

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

UNSTARRED QUESTION NO:6181
ANSWERED ON:05.05.2000
PRIVATISATION OF METRO CHANNEL
KAILASHO DEVI

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

- (a) whether there is any proposal to privatise the Metro Channel of Doordarshan during non-prime time slots i.e. 7.00 p.m. to 9.00 p.m.;
- (b) if so, the reasons for such a move;
- (c) whether the Metro Channel has been running in losses; and
- (d) if so, the reasons therefor?

Answer

The Minister of State of the Ministry of Information and Broadcasting and Minister of State of the Department of Disinvestment

(Shri Arun Jaitley)

- (a) No, Sir. However, a change in methodology of sourcing of programmes is being affected; Earlier the slots were being offered to individual producers on the basis of fixed telecast fees, with specified number of episodes, ranging from 13 to 260. However, now the slots shall be offered through `bids` to prospective producers/ production companies in order to generate maximum revenue for a period of one year i.e. 365 days w.e.f 1.8.2000.
- (b) Does not arise.
- (c) Prasar Bharati being a national broadcaster does not operate on profit making basis.
- (d) Does not arise.