

PB-SHABD Platform

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PB-SHABD Platform Latest News

Prasar Bharati's Shared Audio-Visuals for Broadcast and Dissemination (PB-SHABD) will provide free access to logo-free daily news content till March next year.

About PB-SHABD Platform

- **Prasar Bharati-Shared Audio-Visuals for Broadcast and Dissemination (PB-SHABD)** was launched in March, 2024.
- It is a news **feed service from Prasar Bharati**.
- It provides **access to logo free, daily news** items across various formats including video, audio, text, and photos to media organizations.
- PB-SHABD offers the latest news from every corner of India.
 - Daily 1000 stories, covering varied news categories such as agriculture, technology, foreign affairs, and political developments, are uploaded daily in all major Indian languages from the Regional News Units (RNUs) and headquarters combined.

Key Facts about Prasar Bharti

- It is the **Public Service Broadcaster** of the country.
- It is a **statutory autonomous body** established in 1997 **under the Prasar Bharati Act**.
- **Objective:** To conduct public broadcasting services intended to inform and entertain the public.
- It comprises the **Doordarshan Television Network and All India Radio**, which were earlier media units of the Ministry of Information and Broadcasting.
- **Headquarter:** New Delhi

Source: PIB

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