

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

UNSTARRED QUESTION NO:2441
ANSWERED ON:06.03.2003
EARNING OF REVENUE THROUGH ADVERTISEMENTS ON DD/AIR
JAGMEET SINGH BRAR;P.R. KHUTE;SURESH RAMRAO JADHAV (PATIL)

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

- (a) whether the revenue collection through commercial advertisements on AIR/Doordarshan in the country has remained far below the target set during the last three years;
- (b) if so, the details thereof, State-wise;
- (c) the details of the target set and achieved during the said period;
- (d) the steps taken by the Government to boost commercial revenue and to achieve targets; and
- (e) the extent to which it compares with private T.V. channels?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) to (c) : Prasar Bharati has informed that the trend of revenue collection in AIR and DD during last three years is as follows.

(Rupees in crores)

Year A.I.R D.D.

Target Revenue Target Revenue
Earned Earned

1999 -2000	60.55	80.84	575.00	597.19
2000-2001	55.24	73.90	625.00	637.51
2001-2002	55.24	96.68	600.00	615.21

Details of State-wise revenue earned by AIR and DD are given Annexure-I and Annexure-II respectively.

(d) Prasar Bharati has initiated a number of steps, within the mandate of Public Service Broadcaster, to increase its revenue generation. The strategy, inter alia, adopted by Prasar Bharati in this regard is :-

(i) to optimally utilize its infrastructure facilities.

(ii) to improve its marketing mechanism;

(iii) to make sustained efforts to obtain funds from various Government Departments for making in-house programmes.

(e) Prasar Bharati is a Public Service Broadcaster. Therefore its earnings cannot be compared with Private channels which are driven purely by commercial considerations.

Annexure-I

Annexure -I referred in reply of parts (a) to (c) of Lok Sabha Unstarred Question No. 2441 for answer on 6.3.2003.

GROSS REVENUE EARNED BY AIR DURING THE YEARS 1999-2000, 2000-01 AND 2001-02

(Rupees in crores)

S.No Name of State Year 1999-2000 Year 2000-2001 Year 2001-2002

1. Gujarat / Daman & Diu	2.60	0.95	0.60
2. Karnataka	2.69	1.61	2.15
3. Madhya Pradesh / Chhattisgarh	2.49	1.92	1.64
4. Punjab / Haryana / Himachal Pradesh / Chandigarh	0.95	0.76	0.65
5. Tamilnadu / Pondicherry	8.11	4.95	5.73
6. Orissa	0.77	0.42	0.44
7 Delhi	13.84	10.72	16.61
8. Andhra Pradesh	5.98	1.97	1.69
9. Rajasthan	1.62	0.98	0.73
10. West Bengal / NER / Sikkim	5.13	3.71	3.73
11. Uttar Pradesh / Uttaranchal	5.20	3.17	2.94
12. Maharastra / Goa	10.45	7.36	7.38
13. Bihar / Jharkhand	1.95	1.64	1.15
14. Jammu & Kashmir	0.35	0.34	0.63
15. Kerala / Lakshadweep	4.68	3.69	4.09
16. CSU / VBS	14.03	29.71	46.52
Total	80.84	73.90	96.68

ANNEXURE-II

ANNEXURE-II referred in reply of parts (a) to (c) of Lok Sabha Unstarred Question No. 2441 for answer on 6.3.2003.

GROSS REVENUE EARNED BY DOORDARSHAN DURING THE YEARS 1999-2000, 2000-01 AND 2001-02.

(Rupees in crores)

S No Name of the State 1999-2000 2000-01 2001-02

1 National Channels (DD-I, DD-II & DD-Sports)	454.83	519.59	486.94
2 Assam	1.07	1.58	2.18
3 Andhra Pradesh	19.44	12.87	9.08
4 Arunachal Pradesh	0.00	0.00	0.03
5 Bihar	0.86	1.84	2.24
6 Chatisgarh	0.00	0.00	0.15
7 Goa	0.01	0.03	0.07
8 Gujarat	2.89	3.80	4.09
9 Haryana	0.00	0.00	0.00
10 Himachal Pradesh	0.00	0.00	0.07
11 Jharkhand	0.00	0.00	0.00
12 Jammu & Kashmir	0.33	0.43	1.15
13 Kerala	20.17	16.24	14.81
14 Karnataka	16.76	8.43	13.62

15	Madhya Pradesh	1.48	1.70	2.47
16	Meghalya	0.00	0.00	0.02
17	Maharashtra	14.76	14.35	18.20
18	Manipur	0.00	0.00	0.04
19	Mizoram	0.00	0.00	0.08
20	Nagaland	0.00	0.00	0.01
21	Orissa	1.83	2.73	3.19
22	Punjab	4.30	4.73	7.04
23	Rajasthan	1.70	1.93	3.22
24	Sikkim	0.00	0.00	
25	Tamil Nadu	18.52	7.20	7.51
26	Tripura	0.00	0.00	0.06
27	Uttar Pradesh	4.29	3.40	4.34
28	Uttranchal	0.00	0.00	0.00
29	West Bengal	25.84	29.92	27.74
30	Delhi	8.11	6.72	6.82
31	Andaman & Nicobar	0.00	0.00	0.02
32	Daman & Diu	0.00	0.00	0.00
33	Pondicherry	0.00	0.02	0.02
34	L'Dweep	0.00	0.00	0.00
35	Chandigrah	0.00	0.00	0.00
36	Dadar & Nagar Haveli	0.00	0.00	0.00

Total 597.19 637.51 615.21