

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 446**  
**TO BE ANSWERED ON 27.11.2024**

**DUAL RECOVERY BY PAY CHANNELS**

**446. SHRI ESWARASAMY K:**

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

- (a) whether it is true that on one hand the pay channels are charging money from the advertising companies and on the other hand they also collect money from the people who watch these programmes;
- (b) if so, the details thereof and the reasons/justifications therefor;
- (c) the steps taken by the Government to check the same; and
- (d) the countries where the practice of dual recovery of revenue is prevalent?

**ANSWER**

**THE MINISTER OF RAILWAYS, INFORMATION AND BROADCASTING AND  
ELECTRONICS AND INFORMATION TECHNOLOGY**

**(SHRI ASHWINI VAISHNAW)**

(a) to (d): The pay channels charge money from the advertising companies for placing their advertisements during telecast of a programme. They also get their share from the amount charged by distribution companies (subscription charges) based on the interconnect agreements between them.

While the rate of advertisement is market determined, subscription from viewers are decided on the basis of the Tariff and Interconnect agreement and other relevant regulations of TRAI. Notwithstanding, the Government has prescribed a limit on the duration of advertisements on the television channels.

There is no specific data regarding the dual recovery of revenue by pay channels in other countries.

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