

Prasar Bharati's PB-SHABD provides logo-free news content; free access till March 2027

PB-SHABD delivers over 1000 daily news stories across formats through network of 1500+ reporters and 60 edit desks operating 24x7

Posted On: 10 MAR 2026 5:05PM by PIB Delhi

Prasar Bharati-Shared Audio-Visuals for Broadcast and Dissemination (PB-SHABD) was launched in March, 2024 as a shared feed service to provide access to logo free, daily news items across various formats including video, audio, text, and photos to media organizations. Prasar Bharati is pleased to announce that free access to SHABD will remain free till March 2027.



Leveraging a robust network of over 1500 reporters, correspondents, and stringers, supported by 60 dedicated edit desks operating round the clock, PB-SHABD offers the latest news from every corner of India. Daily 1000 stories, covering varied news categories such as agriculture, technology, foreign affairs, and political developments, are uploaded daily in all major Indian languages from the Regional News Units (RNUs) and headquarters combined. The content provided through PB-SHABD is logo-free, and no credit is required on using content from this platform.

PB-SHABD also offers a Live Feed feature, offering exclusive coverage of live events including events of national importance, investiture ceremonies, as well as various press briefings, all without logo. To further enhance access, a media repository is available as an archival library, allowing subscribers to easily access archival footage, along with special curated packages. Special packages, interviews, daily weather updates

from across India, and editorial pieces are regularly updated on PB-SHABD ensuring that content may be readily used by media outlets thereby saving time. Media organizations can sign up for PB-SHABD for free by visiting shabd.prasarbharati.org.

Follow PB-SHABD on Instagram, X, and YouTube for the latest updates.

Mahesh Kumar/ Vivek Vishwash

(Release ID: 2237648) Visitor Counter : 308

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