

Prasar Bharati
(India's Public Service Broadcaster)
(Content Sourcing Division)

No. 43/5/2023-P.6 (Content Sourcing)

Dated: 25.05.2023

Notice Inviting Applications for Programmes under Revenue Sharing Mode (RSM)

1. Prasar Bharati invites proposals of programmes for telecast on DD National channel under Revenue Sharing Mode (RSM).
2. Proposals will be considered as per the provisions in Prasar Bharati 'Content Procurement Policy' notified on 06-02-2023 (<https://prasarbharati.gov.in/procurement-policy/>).
3. Rights Owners/Producers fulfilling eligibility criteria mentioned in para-6 of 'Content Procurement Policy' can directly submit their proposal on Prasar Bharati e-mail at contentsourcing@prasarbharati.gov.in
4. Interested Rights Owners/producers may submit their applications in the prescribed format (Annexure-I for New Programme or Annexure-II for already produced programme) along with necessary documents (Annexure-III).
5. Terms and Conditions for acquisition of programmes Revenue Share Mode are as under:
 - i. Programme shall be telecast twice -one original run in prime time band + one repeat run in non-prime time band. The repeat run of the programme shall be at the discretion of Prasar Bharati but shall be within 7 days of the first telecast. Corporate revenue earned during both the telecast shall be shareable or Programmes will be considered only for non-prime time band depending up on their genre and vintage.
 - ii. Subsequent repeat telecast of the programmes can be made by mutual consensus between Prasar Bharati and Rights owner and revenue generated during such telecast shall also be shareable.
 - iii. Total shareable FCT will be 300 Seconds per half an hour. One minutes of remaining FCT shall be utilized by PB for its programme / channel promotion.
 - iv. Only Corporate revenue shall be booked in the programme. The criteria for defining the corporate client shall be as per notification by Prasar Bharati applicable on date of signing of agreement. Sharable revenue will be gross revenue minus GST minus Agency Commission. Agency Commission shall not exceed the limit of 15%.
 - v. Sales responsibility (Selling FCT and other on screen inventory under revenue share) will either be with rights owner/producer or with Prasar Bharati.

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- vi. Prasar Bharati shall not provide any endorsement or letter of support to the rights owner/producer for seeking business from the PSUs, Banks etc.
- vii. If the right owner takes sales responsibility, all the release order will be in the name of rights owner.
- viii. A separate joint escrow account shall be opened for receipt of all the revenue from sale of FCT and on screen inventory in case the sales responsibility is taken by the rights owner/producer.
- ix. The revenue will be shared on quarterly basis.
- x. The party taking sales responsibility will provide duly audited account along with Release Orders to other party within 30 days after the telecast of last episode.
- xi. FCT shall not be sold below the minimum rate limits notified by Prasar Bharati from time to time.

6. Ratio of Revenue Share –For telecast once in Prime Time band and once in non prime time band :

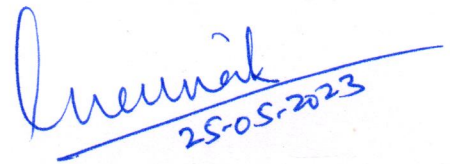
- i. The revenue share for new programmes in Fiction and Realty Show category to be commissioned under RSM shall be 70: 30 (Rights Owner 70% PB 30%) for all the channels of DD in those cases where rights owner takes the sales responsibility. Otherwise revenue share will be 65:35 in favour of rights owners.
 - ii. For ready-made audio visual content which have been premiered on any channel including OTT, revenue share shall be 60:40 (PB 60% Rights owner 40%) for DD National and 50:50 for all other channels.
 - iii. For the programme telecast only in non –prime time band : The revenue share shall be 70: 30 (Rights Owner 70% PB 30%) for all the channels of DD in those cases where rights owner takes the sales responsibility. Otherwise revenue share will be 65:35 in favour of rights owners.
7. Performance security has to be submitted by the Rights Owner before signing the agreement as per extant Government rules on the date of signing the agreement. Total contract value for programme acquired under Revenue Share shall be the monetary value of the FCT available to Prasar Bharati in the revenue share programme in the first telecast of the episode plus applicable GST on the date of signing of the agreement. Repeat telecast of the episodes will not be taken into account for this. This is elaborated as under

"For 260 episodes with Prasar Bharati taking Sales responsibility, revenue share is 65:35 in favour of rights owner / producer. With 300 Second FCT available per episodes, Prasar Bharati share is 105 Second @35% i.e. 10.5 spots. Monetary value of these spots over 260 episodes is Rs 2,29,32,000/- at the present rate notified for

prime time band. With the current rate of 3% , performance security amount is Rs 6.10 lakhs.

