

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

UNSTARRED QUESTION NO:2912

ANSWERED ON:11.12.2012

REVENUE FROM DD AIR

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

(a) whether the Government has prescribed any norms to carry out advertisement on Private channels in various languages including Hindi and English;

(b) if so, the detail thereof;

(c) The total revenue earned by the Doordarshan (DD) and All India Radio (AIR) from advertisements and other programmes during each of the last three years and the current year, DD and AIR- wise: and

(d) The manner in which the said revenue has been utilised during the said period ?

Answer

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

(a) & (b): Government has prescribed norms for carriage of advertisements of Government sponsored schemes and messages on private TV channels through its "Policy Guidelines for Empanelment of Private (C&S) TV Channels for Government Advertisements by DAVP and Other Duly Authorised Agencies of Ministry of I & B" as amended from time to time, which is enclosed at Annexure -I & II respectively.

(c): Total revenue earned by AIR and DD during the last three years and the current year till October 2012 is as under:

(Rupees in crores)
Financial year DD (gross revenue) AIR

2009-10 1000.36 249.1109

2010-11 1092.52 299.0351

2011-12 1128.52 292.5304
(unaudited figures)

2012-13 651.75 129.5752
(Provisional tilll October 2012)

(d): Revenue is used to meet the expenses of AIR and Doordarshan.