

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
QUESTION NO 07.03.2011
ANSWERED ON
MAKING AIR AND DD MORE EFFECTIVE .

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Shri S. Thangavelu

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

- (a) whether it is a fact that All India Radio and Doordarshan are functioning within the limited feed back and find it difficult to compete with private FM service providers and TV channels causing the meager profit;
- (b) if so, whether Government has contemplated any plan to make AIR and DD more effective competitively with private players; and
- (c) if so, the details thereof?

ANSWER

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

(a): No, Sir. Prasar Bharati have informed that DD stands on the 2nd Rank in overall viewership among all channels by gaining 0.65 TRP as per TAM report during the period from 6.2.2011 to 12.2.2011. AIR has a vast network of 38 Audience Research Units spread across the country, which gather the audience feedback by conducting periodic surveys at regular intervals to cater to the needs of Programme Planners and Producers, Marketing Professionals and Advertisers. The Radio Audience Study conducted at various places across the country in the year 2010 reveals that major share of audience is listening to AIR Channels as compared to private FM channels.

(b): & (c): Improvement of quality of DD and AIR programmes is a continuous process. Prasar Bharati has been constantly aiming for excellence both in terms of content and quality. In spite of high TRP of DD, to make DD further effective, efforts are being made to increase viewership by outsourcing quality software from professional software houses/producers under different schemes. DD is outsourcing good feature films for telecast on DD-1 on different themes. Overall quality of the in-house programmes is being improved by outsourcing better talent in view of inadequate number in the organization. Steps have been taken to improve the transmission quality with digitalization of the studio equipment and transmission. Over the years AIR has emerged as the most trusted radio broadcasting organization of the country. It has touched the lives of millions of population by broadcasting programmes in almost all Indian languages and dialects. AIR generates at an average more than 11,19,000 hours of programming every year, approximately 60% of which is meant for Public Broadcasting. The important difference between AIR and other private operators is that while AIR focuses on information, education and also entertainment, private operators focus almost entirely on entertainment based programmes to drive their commercial interest. In order to compete with private players more effectively, AIR has planned various schemes to strengthen its production facilities, connectivity and transmitters for digitalization of AIR network in 11th Plan.