



## TDSAT DEFERS CULVER MAX-TATA PLAY DISPUTE



### Telecom Disputes Settlement and Appellate Tribunal

The Telecom Disputes Settlement and Appellate Tribunal (TDSAT) has adjourned the ongoing dispute between Culver Max Entertainment and Tata Play to July 20, prolonging a high-stakes standoff with implications for India's broadcast distribution ecosystem. The dispute, rooted in disagreements



over subscription dues and channel packaging, dates back to 2025 when Tata Play dropped multiple Culver Max channels. Interim relief granted earlier ensured continuity of services, with Tata Play depositing Rs 40 crore as directed by the tribunal.

## WAVES OTT MONETISATION LAGS



Prasar Bharati's WAVES OTT platform continues to lag in monetisation, with earnings reported at just Rs 2.9 crore, highlighting structural gaps in its digital strategy. The absence of a subscription "pay button" has constrained revenue generation, even as the platform expands its content reach and user base. The development underscores the challenges faced by public broadcasters in transitioning to sustainable OTT business models amid rising competition from private streaming platforms.

## DD FREE DISH EMERGES AS PRASAR BHARATI'S REVENUE ENGINE



DD Free Dish has become the cornerstone of Prasar Bharati's commercial strategy, contributing Rs 1,911 crore in revenue and significantly strengthening its financial position. The platform's scale and predictable income streams have helped the broadcaster more than double its cumulative surplus and reduce dependence on government funding. Its continued

dominance highlights the enduring relevance of free-to-air distribution in India's price-sensitive television market.

## PRASAR BHARATI FLAGS RS 4,318 CRORE SPECTRUM DUES

Prasar Bharati has reported substantial financial obligations, including Rs 4,318 crore in spectrum dues and Rs 933 crore in outstanding loans, pointing to persistent structural challenges despite improved revenue streams. While platforms like DD Free Dish have bolstered income, legacy liabilities and receivables continue to impact overall financial health, underscoring the need for long-term fiscal restructuring.



## PRASAR BHARATI OPERATES AT 33% WORKFORCE

Prasar Bharati is operating at just 33% of its sanctioned workforce strength, with only around 15,000 employees against an approved 45,000-plus positions. Despite this significant staffing gap, salary expenses remain the largest cost component, exceeding half of the broadcaster's total expenditure. The imbalance highlights inefficiencies in workforce planning and cost structures, even as the organisation navigates digital transformation and financial pressures. ■