

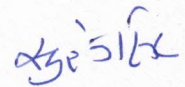
Prasar Bharati
(India's Public Service Broadcaster)
Directorate General: Doordarshan
Doordarshan Bhawan,
Copernicus Marg: New Delhi

No. 1/1/2021-P.6 (Content Sourcing) (E-71918)

Dated: 11 / 10/2021

Notice Inviting Rights Holders to Get Registered online for Offering their Ready-Made TV Content under 'Policy Guidelines for Acquisition of Licensed Ready-Made Audio-Visual Content'

1. Prasar Bharati intends to procure ready-made TV content (Hindi) on license basis for its various analogue & digital channels and platforms.
2. The content will be procured for multiple telecasts over multiple channels across the DD Networks and digital platforms. Rights would be acquired for a period of 1 year, 3 years or perpetually.
3. For details like terms & conditions and eligibility criteria etc. please refer to 'Policy Guidelines for acquisition of Licensed Ready-Made Audio-Visual Content' notified on 31.03.2021 and available on the website, <https://prasarbharati.gov.in/program-production-guidelines/>.
4. The rights holders who wish to offer their content are required to get registered on PB content acquisition portal <https://cap.prasarbharati.org/> by 31st October, 2021.
5. Notification for acquisition of content will be issued separately after the registration process.



(Surender Singh)
Deputy Director General (Content Sourcing)
Dated: 11 -10-2021