

## I-Day event to be on Google's homepage



PM's speech is highlight of event

**New Delhi:** Prime Minister Narendra Modi's Independence Day speech will be available on the Google homepage with public broadcaster Prasar Bharati tying up with the American tech giant to livestream the event.

Doordarshan's coverage of Independence Day celebrations today will open with a patriotic song recorded by singer composer Shankar Mahadevan, and in a first, anchors will present the event from the ramparts of Red Fort.

"Apart from what we normally do, which is going live on TV and livestreaming on Youtube and so on, we will also have the livestream available on the Google search home page as well," said Prasar Bharati CEO Shashi Shekhar Vempati.

"When people are searching for anything to do with Independence Day, the livestream will appear on their page on the top. This will dramatically increase the visibility and access to the livestream," he said.

This facility was also used to telecast the inauguration ceremony of US President Donald Trump.

"Livestreaming has now been going on for a few years. Last year, it was a million plus views, Republic Day was 3-4 million views. That is the general trend. This will take it to the next level altogether," he said. Asked if the tie-up with Google was part of Prasar Bharati's efforts to reach out to younger people, Vempati said the dominant sentiment about Doordarshan was nostalgia. With the younger generation having no real brand experience of Doordarshan, this was one way of making them familiar with it, he said. —PTI