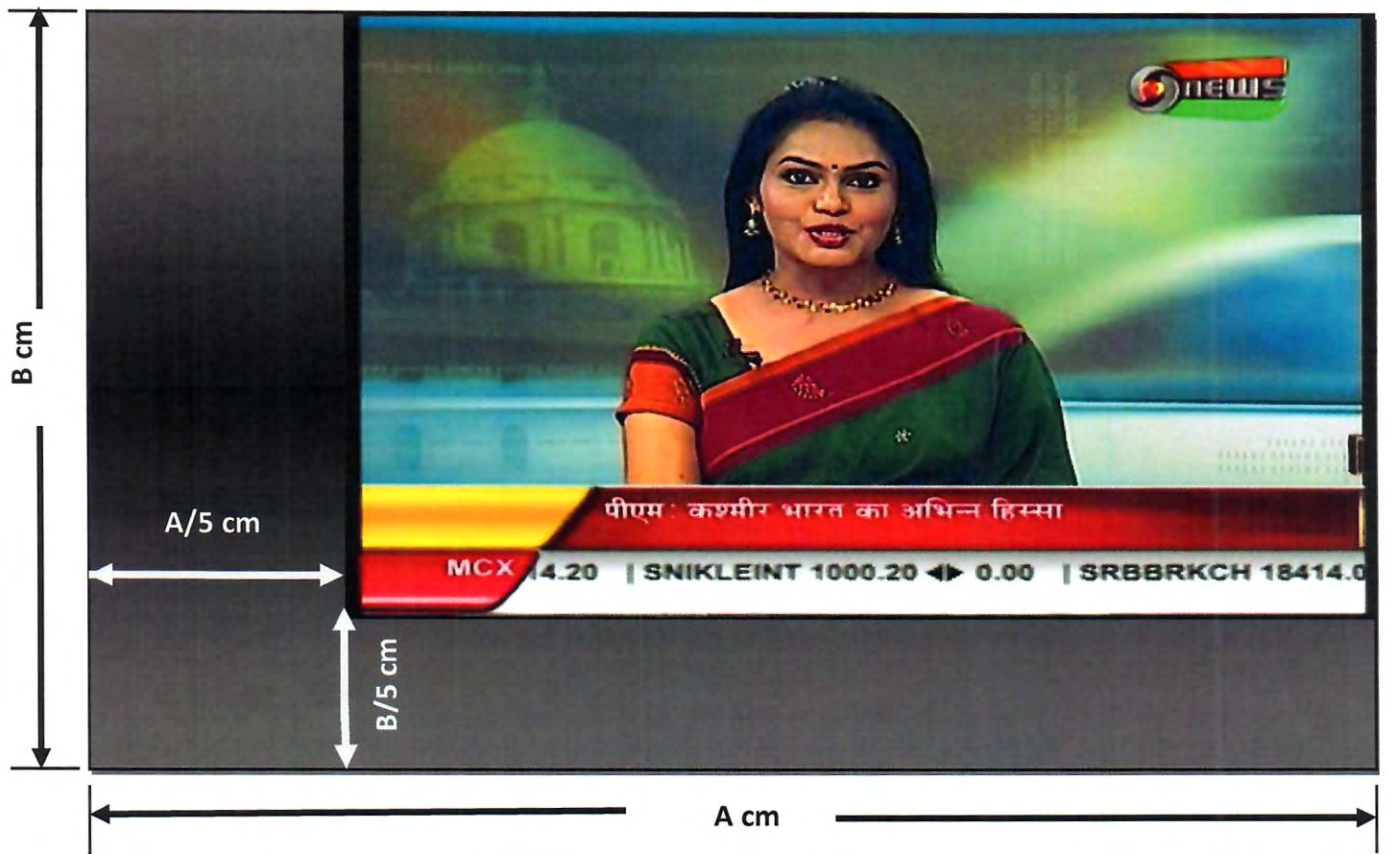
1. **The Director General, Doordarshan**  
**Doordarshan Bhawan (Tower-A)**  
**Copernicus Marg**  
**New Delhi-110001**
2. **The Director General, DD News**  
**Doordarshan Bhawan (Tower-B)**  
**Copernicus Marg**  
**New Delhi-110001**

**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  
13/8/19





L-Band



Aston Band