

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

UNSTARRED QUESTION NO:914

ANSWERED ON:08.08.2013

GROWTH IN ADVERTISEMENT AND BROADCASTING INDUSTRY

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

- (a) whether the advertisement industry in the world has developed rapidly in recent years;
- (b) if so, the estimated annual average progress rate of this industry in the world from 2004 to 2012;
- (c) whether this industry has also registered corresponding growth in our country; and
- (d) if so, the average annual percentage growth of this industry in the field of Print-Broadcasting and Electronic Broadcasting?

Answer

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

(a) to (d): There are many studies which give the global advertising trends but the Ministry has not conducted any study in this regard.

The Report on Indian Media and Entertainment Industry, 2013 released by Federation of Indian Chambers of Commerce and Industry (FICCI) – KPMG gives the growth rate in advertising / broadcasting industry in terms of total value of business transacted during the period 2007 to 2012 are given in Annexure.