

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

UNSTARRED QUESTION NO:5146
ANSWERED ON:24.04.2015
TELEVISION PENETRATION
Thomas Prof. Kuruppassery Varkey

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

- (a) the number of television (TV) owning houses in the country. State/UT-wise;
- (b) whether the said household are getting services of DTH/Cable;
- (c) if so, the details thereof; and
- (d) if not, the reasons therefor and corrective measure taken/proposed to be taken by the Government to increase TV penetration in the country?

Answer

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

(a) to (d): Television (TV) households receive channels through Cable, Direct-to-Home (DTH), territorial networks of Doordarshan and Internet Protocol Television (IPTV). As per the Census 2011, the total and State/UT wise details of number of TV households in India is at Annexure. As per FICCI-KPMG Indian Media and Entertainment Report 2015, there were 163 million TV households in the country. Out of these, 99 million TV households are getting services through cable TV and 50 million through DTH and remaining by IPTV/ and Doordarshan terrestrial network. The Ministry has been providing an enabling environment through various policies for promoting the growth of the Broadcasting sector in India.