

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING  
LOK SABHA  
UNSTARRED QUESTION NO. 2916  
(TO BE ANSWERED ON 17.12.2025)**

**CONTENT SYNDICATION POLICY, 2025**

**2916. SHRI SELVAGANAPATHI T.M.:**

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

**(a) whether it is a fact that the Prasar Bharati is set to finalize its Content Syndication Policy, 2025 and held a round of consultation with key industry stakeholders in this regard and if so, the details thereof;**

**(b) whether the said policy aims to monetize and expand access to the broadcaster's extensive archive of television and radio content from Doordarshan and All India Radio and if so, the details thereof; and**

**(c) whether the said policy envisages strategic collaborations across domestic and global platforms and if so, the details thereof?**

**ANSWER**

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

**(DR. L. MURUGAN)**

**(a) to (c): Prasar Bharati has prepared a draft Content Syndication Policy, 2025 to promote cultural outreach and monetize content, while also upholding its public service mandate. The draft was put up on the website of Prasar Bharati for public consultation.**

**A structured industry consultation was done with key stakeholders across the media ecosystem. These include OTT platforms, linear TV broadcasters, radio networks, telecom carriers, IPTV operators and content aggregators.**

**The policy aims to monetize content being produced by Doordarshan and Akashvani, archived national and regional content, and live coverages (Government events, festivals, sports, etc.). It also takes into consideration digital-first content published on Prasar Bharati's OTT platform.**

**Further, the draft policy proposes monetization of commissioned, co-produced, licensed, and other content owned by Prasar Bharati.**

**The draft Content Syndication Policy envisages fostering strategic collaborations with domestic and international platforms to expand the reach of Prasar Bharati's content and strengthen India's cultural presence globally.**

**It provides for flexible licensing models such as flat fee, revenue share, minimum guarantee with revenue share.**

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