

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

UNSTARRED QUESTION NO:3093  
ANSWERED ON:08.12.2009  
REVENUE FROM ADVERTISEMENTS  
Patel Shri R.K. Singh

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

(a) the details of the advertisement revenue earned by Doordarshan and All India Radio during each of the last three years and the current year; and

(b) the manner in which the said revenue has been utilized during the above period?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI C.M. JATUA)

(a): Prasar Bharati has informed the details of the advertisement revenue earned by All India Radio (AIR) and Doordarshan (DD) during each of the last three years and the current year as follows:

(Rupees in crore)  
Year AIR DD

2006-07	196.50	726.07
2007-08	203.80	724.42
2008-09	194.42	737.05
2009-10	104.84	463.16

(up to October 2009)

(b): Prasar Bharati has informed that the revenue so generated becomes Internal Extra Budgetary Resource of Prasar Bharati, which has been utilized for meeting the cost of operating expenses and augmentation, replacement and maintenance cost of capital assets of the AIR and DD besides meeting the shortfall in their salary component.