

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

UNSTARRED QUESTION NO:1490  
ANSWERED ON:21.08.2012  
DAVP ADVERTISEMENTS  
Reddy Shri Magunta Srinivasulu

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

- (a) whether the broadcasters opposed/boycott the Directorate of Advertising and Visual Publicity policy on advertisements;
- (b) if so, the details thereof;
- (c) the steps being taken to resolve the issue so far?

**Answer**

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

(a) to (c): Some Associations/Channels have expressed their reservations on the Empanelment Policy of DAVP issued on 14/5/2012. A list of the same is at Annexure. The matter is under consideration.

ANNEXURE

ANNEXURE AS REFERRED TO IN REPLY TO PARTS (a) TO (c) OF LOK SABHA UNSTARRED QUESTION NO.1490 FOR 21.08.2012

Representations received on the New Advertisement and Empanelment Policy

1. News Broadcasters Association (NBA)
2. Sony Entertainment Network
3. Zee Entertainment Enterprises
4. Enadu TV
5. Times Global Broadcasting Co. Ltd.
6. ABP News (MCCS)
7. Network 18
8. Raj Network
9. News X
10. NE TV Group
11. Association of Regional Broadcasters of India
12. News 24 Channel
13. Zee News Ltd. (Zee News, Zee Business, Zee Punjabi etc)