

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

STARRED QUESTION NO:133

ANSWERED ON:03.03.2000

DECLINE IN REVENUE FROM COMMERCIAL ADVERTISEMENTS ON AIR/DD

GEETA MUKHERJEE;T.T.V. DHINAKARAN

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 been declining or has remained far below the target set during the last three years;
- (b) if so, the details thereof, State- wise in terms of target set and achieved and the reasons for shortfall;
- (c) whether the Government have set up any Committee/Working Group to suggest appropriate measures for boosting commercial revenue; and
- (d) the details of action plan formulated for 2000-2001 in this regard?

Answer

MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY)

(a) to (d): A statement is laid on the Table of the House.

Statement referred to in reply to part (a) to (d) of Lok Sabha Starred question No. 133 for 3.3.2000.

(a) & (b) The target and Achievement of commercial Revenue of AIR and Doordarshan during last three years is as detailed below:

(Rs in crores)

| Year | Doordarshan | All India Radio |
|------|-------------|-----------------|
|------|-------------|-----------------|

| | Target | Achieved | Target | Achieved |
|--|--------|----------|--------|----------|
|--|--------|----------|--------|----------|

| | | | | |
|---------|--------|--------|-------|-------|
| 1997-98 | 520.50 | 490.35 | 97.00 | 84.04 |
| 1998-99 | 400.00 | 399.32 | 93.39 | 74.20 |

| | | | | |
|-----------|-----------------------|--------|------------------------|-------|
| 1999-2000 | 500.00 | 363.58 | 86.45 | 51.77 |
| | (As on January, 2000) | | (As on December, 1999) | |

State-wise details of targets and earnings by AIR and Doordarshan are at annexure-I and II.

(c) The Government had earlier appointed an Expert Committee headed by Shri Siddhartha Sen to study the marketing of commercial time on the various channels of AIR and Doordarshan and make recommendations for adopting suitable marketing strategies. The Expert Committee submitted its report on 25th July 1997. Further, Prasar Bharati, in July 1999, has engaged a marketing consultancy firm namely Quadra Advisory to update the report submitted by the Expert Committee and elaborate on measures for operationalising its main recommendations. The firm has submitted its report and action on its recommendations are being taken by Prasar Bharati.

(d) Steps taken by Doordarshan to increase revenue include telecast of high quality programmes, rationalisation of rate card,

digitalization of satellite channels, increasing the duration of major channels to 24 hours and marketing of cricket events in the next five years. All India Radio plans to start some more Commercial Centres in the country and start commercial service for Gulf countries on short wave.

Annexure -I

Annexure referred to in reply to parts (a) and (b) of Lok Sabha Starred Question No. 133 for 3.3.2000

All India Radio

| State | No. of Commercial Stations/ Kendras | 1997-98 Target | 1998-99 Achieved Target | 1999-2000 Target | 1999-2000 Achieved |
|-----------------------------|--|----------------|-------------------------|------------------|--------------------|
| (as on Dec. 1999) | | | | | |
| Gujarat | Ahmedabad | 4,45,00,000 | 3,75,16,234 | 4,35,00,000 | 2,16,70,426 |
| Karnataka | Bangalore | 6,75,00,000 | 5,41,89,223 | 6,36,00,000 | 3,98,47,236 |
| Madhya Pr. | Bhopal | 5,43,00,000 | 5,94,23,067 | 5,65,00,000 | 3,49,26,521 |
| West Bengal & North-East | Calcutta | 6,30,00,000 | 5,18,35,776 | 6,65,00,000 | 3,42,10,358 |
| Punjab & Himachal Pr. | Chandigarha | 2,52,00,000 | 2,01,17,696 | 2,14,00,000 | 1,11,97,311 |
| Orissa | Cuttack | 1,72,00,000 | 1,68,15,476 | 1,87,00,000 | 1,09,78,300 |
| Tamil Nadu | Chennai | 13,55,00,000 | 10,37,63,380 | 13,25,00,000 | 5,91,39,290 |
| Delhi/Haryana | Delhi | 7,94,00,000 | 6,37,74,551 | 7,88,00,000 | 7,08,37,928 |
| Andhra Pr. | Hyderabad | 10,00,00,000 | 7,31,58,072 | 9,66,00,000 | 5,44,56,408 |
| Rajasthan | Jaipur | 3,60,00,000 | 3,13,54,588 | 3,39,00,000 | 1,78,83,917 |
| Uttar Pr. | Kanpur | 8,90,00,000 | 8,23,78,095 | 9,16,00,000 | 5,23,10,105 |
| Maharashtra | Mumbai | 14,07,00,000 | 10,92,60,550 | 11,94,00,000 | 8,32,79,398 |
| Bihar | Patana | 3,55,00,000 | 3,90,62,127 | 4,20,00,000 | 2,45,67,065 |
| J & K | Srinagar | 52,00,000 | 71,00,280 | 85,00,000 | 36,80,918 |
| Kerala | Trivandram | 7,70,00,000 | 5,33,55,494 | 6,64,00,000 | 5,00,08,472 |

