

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

UNSTARRED QUESTION NO:2696
ANSWERED ON:28.08.2012
DD AIR PRIVATE FM CHANNELS
De Dr. Ratna;Gavit Shri Manikrao Hodlya

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

- (a) whether the Government has analysed/assessed the profitability and popularity of Government owned Doordarshan (DD)/ All India Radio (AIR)/FM channels in comparison to private Television and Radio channels;
- (b) if so, the details and the outcome thereof; and
- (c) the corrective measures taken/proposed to be taken by the Government to increase the profit as well as popularity of these channels?

Answer

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

(a) & (b) Prasar Bharati has informed that Doordarshan and All India Radio, being public service broadcasters, can not be compared in terms of profitability and popularity with private players, whose goals and objectives are different.

However, Prasar Bharati competes with private broadcasters and reaches to areas across the country through its broadcast of programmes involving national development, introducing innovative programmes and suitably revamping public utility programmes.

Some of the initiatives of Prasar Bharati to strengthen the Public Broadcast are given below:

Modifying the broadcast pattern at regular intervals to include more popular programmes, so as to attract more advertisements/commercials:

Broadcasting more interactive, customized and channel driving programmes;

Earmarking dedicated time slots for specific target audiences viz. Women and Children, Youth, Rural Community, Music lovers, Industrial Workers and Farmers;

(c): Prasar Bharati has taken various steps to increase revenue generation, as well as popularity which 'inter alia' include adopting aggressive marketing strategy and putting into best use of the spare infrastructure available with Prasar Bharati, content improvement, Extending transmission hours to accommodate more commercials; introduction of DTH services, sharing of towers, etc.

Various Ministries have been making use of available slots in audio and visual media of AIR and Doordarshan for conveying messages in respect of policies and programmes concerning their Ministries for information to the general public, which fetch good revenue to Prasar Bharati besides attracting more audience.