

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

UNSTARRED QUESTION NO:2080
ANSWERED ON:22.08.2013
ADVERTISEMENTS IN DD
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether presently 65 per cent of the Television viewerships relate to rural areas as reflected in TAM ratings and if so, the details thereof;
- (b) whether DD is keen to have access for a more reliable TAM data system that gives adequate importance to rural viewers; and if so, the details thereof;
- (c) the revenue earned by DD through advertisements during each of the last three years and the current years;
- (d) whether DD is contemplating new initiatives to attract more advertisements to supplement its budgetary requirement of funds which is partly borne by the Central; and
- (e) if so, the details thereof?

Answer

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

(a) to (e) Prasar Bharati has informed that as per census 2011 data, 68.8% of the population resides in rural areas. Presently, the TAM rating does not reflect the same percentage of population in the weightage given to its sample size. Prasar Bharati has further informed that Doordarshan is striving to earn its legitimate share of advertisement revenue to supplement its requirement of funds and has taken several measures in the past to increase the advertising revenue. The gross revenue that Doordarshan earned during the last 3 years and the current year is given below:

Year Rupees in Crores.

2010-11 Rs. 1092.52

2011-12 Rs. 1100.27

2012-13 Rs. 1294.08

2013-14 Rs. 332.96
(up to July `13)