

PRASAR BHARATI
(India's Public Service Broadcaster)
Central Archives: WAVES OTT
Akashvani Bhawan, Sansad Marg
New Delhi – 110001

No. PB/WAVES/OTT/MARKETING/2026-27

Date: 20.05.2026

Subject: Seeking Industry Feedback and Budgetary Inputs on the Proposed Scope of Work for Engagement of a Marketing & Creative Agency for WAVES OTT Platform

The draft Scope of Work and proposed engagement framework for onboarding a Marketing & Creative Agency for the WAVES OTT Platform, covering Integrated Marketing Strategy, Creative Development and Digital Promotion, is enclosed herewith for seeking industry feedback, suggestions, queries and indicative budgetary inputs from prospective agencies/firms.

The proposed engagement is intended to support Prasar Bharati in strengthening brand visibility, audience engagement, user acquisition and digital outreach for the WAVES OTT Platform.

Interested agencies/firms may kindly submit their comments, suggestions, queries and indicative budgetary estimates on or before **01.06.2026 (15:00 hrs)** through email or at the address mentioned below:

To: amittandon@prasarbharati.gov.in


Address:
Room No. 323,
DG:AIR, Akashvani Bhawan, Sansad Marg,
New Delhi – 110001

Telephone: 011-23466323 / 23466182

A stakeholder consultation meeting is also proposed to be held physically on **28.05.2026** at the above address to discuss the proposed scope of work and receive industry inputs and budgetary offers.

The feedback and indicative budgetary inputs received from stakeholders may be considered while finalising the upcoming tender/engagement document.

Encl: Draft Scope of Work and Engagement Framework


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Engagement of Marketing & Creative Agency for WAVES OTT Platform

For Integrated Marketing Strategy, Creative Development and Digital Promotion

Scope of Work and Engagement Framework

1. Background

WAVES is the OTT platform of Prasar Bharati, developed with the objective of providing a national digital streaming ecosystem integrating television channels, radio channels, films, TV Shows and Web series , audio programming, live events, educational content and cultural programming.

Since its launch, the platform has witnessed encouraging user traction and is presently entering a growth and expansion phase. In order to position WAVES as a competitive national OTT platform and enhance its brand visibility, user acquisition and audience engagement, Prasar Bharati intends to undertake structured marketing and promotional initiatives supported by professional creative development and digital outreach.

To achieve these objectives, Prasar Bharati proposes to engage a Marketing & Creative Agency from among CBC empanelled media/advertising agencies eligible under Category-A, B or C, in accordance with applicable procurement provisions and financial eligibility criteria of Prasar Bharati, **for an initial period of one year**, extendable by up to one additional year based on satisfactory performance .

The selected agency will function as the primary creative and marketing partner for WAVES, supporting the platform in marketing strategy development, campaign conceptualisation, digital promotion, social media management, creative production, content promotion and industry benchmarking.

2. Objectives of Engagement

The engagement of a Marketing & Creative Agency for WAVES OTT platform is intended to support the following broad objectives:

- Position WAVES as a leading national OTT and digital streaming platform of Prasar Bharati
- Strengthen the visibility, reach and audience connect of WAVES across diverse audience segments in India and international markets
- Establish a distinctive, credible and contemporary brand identity for WAVES in the digital media ecosystem
- Enhance audience engagement and strengthen long-term user affinity towards the platform
- Promote wider discoverability and consumption of the platform's diverse content offerings across regions, languages and audience groups
- Strengthen the positioning of WAVES as an inclusive, accessible and future-ready public digital media platform
- Support the aspiration of expanding the global visibility of Indian public service content and cultural storytelling through WAVES
- Encourage innovative and audience-centric digital outreach aligned with evolving OTT and media consumption trends
- Support the long-term vision of WAVES as a scalable and globally benchmarked digital streaming ecosystem

3. Scope of Services

The selected agency shall function as the lead marketing and creative support partner for WAVES OTT in relation to integrated marketing, creative development, digital promotion and audience engagement initiatives.

The scope of services under this engagement shall include the following activities:

- development of marketing and communication strategies
- campaign conceptualisation and creative development
- digital marketing and social media management
- search engine optimisation (SEO) and app store optimisation (ASO)
- audience analytics and campaign performance reporting
- influencer and creator engagement support
- content promotion planning and campaign support
- UI/UX design inputs relating to promotional presentation elements on the platform
- innovation initiatives and audience engagement activities
- stakeholder coordination and partner marketing support
- industry benchmarking and strategic marketing inputs

The detailed scope of work and deliverables are specified in subsequent clauses of this RFP.

4. Detailed Scope of Work

A. Brand Strategy and Platform Positioning

The agency shall assist Prasar Bharati in developing and maintaining a strong and distinctive brand identity for the WAVES OTT platform. This shall include development of the overall brand positioning strategy, identifying the unique value proposition of WAVES and defining its communication tone and visual identity. The agency shall create a structured brand architecture framework covering various content verticals available on the platform.

