

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

UNSTARRED QUESTION NO:2388

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POPULARISING DD AIR PROGRAMMES

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

- (a) whether the programmes of Doordarshan (DD) channels and All India Radio (AIR) are less popular as compared to the programmes of private channels;
- (b) if so, the details thereof and the reasons therefor, DD/AIR-wise;
- (c) whether the Government has made any assessment/ conducted any study to improve the earnings of the DD/AIR channels as compared to private channels;
- (d) if so, the outcome of such assessment/study and if not, the reasons therefor and the steps taken/proposed to be taken by Prasar Bharati/Government to improve the earnings of the DD/AIR channels;
- (e) whether the Government has reviewed/revamped the content and quality of transmission of various DD channels and AIR programmes; and
- (f) if so, the details along with the deficiencies noticed in this regard and the remedial measures being taken by the Government to improve the content and quality of transmission of DD and AIR programmes to compete with the private channels?

Answer

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

(a) & (b): Prasar Bharati has informed that Television Rating Points (TRPs) of Doordarshan and other Private Channels are reviewed on weekly basis. As per DART (Doordarshan Audience Research TV Ratings), survey report in rural India, DD National got the 1st position across channels during the period from 6.1.2013 to 12.1.2013. As per the report of TAM Media Research, which measures TV viewership in towns having a population of more than one lakh, DD National retained its 6th position across channels during the period from 17.2.2013 to 23.2.2013.

As far as All India Radio is concerned, it reaches 99.19% of country's population and covers 91.87% in terms of area. Hence the coverage and reach of AIR can not be compared with private radio channels. The comparative listenership data, as per Radio Audience Survey (RAS) conducted for the year 2011-12, reveals that AIR's FM Channels, AIR FM Rainbow and FM Gold commanded more listenership than most of the private FM Channels.

(c) & (d): Prasar Bharati has informed that Doordarshan has taken various steps to increase revenue generation which, inter-alia, includes adopting aggressive marketing strategy, setting up of Marketing Divisions at various centres, putting into best use the spare infrastructure available with Doordarshan, content improvement, introduction of DTH services, sharing of towers and increasing publicity of Doordarshan programmes. Doordarshan has also gone in for innovative methods of sourcing programmes, like simulcast/sameday telecast with other private channels on revenue sharing basis in some cases where the content has been identified as potentially path breaking. This method is also now quoted as an innovative practice in the industry.

As regards All India Radio, it has a wide network of Audience Research Units across the country, which periodically conduct audience surveys and regularly provide feedback about the programmes broadcast on different AIR stations/channels to the programme planners and producers for them to plan, design and modify the programmes according to the needs, tastes and aspirations of the target audience across the country and also improve the earnings of AIR channels/ stations. Programme Advisory Committees, constituted at many AIR stations, give their suggestions for improvement in the quality of programmes. The listeners' reactions received through their letters, e-mails, phone-calls and SMSes are also given due importance. Regional Programme Coordination Committee meetings are organized every quarter wherein programme officers from all AIR stations in the concerned state/region exchange experiences, views and ideas and formulate strategies for betterment of programmes. At almost all AIR stations, daily programme preview and review meetings are held. The outcome of the aforesaid regular studies have resulted in increasing AIR's earnings every year.

(e) & (f) Improvement of quality of DD and AIR programmes is a continuous process. Doordarshan continuously reviews the quality of programmes telecast on its various channels and makes efforts to further improve the content and technical quality of the

transmission. Efforts are being made to acquire quality software from various software houses / producers through SFC scheme and by out sourcing good Feature Films for telecast on DD National on different themes. Overall quality of the in-house programmes is being improved by outsourcing better talent. The fixed point chart of all major kendras has been revised and changes brought in the content by replacing the less popular programmes with innovative and fresh formats and contents.

As regards All India Radio, it is also continuously improving its network to enhance technical quality of programmes. The old Transmitters (MW/ SW/ FM) which have outlived their life are being replaced in a phased manner. In order to further enhance the quality of transmission, various schemes have been proposed under 12th Plan. AIR has plans to completely digitalize the transmission network by 2017. In the first phase, broadcasting equipments at 207 AIR Stations are being modernized/ digitalized under Digitalization Scheme.