

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

UNSTARRED QUESTION NO:407
ANSWERED ON:04.12.2003
LAUNCHING OF DD -NEWS CHANNEL
BHARTRUHARI MAHTAB;SULTAN SALAHUDDIN OWAISI

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

- (a) whether the Government have taken a decision to telecast DD-News programmes through the week, 24 hours a day;
- (b) if so, the details thereof;
- (c) whether it is facing stiff competition from private News channels;
- (d) if so, the steps being taken by the Government to make the DD-News Channel remunerative; and
- (e) the total amount sanctioned by the Government for running this channel?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

- (a) & (b) : Prasar Bharati has informed that a 24 hours News Channel has been commissioned w.e.f. 3rd November 2003, by replacing DD-II (Metro Channel).
- (c) Prasar Bharati has informed that the initial response to the channel has been very encouraging in terms of viewership ratings vis-à-vis other private news channels.
- (d) Prasar Bharati has informed that the introductory rate card for the DDNews channel has been structured in a manner to make it very attractive to the advertisers.
- (e) Prasar Bharati has informed that this scheme was approved at an annual recurring cost of Rs. 54 crores and also that the amount sanctioned for the current financial year is Rs. 20 crores.