

(c) whether any periodical survey by the TV Kendra, Delhi is undertaken to find out the popularity of various TV programmes; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI L. K. ADVANI): (a) Yes, Sir.

(b) Six Doordarshan Kendras, namely, Delhi, Bombay, Calcutta, Madras, Lucknow and Srinagar have their own Audience Research Units which provide regular feed back on the programmes telecast by these Kendras. Apart from this, for the On-going SITE Stations at Jaipur, Raipur, Hyderabad, Gulbarga and Ahmedabad, the Audience Research Teams of the Department of Space are carrying out the feed back.

(c) Audience Research is a continuing operation. The surveys pertaining to different aspects of the programmes are taken up as and when necessary, depending upon the exigencies of service.

(d) Since 1967 Delhi Doordarshan Kendra has conducted 40 surveys/studio on different programmes. The main emphasis in these surveys has been to assess the impact of various programmes and to find out the profile of the viewers in terms of different variables.

Earning through T.V. Advertisements

1225. SHRI DURGA CHAND: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what are the earnings on account of advertisements on T.V. in Delhi during 1978, month-wise;

(b) what is the rate of TV advertisements in terms of time given;

(c) whether any assessment is made of the impact of TV advertisement on public; and

(d) if so, what are the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI L. K. ADVANI): (a) The gross revenues earned by Delhi Doordarshan Kendra in 1978 are as under:

January, 1978	—Rs. 8,00,000
February, 1978	—Rs. 7,00,000

These figures are subject to reconciliation with the actual time telecast. The figure for the month of February, 1978 is estimated.

(b) The information is given in Annexures I to V. [Placed in Library. See No. LT--1659/78].

(c) and (d). No assessment has so far been made of the impact on viewers of TV advertisements. It is, however, proposed to launch a comprehensive survey in May, 1978 in order to enable review of tariff structure of T.V. advertisements. This study will also throw light on the impact of T.V. advertisements.

Watches Manufactured by H.M.T.

1226. SHRI DURGA CHAND: Will the Minister of INDUSTRY be pleased to state:

(a) the number of watches of each type to be manufactured in each Hindustan Machine Tools unit during 1978;

(b) whether it is a fact that Hindustan Machine Tools watches are in heavy demand in the country and abroad;

(c) the demand in quantity at present in the country and abroad separately;

(d) what steps are being taken to meet the demand; and

(e) when the demand of Hindustan Machine Tools watches will be met?

THE MINISTER OF STATE IN THE MINISTRY OF INDUSTRY