

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

UNSTARRED QUESTION NO:3033
ANSWERED ON:13.12.2011
TRANSMISSION ON DIGITAL MODE
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether digitalisation is likely to have an impact on Doordarshan and Akashwani;
- (b) if so, the details thereof;
- (c) the total expenditure likely to be incurred as well as profit likely to be earned therefrom;
- (d) whether the Government has received any protest from any quarter against digitalisation of Doordarshan and Akashwani; and
- (e) if so, the details thereof alongwith the reasons therefor?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (DR.S.JAGATHRAKSHAKAN)

(a) to (c): Doordarshan's digitalisation scheme which inter-alia includes digitalisation of 39 Studios and establishment of 40 digital Transmitters, was approved by the Government in April, 2010 at a cost of Rs. 620 crore.

Digitalisation of Studios will result in enhancement of programme production quality, and each digital transmitter will relay about 8 TV channels (against one channel in case of existing analog transmitters) which will immensely benefit Doordarshan's terrestrial viewers. Digitalisation of Doordarshan network has been taken up from the point of view of upgradation of technology for enhancement of programme production quality and providing multiple TV channels to terrestrial viewers, and it is not based on commercial considerations.

The Schemes of Digitalisation of AIR network under 11th Plan is likely to have the following impact:

- (i) Commencement of digital terrestrial broadcast would provide high quality signal to listeners.
- (ii) Digital transmitters can carry multiple channels. As a result, new programmes can be broadcast along with the existing channel on the same transmitter.
- (iii) Digitalisation of Studio and connectivity would improve the technical quality and efficiency of programme production.
- (iv) Digitalisation of Archives would help preserving the content for longer period. It would also enable access to a wide range of heritage programmes, with All India Radio

An amount of Rs 934.2 crore had been allocated for digitalisation of AIR setups during the 11th Five Year Plan against which schemes amounting to Rs 908.12 crore have already been sanctioned. The scheme is under implementation. With the help of high quality multi channel broadcasts, AIR will be able to attract more revenues. In addition, due to reduction in power consumption of transmitters, there will be saving in Electricity bill.

- (d): Government has not received any protest from any representation against digitalisation of DD and AIR from any quarter.
- (e): Does not arise.