

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

**LOK SABHA**

**UNSTARRED QUESTION NO.2676**

**(TO BE ANSWERED ON 02.08.2022)**

**VIEWERSHIP MARKET**

**2676. SHRI RAMALINGAM S.:**

**SHRI T.R. BAALU:**

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

- (a) whether the Government is aware of the fact that TV viewership of the Doordarshan has come down drastically for the last many years as they are unable to withstand competition from the private TV channels;**
- (b) if so, the details thereof of viewership market share of Doordarshan vis-à-vis private TV channels along with the reasons therefor;**
- (c) whether the Government has any proposal to improve the quality of programmes telecast on the Doordarshan so as to compete with the other private channels in the country and if so, the details thereof; and**
- (d) the details of investments made by Doordarshan/ Government during the last three years and other action taken to improve the quality of transmission and programmes of Doordarshan to make it at par with private TV channels?**

## **ANSWER**

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

**(a) & (b) Prasar Bharati has informed that Doordarshan Channels have overall maintained almost same positions in their genres vis-a-vis private channels in the last three years as per Broadcast Audience Research Council (BARC) ratings. As per BARC data for the subscribed DD channels, Gross Unique viewership across the Network for last three years and the current year (upto week 28), is as under:**

<b>Year</b>	<b>Gross Unique Viewership (in Millions) for DD Channels (SD only)</b>
<b>2019</b>	<b>760.4</b>
<b>2020</b>	<b>747.0*</b>
<b>2021</b>	<b>684.9*</b>
<b>2022#</b>	<b>633.1</b>

**\* Viewership data for DD News and DD India till 02.10.2020 and then from Dec. 2021 and March 2022.**

**# Till second week of July, 2022 (week 28)**

**Prasar Bharati is the public broadcaster and its primary duty is to carry out public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television. Its purpose is not solely commercial but to reach those areas where no private broadcaster would venture.**

**(c) & (d) Doordarshan is committed to quality content and have accordingly taken several steps to produce and acquire high quality**

**programmes for its network. DD has also launched Content Sourcing Portal for submission of suo-moto proposals under Direct Assignment Process (DAP) by production houses.**

**Doordarshan stations across the country are also upgraded with the introduction of latest equipments, video walls etc. for quality production. The quality of program production, post production and telecast/broadcast has improved with the modernization/upgradation.**

**The Broadcasting Infrastructure and Network Development (BIND) scheme introduced in the year 2017-18 has inter-alia components for modernisation and augmentation of capital infrastructure of Doordarshan to improve the quality of transmission and programmes.**

**Year-wise allocation and expenditure is given below:**

**Figures in Rs. crore**

<b>Financial Year</b>	<b>Funds Allocated</b>	<b>Expenditure</b>
<b>2019-20</b>	<b>235.40</b>	<b>289.02*</b>
<b>2020-21</b>	<b>183.03</b>	<b>201.65*</b>
<b>2021-22</b>	<b>175.00</b>	<b>161.60</b>
<b>Total</b>	<b>593.43</b>	<b>652.27</b>

**\* Including unspent balance of previous year.**

**\*\*\*\*\***