

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:1085
ANSWERED ON:24.11.2000
SYDNEY OLYMPIC GAMES
KINJARAPU YERRANNAIDU;RAMJI MANJHI

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the expenditure incurred on 15 Member D.D. team during its 15-day stay in Sydney to cover Olympic Games;
- (b) the amount spent on visit of Senior Officials to Sydney to secure telecast rights of the Olympic Games;
- (c) the amount spent on publicity in this regard;
- (d) the profits anticipated and the profits made by Doordarshan on this venture; and
- (e) the steps taken/proposed to be taken by the Government to fix the responsibility on the officers for causing financial loss to the Doordarshan?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

- (a): Prasar Bharati have intimated that an amount of Rs. 62.25 Lakhs (approx.) was incurred on the deputation of 15 member team to Sydney during 3rd September, 2000 to 3rd October, 2000 for coverage of the Olympic Games, 2000.
- (b): Prasar Bharati have intimated that no official was deputed exclusively to Sydney to negotiate TV Rights of Olympic Games, 2000. Doordarshan being a member of the Asia-Pacific Broadcasting Union (ABU), a 4-member delegation headed by CEO, Prasar Bharati, had visited Sydney to attend the 36th ABU General Assembly meeting held from 28th October to 5th November, 1999 where the matter of ABU collectively obtaining the TV Rights of the Olympic Games on behalf of its members was also discussed. A total sum of Rs. 8.46 lakhs (approx.) was incurred on the deputation of these officials.
- (c): Approx. Rs. 1.20 Crores was spent on publicity of Sydney Olympics.
- (d): M/s. Pritish Nandy Communications were awarded the contract for marketing of Sydney Olympics on a Minimum Guarantee of Rs. 15.01 Crores. However, since they withdrew from their commitment, their Bank Guarantee of Rs. 7.505 Crores was encashed. Midway through the event, Prasar Bharati had to make its own efforts to market the event. Accordingly, advertisers were contacted but not many were willing to advertise on the Olympics in view of the fact that nearly one week of the event was already over. Due to these efforts, Doordarshan earned revenue of Rs. 1.08 crores.
- (e): Does not arise.