

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

UNSTARRED QUESTION NO:4648
ANSWERED ON:23.04.2013
PROMOTING ADVERTISING INDUSTRY
Rathwa Shri Ramsinhbhai Patalbhai

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

- (a) whether it is a fact that the advertising through the print and the electronic media industry has increased manifold in the country;
- (b) if so, the details thereof along with the revenue earned by the Government from the said industry during each of the last three years, media-wise;
- (c) whether the Government proposes to provide/has provided any incentives for promoting/ advertising industry; and
- (d) if so, the details thereof during the said period, media-wise?

Answer

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

(a) & (b) Yes, Sir. As per the Report on Indian Media and Entertainment Industry, 2013 by Federation of Indian Chambers of Commerce and Industry (FICCI)-KPMG, the total advertising revenue across the industry is given at Annexure.

(c) & (d) Government's efforts to help the development of this industry is an ongoing process. The Government had announced a fiscal stimulus package for the print media on account of economic slowdown which was valid from 27.2.2009 to 31.12.2009 which included the following:

(i) Waiver of 15% Agency Commission on DAVP advertisements.

(ii) 10% increase in the DAVP rates (paid as a separate element and designated as 'Special relief') subject to documentary proof of loss of revenue in non-governmental advertisements as compared to the same period in the previous year.