

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

UNSTARRED QUESTION NO:3929

ANSWERED ON:06.08.2014

ADVERTISING INDUSTRY

Muddahanumegowda Shri S.P.;Rathwa Shri Ramsinh Patalyabhai

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

- (a) whether the Government has given/proposes to give incentives to the advertising industry;
- (b) if so, the details thereof; and
- (c) the revenue earned by PrasarBharati from commercial advertisements during the last three years, year-wise?

Answer

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

(a) to (c): Government does not give any incentive to the Advertising Industries. However, PrasarBharati has informed that All India Radio gives bulk booking discount across all channels depending on extent of bookings in terms of

(i) number of stations and

(ii) number of days. Bunch booking concession is also given if a spot is booked over two or more VividhBharati stations in a State for one month or more.

Apart from this, discounts to the Advertising Agencies are also given by All India Radio in terms of

(i) 15% Commission on the amount of business placed, to all accredited and registered agencies,

(ii) credit facilities of 45 days/60 days to accredited advertising agencies and Government Clients including Public Sector Undertakings,

(iii) 50% concession to advertising agency for spot buys related to AIDS, Cancer, Leprosy, TB and certain other epidemics,

(iv) concession of 15% in rates is also offered to Government Departments including PSUs and 10% to private clients and SSI Units.

PrasarBharati has also informed that Doordarshan does not give any incentive to the advertising industries/agencies. However, it gives 15% discount to Corporate Clients dealing directly with Doordarshan, subject to advance payment.

The details of gross revenue earned by All India Radio and Doordarshan during the last three years is annexed.