The agency shall also prepare and maintain brand guidelines, ensuring consistency in design language and communication across campaigns, digital platforms and partner marketing initiatives. A centralised repository of brand assets and templates shall also be maintained for use by Prasar Bharati teams and content partners.

B. Marketing Strategy, Audience Insights and Campaign Planning

The agency shall design comprehensive marketing strategies aimed at promoting the WAVES OTT platform and supporting growth in platform reach, audience engagement and user retention.

This shall include preparation of annual marketing plans, identification of major campaign opportunities and planning of integrated campaigns across digital media, social media, broadcast platforms and other relevant communication channels.

The agency shall support Prasar Bharati in developing a structured understanding of the platform's target audiences through audience segmentation and audience insight analysis.

This shall include:

- analysis of user demographics, viewing behaviour and audience engagement trends
- identification of key audience segments including youth audiences, regional viewers, devotional audiences, educational content viewers and other relevant user groups
- development of audience personas and targeted communication approaches
- recommendations relating to user acquisition, retention and audience engagement strategies
- campaign planning for different audience segments and content categories
- optimisation of campaign strategies based on audience behaviour insights and analytics

The agency shall also support planning of targeted campaigns for content launches, platform milestones, seasonal campaigns and special programming initiatives to ensure effective outreach to relevant audience groups.

C. Creative Design and Production

The agency shall function as the primary creative production partner for WAVES and will be responsible for developing campaign concepts and designing promotional materials. This shall include development of key visual designs, promotional posters, banners, digital creatives and marketing graphics. The agency shall also produce promotional videos, brand films and digital campaign films highlighting the platform and its content offerings.

Complete creative toolkits shall be prepared for major campaigns to ensure consistent communication across platforms.

D. Social Media Management

The agency shall manage the official social media presence of WAVES OTT across major digital platforms including platforms such as X (Twitter), Facebook, Instagram, YouTube and LinkedIn.

Responsibilities shall include development of structured social media content calendars, publishing promotional content, engaging with audiences and monitoring user responses. The agency shall track social media engagement metrics and submit periodic performance reports highlighting audience interaction trends.

The agency shall maintain an adequately staffed social media and digital engagement team for management of day-to-day platform communication, campaign execution, content publishing, audience interaction and digital engagement activities relating to WAVES OTT.

The bidder shall submit along with the technical proposal the proposed structure of its social media and digital engagement team, including indicative roles and deployment framework for content creation, publishing, campaign management, community engagement, analytics and coordination activities.

Prasar Bharati may require deployment of additional resources during major campaigns, live events or special promotional initiatives depending upon operational requirements.

E. Search Engine Optimization (SEO) and App Store Optimization (ASO)

The agency shall implement strategies to improve the digital discoverability of WAVES. SEO activities shall include keyword research, optimisation of content metadata and improvement of search visibility of platform content.

ASO activities shall focus on improving discoverability of the WAVES mobile application on app marketplaces by optimising app descriptions, keywords, screenshots and creative elements.

F. UI/UX Design Inputs

The agency shall provide UI/UX design inputs and visual design concepts aimed at improving the presentation and usability of the WAVES OTT platform. This may include recommendations and design mock-ups for homepage layout, navigation structure, content discovery mechanisms, promotional banners and other visual interface elements.

The agency shall prepare and submit such design concepts and prototypes using industry-standard design tools (such as Figma or equivalent platforms) to facilitate review and implementation.

The agency shall ensure the consistency in the User Interfaces in all the 10 languages of the application. Necessary translations and language corrections shall be arranged by the agency to ensure consistent, inclusive and immersive User Experience.

Implementation and technical integration of the approved designs shall be undertaken by the designated technology partner (MSI) responsible for platform development and maintenance.

G. Content Marketing, Promotion and Audience Insights

The agency shall support Prasar Bharati in development and execution of structured content marketing and promotional strategies for the WAVES OTT platform. This shall include promotion planning for films, series, documentaries, live events and special programming initiatives available on the platform.

Responsibilities shall include:

- identification of content themes suitable for promotional campaigns
- development of content-led campaign strategies and communication approaches
- content positioning, packaging and promotional planning for different audience segments
- recommendations relating to metadata optimisation and discoverability improvements
- analysis of audience behaviour, content performance and engagement trends
- identification of high-performing genres, formats and thematic categories
- recommendations relating to seasonal campaigns, curated collections and thematic programming initiatives
- support for promotional planning relating to platform originals, special events and major content launches
- feedback and insights relating to effectiveness of marketing campaigns in driving

audience engagement and content consumption

The agency shall prepare periodic reports and strategic inputs relating to content performance trends, audience engagement patterns and opportunities for strengthening content-led marketing initiatives. All such inputs shall remain advisory in nature and final editorial, programming and content decisions shall remain with Prasar Bharati.

