TECHNOLOGY

SECTOR SPECIFIC REPORT

Group

01

FROM BROADCAST TO DIGITAL: PRASAR BHARATI'S OTT AND PAY-PER-VIEW TRANSFORMATION

India's public service broadcaster, Prasar Bharati, is undergoing a major transformation as it moves from traditional broadcasting to digital media platforms. For decades, the organisation relied on its **flagship networks—Doordarshan television and Akashvani (All India Radio)**—to deliver information, education, and entertainment to millions of citizens. However, the expansion of internet access and the popularity of streaming services have prompted the broadcaster to adopt a digital-first strategy to remain relevant in the evolving media ecosystem.

Source: https://www.afaqs.com/news/ott-streaming/prasar-bharati-unveils-ott-platform-waves-7595662

A central component of this transition is **WAVES, Prasar Bharati's national over-the-top (OTT) streaming platform**. The platform delivers live television, radio streaming, and video-on-demand content in multiple languages across devices such as smartphones, smart TVs, and tablets. WAVES integrates the archives and programming of Doordarshan and Akashvani while also offering new **digital content across genres such as entertainment, culture, education, sports, and news**, expanding the global reach of public broadcasting.

CATEGORIZATION OF PRIVATE CHANNELS ON OTT

1 News & Current Affairs - National Channels of Hindi language

2 News & Current Affairs - English

3 General Entertainment (GEC) (Non-News & Current Affairs) - National channels

4 General Entertainment (GEC) (Non-News & Current Affairs) - Regional channels

5 Other genre/language channels

In February 2026, the Ministry of Information and Broadcasting highlighted that Prasar Bharati adopted a **digital-first content strategy under its Content Sourcing Policy 2024**. A key pillar of this strategy is the **Pay-Per-View (PPV) framework**, **launched in 2025**, which allows the broadcaster to acquire and distribute premium digital content through the WAVES platform. Unlike traditional broadcasting, the **PPV model allows viewers to pay for specific films, shows, or events**. This shift reflects a broader move toward digital content distribution and aims to expand the broadcaster's reach, especially among younger audiences who prefer on-demand viewing.

Source: https://www.cgiedinburgh.gov.in/section/news/waves-the-official-ott-platform-by-prasar-bharati/

The PPV framework also opens new opportunities for independent filmmakers, production houses, and digital creators. Under the policy, **creators can submit programmes to be hosted on the WAVES platform** and receive payments based on validated viewer engagement, thereby promoting a transparent and performance-based content ecosystem.

Source: https://www.newsonair.gov.in/union-minister-vaishnaw-launches-creators-corner-to-showcase-creative-content-across-digital-platforms/

Thus, Prasar Bharati's OTT and PPV initiatives represent a significant shift from conventional broadcasting to a modern digital media model. **By combining public service objectives with innovative digital distribution strategies**, the organisation aims to strengthen its relevance in India's rapidly evolving media landscape.

02

INDIA AI IMPACT SUMMIT: CELEBRATING YOUTH AND INNOVATION

The **India AI Impact Summit held at Bharat Mandapam in New Delhi** emerged as a significant platform highlighting India's commitment to **harnessing artificial intelligence (AI) for inclusive development** while celebrating the **role of youth in technological innovation**. The summit brought together global technology leaders, innovators, researchers, and students to discuss the potential of AI across sectors such as healthcare, agriculture, governance, and education. By placing young innovators at the centre of discussions, the event reflected **India's vision of building a future-ready digital ecosystem**.

YOUTH-CENTRIC AI ECOSYSTEM

AI LEARNING PLATFORMS	INNOVATION CHALLENGES	STARTUP MENTORSHIP	RESEARCH OPPORTUNITIES	GLOBAL COLLABORATION
Expanding AI literacy among school and college students	National competitions encouraging AI problem-solving	Guidance from industry experts for young innovators	Student participation in AI research projects	Youth engagement with international AI communities

A notable highlight of the summit was the emphasis on nurturing young talent through initiatives such as **YUVAi (Youth for Unnati and Vikas with AI)**. The programme aims to introduce school students to AI and encourage them to apply AI-based solutions to real-world problems. By engaging students in **hands-on learning and innovation**, the initiative seeks to build awareness of emerging technologies and inspire the next generation of AI researchers, developers, and entrepreneurs.

