



## FREEDISH AUCTION GETS HUGE REVENUE



Prasar Bharati has got a massive revenue of close to Rs 521 crore from the FreeDish auctions.

DD FreeDish MPEG-2 auction saw news broadcasters going all out to grab the slots. Six news channels secured slots for a total of Rs 112.25 crore. While ABP News and News18 each paid Rs 18.95 crore, R Bharat shelled out Rs 18 crore.

Aaj Tak paid Rs 18.85 crore; Zee News and NDTV each acquired slots for Rs 18.75 crore

Hindi and Urdu language news networks, saw an increase of 11.86% in revenue. FreeDish auction earned Rs 171.5 crore from Bucket A (movie channels in Hindi/Urdu language). The reserve price for Bucket A's six slots was kept at Rs 12 crore.

## TV INDUSTRY REVENUE DOWN

The Indian television industry witnessed a degrowth of 1.5% in FY 2022-2023, reaching a total revenue of Rs 70,900 crore as compared to Rs 72,000 crore in FY 2021-2022, according to the annual report of Telecom Regulatory Authority of India (TRAI) for the year 2022-23.

According to the TRAI report, the subscription revenue, which accounts for a major share of the



overall industry revenue, has decreased by 3.69% from Rs 40,700 crore in FY 2021-2022 to Rs 39,200 crore in FY 2022-2023. Further, advertisement revenue has increased 1.6% from Rs 31,300 crore in FY 2021-2022 to Rs 31,800 crore in FY 2022-2023.

The TV sector encompassed 332 broadcasters providing 903 private satellite TV channels as on March 31, 2023. These television channels include 254 SD Pay TV channels and 104 HD Pay TV channels provided by 43 Pay TV broadcasters. Further, there were 1,748 registered Multi System Operators (MSOs), 1 HITS operator, 4 pay DTH operators and 25 IPTV operators. There were 81,706 cable operators registered with the Ministry of Information and Broadcasting (MIB).

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