

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION NO. 2494
(TO BE ANSWERED ON 13.03.2026)

REPUBLISHING OF PRASAR BHARATI CONTENT BY THIRD-PARTIES

2494. SHRI TIRUCHI SIVA:

Will the Minister of **Information and Broadcasting** be pleased to state:

- (a) details of cases wherein Prasar Bharati's copyrighted content was republished by third-parties, and steps taken against the same;
- (b) whether Government has taken note of recent reports of sub-contracting of work orders by production companies, if so, details of steps taken against the same;
- (c) whether a 'Creators Corner' is being developed under DD to feature content from content creators on various themes;
- (d) if so, criteria that will be used to select content that will be highlighted through this section; and
- (e) whether any monetary benefits will be provided to the creators under the programme; if so, the details thereof?

ANSWER

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND
PARLIAMENTARY AFFAIRS**

(DR. L. MURUGAN)

(a) to (e)

Prasar Bharati holds the copyright for content produced or commissioned by it. No recent cases of copyright violation by media production houses have been reported. However, copyright infringement by individual users on intermediary platforms are regularly monitored and addressed by Prasar Bharati. No instances of sub-contracting of production work have come to the notice of Prasar Bharati. As a safeguard, provisions restricting sub-contracting have been incorporated in the agreements with production companies.

The launch of the 'Creators Corner' under DD is a proactive initiative to engage content creators in furthering its mandate of the public service broadcaster. The initiative aims to enhance outreach and promote wider dissemination of socially relevant content, as well as content showcasing India's vibrant culture and rich heritage. For selection under the "Creators Corner", the content must be of good quality and comply with the Programme and Advertising Codes of Prasar Bharati, as well as all applicable laws. Additionally, content creators are required to have a reasonable digital reach on at least one major social media platform and are remunerated as per the duration-based rates prescribed by Prasar Bharati.