Source: Govt. of India

YUVA AI for ALL!

Aiming to Equip 1 Crore Indians with AI Basics

Short, practical & easy-to-learn modules

Global concepts explained in an Indian context

Focus on ethical, responsible & inclusive AI use
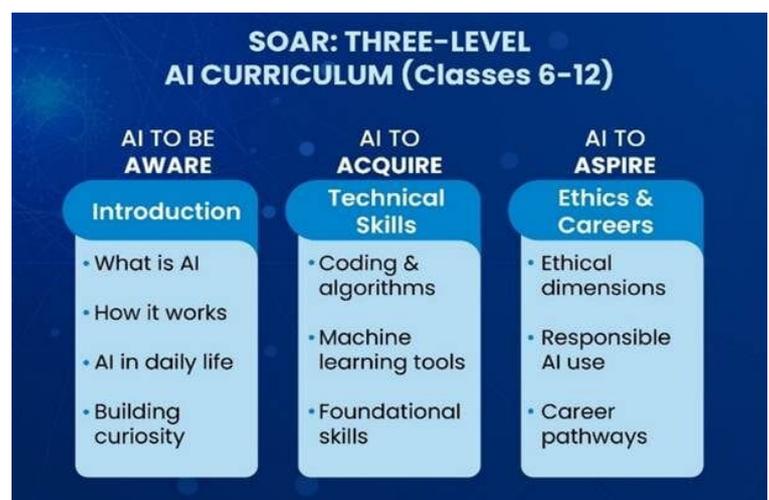
Building an AI-ready *Viksit Bharat!*

Source: https://ddnews.gov.in/en/yuva-ai-for-all-marks-major-push-to-democratise-ai-knowledge-among-indias-youth/

The summit also showcased **youth-led innovation through the AI Impact Expo**, where startups, research institutions, and young developers presented AI applications. Many student innovators and young entrepreneurs demonstrated projects using **machine learning, predictive analytics, and digital platforms** designed to improve public services and support development. These exhibits highlighted how young innovators are contributing to technological solutions for societal challenges.

Another important theme discussed during the summit was the need to **strengthen the AI talent pipeline by investing in digital education and research**. Experts highlighted the importance of encouraging innovation in universities, supporting entrepreneurship, and creating opportunities for students and young professionals to collaborate with industry leaders. Such efforts are crucial for ensuring that India's youth are equipped with the **skills needed in an AI-driven economy**.

Source: https://www.impactexpo.indiaai.gov.in/about-ai-expo

Source: https://anantamias.com/current-affairs/ai-in-education-building-indias-talent-pipeline-for-global-leadership/

Thus, the **India AI Impact Summit celebrated the creativity, curiosity, and ambition of young innovators** shaping the future of AI in the country. Through initiatives like YUVAi and platforms such as the AI Impact Expo, the summit underscored the role of youth in advancing AI innovation and strengthening India's position in the global technology landscape.

HOW AG GROUP RESOURCES CAN HELP YOU

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03

BOOSTING LIVE EVENTS AND CONCERT ECONOMY WITH LEDC

India's Concert Economy Gets a Boost!