H. Influencer and Creator Marketing

The agency shall design influencer-driven promotional initiatives aimed at expanding the platform's reach among digital audiences. This shall include identification of suitable influencers and digital creators, development of influencer campaigns and coordination of promotional collaborations with online communities.

I. Industry Benchmarking

The agency shall undertake periodic benchmarking of WAVES against leading national and global OTT platforms. This shall involve analysis of content strategies, marketing strategies, promotional practices, user engagement models and content promotion approaches adopted by major OTT platforms. Based on such analysis, the agency shall recommend improvements to strengthen WAVES content and marketing strategy.

J. Innovation Initiatives and Hackathons

The agency shall support Prasar Bharati in organising innovation initiatives such as hackathons or creative challenges aimed at generating new ideas for improving the platform ecosystem.

These initiatives may focus on areas such as user interface improvements, content discovery mechanisms and digital engagement tools.

K. Stakeholder Coordination and Partner Marketing

The agency shall assist in coordinating promotional initiatives with content partners and internal stakeholders. This may include development of collaborative marketing campaigns, preparation of promotional toolkits for partners and coordination with Prasar Bharati units and Ministry stakeholders for digital promotion initiatives.

L. Event Participation and Industry Outreach

The agency shall assist Prasar Bharati in identifying and planning participation in major national and international media and technology events where such participation may enhance the visibility of WAVES among content creators, industry stakeholders and potential partners.

M. Campaign Monitoring and Reporting

The agency shall track the performance of marketing campaigns through appropriate analytics tools and prepare regular reports summarising campaign reach, engagement levels and user acquisition trends. These reports shall help Prasar Bharati evaluate marketing effectiveness and refine future strategies.

5. Key Deliverables

Frequency	Deliverables
Monthly	Marketing performance reports, campaign creatives and analytics reports
Quarterly	Industry benchmarking reports and strategic review inputs
Ongoing	Social media management, digital campaigns and creative production support
As required	Campaign concepts, innovation initiatives, special campaigns and partner support activities

6. On-Site Core Coordination and Digital Engagement Team

In addition to off-site deployment of teams and resources for handling deliverables under

the contract, the agency shall deploy a dedicated on-site coordination and digital engagement team at WAVES OTT office premises to ensure effective day-to-day coordination, monitoring of campaign execution and digital engagement management.

The on-site team shall function as the operational interface between the agency and Prasar Bharati and shall coordinate campaign execution, social media management, content promotion, stakeholder coordination, analytics reporting and related activities.

The agency shall maintain adequate off-site creative, production, digital marketing, social media and analytics resources for execution of campaigns, content promotion and other deliverables under the contract.

Position	Indicative deployment	Experience
Digital Marketing & Social Media Lead	1	6–8 years
Creative / Design Lead	1	6–8 years
Content Marketing & Partnerships Coordinator	1	5–7 years
Marketing Analytics & Reporting Executive	1	4–6 years
Social Media & Community Engagement Executives	4	3-5 years

7. Key Performance Indicators

Evaluation of the agency shall be based on:

- growth in registered users
- increase in monthly active users
- campaign reach and engagement levels
- improvement in brand visibility
- effectiveness of content promotion campaigns
- growth in organic search traffic.

8. Eligibility Criteria

Bidders shall meet the following minimum eligibility criteria:

S. No.	Eligibility Criteria	Supporting Documents
1	The bidder shall be a CBC empanelled Category-A, B or C media / advertising agency	Valid CBC empanelment certificate
2	The bidder shall have minimum 3 years operational experience in India in advertising, digital marketing, branding, media communication or related services	Certificate of incorporation / registration documents
3	The bidder shall have experience of executing at least 3 integrated marketing, branding, digital promotion or media campaigns during the last 5 years for Government organisations, OTT platforms, media entities, public sector organisations or comparable sectors	Work orders / completion certificates / client certificates
4	The bidder shall have experience in digital media marketing and social media campaign management for at least 3 clients / projects	Client certificates /

		work orders
5	The bidder shall have an average annual turnover as specified in the tender document during the last three financial years	CA certificate / audited financial statements
6	The bidder shall not have been blacklisted or debarred by any Government organisation / PSU	Self-declaration

8.2 Documents to be Submitted

The bidder shall submit the following documents along with the technical proposal:

- CBC empanelment certificate
- Certificate of incorporation / registration
- PAN and GST registration documents
- Audited financial statements for the last three financial years
- Work orders / completion certificates supporting eligibility claims
- Client certificates for relevant projects
- Details of relevant experience and campaign portfolio
- Proposed deployment structure for on-site and off-site digital marketing and social media operations.
- CVs of proposed key personnel
- Self-declaration regarding non-blacklisting / non-debarment
- Any other document specified in the tender document

Mere submission of documents shall not automatically entitle the bidder to qualification unless the Evaluation Committee is satisfied regarding relevance and adequacy of the credentials submitted.

