

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

STARRED QUESTION NO:353
ANSWERED ON:05.02.2004
POPULARITY OF DD/DD NEWS CHANNELS
ADHIR RANJAN CHOWDHURY

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

- (a) whether popularity of Doordarshan has declined after starting DD News Channel;
- (b) if so, the details alongwith reasons therefor;
- (c) whether the Government propose to scrap DD News Channel and restore its old DD-2 channel status;
- (d) if so, the details thereof; and
- (e) the steps taken/proposed to be taken by the Government to compete with other private channels/news channels to make the DD/DD News Channel popular?

Answer

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

(a) & (b): Prasar Bharati has informed that according to the survey conducted by an independent agency `TAM` (Television Audience Measurement), DD News Channel, in all homes, is the most watched channel among News Channels in the country which has an audience share of more than 50%. Prasar Bharati has further informed that in Cable and Satellite homes, DD News Channel is the second most watched News Channel in the country with an audience share of about 15%.

(c) No, Sir.

(d) Does not arise.

(e) Prasar Bharati has informed that the steps taken to improve the popularity of this channel include introduction of additional news bulletins and other programmes in interesting formats, being the first to inform its viewers of any breaking news, providing extensive coverage, live and recorded news events in different parts of the country and around the world and offering attractive commercial terms to the advertisers. Besides this, the steps have been taken to improve the popularity of this channel by hiring popular anchors from open market, new set and new montage along with new signature tune for news bulletins, hourly news templates, running news scroll, giving time slots to reputed outside Producers for sponsored programmes and also hiring the services of well known media persons for anchoring in-house production.