

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

STARRED QUESTION NO:224
ANSWERED ON:08.12.2005
TELEVISION RATING FOR DD
Purandeswari Smt. Daggubati;Satpathy Shri Tathagata

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

- (a) whether Television Rating Points (TRP) of Doordarshan are very low in comparison to other T.V. channels;
- (b) if so, the details of ratings given by the agencies during the last three years; and
- (c) the action taken/proposed to be taken to popularize the programmes telecast by Doordarshan and enhance the TRP?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) to (c): A statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (c) OF LOK SABHA STARRED QUESTION NO. 224 FOR ANSWER ON 8.12.2005

(a) to (c): Prasar Bharati have informed that Doordarshan enjoys the highest TRP in all homes. The details of TRP ratings projected by Television Audience Measurement Ltd. (TAM) engaged by Doordarshan for the purpose, is annexed. It has been the constant endeavour of Doordarshan to enhance the quality of its programmes through innovative and attractive formats so as to sustain the interest of the viewers and thereby increase the TRP ratings of its programmes.

ANNEXURE

ANNEXURE AS REFERRED TO IN THE STATEMENT GIVEN IN REPLY TO PARTS (a) TO (c) OF LOK SABHA STARRED QUESTION NO. 224 FOR ANSWER ON 8.12.2005

TVR & SHARE OF DD AND COMPETITIVE PRIVATE CHANNELS

(30 Oct-5 Nov. 2005)
(Among All 4+ years)

	0600-2400 hrs.		2100-2300 hrs.			
Channel	000s	TVR Share	000s	TVR Share		
	%	%	%	%		
DD1	4429	3.07	21.16	9411	6.52	27.71
DD News	340	0.24	1.62	513	0.36	1.51
Sony Entert-	317	0.22	1.52	966	0.67	2.84
ainment TV						
Star Plus	1296	0.9	6.19	5111	3.54	15.05
Zee TV	310	0.21	1.48	508	0.35	1.49
Sun TV	1051	0.73	5.02	1477	1.02	4.35
SAB TV	65	0.05	0.31	122	0.08	0.36
Sahara One	186	0.13	0.89	400	0.28	1.18
MAX	379	0.26	1.81	662	0.46	1.95
Star Gold	402	0.28	1.92	426	0.29	1.24
Watching	12159	8.42	58.07	14366	9.95	42.3
Other channels						
Watching	20934	14.5	100	33963	23.52	100
Any Channel						
universe in 000`				144376		