

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

UNSTARRED QUESTION NO:35
ANSWERED ON:09.11.2010
REVENUE FROM COMMONWEALTH GAMES ADVERTISEMENTS
Reddy Shri Mekapati Rajamohan

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

- (a) the total revenue earned by the Government /Prasar Bharati on account of telecasting/broadcasting of advertisements on Doordarshan channels/ All India Radio during the coverage of Commonwealth Games 2010;
- (b) whether the accrued revenue has been distributed amongst the various agencies;and
- (c) if so, the details thereof, agency- wise?

Answer

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

- (a) The gross revenue earned by Prasar Bharati on account of telecasting/broadcasting of advertisements on Doordarshan channels / All India Radio during the coverage of Commonwealth Games, 2010 is 58.17 crore viz. 2.18 crore from AIR and ` 55.99 crore from Doordarshan;
- (b) No Sir:
- (c) Does not arise.