

Business Standard

Prasar Bharati trying to increase online presence: CEO

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India's public service broadcaster Prasar Bharati (PB) is seeking to widen its reach globally through the internet and is conducting an experiment in this regard, its CEO Jawhar Sircar said here Friday.

Sircar was in the city to launch PB's Vividh Bharati (VB) service on the FM radio platform for residents here.

"These day youngsters are listening to everything on the internet. If this Vividh Bharati goes online then listeners from California to Vancouver will be able to listen to it. We are currently conducting an experiment in this regard," he said.

Sircar said VB FM services would also be launched in Delhi and Chennai soon.

Bringing VB to radio would enable listeners to tune into the FM channel via their cell phones, said Sircar highlighting the fact that Indian government is "very keen on mobile FM".