

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

UNSTARRED QUESTION NO:3413
ANSWERED ON:12.12.2014
SURVEY BY AUDIENCE RESEARCH UNIT
Sreeramulu Shri B.

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

- (a) whether the Audience Research Unit of All India Radio(AIR) has conducted any survey regarding radio listeners in the country including Karnataka;
- (b) If so, the details and findings thereof; and
- (c) the steps being taken by the Government to improve the content and quality of AIR programmes?

Answer

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

(a): Yes, Madam. Prasar Bharati has informed that All India Radio conducts Radio Audience Surveys on regular basis in order to improve the existing programme schedule so as to serve a changing society better.

(b): During financial year 2013-14 and current financial year-2014-15, the following Radio Audience Surveys have been conducted across the country including Karnataka by AIR

During 2013-14:

i) Radio Audience Survey on FM Channels was conducted at 26 stations including one station of Karnataka viz. Bengaluru from where FM Rainbow is broadcast. Findings of the survey are at Annex-I.

During the current financial year-2014-15

ii) Radio Audience Survey on Vividh Bharati Channel has recently been conducted at 54 stations across the country including two stations of Karnataka viz. Bengaluru and Dharwad from where Vividh Bharati Channel is aired. Findings of the survey are at Annex-II.

iii) Field Survey work of Radio Audience Survey on FM Channels is in progress at 26 stations including one station of Karnataka viz. Bengaluru from where FM Rainbow is broadcast.

(c): It is constant endeavour of AIR/PB to improve the content and quality of the programmes. While continuing to carry out the mandate for public service broadcasting, AIR has marched with the times embracing new content themes, presentation styles, programme formats and technological innovations. AIR has paid special emphasis on interactive programmes including SMS-based services, registered its presence on various new and social media platforms and has also commenced live streaming of some channels/services.