

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

**LOK SABHA
UNSTARRED QUESTION NO.1386
(TO BE ANSWERED ON 26.07.2018)**

TRP OF DOORDARSHAN CHANNELS

1386. SHRI HARISH CHANDRA ALIAS HARISH DWIVEDI:

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

- (a) the details regarding popularity of all channels of Doordarshan (TRP) during each of the last three years and the current year;
- (b) whether the programmes of Doordarshan are less popular as compared to the programmes of private channels;
- (c) if so, the reaction of the Government in this regard; and
- (d) the steps taken/being taken by the Government to make the programmes of Doordarshan popular and improve the TRP of each of its channel?

ANSWER

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

(a) The details regarding popularity of all DD Channels during the last three years including current year, as informed by Prasar Bharati, are given in **Annexure**.

(b) to (d): As the Public Service Broadcaster of India, Doordarshan's programming is focused on issues of public interest viz. health, education, empowerment, social justice etc. Thus Doordarshan's programmes cannot be compared with private channels as both are totally different in their objectives and programming formats. However, Doordarshan is striving to provide impactful and meaningful programmes to become the preferred channel of choice of people. It is the constant endeavour of Doordarshan to modernize its infrastructure and improve the quality of programmes. Doordarshan has taken several measures to improve the quality of content including providing training to its Technical and Programming staff, capacity building of Content Producers, improving the quality of presentation, enhanced visibility on Social Media etc.

ANNEXURE

ANNEXURE REFERRED IN REPLY TO PART (a) OF LOK SABHA UNSTARRED QUESTION NO.1386 FOR ANSWER ON 26.07.2018

Source : Broadcast Audience Research Council (BARC)

All India 2+, NCCS ALL

Average Impressions in Lakhs

S.N o.	Channel	Yr 2016	Yr 2017	Yr 2018 (till 13th July)
1	DD National	1393	1430	526
2	DD News	122	147	106
3	DD Bharati	24	31	30
4	DD Sports	60	144	497
5	DD Urdu	17	18	25
6	DD Kisan	58	67	72
7	DD India*			21
8	DD Punjabi	325	306	283
9	DD Kashir	7	11	12
10	DD Bihar	21	32	41
11	DD Madhya Pradesh	29	31	36
12	DD Uttar Pradesh	44	37	30
13	DD Rajasthan	20	29	27
14	DD Bangla	54	74	54
15	DD North East	11	16	17
16	DD Oriya	26	47	31
17	DD Girnar	29	52	42
18	DD Sahyadri	115	228	218
19	DD Chandana	62	104	110
20	DD Malayalam	41	42	32
21	DD Podhigai	99	118	98
22	DD Saptagiri**		49	66
23	DD Yadagiri	28	42	80

* Doordarshan started taking Viewership data (from BARC) of DD India channel from April, 2018.

** DD Saptagiri has been watermarked in 2017 for taking Viewership data from BARC.

Note: (i) Viewership data for the year 2015 is not available for the entire year as the data from BARC was subscribed only from October, 2015.

(ii) At present DD is subscribing only for 23 Channels (07 national channels and 16 regional channels). DD is not subscribing any viewership data of State networks.
