

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

UNSTARRED QUESTION NO:3769

ANSWERED ON:23.12.2004

INDIAN CHANNELS IN FOREIGN COUNTRIES

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

- (a) whether the Government is telecasting Doordarshan channel in various foreign countries as reported in the Hindustan dated November 28, 2004 ;
- (b) the total amount spent as well as income generated by the Government every year for telecasting these channels;
- (c) whether the Government has also cleared the formalities to telecast the DD news/pay channels in foreign countries;
- (d) if so, the details thereof and amount proposed to be spent and income likely to be earned through this project;
- (e) whether the above channel had been previously launched as DD India;
- (f) if so, the reasons for discontinuation of this channel; and
- (g) the other channels likely to be telecasted by Doordarshan in foreign countries, country-wise?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

- (a) : Prasar Bharati has intimated that the signal of Doordarshan's international channel, DD- India can be received in various foreign countries.
- (b) : The monthly hiring charge for transponders on the PAS-10 and PAS-9 satellites used for telecasting of the DD-India channel works out to US\$ 121875 + Income Tax @ 11.11%. Doordarshan earns US \$ 189,642 per year through the distribution of this channel in USA, Canada and the UAE.
- (c) : No, Sir. Prasar Bharati's proposal to broadcast DD News Channel to the U.K audience through a DTH (BskyB) platform is yet to be approved by the competent authority.
- (d) to (f): Do not arise.
- (g) : Doordarshan has received bids for the distribution and marketing in USA and Canada of five regional language channels – Bengali, Gujarati, Marathi, Punjabi and Tamil.