

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

UNSTARRED QUESTION NO:5887

ANSWERED ON:31.08.2001

DEFICIENCIES IN TELECASTING OF RIGHTS MARKETING .

BODAKUNTI VENKATESHWARLU;MADAN PRASAD JAISWAL;MANIBHAI RAMJIBHAI CHAUDHARY;PRAHLAD SINGH PATEL;RAMSHETH THAKUR;SHEESH RAM SINGH RAVI

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

- (a) whether Doordarshan's management of commercial time has brought out serious deficiencies in acquisition of telecast rights, marketing arrangements, tariff setting and revenue sharing;
- (b) whether the Government have conducted any inquiry in this regard;
- (c) if so, the outcome thereof; and
- (d) the action taken against guilty officials; and
- (e) if not, the reasons therefor?

**Answer**

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): No Sir. Acquisition of telecast rights marketing arrangements, tariff setting and revenue sharing are ongoing process in a commercial broadcast scenario. In order to ensure that there is transparency and objectivity and fairness in management of commercial time Prasar Bharati, has decided that the commercial rate structure would be reviewed once in every three months as necessary to keep up with the dynamics of commercial marketing.

(b) to (e): CBI is conducting enquiry into the irregularities in awarding of telecast rights of various sports events since 1996. They have also filed five (5) FIRs against six officials and further investigation is being conducted by them.

CBI is also investigating alleged irregularities in granting marketing and telecasting rights for the Sunday Bengali Feature Films on Doordarshan Kendra, Kolkata. CBI has filed FIR against three (3) officials of Doordarshan Kendra, Kolkata and one (1) official of Doordarshan Commercial Service in this regard.