

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

UNSTARRED QUESTION NO:707
ANSWERED ON:27.11.2012
CABLE TV SERVICES
Ajay Kumar SHRI

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

- (a) whether the Government has taken any steps to assess the penetration of Cable TV services in various parts of the country including Jharkhand;
- (b) if so, the details thereof, State-wise;
- (c) the number of families that have access to cable television services in the country; and
- (d) the steps being taken by the Government to increase the existing numbers?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI)

(a) to (d) As per the Federation of Indian Chambers of Commerce and Industry (FICCI) KPMG Indian Media Entertainment Industry Report 2012, there are a total of 146 million TV households in India in 2011. Out of which, Cable TV Networks covers 74 million households i.e. about 51 %, Private Direct to Home (DTH) covers 37 million homes i.e. about 25%, Doordarshan Direct to Home covers 8 million homes i.e. about 6 %, remaining 27 million homes are covered by the terrestrial coverage of Doordarshan which is around 18%. The report further mentions that the overall Television Industry is expected to grow at a CAGR of 17% over the period 2011-16 and the DTH segment is also growing with the significant rate. It is expected that it increase the reach of Television in the country. This expansion would be further strengthened by Digitalization of Cable TV Network which will benefit the viewers by way of access to the superior picture quality, availability of choice to select channels, value added services like video and games on demand and triple play etc. The digitalization process is poised to revolutionize the Broadcasting Industry in general and Cable TV Sector in particular.

The data relating to state wise penetration of Cable TV services is not centrally maintained.