

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

UNSTARRED QUESTION NO:3624  
ANSWERED ON:18.12.2006  
ADVERTISEMENT RATE  
Sarvey Shri Sathyanarayana

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

- (a) the policy of empanelment of private satellite channels of DAVP for approving advertisement rates and the total budget earmarked for the Financial Year 2006-07 therefor;
- (b) the names of the private satellite channels empanelled with Directorate of Advertising and Visual Publicity (DAVP) for the year 2006-07;
- (c) whether the advertisement rates have been approved for each of the channels for the above period; and
- (d) if so, the details of latest Television Rating Point (TRP) of Doordarshan and all the DAVP empanelled private satellite channels for Hindi Speaking Market ?

**Answer**

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

- (a) : The policy for empanelment of private satellite channels with DAVP, is at Annexure-I. DAVP budget for publicity through Audio-Visual medium for the year 2006-07, is Rs.94.00 lakh.
- (b) : Names of the private satellite channels empanelled with DAVP are given in the statement at Annexure-II.
- (c): Yes, Sir.
- (d): The details are given in the statement at Annexure-III.