

**PRASAR BHARATI**  
*(India's Public Service Broadcaster)*  
**WAVES OTT : CENTRAL ARCHIVES**  
**AKASHVANI BHAWAN : NEW DELHI -110001**

**No. PB/OTT-WAVES/NIPP-Amendments/2025-26**

**Date: 30.04.2026**

**Notification**


**(No.01 /2026-PPV)**

The Prasar Bharati Pay-Per-View (PPV) Content Sourcing Policy Pilot Framework 2025–26, which was operational up to 31.03.2026, stands concluded.

With the approval of the Prasar Bharati Board in its 194th meeting held on 27.03.2026, Prasar Bharati hereby notifies the revised framework titled '**Prasar Bharati Pay-Per-View (PPV) Content Sourcing Policy, 2026**', incorporating transition from a validated view-based payout mechanism to a **streaming-minutes based payout model**, aligned with actual user consumption and prevailing industry practices.

2. The revised framework shall form part of the existing Content Sourcing Policy, 2024.
3. These policy guidelines shall apply to the WAVES OTT platform with immediate effect.
4. Content proposals onboarded or submitted under the PPV Content Sourcing Policy Pilot Framework 2025–26 shall be given a one-time option to migrate to the revised policy framework.
5. A Notice Inviting Programme Proposal (NIPP), along with detailed annexures, shall be issued in due course to invite submissions under the revised policy framework.
6. The detailed policy framework is annexed to this Notification and shall form an integral part hereof. The same is also being placed on the Prasar Bharati website for information of all stakeholders.

Annexure: Prasar Bharati PPV Content Sourcing Policy, 2026

  
(Amit Tandon)

DDG(CS-OTT( PPV))

Copy to:

1. PPS to CEO, Prasar Bharati
2. PPS to Member (F)/Member(P), Prasar Bharati
3. PPS to DG DD and DG Akashvani
4. In-charge Waves(OTT)

# Prasar Bharati Pay-Per-View (PPV) Content Sourcing Policy 2026

## 1. Background

Prasar Bharati, India's Public Service Broadcaster, operates WAVES, a national OTT platform delivering a rich mix of on-demand content and live streams across diverse genres and Indian languages. Building upon the experience of the PPV Content Sourcing Policy Pilot Framework 2025–26, a refined and performance-linked PPV Content Sourcing Policy is hereby introduced. The revised framework aligns content payouts with actual audience consumption through a streaming-minutes-based approach, while ensuring transparency, scalability, and financial sustainability.

## 2. Objective

The PPV framework seeks to:

- Establish a transparent, data-driven and performance-linked content acquisition mechanism
- Align payouts with actual audience consumption (streaming minutes)
- Encourage onboarding of high-quality, exclusive, and diverse content across genres and languages
- Enable financially sustainable and scalable content sourcing, aligned with public service objectives
- Create a market-aligned and attractive framework for content creators and producers

## 3. Applicability & Duration

This policy shall apply to all content onboarded under the PPV framework on the WAVES OTT platform, with effect from the date of notification. The policy shall also govern content licensed with associated rights, including digital streaming and, wherever applicable, linear broadcast rights on Prasar Bharati platforms.

## 4. Core Framework

### 4.1 Base Payout Structure

Payout under the PPV framework shall be based on total streaming minutes consumed on the WAVES platform, as recorded through the WAVES Analytics System.



The Base Payout Rate for Exclusive and First Window (Unreleased) content with full digital and linear rights shall be as follows:

<b>WAVES OTT Subscriber Base</b>	<b>Base Payout Rate (₹ per streaming minute)</b>	<b>Initial Full Rate Period</b>
Below 100 Million	₹6.00	6 Months
100 Million – 200 Million	₹5.00	6 Months
200 Million – 300 Million	₹4.00	6 Months
300 Million – 400 Million	₹3.00	3 Months
400 Million – 500 Million	₹2.00	3 Months
500 Million and above	₹1.00	3 Months

For the purpose of determining applicable payout tiers, “WAVES OTT Subscriber Base” shall mean the total number of **registered users** on the WAVES platform, as recorded in the authenticated system database.

#### **4.2 Post-Initial Period Adjustment**

Upon completion of the applicable initial full rate period, the Base Payout Rate shall stand reduced to 50% of the applicable rate.

