

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

UNSTARRED QUESTION NO:3735
ANSWERED ON:17.08.2010
GROWTH IN PRINT MEDIA SECTOR
Reddy Shri Komatireddy Raj Gopal

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

- (a) whether the print media sector in the country has registered any growth;
- (b) if so, the details thereof during each of the last three years and the current year;
- (c) whether the Government has any proposal to encourage the said sector during the 11th Five Year Plan; and
- (d) if so, the details thereof?

Answer

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

(a) & (b): As per 2010 edition of Survey of the Indian Media and Entertainment Industry, jointly prepared by FICCI and KPMG, the Indian print media sector is estimated to have grown by Compound Annual Growth rate (CAGR) of 8% during the years 2006-2009. The details regarding the growth of the print media industry in size during the last three years, as estimated by the Survey are given below, year wise,

Year Size (in billions of Rs.)

2007 160

2008 172

2009 175

2010 190 (projected)

(c) & (d): The Government, in order to facilitate the industry to overcome the economic slowdown had given a stimulus package for the industry upto 31st December 2009 wherein the Directorate of Advertisement & Visual Publicity (DAVP) advertisement rates were increased by 10% as well as DAVP agency commission of 15% was also waived. Besides, import of Newsprint is fully exempted from payment of Customs Duty.