



**PRASAR BHARATI**  
**(Broadcasting Corporation of India)**  
**Doordarshan Commercial Service**

**RATE CARD**

**In-house Programmes**

## **GENERAL GUIDELINES FOR IN-HOUSE PROGRAMMES**

### **1. In-house Sponsorship of Programmes**

- i) Booking is acceptable either of a client or of a product/service. In case of a product, Free commercial Time (FCT) can be utilised for the advertisements of that product/service only.
- ii) The Sponsor(s)/Client(s) is allowed to advertise any number of products in the admissible commercial time.
- iii) Advertisements featuring the artist participating in a particular serial / programme are also accepted for telecast along with the same programme.

### **2. Number of Sponsors Allowed & Programme Duration:-**

- i) Ordinarily there shall be no limit to the number of sponsors for a programme. Multiple sponsorships could be sold for any given programme.
- ii) Ordinarily, the programme duration of a time slot is considered for 30 mins. The actual duration of the programme will not exceed 24 minutes for a 30 minutes slot and 48 minutes for a 60 mts. Slot. In case of a programme not of 30 minutes slot duration, the sponsorship fee will be charged on pro-rata basis.
- iii) The commercial time permissible for marketing/sale of airtime on a 30 minutes slot will not exceed 6 minutes (360 secs) including channel promotions & publicity. Any special instructions issued in national interest will be over and above the permissible commercial time.

### **3. Free Credit Lines & Commercial Breaks :-**

- i) In addition to FCT (Free Commercial Time), the sponsor (s) are allowed Free credit lines including display of product & services with the pack shot spoken or written on any style, with or without accompanying music alongwith punch line of upto 5 seconds at the beginning and end of the programme telecast on all the channels including Regional Kendras.
- ii) In case of multiple sponsors, each sponsor will be entitled for opening & closing credit line as specified above. In case of long duration cultural and sports events & feature films etc. the credit lines can be appropriately slotted at regular intervals aesthetically.
- iii) Commercial Breaks permitted in all programmes are Ordinarily three commercial breaks in a 30 minute slot, four commercial breaks in a 45 minute slot and six commercial breaks in a 60 minute slot will be allowed. In case of Special Events/Feature Films, Relays or any such exigencies, the commercial breaks could be taken at the interval of 10 minutes to 15 minutes or natural intervals in the interest of revenue maximization.

**Note:**In House Sponsorships are to be allowed only to the primary clients booked through the accredited agencies. In House Sponsorships cannot be sold to middlemen/private marketing agents.

### **4. In House Booking in Sponsored Programme/Private Produced Programme:**

DD will retain rights to use up to 60 seconds in-between the sponsored programme(s) or privately produced programmes with every 30 minute slot and 120 seconds in every 60 minute slot to be reserved for in house booking of advertisements, channel promotion, public service messages etc. For this purpose, a break bumper is to be provided by the producer in the mid-break position for insertion of the material from Doordarshan end.

**5. Banking/Spreading of FCT across similar category of programmes OR Lower category of Programmes:**

- (i) The primary clients who book sponsorship of in-house programmes through its accredited/registered agencies will only be allowed to bank and spread their FCT not only in the programme sponsored by them but also in other on-going in-house programmes which are in the same time band or in a time band lower than the concerned programme sponsored by them.
- (ii) However, while allowing banking, it should be ensured that banking is to be allowed only against such air time inventory which is otherwise going waste. Ordinarily such utilization of banked FCT should be consumed within a period of one month from the date of booking of the sponsorship.

**6. Branding:**

- (i) Ordinarily one SBR(spot buy rate) applicable for the said programme will be charged towards 'Branding' of a programme(30mins). In case of programmes lesser than 30 mins, the Branding Charges will be equivalent to one SBR. This is applicable for all channels of Doordarshan & regional kendras.
- (ii) Branding entitlements includes 5 seconds punch line with packshot of the brand shall be allowed in the voice over & visuals for the branding. For branded quiz shows, interview based programmes and other programme where the microphone is visible in the camera frame, the producer can carry the brand of the product alongwith the name of the programme on the cube of the microphone.

**7. Set Branding:-**

For set branding one normal sponsorship fee with admissible FCT of the slot + 50% of the sponsorship fee without FCT + One spot buy rate will be charged for every slot of 30 minutes. This principle will be applicable to all Doordarshan Channels including regional and RLSS. Such set branding should be in an imaginative manner so that it does not appear to be out of sync with the tone and tenor of the programme.

