

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

**LOK SABHA
UNSTARRED QUESTION NO. 3810
TO BE ANSWERED ON 03.01.2019**

**POPULARITY OF PRINT MEDIA
3810. SHRI RAM KUMAR SHARMA**

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

- (a) whether the extension and popularity of Print-Media have increased in the country in comparison to other broadcasting media such as television and radio and if so, the details thereof;
- (b) the status of the print media during the last five years; and
- (c) the reasons for comparative increase in extension and popularity of print media?

ANSWER

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

(a) to (c): While there are no official studies conducted on the comparative popularity of various media, growth in number of publications (including newspapers) registered with Registrar of Newspapers for India (RNI) has ranged from 2.98% to 5.95% in the last five years. Various factors including low prices, easy access, growth in education, etc. have contributed to the continued readership growth of print media.