Performance Security will be refunded after completion of contractual obligations.

8. For Criteria regarding already produced programmes para-3(i) (a) of 'Content Procurement Policy' may please be referred.
9. Prasar Bharati reserves the rights to accept/reject/cancel/amend the process any time.
10. Offered Programme must be in concurrence with Prasar Bharati's Programme Code.


25-05-2023

(Dr. Mahendra Prakash Pathak)

Assistant Director (Programme)

APPLICATION FORM FOR NEW PROGRAMMES

S.No.	Particular	Details
1.	Name of the Applicant/ Firm/ Company	
2.	Nature of Entity	Individual / Proprietary Firm / Partnership Firm / Limited Liability Partnership / Company
3.	Name of Authorized Signatory	
4.	Contact Number	
5.	E-mail	
6.	Past Work (in brief) (for new programmes only)	
7.	Title of the Proposed Programme	
8.	Language	
9.	Genre	
10.	Category	Fiction / Documentary/ Realty shows
11.	Brief Story line (150 words)	
12.	Lead Star Cast	
13.	Crew	
14.	Number of Episodes	
15.	Episodic Duration	30 min slot / 60 min slot
16.	Whether Applicant is willing to take sales responsibility	Yes / No

I/we, ----- the applicant(s) do hereby declare that the above facts are correct in all respects.

Signature of Authorised Signatory

Place:

Date:

Name & Designation of Authorized Signatory

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APPLICATION FORM FOR ALREADY PRODUCED PROGRAMMES

S.No.	Particular	Details
1.	Name of the Applicant/ Firm/ Company	
2.	Nature of Entity	Individual / Proprietary Firm / Partnership Firm / Limited Liability Partnership / Company
3.	Name of Authorized Signatory	
4.	Contact Number	
5.	E-mail	
6.	Title of the Proposed Programme	
7.	Number of episodes.	
8.	Episodic Duration	30 min slot / 60 min slot
9.	Language	
10.	Genre	
11.	Category	Fiction / Documentary/ Realty shows
12.	Lead Star Cast	
13.	Year of Production	
14.	Whether to programme has been telecast on any free to air channel. If yes year (s) of telecast may please be intimated	
15.	Whether the offered content is available on OTT platforms. If yes, please give the details	
16.	Viewership Data of programme when telecast on any channel/OTT platform.	
17.	Brief Story line (150 words)	
18.	Whether Applicant is willing to take sales responsibility	Yes / No

I/we, ----- the applicant(s) do hereby declare that the above facts are correct in all respects.

Signature of Authorised Signatory

Place:

Date:

Name & Designation of Authorised signatory.

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Documents to be uploaded

- i. Copy of PAN Card.
- ii. Copy of GST Registration Certificate.
- iii. Profile of the Applicant
- iv. Concept Note of the Programme
- v. Undertaking (Annexure-IV) duly notarized on stamp paper of Rs. 100/- (Before signing the agreement)
- vi. For already produced programmes, rights owner will be required to submit the documents establishing the rights of the programme if the programme is selected.

Note: Submit separate registration form for each programme

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25.05.2023

UNDERTAKING

(On Stamp paper of Rs 100/-)

I/We..... S/o age.....,
R/o..... do hereby solemnly declare as follows:

1. That I, am the representative of the production house M/sand is authorized to sign this undertaking.
2. That the producer/production house does not continue to be blacklisted by any central or state government, any agency of the central or state government, any public sector undertaking or any autonomous body or regulatory authority, whether in India or abroad for any act considered to be criminal as per the extant laws, or for any financial default, or for any unfair, immoral or unethical trade practices.
3. That the production house is not debarred under Rule 151 of GFR 2017.
4. That the producer/production house is not a defaulter of Prasar Bharati, either as an advertising agency or as producer or in any other capacity. As on date, the producer does not owe any money to Prasar Bharati.
5. That is solemnly declared that in case any amount is found to be outstanding against the producer/production house, producer shall without prejudice to any other action as deemed appropriate by Prasar Bharati be liable to pay the said amount to Prasar Bharati.

Place:

Date:

Signature

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25.05.2023