

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

**LOK SABHA
UNSTARRED QUESTION NO. 3320
(TO BE ANSWERED ON 15.3.2018)**

AUDIENCE TRP OF DOODRASHAN

3320. DR. KRISHAN PRATAP:

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) whether the audience Television Rating Point (TRP) of national and regional channels of Doordarshan has fallen;
- (b) if so, the details thereof; and
- (c) whether the Government has any plan to improve TRP of these channels and if so, the details thereof?

ANSWER

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

(a) & (b): Prasar Bharati has informed that as per Broadcast Audience Research Council (BARC) data for the year 2016 and 2017, viewership and TRP Ratings of National and Regional channels of Doordarshan are as under: -

Zone	Channels	Average Viewership (in Lakhs)		Average Ratings (TRP) %	
		Yr 2016	Yr 2017	Yr 2016	Yr 2017
National	DD National	1393	1430	20.65	18.83
	DD News	122	147	1.81	1.92
	DD Bharati	24	31	0.35	0.40
	DD Sports	60	144	0.89	1.85
	DD Urdu	17	18	0.26	0.24
	DD Kisan	58	67	0.86	0.88

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Zone	Channels	Average Viewership (in Lakhs)		Average Ratings (TRP) %	
		Yr 2016	Yr 2017	Yr 2016	Yr 2017
North Zone	DD Bihar	21	32	0.30	0.41
	DD Punjabi	325	306	4.82	4.03
	DD Kashir	7	11	0.11	0.14
	DD Rajasthan	20	29	0.30	0.37
	DD Uttar Pradesh	44	37	0.65	0.48
	DD Madhya Pradesh	29	31	0.42	0.40
East Zone	DD Bangla	54	74	0.81	0.96
	DD North East	11	16	0.17	0.21
	DD Oriya	26	47	0.39	0.61
West Zone	DD Girnar	29	52	0.43	0.68
	DD Sahyadri	115	228	1.70	2.96
South Zone	DD Chandana	62	104	0.92	1.36
	DD Malayalam	41	42	0.61	0.55
	DD Podhigai	99	118	1.47	1.53
	DD Saptagiri		49		0.62
	DD Yadagiri	28	42	0.41	0.54

(c) Doordarshan is striving to provide impactful programmes to become the preferred channel of masses. It is the constant endeavour of Doordarshan to modernize its infrastructure, to improve the quality of programmes, reviewing and enhancing the content quality. Doordarshan has been adopting several measures to improve the quality of content that includes training to its Technical and Programming staff, capacity building of Content Producers, improving the quality of presentation, enhanced visibility on Social Media etc. Packaging of the shows and promos has been improved to give a distinct look and feel to DD Channels. Wide publicity of programmes is being given through various channels of Doordarshan and social media.
