

## **KEY HIGHLIGHTS OF FIRST ANNUAL E-AUCTION OF DD FREE DISH**

The first annual e-Auction as per the new policy (38<sup>th</sup> e-Auction of DD FreeDish) was successfully conducted from 11<sup>th</sup> Feb 2019 that ended on 14<sup>th</sup> Feb 2019. This e-Auction took place based on the revised policy announced by Prasar Bharati on 15<sup>th</sup> January 2019.

Applications were received for e-auction under 5 different buckets, i.e. i) BUCKET A+ : All GEC (Hindi) Channels & Teleshopping , ii) BUCKET A : All Movie (Hindi) Channels , iii) BUCKET B: All Music(Hindi) Channels, Sports (Hindi) Channels, Movies (Bhojpuri), GEC (Bhojpuri), iv) BUCKET C :All News& Current Affairs (Hindi), All News& Current Affairs (English) Channels and News& Current Affairs (Punjabi) Channels and v) BUCKET D : All other remaining Genre (Language). Subsequently, 40 channels were successfully allocated slots on various buckets. Subject to completion of all formalities, the channels who have successfully bid for slots will come on air on DD FreeDish platform from 1st of March 2019. Consequently, the existing channels, which are on DD FreeDish platform on pro-rata basis, will be off air after 28<sup>th</sup> February 2019.

The highlight of the first annual e-Auction is as follows;

<b>Buckets</b>	<b>No. of Slots Sold</b>	<b>Avg. Slot Price (In Rs Cr)</b>	<b>Highest Bid Price of the Bucket</b>
<b>A+</b>	2	15.025 (0.16 % premium over Base Price)	15.05 (0.33% Premium over the Base Price)
<b>A</b>	8	12.4 (3.3% premium over Base Price)	12.45 (3.75% Premium over the Base Price)
<b>B</b>	11	10.6 (6% premium over Base Price)	10.95 (10% Premium over the Base Price)
<b>C</b>	16	8.15 (16.4% premium over Base Price)	8.95 (28% Premium over the Base Price)
<b>D</b>	3	6.08 (1.3% premium over Base Price)	6.1 (1.6 % Premium over the Base Price)

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