

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

UNSTARRED QUESTION NO:4363
ANSWERED ON:21.04.2005
IMPROVEMENT IN PROGRAMMES BY THE PRASAR BHARATI
Singh Shri Prabhunath

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

- (a) whether Doordarshan /All India Radio is facing stiff competition from the proliferation of private TV channels/FM;
- (b) if so, steps taken by the Prasar Bharati to improve the quality and content of the programmes telecast/broadcast by them; and
- (c) the details of annual turnover of Private TV Channels/FM during the last three years and how does the same compare with that of Prasar Bharati?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & CULTURE (SHRI S. JAIPAL REDDY)

(a) & (b) : Yes Sir. Doordarshan and All India Radio are facing competition from the proliferation of private TV Channels/FM Radio Channels. Prasar Bharati has been constantly aiming for excellence both in terms of content and quality. Doordarshan continuously reviews the quality of serials/programmes telecast on its various channels and makes efforts to further improve the contents and technical quality/transmission. The studios and equipment are continuously being modernized to improve technical quality of programmes.

(c): Details of turnover of Private TV channels are not maintained by Government. However, total ad spend on television according to Federation of Indian Chamber of Commerce & Industry (FICCI)/ FRAMES reports from 2002 to 2004 are as follows:

Calender Year	Amount
2002	Rs. 3900 crores
2003	Rs. 4220 crores
2004	Rs. 4676 crores (estimated)

The details of revenue earnings of DD during the last three years are as follows:

Year	Amount
2002-03	Rs. 553.81 crores
2003-04	Rs. 530.23 crores
2004-05	Rs. 665.27 crores

Prasar Bharati is a Public Service Broadcaster and is not motivated by purely commercial considerations. Details relating to turnover of Private FM channels are being collected and will be laid on the Table of the House.