9. Technical Evaluation Criteria

The technical evaluation of proposals shall be undertaken through a structured and objective scoring methodology in accordance with the provisions of the Manual for Procurement of Consultancy and Other Services and applicable procurement guidelines.

Only bidders meeting the prescribed eligibility criteria and submitting all required supporting documents shall be considered for technical evaluation.

The technical evaluation shall be carried out out of 100 marks as per the following criteria:

S. No.	Evaluation Criteria	Maximum Marks
1	CBC Empanelment Category	5
2	Relevant Experience in Integrated Marketing / Media Campaigns	20
3	OTT / Digital Media / Streaming Platform Experience	20
4	Creative Portfolio and Campaign Quality	20
5	Proposed Team Strength and Resource Deployment	15

6	Approach, Methodology and Campaign Understanding	10
7	Innovation, Strategic Inputs and Value Addition	10
	Total	100

Minimum qualifying technical score: **70 marks**

Marks under each criterion shall be capped at the maximum marks prescribed against that criterion.

9.1 Detailed Evaluation Matrix

A. CBC Empanelment Category– 5 Marks

Evaluation under this criterion shall be based on the category of CBC empanelment of the bidder agency and indicative organisational capability associated with such empanelment.

CBC Empanelment Category	Marks
Category A	5
Category B	3
Category C	1

Valid CBC empanelment certificate shall be submitted as documentary proof.

B. Relevant Experience in Integrated Marketing / Media Campaigns – 20 Marks

Evaluation shall be based on the bidder's experience in execution of integrated marketing, branding, advertising, digital promotion, OTT/media promotion, social media outreach or public communication campaigns during the last five years for Government organisations, media platforms, OTT platforms, entertainment entities, public sector organisations or comparable sectors.

Criteria	Marks
Experience in 3 qualifying campaigns	10
Experience in 4–5 qualifying campaigns	15
Experience in more than 5 qualifying campaigns	20

Supporting documents such as work orders, completion certificates, client certificates or contract copies shall be submitted.

C. OTT / Digital Media / Streaming Platform Experience – 20 Marks

Evaluation shall be based on experience relating specifically to OTT platforms, digital media platforms, streaming services, mobile applications or large-scale digital audience campaigns.

Criteria	Marks
Experience in 1 relevant OTT / digital platform project	10
Experience in 2–3 relevant OTT / digital platform projects	15
Experience in more than 3 relevant OTT / digital platform	20

projects

Relevant documentary proof shall be submitted.

D. Creative Portfolio and Campaign Quality – 20 Marks

Evaluation shall be based on the quality, originality, visual presentation, communication effectiveness and campaign execution reflected in the submitted portfolio.

The bidder shall submit:

- campaign creatives
- digital campaigns
- social media campaigns
- promotional videos / brand films
- relevant case studies, wherever available.

Evaluation shall be undertaken as per the following grading framework:

Grade	Marks
Outstanding	20
Very Good	15
Good	10
Average	5

E. Proposed Team Strength and Resource Deployment – 15 Marks

Evaluation shall be based on qualifications, experience and relevance of the proposed team for execution of the project. Particular emphasis may be given to the proposed digital marketing, social media operations and audience engagement deployment structure

Criteria	Marks
Team structure and deployment plan	5
Relevant experience of proposed key personnel	5
Availability of specialised digital / creative / analytics resources	5

The bidder shall submit CVs and deployment details of proposed key personnel.

F. Approach, Methodology and Campaign Understanding – 10 Marks

Evaluation shall be based on the bidder's understanding of the WAVES OTT platform and the proposed methodology for execution of the assignment.

Assessment shall broadly include:

- understanding of audience segments
- campaign planning methodology
- digital marketing strategy
- social media and engagement approach
- analytics and optimisation framework
- coordination and implementation methodology.

Evaluation shall be undertaken as per the following grading framework:

Grade	Marks
Outstanding	10
Very Good	7
Good	4
Average	1

Prasar Bharati may require bidders to make a presentation or submit a case-study-based campaign approach as part of the technical evaluation process.

Where such presentation is conducted, the evaluation thereof shall be subsumed within the marks allocated under this criterion and the criterion relating to Innovation and Value Addition.

G. Innovation, Strategic Inputs and Value Addition – 10 Marks

Evaluation shall be based on innovative ideas and strategic value addition proposed by the bidder for growth, promotion and audience engagement of the WAVES OTT platform.

This may include:

- innovative digital engagement concepts
- influencer and creator engagement strategies
- audience growth initiatives
- content-led campaign approaches
- analytics-driven optimisation frameworks
- technology-enabled marketing solutions.

