

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

**LOK SABHA
UNSTARRED QUESTION NO. 3462
(TO BE ANSWERED ON 07.12.2016)**

PRIME TIME SLOT

3462. SHRI K. ASHOK KUMAR:

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) whether the Prasar Bharati will auction prime time slots on its national channel Doordarshan under a new policy;
- (b) if so, the details thereof;
- (c) whether the Government is considering coming out with a new policy called slot sale; and
- (d) if so, the details thereof?

ANSWER

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

(a) to (d): Prasar Bharati has informed that DD has formulated a New Content Acquisition Scheme to allot slots on the prime time of DD National Network to outsource entertainment programmes from experienced production houses. A total number of 09 Slots on Prime Time of DD National have been made available.