**8. Advertisement Duration :-**

- i) Advertisement of 5 seconds or in multiples of 5 seconds duration shall be accepted.
- ii) Advertisement below 5 seconds will be treated as a 5 seconds commercial. If the duration of the spot is above 5 seconds and below 10 seconds then it shall be charged for 10 seconds.

**9. Time Check for News(except DD-National):-**

- i) Mute/Creative/Audio visual of upto 7 seconds displaying the name of the product/services of the client will be permitted.
- ii) 40% of spot buy rate in the Before/After position of the News in the relevant time band will be charged for Time Check.

**10. Penalty for telecast of Unapproved Advertisements:-**

- i) All advertisements will be governed by the Code for Commercial advertising of Doordarshan. Hindi and English advertisements approved by Doordarshan Commercial Service.
- ii) Regional language advertisement approved by Regional Kendras shall be allowed for telecast.
- iii) If any unapproved commercial is telecast, the agency will be charged penalty of five (5) times the rate of the normal spot buy for the programme where such advertisement appeared.

**11. All Values In the Rate Card are in Gross:**

**12. Definition of Unit:**

Spot buy rate unit : 10 seconds  
Sponsorship Fee rate unit: 30 minutes

**13. Programmes Falling in more than One Time Band:**

In case of programmes falling in more than one time band, sponsorship fee will be the consolidated amount of the slots covered by the programme.

**14. Release Orders for Bookings on Doordarshan :**

A signed and stamped release order by the client on the letterhead/standard template of the authorised agency giving the details of the bookings including rates, time of the programmes, programme selection and telecast instructions with dates will constitute a legitimate instruction for commercial booking equivalent to a contract as per the market practice.

**15. Cancellation Charges:- (for Spots booking/sponsorship):**

In the spot booking/sponsorship, contract can be cancelled by an agency giving a notice of 3 working days or more before the telecast date. If the notice is served less than 3 days before the telecast date, billing will be done as per contract filed.

**16. Doordarshan reserves the right to upgrade or downgrade a slot for the purpose of charging sponsorship fee/spot buy rate depending upon commercial considerations.**

**17. In case of any dispute or interpretation arising out of the Rate Card, the decision of Doordarshan will be final.**



**PRASAR BHARATI**  
**(Broadcasting Corporation of India)**

**Doordarshan Commercial Service**

**Rate Card for In-house Programmes Marketing**

**DD-National**  
**DD-News**  
**DD-India**  
**DD-Bharati**  
**DD-Sports**  
**DD-Urdu**  
**Delhi LPT**  
**DD High Definition**

## CATEGORISATION

### DD-1 National Network

#### Prime Time

8.00 PM to 8.30 PM (All days - News)

#### **Band-1**

9.00 PM to 10.00 PM (All days)

#### **Band-2**

(i) 8.30 PM to 9.00 PM (All days)

(ii) 10.00 PM to 11.00 PM (All days)

#### **Band-3**

8.00 AM to 3.00 PM (Sunday)

#### Mid Prime Time

12.00 Noon to 3.00 PM (Monday to Saturday)

#### Non-Prime Time

**Band-1** 11.00 PM to 12.00 Mid-night (All days)

**Band-2** 10.00 AM to 12.00 Noon (Monday to Saturday)

#### **Band-3**

(i) 12.00 Mid-night to 10.00 AM (Monday. to Saturday.)

(ii) 12.00 Mid-night to 8.00 AM (Sunday)

#### Note :

The commercial time permissible for marketing/sale of airtime on a 30 minutes slot will not exceed 6 minutes (360 secs) including channel promotions & publicity. Any special instructions issued in national interest will be over and above the permissible commercial time.

## **DD-NATIONAL: NEWS/ SAMACHAR**

### **SPOT BUY RATE ( PER 10 SECONDS)**

Samachar ( 7.00AM to 7.15AM)	Before/After	Rs. 20000
	Mid-Break	Rs. 25000

### **Time Check (5 Sec.)**

Samachar (7.00 AM )	Rs. 15,000
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**Note: In the morning Samachar there will be a minimum of two breaks of 60 seconds.**

### **Segment**

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|--|--|
| i. Branding of weather<br>Segment/Sports Segment/Business<br>Segment in Samachar.<br>(7.00 AM - 7.15 AM) | Rs. 15,000 per insertion<br>Branding includes<br>opening & closing credit<br>Lines' with pack shots &<br>Punch line. |
| ii. Aston Band/Logo Insertion<br>(Duration upto 5 secs.) in<br>Samachar                                  | 1/4 <sup>th</sup> of 10 secs rate<br>(mid-break) of<br>Samachar.   |

