



Prasar Bharati Adopts Digital-First Content Strategy; WAVES OTT and Pay-Per-View Framework Lead Transition, Especially Among Youth

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The content is being sourced for Akashvani, DD Channels and WAVES OTT Platform under the Content Sourcing Policy 2024 of Prasar Bharati. Pay-Per-View Framework launched in 2025, covers content acquisition for digital and OTT platforms, including WAVES, reflecting a strategic shift from traditional TV and radio broadcasting to digital content distribution. This framework has enabled Prasar Bharati to source content tailored for digital audiences and significantly expand its reach, particularly among youth.

Ministry of Electronics and Information Technology (MeitY) has issued notification that all television sets sold in India shall have a built-in satellite tuner. Accordingly, the proposal for distribution of DD Free Dish set-top boxes (STBs) is not being pursued.

Presently, there are 1994 vacancies in Doordarshan and 1636 vacancies in All India Radio Kendras (Akashvani) in the North Eastern region.

Prasar Bharati has engaged an expert agency to enhance the monetization of its land assets.

The Minister of State for Information and Broadcasting and Parliamentary Affairs, Dr. L. Murugan, replied in the Rajya Sabha to a question raised by Shri Sukhendu Sekhar Ray.

Mahesh Kumar/ Vivek Vishwash

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