

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

File No.: PB/OTT-WAVES/PPV-NIPP/2026

Date: 08.06.2026

NOTICE INVITING PROGRAMME PROPOSALS (NIPP)

(Under Prasar Bharati Pay-Per-View (PPV) Content Sourcing Policy, 2026 (Updated))

1. Introduction

Prasar Bharati invites programme proposals from Producers, Production Houses, Content Creators, Aggregators, and Distributors for onboarding of content on the WAVES OTT platform under the *Prasar Bharati PPV Content Sourcing Policy, 2026(Updated)*.

The policy adopts a performance-linked, streaming-minutes-based payout model, aligned to actual user consumption and prevailing industry practices.

WAVES OTT is a rapidly growing national OTT platform with a significant and expanding user base across India and globally, offering strong potential for content reach and audience engagement.

2. Content Categories & Formats

The policy is format-agnostic and does not restrict submissions to any specific type of content. Proposals are invited across the following indicative formats, not limited to:

- Feature Films (Hindi / Regional / English)
- Web Series / OTT Originals (Fiction / Non-fiction)
- Documentaries / Docu-series
- Devotional / Spiritual Content
- Children & Animation Content
- Short-form / Digital-first Content
- Cultural / Heritage / Archival storytelling formats
- Live/Event-based content (including events, concerts, and special programming)
- Microdramas / Vertical video formats (mobile-first, short-duration episodic content)
- Reality / Unscripted, Talk Shows, and Interview-based formats
- Music-based content (concerts, music videos, and artist-led programming)



- Educational / Knowledge-based / Edutainment content
- Creator-led / User-generated content (where applicable)

Proposals in any other innovative, emerging, or hybrid formats suitable for digital/OTT platforms may also be considered.

Technical Specifications:

- HD / Full HD ; 4K
- Multi-language / dubbed / subtitled content encouraged
- Content in Indian languages including English shall be eligible
- Flexible duration (short-form to long-form)

3. Migration from PPV Pilot Framework (2025–26)

- Content proposals onboarded or submitted under the **PPV Content Sourcing Policy Pilot Framework (2025–26)** shall be provided a one-time option to migrate to the revised framework under the *Prasar Bharati PPV Content Sourcing Policy, 2026(Updated)*.
- Such migration shall be subject to:
 - Acceptance of the terms and conditions of the revised Policy and this NIPP
 - Execution of revised agreement/addendum, as applicable
 - Alignment of rights and commercial parameters under the revised framework
- The revised Policy framework shall become applicable only from the date of acceptance of the migration request by Prasar Bharati.
- In case of migration:
 - The content shall thereafter be governed entirely by the revised Policy framework
 - Payouts shall be determined strictly in accordance with the provisions of the revised Policy, prospectively from the date of such acceptance
 - For the purpose of payout classification under the revised Policy, all migrated content shall ordinarily be treated as “Released Content” and “Non-First Window Content”.
- In the absence of migration, existing arrangements under the Pilot Framework shall continue only as per their original approved terms, without any automatic transition to the revised Policy.



4. Commercial Model (PPV Framework)

- The onboarding of content under this NIPP shall be governed by the Prasar Bharati PPV Content Sourcing Policy, 2026(Updated), as amended from time to time.
- Payout shall be based on actual streaming minutes recorded on the WAVES platform, as certified by the WAVES Analytics System.
- The payout framework includes:
 - Base payout rate linked to platform subscriber base
 - Content attribute multipliers (Rights / Territory / Platform)
 - Post-initial period adjustments
- Detailed payout structure, applicable rates, multipliers, and computation methodology shall be as prescribed in the Policy and its Annexures.
- Prasar Bharati reserves the right to revise payout rates, multipliers, or framework parameters, in accordance with policy provisions and platform requirements.
- Illustrative payout examples, if any, may be shared separately for guidance purposes and shall not be construed as binding.

5. Definition of Consumption & Measurement

- Only actual active viewing time shall be considered.
- The following shall be excluded:
 - Auto-play, idle playback, buffering time
 - Background/system-generated activity
- **Unique User & Genuine Consumption Principle:**
 - Evaluation of content performance shall be based on genuine audience engagement and unique users.
 - Repetitive, artificial, or manipulated streaming patterns shall not be considered.
- The WAVES Analytics System shall be the sole authority for:
 - Measurement
 - Certification
 - Reconciliation of streaming data



- Periodic performance reports may be shared with content providers, as enabled by the platform.

6. Marketing & Audience Outreach

- The primary responsibility for marketing, promotion, and audience outreach shall rest with the Content Provider / Applicant.
- This includes:
 - Digital and social media campaigns
 - Trailer launches and publicity
 - Influencer marketing and partnerships
 - Audience engagement initiatives
- **Mandatory Requirement:**
 - Each proposal must include a detailed Marketing & Outreach Plan.
- **Branding Control:**
 - Use of Prasar Bharati / WAVES branding in any promotional material shall require prior approval from Prasar Bharati.
- Prasar Bharati shall not have any mandatory obligation for marketing or promotion; however, limited platform-level promotional support may be extended at its discretion.

7. Rights & Licensing

- Content shall be licensed to Prasar Bharati for a minimum period of one (1) year from the date of publication.
- Rights may include:
 - Digital streaming on WAVES
 - Promotional usage across Prasar Bharati platforms
 - Optional Linear Broadcast Rights (if offered by the content provider)
- **Linear Rights (if assigned):**
 - Use of content on Prasar Bharati's linear platforms shall be entirely at the discretion of Prasar Bharati.
 - Content may be considered for linear broadcast only upon suitability assessment for such platforms.

- The content may be scheduled for broadcast as deemed appropriate by Prasar Bharati.
- Full payout eligibility linked to linear rights shall arise only where the content is found suitable and is actually scheduled for broadcast.
- The content provider shall:
 - Possess all necessary rights
 - Ensure no third-party infringement
 - Not withdraw content during the licence period without prior approval

8. Content Strategy Alignment

- Selected content may be:
 - Scheduled
 - Curated
 - Promoted

in alignment with the platform content strategy, editorial priorities, and content calendar.

