

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

OM No. PB/OTT-WAVES/PPV Policy /2025- 26

Date: 08.06.2026

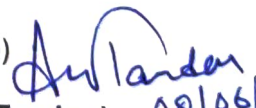
Notification
(No.02 /2026-PPV)

In continuation of Notification No. 01/2026-PPV dated 30.04.2026 notifying the Prasar Bharati Pay-Per-View (PPV) Content Sourcing Policy, 2026, Prasar Bharati hereby notifies the updated and consolidated version of the Prasar Bharati Pay-Per-View (PPV) Content Sourcing Policy, 2026.

2. The updated Policy incorporates provisions relating to commissioning of original content under the PPV framework through insertion of Clause 8A under Para 8 (Financial Structure), along with certain operational clarifications and related amendments, wherever applicable.
3. Clause 8A titled "Commissioning of Original Content under PPV Framework" enables commissioning of original programmes under the PPV framework with the objective of encouraging creation of high-quality, platform-first content aligned with audience demand and public service objectives.
4. The updated Policy shall apply to content sourcing on the WAVES OTT platform under the Pay-Per-View (PPV) model with effect from the date of this Notification. Programme proposals may be submitted in response to Notices Inviting Programme Proposals (NIPP) issued by Prasar Bharati from time to time.
5. **The updated and consolidated version of the Prasar Bharati Pay-Per-View (PPV) Content Sourcing Policy, 2026, annexed to this Notification, shall be treated as the operative version of the Policy with effect from the date of this Notification.**
6. The updated Policy document is being placed on the Prasar Bharati website for information of all stakeholders.

Annexure:

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


(Amit Tandon) 08/06/2026
DDG(CS-OTT(PPV))

Copy to:

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

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

1. Background

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

2. Objective

The PPV framework seeks to:

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

3. Applicability & Duration

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



4. Core Framework

4.1 Base Payout Structure

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

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

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

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

4.2 Post-Initial Period Adjustment

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

4.3 Content Attribute Multipliers

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

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

Category	Multiplier
Exclusive First Window (Full Rights)	×1.00
Exclusive Rights (Non-First Window)	×0.75
Non-Exclusive Rights	×0.50



(B) Territory Rights

Category	Multiplier
Global Rights	×1.00
India-only Rights	×0.75

(C) Platform Rights

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

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

4.4 Application of Multipliers (Sequence and Methodology)

Payout shall be computed in the following manner:

(i) Base Payout Calculation:

Streaming Minutes × Applicable Base Payout Rate

(ii) Post-Initial Period Adjustment:

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

(iii) Application of Content Attribute Multipliers:

The applicable multipliers shall be applied in the following sequence:

- (a) Primary Rights Category
- (b) Territory Rights
- (c) Platform Rights (*Linear / Non-linear*)

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

4.5 Principle of Payout

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

5. Definition and Measurement of Streaming Minutes

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

For the purpose of payout computation:

- Only active viewing time shall be considered.
- Buffering time, auto-play, idle playback, background play, or system-generated activity shall be excluded.
- Evaluation of content performance shall be based on genuine audience engagement and unique users.
- Repetitive, artificial or manipulated streaming pattern shall not be considered.
- Measurement shall be based on authenticated and verifiable playback data recorded on the platform.

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

- Measurement
- Certification
- Reconciliation of streaming data.

6. Calculation and Reconciliation

Payout shall be calculated on a monthly basis based on:

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

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

Transparency

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

7. Licensing and Rights

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

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

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

Definition of Linear Rights

Linear Rights shall mean the right to broadcast the content on Prasar Bharati's linear platforms, including Doordarshan channels and associated distribution networks such as terrestrial transmission, DTH platforms (including DD Free Dish), or any other broadcast platform operated by Prasar Bharati.

- Prasar Bharati shall have the right to schedule and broadcast the content on its linear platforms any number of times during the licence period, subject to suitability assessment, programming requirements, and editorial discretion of Prasar Bharati.
- Eligibility for payout linked to Linear Rights under the PPV framework shall arise only where the content is found suitable for linear broadcast and is scheduled for broadcast on Prasar Bharati's linear platforms. Determination of suitability shall be at the sole discretion of Prasar Bharati having regard to content quality, format, duration, episode count, programming requirements, audience relevance and other operational considerations.
- Such broadcasts shall not require any additional payment beyond the payout determined under the PPV framework

7A. Marketing and Promotion

The content provider / producer shall undertake reasonable marketing, promotional, and audience outreach efforts for the content onboarded under the PPV framework, including through digital promotion, social media engagement, publicity campaigns, promotional materials, trailers, talent participation, influencer outreach, or other suitable promotional activities.

Each proposal submitted under the PPV framework shall mandatorily include a Marketing and Outreach Plan outlining the proposed promotional strategy for audience engagement and discoverability of the content on the WAVES OTT platform.

Prasar Bharati may also undertake platform-level promotional, branding, distribution, and audience outreach activities for such content, as deemed appropriate.



