

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

**LOK SABHA
UNSTARRED QUESTION No. 1318
(TO BE ANSWERED ON 28.6.2019)**

INTEGRATED MEDIA CAMPAIGN

1318. SHRIMATI POONAM MAHAJAN:

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

- (a) whether Government has created an online system of integrated media campaign that relies heavily on inputs by client Ministries regarding their target audiences;
- (b) if so, the details thereof;
- (c) whether the online system will later graduate into an automated system of payment to news/TV agencies carrying advertisements, thereby reducing backlogs and ensuring timely payments; and
- (d) if so, the details thereof?

ANSWER

THE MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE; AND MINISTER OF INFORMATION AND BROADCASTING {SHRI PRAKASH JAVADEKAR}

(a) & (b) Bureau of Outreach and Communication (BOC), (erstwhile DAVP) a media unit, under Ministry of Information & Broadcasting has developed an online system which is used for media planning and release of advertisements to different media vehicles, viz. TV/Radio/print/CRS/New media. Under this system, the client Ministries/Departments provide inputs about their requirements with regard to target audience, budget, choice of medium, focus states/regions, genre of channels etc., which are utilised to prepare a media plan.

(c) & (d) BOC has developed an online billing and payment system for speedy payment to the news/TV agencies.