- Preference may be given to:
 - Indian language content (including Scheduled Languages)
 - Culturally relevant and public service-oriented content
 - High-engagement and scalable formats

9. Content Intake Planning & Allocation

- The onboarding of content under this NIPP shall be aligned with the Annual Content Plan and approved budgetary provisions of Prasar Bharati for the WAVES OTT platform.
- Accordingly, the total number and type of proposals to be approved shall be restricted to the requirements and allocations defined under the Annual Content Plan.
- Prasar Bharati shall ensure a balanced and strategic mix of content, including:
 - Genre-wise allocation
 - Mix of Unreleased / Exclusive / Non-exclusive content
 - Language diversity and regional representation
 - Public service and cultural priorities

- Submission of a proposal shall not guarantee onboarding, and selection shall be subject to:
 - Platform requirements
 - Content mix strategy
 - Budget availability
 - Overall portfolio optimisation
- Prasar Bharati reserves the right to:
 - Prioritise specific genres or formats
 - Limit intake under any category
 - Defer or decline proposals based on strategic considerations

10. Submission Process

Interested applicants shall submit proposals in the prescribed format, as per the enclosed Annexures, along with the following:

- Synopsis and detailed concept note
- Trailer / Showreel / Viewing link
- Cast & crew details
- Rights offered (Exclusive / Non-exclusive / Territory)
- Language(s)
- Duration and format details
- Marketing & Outreach Plan (Mandatory)
- Relevant rights documents / declarations (as per Annexures)

Submission Channel:

Programme/Film Proposals for Prasar Bharati's Digital Platform (Waves OTT) and Linear Platforms (DD Channels), under different acquisition modes will henceforth be accepted from interested producers/rights owners through Waves Bazaar Portal (<https://wavesbazaar.com>) only.

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

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.

Presently, the proposals under this NIPP shall also be submitted through additional mode at the following designated email ID:

 ppv-wavesott@prasarbharati.gov.in

(Subject: Proposal under PPV NIPP – WAVES OTT)

Prasar Bharati may introduce a dedicated submission portal or any other submission mechanism in future, and proposals may accordingly be required to be submitted through such designated platform/channel.

11. Evaluation Process and Criteria

11.1 Evaluation Committee

All proposals received under this NIPP shall be evaluated by a designated Evaluation Committee duly constituted by CEO Prasar Bharati.

11.2 Evaluation Methodology

Evaluation shall be carried out in accordance with the principles and framework of the *Prasar Bharati PPV Content Sourcing Policy, 2026(Updated)*, through a structured technical assessment of proposals based on defined content and platform suitability parameters.

All proposals shall be evaluated and marked as per the criteria specified under Clause 11.3, and only those meeting the prescribed qualifying threshold may be considered for recommendation.

The onboarding of content shall be aligned with the Annual Content Plan of the WAVES OTT platform, including approved genre mix, language diversity, content strategy, and budgetary provisions.

11.3 Technical Evaluation Criteria (Scoring Matrix)

S. No.	Criteria	Maximum Marks
1	Concept, Theme & Storyline	20
2	Visualization & Treatment	20
3	Cast, Talent & Production Capability	20
4	Past Work / Track Record	20
5	Synopsis (Episode-wise where applicable) / Script Strength	20
	Total	100



11.4 Qualifying Criteria

- Proposals securing a minimum of **70% marks** in technical evaluation may be considered for recommendation.
- The qualifying threshold may be varied by Prasar Bharati depending upon:
 - Nature of content
 - Category of proposal
 - Volume of submissions
 - Platform requirements
 - Strategic considerations

11.5 Additional Evaluation Considerations

In addition to the marks obtained under the scoring matrix, the Evaluation Committee may also take into account the following factors at the stage of final recommendation:

- Suitability for OTT / digital consumption patterns
- Potential for sustained audience engagement and viewing behaviour
- Strength and feasibility of the proposed Marketing & Outreach Plan
- Language diversity and wider audience reach
- Cultural relevance and public service value
- Innovation in format, storytelling, and presentation

These considerations shall be supplementary in nature and shall not independently override the scoring matrix.

11.6 Final Selection and Strategic Considerations

Final selection of proposals shall be based on the recommendations of the Evaluation Committee, subject to:

- Platform content strategy and editorial priorities
- Annual Content Plan and approved intake
- Genre mix and portfolio balance
- Budgetary provisions

Provided that, in exceptional cases, where it is considered necessary for strategic promotion, visibility, audience growth, or platform positioning, Prasar Bharati may

approve onboarding of specific content on priority basis, with the approval of the Prasar Bharati Board.

Prasar Bharati reserves the right to accept, reject, defer, prioritise, or recommend proposals without assigning reasons.

12. Quality Control & Compliance

- All selected content shall undergo:
 - Technical Quality Control (QC)
 - Legal vetting
 - Rights verification
- The content provider shall indemnify Prasar Bharati against:
 - Copyright violations
 - Third-party claims
 - Legal disputes
- A formal Agreement shall be executed between the parties on non-judicial stamp paper of appropriate value, as per applicable laws.

13. Anti-Fraud & Integrity Clause

- Any attempt to:
 - Artificially inflate streaming metrics
 - Misrepresent rights
 - Manipulate audience data

shall result in:

- Suspension of payouts
- Removal of content from platform
- Blacklisting and legal action, as applicable

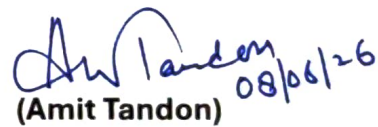
14. Mode of Processing

- This NIPP shall remain open-ended (no last date).
- Proposals shall be processed on:
 - First-come-first-serve basis
 - Merit and platform requirements



15. General Conditions

- Prasar Bharati reserves the right to:
 - Accept or reject any proposal without assigning reasons
 - Modify, amend, or revise the terms and conditions of this NIPP and related Annexures
 - Introduce additional monetisation models or operational mechanisms in future
- Submission of proposal shall imply acceptance of:
 - The *Prasar Bharati PPV Content Sourcing Policy, 2026(Updated)*
 - This NIPP and related Annexures
 - All terms, conditions, guidelines, and directions issued thereunder from time to time
- **This NIPP, along with its Annexures, shall form part of the operational framework under the Prasar Bharati PPV Content Sourcing Policy, 2026(Updated), and shall be read in conjunction with the said Policy.**


(Amit Tandon) 08/06/26

DDG(OTT-PPV)

For Prasar Bharati

Annexures:

