

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

UNSTARRED QUESTION NO:3010
ANSWERED ON:29.08.2013
DOORDARSHAN RATINGS
Krishnaswamy Shri M.

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

- (a) whether the ratings of Doordarshan Programmes infuse a lease of energy for the Government broadcaster;
- (b) if so, the details thereof;
- (c) whether the Government is considering to make Doordarshan the most favoured channel among the people; and
- (d) if so, the details thereof?

Answer

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

(a) & (b): Yes, Sir. Prasar Bharati has informed that Television Rating Points (TRPs) are one of the parameters to determine future programme strategies that are put up on air. Latest TRPs of DD National for the period 04.08.2013 to 10.08.2013 are given in Annexure. However, as the data with regard to Television Audience Measurement (TAM) ratings collected by TAM Media Research is not reliable and does not reflect the rural and semi-urban viewership, Prasar Bharati has filed a petition against TAM Media Research before the Competition Commission of India (CCI) in September, 2012.

(c) & (d): Yes, Sir. Prasar Bharati constantly endeavours at making DD a favourite channel among public by improvements in terms of quality of DD programmes. In this regard Doordarshan continuously reviews the quality of serials/programmes telecast on its various channels and makes efforts to further improve the content and technical quality of the transmission through upgradation and modernization of technology.