

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

UNSTARRED QUESTION NO:392
ANSWERED ON:04.12.2003
DD THROUGH BRITISH PAY CHANNELS
AMBATI BRAHMANAIAH

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

- (a) whether Doordarshan has considered a proposal to use British pay channels to air its programmes overseas;
- (b) if so, the details thereof and its advantages to Doordarshan;
- (c) whether Doordarshan has lost interest in retaining its market share in the country; and
- (d) if so, the reasons therefor?

Answer

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

- (a) & (b) : Prasar Bharati has informed that Doordarshan is currently examining the possibility of distributing the signals of DD India channel in the United Kingdom using the BskyB Platform in order to reach its programme to Persons of Indian Origins and Non-Resident Indians living there.
- (c) No, Sir.
- (d) Does not arise.