GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

RAJYA SABHA
UNSTARRED QUESTION NO. 313
(TO BE ANSWERED ON 26.04.2016)

DECLINE IN VIEWERSHIP/TRP OF DOORDARSHAN AND AKASHVANI CHANNELS

313. SHRI PARIMAL NATHWANI:

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/transmitted on Doordarshan and Akashvani have also come down during the said period, if so, the details thereof; and
(d) the remedial measures taken or proposed to be taken by the Government/Prasar Bharti in this regard?

ANSWER

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

(a) & (b): Television Rating Points (TRP) and Viewership details of DD National as per Broadcast Audience Research Council (BARC) data including rural viewership initiated in October, 2015, fluctuates on weekly basis. The data of viewership as reported by Prasar Bharati for the last 3 years besides the current year are annexed.

As far as Akashvani is concerned, there is no mechanism to measure Rating Points at regular intervals.

(c): Prasar Bharati has informed that revenue of Akashvani has gone up substantially but Doordarshan has suffered a setback because of sharp drop in number of terrestrial TV viewers.

(d): **Doordarshan**

It is a constant endeavor of Doordarshan to improve upon its programmes by reviewing the content and quality from time to time with the view to sustain the interest of the viewers. Doordarshan procures content through various notified schemes. Adaptive and flexible business strategies are imperative to survive in a highly competitive Television market. Accordingly, DD is re-prioritising its current

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approach with a new policy on `Slot Sales`. Prasar Bharati Board has also decided to invite good external programmes to be telecast on all its channel, in different phases.

AIR

Several measures/initiatives taken/ proposed to be taken to boost listenership as well as revenue, are indicated hereunder:-

- FMization to supplement broadcast on medium wave to enable access through mobile devices and Car Radios.
- Optimization of transmission hours.
- Relay of Vividh Bharati Service from 10 am to 5 pm on the local radio station network.
- Switching over of Vividh Bharati Service at the four metros from medium wave to FM Mode.
- Constant and close monitoring of performance of CSU and CBS Centres on a weekly basis.
- Enlist support and cooperation of Heads of stations to tap their revenue-yielding potential.
- Replacement of old, worn-out transmitters by solid state.
- Creating a mechanism to contain transmission break-downs.
- Broadcasting interactive programmes to increase direct participation of the listeners through phone-in devices and field recordings.
- An All-India toll free number to enable present/prospective clients to interact with AIR functionaries.
- On-line booking facility through virtual registered advertising agency.

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ANNEXURE

ANNEXURE REFERRED TO IN REPLY TO PARTS (a) AND (b) OF RAJYA SABHA UNSTARRED QUESTION NO. 313 FOR ANSWER ON 26.04.2016

Hindi General Entertainment Channels (GECs) Average Yearly Viewership in Rating % across TV Universe Market: All India, 4

	Television Rating Point- TRP % (TAM)		**Rating % (BARC)**	
Channel	**Year 2013**	**Year 2014**	**Year 2015**	**Year 2016 (till Wk 14-16)**
Star Plus	0.57	0.75	0.56	0.34
Colors	0.47	0.47	0.47	0.33
Zee TV	0.43	0.49	0.39	0.31
Life OK	0.29	0.36	0.30	0.20
SONY SAB	0.32	0.31	0.25	0.16
DD National	**0.29**	**0.17**	**0.10***	**0.15**
Sony TV	0.35	0.31	0.23	0.15

***** Broadcast Audience Research Council (BARC) did not release Rural viewership from April, 2015 to October, 2015. Hence, this data is not truly reflecting of rating of full year.

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