

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

**LOK SABHA
UNSTARRED QUESTION NO. 6344
(TO BE ANSWERED ON 5.04.2018)**

POPULARITY OF DD/AIR NEWS

6344. SHRI AJAY NISHAD:

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) whether news of Doordarshan (DD) is less popular than the news of the private channels;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether Prasar Bharati has made any effort to improve the quality and contents of the news being telecast/broadcast on DD channels/All India Radio equivalent to the private channels to increase their viewership/audience;
- (d) if so, the details thereof, Doordarshan-wise/ Akashwani-wise; and
- (e) the other steps taken/proposed to be taken to improve the quality of news being telecast/broadcast on the DD Channels/Akashwani?

ANSWER

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

(a) to (e): Prasar Bharati has informed that Doordarshan (DD) News is ranked First in English genre and 12th in the Hindi genre. The details of viewership are given in Annexure.

DD News strives to deliver factual and balanced News and is looked upon for its credibility as a Public Broadcaster. It cannot be compared with private news channels which have a commercial orientation.

As per Prasar Bharati, improving the quality of DD/ AIR News bulletins and their content is an ongoing process. Steps are taken from time to time to further improve the quality of news bulletins.

ANNEXURE

**ANNEXURE REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA
UNSTARRED QUESTION NO. 6344 FOR ANSWER ON 05.04.2018**

Broadcast Audience Research Council (BARC)
New Consumer Classification System (NCCS) 15+(Hindi News)
NCCS 22+AB Male (English News)
Market: All India
Avg. GVL of 4 week (WK-8 to WK-11)
GVL (Gross Viewership in Lakhs)

VIEWERSHIP OF HINDI NEWS CHANNELS

Sl. No.	Channel	Avg. GVL
1	Aaj Tak	1527
2	ABP News	1216
3	India TV	1028
4	Zee News	984
5	News 18 India	871
6	News Nation	813
7	India News	617
8	News 24	539
9	Zee Hindustan	386
10	Tez	242
11	NDTV India	159
12	DD News	128
13	India Today Television	14

VIEWERSHIP OF ENGLISH NEWS CHANNELS

Sl. No.	Channels	Avg. GVL
1	DD News	31
2	Republic TV	8
3	CNBC TV 18	7
4	Times Now	7
5	India Today Television	5
6	Living India News	4
7	CNN News 18	3
8	NDTV 24x7	2
9	BBC World News	1
10	News X	1
11	Wion	1