The I&B Ministry's New Live Events Development Cell

LEDC
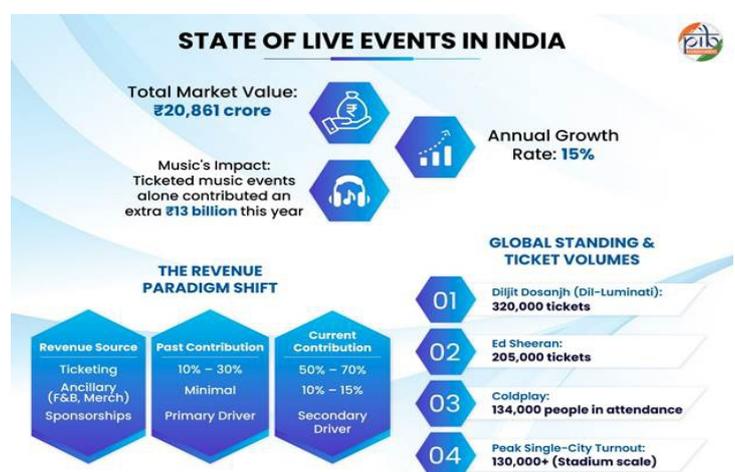Live Events Development Cell

Ministry of Information & Broadcasting

India's live entertainment industry is rapidly evolving into a **major segment of the country's creative economy**. Concerts, music festivals, and large cultural events have witnessed rising demand, particularly among young audiences seeking experiential entertainment. Recognising this momentum, the Government of India has established the **Live Events Development Cell (LEDC) under the Ministry of Information and Broadcasting** to strengthen and organise the country's emerging concert economy.

Source: https://currentaffairs.adda247.com/indias-concert-economy-to-create-12-million-jobs-by-2032/

The LEDC has been designed as a **single-window facilitation mechanism** to streamline permissions required for organising large live events. Concert organisers often face complex regulatory procedures involving multiple authorities for venue approvals, security arrangements, and crowd management. By improving **coordination among government departments and simplifying administrative processes**, the LEDC aims to make India a more efficient and attractive destination for domestic and international concert tours.

By enabling smoother event approvals and encouraging industry collaboration, the LEDC is expected to significantly **stimulate the economic potential of the live events sector**. Concerts generate revenue not only for artists and organisers but also for allied sectors such as tourism, hospitality, logistics, and local retail. Further, **major music events create substantial short-term economic activity in host cities**, highlighting the important multiplier effect of the concert economy.

STATE OF LIVE EVENTS IN INDIA

Total Market Value: ₹20,861 crore

Annual Growth Rate: 15%

Music's Impact: Ticketed music events alone contributed an extra ₹13 billion this year

THE REVENUE PARADIGM SHIFT

Revenue Source	Past Contribution	Current Contribution
Ticketing	10% – 30%	50% – 70%
Ancillary (F&B, Merch) Sponsorships	Minimal Primary Driver	10% – 15% Secondary Driver

GLOBAL STANDING & TICKET VOLUMES

01 Diljit Dosanjh (Dil-Luminati): 320,000 tickets
02 Ed Sheeran: 205,000 tickets
03 Coldplay: 134,000 people in attendance
04 Peak Single-City Turnout: 130,000+ (Stadium scale)

