

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

UNSTARRED QUESTION NO:756

ANSWERED ON:08.08.2013

REVIEW OF CONTENTS QUALITY POPULARITY OF PROGRAMMES

Reddy Shri Magunta Srinivasulu

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

(a) whether the Government/Prasar Bharati have reviewed the contents, quality and popularity including Television Rating Points (TRPs) of the programmes being telecast by the Doordarshan;

(b) if so, the details thereof during the last three years and the current year; and

(c) the steps being taken to face the competition from private channels so far?

Answer

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

(a) & (b): Prasar Bharati has informed that reviewing of content, quality and popularity of programmes including Television Rating Points (TRPs) is a continuous process. TRPs of Doordarshan and other Private TV Channels are reviewed on weekly basis. As per the report of TAM Media Research, which measures TV viewership of TV Channels, DD National is at 4th position across Hindi General Entertainment Channels (GEC) during the period from 14.07.2013 to 20.07.2013.

(c) Continuous efforts are being made by Prasar Bharati to improve the content and technical quality of the transmission. Efforts are also being made to acquire quality software from software houses/producers through Self Financed Commissioning Scheme and by outsourcing good Feature Films for telecast on DD National on different themes. Overall quality of the in-house programmes is being improved by outsourcing. 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.