

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

UNSTARRED QUESTION NO:750

ANSWERED ON:02.03.2010

COVERAGE OF COMMONWEALTH GAMES

Dubey Shri Nishikant ;Sarvey Shri Sathyanarayana;Singh Shri Radha Mohan

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

- (a) whether the government has prepared/finalised any plan for media coverage of the various events of the Commonwealth Games;
- (b) if so, the details thereof;
- (c) whether the Government proposes to engage international consultants/appoint any private broadcaster/award broadcasting/telecasting rights to private channels or the said responsibility is proposed to be taken up by the Prasar Bharati during the Commonwealth Games; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (Dr. S. JAGATHRAKSHAKAN)

(a&b) Yes sir; Prasar Bharati has been appointed as the Host Broadcaster (HB) by the organizing Committee for ensuring coverage of Commonwealth Games Delhi 2010. Prasar Bharati has the Rights for TV/ Radio coverage of the Commonwealth Games within India. Prasar Bharati has done detailed planning for ensuring the coverage to fulfill the role assigned. All events in the Games, including at venues where sporting events will take place, are to be covered in High Definition Television (HDTV) Format.

(c &d) Yes sir. Since Prasar Bharati does not have the requisite in-house experience to manage an event of this scale in HDTV format, the work of production and coverage has been awarded to M/s. SIS Live, UK which has the necessary expertise as per the terms and conditions set forth by the Organizing Committee.

The work of design, installation and operation of International Broadcast Centre (IBC) at Pragati Maidan, Delhi has been awarded by HB to a consortium comprising of M/s. Global Television Services Pvt. Ltd and M/s. Shaf Broadcast Pvt. Ltd. The marketing of telecast rights for broadcasting in different countries by the Right Holding Broadcasters is being done by the Organizing Committee. As sole telecast rights of the Commonwealth Games for India are with Prasar Bharati as the Right Holding broadcaster, the private broadcasters will have to enter into an arrangement with Prasar Bharati for carrying any footage on their channels in India.