

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION No. 4560
(TO BE ANSWERED ON 29.03.2017)**

DIRECT TO HOME

**4560. DR. RAVINDRA BABU:
SHRI K. ASHOK KUMAR:
SHRI RAJENDRA AGRAWAL:**

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the auction of 10 vacant slots on Doordarshan's direct to home platform DD Freedish has been completed;
- (b) if so, the details along with amount earned in this regard;
- (c) whether the Doordarshan's revenue has increased from DD Freedish this year and if so, the details thereof; and
- (d) the details of the highest bid for a slot and the reserved price kept for the slot for private TV channels on DD Freedish for the financial year 2016-17 along with the channel-wise bid amount?

ANSWER

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

- (a)&(b) Yes Madam. Prasar Bharati has informed that 32nd e-Auction conducted on 14.02.2017 and Rs. 65.5 crore was earned.
- (c) Yes Madam. The revenue earned during 2015-16 was Rs. 180.34 crore and revenue earned during 2016-17 (till 28.02.2017) is Rs. 253.56 crore.
- (d) The highest bid for a slot was Rs. 7.3 crore for Sony Pal against the reserve price of Rs. 4.80 crore. However, channel-wise bid price is a strategic business information.
