

File No.: 67/01/2025-26 P.6 (Content Sourcing)

**PRASAR BHARATI
(INDIA'S PUBLIC SERVICE BROADCASTER)
DIRECTORATE GENERAL: DOORDARSHAN
COPERNICUS MARG, NEW DELHI**

(Comp. No.310329)

Dated:30.10.2025

Subject: Notice Inviting Programme Proposals (NIPP) for Content "Prasar Bharati Pay-Per-View (PPV) Content Sourcing Policy Pilot Framework 2025-26".

1. Introduction

Prasar Bharati invites Programme Proposals from independent filmmakers, production houses, and digital creators for onboarding content under the Pay-Per-View (PPV) Model on its official OTT platform — WAVES. The PPV Model introduces a transparent, performance-linked system rewarding creators based on validated audience engagement data through the WAVES Analytics System. This NIPP is issued under the framework of the **"Prasar Bharati Pay-Per-View (PPV) Content Sourcing Policy Pilot Framework 2025-26"**.

2. Background

WAVES - Bharat ka Apna OTT - is Prasar Bharati's official digital streaming platform offering live and on-demand content across genres, languages, and regions. To encourage diverse storytelling and independent content creation, Prasar Bharati has launched the Pay-Per-View (PPV) Content Sourcing Framework 2025-26. This initiative promotes inclusivity, transparency, and equitable monetisation for creators, thereby enhancing the content diversity and reach of WAVES OTT.

3. The offered programme should fulfill all the following conditions:

i. Programme are ready-made or already produced.

ii. Compliance with Content Codes and Guidelines:

iii. The Programmes must comply with the Programme Code of Prasar Bharati, or any other guidelines, orders, or codes as specified by the Government or any other regulatory body with respect to content streamed by Prasar Bharati.

iv. Company Compliance:

(a) The Rights owner company/Partnership Firms/ Proprietary firm/ Producer must not be blacklisted or suspended by any Government Body or Authority.

v. Indemnification and Rights:

- i. Applicant Rights owner company/Partnership Firms/ Proprietary firm/ Producer shall have to indemnify Prasar Bharati for any violation any rights concerning content/ Programme which is being offered under PPV Model.
- ii. Prasar Bharati reserves the right to suspend or cancel the agreement with Rights owner company/Partnership Firms/ Proprietary firm/ Producer (s) of selected programmes in case of violation of the terms of the agreement in future and also reserves the right to review the selection process/terms & conditions during the agreement period by giving one month notice.

4. The producer shall submit their proposal at
<https://dash.wavesbazaar.com/signup>

Note: It is informed that all existing applicants who have applied under other modes can exercise the option to switch to the PPV mode without requiring re-application.

5. A Drive/web link of preview version of Programmes and its promos/trailers with credentials to preview the programme shall also to be uploaded along with the application form.

6. No processing fee will be charged for the processing of the applications.

7. The proposals received will be evaluated by the following committee :

- (i) Lead- WAVES OTT – Sh Vikram Singh Malik
- (ii) Head & Advisor-WAVES OTT –Sh Aditya Chaturvedi
- (iii) Programme Executive- WAVES OTT
- (iv) Head & DDG Sales –Sh Sanjay Prasad
- (v) Head DDG (Content Sourcing)-Sh. Dinesh Pratap Singh
- (vi) Any other member to be nominated by the competent authority.

9. PAYMENT STRUCTURE:

9.1 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

9.2 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

9.3 Content Attribute Multipliers

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

10. Scope of Work

The selected creator/producer shall provide content adhering to Prasar Bharati's technical, editorial, and legal standards.

The WAVES OTT Content Team will assist with onboarding, metadata integration, and analytics validation.

Creators shall retain intellectual property while granting Prasar Bharati non-exclusive digital exhibition rights for the defined term.

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

12. Content acquisition under the PPV mode 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 WAVES OTT Prasar Bharati, on the merit of the proposals as per extant policy guidelines.
