

PRASAR BHARATI
(India's Public Service Broadcaster)
Doordarshan Bhawan, Copernicus Marg
New Delhi-110001
(Content Sourcing Division)

No. 67/01/2025-26-P.6(ContentSourcing)

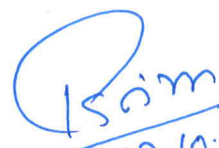
Dated: 18.10.2025

Notification
(No. 01/2025-CSD)

Prasar Bharati hereby, notifies the **"Prasar Bharati Pay-Per-View (PPV) Content Sourcing Policy Pilot Framework 2025-26"**.

2. These guidelines are in addition to the existing "Content Sourcing Policy-2024" for acquisition of Content on WAVES OTT Platform.
3. These policy guidelines shall apply only to WAVES OTT platform for the duration of the pilot phase, effective from the date of notification till 31 March 2026.
4. These policy guidelines, as annexed, are being placed on Prasar Bharati website for the information of all stakeholders.

Annex. As above.


18.10.2025

(D.P.Singh)

DDG(Content Sourcing Division)

Copy to:

1. PPS to CEO, Prasar Bharati
2. PPS to Member (Finance), Prasar Bharati
3. The Director General, Doordarshan
4. The Director General, Akashvani

Prasar Bharati Pay-Per-View (PPV) Content Sourcing Policy Pilot Framework 2025-26

1. Background

Prasar Bharati, India's Public Service Broadcaster, has launched **WAVES**, a national OTT platform delivering a rich mix of on-demand content and live streams across diverse genres and Indian languages. As the platform approaches the completion of its first operational year, Prasar Bharati is expanding its content ecosystem by introducing the **Pay-Per-View (PPV) Content Sourcing Policy Pilot Framework 2025-26**.

This initiative seeks to onboard independent filmmakers, production houses, and digital creators through a transparent, performance-linked model that rewards quality content based on actual audience engagement. The framework aims to establish a fair, data-driven mechanism for content onboarding and remuneration on WAVES during the pilot phase.

2. Objective

The PPV framework seeks to:

- Create a transparent and data-driven content acquisition mechanism.
- Reward producers and creators based on validated audience engagement.
- Encourage high-quality, exclusive and regionally diverse content.
- Enable sustainable and scalable content sourcing aligned with public service objectives.
- Serve as a pilot initiative to evaluate the long-term viability of performance-linked content models for public service OTT platforms.

3. Applicability & Duration

- This policy shall apply only to WAVES OTT platform for the duration of the **pilot phase**, effective from the date of notification till **31 March 2026**.

- The outcomes of this pilot in terms of content performance, viewership traction, cost efficiency, and sustainability shall guide the formulation of the **Comprehensive PPV Policy** for subsequent implementation.

4. Core Framework

4.1 Base Pay-Per-View (PPV) Rates

Language Category	Base PPV Rate
Hindi, Tamil, Telugu, Malayalam	₹12 per validated view
Other Indian languages	₹6 per validated view

4.2 Progressive Slabs for Performance Incentive

Slab	Validated Views (per calendar month)	Payout Multiplier
Slab 1	0 – 1,00,000	100% of Base PPV
Slab 2	1,00,001 – 5,00,000	125% of Base PPV
Slab 3	5,00,001 – 10,00,000	150% of Base PPV
Slab 4	10,00,001 – 20,00,000	175% of Base PPV
Slab 5	Above 20,00,000	200% of Base PPV

4.3 Content Attribute Multipliers

Attribute	Multiplier
Exclusive & Unreleased	×1.5
Digital + Linear Rights	×1.2
Already Available Elsewhere	×0.9
Global Territory Rights	×1.2

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5. Definition and Validation of Views

- A **validated view** shall mean that a unique user account has viewed **at least 30% of total runtime** of the content (movie or episode).
- For series or episodic content, each episode shall be treated independently for validation.
- Multiple views from the same user account shall be counted only once for payout purposes.
- All view data shall be derived solely from **WAVES Analytics System**, which will serve as the authoritative source for monthly reconciliation and payout computation.

6. Calculation and Reconciliation

- **Monthly Aggregation:** Total validated views during any **calendar month** shall determine the applicable slab and multiplier for that month.
- **Reconciliation:** All payouts shall be based on monthly reconciled analytics data, certified by the platform operations team.
- **Payments:** Producers shall be paid as per verified validated views, post-QC and legal clearance.
- **Transparency:** The WAVES Analytics Team shall generate and share a detailed performance report for each onboarded content title on a monthly basis, capturing validated views, applicable multipliers, and corresponding payout calculations. To ensure transparency, content partners shall have access to audit their content performance through the **WAVES Dashboard** once every quarter, or at such intervals as mutually agreed. The dashboard, currently under development, shall be made available in subsequent stages of the PPV framework rollout.

7. Licensing and Rights

- All content onboarded under the PPV framework shall be **licensed to WAVES for a minimum of one (1) year** from the date of going live.
- Rights granted shall include **digital streaming, public exhibition, and promotional usage** on WAVES and affiliated Prasar Bharati platforms.



- Ownership of copyright shall remain with the content provider.
- Early withdrawal of content before the expiry of license term shall not be permitted without written consent of Prasar Bharati.

8. Financial Structure

- During this pilot phase, no consumer paywall shall be applied; instead, WAVES shall pay producers on a per-validated-view basis.
- The PPV initiative shall operate as a content investment and audience acquisition model, intended to accelerate user growth and enhance overall platform value.
- All payments under the PPV framework shall be accounted for as content acquisition cost under the WAVES operational budget.

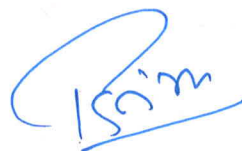
9. Quality Control and Legal Compliance

- All content shall undergo standard technical QC, rights verification, and legal vetting prior to onboarding.
- The content provider shall indemnify Prasar Bharati against any copyright or third-party claims.
- Any fraudulent practices, such as artificial view inflation or data manipulation, shall lead to suspension of payments and de-listing of the content.

10. Monitoring and Evaluation

A PPV Evaluation Committee constituted by CEO, Prasar Bharati, shall:

- Review monthly analytics, financial impact, and audience trends.
- Evaluate cost-per-view efficiency, content diversity, and public value creation.
- Recommend policy refinements, rate adjustments, and structural improvements for long-term implementation.



11. Policy Review and Future Course

- At the conclusion of the pilot phase (March 2026), the Committee shall submit a **Comprehensive Evaluation Report** assessing the financial viability and content performance metrics.
- Based on findings, a Prasar Bharati PPV Content Sourcing Policy (Final) shall be notified, superseding this pilot framework.
- The current framework shall remain in force until such time as the revised policy is formally adopted.

12. Miscellaneous Provisions

- The policy shall be governed by all applicable laws and codes, including the Programme Code and Advertising Code.
- Any dispute arising out of implementation shall be referred to arbitration under the provisions of the agreement executed between the parties.
- Prasar Bharati reserves the right to modify, suspend, or withdraw any part of this policy during the pilot phase, based on operational exigencies.

