

**PRASAR BHARATI**  
**(India's Public Service Broadcaster)**  
**Director General:Doordarshan Bhavan**  
**Copernicus Marg, New Delhi**  
**(Content Sourcing Division)**

**File No: 48/2/2024-P.6(ContentSourcing)**

**Dated: 19.07.2024**

**Subject: Notice for inviting proposals under direct sourcing for the OTT platform reg.**

\*\*\*\*\*

Prasar Bharati invites proposal(s) for syndication of content under the following categories:-

- i. Proposals for sharing of content on Revenue Share Model by Production Houses or Distributors/Aggregators
- ii. Proposals for Bundling/Package deal
- iii. proposals by Streaming ( LIVE) partners

**2.** Prasar Bharati reserves the rights to consider any such submitted proposal.

**3.** The producer shall submit their proposal in the application format enclosed at [ott-content@prasarbharati.gov.in](mailto:ott-content@prasarbharati.gov.in) .

**4.** A show reel/ trailer/ content catalogue / Stream Link of the programmes on DVD/CD/pen drive on given genre or theme is required to be submitted along with the proposal.

**5.** All proposals should be put in a sealed envelope and superscribed as " Proposals under various Category for OTT platform for OTT".

  
19.07.24

6. All such proposals should be sent by email on ott-content@prasarbharati.gov.in OR post/courier to the following address:

Section Officer, Content Sourcing (DG:DD)  
Directorate of Doordarshan  
Tower-A, Doordarshan Bhawan, Room No.-1005  
Copernicus Marg, New Delhi-110001

7. For any further clarification please contact the following:

Sh. Amit Kumar  
Dy. Director General (Content Sourcing)  
Directorate Doordarshan, New Delhi  
e-Mail – ott-content@prasarbharati.gov.in

8. Content acquisition under the modes mentioned above in the NIPP will be an ongoing process therefore, there will not be any last date for submission of proposals. The received proposals will be processed on first-come: first-serve basis as per the content requirements of Prasar Bharati, merit of the proposals as per extant policy guidelines.



**(Faisal Nasim)**  
**Programme Executive**  
**For DDG(Content Sourcing)**