

PRASAR BHARATI
(INDIA'S PUBLIC SERVICE BROADCASTER)
PRASAR BHARATI SECRETARIAT

No. 7(136)/2019/IT/PBS

Dated: 14th August, 2019

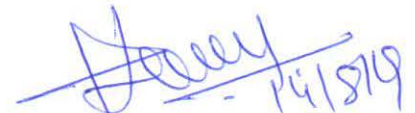
Expression of Interest is invited from willing and technically competent IT firms for creating ad markers and for ad insertion in audio streams originating from major Radio Stations of All India Radio.

Prasar Bharati, from its major Radio Stations (currently 80+ stations) started audio streams through content delivery network of M/s AKAMAI. These channels are carrying slots for local advertisements controlled through Audio Mixer console. GPI/O can be generated from these stations for ad blocks. Prasar Bharati desires to replace local advertisements with advertisements of the interest of third party advertiser. Interested parties may submit their proposal with complete solution for ad insertion and slot booking / inserting playlist from the internal cloud. The solution should be browser based and independent of CDN provider.

Prasar Bharati will draft a tender document after going through inputs submitted to Prasar Bharati in response of this EoI. Successful bidder may be selected after that tendering process. Participating in this EoI process does not qualify any company for selection or award of any contract.

The interested companies may submit their proposal on or before 23rd Aug. 2019. The proposal may be in pdf containing technical details and demo in Prasar Bharati at the address given below:

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(Pradeep Kumar)
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