

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

UNSTARRED QUESTION NO:2671
ANSWERED ON:21.08.2006
ADVERTISEMENT RATES FOR PRIVATE CHANNELS
Aaron Rashid Shri J.M.;Bhadana Shri Avtar Singh

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

- (a) whether the Government has laid down any criteria for the empanelment of private satellite channels by Directorate of Advertising and Visual Publicity (DAVP) for 2006-07;
- (b) if so, the complete details thereof; and
- (c) the criteria for fixing advertisement rates for each of the channels?

Answer

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

(a), (b) & (c) The Government authorised Directorate of Advertising and Visual Publicity (DAVP) to advertise through private satellite channels in the year 2003. Accordingly private satellite channels are empanelled by DAVP through an Empanelment Committee based on the average of last six months TAM data for TV channels and minimum channel share – All India/State and genre. The rates for these satellite channels are decided, similarly, by a committee consisting of representatives of DAVP, All India Radio, Doordarshan and National Film Development Corporation.