#### **4.3 Content Attribute Multipliers**

The following multipliers shall apply for computation of payout under the PPV framework:

##### **(A) Primary Rights Category (Mutually Exclusive – Only one shall apply)**

<b>Category</b>	<b>Multiplier</b>
Exclusive First Window (Full Rights)	×1.00
Exclusive Rights (Non-First Window)	×0.75
Non-Exclusive Rights	×0.50

##### **(B) Territory Rights**

<b>Category</b>	<b>Multiplier</b>
Global Rights	×1.00
India-only Rights	×0.75



### (C) Platform Rights

Category	Multiplier
With Linear Rights	×1.00
Without Linear Rights (Only Digital Rights)	×0.80

Base payout rates under Clause 4.1 are applicable for content offering full digital and linear rights. The above multipliers shall be applied where the content offered deviates from such baseline rights.

#### 4.4 Application of Multipliers (Sequence and Methodology)

Payout shall be computed in the following manner:

(i) **Base Payout Calculation:**

Streaming Minutes × Applicable Base Payout Rate

(ii) **Post-Initial Period Adjustment:**

Where applicable, the adjusted rate (50% of the base rate) shall be applied.

(iii) **Application of Content Attribute Multipliers:**

The applicable multipliers shall be applied in the following sequence:

(a) Primary Rights Category

(b) Territory Rights

(c) Platform Rights (*Linear / Non-linear*)

All applicable multipliers shall be applied in the sequence specified above and shall operate as multiplicative factors on the payout computed after application of the base rate and post-initial period adjustment. Only one multiplier under the Primary Rights Category shall be applicable, based on the nature of rights offered for the content.

#### 4.5 Principle of Payout

Payout shall be directly linked to actual consumption of content (streaming minutes).

### 5. Definition and Measurement of Streaming Minutes

Streaming Minutes shall mean the actual duration for which content is viewed by users on the WAVES platform.

For the purpose of payout computation:

- Only active viewing time shall be considered
- Buffering time, auto-play, idle playback, background play, or system-generated activity shall be excluded

- Measurement shall be based on authenticated and verifiable playback data recorded on the platform.

The WAVES Analytics System shall be the sole authoritative system for:

- Measurement
- Certification
- Reconciliation of streaming data.

## 6. Calculation and Reconciliation

Payout shall be calculated on a monthly basis based on:

- Total streaming minutes accrued during the relevant period.
- Applicable Base Payout Rate (as per subscriber base tier)
- Applicable content attribute multipliers
- Post-initial period adjustment (if applicable)

Payments shall be released based on certified analytics data, subject to applicable quality control, right verifications and legal clearances.

## Transparency

- Monthly performance reports shall be shared with content providers
- Reports shall include streaming minutes, applicable rates, multipliers, and payout computation

## 7. Licensing and Rights

All content onboarded under the PPV framework shall be licensed to WAVES for a minimum period of **one (1) year** from the date of publication on the platform, unless otherwise specified.

The rights granted to Prasar Bharati shall include digital streaming, public exhibition, and promotional usage on WAVES and affiliated Prasar Bharati platforms, including **websites, mobile applications, social media platforms, and other digital distribution channels**, for the purpose of marketing, promotion, and audience outreach.

The content provider shall ensure that it possesses all necessary rights for exploitation of the content under this policy. The content shall not be withdrawn by the content provider during the license period without prior written consent of Prasar Bharati.

## Definition of Linear Rights

*Linear Rights* shall mean the right to broadcast the content on Prasar Bharati's linear platforms, including Doordarshan channels and associated distribution networks such

as terrestrial transmission, DTH platforms (including DD Free Dish), or any other broadcast platform operated by Prasar Bharati.

- Prasar Bharati shall have the right to schedule and broadcast the content any number of times during the license period
- Such broadcasts shall not require any additional payment beyond the payout determined under the PPV framework

## 8. Financial Structure

During the current phase of implementation, no consumer paywall shall be applied for content onboarded under the PPV framework. The model shall operate as a **platform-funded, performance-linked content acquisition mechanism**, wherein payouts to content providers are based on actual content consumption.

All payments made under this framework shall be treated as **content acquisition cost** and accounted for accordingly under the WAVES OTT operations.

Prasar Bharati reserves the right to introduce alternative monetisation models, including consumer pay-based mechanisms, at a later stage.

