

## Broadcaster Rates/OTT FY 24-25

<b>ABP News</b>		<b>April-Aug'24</b>	<b>Sept-March'25</b>
<b>Daypart</b>	<b>Time Band</b>	<b>Mon-Sun</b>	<b>Mon-Sun</b>
Morning	0600-1200	3,800	4,400
Afternoon	1200-1700	3,300	3,800
Evening	1700-2400	7,300	7,900
ROS	0600-2400	<b>4,100</b>	<b>4,400</b>

<b>ABP Ananda</b>		<b>April-Aug'24</b>	<b>Sept-March'25</b>
<b>Daypart</b>	<b>Time Band</b>	<b>Mon-Sun</b>	<b>Mon-Sun</b>
Morning	0600-1200	2,600	2,900
Afternoon	1200-1700	2,200	2,400
Evening	1700-2400	4,700	5,500
ROS	0600-2400	2,900	3,500

<b>ABP Majha</b>		<b>April-Aug'24</b>	<b>Sept-March'25</b>
<b>Daypart</b>	<b>Time Band</b>	<b>Mon-Sun</b>	<b>Mon-Sun</b>
Morning	0600-1200	1,500	1,600
Afternoon	1200-1700	1,000	1,100
Evening	1700-2400	2,300	2,600
ROS	0600-2400	1,500	1,600

<b>ABP Asmita</b>		<b>April-Aug'24</b>	<b>Sept-March'25</b>
<b>RODP</b>	<b>Daypart</b>	<b>Mon-Sun</b>	<b>Mon-Sun</b>
Morning	0600-1200	600	700
Afternoon	1200-1700	400	500
Evening	1700-2400	1,000	1,100
ROS	0600-2400	500	600

### Assured Spots-Broadcasters/OTT

April -August	20% Premium on RODP Rates
Sept- March	30% Premium on RODP Rates
Annual Deal Stretching both Periods	25 % Premium on RODP Rates

### Rate Calculations

All deals across two rate periods should be 50%-50% of both the rates







