

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

UNSTARRED QUESTION NO:2755

ANSWERED ON:28.08.2012

DTH SERVICE OF DOORDARSHAN

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

- (a) the criteria followed by Doordarshan (DD) to include/exclude private channels in the Direct-to-Home (DTH) service viz., DD Direct Plus;
- (b) the details of private channels excluded during the last one year;
- (c) the current viewership of Doordarshan DTH service; and
- (d) the steps taken/ proposed to be taken by the Government to increase the viewership of Doordarshan DTH service (DD Direct Plus)?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (DR. S. JAGATHRAKSHAKAN)

(a) Prasar Bharati has informed that e-Auction policy has already been implemented by them to include Private Channels on DD-Direct Plus platform.

(b) No Channel was excluded by Prasar Bharati from DD-Direct Plus platform during the last one year. However, the following Private Channels which were earlier on DTH Platform did not participate in the e-Auction conducted by Prasar Bharati on various occasions:-

1) S.V.Bhakti, 2) Amrita, 3) Total TV, 4) Mahuaa, 5) Jai Hind, 6) Kairali, 7) Kaliagnar, 8) News-24, 9) E-24, 10) ABN Andhra Jyoti, 11) MH-One, 12) News Live, 13) IBN Lokmat, 14) Music India, 15) Pragya. Two other Private Channels viz i) Care World and ii) India News, who participated in the e-Auction conducted by Doordarshan could not qualify.

(c)

Viewership of DTH Service (2011-12)

DTH Service Urban Rural Total
% % %

DD-Direct Plus 83.0 91.0 87.0

Dish TV 18.0 11.0 14.5

Tata Sky 5.0 0.0 2.5

Other 0.0 0.0 0.0

(d) Project of upgradation of Doordarshan's DTH Platform for 97 TV Channels has been approved as a part of 11th Plan. Action for augmentation of Channel capacity of Doordarshan's DTH platform is under process.