8. Financial Structure

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

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

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

8A. Commissioning of Original Content under PPV Framework

In addition to licensing of existing content, Prasar Bharati may commission original programmes under the PPV framework with the objective of encouraging creation of high-quality, platform-first content aligned with audience demand, public service objectives and the content strategy of WAVES OTT.

8A.1 Submission and Evaluation of Proposals

Content producers may submit programme proposals comprising concept note, creative treatment, production plan, timelines, cast and crew details, episode structure, budget estimates and such other information as may be prescribed by Prasar Bharati.

The proposals shall be evaluated by a designated Committee on the basis of content merit, originality, audience relevance, production feasibility, commercial potential and strategic fit with the objectives of WAVES OTT. Approval of proposals shall be at the sole discretion of Prasar Bharati.

8A.2 Letter of Intent (LoI) / Commissioning Confirmation

Upon approval of a proposal, Prasar Bharati may issue a Letter of Intent (LoI) or Commissioning Confirmation indicating the approved project, scope of work, approved project cost, recoupable advance (if any), timelines, rights structure and applicability of the PPV framework.

The LoI/Commissioning Confirmation shall form the basis for execution of the project under this Policy.

8A.3 Recoupable Advance

Prasar Bharati may provide a recoupable advance of up to thirty percent (30%) of the approved project cost, subject to submission of a Bank Guarantee of one hundred and ten percent (110%) of the advance amount in a form acceptable to Prasar Bharati.

The advance shall be adjusted against payouts accrued under the PPV framework.

8A.4 Recovery of Advance

The recoupable advance released by Prasar Bharati shall be adjusted against PPV payouts accruing to the commissioned programme within a period of six (6) months from the date of publication of the content on WAVES OTT or such extended period as may be approved by the Competent Authority.

Any unrecovered amount thereafter shall be recoverable through invocation of the Bank Guarantee or through any other remedies available to Prasar Bharati.

8A.5 Marketing and Promotion

The Producer shall actively support marketing, publicity and promotional activities relating to the commissioned programme.

Reasonable costs towards marketing and promotion may be considered as part of the approved project cost, subject to approval by Prasar Bharati.

8A.6 Rights, Licensing and Branding

The commissioned content shall constitute a joint production of Prasar Bharati and the Producer and shall be branded accordingly or in such manner as may be approved by Prasar Bharati.

The underlying intellectual property in the commissioned content shall remain vested with the Producer. However, in consideration of the commissioning support, platform exploitation and other benefits extended under this Policy, Prasar Bharati shall retain the rights and entitlements specified herein.

The Producer shall grant to Prasar Bharati exclusive digital streaming rights on WAVES OTT and exclusive linear broadcast rights on Prasar Bharati platforms for a period of three (3) years from the date of first publication of the content.

During the exclusivity period, the content shall not be commercially exploited on any third-party platform without prior written approval of Prasar Bharati.

Upon expiry of the exclusivity period, the Producer may commercially exploit the content on third-party platforms. However, Prasar Bharati shall continue to retain perpetual, irrevocable, royalty-free and non-exclusive digital, linear broadcast, archival, promotional, educational, public service and institutional rights in the commissioned content across all present and future platforms operated by Prasar Bharati.

The perpetual rights retained by Prasar Bharati shall survive expiry or termination of the exclusivity period and shall not require any further payment or consideration.

Prasar Bharati shall have the first right of refusal in respect of renewal of exclusivity, acquisition of additional rights, sequel rights, remake rights, adaptation rights, spin-offs or subsequent seasons arising from the commissioned content.



Where the Producer commercially exploits any sequel, remake, adaptation, spin-off or derivative work based substantially on the commissioned content after expiry of the exclusivity period, Prasar Bharati shall be entitled to participate in such exploitation in accordance with the applicable Revenue Sharing framework or such terms as may be approved by the Competent Authority.

8A.7 Commercial Utilisation and Revenue Sharing

- a. During the exclusivity period of three (3) years from the date of first publication of the content on WAVES OTT, payouts to the Producer shall be governed by the PPV framework prescribed under this Policy.
- b. During the exclusivity period, the Producer may, with prior approval of Prasar Bharati, introduce sponsors, advertisers, brand integration opportunities or other commercial partners in relation to the commissioned programme.
- c. Advertisement inventory allocation, sponsorship approvals, billing, accounting and revenue realisation on Prasar Bharati platforms shall be governed by the applicable policies, guidelines and procedures of Prasar Bharati.
- d. Net revenues realised from sponsorships, advertisements, brand integrations or other commercial partnerships introduced or facilitated by the Producer and approved by Prasar Bharati in relation to the commissioned programme during the exclusivity period shall be shared equally between Prasar Bharati and the Producer, unless otherwise specified in the Lol or Commissioning Confirmation. Revenues generated through Prasar Bharati's own advertising inventory and monetisation initiatives shall remain exclusively with Prasar Bharati.
- e. Upon expiry of the exclusivity period of three (3) years, the commissioned content shall automatically migrate from the PPV framework to the Revenue Sharing Model (RSM) applicable on WAVES OTT or such other monetisation framework as may be approved by Prasar Bharati from time to time.
- f. Accordingly, no further payouts under the PPV framework shall accrue after expiry of the exclusivity period.
- g. The content may continue to remain available on WAVES OTT and other Prasar Bharati platforms after expiry of the exclusivity period. Revenues generated from continued exploitation of the content on such platforms shall thereafter be governed by the Revenue Sharing Model (RSM).
- h. Upon expiry of the exclusivity period, the Producer may commercially exploit the content on third-party platforms, subject to the perpetual rights retained by Prasar Bharati under this Policy.
- i. The commissioned content being a joint production of Prasar Bharati and the Producer, any net revenues realised from commercial exploitation of the content after expiry of the exclusivity period, whether on Prasar Bharati platforms or third-

