



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](#)

