

Prasar Bharati
Sales & Marketing Division
Prasar Bharati Secretariat
Soochna Bhawan: New Delhi

No. M-13/102/2025-SMD - PBS (E-272432)

Dated 23rd January 2025

Subject:- Notice for inviting advertisement on WAVES OTT Platform

All agencies empanelled with the Directorate of Advertising and Visual Publicity (DAVP) are cordially invited to collaborate and advertise on Prasar Bharati's WAVES OTT platform. This platform offers a unique opportunity to reach a diverse and expansive audience through innovative and engaging digital advertising solutions.

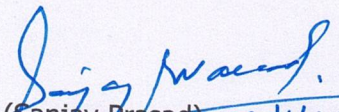
On-boarding of New Agencies and Ad Serving Arrangements

Each agency will need to select and plan its own ad serving arrangements. The responsibility for covering the costs associated with the use of ad servers will lie with the individual agencies. The agency will be given **20% discount** on the total business brought by them. All the technical cost for integration will be borne by the agency.

Technical Integration Feasibility and Costs

The technical feasibility of integrating an ad server brought by a new agency will be examined to ensure compatibility with existing infrastructure. This includes evaluating compatibility with the current setup, ensuring seamless data exchange and maintaining performance standards across platforms. An overall assessment will be necessary to ensure that integration can be carried out effectively without disrupting ongoing operations.

For collaborations you may contact : sanjayprasad@prasarbharati.gov.in


(Sanjay Prasad) 23/1/25
Dy. Director General (SMD)

Copy for kind information forwarded to :

- 1 DG:DAVP, Soochna Bhawan, New Delhi, with a request to direct the concern section of CBC to upload the notice on its Website
- 2 PBS, IT wing, PBS, New Delhi for uploading in Prasar Bharati Website