

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

UNSTARRED QUESTION NO:726

ANSWERED ON:24.07.2003

LAUNCHING OF NEWS CHANNEL

ADHIR RANJAN CHOWDHURY;CHARAN DAS MAHANT;SRIPRAKASH JAISWAL

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

- (a) whether the Government have taken a decision to wind up the Metro Channel (DD2) and launch news channel very soon;
- (b) if so, the details thereof and reasons therefor;
- (c) whether the Government have conducted a nation-wide study in regard to expenditure to be incurred thereon and the popularity of the above mentioned channel;
- (d) if so, the details thereof?
- (e) whether the Government have formulated a scheme for an alternate channel in lieu of Metro Channel; and
- (f) if so, the details thereof and the time by which the proposed scheme is likely to be implemented?

Answer

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

- (a) & (b): The Prasar Bharati Board has decided, in principle, to convert DD Metro into 24 hours News Channel. The decision has been taken to fulfil a growing desire for news among the viewers, particularly among those without cable connection.
- (c) & (d): Prasar Bharati have informed that the projected expenditure is about Rs.130 crores annually. DD Metro has a terrestrial reach of about 52% of all T.V. homes. The viewership of DD News (hourly bulletin) at present, is around 90% in all homes but the number of main bulletins is only 6 (six). In view of the above, it is felt that if DD News is run on the Metro Channel (which is on terrestrial mode), more people will benefit.
- (e): No Sir.
- (f): Does not arise.