

Prasar Bharti, Digital Television Russia ink joint TV programme MoU

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Prasar Bharati, India's Public Service Broadcaster, and Digital Television Russia (DTR), a joint stock company of VGTRK (Russia Television and Radio) and Rostelecom JSC, today entered into an agreement for creating a cooperative platform for exchange and joint production of television programmes.

The MoU signing ceremony was presided over by Prasar Bharati CEO Jawhar Sircar and the Deputy CEOs of VGTRK, Ms. Ayuna Badmaeva and Mr. Mednikov Dmitry Yurievich.

This strategic alliance will focus on high quality production, marketing and distribution of content related to art, culture, trade and science, research and technology etc. Joint production and exchange of TV programs and related services will give audiences in both countries an unprecedented access to a rich variety of thematic entertainment and factual content.

The signing ceremony took place at The Royal Plaza in Delhi.

This partnership will cross-promote each nation's unique culture and traditions through cooperation in all areas in the media arena. From adaptation of iconic TV programs in each broadcaster's library, right up to the sharing of best practices, this coming together will not only benefit viewers in India and Russia, but will also inspire media executives in both countries to explore new and exciting ways of communicating their stories.

Mr. Sircar felt this tie-up has tremendous potential for developing synergies between the two broadcasters.

He said, "A new vibrant India looks forward to a robust partnership with Russian Television and Radio, as represented by VGTRK and DTR. India and Russia have a long tradition of mutual respect and have enjoyed decades of meaningful partnership in many industrial, scientific and cultural domains. Through this new MoU, we look forward to a reassertion of our historic bonds and seek to know each other's country, people and advancements even better. We intend to come even closer through better appreciation of our positions. It is indeed a very positive step and both sides look forward to it."

Mr. Mednikov, Deputy CEO, Russia Television and Radio, said that DTR is committed to developing local content in India for distribution by local players, and will re-invest their revenues into local content.

He said, "We are here to launch and build meaningful business in partnership with India's programmers, content producers', distribution platforms. Our key principle is to invest into local content production, state-of-the-art technologies and to develop local talents."

This September, Russia's leading journalists will be in India to produce TV programmes on Indian economy, technology and culture. This series will be aired in Russia's highly rated FTA channels, Russia 1 and Russia 24.

Ms. Ayuna Badmaeva, Deputy CEO, GM of International Networks, Digital Television Russia, further explained "This is really an exciting time for us in DTR. We provide smart and innovative programs that entertain, educate audiences across all demographics and on all platforms. Our philosophy in creating local brands and local formats ensures that these channels will resonate with the local viewers. Especially with a market like India where there are many regions and languages."