

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

**LOK SABHA
UNSTARRED QUESTION NO.1706
(TO BE ANSWERED ON 20.12.2018)**

REVENUE GENERATION THROUGH ADVERTISEMENT

1706. SHRI ASADUDDIN OWAISI:

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) whether the revenue generation through advertisement by Doordarshan (DD) is very low and if so, the details thereof;
- (b) whether there is a need to revamp the DD on its contents to attract more audience;
- (c) if so, the details thereof;
- (d) whether the Government proposes any plan to revamp DD and its regional and national channels with better quality contents to get more advertisement to raise revenue and if so, the details thereof;
- (e) the amount of money generated by DD during the last three years through advertisement; and
- (f) the steps taken or being taken by the Government thereto?

ANSWER

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

(a) No, Madam.

(b) to (d): Prasar Bharati has informed that it is the constant endeavour of Doordarshan to modernize its infrastructure and improve the quality of programmes. Reviewing and enhancing the content quality is a continuous process. 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. 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 through Youtube/Twitter/Facebook. Many Doordarshan channels have seen an increase in viewership due to above mentioned initiatives.

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(e) & (f): The revenue generated through commercials by Doordarshan during the last three years is as under:-

(Figures in crores)

Financial Year	Commercial Revenue of Doordarshan
2015-16	750.47
2016-17	828.47
2017-18	884.39
