



WAVES OTT Platform of Prasar Bharati

Source: PIB

Recently, **Prasar Bharati** launched its **OTT (Over-the-Top) platform WAVES**, to cater to India's increasing demand for digital streaming services.

- **WAVES:**

- It offers a variety of content, including live TV, video on demand, radio streaming, games, and e-commerce via the **ONDC network**.
 - It provides access to 65 live channels, covering genres like infotainment, news, and culture.
- The platform is free to download, with **most content available at no cost**, while premium features are available through subscription plans.

- **OTT and Its Regulation:**

- **OTT** refers to streaming services delivering content via the internet, bypassing traditional broadcast methods.
- The OTT platforms are regulated by the **Ministry of Information and Broadcasting**, ensuring content compliance and accountability.
 - In 2022, the **Central Government** introduced the **Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021** to regulate OTT platforms.



Read More: [Over the Top Platform in India](#)