1. Annexure –I APPLICATION FORM for Submission of Content Proposal under Prasar Bharati PPV Content Sourcing Policy, 2026(Updated)
2. Annexure - II CHECKLIST OF DOCUMENTS
3. Annexure - III FORMAT OF UNDERTAKING
4. Annexure - IV FORMAT OF AUTHORIZATION CERTIFICATE
5. Annexure -V TECHNICAL SPECIFICATIONS, METADATA & ASSET DELIVERY REQUIREMENTS
6. Annexure -VI INDEMNITY BOND
7. Annexure -VII INTEGRITY PACT
8. Annexure-VIII RIGHTS DECLARATION & AFFIDAVIT
9. Annexure-IX FORMAT FOR MARKETING, OUTREACH & AUDIENCE ENGAGEMENT PLAN

ANNEXURE-I**APPLICATION FORM****For Submission of Content Proposal under Prasar Bharati PPV Content Sourcing Policy, 2026(Updated)**

S. No.	Particulars	Details
1	Name of Applicant Company / Partnership Firm / Proprietorship / Individual Producer	
2	Type of Applicant	<input type="checkbox"/> Original Producer <input type="checkbox"/> Rights Holder / Aggregator / Distributor
3	Registered Address	
4	Correspondence / Working Address	
5	Details of Authorized Point of Contact (POC)	a. Name & Designation b. Mobile Number c. Email ID
6	PAN Number of Applicant	
7	GST Registration Number	
8	CIN / Registration Number (where applicable)	
9	Title of Programme / Film / Series / Content	
10	Content Category & Format (Refer Clause-2 of NIPP)	<input type="checkbox"/> Feature Film <input type="checkbox"/> Web Series <input type="checkbox"/> Documentary <input type="checkbox"/> Devotional <input type="checkbox"/> Short-form <input type="checkbox"/> Animation <input type="checkbox"/> Educational <input type="checkbox"/> Reality/Unscripted <input type="checkbox"/> Music-based <input type="checkbox"/> Live/Event-based <input type="checkbox"/> Other _____
11	Genre	
12	Year of Production	

13	Content Status	<input type="checkbox"/> Released <input type="checkbox"/> Unreleased <input type="checkbox"/> Under Production
14	Original Language(s)	
15	Dubbed Language(s), if any	
16	Subtitle Language(s), if any	
17	Total Duration / Runtime	a. Film Duration: _____ OR b. Number of Episodes: _____ c. Duration per Episode: _____
18	Age Classification / CBFC Status	<input type="checkbox"/> U <input type="checkbox"/> U/A <input type="checkbox"/> A <input type="checkbox"/> Not Certified Yet
19	CBFC Certificate Availability (if applicable)	<input type="checkbox"/> Yes <input type="checkbox"/> No
20	Whether content is presently available on any OTT / Digital / Social Media Platform	<input type="checkbox"/> Yes <input type="checkbox"/> No
21	If Yes, provide platform names/details	
22	Whether full/partial content is available on YouTube or Social Media Platforms	<input type="checkbox"/> Yes <input type="checkbox"/> No
23	Nature of Rights Offered	(A) Primary Rights Category <input type="checkbox"/> Exclusive First Window (Full Rights) <input type="checkbox"/> Exclusive Rights (Non-First Window) <input type="checkbox"/> Non-Exclusive Rights
24	Territory Rights Offered	<input type="checkbox"/> Global Rights <input type="checkbox"/> India-only Rights
25	Platform Rights Offered	<input type="checkbox"/> With Linear Rights <input type="checkbox"/> Without Linear Rights (Only Digital Rights)
26	Licence Period / Time Period of Rights Offered	
27	Whether the same content has earlier been submitted to Prasar Bharati / WAVES	<input type="checkbox"/> Yes <input type="checkbox"/> No

28	If Yes, provide details/reference	
29	Viewing Link / Screener Link	
30	Password for Viewing Link (if applicable)	
31	Proposed Timeline for Readiness / Delivery	<input type="checkbox"/> Immediate <input type="checkbox"/> Within 30 Days <input type="checkbox"/> Within 60 Days <input type="checkbox"/> Other _____
32	Availability of Promotional Assets	<input type="checkbox"/> Trailer <input type="checkbox"/> Poster <input type="checkbox"/> Teaser <input type="checkbox"/> Artwork <input type="checkbox"/> Social Media Creatives
33	Whether Marketing & Outreach Plan is enclosed	<input type="checkbox"/> Yes <input type="checkbox"/> No
34	Any Additional Information	

Declaration

I/We hereby declare and confirm that:

1. The information furnished above and in the enclosed documents is true and correct to the best of my/our knowledge and belief.
2. I/We possess valid and lawful rights for offering the content under the category of rights, territory, and licence period specified herein.
3. The content does not infringe any copyright, intellectual property right, third-party right, or applicable law.
4. I/We understand that submission of this proposal does not guarantee onboarding, publication, or any minimum payout/revenue under the PPV framework.
5. I/We agree to abide by:
 - o Prasar Bharati PPV Content Sourcing Policy, 2026 (Updated)
 - o NIPP and related Annexures
 - o All directions, technical requirements, and operational guidelines issued by Prasar Bharati/WAVES OTT from time to time.
6. I/We understand that any false declaration, suppression of facts, or misrepresentation may result in rejection/removal of content, suspension of payouts, blacklisting, and legal action, as deemed appropriate by Prasar Bharati.

Signature of Authorized Signatory: _____

Name: _____

Designation: _____

Organization Seal: _____

Place: _____

Date: _____

ANNEXURE-II

CHECKLIST OF DOCUMENTS

For Submission of Programme Proposal under

Prasar Bharati PPV Content Sourcing Policy, 2026 (Updated)

Applicants are required to submit the following documents, declarations, and supporting materials along with the proposal submission under the applicable NIPP.

Incomplete submissions or non-submission of mandatory documents may result in rejection, delay in processing, or request for resubmission.

