

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

UNSTARRED QUESTION NO:2080
ANSWERED ON:23.11.2010
REVENUE EARNED FROM TELECASTING OF SPORTS EVENTS
Ramasubbu Shri S.

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

- (a) whether Doordarshan had/has bagged the sole broadcasting rights of various sporting events including the Commonwealth Games;
- (b) if so, the details thereof and the revenue earned by DD thereon during each of the last three years and the current year, sports event-wise;
- (c) whether any steps have been taken to further boost the revenue of DD by telecasting sports and other events;
- (d) if so, the details thereof; and
- (e) if not, the reasons therefore?

Answer

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

(a) Yes Sir.

(b) During last three years and current financial year Doordarshan had/has sole broadcasting rights of major sporting events viz. World Military Games 2007, Commonwealth Youth Games, Pune 2008, Olympics Games Beijing 2008 and Commonwealth Games Delhi 2010. The details reported by Prasar Bharati are as under:

1. World Military Games 2007 at Mumbai & Hyderabad- Rs. 3,60,000.00
2. Commonwealth Youth Games Pune 2008- Rs. 12,97,523.00
3. Olympics Games Beijing 2008- Rs. 3,69,75,136.00
4. Commonwealth Games Delhi 2010- Rs. 55,99,00,000.00

(c) Yes Sir.

(d) Doordarshan telecast cricket events on its national channel as per Sports Broadcasting Signal (Mandatory Sharing with Prasar Bharati) Act 2007 in which Doordarshan gets 25% of revenue share. Doordarshan also telecast inaugural and closing ceremonies of major sporting events on DD National/DD Sports to attract larger viewership and revenue generation. Efforts are made to obtain rights of all major International sport events such as London Olympics 2012. Doordarshan also telecasts promos etc. of major sporting events on Doordarshan's various channels to attract the advertisers and viewers.

(e) Does not arise.