Evaluation shall be undertaken as per the following grading framework:

Grade	Marks
Outstanding	10
Very Good	7
Good	4
Average	1

9.2 Presentation / Interaction (If Required)

Prasar Bharati may require shortlisted bidders to make a presentation before the

Evaluation Committee covering:

- understanding of WAVES OTT platform
- proposed campaign strategy
- audience growth approach
- sample campaign concepts
- innovation and engagement ideas
- implementation methodology.

9.3 Evaluation Committee

Technical evaluation of proposals shall be undertaken by a duly constituted Evaluation Committee comprising officers from relevant divisions of Prasar Bharati, including OTT, Marketing/Sales and Finance, as considered appropriate.

9.4 Tie-Breaker Criteria

In case of a tie in technical scores, preference shall be given to the bidder securing higher marks under:

1. OTT / Digital Media / Streaming Platform Experience; and thereafter
2. Approach, Methodology and Campaign Understanding.

9.5 General Conditions

1. Only proposals securing the minimum qualifying technical score of 70 marks shall be considered for financial evaluation.
2. Prasar Bharati reserves the right to seek clarifications or additional supporting documents during the evaluation process.
3. Mere submission of documents shall not automatically entitle a bidder to marks unless the Evaluation Committee is satisfied regarding the relevance and adequacy of the credentials submitted.
4. Documentary evidence submitted in support of experience claims shall clearly indicate the nature and scope of services executed by the bidder.
5. The decision of Prasar Bharati regarding technical evaluation shall be final and binding.

10. Bid Evaluation Method

Selection under this RFP shall be undertaken through the Quality-cum-Cost Based Selection (QCBS) methodology with the following weightages:

- Technical Score – 70%
- Financial Score – 30%

The Technical Score shall be calculated as follows:

Technical Score (T) =
(Bidder's Technical Marks ÷ Highest Technical Marks Obtained) × 100

The Financial Score shall be calculated as follows:

Financial Score(F) =
(Lowest Evaluated Financial Bid ÷ Bidder's Evaluated Financial Bid) × 100

The Combined QCBS Score shall be calculated as follows:

Combined QCBS Score =
(Technical Score × 0.70) + (Financial Score × 0.30)

The bidder securing the highest Combined QCBS Score shall be ranked H1 and shall ordinarily be considered for award of work under the RFP.

10.1 Empanelment of Multiple Agencies

Prasar Bharati may empanel up to three agencies under this RFP based on the outcome of the technical and financial evaluation process. The bidder securing the highest combined score under the QCBS evaluation methodology and emerging as the selected bidder shall ordinarily function as the Primary Agency for execution of the scope of work under the contract.

In order to ensure operational continuity, campaign execution flexibility and availability of alternative support in exigencies, Prasar Bharati may also empanel up to two additional agencies, subject to the following conditions:

- such agencies shall meet the prescribed minimum technical qualifying criteria under the RFP
- such agencies shall agree to match the financial rates and commercial terms of the selected bidder emerging through QCBS evaluation process.
- empanelment of such agencies shall not guarantee any minimum allocation of work or financial commitment by Prasar Bharati

Prasar Bharati may assign specific campaigns, deliverables or limited scope assignments to such empanelled agencies under circumstances including but not limited to:

- non-performance, delay or inability of the Primary Agency to execute assigned work
- requirement of parallel campaign execution or additional operational capacity
- specialised campaign requirements or time-sensitive assignments
- operational exigencies or continuity requirements as determined by Prasar Bharati

The decision of Prasar Bharati regarding empanelment and allocation of work among empanelled agencies shall be final and binding. The detailed operational modalities for allocation of work to empanelled agencies, wherever required, may be determined by Prasar Bharati during the contract period.

11. Duration of Engagement

The selected agency shall be engaged for an initial period of one year from the date of commencement of the contract.

The engagement may be extended by up to one additional year, subject to satisfactory performance of the agency, achievement of approved performance parameters, operational requirements of Prasar Bharati and approval of the competent authority, on the same terms and conditions .

12. Governance Structure and Reporting Framework

To ensure effective implementation of marketing initiatives and coordination among various stakeholders associated with the WAVES OTT platform, the engagement shall follow a structured governance and reporting framework. The selected agency shall work in close coordination with the designated officers of Prasar Bharati responsible for WAVES OTT and shall provide regular updates on campaign planning, execution and performance.

A. Governance Structure

The governance framework for the engagement shall broadly consist of the following levels:

Strategic Review Level

Periodic strategic review meetings will be conducted with senior officials of Prasar Bharati to review overall marketing strategy, campaign outcomes and platform growth indicators.

These meetings shall focus on:

- long-term marketing strategy
- brand positioning
- platform growth metrics
- major campaign planning.

