

PRASAR BHARTI
(India's Public Service Broadcaster)
Central Archives
Akashvani Bhavan, Sansad Marg, New Delhi -110001.

No. PBCA/Syndication/Policy/2025-26

Dated: 02/09/2025

Subject: Syndication Policy of Prasar Bharati - feedback from industry regarding

Prasar Bharati intends to frame a policy on syndication of the programme content/IPs, owned by Akashvani & Doordarshan, on various platforms in linear, satellite and digital/OTT spaces. Draft of the policy and a consultation note have been prepared to obtain the feedback from the industry, in this regard. These documents are enclosed herewith for reference.

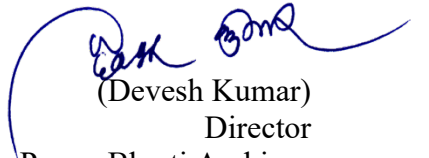
Media houses/channels, Content aggregators/partners, DTH platforms, OTT/Digital platforms and other stakeholder in the media and entertainment industry are hereby requested to offer their feedback/comments on the draft documents related to the policy.

The feedback may be furnished through e-mail communication by 21st September, 2025 on following address:

archives@prasarbharati.gov.in

Enclosures:

1. Industry Consultation Note
2. Draft of Syndication Policy


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Prasar Bharati: Industry Consultation Note

As part of the finalization and implementation of Prasar Bharati's Content Syndication Policy 2025, a structured industry consultation is being initiated with key stakeholders across the media ecosystem including OTT platforms, linear TV broadcasters, radio networks, telecom carriers, IPTV operators and content aggregators.

The objective is to solicit industry feedback on suitable monetization frameworks, licensing structures and operational mechanisms for syndicating Prasar Bharati's rich and diverse content portfolio across platforms.

Below is the set of suggested discussion points for stakeholder consultation:

Expanded Consultation Points on Revenue Share & Monetization Models

1. Preferred Revenue Share Structures

- What are the industry preferences among the following models for different platforms (TV, OTT, Radio, IPTV)?
 - Flat Fee Licensing (one-time payment for time-bound or event-specific use)
 - Revenue Share Model (percentage-based on gross/net ad or subscription revenue)
 - Minimum Guarantee (MG) + Revenue Share (hybrid structure: upfront + performance-based)
 - Barter/In-Kind Exchange (e.g., reciprocal content sharing, ad slots, promotional tie-ups)
- Preferred revenue share ratios for:
 - Linear TV & Radio advertising revenues
 - OTT Subscription and AVOD revenues
 - Platform bundling (e.g., with telecoms, DTH, or cable operators)
- Feedback on tiered revenue share based on:
 - Content type (archival, live, premium)
 - Territory (domestic vs. global)
 - Platform type (OTT, IPTV, mobile app, FM radio)
 - Performance thresholds (e.g., TRP/viewership for TV, MAUs for OTT)

2. Revenue Attribution & Transparency

- Best practices in revenue reporting for both digital and broadcast platforms:
 - Real-time dashboards (OTT/IPTV)
 - Weekly log sheets or TAM/BAARC reports (TV)
 - RAM or listenership data (Radio)
- Settlement frequency: monthly, quarterly, event-based
- Preferred formats for audit readiness and cross-platform reconciliation

3. Advertising Monetization Models

- Preferred ad integration methods:
 - SSAI / CSAI for OTT/IPTV
 - FCT-based monetization for linear TV and radio
 - Programmatic ad delivery
- Expectations on:
 - Shared vs. exclusive ad slots
 - Retention of PB-owned ad inventory
 - Co-selling or inclusion of public service advertising

4. Subscription & Freemium Models

- Preference for paywall (SVOD/TVOD) vs. freemium access
- Tiered subscription options bundled with PB content
- Licensor share from subscription pools (net basis)
- Flexibility for dynamic pricing by content type/platform

5. International Syndication Monetization

- Models for monetizing Indian content for global diaspora:
 - Regional-language or ethnic-specific packaging
 - Live events or seasonal content
 - AVOD with geo-targeted ads
- Challenges around currency conversion, taxation, and remittances

6. Strategic & Non-Monetary Syndication

- Value of non-revenue partnerships:
 - Carriage deals with public broadcasters
 - Cross-branding for reputation visibility
 - Reciprocation of content and promotional access
- Viability of PB content in telco bundles, STB apps, and smart TVs

7. Dynamic Pricing and Incentivization

- Should the policy include:
 - Bulk licensing discounts
 - Seasonal/promotional pricing
 - Viewership-linked incentives

8. Technology-Driven Monetization Models

- Readiness to adopt:
 - AI-based ad targeting
 - Tokenized access/micropayments
 - Blockchain-based royalty tracking
 - Addressable TV and interactive monetization

Partners are requested to review the points above and share their inputs .. The feedback will be instrumental in shaping a flexible, scalable and industry-aligned content syndication framework for Prasar Bharati.

Prasar Bharati: Draft Content Syndication Policy 2025

1. Objective

This policy governs the syndication of Prasar Bharati's extensive content catalog, including TV, radio, film, digital and commissioned programming. It aims to promote cultural outreach, monetize archival and new content, enable strategic collaborations, and uphold the public service mandate of Prasar Bharati.

2. Scope

This policy applies to:

- Content produced by Doordarshan and Akashvani
- Archived national and regional content
- Live programming (government events, festivals, sports, etc.)
- Digital-first content published on Prasar Bharati's OTT platform
- Commissioned, co-produced, licensed, or revenue-share content

3. Definitions

- Syndication: Licensed distribution of PB content to third-party platforms.
- Exclusive Rights: Sole rights within a defined scope.
- Non-Exclusive Rights: Shared rights with other partners.
- Flat Fee: One-time license fee for content use.
- Revenue Share: Earnings shared based on usage metrics.
- Minimum Guarantee (MG): A fixed amount payable upfront regardless of revenue share.
- DRM: Digital Rights Management mechanisms for content protection.

