File No. PBCA/Syndication/Policy/2021-22

Prasar Bharati
(India's Public Service Broadcaster)
CENTRAL ARCHIVES
Akashwani Bhawan, Sansad Marg, New Delhi-110001

No. PBCA/Syndication/Policy/2021-22   Dated:08/10/2021

Subject: Policy on Syndication and Monetization of Contents

The Prasar Bharati Board in its 168th PBB meeting held on 12.08.2021 approved the policy on monetization of archival and premium content of AIR, DD and new units of PB.

The policy as per the annexure will ensure that archival and premium content of Prasar Bharati is syndicated to third parties through an open and transparent mechanism of e-auction in order to fetch the maximum market value of content on demand basis.

Enclosure: As above.

(Aditya Chaturvedi)
DDG, Central Archives
Prasar Bharati

To,
AIR Stations
DD Kendras
Prasar Bharati Archives
All the Verticals of Prasar Bharati

Copy to,
Staff Officer to CEO, PB
PS to DG AIR
PS to DG DD

<div align="right">**ANNEXURE**</div>

Policy on Syndication and Monetization of Content

Objective: To monetize archival and premium content of Doordarshan, All India Radio, new units of Prasar Bharati by syndicating Rights to third parties through an open transparent mechanism.

Background: Prasar Bharati, the Public Service Broadcaster in its mandate has played a key role in modern times for preservation and promotion of Indian culture, history and values. This has been the key factor in content creation since inception. Prasar Bharati has accumulated very rich and heritage content in its centralized repository at Archives as well as number of Stations, Kendras located in all corners of nation. News division of AIR & DD too have illustrious recording of many important mile stones of development of India.

The TV channels as well as the new channels on OTT are continuously looking for good saleable content. This has created a demand for programme content of Prasar Bharati in India and overseas for the purpose of broadcast as well as streaming on Digital Platforms. There is bright possibility for monetizing this content, which requires a proper and well-defined content syndication policy.

Policy:

1. The scope of syndication policy is to monetise the available content through e auction to third parties for both linear broadcasting (TV, Radio) as well as for on demand viewing/listening through internet-based platforms.

2. The available content shall be curated into compelling catalogues for the purpose of syndication at a catalogue level.

3. The mechanism for monetization shall be through an online e-auction.

4. An online portal shall be created for managing the entire life cycle of the syndication from registration to grant of rights, payment and content sharing.

5. The e-auction shall be conducted through the designated third party system of Prasar Bharati for such e-auctions.

6. E-auctions may be held for the following categories of rights/combinations;
   a.   Global linear broadcast rights
   b.   Global on-demand rights
   c.   India linear broadcast rights
   d.   India on-demand rights

Rights	Market	Terms	Period
Linear Broadcast Rights	Global	Exclusive	1 yr/ Multiple year
		Non Exclusive	
	India	Non Exclusive	
On-Demand Rights	Global	Exclusive	1 yr/ Multiple Year
		Non Exclusive	
	India	Exclusive	
		Non Exclusive	

7. Base Price may be fixed separately depending on the market, terms of exclusivity, period of licensing rights.

8. Exclusive rights may be priced at a premium relative to non-exclusive rights, similarly longer-term syndication may be incentivized over shorter duration.

9. Exclusive rights may be auctioned first before attempting auction of non-exclusive rights.

10. Premium content may be auctioned only for a period of one year or less.

11. Archival content may be auctioned for a minimum period of 5 years.

12. After end of licensing period licensee shall not have any rights to own, share or use the licensed content in any form. He/she may need to participate in the e-auction process once again to obtain further rights after the licensing period.

13. Content will be provided on 'as is' quality basis in industry standard digitized file formats via cloud or physical media.

14. All further permissible enrichment of the content shall be the responsibility of the licensee.

    a. Permissible enrichment;
      i. Dubbing
      ii.Subtitling
      iii.Video Quality/Aspect Ratio enhancement

    b. No alteration/modification or re-purposing of the content shall be permitted.

E-auction–Process & Termss

E-auction will be held for the prospective categories as detailed subsequently in this document. Detailed terms of auction and agreement shall be framed by designated committee similar to those of DD Free Dish Slot auction.

Terms:
1. After the successful conduct of e-auction, details of the winning bidders will be displayed on the DD/PB website.
2. A letter of allotment will be issued by PB to the successful bidder with the category licensed along with the payment schedule and the draft Agreement to be signed between Prasar Bharati and bidder.
3. Every successful bidder will sign an Agreement with Prasar Bharati in two original copies within 15 days of issue of Letter of Intent.
4. Period of license will be for 01 year or as specified in the relevant category from the date on which content has been made available to the applicant.
5. The successful bidder/applicant will be issued the content through cloud or digital media in a pre-approved format.
6. Prasar Bharati Board reserves the right to suspend/cancel the agreement in case of violation of the terms of agreement and/or nonpayment of dues and also to review the auction policy/ terms & conditions during the agreement period.

Prospective Categories for E-auction

The following Archival categories may be considered for cataloguing:
   i. DD Classics (popular)
   ii. DD Contemporary (SFC + recently acquired perpetual content)
   iii. DD Telefilms
   iv. DD Documentaries
   v. DD Arts (Music, Dance and Drama)
   vi. Radio Classics Hindustani
   vii. Radio Classics Carnatic
   viii. Radio Documentaries
   ix. Radio Autobiographies
   x. Radio Drama

Premium Categories may be syndicated on case-to-case basis.

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