

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

UNSTARRED QUESTION NO:3750
ANSWERED ON:13.02.2014
TELECAST OF REPUBLIC DAY PARADE CEREMONY
J Helen Davidson

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

- (a) whether this year's Republic Day Parade ceremony was telecast directly by the Doordarshan in superior quality high definition technology;
- (b) if so, the details thereof and the expenditure incurred in this regard; and
- (c) the total number of people benefitted by this superior quality direct telecast?

Answer

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

(a) & (b) Prasar Bharati has informed that this year's Republic Day Parade ceremony was covered by Doordarshan in High Definition. The High Definition signal was split into three streams, two in full High Definition and one in Standard Definition. One High Definition and one Standard Definition stream was simulcast from Doordarshan Kendra, Delhi Earth Station in Multi-Channel Per Carrier (MCPC) mode in C-Band on INSAT 4B and one High Definition stream was live streamed on YouTube. The Standard Definition signal was also relayed from terrestrial transmitters in addition to distribution by DTH operators and Cable Multi-System Operators (MSOs) under 'must carry' clause of Cable Act. This coverage was made available on all platforms i.e. Cable, DTH, Terrestrial and also on Internet.

The total coverage was done in-House. However, two robotically controlled cameras were hired at an approximate cost of Rs. 1 Lakh approx. for positioning inside the Presidential enclosure (where manned cameras were not allowed) in producing HD signals.

(c) The coverage was available to viewers not only in the entire country but also to those residing in adjoining countries where footprint of INSAT 4B was available. High Definition content of the event was available on YouTube live through internet to world over which registered 1,75,000 hits. This coverage was available for International media and other DTH operators/MSOs in India for relay on their platforms.