

DOORDARSHAN

IDEA | CONVERGENCE |
CONVERSATIONS | EXPRESSION |
HOPE AND SHARED FUTURE



सत्यम् शिवम् सुन्दरम्

➤ The three levels of Convergence

- At the consumer level, how the content is being consumed
- At the platform level and
- At the regulatory legislative level.

➤ **Convergence at the consumer end is way ahead of that at the platforms and regulatory frameworks**

Public Broadcaster :Why Transform



- Comfort of the regulatory environment for the Public Broadcaster – News and Sports were the rights of All India Radio
- Fallout of Innovation: PSB to face the forces of convergence to transform

- **Relook at Committee recommendations on structure & operations**
 - Descale workforce
 - Reskill
 - Breakdown the operational cylos
 - Digital first

- **Sourcing content and sourcing talent**
 - Platform based & algorithmic
 - Film procurement - algorithmic

➤ **How we engage with our audiences;**

- Content discovery is no more linear
- How do the OTT platforms discover content

➤ **Audience measurement**

- Digital
- Real time

➤ **Compelling Content**

- RS TV
- DD Kissan
- Krishi Darshan Ranchi- The convergence gain

➤ **Goaling Digital first**

- DD News
- North East content – Digitally available for the first time

- **Brand transformation & Associated Regulatory challenges**
 - DTT Bangalore – Beaming educational content- convergence & transformation

- **Regulatory frame work has to catch up- Blurring distinction between broadcasting and telco**

- **OTT Regulation – A social need**

Transformations (contd.)

- **NewsOnAir App : Prasar Bharati creates a truly global digital platform -**
 - Live Streaming of 150 + channels of All India Radio.
 - More than 50 languages to choose from.
 - Get the latest news and current affairs - international, national as well as regional - as text, audio, video and notifications.
 - enriching news experience.

Transformations (contd.)- NewsonAir app (contd.)



- Get the latest headline updates immediately on your devices through notifications and stay up to date.
- Watch live telecast of Doordarshan channels.
- Watch all the latest programs from Doordarshan channels across the country.
- Follow the latest tweets from more than 250 twitter accounts associated with Prasar Bharati, Akashvani and Doordarshan.

➤ IPL- India sets the world standard today

- Open democracy
- Promoting creativity and careers

➤ DTT DTH future investments —

- A roadmap designed for India,
- promote Make in India, foster employment and creativity, use the power of a billion plus population,
- set the road rather than follow.

Sum up: Broadcasters need to ponder over

- CDN costs for OTT wrt high viewership events like IPL
- Need for convergence between Broadcasting and OTT so that same user experience can deliver content over CDN or broadcast network depending on traffic
- Future CDNs could be hybrid combining internet and broadcast network for end user delivery

- The Regulatory challenges, due to evolving technological developments and emergence of new delivery platforms in the Broadcasting Sector. Regulation need to consider Level Playing field, Content and Service regulation and Interconnect and Revenue share issues.
- How broadcasters and telcos could embrace OTT while carrying out their traditional broadcasting over the air and IPTV delivery on their networks respectively while deploying or offering CDN services

THANK YOU



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