

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

UNSTARRED QUESTION NO:846

ANSWERED ON:14.08.2012

GROWTH OF BROADCASTING AND ADVERTISING INDUSTRY

Pandurang Shri Munde Gopinathrao

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

- (a) whether the broadcasting and advertising industry has registered growth across the country;
- (b) if so, the details thereof during each of the last three years and the current year, separately;
- (c) whether the Government proposes to expand the vistas of the electronic and the print media in future;
- (d) if so, the details thereof; and
- (e) the steps being taken by the Government in this regard?

Answer

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

(a) & (b) : Federation of Indian Chambers of Commerce and Industry (FICCI)-KPMG has brought out a report, namely , Media and Entertainment Industry, 2012. As per the said report, the growth rate in advertising/broadcasting industry and the total value of business transacted during the period 2009 to 2011 are given in Annexure.

(c) to (e) : Continuous efforts are being taken to promote the growth of print media and electronic media industry. As far electronic media is concerned, promoting digitalisation of various delivery platforms of broadcasting services is one of the major thrust areas of this Ministry. To address the drawbacks in the existing analogue cable TV services, the Ministry is implementing digitalization with addressability in the cable TV sector in a phased time bound manner with sunset date for complete switch off of analogue services by December, 2014. This would be a game changer and would act as a catalyst for the growth of the television media industry. The Ministry has also announced policy guidelines for expansion of FM radio broadcasting service through private agencies (Phase-III). A total of 839 new FM radio channels shall be launched in addition to the already existing 245 channels. This would provide entertainment and information to people even in remote areas in the country. These initiatives will give huge impetus to the growth of media entertainment industry.