Operational Coordination Level

Day-to-day coordination shall be undertaken between the on-site agency team and the WAVES OTT operational team.

This coordination shall include:

- campaign planning and approvals
- coordination with content partners
- social media planning and content scheduling
- review of ongoing campaigns
- monitoring campaign performance.

Technical Coordination Level

For activities relating to platform interface elements, UI/UX recommendations or integration of promotional assets within the platform, the agency shall coordinate with the Master System Integrator (MSI) responsible for platform development and maintenance. The agency shall provide design inputs and promotional elements which may be implemented by the MSI in consultation with Prasar Bharati.

B. Reporting Framework

The agency shall submit periodic reports covering marketing activities and campaign performance.

Weekly Reports

Weekly reports may include:

- summary of social media activities
- engagement metrics and audience response
- status of ongoing marketing campaigns.

Monthly Reports

Monthly reports shall include:

- marketing activities undertaken during the month
- campaign reach and engagement metrics
- user acquisition indicators
- social media performance analysis
- recommendations for improvement.

Quarterly Strategy Review

Quarterly reports shall include:

- industry benchmarking insights
- audience behaviour analysis
- content performance insights
- strategic recommendations for upcoming campaigns.

C. Campaign Planning and Approval Process

All major marketing campaigns shall be undertaken based on campaign briefs approved by Prasar Bharati.

The typical workflow shall include:

1. submission of campaign concept by the agency
2. review and approval by WAVES OTT team
3. development of creative assets
4. implementation of campaign
5. submission of campaign performance report.

D. Coordination with Content Partners

The agency shall support Prasar Bharati in coordinating with content partners for promotional initiatives.

This may include:

- co-branded marketing campaigns
- content launch promotions
- social media collaborations.

E. Coordination with Other Agencies

Where media buying, digital advertising or other specialised services are undertaken through separate agencies, the selected creative and marketing agency shall provide necessary creative assets and coordinate campaign planning with such agencies to ensure consistency in messaging.

13. Ownership of Intellectual Property, Confidentiality and Conflict Management

All creative materials, campaign concepts, designs, promotional films, digital assets, marketing creatives, reports, documents and any other deliverables developed by the agency under this engagement shall be the **exclusive property of Prasar Bharati**.

The agency shall ensure that all intellectual property rights associated with such

materials are transferred to Prasar Bharati upon delivery and acceptance of the deliverables.

This shall include, but not be limited to:

- campaign concepts and communication strategies
- creative designs, posters and digital graphics
- promotional videos, brand films and television commercials
- social media creatives and campaign assets
- reports, presentations and analytical outputs
- UI/UX design concepts and promotional interface elements.

Prasar Bharati shall have the unrestricted right to use, reproduce, modify, publish, distribute or adapt such materials for any purpose related to promotion of the WAVES OTT platform or other initiatives of Prasar Bharati. The agency shall not claim any ownership rights over the deliverables created under this contract.

The agency may include such work in its portfolio for reference purposes, subject to prior approval of Prasar Bharati and provided that such usage does not compromise any confidentiality obligations.

The agency shall also ensure that all creative outputs developed under this engagement are original and do not infringe upon the intellectual property rights of any third party. In the event of any such claims, the agency shall be responsible for resolving the matter and indemnifying Prasar Bharati against any resulting liabilities.

13.1 The bidder shall disclose details of any ongoing engagement, proposed engagement or active business proposal/pitching with other OTT or digital streaming platforms, if any, at the time of submission of bids under the present RFP.

The selected agency shall maintain strict confidentiality in relation to all strategic, commercial, operational, marketing and analytics-related information pertaining to the WAVES OTT platform and shall ensure that no conflict of interest adversely impacts the interests of Prasar Bharati during the contract period.

Prasar Bharati reserves the right to seek appropriate safeguards relating to confidentiality, conflict management and protection of strategic information during the contract period.

14. Quantitative Performance Benchmarks (Annual Growth Model)

To assess the effectiveness of marketing initiatives undertaken under this engagement, Prasar Bharati shall adopt a baseline-linked annual performance review framework based on key platform growth indicators.

At the commencement of the contract and at the beginning of each subsequent contract year, baseline values of key platform metrics shall be recorded based on available analytics.

The following indicators may be considered for periodic performance review:

- registered users
- monthly active users (MAU)

- daily active users (DAU)
- audience engagement indicators
- social media reach and engagement
- organic traffic and app discoverability

Indicative annual performance improvement targets may include:

Indicator	Indicative Growth Objective
Registered Users	Progressive annual growth
Monthly Active Users (MAU)	Continuous improvement
Daily Active Users (DAU)	Continuous improvement
Social Media Reach & Engagement	Significant increase in reach and engagement
Organic Traffic & App Discoverability	Continuous increase in search visibility and installs

The above benchmarks are indicative performance guidance parameters and shall be reviewed mutually at the commencement of each contract year based on platform scale, approved marketing budgets, content availability and other relevant operational considerations.

