

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
QUESTION NO 20.07.2009
ANSWERED ON
VIEWERSHIP FOR DOORDARSHAN .

1689

Shri T.K. Rangarajan

Will the Minister of HEALTH AND FAMILY WELFARE INFORMATION AND BROADCASTING be pleased to state :-

- (a) the current viewership for Doordarshan, including regional kendras, in comparison to other private channels;
- (b) whether there has been any evaluation of the content and production quality of the Doordarshan programmes; and
- (c) whether there is any plan of action/strategy to improve the quality of its production?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING

(SHRI C.M. JATUA)

(a): An Annexure regarding TAM Rating of viewership showing comparison of Doordarshan National including Regional Channels with other Private Channels is enclosed.

(b) Prasar Bharati has informed that evaluation of content and production quality is a continuous process. Their Audience Research Units are doing evaluation of programmes from time to time.

(c) Prasar Bharati has informed that efforts are being made to improve the quality of its production by acquiring quality software from various professional software houses/producers through SFC Scheme; outsourcing good Feature Films for telecast on DD-1 on different themes; outsourcing better talent for in-house production of programme and improving transmission quality with digitalization of the studio equipment and transmission.

Annexure

Annexure as referred to in reply to part (a) of the Rajya Sabha Unstarred Question No. 1689 to be answered on 20.7.2009 regarding Viewership for Doordarshan

Table showing TAM Rating of Doordarshan including regional DD channels and Private Channels in India (Total Market) among all 4+Years viewers for the period 28.12.2008 to 27.6.2009

Doordarshan Channels TVR % Private Channels TVR %

DD National	1.11	Aaj Tak	0.08
DD News	0.06	Colors	0.58
DD Delhi	0.06	CNN IBN	0.01
DD Patna	Star Plus	0.65	
DD Punjabi	0.01	Soni Entertainment	0.20
DD Sahyadri	0.14	Zee TV	0.51
DD Gujarati	0.02	Zoom	0.04
DD Kashmiri	Zee News	0.04	
DD Assamese	Zee Cinema	0.36	
DD Rajasthan	0.01	MAX	0.58
DD Lucknow	0.03	NDTV Imagine	0.18
DD Malayalam	0.02	Ten Sports	0.07
DD Podhigai	0.01		
DD Oriya	0.02		
DD Bangla	0.04		
DD Telugu	0.02		
DD Chandana	0.02		

