

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

UNSTARRED QUESTION NO:3204

ANSWERED ON:24.04.2012

GROWTH OF ADVERTISING BROADCASTING INDUSTRY

Pakkirappa Shri S.

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

- (a) the average annual growth rate of advertising and broadcasting industry during each of the last three years, industry-wise;
- (b) the total turnover of the said industry during the said period; and
- (c) the details of financial and other incentives provided by the Government for promotion of this industry during the said period?

Answer

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

(a) & (b) As per the Report on Media and Entertainment Industry, 2012 by Federation of Indian Chambers of Commerce and Industry (FICCI)-KPMG, the growth rate in advertising/broadcasting industry and the total value of business transacted during the period 2007 to 2011 are given in Annexure.

(c) 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 which included:

(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.