4. Types of Syndication

A. Free/Public Syndication

- For: Government departments, educational institutions, community media
- Use: Non-commercial, educational and awareness content
- Conditions: Attribution required; no alteration without prior approval

B. Commercial Syndication

- For: OTTs, aggregators, TV channels, telecom operators, airlines, etc.
- Use: Monetized via fee, revenue share, bundled offers
- Rights: Exclusive or non-exclusive, as per agreement

C. International Syndication

- For: Foreign broadcasters, diaspora platforms, cultural organizations
- Use: Cultural diplomacy, global dissemination of Indian content

- Rights: Global or territory-specific; exclusive or non-exclusive

5. Rights Management

Syndication rights shall be granted with specifications on:

- Exclusivity: Exclusive or non-exclusive
- Territorial Scope: Domestic, global, or territory-specific
- Platform Scope: TV, OTT, Radio, Web, In-flight, etc.
- Language Rights: Original, dubbed, subtitled, or translated

All rights governed by formal agreement covering:

- Duration
- Distribution scope
- Branding/watermarking
- Payment terms
- Reporting and audit obligations
- Termination and reversion clauses
- Sub-licensing restrictions (not permitted without prior written consent)
- Content security obligations (encryption, watermarking, DRM)
- Derivative works (creation permitted only with prior approval; rights revert to PB)
- Force majeure clause covering events beyond either party's control

6. Content Categories

- News and Current Affairs
- National Live Events
- Cultural Programming (music, dance, arts, spiritual)
- Movies, Series, Documentaries
- Educational and Children's Content
- Archival Footage
- Radio and Podcast Programming

7. Revenue Models

- Flat Fee Licensing
- MG + Revenue Share
- Pure Revenue Share
- Barter/In-kind Exchanges

Commercial proposals to include:

- Financial terms
- Exclusivity, renewal and termination clauses
- Reporting and audit provisions
- Penalty framework for non-compliance (branding, delay in reporting, etc.)

8. Partner Eligibility

Syndication partners must:

- Be legally registered entities
- Demonstrate prior broadcasting or platform experience
- Have technical capacity to secure and stream content
- Adhere to Indian laws and PB's editorial guidelines
- Comply with ethical usage standards and accessibility guidelines

9. Branding & Attribution

- PB logo and attribution must be clearly displayed
- Co-branding guidelines (e.g., "Powered by PB") to be followed
- Unauthorized cuts, remixing, or alterations are prohibited

10. Approval Mechanism

Syndication Review Committee (SRC) comprising:

- Content Divisions (DD and AIR)
- Finance & Revenue
- Legal Cell
- OTT Operations/Technology
- Marketing & Strategic Advisory

The SRC will review proposals for:

- Editorial, legal and commercial fit
- Strategic and outreach value

The proposal deemed fit shall be recommended for approval by committee .

11. Monitoring & Compliance

- Partners must share periodic usage and performance reports
- PB reserves audit rights
- Violations may result in termination and blacklisting
- Grace period of 30 days for curable violations before termination (except in serious breaches)

12. Dispute Resolution

Disputes shall be settled under the Arbitration and Conciliation Act, 1996. Jurisdiction: New Delhi.

13. Policy Review

To be reviewed biennially or earlier in light of:

- Market dynamics
- Technology advancements
- Strategic objectives
- Regulatory guidelines

14. Innovation and Pilot Collaborations

Limited-term syndication partnerships may be undertaken with:

- Startups
 - Research institutions
 - Innovation platforms
- Based on pilot-level MoUs, under SRC supervision.

Annexure A: Indicative Rate Card (To Be Reviewed Annually)

Content Type	Rights Type	Indicative Rate (INR)	Notes
Archival News Footage	Non-Exclusive		Bulk discounts may apply
Cultural Program (Live)	Exclusive		Includes branding rights
Feature Documentaries	Exclusive		Long format, HD ready
Shows/series			
Radio Programming	Non-Exclusive		Includes podcasts
Devotional Live Streams	Non-Exclusive		24x7 live feed

Note: Custom pricing may be offered for bundled or strategic deals.

Annexure B: Branding Guidelines

- Use official PB logos (shared on request)
- Placement: Top-right or bottom-left watermark on video
- Co-branded banners/logos must seek approval from PB
- Partner cannot claim editorial control or ownership

Annexure C: Reporting & Metadata Template

Partners must submit monthly reports including:

- Total views/streams/downloads
- Revenue earned (if applicable)
- Geo-distribution of users
- Content titles used
- Technical metadata: language, format, duration, etc.

Annexure D: Prohibited Use Cases

- Use in political, religious, or commercial ads without PB's written consent
- Use for AI training datasets unless explicitly licensed
- Use on pornographic, defamatory, or unverified platforms

Annexure E: Sample Licensing Agreement (Template)

A draft agreement including:

- Parties and contact details
- Term, scope, rights granted
- Fees and payment terms
- Warranties and indemnities
- Termination conditions

Annexure F: Technical Delivery Guidelines

- Formats: HD/SD/MPEG4/H.264, audio bitrate
- Language codes, subtitle formats
- File naming conventions and secure delivery options

Annexure G: Policy Change Log

Version	Date	Changes Made
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1.0	June 2025	First formal draft with rate card and annexures
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Annexure H: Syndication Proposal Form Template

Fields:

- Name and background of partner
- Content required
- Rights requested (platform, territory, duration)
- Revenue model proposed
- Technical readiness checklist
- Branding and attribution plan