

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

F. No. TC-1/011(I)/2018-19/TARIFF/47

Dated: 29/01/2020

Subject: Clarification regarding carriage of on-screen properties during those News Bulletins/ Headlines/Digest /Weather Report over DD News channel which are simulcast on DD India channel as well.

Prasar Bharati had, vide Circular No.1 of 2019 Dated 27.02.2019, prescribed rates for various on-screen properties such as Laptop Branding, Mug branding, caption/tickers within News Digest/Headlines, Weather report etc. that may be used during News bulletins/ Headlines/Digest /Weather report, as the case may be, over DD News channel.

2. Some clarifications have been sought by Sales Division regarding whether, at the prescribed rates, such properties can be used during News bulletins/ Headlines/Digest /Weather report in DD News Channels which are also being simulcast over DD India channel.

3. The matter has been examined at the Prasar Bharati Sectt. It has been decided, with the approval of CEO, Prasar Bharati, that till the production arrangements of DD News and DD India are fully separated, the on-screen properties booked by an advertiser for DD News Channel shall be carried during all the News bulletins/ Headlines/Digest/Weather report, as the case may be, including those News bulletins/ Headlines/Digest /Weather report etc. which are simulcast over DD India channel as well.

This issues with the approval of the Competent Authority.


29/01/2020

(Amit Sharma)
Director (B&R)

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To,

1. DG, News

Copy for information to:

1. SO to CEO
2. PS to M(F)
3. Head Sales PB Sectt.,
4. ADG, Sales Mumbai
5. DDG, Sales Mumbai
6. HoP, DD News
7. HoP, DD India