

PRASAR BHARATI
Copernicus Marg, New Delhi
Content Sourcing Division

No.40/1/2021-P.6 (Content Sourcing)

Dated: 13 . 04 .2023

Subject: Placing the serial "Swaraj" on OTT platforms on non-exclusive basis under revenue share model

Prasar Bharati had commissioned a mega serial "Swaraj" of 75 episodes of about 48 minutes duration each. The serial focuses on the unsung Heroes and battles of India's Independence all across the country. The serial is currently being telecast on DD Network.

2. With an objective to take the serial to the masses at their convenience of viewing, Prasar Bharati intends to place the serial on OTT Platform(s) on non exclusive basis under revenue share model.
3. Prasar Bharati is reaching out to **Netflix, Hotstar, Airtel Xpress, Zee5, SonyLiv, Eros Now, Shemaroo, Alt Balaji, Discovery Plus, Mx Player** to assess their interest in placing this content on their OTT Platform. Amazon Prime and Jio Cinema/Voot has already expressed their interest in response to the emails sent to all the above OTT platforms.
4. As an expression of interest, OTT Platforms are requested to provide brief details of revenue generating mechanism on their OTT platforms, revenue reporting and sharing, and extent of revenue share to Prasar Bharati by email at surendersingh@prasarbharati.gov.in within 21 days of the publication of this notification on Prasar Bharati website


(Dr Mahendra Pathak)

13-04-2023

Assistant Director (Programme)