

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

UNSTARRED QUESTION NO:1304
ANSWERED ON:16.11.2010
BROADCASTING AND ADVERTISING INDUSTRY
Mithlesh Shri

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

- (a) whether the growth rate of the advertising and broadcasting industry had declined in the country;
- (b) if so, the details thereof during each of the last three years and the current year alongwith the reasons therefor, industry-wise;
- (c) the turnovers of the said industries during the same period;
- (d) the share of the electronic and the print media therein, media-wise;
- (e) whether the Government proposes to promote/develop the said industry in the future; and
- (f) if so, the details thereof?

Answer

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

(a): No, Sir.

(b): Does not arise.

(c) & (d) : As per the report on Media and Entertainment, 2010 by Federation of Indian Chambers of Commerce and Industry (FICCI) -KPMG, the size and share of the industries are given in Annexure.

(e) & (f): Government's efforts to help the development of this industry is an ongoing process. The Government had announced a fiscal stimulus package for the print media on account of economic slowdown which was valid from 27/2/2009 to 31/12/2009. It included the following:-

(i) Waiver of 15% Agency Commission on DAVP advertisements.

(ii) 10% increase in the DAVP rates (paid as a separate element and designated as `special relief ') subject to documentary proof of loss of revenue in non- governmental advertisements as compared to the same period in the previous year.

ANNEXURE

DETAILS AS REFERRED TO IN REPLY TO PART (c) & (d) OF LOK SABHA UNSTARRED QUESTION NO.1304 TO BE ANSWERED ON 16/11/2010

M&E Industry 2006 2007 2008 2009 CAGR (2006-09)
(INR Billion)

Films 78 93 104 89 5%

Television 183 211 241 257 12%

Print 139 160 172 175 8%

Radio 6 7 8 8 9%

Music 8 7 7 8 2%

Animation & 12 14 17 20 18%
VFX

Gaming 3 4 7 8 38%

Internet 2 4 6 8 56%

Outdoor 12 14 16 14 5%

Total size 443 514 578 587 10%