

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

**LOK SABHA
UNSTARRED QUESTION NO. 2712
TO BE ANSWERED ON 27/12/2018**

CRITERIA TO BROADCAST ADVERTISEMENTS

2712. SHRI LAKHAN LAL SAHU:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Government has laid down any criteria to show advertisements in various languages including Hindi and English on private television channels and Doordarshan;
- (b) if so, the details thereof;
- (c) the total revenue earned by Doordarshan and All India Radio (AIR) through advertisements and other programmes during each of the last three years and the current year; and
- (d) the manner in which the said revenue has been utilized during the said period?

ANSWER

**MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF
INFORMATION & BROADCASTING
[COL RAJYAVARDHAN RATHORE (Retd.)]**

(a) & (b): Advertisements telecast on Private TV channels are required to adhere to the Advertising Code prescribed under the Cable TV Networks (Regulation) Act, 1995 and Rules framed thereunder. Action is taken whenever any violation of Code is established.

Prasar Bharati has informed that advertisements on Doordarshan are telecast as per the Doordarshan broadcast code/commercial code in conformity with Programme & Advertising codes enshrined under the Cable Television Network (Regulation) Act, 1995.

(c): Revenue earned by Doordarshan

Year	Net Amount (excluding Service Tax & Commission) Rs. In Cr
2015-16	753.84
2016-17	828.47
2017-18	884.43
2018-19 (upto November, 2018)	545.80

Contt.....2/-

Revenue earned by All India Radio (AIR) :

Years	Revenue (Rs. In Cr)
2015-16	454.21(*)
2016-17	478.43
2017-18	465.41(**)
2018-19 (upto November, 2018)	290.60

(*) Inclusive of Discounts/Concessions

(**) Exclusive of Discounts/Concessions

From 2017-18 revenue data is maintained on net basis only.

(d) The funds so generated are mainly utilized for programme production expenses and content generation apart from maintenance of Prasar Bharati infrastructure.
