GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:751
ANSWERED ON:24.07.2015
Impact of Digitization of DD and AIR
Shetti Shri Raju alias Devappa Anna

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

(a) whether digitization of Information and Broadcasting (I&B) sector is likely to have any impact on Doordarshan (DD) and Akashwani (AIR);

(b) if so, the details thereof;

(c) the likely expenditure incurred on the same and likely benefits accrued from the same;

(d) whether the Government has received any opposition from any quarter regarding digitization of Doordarshan and Akashwani; and

(e) if so, the details thereof and the action taken by the Government thereon?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING
COL RAJYAVARDHAN RATHORE (Retd.)

(a) to (c) For Doordarshan, digitization results in better quality of program production thereby ensuring a better quality of service to the viewers. High Definition TV (HDTV) picture quality is 5 times the resolution of Standard Definition (SD) picture. Digital Television offers new possibilities to the viewers and broadcasters with the improved technical quality of picture and sound, additional programmes and additional reception modes (portable and mobile).
For All India Radio, the impact of digitization includes reception of better quality of sound through FM receiver, covering more uncovered areas by expansion of AIR FM Services, access to AIR's popular channel on internet and availability of AIR's News on mobile through applications (apps) on different platforms like Android, iOS, Black Berry etc apart from availability of AIR's 21 channels on DTH Platform through out the country.
Prasar Bharati has informed that expenditure incurred on digitization of Studios, Transmitters and HDTV during last three years by Doordarshan is Rs. 301.45 crore. The expenditure incurred by AIR on the digitization in last three years is Rs. 506.78 crore.

(d) No, Madam.

(e) Does not arise in view of (d) above.

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