

**Prasar Bharati**  
**(India's Public Service Broadcaster)**  
**Prasar Bharati Secretariat**

**PRESS RELEASE**

Prasar Bharati Board has approved restructuring Doordarshan to separate its Creative Functions into a dedicated vertical for handling Content Operations. Accordingly the Board has authorized the Search and Selection Committee headed by Chairman, Prasar Bharati, to select suitable professionals for the roles of Chief Content Officer and Channel Heads on a contract basis.

The Board desired that suitable professionals may be identified with 15-20 years or more of experience in broadcasting with specialization in news /culture /arts / entertainment/ Sports & other genres of relevance to Public Broadcasting having held leadership roles over the last five years, preferably at a large network with responsibility for one or more channels with a nationwide viewership footprint. The Board also indicated that identified professionals must be tuned into the goals and responsibilities of the Public Broadcaster as mandated by Parliament.

While the Chief Content Officer will be responsible for the content/ creative functions and operations across the Doordarshan network (National and regional channels) in line with the goals/ objectives of Prasar Bharati, the Channel Heads are expected to manage individual channels in line with the Content and Channel Strategy.

With this restructuring Prasar Bharati intends to induce professionalism into its content and creative functions in line with state of the art trends, production values and industry best practices.