

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

UNSTARRED QUESTION NO:1438
ANSWERED ON:01.12.2005
REVENUE OF DOORDARSHAN AND AIR THROUGH ADVERTISEMENTS
Barad Shri Jashubhai Dhanabhai

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

- (a) whether the revenue earnings of Doordarshan and All India Radio (AIR) from telecasting/broadcasting of advertisements have increased during the last three years;
- (b) if so, the total revenue earned by Doordarshan and AIR during the said period, year-wise;
- (c) the percentage of hike in rates of advertisements during the above period; and
- (d) the steps being taken to attract more advertisements through Doordarshan and AIR?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) & (b): Prasar Bharati has informed that the revenue earned by AIR has been increasing constantly. The details of commercial revenue earned by DD/AIR during last three years is as follows:-

(Rupees in crores)

Year	AIR	Doordarshan
2002-03	132.25	553.81
2003-04	141.04	530.23
2004-05	156.39	665.27

(c): Prasar Bharati has informed that AIR has revised rates for advertisements in December, 2002 only to rationalize Spot-Buy rate and the value of Free Commercial Time of Sponsored Programmes/Sponsorship of in-house programmes. The percentage of increase was negligible. As regards Doordarshan, a 10% increase in the rates of advertisements was effected in 2003-04 which was withdrawn in 2004-05.

(d): AIR has introduced on line computerized booking system (Central Window Booking) at its Central Sales Unit (CSU), Mumbai which has been linked to all its 15 Commercial Broadcasting Service (CBS) Centres for all advertisers and clients. Besides, All India Radio is in the process of setting-up a new CBS Centre at Guwahati and contemplating the setting up of a new Marketing Division at Thriuvananthapuram. AIR has also introduced 1 : 1 bonus scheme for spot booking to attract more advertisers.

As regards Doordarshan various steps have been initiated with a view to increase revenues. These are as follows:

1. To improve marketing of programmes, Marketing Divisions have been operationalised at Mumbai, Chennai, Hyderabad, Delhi, Kolkata and Bangalore.
2. Development Communication Division has been established for securing business and catering to the publicity requirements of various Ministries/Govt. Deptts./PSUs.
3. Ensuring that slots on various channels do not remain vacant.
4. Computerisation of billing system of Doordarshan Commercial Services at Delhi to ensure timely preparation of bills.
5. To promote the programmes of Doordarshan and its brand image, barter arrangements for newspaper publicity.
6. To acquire quality software from various professional software houses.
7. To improve the transmission quality with digitization of signals and cable operators now have been given option to download signals either in Analog mode or Digital mode.
8. The Commercial Rate Card is being constantly reviewed and revised to bring it in tune with market practices.
9. To eliminate large number of non-serious agencies, amount of Bank Guarantee to be submitted by accredited agencies have been increased from Rs.3.00 lacs to Rs.25.00 lacs.