Performance review shall be undertaken on a quarterly and annual basis based on campaign reports, analytics and deliverables submitted by the agency.

The agency shall not be held solely responsible for outcomes directly impacted by external factors including:

- content availability and quality
- platform performance and user experience
- approved marketing budgets
- technology constraints
- distribution partnerships and external integrations

However, the agency shall provide strategic recommendations for mitigation and optimisation wherever feasible.

15. Financial Proposal, BOQ and Payment Structure

Bidders shall submit their financial proposal covering all services required under the scope of work including marketing strategy development, creative services, digital promotion, campaign planning, analytics support and coordination activities.

Considering the outcome-oriented nature of the engagement and the growth objectives of the WAVES OTT platform, the remuneration structure shall consist of the following components:

- 1. On-Site Operational Component**
- 2. Base Strategy and Marketing Support Component**
- 3. Creative Production Services**
- 4. Special Initiatives**
- 5. Performance-Linked Component**

The structure has been designed to ensure operational continuity while linking a portion

of the remuneration to achievement of defined performance indicators, campaign outcomes and platform growth parameters.

15.1. On-Site Operational Component

The selected agency shall deploy a dedicated **on-site coordination team at the WAVES OTT premises** to support day-to-day coordination with Prasar Bharati, campaign management and liaison with stakeholders.

Payments under this component shall cover the cost of manpower deployment and associated operational support.

The on-site team shall include positions such as:

SI No	Position	Qty	Unit	Rate (INR)
1	Digital Marketing & Social Media Lead	1	Per Person / Year	
2	Creative / Design Lead	1	Per Person / Year	
3	Content Marketing & Partnerships Coordinator	1	Per Person / Year	
4	Marketing Analytics & Reporting Executive	1	Per Person / Year	
5	Social Media and Community Engagement Executive	4	Per Person / Year	

15.2. Base Strategy and Marketing Support Component

This component shall cover core marketing functions required for continuous operation of marketing initiatives for the platform.

These services may include:

- marketing strategy development and campaign planning
- brand communication and campaign conceptualisation
- social media management and digital engagement
- SEO and App Store Optimization
- audience analytics and marketing insights
- industry benchmarking and strategic advisory.

SI No	Item	Unit	Qty	Rate (INR)
	Marketing Strategy Development and Campaign	Annual		

1	Planning	Service	1	
2	Social Media Management and Digital Engagement	Annual Service	1	
3	SEO and App Store Optimization	Annual Service	1	
4	Audience Analytics and Marketing Performance Reporting	Annual Service	1	
5	Industry Benchmarking and Strategic Advisory	Annual Service	1	

15.3. Creative Production Services

In order to ensure operational flexibility in campaign execution, Creative Production services shall be provisioned under the contract.

This pool may be utilised for development of creative assets required for campaigns including:

- campaign key visuals
- promotional posters and digital creatives
- social media creatives
- promotional videos and digital campaign films
- brand films and television commercials
- UI/UX promotional elements
- campaign toolkits and promotional materials.

SI No	Item	Unit	Qty	Rate (INR)
1	Creative Production Services	Annual Pool Value	1	

The pool shall be utilised based on approved campaign briefs issued by Prasar Bharati.

15.4. Special Initiatives and Innovation Activities

Item	Unit	Rate
Hackathon / Innovation Challenge	Per Event	
Influencer Marketing Campaign	Per Campaign	
Event Creative Support	Per Event	
Partner Marketing Toolkit	Per Campaign	

15.5. Performance-Linked Component

The Performance Linked Component shall constitute up to 25% of the total annual contract value and shall be payable based on achievement of approved performance indicators and evaluation parameters on a pro-rata basis. The Performance Linked Component shall not be quoted separately by bidders and shall be derived proportionately from the approved contract value.

The component shall broadly comprise:

(i) Deliverable and Quality-Based Performance – 10%

Evaluation shall be based on:

- adherence to timelines and SLAs
- quality and creativity of campaign outputs
- effectiveness of social media management
- quality of reporting and analytics

(ii) Outcome-Based Performance – 15%

Evaluation shall be based on:

- contribution towards platform visibility and audience engagement
- effectiveness of campaign strategies
- improvement in digital engagement indicators
- support towards user acquisition and retention initiatives

Performance assessment shall be undertaken quarterly by a duly constituted committee comprising officers from relevant divisions including OTT, Marketing/Sales and Finance. Payment eligibility shall be determined as per approved performance assessment methodology.

Any shortfall arising due to factors beyond the defined scope and control of the agency shall not by itself constitute non-performance.

