

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

UNSTARRED QUESTION NO:1336
ANSWERED ON:05.03.2013
AUCTION OF SLOTS
Swamygowda Shri N Cheluvarya Swamy

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

- (a) whether the Prasar Bharati has decided to auction slots on its free to air DD Direct Plus platform to private broadcasters;
- (b) if so, the details thereof and the number of TV Channels likely to be included in DD Direct Plus platform, Channel-wise; and
- (c) the estimated revenue likely to be generated from the said arrangements?

Answer

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

(a) to (c) Prasar Bharati has informed that Doordarshan has to date auctioned 37 Slots to private broadcasters for a total amount of Rs. 92.05 crores as per details given at Annexure. The next round of auction is yet to be scheduled.