

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

**LOK SABHA**

**UNSTARRED QUESTION NO.3229**  
**(TO BE ANSWERED ON 13.03.2020)**

**REVENUE GENERATION THROUGH ADVERTISEMENTS BY**  
**DOORDARSHAN**

**3229. SHRI ASADUDDIN OWAISI:**

**SHRI SYED IMTIAZ JALEEL:**

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

**(a) the total revenue generated by DD during the last three years**  
**through advertisements;**

- (b) whether it is a fact that despite the wide reach of DD network, its revenue generation through advertisement is very low;**
- (c) if so, whether there is a need to revamp the DD on its contents and attracting more audience and if so, the details thereof;**
- (d) whether there is any plan to revamp Doordarshan on its regional and national channels with better quality contents to get more advertisement to raise revenue; and**
- (e) the further steps taken or being taken by the Government in this regard?**

**ANSWER**

**THE MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE; MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES (SHRI PRAKASH JAVADEKAR)**

**(a) & (b): The commercial revenue generated by Doordarshan (DD), including through advertisement on all Doordarshan channels during the last three years is as under: -**

**(Rupees in crores)**

<b>Financial Year</b>	<b>Revenue generated through advertisement on DD channels</b>	<b>Other Revenue</b>	<b>Total commercial revenue generated by DD</b>
<b>2016-17</b>	<b>563.15</b>	<b>265.32</b>	<b>828.47</b>
<b>2017-18</b>	<b>607.08</b>	<b>277.31</b>	<b>884.39</b>
<b>2018-19</b>	<b>553.55</b>	<b>412.95</b>	<b>966.50</b>

**(c) to (e): The revamping of the content of Doordarshan Channels is a continuous process to cater to the tastes and needs of the viewers with changing time.**

**In this regard, Prasar Bharati is having plans for acquisition of Licensed Ready-Made Audio-Visual Content for its Doordarshan Channels so as to have variety of content for its viewers. Further, Prasar Bharati is in the process of finalizing plans of e-Auction based Monetisation of slots on National and Regional Doordarshan Channels, so as to have quality programmes for the viewers competitively on different genre-time basis in its channels.**

**In addition, the introduction of video walls in the studios and ongoing efforts of HD upgradation will also go in a long way to attract the viewers.**

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