



WAVES OTT Enhances Prasar Bharati's Diverse Content Offering; Platform Records Over 84 Lakh Registered Users

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The WAVES OTT platform has been launched by Prasar Bharati in November, 2024 as a digital streaming platform for dissemination of diverse content including Radio and TV Channels, TV shows, web series, films, live events, radio services, cultural content, educational programmes and archival material of Prasar Bharati. The platform has over 84 lakh registered users, including users from Chhindwara district of Madhya Pradesh.

Prasar Bharati – Shared Audio-Visuals for Broadcast and Dissemination (PB-SHABD) was launched in March 2024. It facilitates dissemination of news across the country in 15 Indian languages namely Assamese, Bengali, English, Gujarati, Hindi, Kannada, Kashmiri, Malayalam, Marathi, Odia, Punjabi, Tamil, Telugu, Dogri & Urdu. Initially, it was made available to users free of charges for one year, which has been further extended till March 2027.

A large repository of archival content from Prasar Bharati, including television shows, documentary films and other programmes, has been made available on the WAVES OTT platform. The publishing of archival programmes is being undertaken in a phased manner to enhance discoverability and strengthen audience engagement.

The WAVES OTT and PB-SHABD platforms provide access to a wide range of Prasar Bharati content, including programmes and news in Hindi and various regional languages, which are accessible across the country, including the Surguja region of Chhattisgarh.

The information was submitted today in a written reply to a question in the Lok Sabha by Dr. L. Murugan, Minister of State for Information and Broadcasting and Parliamentary Affairs.

Mahesh Kumar/ Vivek Vishwash

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