



Prasar Bharati Initiates Content Syndication Framework for Wider Cultural Dissemination and Revenue Generation

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Prasar Bharati has prepared a draft Content Syndication Policy, 2025 to promote cultural outreach and monetize content, while also upholding its public service mandate. The draft was put up on the website of Prasar Bharati for public consultation.

A structured industry consultation was done with key stakeholders across the media ecosystem. These include OTT platforms, linear TV broadcasters, radio networks, telecom carriers, IPTV operators and content aggregators.

The policy aims to monetize content being produced by Doordarshan and Akashvani, archived national and regional content, and live coverages (Government events, festivals, sports, etc.). It also takes into consideration digital-first content published on Prasar Bharati's OTT platform.

Further, the draft policy proposes monetization of commissioned, co-produced, licensed, and other content owned by Prasar Bharati.

The draft Content Syndication Policy envisages fostering strategic collaborations with domestic and international platforms to expand the reach of Prasar Bharati's content and strengthens India's cultural presence globally.

It provides for flexible licensing models such as flat fee, revenue share, minimum guarantee with revenue share.

This Information was submitted by the Minister of State for Information and Broadcasting Dr. L. Murugan in the Lok Sabha today in response of questions asked by Shri Selvaganapathi T.M.

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