

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

UNSTARRED QUESTION NO:2214

ANSWERED ON:17.03.2005

TELECASTING RIGHTS OF INDO-PAK CRICKET SERIES

Khairi Shri Chandrakant Bhaurao;Moghe Shri Krishna Murari

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

- (a) whether the Doordarshan has got the rights of live telecasting of ensuing Indo- Pak cricket series;
- (b) if so, the arrangements made by DD for live telecast of said series;
- (c) the total amount Doordarshan has to pay to BCCI;
- (d) the revenue likely to be earned by the DD through advertisements during this series;
- (e) whether the Doordarshan has decided to reduce the advertisement rates for the Indo-Pak cricket series; and
- (f) if so, the details thereof?

Answer

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

- (a) & (b) Yes, Sir. In compliance of the order of the Hon`ble High Court of Madras in writ petition No. 4120 of 2005 titled Zee Tele Films Vs. BCCI & others, Doordarshan is telecasting India-Pakistan Cricket Series – 2005 on DD-National and DD-Sports Channel.
- (c) Prasar Bharati has offered to pay a sum of Rs. 94.50 crores to BCCI.
- (d) Revenue expected to be earned is over Rs. 100 crores.
- (e) No, Sir.
- (f) Does not arise.