

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

UNSTARRED QUESTION NO:547
ANSWERED ON:21.10.2008
ADVERTISEMENT REVENUE OF DD AND AIR
Adsul Shri Anandrao Vithoba;Tripathy Shri Braja Kishore

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

- (a) whether the revenue from advertisements of Doordarshan (DD) and All India Radio (AIR) has increased;
- (b) if so, the details thereof during each of the last three years and the current year, DD and AIR-wise;
- (c) the percentage of increase in the rates of advertisement during the said period in DD and AIR;
- (d) whether the Government proposes any scheme to generate additional revenue through advertisements by DD and AIR;
- (e) if so, the details thereof; and
- (f) the steps taken/proposed to be taken by DD and AIR, separately in this regard?

Answer

THE MINISTER OF STATE FOR EXTERNAL AFFAIRS AND INFORMATION & BROADCASTING (ADDITIONAL CHARGE) (SHRI ANAND SHARMA)

(a) & (b): As informed by Prasar Bharati, the total revenue earned by AIR and DD during the last three years and current financial year is as follows:

(Rupees in Crores)

Year	AIR	DD
2005-06	222.76	946.96
2006-07	236.15	818.22
2007-08	241.79	888.97
2008-09	84.74 (up to August 2008)	314.58 (up to September 2008)

(c): No increase has been reported by Prasar Bharati.

(d) to (f): AIR and DD are taking various proactive steps for further increasing their revenues. Prasar Bharati has set up Marketing Divisions at different locations in the Country with a view to professionalize the airtime sale activity and inculcate customer friendly approach. Doordarshan has introduced telecast of scroller advertisements through various HPTs/LPTs to enhance its revenue earnings.