

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

UNSTARRED QUESTION NO:1543
ANSWERED ON:21.08.2012
LISTENERS OF AIR
Sardinha Shri Francisco

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

- (a) the number of listeners of All India Radio programmes during each of the last three years and the current year; and
(b) the steps proposed to be taken by the Government to encourage generation of own funds by radio stations in the country?

Answer

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

(a) Prasar Bharati has informed that the listenership details of various channels of All India Radio during the last consecutive three years as per Radio Audience Survey conducted by Audience Research Unit, DG:AIR, New Delhi, are as follows:-

Year Listenership (%)
 Vividh Bharati #Primary Channel FM Rainbow FM

Gold
2009-2010 52.1 53.0 47.5 30.7
2010-2011 40.7 49.0 37.7 18.9
2011-2012 NA 51.0 38.5 17.8

#(Regional Stations and Local Radio Stations)

(a) Following steps have been taken by All India Radio to encourage self earning of radio stations:-

\$ In order to encourage self earning of radio stations, booking of commercials has since been decentralized. All the AIR Stations across the country have now been authorized to book commercials locally under intimation to their concerned CBS(Commercial Broadcasting Service) Centres.

\$ All AIR Stations have been allowed to enroll Canvassers locally under intimation to their concerned CBS Centres, who will bring business for their respective Stations.

\$ All the 15 main CBS Centres across the country and Central Sales Unit, AIR, Mumbai have been asked for arranging meetings from time to time at their level with their local Advertising Agencies/clients for which they are provided extra funds towards hospitality as per their requirements.