

**PRASAR BHARATI LAUNCHES FREE DTH PLATFORM:
to provide information, education, entertainment countrywide**

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Sravana 15, 1946

Prasar Bharati is running India's largest and only Free Direct-To-Home (DTH) platform in the name of DD Free Dish. Presently DD Free Dish provides 381 TV channels and 48 radio free of cost and is estimated to be viewed in approximately more than 5 Crore households across the country.

Unlike private DTH platforms, DD Free Dish channels are not encrypted and Doordarshan does not charge any monthly subscription fee from its viewers for complete bouquet of the DD Free Dish channels as its service is life time free. To receive DD Free Dish channels, only a small one time investment, not more than Rs. 1500/- is needed in purchasing of DD Free Dish Set-Top-Box and small sized Dish Antenna, which is readily available in even remote villages.

This unique free to air model of DD Free Dish has made it the largest DTH platform and is accessible even in remote, rural, inaccessible and border areas. Through DD Free Dish, Prasar Bharati is fulfilling its primary objective of Public Service broadcasting by providing information education and entertainment to the remotest corner of the Country benefitting the marginalised and weaker sections of the society who were otherwise not catered to by the expensive and restrictive media platforms like private DTH and cable connections and OTT. These households have now access to the same quality of content that was once supposed to be the privilege of only the urban and rich. DD Free Dish has become a tool for empowerment of the masses as a cost effective medium for dissemination of quality information.

The channel bouquet of DD Free Dish is varied and rich, having most of the genres represented in it. Presently DD Free Dish consists of Doordarshan channels including educational channels and popular private TV channels of General Entertainment, News, Devotional, Movies, and Sports etc. Educational channels like 'DD Swyam Prabha', 'DD PM eVidya' and 'DD DigiShala' channels provide educational curriculum based course contents covering diverse disciplines such as arts, science, commerce, performing arts, social sciences and humanities subjects,

engineering, technology, law, medicine, agriculture etc to all teachers, students and citizens across the country. The contents on these are provided by NCERT, CIET, IITs and UGC.

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