

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

UNSTARRED QUESTION NO:2408

ANSWERED ON:12.03.2013

DIGITAL TV SERVICES

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

- (a) the total number of Set Top Boxes(STBs) required to implement the Digital Addressable System across the country, State/UT-wise and phase-wise;
- (b) whether a large number of TV viewers in the country have switched over to the digital system;
- (c) if so, the details thereof, State-wise;
- (d) whether the publicity campaign to spread awareness about the benefits of digitisation has yielded the desired results; and
- (e) if so, the details thereof and the steps taken by the Government to attain the goal of digitisation?

Answer

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

(a): The Ministry is currently implementing Phase-II of digitization of Cable TV in 38 cities. As per Census data there are 160 lakh TV households in Phase-II cities which need to undergo digital transition. As per the data furnished by the industry, a total of 87.70 lakh Set Top Boxes have been installed including 46.99 lakh Cable Set Top Boxes (STBs) and 40.71 lakh Direct to Home STBs. Multi System Operators (MSOs) have also informed that 22.29 lakh STBs are in stock with them and 20.20 lakh STBs are under procurement.

(b) & (c): The cable TV digitization in Phase-I was substantially completed in metros of Delhi, Mumbai and Kolkata by the mandated time of 31st October, 2012. In Chennai, the matter is sub-judice in the High Court of Madras. A total of 1.20 Crores Cable TV STBs have been installed in the metro cities as on January, 2013.

(d) & (e): During phase I the Ministry had launched aggressive public awareness campaign both in the electronic and print media which was further augmented through an intensive SMS campaign. Additionally, cinema slides and hoardings on bus shelters were also put up in Delhi. A blackout advertisement was carried out by the Ministry on all prominent television channels, more than 200 channels carried this advertisement on the same day and time. All these efforts made by the Ministry generated massive public awareness, which enabled smooth digital transition in Phase-I.