

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

**LOK SABHA  
STARRED QUESTION NO. 46  
(TO BE ANSWERED ON 26.02.2016)**

**VIEWER RATINGS OF DD PROGRAMMES**

**\*46. SHRI D.K. SURESH:**

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

- (a) the details of the television viewer ratings of the Doordarshan (DD) programmes in the country;
- (b) whether the viewer ratings of the DD programmes is on the decline, if so, the reasons therefor;
- (c) whether the Government has any plan to increase the viewership of DD programmes; and
- (d) if so, the details thereof along with the other measures taken/being taken by the Government to improve the quality and content of the DD programmes?

**ANSWER**

**THE MINISTER OF FINANCE; MINISTER OF CORPORATE AFFAIRS;  
AND MINISTER OF INFORMATION AND BROADCASTING  
(SHRI ARUN JAITLEY)**

(a) to (d): A statement is laid on the Table of the House.

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**STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF  
LOK SABHA STARRED QUESTION NO. 46 FOR ANSWER ON  
26.02.2016**

(a) to (d): As per the Broadcast Audience Research Council (BARC) data including rural viewership initiated in October 2015, the ratings of DD seem to have stabilized. The data of viewership of Doordarshan during last four months is Annexed. However, it is a constant endeavor of Doordarshan to improve upon its programmes by reviewing content and quality from time to time with a view to sustain the interest of the viewers and increase television viewership ratings. Doordarshan procures content through various notified schemes. Adaptive and flexible business strategies are imperative to survive in a highly competitive Television market and accordingly DD is recalibrating its current approach with a new policy on slot sales. In consonance with this the Prasar Bharati Board has decided to invite good external programmes to be telecast on all its channel for further enhancing viewership.

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**ANNEXURE**

**ANNEXURE REFERRED TO IN REPLY OF PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION No. 46 FOR ANSWER ON 26.02.2016**

**DETAILS OF MONTH-WISE VIEWERSHIP OF DD CHANNELS, AS PER BROADCAST AUDIENCE RESEARCH COUNCIL ( BARC ) RATINGS ARE AS UNDER:-**

**{ All India, New Consumer Classification System (NCCS) 4+}  
(Average Ratings %)**

S.No.	Channel	October, 2015	November, 2015	December, 2015	January, 2016
1.	DD National	59.2	36.0	29.3	46.6
2.	DD Bharati	0.2	0.3	0.2	0.2
3.	DD Kisan	0.7	1.1	1.3	1.1
4.	DD News	2.9	2.9	2.6	2.6
5.	DD Sports	1.0	0.8	1.0	1.1
6.	DD Urdu	0.2	0.2	0.2	0.4

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