

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

UNSTARRED QUESTION NO:4017
ANSWERED ON:20.04.2010
VIEWERSHIP OF DOORDARSHAN
Tagore Shri Manicka

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

- (a) whether the Television Rating Points (TRPs) and viewership of Doordarshan Channels have decreased/come down over the past several years;
- (b) if so, the details thereof and the reasons therefor, and
- (c) the remedial measures taken/proposed to be taken by the Government/Prasar Bharati in this regard?

Answer

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

(a) No, Sir. Prasar Bharati has informed that as per data made available by Television Audience Measurement (TAM) Media inclusive of terrestrial, cable and satellite homes, Doordarshan National channel is at number one position amongst the major channels.

(b) The Television Rating of Programmes (TRP) for Doordarshan National channel were 1.62%, 1.39% and 1.09% during the calendar years 2007, 2008 and 2009 respectively as per details annexed at annexure I, II and III.

(c) Prasar Bharati has informed that improvement of quality of DD programmes is a continuous process. Prasar Bharati has been constantly aiming for excellence both in terms of content and quality by taking the following steps :

- i) reviewing quality of serials/programmes telecast on its various channels continuously for further improvement in the content and technical quality of the transmission.
- ii) acquiring quality software from various software houses/producers through Self Financing Commissioned (SFC) Scheme.
- iii) outsourcing good Feature Films for telecast on DD-1 on different themes.
- iv) by improving overall quality of the in-house programmes by outsourcing better talent.
- v) the studios and equipment are continuously being modernized to improve technical quality of programmes.

In addition Programme Advisory Committee/Joint Programme Advisory Committee are also constituted at Doordarshan Kendras/AIR stations for quality of programmes, as per the laid down guidelines.