## DD-1 (National)

### In-house Programmes

Time Category			
Prime Time	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
(i)Band-1: 9:00 PM to 10.00PM (All days)	4,00,000	150	65,000
(ii)Band-2 8.30 PM to 9.00 PM (All days) 10.00PM to 11.00PM(All days)	3,80,000	150	60,000
(iii)Band-3 : 8.00AM to 3.00PM(Sundays)	3,50,000	150	60,000
Mid Prime Time			
12:00Noon-3.00PM (Monday to Saturday)	1,50,000	150	25,000



Non Prime Time			
Time Category	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
i)Band-1 : 11:00 PM to 12:00 mid-night	1,00,000	150	20,000
(ii)Band-2 :10.00AM to 12.00pm(Mon to Sat)	75,000	150	15,000
iii)Band-3 12:00mid-night to 10:00AM (All days except Sundays)	50,000	150	7,500

**Note : Terms applicable to all Time Bands(Prime Time/Mid-Prime Time & Non-Prime Time):**

1. A **'sponsorship package'** will denote a minimum amount of money/investment/spend i.e. 4.00 lacs/3.80 lacs/3.50 lacs. Each package may have any amount of FCT falling between '0' seconds to '150 seconds'. (reference Board Note/DCS letter no.DCS/Sale...commercial time dated 23.12.2005).
2. A client/agency is free to buy a single sponsorship/ package or multiples sponsorship/packages in a single programme.
3. The opening & closing credit line would be 'free of charge' to any client investing any of the above sponsorship/packages. The credit line will include punch line and pack shots for a duration of upto 5 secs.
4. Even 'Spot Buyers' in all categories will qualify for the facility of 'free opening & closing credit lines with punch line & pack shot provided the minimum total amount of purchase of Spot Buys in the related time band is equivalent or exceeds the 'Sponsorship /Package Value of that time band.(eg.prime time @Rs.60,000/- or above exceeds Rs.3.50 lacs/3.80 lacs/4.00 lacs which is the minimum sponsorship value of that time band).
5. 'Sponsorship Tags' will be broadly categorized as 'Presenting Sponsor/Main Sponsor', 'Co-Presenting Sponsor', 'Powered by Sponsor and 'Associate Sponsor'. The basis of categorization of status of a 'sponsor' will depend on the 'bulk spends alongwith first come first commitment towards the programme.

## DD Bharati

- I. Prime Time** - **7:30PM – 10:00PM**  
**II. Mid Prime Time** - **12.00 Noon – 3.00PM**  
**III. Non Prime Time** - **Remaining Time Zones.**

### **In-house Programmes**

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time	10000	180	5000
Mid Prime Time	7000	180	3000
Non Prime Time	5000	180	2500

## DD Sports

### **In-house Programmes**

<b>Prime Events :International Cricket, Tennis, Football, hockey etc.</b>		
Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
15000	150	4000
<b>Non Prime Events : Magazine programmes, Sports News and other sports events</b>		
7500	150	4000

## **DD India**

### **In-house Programmes**

Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
7000	150	2500

## **DD -Urdu**

- Prime Time** - **7:30PM – 10:00PM**  
**Non Prime Time** - **Remaining Time Zones.**

### **In-house Programmes**

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time	6000	150	2000
Non Prime Time	4000	150	1500

## DD News

**PRIME TIME : 6.30PM TO 11.30PM**

**NON PRIME TIME : ANY OTHER TIME BAND**

### **In House programmes**

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time	30000	150	5000
Non Prime Time	15000	150	2500

### **Other properties of DD-News**

	<b>Properties</b>	<b>Fee</b>	<b>Description</b>
<b>a</b>	Stock Ticker/ Crawler [Branding]	Rs. 5 Lacs for One Month	The brand logo would be displayed in the ticker, twice in the alphabet series A-Z depicting the price movements. In Crawler branding, the <u>message up to 25 words shall</u> be run once in a single cycle.
<b>b</b>	Branding of coming up next Graphic Slides of forthcoming programme	One Spot Buy Rate of the time band in which it appears.	Right bottom corner for the brand name/logo as Super. OR 5 Second Tag with punch line (opening & closing of the segment).
<b>c</b>	Branding of Special Segments (Weather / Sports/ business etc.)	One Spot Buy Rate of the time band in which it appears.	5 second Tag with punch line (opening and closing of the segment).
<b>d</b>	News Digest Branding	One Spot Buy Rate of the time band in which it appears.	Right bottom corner for the brand name/ logo as Super.
<b>e</b>	Headline News Sponsorship	One Spot But Rate of the time band in which it appears.	5 second Tag with punch line (opening and closing of the segment)

