

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

UNSTARRED QUESTION NO:3879  
ANSWERED ON:06.08.2014  
IMPACT OF DIGITIZATION  
Hegde Shri Anant Kumar Dattatreya

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

- (a) whether digitization of broadcasting has resulted in revenue earnings on account of taxes;
- (b) if so, the details thereof;
- (c) whether broadcasting industry too has registered revenue growth in the recent past and if so, the details thereof during the last three years and the current year, year-wise;
- (d) whether advertising revenue continued to be the key driver of broadcaster revenue and if so, the details thereof; and
- (e) whether the audience of the country watched longer advertising durations and shorter programme period and if so, the steps taken by the Government in this regard?

**Answer**

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING; ENVIRONMENT, FOREST AND CLIMATE CHANGE AND MINISTER OF STATE FOR THE MINISTRY OF PARLIAMENT AFFAIRS (SHRI PRAKASH JAVADEKAR)

(a) & (b) Preliminary data received in the Ministry from the Entertainment Tax (ET) authorities of Phase-I and Phase-II cities where digitization has been implemented indicates that cable TV subscriber base reported to by the cable operators has gone up substantially, thereby there is quantum jump in the ET collection by the State Governments.

(c) & (d) As per FICCI-KPMG Indian Media Entertainment Industry Report 2014, the television broadcasting industry size during the years 2011, 2012 and 2013 was Rs. 16,500 crore, Rs. 18,200 crore and Rs.20,500 crore respectively. The report mentions that the television broadcasting industry in India is expected to grow to Rs.47, 300 crore in 2018. According to the said report, out of the total television broadcasting industry revenue of Rs.20, 500 core in 2013, the share of advertising revenue was Rs. 13,600 crore.

(e): The Telecom Regulatory Authority of India (TRAI) had notified the "Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2013 dated 22.03.2013. The regulation 3 of the said Regulations mandates the broadcasters to limit the duration of advertisements in TV channels. This provision states "No broadcaster shall, in its broadcast of the programme, carry advertisements exceeding twelve minutes in a clock hour". The said regulations are available on TRAI website: [www.trai.gov.in](http://www.trai.gov.in). Some broadcasters have filed an appeal against these regulations before the High Court of Delhi. The matter is presently sub-judice.