A. ORGANIZATIONAL / APPLICANT DOCUMENTS

S. No.	Document	Enclosed (Yes/No)
1	Annexure-I: Application Form duly filled and signed	
2	PAN Card of Applicant	
3	GST Registration Certificate (if applicable)	
4	Certificate of Incorporation / Registration / Partnership Deed / Proprietorship Declaration (as applicable)	
5	Annexure-IV: Authorization Certificate for Authorized Signatory	
6	Address Proof of Applicant Organization	
7	Contact Details of Authorized Point of Contact	

B. CONTENT / PROGRAMME RELATED DOCUMENTS

S. No.	Document	Enclosed (Yes/No)
1	Synopsis / Concept Note	
2	Episode-wise Synopsis (where applicable)	
3	Script / Treatment Note (where applicable)	
4	Viewing Link / Screener Link	
5	Password for Viewing Link (if applicable)	
6	Trailer / Promo / Teaser	

7	Cast & Crew Details	
8	Content Runtime / Episode Details	
9	Genre / Language Details	
10	CBFC Certificate (if applicable)	
11	Age Classification / Certification Details	

C. RIGHTS & LEGAL DOCUMENTS

S. No.	Document	Enclosed (Yes/No)
1	Annexure-III: Undertaking	
2	Annexure-VI: Indemnity Bond	
3	Annexure-VII: Integrity Pact	
4	Annexure-VIII: Rights Declaration & Affidavit	
5	Rights Ownership Documents / Chain of Title Documents (where applicable)	
6	Music / Footage / Third-party Rights Clearances (if applicable)	
7	Declaration regarding OTT/Digital Availability	
8	Declaration regarding Exclusivity / Release Status (if applicable)	

D. TECHNICAL & DELIVERY MATERIALS

S. No.	Document / Material	Enclosed (Yes/No)
1	Technical Specifications Compliance Confirmation	
2	Metadata Sheet (where applicable)	
3	Posters / Artwork / Thumbnails	
4	Subtitle Files (if applicable)	
5	Promotional Creatives	
6	Sample Media Assets (if requested)	

E. MARKETING & OUTREACH DETAILS

S. No.	Document	Enclosed (Yes/No)
1	Annexure-IX: Marketing, Outreach & Audience Engagement Plan	
2	Social Media / Audience Reach Details	
3	Promotional Strategy Note	

Declaration

I/We hereby confirm that:

- all documents and information submitted are true and complete;
- the proposal has been submitted in accordance with the provisions of the applicable NIPP and Prasar Bharati PPV Content Sourcing Policy, 2026(Updated);
- Prasar Bharati may seek additional information/documents wherever required.

Signature of Authorized Signatory: _____

Name: _____

Designation: _____

Organization Seal: _____

Place: _____

Date: _____

ANNEXURE-III

FORMAT OF UNDERTAKING

(To be submitted on Non-Judicial Stamp Paper of ₹100/- duly notarized)

I/We, _____

S/o / D/o _____

aged _____ years, residing at _____,

acting for and on behalf of M/s _____

(hereinafter referred to as the “Applicant / Rights Holder”), do hereby solemnly affirm and undertake as under:

1. That I am duly authorized to submit the present proposal and execute this Undertaking on behalf of the Applicant organization.
2. That the Applicant is the lawful Producer / Rights Holder / Authorized Aggregator of the content/programme(s) proposed under the Prasar Bharati PPV Content Sourcing Policy, 2026 (Updated).
3. That the Applicant possesses valid and subsisting rights for exploitation of the content under the category of rights, territory, language, and licence period offered to Prasar Bharati/WAVES OTT.
4. That the content offered does not violate any copyright, intellectual property right, trademark, performer’s right, music right, publicity right, privacy right, or any other third-party right whatsoever.
5. That all information, declarations, documents, viewing links, metadata, certificates, and materials submitted along with the proposal are true, correct, complete, and authentic.
6. That the Applicant has not concealed any material information relating to:
 - ownership of rights,
 - prior licensing,
 - digital/OTT availability,
 - disputes/litigation,
 - encumbrances,
 - or any other matter relevant to the proposal.
7. That the Applicant shall remain solely responsible for obtaining and maintaining all necessary permissions, clearances, licences, consents, and approvals required for lawful exploitation of the content.

8. That the Applicant understands and agrees that:
 - submission of proposal does not guarantee onboarding/publication,
 - Prasar Bharati reserves the right to accept, reject, defer, suspend, or remove any content proposal,
 - no minimum streaming minutes, viewership, revenue, or payout is assured under the PPV framework.
9. That the Applicant shall not artificially inflate streaming metrics or engage in any fraudulent, misleading, manipulative, automated, repetitive, or non-genuine consumption practices.
10. That the Applicant agrees to abide by:
 - Prasar Bharati PPV Content Sourcing Policy, 2026(Updated),
 - the applicable NIPP,
 - technical specifications,
 - operational guidelines,
 - and all directions issued by Prasar Bharati/WAVES OTT from time to time.
11. That the Applicant is not presently:
 - blacklisted/debarred by Government of India, any State Government, PSU, Autonomous Body, Regulatory Authority, or Court of Law;
 - debarred under Rule 151 of GFR, 2017;
 - or involved in any activity prohibited under applicable law.
12. That the Applicant is not a financial defaulter of Prasar Bharati in any capacity as on date.
13. That in case any statement, declaration, or document submitted by the Applicant is found false, misleading, forged, or in violation of applicable rights/law, Prasar Bharati shall be entitled to:
 - reject/remove the content,
 - suspend or recover payouts,
 - terminate the arrangement,
 - blacklist/debar the Applicant,
 - and initiate appropriate legal action.

14. That the Applicant shall indemnify and keep indemnified Prasar Bharati against any claim, dispute, litigation, loss, liability, or legal consequence arising out of:

- rights ownership,
- copyright infringement,
- unauthorized exploitation,
- breach of declaration,
- or violation of law.

Verification

I/We hereby verify that the contents of this Undertaking are true and correct to the best of my/our knowledge and belief and nothing material has been concealed therefrom.

Signature of Authorized Signatory: _____

Name: _____

Designation: _____

For & on behalf of: _____

Organization Seal: _____

Place: _____

Date: _____

ANNEXURE-IV

FORMAT OF AUTHORIZATION CERTIFICATE

(For Authorized Signatory)

(To be submitted on Letterhead of the Applicant Organization)

This is to certify that Mr./Ms./Mrs. _____

Designation: _____

Email ID: _____

Mobile No.: _____

is duly authorized by M/s _____

(Name of the Company / Partnership Firm / Proprietorship / Producer / Rights Holder)

having its registered office at _____ to act, represent,

correspond, submit documents, provide clarifications, execute undertakings, sign

applications, agreements, declarations, and all related documents in connection with

submission of proposal(s) under the:

“Prasar Bharati PPV Content Sourcing Policy, 2026(Updated)”

and related

NOTICE INVITING PROGRAMME PROPOSALS (NIPP)

The aforesaid authorized representative is empowered to:

- Submit programme/content proposals
- Sign all annexures, declarations, affidavits, undertakings, and agreements
- Provide technical/commercial clarifications
- Coordinate with Prasar Bharati/WAVES OTT regarding onboarding, rights, QC, delivery, and operational matters
- Accept communications/notices on behalf of the Applicant
- Bind the organization in all matters relating to the proposal and subsequent onboarding process

The specimen signature of the authorized signatory is attested below.

