

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

UNSTARRED QUESTION NO:3710
ANSWERED ON:17.08.2010
TV CHANNELS AND NEWSPAPERS EMPANELLED WITH DAVP
Premajibhai Dr. Solanki Kiritbhai;Saroj Shri Tufani

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

- (a) the number of newspapers and television channels approved by the Directorate of Advertising and Visual Publicity (DAVP) for issuing advertisements, media-wise;
- (b) the total number of advertisements issued by them during each of the last three years and the current year, media-wise;
- (c) the number of advertisements issued by medium and small newspapers under the advertisement policy during the said period;
- (d) the number of applications received by the Government from the various newspapers including regional newspapers for media empanelment with DAVP during the said period alongwith the action taken thereon, State-wise;
- (e) the time by which the pending applications are likely to be cleared; and
- (f) the details of special package for the newspapers published from non-source areas of the country?

Answer

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

(a) : The number of newspapers and television channels, approved by the Directorate of Advertising and Visual Publicity (DAVP) for issuing advertisements (as on 12.08.2010), is as under :

Print Media : 4648

Audio-visual Media : 203

(b) : The total number of advertisements issued by them during the last three years and the current year, is as under :

Year Print Media Audio-visual Media

2007-08 15979 94

2008-09 13077 184

2009-10 13829 325

2010-11 5404 44
(as on 12.08.10)

(c) : the number of advertisements issued by medium and small newspapers under the advertisement policy during the said period, is as under:

Year Medium Small

2007-08 12001 7504

2008-09 10521 6981

2009-10 10182 6405

2010-11 3788 2355
(as on 12.08.10)

(d) & (e) : The data is being collected.

(f) : No special package has been announced in the recent past, for the newspapers published from backward/remote areas of the country.