

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

Notification
New Delhi, the 9th January, 2026

No. DDFD/1(01)/2025/P-VII - Prasar Bharati is, hereby, notifying amendment to the E-auction Methodology for Allotment of slots of DD Free Dish Platform to private satellite TV channels, notified on 03.01.2025 (hereinafter called as "E-auction Methodology", as follows:

- 1.** Short title, extent and commencement.
 - i) These amendments shall be called as "E-auction Methodology for Allotment of slots of DD Free Dish Platform to private satellite TV channels (First amendment), 2026".
 - ii) These shall come into force from date of notification.
- 2.** In the E-auction-Methodology, the existing item of sub-clause 3.2.4 shall be substituted as under:

(3.2.4) In addition to eligibility conditions provided in clauses 3.2.1 & 3.2.2 above, TV Channels applying for participation in e-auction under Buckets R1, R2 & R3 of MPEG-4 slots must be in operation and available in concerned language on the date of issue of notification for e-auction on at least one private DTH platform/DD Free Dish and/or on at least one registered MSO.
- 3.** In the E-auction-Methodology, the existing Table-A.1, Table-A.2 & Table-A.3 under clauses 10.1 & 10.2, including sub-clauses 10.2.1 & 10.2.2 shall be substituted as under:

(10.1) For e-auction MPEG-2 slots are categorized as under:

S. No.	Bucket	Genre / Language
i)	Bucket A+	GEC (Hindi / Urdu) Channels
ii)	Bucket A	Movie (Hindi / Urdu) Channels
iii)	Bucket B	a. Music (Hindi / Urdu) Channels b. Sports (Hindi / Urdu) Channels c. All Channels of Bhojpuri Language d. All other remaining Genre of Hindi/Urdu, not mentioned in other buckets
iv)	Bucket C	News & Current Affairs (Hindi / Urdu) Channels
v)	Bucket D	a. Devotional/Spiritual/Ayush Channels b. All Genres of regional languages, as mentioned in Schedule 8 of the Indian constitution, except Hindi & Urdu c. News & Current Affairs (English) Channels

Table-A.1

(10.2) Reserve Price for e-auction of MPEG-2 Slots:

The Reserve Price for MPEG-2 slots for the commencement of e-auction for different Buckets as provided in clause 10.1 above shall be as under:

(10.2.1) Round 1

Buckets	Starting Reserve Price
Bucket A+	Rs. 15.00 Cr.
Bucket A	Rs. 12.00 Cr.
Bucket B	Rs. 10.00 Cr.
Bucket C	Rs. 7.00 Cr.
Bucket D	Rs. 6.00 Cr.

Table-A.2

(10.2.2) Remaining Rounds

Round	Starting Reserve Price	Buckets Eligible to Bid	Buckets NOT Eligible to Bid
Round 2 (Bucket A+)	Rs. 16.00 Cr.	A+, A, B, C and D	----
Round 3 (Bucket A)	Rs.13.00 Cr.	A, B, C and D	A+
Round 4 (Bucket B)	Rs.11.00 Cr.	B, C and D	A+, A
Round 5 (Bucket C)	Rs. 8.00 Cr.	C and D	A+, A, B
Round 6 (Bucket D)	Rs.7.00 Cr.	D	A+, A, B, C

Table-A.3

- 4.** In the E-auction-Methodology, the existing item of sub-clauses 10.3.7 and 10.3.14 shall stand deleted:
- 5.** In the E-auction-Methodology, words 'Bucket R' & 'Round 7' where ever appear in sub-clauses 10.3.8 to 10.3.13 and clauses 10.4 to 10.6, including their sub-clauses & Table-A.4 to Table-A.8 shall stand deleted.

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