



PRASAR BHARATI NEW AUCTION

Prasar Bharati, India's public broadcaster, has announced an e-auction for vacant MPEG-2 slots on DD Free Dish, its free Direct-to-Home (DTH) platform. The auction, tentatively set for August 28, 2024, will cover the period from September 5, 2024, to March 31, 2025. The slots will be categorized based on genre and language, including Hindi/Urdu General Entertainment Channels (GECs), Movie channels, Sports channels, and regional language channels like Marathi and Punjabi. The starting bid for these slots begins at Rs 7 crore, with the highest reserve price set at Rs 12.10 crore for the Hindi/Urdu GEC category.



DISH TV REPORTS LOSS

In other media industry news, Dish TV India Ltd reported a net loss of Rs 1.56 crore in Q1 FY25, with a decline in revenue from Rs 503.2 crore in Q1 FY24 to Rs 461 crore in Q1 FY25. The company saw a drop in subscription revenue but a slight increase in advertising revenue. Meanwhile, Sun TV Network Ltd also reported a revenue decline in Q1 FY25, with profits down by 5.5% compared to the same period in the previous fiscal year. Despite challenges, the company continues to operate across multiple languages and owns significant sports franchises.



On the regulatory front, the Telecom Regulatory Authority of India (TRAI) has released a consultation paper to review audit-related provisions in its 2017 regulations and audit manual for broadcasting and cable services. This comes in response to stakeholder feedback and the need to update guidelines in line with infrastructure sharing in the television broadcasting distribution sector. Written comments on the paper are invited by September 6, with counter-comments due by September 20.

RELIANCE SEES GOOD BIZ IN ENTERTAINMENT

Lastly, Reliance Industries Ltd (RIL) reported a 49% increase in media and entertainment revenue for FY23-24, driven by strong viewership numbers and strategic mergers, including a joint venture with The Walt



Disney Company. This JV is expected to create one of the largest television and digital streaming platforms in India, combining the businesses of Viacom18 and Star India. Despite the growth, RIL faces challenges such as rising content costs and fragmented viewership in the competitive media landscape.

GST REVISION FOR NEWS SUBSCRIPTIONS

The Ministry of Information and Broadcasting (MIB) has reportedly recommended to the Finance Ministry a reduction in the Goods & Services Tax (GST) on digital news subscriptions. The proposal suggests lowering the current GST rate from 18% to 5%, aligning it with the rate applied to e-books. This move comes in response to ongoing requests from online media houses advocating for a more favorable tax rate on digital news to encourage wider consumption and support the industry's growth. The GST Council is expected to discuss this recommendation during its upcoming meeting on September 9. The MIB's proposal highlights the importance of digital news as an essential service, similar to e-books, and suggests that a reduced tax burden could help make digital news more accessible to a broader audience.



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प्रसारण मंत्रालय
MINISTRY OF
INFORMATION AND
BROADCASTING

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