

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

UNSTARRED QUESTION NO:209
ANSWERED ON:13.03.2012
REVENUE FROM DD/AKASHWANI KENDRAS
Lal Shri Kirodi

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

the details of the revenue earned by various Doordarshan (DD)/Akashwani Kendras through advertisements in the country including Rajasthan during each of the last three years and the current year, DD/Akashwani-wise?

Answer

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

As informed by Prasar Bharati, the details of revenue earned by Akashvani Stations/Doordarshan Kendras through advertisements in the country including Rajasthan during the last three years and the current year are given below:-

(Rs.in crore)

Year	Commercial Resources	Other	Total	
2008-09	737.05	194.42	69.44	1000.91
2009-10	828.48	215.92	102.03	1146.43
2010-11	944.44	275.79	50.58	1270.81
2011-12 (upto Jan., 2012)	748.28	244.80	44.49	1037.57

#subject to reconciliation of Accounts. The above figures are inclusive of Service Tax.