

(a) whether Government is aware that in January, 2010 a Telugu TV Channel "TV 5" aired false and malicious story against some big corporate house resulting into large scale violence in Hyderabad; and

(b) if so, what action Government has taken against that channel for false, concocted and malicious story?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHARY MOHAN JATUA): (a) and (b) A complaint in this regard has been received which is under examination in this Ministry.

Popularity of Doordarshan Programmes

1887. SHRIMATI SHOBHANA BHARTIA:

SHRI N.K. SINGH:

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

(a) whether the various programmes telecasted on Doordarshan including news are not as popular as compared to programmes telecast by private channels;

(b) if so, the reasons therefor;

(c) whether Government has made any efforts to improve the quality of programmes being telecasted by Doordarshan and to compete with the private channels; and

(d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHARY MOHAN JATUA): (a) and (b) Prasar Bharati have informed that as per Television Audience Measurement (TAM) Report, DD National with (1.22%) of Television Rating of Programmes (TRP) is on 1st rank as compared to major private channels (details are given in the Statement-I (See below). In the top 20 programmes of the total market including terrestrial as well as all other cable and satellite channels, 11 programmes are from DD National (details are given in Statement-II (See below). The TRP of DD National and other Private Channels in all Cable and Satellite (C&S) Homes (excluding terrestrial) in age group 4+ from 21/2/10-27/2/10 is given in Statement-III (See below). In this segment the TRP of DD is slightly lower than some other private channels. As regards news, Doordarshan is known for factual and authentic news as it never presents sensational and speculative news. Except TRP of Aaj Tak and Star News (0.07 & 0.05% respectively), TRP of DD News with 0.04% is higher than other news channels (details are given in Statement-IV (See below).

(c) and (d) Prasar Bharati have informed that improvement of quality of OD programmes is a continuous process. Prasar Bharati has been constantly aiming for excellence both in terms of content and quality by taking steps like:

- i) reviewing quality of serials/programmes telecast on its various channels continuously for further improvement in the content and technical quality of the transmission.
- ii) acquiring quality software from various software houses/producers through Self Financing Commissioned (SFC) Scheme.
- iii) outsourcing good Feature Films for telecast on DD-1 on different themes.
- iv) by improving overall quality of the in-house programmes by outsourcing better talent.

Statement-I

TAM Report

No.	Channel	Time To Universe Sample	000s 214840 30259	TVR%	Share
1	DD1	23:59	2629	1.22	9.18
2	Zee TV	23:59	1334	0.62	4.66
3	Star Plus	23:59	1627	0.76	5.68
4	Colors	23:59	1477	0.69	5.16
5	Sony Entertainment	23:59	734	0.34	2.56
6	MAX	23:59	607	0.28	2.12
7	Neo Cricket	23:59	1410	0.66	4.92
8	Zee Cinema	23:59	636	0.30	2.22
9	Star Gold	23:59	490	0.23	1.71
10	NDTV Imagine	23:59	638	0.30	2.23
11	Star One	23:59	180	0.08	0.63
12	Sahara One	23:59	138	0.06	0.48
13	Star Utsav	23:59	100	0.05	0.35

Statement-II

Top 20 programmes to total market

No.	Channel City	Date	Days	Time From	Programme	Genre	TVR% 214840 30259
1	2	3	4	5	6	7	8
1	Star Plus	02/22/2010	Mon	21:31	Yeh Rishta Kya Kehlata Hai	Serials	4.75
2	Star Plus	02/24/2010	Wed	21:00	Bidayi	Serials	4.74

