

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
QUESTION NO07.03.2011
ANSWERED ON
VIEWERSHIP OF DOORDARSHAN AND PRIVATE TELEVISIONS .

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SHRI RAASHID ALVI

Will the Minister of COALINFORMATION AND BROADCASTING be pleased to state :-

- (a) the number of viewers of Doordarshan and private television channels in the country; and
- (b) the details thereof during the last five years?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

(a) & (b): Doordarshan as a Public Broadcaster is the largest network with its terrestrial, satellite and DTH reach to the 100% population. The terrestrial transmitters provide coverage to about 92% of the population of the country spread over about 81% area. The areas not covered by terrestrial transmitters have been provided with multi channel TV coverage through Doordarshan free to air DTH service. Doordarshan channels are available to an estimated total of 134 million TV Homes in India (as per PWC Report 2010). As regards private channels, they have no terrestrial reach. Viewership of private TV Channels is restricted to Cable & Satellite (C&S) homes. As per PWC report 2010, the total number of C&S homes in the country are 103 million.