

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

**LOK SABHA**  
**UNSTARRED QUESTION NO.4423**  
**(TO BE ANSWERED ON 28.03.2023)**

**VIEWERSHIP OF DOORDARSHAN**

**4423. MS. RAMYA HARIDAS:**

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

- (a) whether the Doordarshan's viewership has been declining sharply in recent years;**
- (b) if so, the reasons therefor and measures taken by the Government to arrest this decline; and**
- (c) the details of revenue generated in Doordarshan through advertisements during the last five years and the current year and break-up-wise?**

**ANSWER**

**THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS & SPORTS (SHRI ANURAG SINGH THAKUR)**

**(a) & (b): Prasar Bharati has informed that there has been fluctuating trend in viewership among the Doordarshan channels and the viewership for DD Retro, DD Sports & DD Punjabi channels are in rising trend since 2021 onwards. Doordarshan has been revamping the content of the channels both at National and Regional levels to enhance viewership.**

**A number of mega shows have been launched along with new serials to attract viewers across different segments. Doordarshan is also strengthening its marketing vertical for publicity of programmes.**

**(c) The revenue generated in Doordarshan through advertisements during the last five financial years is Rs.2077.02 crore and the revenue for the current year upto January, 2023 is Rs.155.36 crore.**

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