

**GOVERNMENT OF INDIA  
COMMUNICATIONS AND INFORMATION TECHNOLOGY  
LOK SABHA**

UNSTARRED QUESTION NO:3619

ANSWERED ON:10.09.2007

SELECTION OF PRIVATE T.V. CHANNELS BY MTNL

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**Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:**

- (a) whether the private TV channels have been selected by Mahanagar Telephone Nigam Limited (MTNL) for advertising during 2006-2007 along with the deal value of each one of them;
- (b) if so, the details thereof alongwith the amount paid to each of them in this regard;
- (c) the names of private channels who have submitted their proposals to MTNL for media plan during 2007-08 with viewership and the amount to be paid to each such channel;
- (d) whether some private prominent TV channels have not been selected; and
- (e) if so, the details and reasons therefor?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD)

(a) & (b) Yes, Sir. The following nine TV channels were selected by MTNL for advertising during the year 2006-07, viz., Star Plus, Sony, Zee TV, Aaj Tak, NDTV India, Zee News, Star News, MTV, Channel V. The deal values are, however, required to be kept confidential as per terms and conditions.

(c) The details are given in the Annexure.

(d) & (e) Yes, Sir. Some private prominent TV channels have not been selected as the selection is based on various factors like viewership pattern, target market, target audience based on variety of products needed to be marketed, cost of advertisement on each channel and availability of funds.