

### List of abbreviations

ad	Advertisement
AIR	All India Radio
CBI	Central Bureau of Investigation
CBS	Commercial Broadcasting Service
CSU	Central Sales Unit
DCS	Doordarshan Commercial Services
DD	Doordarshan
DDK	Doordarshan Kendra
DG	Director General
FCT	Free Commercial Time
FM	Frequency Modulation
I	Interest
KW	Kilowatt
LPT	Low Power Transmitter
LRS	Low Range Satellite
MG	Minimum Guarantee
NA	Not Available
NNW	National Network
ODI	One Day International
P	Principal
Pvt	Private
PAO	Pay and Accounts Office
PB	Prasar Bharati
PPC (NE)	Programme Production Centre (North East)
PSU	Public Sector Undertaking
RLSS	Regional Language Satellite Services
\$	Dollar
SBI	State Bank of India
SBR	Spot Buy Rates
TDS	Tax Deducted at Source
TRP	Television Rating Point
Vol.	Volume