## 9. Quality Control and Legal Compliance

All content proposed for onboarding under the PPV framework shall undergo mandatory **technical quality control (QC), rights verification, and legal vetting** prior to publication on the WAVES platform.

The content provider shall ensure that it possesses all necessary rights for exploitation of the content under this policy and shall **indemnify Prasar Bharati against any claims, disputes, or liabilities** arising out of copyright infringement, third-party rights, or any other legal issues.

Any **fraudulent practices**, including but not limited to artificial inflation of streaming metrics, misrepresentation of rights, or manipulation of data, shall result in **suspension of payouts and removal of content from the platform**, without prejudice to any further legal or contractual action.

## 10. Monitoring and Evaluation

A Committee constituted by CEO, Prasar Bharati shall periodically review the implementation of the PPV framework, including:

- Analytics relating to content performance and audience engagement
- Financial impact, including payout trends and cost efficiency
- Effectiveness of the framework in achieving content diversity and platform growth



The Committee may recommend **modifications in payout rates, multipliers, or operational aspects** of the policy, based on performance analysis and evolving platform requirements.

### **11. Policy Review**

This policy shall be subject to periodic review.

### **12. Miscellaneous Provisions**

- Governed by applicable laws and programme codes
- Disputes subject to arbitration
- Prasar Bharati reserves the right to modify the policy

### **13. Repeal and Supersession**

The *Prasar Bharati PPV Content Sourcing Policy Pilot Framework 2025–26* stands superseded.



## Annexure – Illustrative Payout Calculations under PPV Policy

### A. Standard Payout Formula

Final Payout = Streaming Minutes × Applicable Base Rate × (Post-Initial Adjustment, if applicable) × (Applicable Multipliers)

Where:

- Base Rate is as per subscriber base (Clause 4.1)
- For the purpose of these illustrations, the applicable base rate is ₹6.00 per streaming minute
- Post-Initial Adjustment = 50% of base rate after initial period
- Multipliers are applied in sequence as per Clause 4.3 and 4.4

### B. Illustrative Cases

#### 1. Exclusive First Window Content (Full Rights)

Parameter	Value
Streaming Minutes	10,00,000
Base Rate	₹6.00
Multipliers	Primary: 1.00; Territory: 1.00; Platform: 1.00

Payout:

$$= 10,00,000 \times 6.00 = ₹60,00,000$$

#### 2. Exclusive Digital (Non-First Window), India-only, Without Linear Rights

Parameter	Value
Streaming Minutes	10,00,000
Base Rate	₹6.00
Multipliers	Primary: 0.75; Territory: 0.75; Platform: 0.80

Effective Multiplier: 0.45

Payout:

$$= 10,00,000 \times 6.00 \times 0.45 = ₹27,00,000$$

#### 3. Non-Exclusive Digital Content, Global Rights (With Linear Rights)

Parameter	Value
Streaming Minutes	5,00,000
Base Rate	₹6.00

Multipliers	Primary: 0.50; Territory: 1.00; Platform: 1.00
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Payout:

$$= 5,00,000 \times 6.00 \times 0.50 = ₹15,00,000$$

#### 4. Post-Initial Period Adjustment (Full Right)

Parameter	Value
Streaming Minutes	10,00,000
Base Rate	₹6.00 → ₹3.00
Multipliers	1.00

Payout:

$$= 10,00,000 \times 3.00 = ₹30,00,000$$

#### 5. Combined Scenario (All Adjustments Applied)

Parameter	Value
Streaming Minutes	8,00,000
Base Rate	₹6.00 → ₹3.00
Multipliers	Primary: 0.75; Territory: 0.75; Platform: 0.80

Effective Multiplier: 0.45

Payout:

$$= 8,00,000 \times 3.00 \times 0.45 = ₹10,80,000$$

#### C. Clarifications

- Only one multiplier under Primary Rights Category shall apply
- Multipliers under Territory and Platform categories shall apply as per defined sequence
- All multipliers operate as multiplicative factors on payout
- Base Rate is determined by registered subscriber base of WAVES
- Post-initial adjustment shall be applied prior to multipliers
- Final payout is subject to analytics certification, QC, rights verification, and legal clearance

#### D. Disclaimer

The above illustrations are indicative in nature and provided for ease of understanding. Actual payouts shall be determined strictly in accordance with the provisions of the policy and certified analytics data.

