

Creator's Corner Platform

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Creator's Corner Platform Latest News

Recently, Prasar Bharati launched 'Creator's Corner' on DD News to empower digital creators nationwide.

About Creator's Corner Platform

- It was **launched by the Prasar Bharati**.
- It is a dedicated platform for showcasing **content created by digital creators** from across the **country on DD News**.
- **Aim:** To **promote the digital economy** by encouraging the creation of quality content and expanding its reach through a partnership between Prasar Bharati and individual content creators.
- It will feature content on a **wide range of themes including;**
 - News and Current Affairs, Culture, Travel, Cuisine, Art and Literature, Music and Dance, Health and Wellness, Education, Science and Technology, inspiring stories, Environment and Sustainable Development, and Entertainment
- The programme will be telecasted from **Monday to Friday on DD News**.

- This initiative would operate on a **revenue-sharing model** with **90 per cent** of the revenue generated from the programming to be given to **content creators**, with **Prasar Bharti retaining 10 per cent**.
- **Significance:** This initiative represents a **mutually beneficial partnership**, providing digital creators a credible platform and the extensive reach of Prasar Bharati/DD News to showcase their work.

Key Facts about Prasar Bharati

- 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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