Source: https://www.pib.gov.in/PressReleasePage.aspx?PRID=2228572&reg=3&lang=2

01 ECONOMIC IMPACT OF LIVE EVENTS IN INDIA

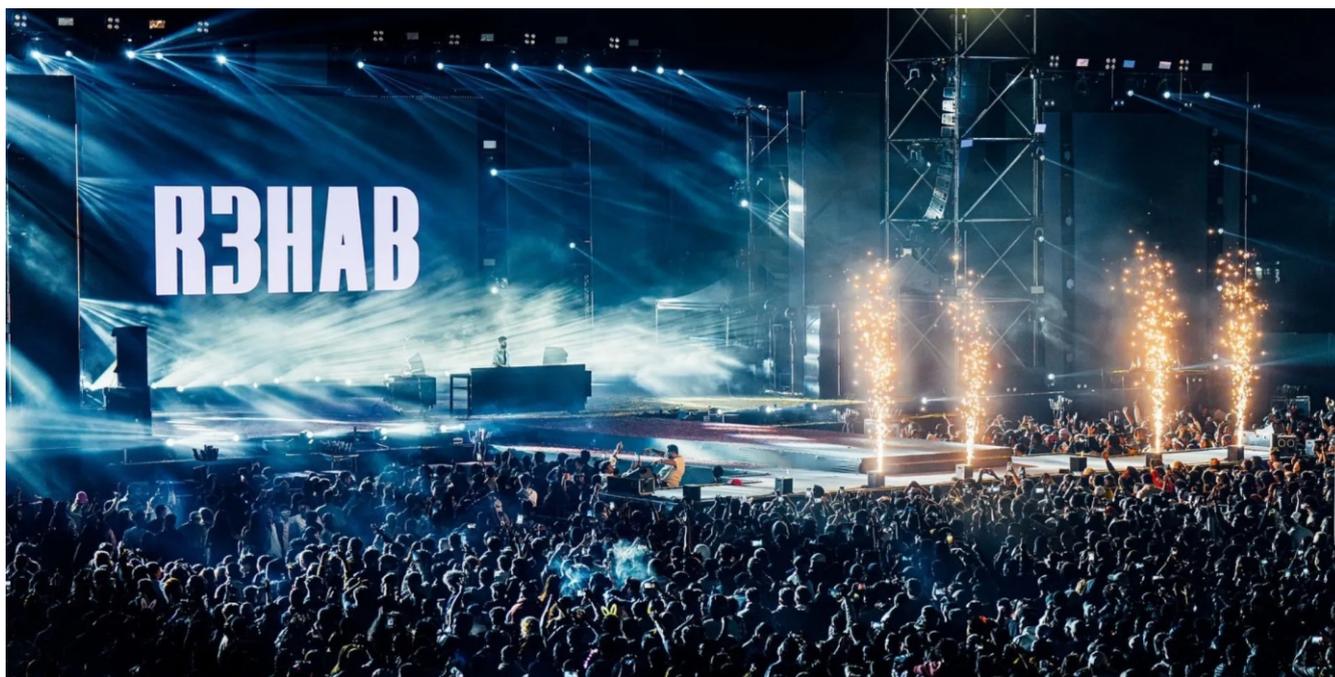|	
TOURISM BOOST	○ Increased hotel stays and travel demand
HOSPITALITY REVENUE	○ Higher spending in hotels and restaurants
LOCAL BUSINESS GROWTH	○ Greater sales for vendors and nearby shops
EMPLOYMENT OPPORTUNITIES	○ Jobs in event management, logistics, technical services

