

प्रसार भारती PRASAR BHARATI  
भारतीय लोक सेवा प्रसारक (India's Public Service Broadcaster)  
Prasar Bharati House, Copernicus Marg, New Delhi – 110001  
Tel: 011-23118479 Website: [www.prasarbharati.gov.in](http://www.prasarbharati.gov.in)

No. P-1/012(34)/2018-Ops. | 232

Dated: 10.12.2018

**Office Memorandum – 6/2018-Ops.**

An inter-disciplinary committee for the Prasar Bharati Digital Platform is constituted as under :-

1. Ms. Mattu J.P Singh ADG(NSD), AIR
2. Sh. R.K. Jain, ADG-DD News
3. Sh. Avinash Agrawal, ADG(IT), PB
4. Sh. Sanjay Prasad, DDG(CRD), PB
5. Sh. Anjani Kumar, DDG(Ops.), PB
6. Sh. Amlan Jyoti Mazumdar, Director (ESD)

The Committee may co-opt any other officer/(s) as per requirement. It is mandated that the points discussed at the meeting on Digital Review held on 28.11.2018 (attached), would be actioned and monitored by the Committee. Ms. Madhavi Ravindranath, ADP(Ops.) will co-ordinate. The Committee shall submit monthly reports to the CEO.

This issues with the approval of CEO.

  
(Madhavi Ravindranath)  
Assistant Director (P)

To,

1. Ms. Mattu J.P.Singh, ADG(NSD), AIR
2. Sh. R.K. Jain, ADG-DD News
3. Sh. Amlan Jyoti Mazumdar, Director (ESD)
4. Sh. Avinash Agrawal, ADG(IT), PB
5. Sh. Sanjay Prasad, DDG(CRD), PB
6. Sh. Anjani Kumar, DDG(Ops.), PB

Copy to :- 1. DG, All India Radio  
2. DG (NSD), All India Radio  
3. DG, DD (News)  
3. Staff Officer to CEO, Prasar Bharati  
4. DDG(T) for uploading on Prasar Bharati's website.

1. Decisions taken on the External Services Division of AIR in the meeting chaired by CEO on 28.11.2018:

- i. In view of the Directives of the Prasar Bharati Board to expedite the implementation of the Global Digital Platform of Prasar Bharati within a specified time frame, it was decided in the meeting that the proposed Prasar Bharati Global Digital Platform shall be developed leveraging the existing capabilities of AIR's External Services Division.
- ii. Since the current model of ESD is a non-revenue generating model and is predominantly based on short wave broadcasting which has questionable listenership it is proposed that ESD be rationalized and restructured.
- iii. As a first step ESD to be bifurcated into two units - Digital and Terrestrial.
- iv. ESD's Digital unit will be a revenue focused unit and will be the driving force for the proposed Global Digital Platform of Prasar Bharati. The operational decisions to facilitate the same will be issued separately.
- v. Going forward ESD content will be generated solely with a Digital First focus by the ESD Digital Unit focusing solely on news and current affairs with a global audience in mind.
- vi. ESD Terrestrial shall limit its activities to merely transmission of content that it shall source from the ESD Digital Unit.
- vii. ESD Terrestrial shall be further rationalised to drastically lower costs of transmission and defraying the costs by exploring all possible measures including and not limited to:
  - a. Transmitters that may be decommissioned
  - b. Transmission durations that may be reduced
  - c. Services that may be discontinued
  - d. Transmitter capacity that may be leased/outsourced
  - e. Monetization of Terrestrial Broadcasts to the degree possible
- viii. ESD Terrestrial shall continue to report into DG AIR and will have to present a time bound plan for achieving the rationalization monetization targets.
- ix. ESD Digital shall report into CEO till the proposed global digital platform is incubated. Subsequent to the launch of the global digital platform this may be reviewed.

- x. ESD Digital shall submit a proposal for creating a state of the art Digital Newsroom, that will be strengthened by inducting industry professionals based on the manpower model of RSTV and leveraging relevant news agencies, platforms, think tanks, embassies and MOUs with international broadcasters as needed for content generation and talent induction.
- xi. ESD Digital shall immediately take steps to revamp social media presence and content availability via YouTube so that Digital Monetization happens of ESD content happens without further delay.

2. The following are the Actionable Points subsequent to a Review by Member (F) on 7.12.2018:

- i. A technical roadmap along with required instrumentation for the Global Digital Platform and the resources required from within Capital Plan Scheme would be put up by 21<sup>st</sup> December. (Action: ADG(IT))
- ii. Rationalization of ESD Terrestrial including,
  - a. Transmitters to be de-commissioned: A proposal will be put up by DDG (Tech) in a week's time.
  - b. Transmission duration that may be reduced: Director (ESD) would provide the information in tabular form immediately.
- iii. Revenue focus and content monetization: Director (ESD) will submit a proposal for content monetization in a week's time.