

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

UNSTARRED QUESTION NO:2158  
ANSWERED ON:05.12.2014  
VIEWERSHIP OF DOORDARSHAN AND AKASHVANI  
Antony Shri Anto ;Singh Shri Lallu

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

- (a) whether the Television Rating Points(TRPs) and subscribers/ viewership of Doordarshan and Akashvani channels have decreased/come down over the past several years;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether the number of advertisements telecast/transit on Doordarshan and Akashvani have also come down during the said period, if so, the details thereof, and
- (d) the remedial measures taken/proposed to be taken by the Government/Prasar Bharati in this regard?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING ( COL RAJYAVARDHAN RATHORE  
(Retd.)

(a): Yes, Madam. However, TRPs do not apply to All India Radio.

(b) TAM is presently the entity which generates TV viewership ratings (TRPs) in TVMs (Total Viewership in Millions) and GVMs (Gross Viewership in Millions) and it is a monopoly entity.

M/s. TAM claims that the TVMs/GVMs are based on the inputs from approx. 9600 peplemeters which have been distributed in urban & semi-urban markets in the country.

The TAM system is based on a statistical hypothesis which is interlined to several verticals of socio-economic indicators. Therefore, the validity of such a system may not correctly reflect the viewership as it is captured from a limited sample size which does not factor the diversity of the Indian population. The TAM peplemeter distribution also has an urban skew, whereas DD viewers are concentrated in rural India.

(c): Prasar Bharati has informed that there is no significant decrease in the number of advertisements telecast/broadcast on Doordarshan and Akashvani. The details of revenue earned by Doordarshan and Akashvani through advertisements during the last three years are given below:-

(in crore)

Year	Doordarshan	Akashvani
2011-12	1100.27	267.91
2012-13	1298.16	290.57
2013-14	1295.86	455.78

(d): i) Doordarshan has revamped its flagship channel 'DD National Network' through a new look and feel and has launched new shows.

ii) PB has had discussions with top producers in the country who have been invited to provide `content' and to apply to Doordarshan under the Self Finance Commissioning Scheme (SFC).

iii) PB has also appointed specialists including Content Advisors for DD National and Regional Channels, with a view to monitor the quality of programme and improves the content.

iv) A publicity campaign has also been launched across media to reach out to the general public about the fresh content and new look and feel.