15.6. Distribution of Contract Value

The contract value may broadly be distributed across the components as follows:

Component	Indicative Share
On-Site Operational Team	20–30%
Base Strategy & Marketing Support	20-30%
Creative Production Services	20-30%
Performance-Linked Component	Up to 25%

16. Payment Schedule

Payments under the contract shall be released quarterly on a pro-rata basis, subject to satisfactory performance and submission of the required reports and deliverables. For items indicated in the BOQ as Annual Service, the quoted value shall represent the total cost of providing the specified services during one contract year.

Payments against such items shall be released in four equal quarterly instalments, subject to verification of services rendered.

16.1 Quarterly Payment Mechanism

Payments shall broadly be released as follows:

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Component	Payment Mode
On-Site Operational Team	Quarterly (pro-rata)
Base Strategy & Marketing Support	Quarterly (pro-rata)
Creative Production Services	Based on utilisation during the quarter
Special Initiatives	Against approved deliverables
Performance-Linked Component	Quarterly evaluation based on performance

16.2 Performance Evaluation

Performance shall be assessed based on analytics data and campaign performance reports submitted by the agency.

An indicative evaluation framework may include:

Performance Level	Payment Eligibility
Achievement of target or higher	100% of performance component
Achievement between 70–99%	Proportionate payment
Below 70% achievement	Reduced payment

16.3 Important Clarification

Items indicated in the BOQ as **Annual Service** represent **continuous services to be provided throughout the year**, and shall not be treated as one-time deliverables.

The quoted value shall represent the **annual service value**, payable quarterly on a pro-rata basis.

16.4 General Financial Conditions

1. Rates quoted by bidders shall remain valid for the entire contract period.
2. Quantities indicated in the BOQ are indicative and payment shall be based on actual utilisation and approved deliverables.
3. Payments shall be released subject to satisfactory performance evaluation, certification of deliverables and compliance with the terms of the contract.
4. Performance-linked payments, wherever applicable, shall be evaluated based on approved performance parameters, platform analytics and campaign performance reports.
5. Creative production and campaign-related expenses shall be utilised only against approved campaign briefs and authorised deliverables.
6. Media buying costs, advertisement spend, celebrity endorsements and large-scale influencer payouts shall not form part of this BOQ unless specifically approved separately by Prasar Bharati.

7. No item covered under the retainer component shall be billed separately under any other component.
8. Taxes shall be payable as per applicable Government rules and regulations.
9. Any refinement in performance review methodology during the contract period shall be undertaken only with approval of the competent authority and in consultation with the selected agency, without materially altering the scope or financial structure of the contract.
10. Prasar Bharati reserves the right to increase or decrease the quantity of deliverables and campaign requirements depending upon operational requirements, subject to applicable procurement provisions and availability of approved budget.

17. Financial Proposal / Commercial Bid Format

Bidders shall submit their financial proposal strictly in the following format.

The Total Evaluated Annual Contract Value derived from the cumulative value of all components indicated below shall be considered for financial evaluation under the QCBS methodology.

Sl. No.	Component	Unit	Indicative Qty	Unit Rate (INR)	Total Amount (INR)
A. Annual Retainer & Strategy Services					
1	Marketing Strategy & Brand Advisory	Annual	1		
2	Social Media Management	Annual	1		
3	SEO & ASO Services	Annual	1		
4	Audience Analytics & Reporting	Annual	1		
5	Industry Benchmarking Reports	Annual	1		
6	Stakeholder Coordination	Annual	1		
B. On-Site Team Deployment					
7	Digital Marketing & Social Media Lead	Per Person / Year	1		
8	Creative / Design Lead	Per Person / Year	1		
9	Content Marketing & Partnerships Coordinator	Per Person / Year	1		
10	Marketing Analytics & Reporting Executive	Per Person / Year	1		

11	Social Media & Community Engagement Executives	Per Person / Year	4		
C. Creative Production Services					
12	Brand Film (2–3 minutes)	Per Film	2		
13	TVC Production	Per Film	8		
14	Digital Promo Video	Per Video	50		
15	Social Media Video	Per Video	120		
16	Static Creative / Poster	Per Design	250		
17	Campaign Key Visual	Per Campaign	12		
18	UI/UX Design Mockup	Per Module	6		
D. Special Initiatives & Innovation Activities					
19	Hackathon / Innovation Challenge	Per Event	2		
20	Influencer Marketing Campaign	Per Campaign	12		
21	Event Creative Support	Per Event	12		
22	Partner Marketing Toolkit	Per Campaign	12		
Total Evaluated Annual Contract Value					

The quantities indicated above are indicative in nature and are provided solely for the purpose of financial evaluation and bid comparability under the QCBS methodology. Actual utilisation may vary depending upon campaign requirements, operational priorities and approved deliverables during the contract period.

The Performance-Linked Component under Clause 15.5 shall not be quoted separately and shall be payable in accordance with approved performance assessment parameters.