

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(1)/2019-20/Tariff(Part)

Dated: 21/04/2020

Circular No. 2/2020

Subject: Tariff for L-Band and Aston Band- On-Screen Properties for "DD Retro Channel".

Kind attention is drawn towards the provisional launch of a Hindi GEC channel named "DD Retro" vide Office Memorandum no. 05/2020-Ops dated 13.04.2020 issued from file no. P-1/014(100)/2020-Ops.

2. In line with other DD channels, the requirement of tariff prescription for L- Band and Aston Band for DD Retro channel was also felt necessary. Accordingly, the rates and terms and conditions already prescribed vide Circular No. 8 of 2019 Dated 13.08.2019 issued vide F.No. TC-1/011(I)/2018-19/Tariff for "**Tariff for On-Screen Properties (L Band and Aston Band) for various DD Channels**" which has been recently extended till further orders vide T&C Order dated 08.04.2020, shall be applicable for this channel also.
3. This issues with the approval of CEO, Prasar Bharati.



(P.S.Srivastava)
Director (ER)
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Copy for necessary action to:

1. ADG(P), Policy & Planning, DG:DD, New Delhi.
2. Additional Director General, SMD Mumbai, Doordarshan Kendra, Worli, Mumbai.
3. Additional Director General, (Marketing), PB Sectt., New Delhi
4. Head, Sales, Prasar Bharati House, Copernicus Marg, New Delhi 01.
5. DDG (DCS), Doordarshan Bhawan, Tower A, Copernicus Marg, New Delhi-01.
6. DDG(Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.

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Copy for kind information to:-

1. SO to CEO, PB
2. PS to Member(Fin.), PB

Prasar Bharati
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Prasar Bharati Secretariat (T&C Division)
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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*
L Band	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.
Aston Band	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)
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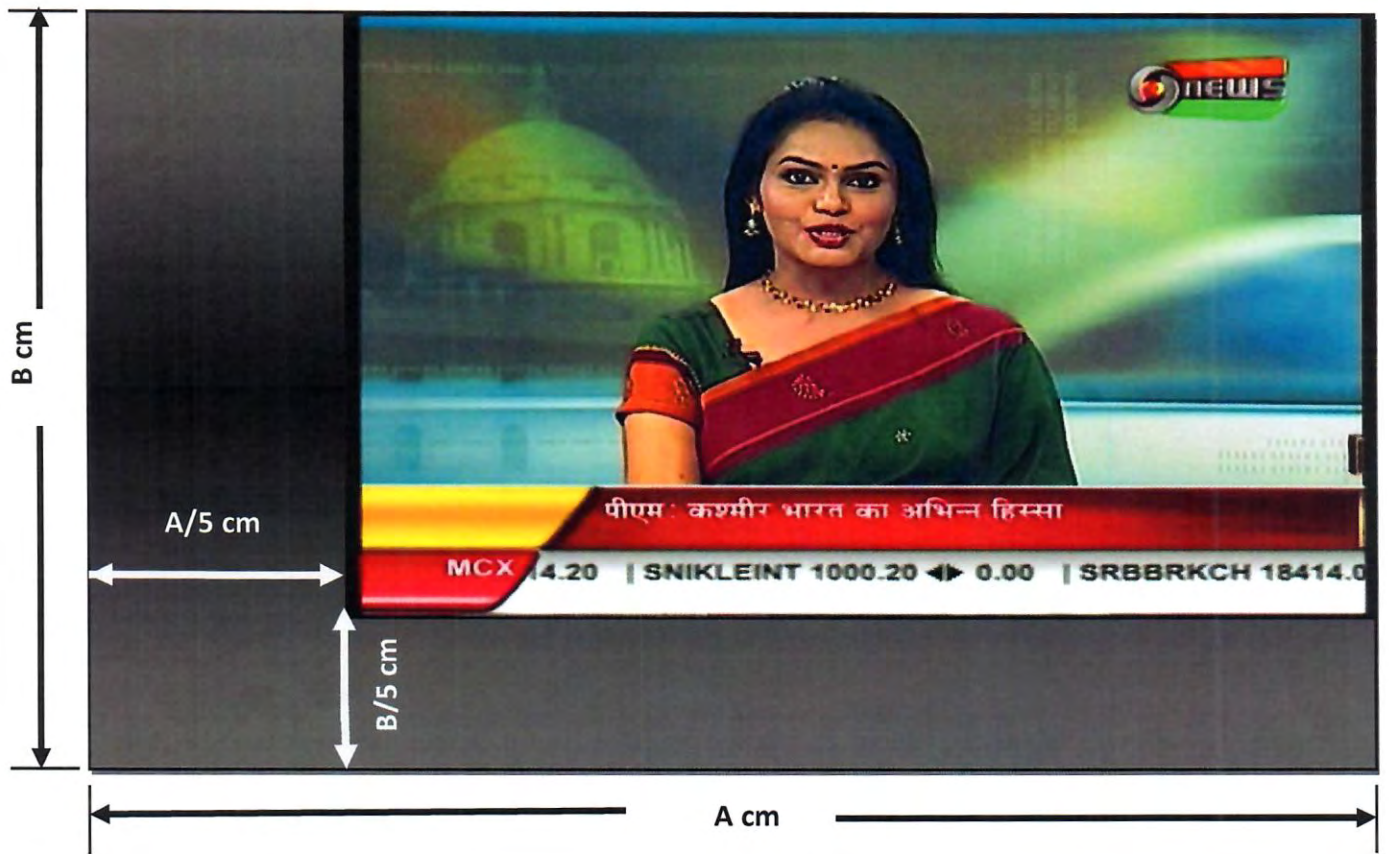
To,

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