Specimen Signature of Authorized Representative

Signature: _____

Name: _____

Designation: _____

Email ID: _____

Mobile No.: _____

Authorized by

Signature: _____

Name: _____

Designation: _____

For & on behalf of: _____

Organization Seal: _____

Place: _____

Date: _____

ANNEXURE-V

TECHNICAL SPECIFICATIONS, METADATA & ASSET DELIVERY REQUIREMENTS

For Content Onboarding on WAVES OTT

1. PURPOSE

This Annexure prescribes the technical specifications, delivery standards, metadata requirements, artwork formats, and asset submission workflow for onboarding of content on the WAVES OTT platform of Prasar Bharati.

All Content Providers shall ensure that the content and associated assets submitted to WAVES OTT conform to the specifications and requirements prescribed herein.

Failure to comply with these specifications may result in:

- rejection of assets,
- delay in onboarding/publication,
- re-submission requirements,
- or rejection of the proposal/content.

Submission of technically compliant assets shall not automatically guarantee onboarding or publication of content on WAVES OTT.

2. VIDEO TECHNICAL SPECIFICATIONS

2.1 Video Master Specifications

Parameter	Requirement
Minimum Resolution	Full HD (1920×1080)
Preferred Resolution	4K / UHD
Aspect Ratio	16:9
Frame Rate	Native Frame Rate Preferred
Video Codec	H.264 / ProRes / Broadcast Standard Codec
Container Format	MP4 / MOV / MXF
Color Space	Rec.709 or equivalent

Color Sub-sampling	4:2:2 preferred
Bitrate	High Quality OTT/Broadcast Master
Video Quality	Final Graded Master free from visible artifacts, glitches, watermarks, or burnt-in graphics unless approved
Textless Version	May be required wherever applicable

3. AUDIO TECHNICAL SPECIFICATIONS

Parameter	Requirement
Audio Mix	Stereo Mix mandatory; 5.1 Surround preferred
Audio Codec	AAC / PCM / Broadcast Standard
Audio Quality	Distortion-free mixed master
Loudness	As per OTT/Broadcast Standards
Sync	Audio must be fully synchronized with video
Language Tracks	Separate language tracks where applicable

4. SUBTITLE / CAPTION REQUIREMENTS

Parameter	Requirement
Subtitle Format	SRT / VTT
Language Support	English subtitles preferred; multi-language subtitles encouraged
Sync Accuracy	Mandatory
Closed Captions	May be required where applicable

5. CONTENT DELIVERY REQUIREMENTS

5.1 Mandatory Media Assets (Parent Assets)

The Content Provider shall submit/upload:

- Full-length Film / Programme / Episodes
- Trailer / Teaser / Promo

- Subtitle files (where applicable)
- Audio tracks (where applicable)
- Metadata Sheet
- Artwork / Posters / Thumbnails / Banners

6. ARTWORK & GRAPHIC ASSETS (Child Assets)

The Content Provider shall provide artwork assets in accordance with WAVES OTT artwork guidelines.

Asset Type	Requirement
Posters	High Resolution
Thumbnails	OTT-compatible format
Banners	Platform promotional ratios
Cast/Crew Images	Clean background preferred
Title Artwork	Optional but recommended
Promotional Creatives	Optional

General Artwork Conditions

- Artwork shall not contain unauthorized logos/watermarks.
- Artwork shall accurately represent the content.
- Misleading/promotional claims shall not be used.
- Final usage and placement on WAVES OTT shall remain at the discretion of Prasar Bharati.

Detailed artwork specifications/templates may be separately shared by WAVES OTT from time to time.

7. METADATA REQUIREMENTS

The Content Provider shall furnish complete metadata in the prescribed format/template shared by WAVES OTT.

Indicative Metadata Fields

- Title
- Synopsis

- Genre
- Language(s)
- Cast & Crew
- Runtime
- Episode Information
- Release Year
- Age Rating / Certification
- Keywords / Tags
- Production House
- Rights Information
- Territory
- Subtitle Availability

Important

The Content Provider shall ensure that:

- all metadata is accurate and complete,
- metadata matches the submitted content/assets,
- spellings and credits are verified.

Incorrect or incomplete metadata leading to onboarding delays, publishing issues, or discoverability problems shall be the responsibility of the Content Provider.

8. DELIVERY WORKFLOW

Step 1 – Sharing of Delivery Credentials

WAVES OTT may share:

- Metadata templates
- Artwork guidelines
- Upload instructions
- Secure cloud/S3/upload credentials

Step 2 – Submission by Content Provider

The Content Provider shall upload/share:

- Parent media files
- Child artwork assets
- Metadata sheets
- Supporting documents

Step 3 – Technical Validation

WAVES OTT/Prasar Bharati technical team may:

- verify asset integrity,
- conduct technical QC,
- validate metadata,
- check delivery compliance,
- initiate ingestion into platform systems.

Step 4 – Corrections/Re-submission

Non-compliant or defective assets may be returned for correction/re-upload.

9. QUALITY CONTROL (QC)

All content/assets shall be subject to:

- Technical QC
- Metadata verification
- Rights verification
- Legal vetting
- Platform suitability review

Prasar Bharati reserves the right to reject or seek modification of any content/asset failing to meet required standards.

10. FILE NAMING & STORAGE GUIDELINES

The Content Provider shall adhere to:

- prescribed naming conventions,
- folder structures,

- upload instructions,
- checksum/integrity verification procedures, as may be communicated by WAVES OTT.

11. RESPONSIBILITY OF CONTENT PROVIDER

The Content Provider certifies and undertakes that:

- all submitted files are final and authorized for use;
- technical specifications have been complied with;
- metadata and artwork are accurate;
- the submitted content is free from malware/corruption;
- the provider possesses lawful rights for submitted assets.

The Content Provider shall cooperate with WAVES OTT/Prasar Bharati for:

- ingestion,
- corrections,
- QC observations,
- technical troubleshooting,
- metadata updates,
- and publication workflows.

12. CONFIDENTIALITY & PLATFORM DATA

Any analytics, technical information, platform data, operational details, or performance reports shared by WAVES OTT/Prasar Bharati shall be treated as confidential and shall not be publicly disclosed without prior written approval of Prasar Bharati.

3. FUTURE MODIFICATIONS

Prasar Bharati/WAVES OTT reserves the right to:

- revise technical specifications,
- modify delivery standards,
- introduce new formats/workflows,
- prescribe additional technical requirements, from time to time in accordance with operational and platform requirements.

