

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

UNSTARRED QUESTION NO:3035  
ANSWERED ON:16.03.2010  
STATUS OF MEDIA INDUSTRIES  
Chaudhary Shri Jayant;Naranbhai Shri Kachhadia

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

- (a) whether the advertising and broadcasting industry in the country has registered growth;
- (b) if so, the details thereof during each of the last three years and the current year; separately;
- (c) the turnover of the industry during the said period;
- (d) the share of the electronic and the print media therein separately;
- (e) whether the Government proposes to develop this industry in future; and
- (f) if so, the details thereof and the steps taken in this regard?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

(a): Yes, Sir. As per the report on Media and Entertainment, 2009 by Federation of Indian Chambers of Commerce and Industry (FICCI) –KPMG, during the period 2006-2008, the Indian Advertising Industry has recorded 17.1% Compounded Annual Growth Rate (CAGR) and in the Broadcasting Industry, TV Sector and Radio Sector have grown @13.8% and 19.7% respectively. Further, as per the Report, during the period 2009-13, Advertising Industry is projected to grow @12.4%, and TV & Radio Industries are projected to grow @14.5% and 14.2% respectively. The details of report are available on the website [http://www.in.kpmg.com/TL\\_Files/Pictures/FICCI-KPMG\\_Media\\_Entertainment\\_Industry\\_Report.pdf](http://www.in.kpmg.com/TL_Files/Pictures/FICCI-KPMG_Media_Entertainment_Industry_Report.pdf).

(b) to (d): The detailed turnover and share of the Advertising and Broadcasting Industries are at Annexure-I. The present status giving some of the basic figures relating to the TV Channels, number of Households covered by Cable and DTH are enclosed at Annexure-II.

(e) & (f): Yes, Sir. The development of this industry, is an on-going process. The Government announced a fiscal stimulus package for the print media for the period from 27.02.2009 to 31.12.2009 which included the following :

- (i) waiver of 15% Agency Commission on the Directorate of Advertising & Visual Publicity (DAVP) advertisements.
- (ii) 10% increase in the current DAVP advertisement rates.

In order to give further impetus to the growth of Broadcasting distribution services, the Government has recently allowed HITS Services. The Government is likely to come up with its Mobile TV Policy.