

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

STARRED QUESTION NO:90  
ANSWERED ON:01.03.2011  
SURVEY ON DOORDARSHAN PROGRAMMES  
Bhadana Shri Avtar Singh

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

- (a) whether the Government/Prasar Bharati periodically conducts surveys to assess the performance of the various channels of Doordarshan and the viewership of the programmes telecast in the country and the Middle East;
- (b) if so, the details thereof and the number of such surveys conducted and cost incurred thereon during each of the last three years and the current year alongwith the follow-up action taken on the findings of such surveys;
- (c) whether a fresh survey has been commissioned in this regard while the report of a previous survey had remained unconsidered; and
- (d) if so, the details thereof and the reaction of the Government thereto?

**Answer**

THE MINISTER OF INFORMATION & BROADCASTING (SMT. AMBIKA SONI)

(a) to (d) A Statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 90 FOR ANSWER ON 01.03.2011.

(a) & (b): Prasar Bharati has informed that a survey was conducted on Reach and Impact of DD India in 2006-07 in seven countries of Middle East i.e. Bahrain, UAE, Oman, Kuwait, Yemen, Qatar & Saudi Arabia. Keeping in view the recommendations of the Parliamentary Standing Committee on Information Technology (2008-09) on "Television Audience Measurement in India", Audience Research Units of Doordarshan conduct regular rural Doordarshan Audience Research Television Ratings (DART) survey in the country from September, 2010 onwards to know the TRP of the programmes telecast. Besides, surveys to assess performance of various channels of Doordarshan, viewership ratings of the programmes have also been conducted as per details given in Annexure.

(c) & (d) : Prasar Bharati has informed that the Study in the seven Middle East countries was for a specific reason to make recommendations on the future strategy to expand the reception and distribution of the channel in those countries. Accordingly, letters were issued to the Indian Embassies to identify potential distributors in the Middle East countries based on the report. A fresh Global tender has also been floated to find out Reach and Impact of DD India channel in eight countries in different regions of the world, wherever NRIs/PIOs are more in number.