## Packages For News Channel

### **Package:-I : FOR ADVERTISERS COMMITTING Rs.50 LAKHS (FCT to be utilized within a period of upto 6 months)**

- Co-Sponsorships of Prime Time News/Samachar and Co-Sponsorships of two DD-News produced In-House programmes for 3 months.(subject to availability)
- 15000 seconds on DD-News channel in the prime time band from 6.30p.m. to 11.30p.m.
- 13000 seconds on DD-News Channel (in non prime time from 7.00am to 6.30pm).

#### **Value Addition:**

- 11000 seconds FCT to be utilized on ROS basis either on DD-Bharati or DD-Urdu or DD-News in Non Prime Time wherever inventory is unused and going waste.

### **Package: II: FOR ADVERTISERS COMMITTING Rs.25 LAKHS (FCT to be utilized within a period of upto 6 months)**

- Co-Sponsorships of Afternoon/Morning Bulletin and one DD-News produced in-house programme for 3 months. (subject to availability)
- 7000 seconds in prime time band on DD-News from 6.30p.m. to 11.30p.m.
- 6500 seconds on the DD-News (in non prime time from 7.00 a.m. to 6.30 p.m.).

#### **Value Addition:**

- 5000 seconds on ROS basis on DD-Bharati or DD-Urdu or DD-News in Non Prime Time wherever inventory is unused and going waste.

### **Package: III: ADVERTISERS COMMITTING Rs.10 LAKHS ON THE NEWS CHANNEL(FCT to be utilized within a period upto 3 months)**

- Co-Sponsorships of Afternoon or Morning News Bulletin or DD-News in-house programmes for 1 month. (subject to availability)
- 2800 seconds in the prime time band of DD-News between 6.30 p.m. to 11.30p.m.
- 2500 seconds on DD-News Channel (in non prime time from 7.00am to 6.30pm).

**Value Addition:**

- 1500 seconds on ROS basis on DD-Bharati or DD-Urdu or DD-News in Non-Prime Time wherever inventory is unused and going waste.

**Package: IV: ADVERTISERS COMMITTING Rs.5 LAKHS ON THE NEWS CHANNEL(FCT to be utilized within a period upto 3 months)**

- 1400 seconds in the prime time band of DD-News between 6.30p.m. to 11.30p.m.
- 1100 seconds on ROS on DD-News Channel (in non prime time from 7.00am to 6.30pm)

**Value Addition:**

- 800 seconds on ROS basis on DD-Bharati or DD-Urdu or DD-News in Non Prime Time wherever inventory is unused and going waste.



## Doordarshan Kendra, Delhi (Delhi-LPT)

### **In-house Programme**

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Super 'A' 7:30 PM to 8:00 PM			
Film Based	25000	90	8000
Non-Film Based	25000	120	8000
* 'A' Special 7:00PM- 7:30PM			
Film Based	20000	90	8000
Non-Film Based	20000	120	8000
'A' 6:00 PM to 7:00 PM (Except Sunday 4:00PM to 6:30 PM)	10000	120	4000
'B' Before 6:00 PM (Except Sunday 4:00PM to 6:30PM)	7500	120	3000
News 7:00 PM to 7:15 PM			20000
Time check			4500

\* After News Bulletin 15 minutes slot (7.15 p.m. to 7.30 p.m.) is available for sponsorship. For this slot half of the sponsorship fee of the slot 7.00PM- 7.30PM will be charged.

## Hindi Belt

### **In -House Programme**

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
3:00PM to 4:00PM	50000	150	15000
4.00PM to 6.30PM(Sun HFF)	200000	150	20000

## **DD –HIGH DEFINITION**

- I. **Prime Time** - **7:30PM – 10:00PM**  
II. **Mid Prime Time** - **12.00 Noon – 3.00PM**  
III. **Non Prime Time** - **Remaining Time Zones.**

### **In-house Programmes**

Time Band	Sponsorship fee (in Rs.)	FCT (in sec.)	SBR (in Rs.)
Prime Time	10000	180	5000
Mid Prime Time	7000	180	3000
Non Prime Time	5000	180	2500