1	2	3	4	5	6	7	8
3	DD1	02/24/2010	Wed	18:45	L/T Microm MOB Cup-10	Cricket Match	3.96
4	DD1	02/25/2010	Thu	21:10	Nanhisi Kali Meri Laadli	Serials	3.84
5	Neo Cricket	02/21/2010	Sun	18:45	L/T Microm MOB Cup-10	Cricket Match	3.82
6	Zee TV	02/26/2010	Fri	21:01	Pavitra Rishta	Serials	3.79
7	DD1	02/21/2010	Sun	18:45	L/T Microm MOB Cup-10	Cricket Match	3.72
8	DD1	02/26/2010	Fri	21:02	Samman ek Adhikar	Serials	3.72
9	Zee TV	02/25/2010	Thu	21:00	Pavitra Rishta	Serials	3.5
10	DD1	02/22/2010	Mon	21:36	Tum Dena Saath Mera	Serials	3.42
11	DD1	02/25/2010	Thu	21:41	Krazzy Kiya Re	Talent Search/F	3.41
12	Colors	02/22/2010	Mon	21:59	Uttaran	Serials	3.4
13	Colors	02/23/2010	Tue	22:30	Na Aana is des Laado	Serials	3.13
14	DD1	02/26/2010	Fri	20:32	Sid Faarz	Serials	3.09
15	DD1	02/24/2010	Wed	22:05	Fourth Umpire	Cricket Match	2.83
16	Zee TV	02/22/2010	Mon	20:00	Jhansi Ki Rani	Mythological/Co	2.81
17	DD1	02/22/2010	Mon	20:33	Kyonki Jeena isi ka naam hai	Serials	2.76
18	DD1	02/22/2010	Mon	22:05	Bharat Ki Shaan-CR	Talent Search/F	2.73
19	Colors	02/25/2010	Thu	20:00	Balika Vadhu	Serials	2.72
20	DD1	02/21/2010	Sun	9:04	Chulbuli Filmy Chatpati	Children Progra	2.6

Based on the highest TRP of a particular day

Out of Top 20 programmes, 11 programmes are from DD National

Statement-III

*TRP of DD National & other Private Channels in all 4+ C&S
Homes from 21/2/10- 27/2/10*

	000's	TRP (%)
Total market (CS 4+ YRS)	Universe Sample	179264 23223
Channel		
DD1	485	0.27
Aaj Tak	131	0.07
NDTV Imagine	483	0.27
Sahara One	110	0.06
Star Gold	380	0.21
Star Plus	1232	0.69
Sun TV	825	0.46
Zee Cinema	495	0.28
Zee News	78	0.04
Zoom	62	0.03
Zee TV	1008	0.56
Sony Entertainment TV	564	0.31
Colors	1121	0.63
Max	480	0.27
Neo Cricket	1073	0.6
Star Utsav	79	0.04

Statement-IV

TRP of DD News vis-a-vis other news channels

Market: All India [ALL4+YRS]				
No.	Channel	000s	TVR%	Share
		214840		
		30259		
1	2	3	4	5
1	DD News	96	0.04	0.35
2	Aaj Tak	158	0.07	0.58
3	Star News	108	0.05	0.40

1	2	3	4	5
4	Zee News	95	0.04	0.35
5	NDTV India	61	0.03	0.23
6	NDTV 24x7	17	0.01	0.06
7	CNN IBN	23	0.01	0.08
8	CNBC TV18	18	0.01	0.07
9	Times Now	24	0.01	0.09
10	Zee Business	10	0.00	0.04
11	News 24	42	0.02	0.15

MRP for cable connection

1888. SHRI BHARATKUMAR RAUT: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that no specific provision is there for Maximum Retail Price (MRP) per cable connection in the Cable Television Networks (Regulation) Act, 1995;

(b) whether in the absence of this provision, no uniform MRP for cable connection is being followed by the cable operators in the country;

(c) whether the Government of Maharashtra has submitted a proposal in this regard; and

(d) if so, what steps Government proposes to take to amend the Cable Television Networks (Regulation) Act to avoid heavy competition among cable operators and stabilize the system?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHARY MOHAN JATUA): (a) As per the provisions of the Section 4A(4) of the Cable Television Networks (Regulation) Act, 1995, the Central Government may by gazette notification in public interest, specify the maximum amount which a cable operator may demand from the subscriber for receiving the programmes transmitted in the basic service tier provided by such cable operator. Further under Section 11(2) of the Telecom Regulatory Authority of India Act 1997, the Telecom Regulatory Authority of India (TRAI) is empowered to fix rates of telecom services which service providers can charge from the subscriber.

(b) The TRAI vide its Telecommunication (Broadcasting and Cable) Services (Second) Tariff Order, 2004 dated 1st October 2004 as amended from time to time, has prescribed ceilings at consumer level for cable TV charges in non-CAS areas. The ceilings (excluding taxes) prescribed