

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

UNSTARRED QUESTION NO:3340
ANSWERED ON:05.02.2004
EARNINGS OF REVENUE THROUGH ADVERTISEMENTS ON DD AND AIR
MADAN PRASAD JAISWAL;SHIVAJI MANE

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

- (a) whether the revenue earnings of Doordarshan and AIR have increased continuously from the telecast of advertisements;
- (b) if so, the revenue earned by telecasting of advertisements on Doordarshan and AIR during the last one year and till date;
- (c) the percentage of hike in rates of advertisement during the above period; and
- (d) the steps taken to attract more and more advertisements through Doordarshan and AIR?

Answer

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

(a) &(b): Prasar Bharati has informed that the revenue earnings of AIR have increased during the last few years. However, in case of DD these were fluctuating. Revenue earnings of AIR & DD during last year and during the current financial year are as follows:-

(Rupees in crores)

Year	AIR	Doordarshan
2002-03	131.05	553.81
2003-04	66.96 (up to 30.11.2003)	274.96 (Up to 30th January 2004)

(c): Prasar Bharati has informed that Doordarshan rate card for advertisements etc. has not been revised since the year 2001-02. The AIR has rationalised its rate case in the year 2002 according to the changing market scenario. The Prasar Bharati has informed that rates of advertisement have been increased marginally only in respect of FM Rainbow Channels.

(d): Prasar Bharati has informed that various steps have been taken by Doordarshan to attract the clients on Doordarshan Channel, which include volume discount schemes for direct booking of the advertisements on DD and bonuses for telecast of advertisements including for Government schemes/projects. Value additions are also being given to clients in the form of branded promos on DD channels, to promote the programmes free of cost. As regards AIR, rationalization of rate card and aggressive marketing of the medium are amongst the steps taken to attract more advertisements.