

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

STARRED QUESTION NO:388
ANSWERED ON:21.04.2008
SELECTION OF T.V. CHANNELS BY MTNL
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Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) the details of the private TV channels included in Internet Protocol Television (IPTV) programme for Delhi and Mumbai viewers by the Mahanagar Telephone Nigam Limited (MTNL) in their Media Plan during 2007-08 and 2008-09;
- (b) whether some of the prominent TV channels have not been included in the Plan;
- (c) if so, the details thereof and the reasons therefor; and
- (d) the criteria adopted by the MTNL for selecting TV channels?

Answer

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY(SHRI A. RAJA)

(a) to (d) A statement is laid on the Table of the House.

STATEMENT TO BE LAID ON THE TABLE OF LOK SABHA IN RESPECT OF PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 388 FOR 21st APRIL, 2008 REGARDING SELECTION OF T.V. CHANNELS BY MTNL.

(a) to (c) MTNL is providing IPTV services under agreement with M/s Akash and M/s I.O.L. Broadband under revenue share in Delhi and Mumbai respectively. The TV channels are made available by the vendor after entering into an agreement with broadcasters. As on 31.03.2008 a total number of 150 and 165 channels have been made available by MTNL in Delhi and Mumbai respectively.

MTNL has selected the TV channels for advertisement for its services by negotiating with the broadcasters. The details of private channels selected in the Media Plan during 2007-08 as per the criteria {given in part (d)} is as follows:

Zee TV.

Sony.

Aaj Tak (along with Headlines Today, Tez, Delhi Aaj Tak).

CNN-IBN.

Times Now.

CNBC.

Discovery.

MTV.

Channel V.

Media Plan for 2008-09 is under initial stage of preparation.

(d) The criteria adopted to select media by MTNL are as under:

- (i) Popularity/ reach of TV channel in MTNL's market viz. Delhi and Mumbai.
- (ii) Type of MTNL's product intended to be promoted through TV and profile of target customers for such product.
- (iii) Profile of viewers watching the TV channels being considered.
- (iv) Cost of advertising on TV channel, keeping in mind frequency and time bands of airing the advertisements.

(v) Budgetary constraints.