

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

**LOK SABHA**  
**UNSTARRED QUESTION NO.2697**  
**(TO BE ANSWERED ON 02.08.2022)**

**GROSS UNIQUE VIEWERSHIP OF DD CHANNELS**

**2697. SHRI MANOJ KOTAK:**

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

- (a) whether it is a fact that the Gross Unique Viewership of Doordarshan (DD) Channels has not increased during the last three years and the current year;**
- (b) if so, the reason therefor and the details of the Gross Unique Viewership of DD Channels during the last three years and the current year; and**
- (c) the details of the steps taken/being taken by the Government to increase the viewership?**

**ANSWER**

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

**(a) to (c):** 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.**

**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 Kendras across the country are 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.**

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