

**PRASAR BHARATI**  
**Content Sourcing Division**  
**Doordarshan Bhawan**  
**Copernicus Marg, New Delhi**

**No48/2/2024-P.6 (Content Sourcing)**

**Dated: 21.08.2024**

**Subject: Notice for Inviting Proposals (NIP) for OTT Platform - Applications-in-Applications integration with Prasar Bharati's OTT platform**

1. Prasar Bharati invites proposal(s) for integration of Application platforms with its OTT platform under the following categories:

a. Proposals for Application-in-Application integration of OTT Applications, Gaming Applications, Educational Applications or other Applications on a Revenue Share Model where only applicant platform will share the content with Prasar Bharti's OTT platform

b. Proposals for Application-in-Application integration of OTT Apps, Gaming Apps, or Educational Apps etc on a Revenue Share Model for exchange of content between applicant platform and Prasar Bharti

2. Prasar Bharati reserves the right to consider any submitted proposal.

3. The Application Platform owning companies are required to submit their proposal in the enclosed application format as Annexure-1 to 6, via email to **ott-content@prasarbharati.gov.in**.

4. **A link of application platform with login credentials** to preview the content of the respective app(s) must be provided along with the proposal in the email.

5. All the proposals will be processed as per the guidelines in **Chapter 11 of Content Sourcing policy -2024** notified on 09.08.2024 and the application platform and its content must abide by the eligibility conditions and other terms and conditions of Content Sourcing policy -2024. All the applications where the application platform or its content does not fulfill the criteria or terms and conditions mentioned in the Content Sourcing policy -2024 will be summarily rejected.

**6. The Gaming Applications promoting 'monetary transactions' and 'betting' or 'game of chance' in any mode will not be allowed.**

7. **No processing fee** will be charged for the processing of the applications.

8. Content acquisition under the modes mentioned in this notice will be an ongoing process. Therefore, there is no last date for submission of proposals. The received proposals will be processed on a **'first-come, first-serve basis'**, in accordance with the content requirements of Prasar Bharati and the merit of the proposals as per **Content Sourcing policy -2024**.

9. Proposals should be sent by email to **ott-content@prasarbharati.gov.in**.

10. For any further clarification, please contact:

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

**ANNEXURE-1**

**Application Form for Application-in-Application integration of OTT Applications, Gaming Applications, Educational Applications or Other Applications on Prasar Bharati's OTT Platform**

S.No	Particular	Details
1	Name of the applicant company	
2	Name of the Application platform applied for integration	
3	Registration No./Permission No. of the Application platform applied for integration (if applicable)	
4	Type of Application platform	(Please tick the appropriate box) - OTT Application - Gaming Application - Educational App -Other Application
5	Genre and Language of the content in the App <b>Note:</b> 1. Please attach list of all the Titles/ Content of the App separately as Annexure - 6. Genre & Language to be mentioned against each Title/ Content. 2. In case of Hybrid model of Revenue, i.e. Advertisement backed Video on Demand(AVoD ), Subscription backed Video on Demand (SVoD), Transaction backed Video on Demand (TVoD) please attach separate lists with headings as “ <b>Content for AVoD</b> ” , “ <b>Content for SVoD</b> ” and “ <b>Content for TVoD</b> ”. 3. Annexure – 6 to be filled for this section.	
6	Registered Address of the applicant Company	
7	Work Address of the applicant Company	
8	Name, designation, and contact details (Mobile/Landline number) of the principal officer(s)/person(s) to be contacted	
9	Authorized Email ID for communication	

10	PAN No. of applicant Company	
11	GST Registration details of applicant company	

**Declaration:**

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

Signature of Authorized Signatory

Place:

Date:

Name & Designation of Authorized Signatory  
(Seal of company)

## **ANNEXURE-2**

### **List of Documents to be Submitted with the Application**

- Copy of Registration Certificate/Permission of the App (if applicable).
- Copy of the company's certificate of incorporation.
- Copy of the logo of the App (if applicable).
- Documents in support of the type of App (OTT/Gaming/Educational/other).
- Authority letter in respect of the person with phone no and email id authorizing to sign the application on behalf of the applicant company (format provided in Annexure-4).
- Copy of PAN No. of the Applicant Company.
- Copy of GST Registration of the Applicant Company.
- Self-Declaration form as per Annexure– 5.

**Note: Scanned copies of all the documents with all the pages signed and stamped by the applicant company shall be submitted with application form on given email id.**

**ANNEXURE-3**

**Format of Undertaking (For 'type & genre of the applied app)**

I/We on behalf of ..... (Name of applicant company) hereby undertake that we have applied for integration of ..... (Name of App) on Prasar Bharati's OTT Platform.

We further confirm that the information contained in the application form or any part thereof including its exhibits and other documents and instruments delivered to Prasar Bharati are true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not, in whole or in part, mislead the department in its allotment process.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading or conflicting, we are liable to be dismissed from the selection process or face cancellation of allotment during the period of allocation if allotted a slot on OTT.

Signature:

Date:

Name:

Designation:

Organization Seal:

**ANNEXURE-4**

**Format of Certificate (For Authorized Signatories) on Letter Head**

I ..... the ..... (Director/CEO/President/Secretary) of ..... (Name of applicant company) do hereby authorize Ms./Mr./Mrs. .... (Name of authorized person) having authorized email id & Mobile Number provided below and whose signature is also set out below to represent us in connection with participation in the selection of our app for placement on Prasar Bharati's OTT Platform and bind the organization by authority of its board/governing body. He/She is duly authorized to sign the application and all necessary correspondence in this regard on our behalf. His/Her explanations/statements will be binding on me/us without exception.

**Authorized Signatory's**

**Authorizing Authority**

Specimen Signature:

Signature:

Name:

Name:

Designation:

Designation:

E-mail Id:

E-mail Id:

Mobile No.:

Mobile No.:

Organization's Seal:

Organization's Seal:

Place:

Date:

## **ANNEXURE-5**

### **Terms and Conditions for On-boarding Apps on Prasar Bharati's OTT Platform**

**1. Prohibitions Regarding Game Content:**

- a. The games provided for streaming on Prasar Bharati's OTT platform must not involve any form of 'monetary transactions', 'betting' or 'game of chance'.
- b. There shall be no nudity, obscenity, or vulgar language in the games provided for streaming.

**2. Compliance with Content Codes and Guidelines:**

It should comply with paragraphs 11.1.4.1 and 11.1.4.2 of the Content Sourcing Policy 2024, notified on 09.08.2024.

**3. Company Compliance:**

It should comply with paragraphs 11.1.4.3 of the Content Sourcing Policy 2024, notified on 09.08.2024.

**4. Application Partner Responsibilities:**

It should comply with paragraphs 11.1.5.1, 11.1.5.2, 11.1.5.3 and 11.1.5.4 of the Content Sourcing Policy 2024, notified on 09.08.2024.

**5. Term and Allotment:**

It should comply with paragraphs 11.1.6.1 and 11.1.7.1 of the Content Sourcing Policy 2024, notified on 09.08.2024.

**6. Indemnification and Rights:**

It should comply with paragraphs 11.1.7.2, 11.1.7.3 and 11.1.7.4 of the Content Sourcing Policy 2024, notified on 09.08.2024.

I/We agree to all of the above terms and conditions.

**Signature of Authorized Signatory**

Name:

Designation:

Organization Seal:

Place:

Date:

## **Annexure - 6**



<u>S.No</u>	<u>Title of Content/Game</u>	<u>Language</u>	<u>Genre of Content/Type of Game</u>	<u>AVoD, SVoD or TVoD</u>
1				
2				
3				
4				
5				

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