ANNEXURE-VI

INDEMNITY BOND

(To be executed on Non-Judicial Stamp Paper of ₹100/- duly notarized)

This Indemnity Bond is executed on this ___ day of _____, **20** by:

M/s _____

having its registered office at _____

through its Authorized Signatory Shri/Smt. _____

(hereinafter referred to as the “Content Provider / Rights Holder”, which expression shall, unless repugnant to the context, include its successors, legal representatives, permitted assigns, partners, directors, and authorized representatives)

IN FAVOUR OF

PRASAR BHARATI

(India’s Public Service Broadcaster)

Prasar Bharati House, Copernicus Marg, New Delhi – 110001

(hereinafter referred to as “Prasar Bharati”)

WHEREAS

1. The Content Provider has submitted/proposes to submit content/programme(s) for onboarding on WAVES OTT under the Prasar Bharati PPV Content Sourcing Policy, 2026(Updated) and related NIPP.
2. The Content Provider has represented that it possesses valid and lawful rights for exploitation/licensing of the said content.
3. Prasar Bharati has agreed to consider/onboard the content based on such representations and undertakings.

NOW THEREFORE THIS INDEMNITY BOND WITNESSETH AS UNDER:

1. RIGHTS OWNERSHIP

The Content Provider hereby represents and warrants that:

- it is the lawful Producer / Rights Holder / Authorized Licensee of the content/programme(s);
- it possesses valid and subsisting rights for exploitation of the content under the category of rights, territory, language, platform, and licence period offered to Prasar Bharati;

- the content and associated materials do not infringe any copyright, trademark, performer's right, music right, literary/artistic right, publicity right, privacy right, or any other third-party right.

2. INDEMNIFICATION

The Content Provider hereby irrevocably agrees to indemnify, defend, and keep indemnified Prasar Bharati, its officers, employees, representatives, affiliates, licensees, and platform partners against any and all:

- claims,
- disputes,
- demands,
- notices,
- actions,
- suits,
- proceedings,
- damages,
- liabilities,
- losses,
- penalties,
- costs,
- expenses,
- legal fees,
- or consequences whatsoever,

arising directly or indirectly out of:

- breach of rights ownership;
- copyright infringement;
- unauthorized licensing;
- violation of intellectual property rights;
- defamation/privacy violations;
- violation of applicable laws/regulations;

- false declaration or misrepresentation;
- unauthorized use of music, footage, performances, trademarks, or third-party material;
- disputes relating to artists, performers, writers, technicians, licensors, aggregators, or distributors.

3. EXCLUSIVE / RELEASE STATUS DECLARATION

Where Exclusive / First Window / Unreleased Rights are offered, the Content Provider further confirms that:

- the content has not been commercially released, licensed, premiered, or made available on any OTT/digital platform except as specifically disclosed to Prasar Bharati;
- no conflicting arrangement exists which may adversely affect rights offered to Prasar Bharati.

4. RESPONSIBILITY FOR CLEARANCES

The Content Provider shall be solely responsible for obtaining and maintaining all necessary:

- licences,
- permissions,
- NOCs,
- music rights,
- performer consents,
- guild clearances,
- statutory approvals,
- and regulatory compliances

required for lawful exploitation of the content.

5. LIABILITY OF CONTENT PROVIDER

In the event of any claim/dispute/legal proceeding arising against Prasar Bharati in relation to the content, the Content Provider shall:

- immediately assist and cooperate with Prasar Bharati;
- bear all associated legal and financial liabilities;

- reimburse any loss, damages, or expenses incurred by Prasar Bharati.

6. RIGHTS OF PRASAR BHARATI

Without prejudice to any other remedy available under law or contract, Prasar Bharati shall have the right to:

- suspend/remove the content from WAVES OTT;
- withhold/suspend payouts;
- recover amounts already paid;
- terminate the arrangement;
- blacklist/debar the Content Provider;
- initiate legal proceedings,
if any declaration/representation is found false or disputed.

7. VALIDITY

This Indemnity Bond shall remain valid and binding during:

- the entire licence/content availability period,
- and thereafter for any claim/liability arising from the content or rights offered.

8. GOVERNING LAW & JURISDICTION

This Indemnity Bond shall be governed by the laws of India and subject to the jurisdiction of competent courts at New Delhi.

IN WITNESS WHEREOF, the Content Provider has executed this Indemnity Bond on the date and place mentioned above.

For & On behalf of the Content Provider / Rights Holder

Authorized Signatory: _____

Name: _____

Designation: _____

Organization Seal: _____

Place: _____

Date: _____

Witnesses

Witness-1

Name: _____

Address: _____

Signature: _____

Witness-2

Name: _____

Address: _____

Signature: _____

ANNEXURE-VII

INTEGRITY PACT

(On plain paper)

This pre-bid pre-contract Agreement, hereinafter called the “INTEGRITY PACT”, is made on this ___ day of _____.

BETWEEN

CEO Prasar Bharati (Broadcasting Corporation of India), Prasar Bharati House, Copernicus Marg, New Delhi-110001 acting through Deputy Director General (Content Sourcing), Prasar Bharati, Doordarshan Bhawan, New Delhi-110001, hereinafter called the “BUYER”, which expression shall mean and include, unless the context otherwise requires, its successors in office and assigns, on the one hand,

AND

M/s _____ having its office at _____
_____ acting through Shri/Smt. _____,
hereinafter called the “OFFEROR/SELLER”, which expression shall mean and include, unless the context otherwise requires, its successors and assigns, on the other hand.

PREAMBLE

WHEREAS the BUYER proposes to onboard/license content for the WAVES OTT platform of Prasar Bharati under the Prasar Bharati Pay-Per-View (PPV) Content Sourcing Policy, 2026(Updated) for the Programme titled “_____”, hereinafter referred to as the “Programme”, and has floated a Notice Inviting Programme Proposals (NIPP), hereinafter referred to as the “NIPP”, and the OFFEROR/SELLER is willing to offer/has offered the said Programme and the BUYER intends to award a contract/agreement/work order for onboarding/licensing of the said Programme covered under the NIPP, hereinafter referred to as the “CONTRACT”.

AND WHEREAS the OFFEROR/SELLER is a company incorporated in India under the Companies Act, 1956/2013 or a Partnership Firm registered under the Indian Partnership Act, 1932 or a Limited Liability Partnership (LLP) or Proprietorship Firm or Government Undertaking or Autonomous Body, and the BUYER is an Autonomous Organization of the Government of India.