Another important objective of the LEDC is to **expand the live events ecosystem beyond metropolitan centres**. Traditionally, major concerts have been concentrated in cities such as Mumbai, Delhi, and Bengaluru. Through better policy support and infrastructure coordination, the government **aims to encourage large cultural and music events in Tier-2 and Tier-3 cities**, allowing wider regional participation while spreading economic benefits more evenly.
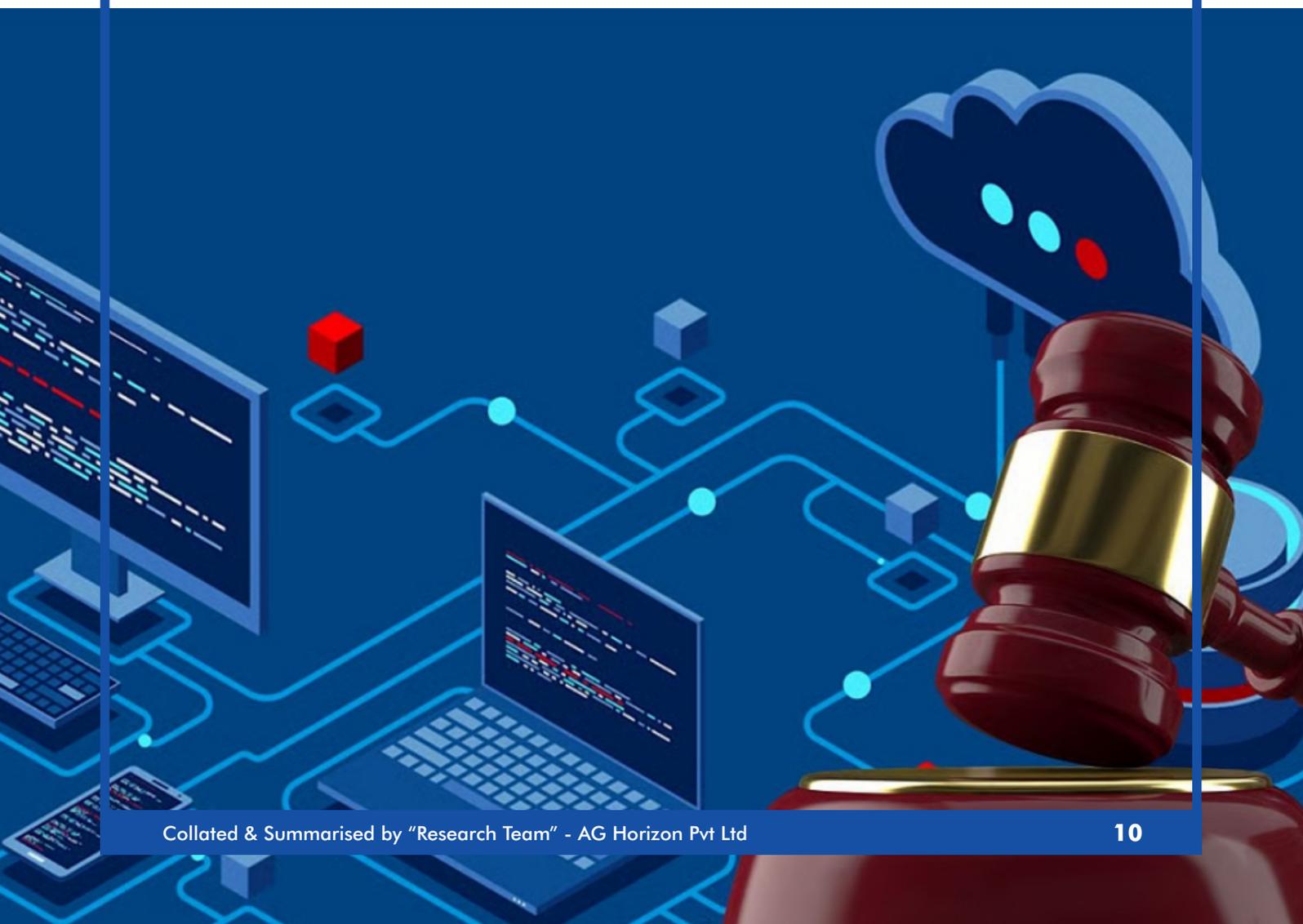

Source: https://www.travelandleisureasia.com/sea/destinations/india/how-global-music-concerts-in-indias-tier-2-cities-are-powering-a-tourism-revival/

Looking ahead, the LEDC is expected to play a crucial role in **positioning India as a global hub for live entertainment and cultural tourism**. By attracting international artists, supporting domestic music festivals, and strengthening event infrastructure, the initiative can enhance India's global cultural presence. At the same time, it can generate employment opportunities and stimulate economic activity, making the **concert economy an important contributor to India's broader creative industries**.

Collated & Summarised by "Research Team" - AG Horizon Pvt Ltd

04

RECALIBRATING DIGITAL REGULATION: A POLICY ANALYSIS OF THE IT AMENDMENT RULES, 2026

The rapid expansion of artificial intelligence (AI) and digital platforms has transformed the global information ecosystem, but it has also intensified concerns related to misinformation and platform accountability. In response, the Government of India notified the **Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Amendment Rules, 2026 on 10 February 2026** through the Ministry of Electronics and Information Technology (MeitY). These amendments, which **came into force on 20 February 2026**, represent a significant policy effort to recalibrate India's digital governance framework in the era of AI-driven communication.

IMPORTANT FEATURES

ENHANCED CONTENT REGULATION	Stricter rules for online content and misinformation
USER PROTECTION MEASURES	New safeguards for user rights and privacy
GRIEVANCE REDRESSAL	Improved mechanisms for complaint resolution
ACCOUNTABILITY OF PLATFORMS	Increased responsibility for digital intermediaries
DIGITAL MEDIA ETHICS	Promoting ethical standards in online media

A central feature of the 2026 amendment is the regulation of **synthetically generated information (SGI)**, including AI-generated images, videos, and audio content. The rules mandate clear labelling of such content on digital platforms to prevent manipulation and misinformation. By introducing a regulatory framework for synthetic media, the government aims to **address the growing threat of deepfakes and digitally altered content** that can distort public discourse.