| National Network | | | |
|-------------------------|-------------|--------------|-------------|
| Booking(Central Window) | 1997-98 | 1998-99 | 1999-2000 |
| | 3,72,53,096 | 17,29,97,373 | 6,90,21,902 |

| GRAND TOTAL | 1997-98 | 1998-99 | 1999-2000 |
|-------------|--------------|--------------|--------------|
| | 97,00,00,000 | 84,03,67,044 | 93,39,00,000 |
| | | | 74,19,91,526 |
| | | | 86,45,00,000 |
| | | | 51,76,63,400 |

Annexure - II

Annexure referred to in reply to part (a) and (b) of Lok Sabha Starred Question No. 133 for 3.3.2000

Doordarshan

Gross Revenue for 1997-98, 1998-99 and 1999-2000 (in Crore Rupees)

| State | Name of Kendra | 1997-98 Target | 1997-98 Achieved | 1998-99 Target | 1998-99 Achieved | 1999-2000 Target | 1999-2000 Achieved |
|--------------------------|------------------|----------------|------------------|----------------|------------------|------------------|--------------------|
| (as on 31st Jan., 2000) | | | | | | | |
| | National Network | 275.00 | 263.88 | 225.00 | 211.55 | 287.00 | 223.70 |
| | DD-2/Metro | 100.00 | 93.79 | 55.00 | 73.51 | 50.00 | 31.65 |
| | DD-International | 1.00 | 0.54 | 0.55 | 0.47 | 1.50 | 0.72 |

| | | | | | | | |
|---------|--------------|------|------|------|------|------|------|
| Delhi | 1. Delhi LPT | 5.00 | 4.93 | 6.00 | 5.81 | 8.00 | 6.34 |
| Gujarat | 1. Ahemdabad | 2.00 | 1.90 | 2.80 | 2.78 | 3.00 | 1.88 |

| | | | | | | | | |
|-----------------|----|---------------|-------|-------|-------|-------|-------|-------|
| Karnataka | 1. | Bangalore | 22.00 | 21.97 | 15.25 | 13.73 | 15.00 | 11.04 |
| Madhya Pradesh | 1. | Bhopal | | | | | | |
| | 2. | Raipur## | 1.00 | 0.97 | 1.50 | 1.81 | 2.00 | 1.08 |
| Orissa | 1. | Bhubaneswar | 2.50 | 2.05 | 2.25 | 2.01 | 2.00 | 1.37 |
| West Bangal | 1. | Calcutta | 20.00 | 15.58 | 18.00 | 16.80 | 25.00 | 19.43 |
| Assam | 1. | Guwahati | 1.00 | 0.96 | 1.00 | 0.98 | 1.50 | 0.62 |
| Andhra Pradesh | 1. | Hyderabad | 20.00 | 18.10 | 16.00 | 14.62 | 22.00 | 15.48 |
| Rajasthan | 1. | Jaipur | 1.00 | 0.92 | 1.25 | 1.21 | 2.00 | 1.38 |
| Punjab | 1. | Jalandhar | 3.00 | 2.50 | 5.25 | 5.02 | 5.50 | 3.69 |
| Uttar Pradesh | 1. | Lucknow | | | | | | |
| | 2. | Gorakhpur | | | | | | |
| | 3. | Bareilly## | 3.00 | 2.80 | 3.25 | 3.10 | 4.00 | 3.19 |
| Maharashtra | 1. | Mumbai | | | | | | |
| | 2. | Nagpur | 15.00 | 14.49 | 14.75 | 14.25 | 25.00 | 12.29 |
| Bihar | 1. | Patna | | | | | | |
| | 2. | Muzaffarpur## | 1.00 | 0.64 | 1.25 | 1.20 | 1.00 | 0.67 |
| Tamilnadu | 1. | Chennai | 30.00 | 27.64 | 14.90 | 14.70 | 25.00 | 14.24 |
| Kerala | 1. | Trivandrum | 18.00 | 16.60 | 15.50 | 15.31 | 20.00 | 14.44 |
| Jammu & Kashmir | 1. | Srinagar | | | | | | |
| | 2. | Jammu | 0.09 | 0.50 | 0.46 | 0.50 | 0.22 | 0.02 |
| Goa | 1. | Panaji | | | 0.002 | | | |
| Meghalaya | 1. | shillong## | | | | | | |
| Tripura | 1. | Agartala | | | 0.001 | | | |
| Pondicherry | 1. | Pondicherry## | | | | | | |

TOTAL 520.50 490.35 400.00 399.32 500.00 363.583

Targets are for revenue earning Kendras only.
Non-Revenue Earning.