AND WHEREAS the BUYER has appointed Independent External Monitors (IEMs) to monitor the NIPP process and execution of the CONTRACT for compliance with the principles laid down in this INTEGRITY PACT.

AND WHEREAS both parties have agreed that this INTEGRITY PACT shall form an integral part of the NIPP, Prasar Bharati PPV Content Sourcing Policy, 2026(Updated) and the CONTRACT executed between the parties.

NOW, THEREFORE, both parties hereby agree as follows:

Article 1 – COMMITMENTS OF THE BUYER

1.1 The BUYER undertakes that no official of the BUYER connected directly or indirectly with the CONTRACT/NIPP shall demand, take, promise to take, or accept, directly or through intermediaries, any bribe, consideration, gift, reward, favour, or any material or immaterial benefit from the OFFEROR/SELLER in exchange for any advantage in the proposal evaluation, contracting, onboarding, or implementation process.

1.2 The BUYER shall treat all OFFEROR/SELLERS fairly and equally and shall provide the same information uniformly without giving undue advantage to any particular OFFEROR/SELLER.

1.3 Any attempted or completed breach of the above commitments shall be reported by officials of the BUYER to the Independent External Monitor (IEM) and Chief Vigilance Officer (CVO), Prasar Bharati.

1.4 In case any misconduct by officials of the BUYER is established, appropriate disciplinary/legal action may be initiated as per applicable rules and law.

Article 2 – COMMITMENTS OF THE OFFEROR/SELLER

2.1 The OFFEROR/SELLER undertakes to take all measures necessary to prevent corrupt practices, unfair means, collusive arrangements, and illegal activities during any stage of the proposal, evaluation, onboarding, or execution process.

2.2 The OFFEROR/SELLER shall not directly or indirectly offer any bribe, inducement, commission, fee, reward, gift, or undue advantage to any official or representative of the BUYER.

2.3 The OFFEROR/SELLER confirms that no improper payment, inducement, or consideration has been offered or promised in connection with the NIPP or CONTRACT.

2.4 The OFFEROR/SELLER shall disclose details of agents, intermediaries, representatives, or associates, if any, engaged in relation to the proposal.

2.5 The OFFEROR/SELLER confirms that it is the lawful Producer / Rights Holder / Authorized Licensee / Aggregator of the Programme/content being offered.

2.6 The OFFEROR/SELLER further confirms that the rights offered under the proposal are valid, subsisting, and free from undisclosed encumbrances or conflicting licensing arrangements.

2.7 The OFFEROR/SELLER shall not collude with any other party to impair fairness, transparency, or competition in the evaluation/onboarding process.

2.8 The OFFEROR/SELLER shall maintain confidentiality of information shared by the BUYER and shall not misuse such information for personal or competitive advantage.

2.9 The OFFEROR/SELLER shall refrain from making frivolous or unsupported complaints/allegations.

2.10 The OFFEROR/SELLER shall disclose any conflict of interest, including relationships with officials of the BUYER.

2.11 The OFFEROR/SELLER shall not directly or indirectly engage in:

- artificial inflation of streaming metrics,
- fake audience generation,
- automated traffic/bot activity,
- repetitive non-genuine streaming,
- manipulation of analytics or payout systems,
- or any fraudulent audience engagement mechanism relating to WAVES OTT.

2.12 The OFFEROR/SELLER shall not enter into monetary dealings with employees/officials of the BUYER in connection with the NIPP or CONTRACT.

Article 3 – PREVIOUS TRANSGRESSION

3.1 The OFFEROR/SELLER declares that no previous transgression involving corruption, unfair trade practices, or unethical conduct has occurred during the last three years with any Government Department, PSU, or Public Authority in India or abroad which could justify exclusion from the NIPP/evaluation process.

3.2 In case any declaration made herein is found incorrect, the OFFEROR/SELLER may be disqualified or the CONTRACT terminated.

Article 4 – SANCTIONS FOR VIOLATIONS

Any breach of the provisions of this INTEGRITY PACT by the OFFEROR/SELLER shall entitle the BUYER to take one or more of the following actions:

- 4.1 Reject/disqualify the proposal without assigning reasons.
- 4.2 Cancel/terminate the CONTRACT or onboarding arrangement.
- 4.3 Suspend/remove the content from WAVES OTT and withhold payouts, where applicable.
- 4.4 Recover amounts already paid along with applicable interest.
- 4.5 Debar/blacklist the OFFEROR/SELLER from future participation in Prasar Bharati processes.
- 4.6 Initiate legal, civil, criminal, or administrative proceedings as deemed appropriate.
- 4.7 Recover any loss/damage caused to the BUYER.
- 4.8 Forfeit any security/performance guarantee, wherever applicable.

Article 5 – INDEPENDENT EXTERNAL MONITORS (IEMs)

5.1 The BUYER has appointed Independent External Monitors (IEMs) in consultation with the Central Vigilance Commission.

Present IEMs:

- Smt. Meenakshi Mishra, IA&AS (Retd.)
Email: pcmishra@hotmail.com
- Shri Alope Prasad, IPS (Retd.)
Email: alokewa@gmail.com

5.2 The role of the IEM shall be to independently review compliance with this INTEGRITY PACT.

5.3 The IEM shall have access to relevant records/documents relating to the NIPP and CONTRACT, subject to confidentiality obligations.

5.4 The IEM may submit recommendations/findings to CEO, Prasar Bharati and CVO, Prasar Bharati.

Article 6 – FACILITATION OF INVESTIGATION

In case of any allegation relating to violation of this INTEGRITY PACT, the BUYER or its authorized agencies shall be entitled to examine relevant records/documents/accounts of the OFFEROR/SELLER and the OFFEROR/SELLER shall extend necessary cooperation.

Article 7 – LAW & JURISDICTION

This INTEGRITY PACT shall be governed by the laws of India and subject to the jurisdiction of competent courts at New Delhi.

Article 8 – OTHER LEGAL PROVISIONS

8.1 The actions stipulated in this INTEGRITY PACT are without prejudice to any other legal remedy available under law.

8.2 Any dispute relating to interpretation of this INTEGRITY PACT shall not ordinarily be subject to arbitration.

8.3 This INTEGRITY PACT shall have precedence with respect to integrity and anti-corruption provisions contained in the NIPP, Prasar Bharati PPV Content Sourcing Policy, 2026(Updated) and related CONTRACT documents.