Source: https://www.medianama.com/2026/02/223-meity-amendments-it-rules-synthetic-media-deepfakes/

Another major policy shift involves stricter compliance obligations for online intermediaries. Social media platforms must remove unlawful or flagged content within **three hours of receiving an order from a competent authority**, a reduction from the earlier 36-hour timeline. For sensitive content such as non-consensual imagery, even shorter response windows apply. The amendment also **reinforces intermediary due diligence requirements and threatens the loss of "safe harbour" protection** if platforms fail to comply with regulatory obligations.

Source: https://www.businesstoday.in/technology/story/govt-tightens-rules-on-ai-generated-content-mandates-labels-and-faster-takedowns-515505-2026-02-10

From a policy perspective, these rules signal a transition from a self-regulated digital ecosystem to a **state-supervised compliance framework**. Supporters argue that the reforms strengthen digital accountability and protect citizens from online harms such as identity manipulation, cyber harassment, and AI-enabled misinformation. However, critics caution that the short takedown deadlines may **risk over-censorship and restrict legitimate expression** if platforms remove content without adequate scrutiny.

Source: https://testbook.com/ias-preparation/ai-content-2026-rules

Thus, **the IT Amendment Rules, 2026 reflect India's attempt to balance technological innovation with responsible digital governance**. By targeting AI-generated misinformation and tightening intermediary liability, the government seeks to recalibrate the digital revolution while ensuring transparency, security, and accountability in the evolving information landscape.

HOW AG GROUP CAN BE OF HELP

To receive expert assistance in identifying government programs for securing your organization's content Click Here

05

MICRON LAUNCHES INDIA'S FIRST SEMICONDUCTOR ASSEMBLY AND TEST FACILITY IN GUJARAT

COMING FEBRUARY 2026
Micron's First Semiconductor Facility in India

India has taken a major step toward strengthening its semiconductor ecosystem with **the launch of Micron Technology's Semiconductor Assembly, Test, Marking, and Packaging (ATMP) facility in Sanand, Gujarat**. The plant represents the **country's first large-scale semiconductor assembly and testing facility** and marks an important milestone in India's efforts to establish itself as a significant player in the global semiconductor value chain. The project reflects the growing emphasis on developing domestic capabilities in advanced electronics manufacturing.

Source:https://economictimes.indiatimes.com/tech/technology/semico nmodilaunchesmicronfacilityingujarat/articleshow/128893995.cms?fro m=mdr

The facility is being developed with an investment of around **$2.75 billion (approximately Rs.22,500 crore)**. The initiative is supported by the Government of India under the **India Semiconductor Mission**, which aims to promote semiconductor manufacturing and attract global companies to establish operations in the country. The Government of Gujarat has also provided policy and infrastructure support, positioning **the state as an emerging hub for high-technology and electronics manufacturing**.

Source: https://www.business-standard.com/companies/news/micron-set-to-break-ground-for-sanand-semiconductor-plant-on-saturday-123092000213_1.html

The Sanand plant focuses on the ATMP stage of semiconductor production. During this process, semiconductor wafers manufactured in fabrication plants are assembled into finished memory and storage products that can be used in various electronic devices. These components are crucial for smartphones, laptops, data centres, automobiles, and advanced technologies such as artificial intelligence and cloud computing.