party platforms, shall be shared equally between Prasar Bharati and the Producer in the ratio of 50:50, unless otherwise approved by the Competent Authority and specified in the Letter of Intent (LoI) or Commissioning Confirmation.

- j. For the purposes of this clause, "Net Revenue" shall mean revenue actually realised after deduction of applicable taxes, platform commissions, transaction charges and other statutory deductions, wherever applicable.

8A.8 Financial Framework and Limitation of Liability

The financial commitment of Prasar Bharati under this clause shall be limited to:

- (a) the recoupable advance approved for the project; and
- (b) payouts accruing under the PPV framework in accordance with this Policy.

The approved project cost shall not constitute a financial commitment or payment obligation of Prasar Bharati beyond the provisions specifically provided under this Policy or the relevant LoI/Commissioning Confirmation.

The issuance of a LoI or Commissioning Confirmation shall not be construed as a guarantee of revenue, minimum payout, recovery of project cost or assured return on investment.

Prasar Bharati shall not be liable for any losses arising from the commercial performance of the programme.

8A.9 Suspension or Termination

Prasar Bharati may suspend, modify or terminate a commissioned project at any stage for operational, legal, financial, policy or public interest reasons.

In such cases, the Producer shall be entitled only to such payouts as may have accrued under the provisions of this Policy and no consequential or indirect damages shall be payable by Prasar Bharati.

8A.10 Applicability of PPV Policy

Except as specifically provided in this clause, all provisions of this Policy relating to content standards, rights verification, quality control, legal compliance, payout computation, monitoring, audit, dispute resolution and other operational requirements shall apply mutatis mutandis to commissioned content under the PPV framework.

9. Quality Control and Legal Compliance

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



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

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

Prasar Bharati reserves the right to suspend, withhold, remove, discontinue, or restrict publication of any content on the platform in case of legal, editorial, regulatory, technical, public interest, reputational, policy, or operational concerns.

10. Monitoring, Evaluation and Review

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

- Analytics relating to content performance and audience engagement
- Financial impact, including payout trends and cost efficiency
- Effectiveness of the framework in achieving content diversity and platform growth
- Evaluation and suitability assessment of programme proposals received under the PPV framework and related Notices Inviting Programme Proposals (NIPP)

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

10(A). Evaluation of Program Proposals: Programme proposals received under the PPV framework and related Notices Inviting Programme Proposals (NIPP) may be evaluated by an Evaluation Committee constituted by CEO, Prasar Bharati.

The Evaluation Committee may assess proposals on the basis of content quality, platform suitability, audience relevance, public service objectives, production capability, commercial viability, language diversity, content strategy, and such other parameters as may be specified by Prasar Bharati from time to time.

Based on the evaluation and recommendations of the Committee, Prasar Bharati may approve, select, commission, acquire, onboard, or reject programme proposals under the PPV framework, subject to platform requirements, budgetary provisions, and approval of the Competent Authority.



Detailed evaluation methodology, scoring criteria, qualifying thresholds, onboarding process, and other procedural requirements may be specified in the relevant NIPP or other guidelines issued from time to time.

11. Policy Review

This policy shall be subject to periodic review.

12. Miscellaneous Provisions

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

13. Repeal and Supersession

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



Annexure – Illustrative Payout Calculations under PPV Policy

A. Standard Payout Formula

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

Where:

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

B. Illustrative Cases

1. Exclusive First Window Content (Full Rights)

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

Payout:

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

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

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

Effective Multiplier: 0.45

Payout:

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

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

Parameter	Value
Streaming Minutes	5,00,000
Base Rate	₹6.00
Multipliers	Primary: 0.50; Territory: 1.00; Platform: 1.00

Payout:

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

4. Post-Initial Period Adjustment (Full Right)

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

Payout:

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

5. Combined Scenario (All Adjustments Applied)

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

Effective Multiplier: 0.45

Payout:

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



C. Clarifications

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

D. Disclaimer

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

A handwritten signature in blue ink, appearing to read "Ananda".