

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

UNSTARRED QUESTION NO:6318  
ANSWERED ON:15.05.2012  
INTRODUCTION OF NEW TECHNOLOGY  
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**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) whether significant changes are being witnessed in Information and Broadcasting Sector with the introduction of new technology;
- (b) if so, the details thereof;
- (c) whether such changes have totally turned this sector into a commercial enterprise;
- (d) if so, the reaction of the Government thereto;
- (e) whether this sector is more accountable to social obligations to earn financial profit;
- (f) if so, whether the Government proposes to keep up the social obligations of this sector; and
- (g) if so, the details thereof?

**Answer**

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

(a) & (b): Yes, Sir. As convergence of new technologies are revolutionizing the Indian Information and Broadcasting sector, one of the key thrust areas of the Ministry has been to promote the growth of digital content delivery platforms. The major initiatives taken by the Ministry in the field are given at Annexure-I.

(c) to (g): The changes have made the I&B sector more dynamic and the sector has seen large investments with enhanced capacities. The Government owned Prasar Bharati accords first priority to its role as a public broadcaster and to its social obligations. These are not lost sight of in its effort to become commercially viable. The details of public service mandate and the benefits to the common man are at Annexure II.