

प्रसार भारती / **Prasar Bharati**
भारत का लोक सेवा प्रसारक / **India's Public Service Broadcaster**
प्रसार भारती सचिवालय / **Prasar Bharati Secretariat**
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कोपर्निकस मार्ग / **Copernicus Marg**
नई दिल्ली / **New Delhi-110001**

No.: DDFD/3(1)/2025/P-VII/Platforms

Dated: 09.01.2025

Subject: Procedure for Allotment/Change of LCN to Private TV channels on DD Free Dish

The following procedure is followed for allotment/change of LCN of private TV channels on DD Free Dish platform:

1. After the completion of e-auction, list of vacant LCNs available for allotment from the allotment commencement date will be intimated to all successful TV channels
2. Successful channel(s), including existing channels, may submit their LCN preferences within the time frame prescribed by Prasar Bharati.
3. If an existing TV channel participates in e-auction for a fresh allotment period with Genre and/or Language different than the existing Genre and/or Language, with the same name or different name, then it shall be treated as a new channel. LCN occupied by such channel will be treated as vacant for allotment to successful channels from the date of commencement of fresh allotment.
4. Successful channels can submit request for maximum **five options** for LCNs in order of priorities. In case more than five (05) options are submitted, only first 05 options in the order of priority will be considered by Prasar Bharati for allotment of LCN.
5. Existing channels requesting change of LCN shall be required to pay non-refundable LCN application fee of Rs. 1.0 Lakh, plus GST @ 18%, online in Prasar Bharati account and share the payment details along with their LCN preferences.
6. No request for change of LCN from existing channels will be entertained without LCN change fee.
7. After closing date of receipt of LCN preferences, list of existing channels requesting change of LCN, if any, will also be shared with successful TV channels for submission or revision of their preferences accordingly within a new time frame prescribed by Prasar Bharati.
8. No further communication regarding LCN preferences will be made by Prasar Bharati with successful TV channels
9. Requests received from TV channel(s) would be considered only if the LCN becomes vacant
10. The requests received from new & existing successful channels shall be considered and LCN will be allotted as per the following procedure:
 - 10.1 Request of the channels for a particular LCN would be considered only for a vacant LCN as per their priority options given by the channel

- 10.2 In case a particular LCN is requested by more than one channel, the channel having highest bid amount in that year, among the channels which have requested for the particular LCN, shall be given preference for allotment
- 10.3 In case there is tie in bid amount among the channels, the order in which channels remained successful in e-auction of that year shall be followed.
11. If an existing channel on a particular LCN of DD Free Dish remains successful in e-auction, it may be continued on its existing LCN in following conditions:
- 11.1 If no request is received from the channel for a change in its existing LCN.
- 11.2 If the existing channel submits a request for change in its existing LCN and its any of the preferred LCN option is not allotted as per the extant procedure for allotment of slots.
12. In case no request is received from a successful channel(s), these may be placed on remaining vacant slots sequentially in the order they remained successful in the e-auction.
13. No request of change in LCN would be entertained after the LCN is allotted, however fresh request can be given by channels along with LCN change fee if LCNs remain/become vacant and preferences are invited by Prasar Bharati
14. Mutual change/swap of LCN between two channels shall not be entertained.

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