Article 9 – VALIDITY

9.1 This INTEGRITY PACT shall remain valid from the date of signing and shall continue during:

- the proposal/evaluation process;
- execution of the CONTRACT;
- and the applicable licence/content availability period.

9.2 For unsuccessful OFFEROR/SELLERS, this INTEGRITY PACT shall remain valid for six (06) months from execution of the CONTRACT with successful parties.

9.3 If any provision of this INTEGRITY PACT becomes invalid, the remaining provisions shall continue to remain valid and enforceable.

9.4 Any claim initiated during validity of this INTEGRITY PACT shall survive notwithstanding expiry of the Pact.

SIGNATURES

The parties hereby sign this INTEGRITY PACT on the date and place mentioned below.

For & On behalf of Prasar Bharati

Signature: _____

Name: _____

Designation: _____

Office Seal: _____

For & On behalf of OFFEROR/SELLER

Signature: _____

Name: _____

Designation: _____

Office Seal: _____

Place: _____

Date: _____

Witness-1

Name: _____

Address: _____

Signature: _____

Witness-2

Name: _____

Address: _____

Signature: _____

ANNEXURE-VIII

RIGHTS DECLARATION & AFFIDAVIT

(To be executed on Non-Judicial Stamp Paper of ₹100/- duly notarized)

I/We, _____

S/o / D/o _____

aged _____ years, residing at _____, acting for and on behalf of M/s _____

(hereinafter referred to as the "Applicant / Rights Holder"), do hereby solemnly affirm and declare as under:

1. That I/We am/are the lawful Producer / Rights Holder / Authorized Licensee / Aggregator of the following content/programme(s) proposed under the Prasar Bharati PPV Content Sourcing Policy, 2026(Updated):

S. No.	Title of Programme / Film / Series	Language	Rights Offered
1			
2			
3			

2. That I/We possess valid and subsisting rights for exploitation/licensing of the above-mentioned content for the category of rights, territory, language(s), platform rights, and licence period offered to Prasar Bharati/WAVES OTT.
3. That the rights offered are:
 - free from encumbrances,
 - legally enforceable,
 - and not in conflict with any prior agreement, assignment, licence, injunction, or third-party claim.
4. That the content/programme(s) do not violate:
 - copyright,
 - trademark,
 - performer's rights,
 - music rights,
 - publicity/privacy rights,

- or any other intellectual property or legal rights of any third party.
5. That all required permissions, licences, music clearances, performer consents, and statutory approvals relating to the content have been duly obtained.
 6. That the details submitted regarding:
 - exclusivity,
 - release status,
 - OTT/digital availability,
 - YouTube/social media availability,
 - and rights ownershipare true and correct.
 7. That wherever Exclusive / First Window / Unreleased Rights are being offered, the content has not been commercially exploited except as specifically disclosed to Prasar Bharati.
 8. That the Applicant shall immediately inform Prasar Bharati in case of:
 - any dispute,
 - competing claim,
 - litigation,
 - injunction,
 - or restrictionrelating to the rights/content.
 9. That I/We understand that any false declaration, suppression of facts, or misrepresentation may result in:
 - rejection/removal of content,
 - suspension/recovery of payouts,
 - blacklisting/debarment,
 - termination of arrangement,
 - and legal action by Prasar Bharati.
 10. That I/We shall indemnify and keep indemnified Prasar Bharati against any loss, liability, claim, dispute, or legal proceeding arising out of breach of the above declarations.

Verification

I/We hereby verify that the contents of this Affidavit/Declaration are true and correct to the best of my/our knowledge and belief and nothing material has been concealed therefrom.

Signature of Authorized Signatory: _____

Name: _____

Designation: _____

For & on behalf of: _____

Organization Seal: _____

Place: _____

Date: _____

ANNEXURE-IX

FORMAT FOR MARKETING, OUTREACH & AUDIENCE ENGAGEMENT PLAN

1. Basic Content Details

Particulars	Details
Title of Programme / Film / Series	
Genre	
Language(s)	
Format	
Release Status	
Target Audience	

2. Proposed Marketing & Promotion Strategy

Activity	Details
Trailer / Teaser Launch Plan	
Social Media Promotion Plan	
Influencer / Creator Engagement	
YouTube / Digital Promotion	
Press / PR Activities	
Audience Engagement Activities	
Cross-Promotion / Brand Tie-ups	
Regional Promotion Strategy	
Offline / Ground Activities (if any)	

3. Digital Platforms Proposed for Promotion

Platform	Proposed Activity
Instagram	

YouTube	
Facebook	
X (Twitter)	
OTT / Content Communities	
Other Platforms	

4. Proposed Promotional Timeline

Activity	Tentative Timeline
Trailer / Teaser Launch	
Campaign Start Date	
Main Promotion Window	
Post-release Promotion Activities	

5. Estimated Marketing Commitment

Particulars	Details
Approximate Proposed Marketing Spend	
Whether External Agency Engaged	Yes / No
Name of Agency (if applicable)	
Any Proposed Co-branded Promotion with WAVES OTT	

6. Audience Reach & Platform Growth Potential

Particulars	Details
Existing Social Media / Subscriber / Follower Base of Content, Creator, Cast, or Production House	

Estimated Digital Reach of Promotional Campaign	
Expected Audience Demographic/Profile	
Potential for Driving New User Registrations on WAVES OTT	
Potential for Audience Retention / Repeat Viewership	
Community / Fan Base Engagement Strength	
Regional / Language-specific Audience Reach	
Potential for Viral / High Engagement Consumption	
Proposed Call-to-Action Strategy for WAVES App Downloads / Registrations	
Proposed Cross-platform Audience Redirection Strategy	

7. Additional Information / Strategic Value

The Applicant may additionally highlight any:

- strategic audience advantage,
- creator/influencer network,
- fandom/community engagement,
- cultural/public service value,
- regional reach,
- institutional partnerships,
- educational/social relevance,
- or other unique promotional strengths of the proposed content.

I/We hereby declare that the above Marketing, Outreach & Audience Engagement Plan has been prepared in good faith and the Applicant shall make reasonable efforts towards implementation of the proposed activities and outreach initiatives indicated herein.

I/We understand and acknowledge that:

- audience estimates and growth projections are indicative in nature only;
- such projections shall not constitute any guaranteed commitment or entitlement;

- Prasar Bharati shall not be responsible for execution or financial support of the proposed marketing activities unless separately approved.

Signature of Authorized Signatory: _____

Name: _____

Designation: _____

Organization Seal: _____

Place: _____

Date: _____