

Prasar Bharati's Accessible & Inclusive Olympics coverage -a hit with Multi-Million Digital Viewership

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Indian contingent for Tokyo Olympics 2020 returned triumphant having registered many firsts for India at the Olympics. This unprecedented feat has given new hope to new India. The Public Broadcaster is happy to share that it has played an inclusive role in making this hope reach every citizen through accessible coverage across India.

While our champions blazed a trail at various Olympic events, Prasar Bharati, through its broadcasting and digital platforms, brought the LIVE spectacle of our Olympic victories to everyone's household through TV, Radio and Smart phones.

That the accessible coverage on DD Sports and All India Radio Sports network was hugely popular among Indians across age-groups, gender, class and regions is evident in the Multi-Million digital viewership clocked together by multiple YouTube channels and NewsOnAir App of Prasar Bharati.

A quick look at the tall figures:



As a responsible public broadcaster, Prasar Bharati ensures that its accessible coverage not only accounts for taking content to those in remotest areas or with limited means but also making it available for our Specially-abled citizens. For Olympic coverage, Prasar Bharati hired 14 sign language artists who presented 240 hours of Olympics live coverage in sign language. For our Radio audience, 16 All India Radio commentators drew a vivid picture of what was unfolding every second at different Olympic events.



Our Digital coverage of Tokyo Olympics 2020 was exhaustive and multi-faceted. Apart from Live Olympic sporting events, our coverage included live broadcast of Opening and Closing ceremonies, exclusive Virtual Conclave with top Indian sports personalities, biographies and success stories of members of Indian Olympic contingent, celebrations of their victories across the country and much more.

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