

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

STARRED QUESTION NO:251
ANSWERED ON:22.07.2004
MARKETING OF INTERNATIONAL SPORTS BY DD
Chouhan Shri Shivraj Singh

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

- (a) whether the Doordarshan has suffered a loss of Rs. 140.88 crores on account of marketing of international sports events through Sports Marketing agencies during the year 2002-2003;
- (b) if so, the reasons therefor;
- (c) the comparative data of the said losses during the year 2003-2004; and
- (d) the action taken by the Government in this regard?

Answer

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

(a) to (d): Prasar Bharati has informed that Doordarshan, a Public Service Broadcaster, does not operate a Profit and Loss Account. As per Prasar Bharati Act, 1990, Doordarshan is to provide adequate coverage to sports and games so as to encourage healthy competition and spirit of sportsmanship.

Prasar Bharati has informed that during the years 2002-2003 and 2003-2004 the revenue earned and expenditure incurred on major international events by Doordarshan is as follow:

Year	Revenue	Expenditure
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2002-2003	155.40	62.77
2003-2004	130.69	67.18