STRATEGIC IMPACTS OF MICRON'S SEMICONDUCTOR FACILITY

- ☑ Semiconductor ecosystem development
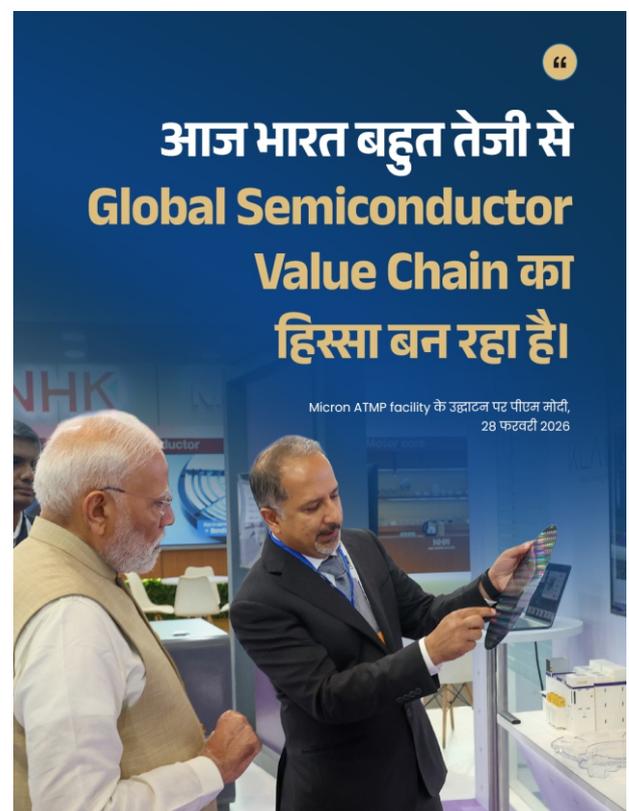- ☑ Advanced skill and workforce training
- ☑ Stronger global chip supply chains
- ☑ Support for electronics manufacturing
- ☑ Regional industrial and infrastructure growth

The facility is equipped with advanced manufacturing technologies and a large cleanroom environment required for semiconductor packaging and testing. Once fully operational, it is **expected to produce memory modules and storage components for global markets**. This development is likely to enhance India's participation in the international semiconductor supply chain and support the country's expanding electronics manufacturing sector.

Apart from technological progress, the project is also expected to create significant employment opportunities. Estimates suggest that the facility could **generate around 5,000 direct jobs and nearly 15,000 indirect jobs** in the surrounding region. Additionally, it is expected to encourage the growth of supporting industries, research collaborations, and skill development initiatives, thereby strengthening India's long-term ambition of becoming a global hub for semiconductor and electronics manufacturing.

आज भारत बहुत तेजी से **Global Semiconductor Value Chain** का हिस्सा बन रहा है।

Micron ATMP facility के उद्घाटन पर पीएम मोदी, 28 फरवरी 2026

Source:https://www.pmindia.gov.in/en/infoquotes/#prettyPhoto

EMINENT INSIGHT

"When technology can steal your face, your voice, and your identity, protection can no longer be optional it must be guaranteed."

**Dr Subroto Kumar Panda
Chief Information Officer
Anand and Anand**

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www.aggrp.in

AG Horizon Pvt. Ltd., a **multi-disciplinary and multi-functional** organization, has been at the forefront of delivering **Concept to Commissioning** solutions for over **27+ years** across India. We work extensively with **Central and State Governments,** multi-lateral agencies and institutions to implement impactful and sustainable development initiatives.

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OFFICES

GURUGRAM
HEAD OFFICE:
C-122,
LGF, Sushant Lok-2,
Sector 56
Gurugram - 122011

DELHI
SYNERGY HUB:
B-4/19,
Safdarjung Enclave,
New Delhi-110029

CORPORATE OFFICE:
609,
Pearls Best Height - 2,
Netaji Subhash Place,
New Delhi

DIMAPUR
2nd Floor/no.419, 3rd
mile Darogapathar, Block
D, Nagarjan Junction.
Chumukedima- 797115

GUWAHATI
Krine Vista, Flat - 5B, Block B,
Ananda Nagar, Bye Lane 3,
Opp. Anil Plaza, G S Road,
Guwahati - 781005, Assam

HYDERABAD
202, Zeenath Residency,
Srinagar Colony, Panjagutta,
Hyderabad - 500073

IMPHAL
Unit-6, Second Floor Customs,
Office Building, Sangakpham,
Opp. Dav School, Imphal,
Imphal East Manipur - 795010

info@aggrp.in   www.aggrp.in   +91 9810046249   0124 4235267

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