

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 2477
(TO BE ANSWERED ON 10.08.2023)**

BARC RATING FOR VIEWERSHIP OF DD CHANNELS

2477. SHRI BHUBANESWAR KALITA:

Will the Minister of Information and Broadcasting be pleased to state:

- (a) the BARC rating for viewership in the last one year for DD Channels like DD National, DD News, DD Bharati, DD Kissan, DD India, DD Sports and DD Regional Channels of Doordarshan in the Capital Stations of North East;
- (b) in what manner Government propose to increase the viewership of different regional channels of North East of Doordarshan; and
- (c) whether Prasar Bharati monitors the programs of Regional Channels of Doordarshan of the North East, whose viewership is not satisfactory in last 2-3 years and how Prasar Bharati is planning to increase the viewership?

ANSWER

**THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF
YOUTH AFFAIRS & SPORTS (SHRI ANURAG SINGH THAKUR)**

(a): Prasar Bharati has informed that as per the Broadcast Audience Research Council (BARC), viewership data of subscribed Doordarshan (DD) channels for 2022 is 724.3 millions.

(b) & (c): Doordarshan has taken several steps for increasing viewership of its channels including regional/state channels of Doordarshan Network of North-East. Doordarshan has been continuously revamping the content of its channels both at National and Regional levels according to need and taste of audience. The steps taken so far in this regard are revamp of content, strengthening of marketing vertical, opening of portal inviting proposals for fresh programmes from reputed production houses, etc. A number of mega shows have been launched along with other new serials to attract viewers across different socio-economic segments.
