

Terms and Conditions of RSM

1. Programme shall be telecast twice -one original run in prime time band+ one repeat run in non-prime time band. The repeat run of the programme shall be at the discretion of Prasar Bharati but shall be within 7 days of the first telecast. Corporate revenue earned during both the telecast shall be shareable.
2. Subsequent repeat telecast of the programmes can be made by mutual consensus between Prasar Bharati and Rights owner and revenue generated during such telecast shall also be shareable.
3. Total shareable FCT will be 300 Seconds per half an hour. One minutes of remaining FCT shall be utilized by PB for its programme / channel promotion.
4. Only Corporate revenue shall be booked in the programme. The criteria for defining the corporate client shall be as per notification by Prasar Bharati applicable on date of signing of agreement. Sharable revenue will be gross revenue minus GST minus Agency Commission. Agency Commission shall not exceed the limit 15%.
5. Sales responsibility (Selling FCT and other on screen inventory under revenue share) will preferably be with the rights owner. However in case, rights owner is not willing to take sales responsibility, PB Sales Division will take the sale responsibility.
6. Prasar Bharati shall not provide any endorsement or letter of support to the rights owner for seeking business from the PSUs, Banks etc. All the release order will be in the name of rights owner.

7. A separate joint escrow account shall be opened for receipt of all the revenue from sale of FCT and on screen inventory in case the sales responsibility is taken by the rights owner.
8. The revenue will be shared on quarterly basis.
9. The party taking sales responsibility will provide duly audited account along with Release Orders to other party within 30 days after the telecast of last episode.
10. FCT shall not be sold below the minimum rate limits notified by Prasar Bharati from time to time.
11. Any episode of the programme can be mounted by the rights owner on any satellite channel on any other network only after 90 days of its broadcast on DD network.
12. The offered programme shall be simultaneously streamed on PB digital platform associated with the channel during its broadcast on DD Network. PB shall geo-block its digital platform during such streaming. Prasar Bharati shall not create any VoD.
13. The rights owner shall submit a performance security as envisaged in clause 18 of the CPP-2023.