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Prasar Bharati
(Broadcasting Corporation of India)
Directorate General Doordarshan
Development Communication Division
Mandi House, Copernicus Marg
New Delhi - 110 001

No. 20/1/P-19/DCD/2003 (pt.)

Dated 7.7.2011

Subject: Revised Rate Structure for TV Productions for Govt. campaigns, applicable in DTE, on all DD's Channels and Regional Kendras.

Background

The Rate Structures for TV productions for DD Network was revised in 2002-03 vide communications No. 30/1/P-19/DCD/2002 dated 24.4.2002 and 21.2.2003 with detailed inputs from the Kendras. The production rate structure of DAVP was also taken into account and finalized after a brain storming with Directors of major Kendras.

The Rate Structures, thus revised in 2002-03 helped establish Doordarshan as a production house with campaigns produced for the union and State govts. at Dte. and Kendras.

Meanwhile it was felt that the cost of programming in all stages i.e. pre-production, production and post production had increased manifold since then. Special effects, animations and computer generated graphics have pushed up the prices even further. These have necessitated a revision in the existing rate structure

In view of the above, the Rate Structure stands revised with immediate effect as under in supersession to previous ones. (This rate structure is to be implemented for the Govt. campaigns in the centre, on all channels and Divisions and all the Kendras of Doordarshan).

1.	Spots upto 60 secs	Rs. 3.75 lakhs
2.	Dubbing charges in one language	Rs. 15,000/-
3.	Feature/Magazine/ upto 5 mts	Rs.1.50 lakhs
	Phone-in/Quiz -- 10-15 mts	Rs.2.25 lakhs
	-- 25-30 mts	Rs.3.00 lakhs
4.	Telefilms/ upto 15 mts	Rs.3.00 lakhs
	Documentaries -- 15-30 mts	Rs.4.50 lakhs
5.	Dubbing tapes upto 15 mts	Rs. 30,000/-
	for programmes -- 30 mts	Rs. 45,000/-

The rate structure for DD production at regional Kendras undertaken on behalf of State Govt. for single camera coverage's/programmes/functions/events shot outdoors is enhanced as follows:

1.	One day shoot	Rs. 45,000/-
2.	Three day shoot	Rs. 90,000/-
3.	Five day shoot	Rs. 1,20,000/-

The above rates cover pre-production, production and editing charges for a 23 to 25 mts. programme. Telecast fee will be charged in addition as per the Kendras' fee structure.

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The rate structure is to be uniformly implemented by all production units/Kendras and PGFs.

This issues with the approval of DG.

S. Narayan
11/7/11

(Shashank Narayan)
Dy. Director of Programmes

To

Directors/Heads of Kendras/Heads of Programmes, All Doordarshan Kendras

Copy to:

- 1 DG (News)
2. All ADGs and DDGs
3. All DPs/DDPs/ADPs in the Dte.
- 4 DDG (Comm.), DG: DD
- 5 Heads of all Marketing Divisions of Doordarshan

Copy for kind information to:

1. PS to CEO
2. PS to DG

S. Narayan

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11/7/11