

(b) By and large, National Film Awards have been free of controversies in the past.

(c) National Film Awards are governed by Regulations, which are published and put in the public domain. The Awards are decided on merit by an independent jury. However, as the Awards pertain to cinema, which is a high profile industry, there is always heightened media interest.

#### **Viewership/Listenership of AIR**

2508. SHRI S. ANBALAGAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that viewers/listeners of Doordarshan and AIR are very few when compared to private television and Radio channels;

(b) if so, the details thereof during the last three years, year-wise, separately for both the media;

(c) whether any definite percentage is proposed to be fixed for viewership/listenership to every DD Kendra and AIR Station; and

(d) if so, the details thereof including the strict action proposed to be taken against the staff of DD and AIR in the cases of less audience of their monotonous programme?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA):

(a) No, Sir. Prasar Bharti has informed that as per the TAM report, TRP of DD National Channel is in the first position, as compared to private channels, during all the calendar years 2009 (1.09), 2008 (1.39) and 2007 (1.62). AIR has also informed that as per the studies conducted by Audience Research Unit of AIR, the audience of AIR has been increasing steadily over the last few years.

(b) The details of TRP of DD National Channel is given in the Statement (See below). National average listenership pattern of AIR during the last three years is as follows:

Year	Percentage of listenership
2006-07	52.0
2007-08	54.0
2008-09	58.0

(c) Prasar Bharati has informed that no definite percentage has been fixed for AIR Stations and Doordarshan Kendras.

(d) Constant efforts are being made to improve the quality of programmes so as to increase the viewership/listenership of DD Kendras and AIR Stations.

**Statement**

*TRP of DD and Other Private Channels*

*(calendar year 2009)*

ALL 4 + Viewers

Sl.No.	Channel	000s 197323 29271	TVR	Share
1	2	3	4	5
1.	DD1	2160	1.09	8.72
2.	DD News	119	0.06	0.48
3.	DD Sports	7	0.00	0.03
4.	DD Rajya Sabha	2	0.00	0.01
5.	DD Bharati	3	0.00	0.01
6.	DD India	4	0.00	0.02
7.	DD Gyan Darshan	1	0.00	0.00
8.	DD Urdu	1	0.00	0.01
9.	DD North East	1	0.00	0.00
10.	Colors	1225	0.62	4.94
11.	Zee TV	1070	0.54	4.31
12.	Star Plus	1234	0.63	4.98
13.	Sony Entertainment	530	0.27	2.14
14.	NDTV Imagine	425	0.22	1.71
15.	MAX	882	0.45	3.56

1	2	3	4	5
16.	Neo Cricket	172	0.09	0.69
17.	Zee Cinema	660	0.33	2.66
18.	Star Gold	423	0.21	1.71
19.	Star One	248	0.13	1.00
20.	Sahara One	161	0.08	0.65
21.	Star Utsav	100	0.05	0.40

*TRP of DD and Other Private Channels*

*(Calendar year 2008)*

ALL 4 + Viewers

Sl.No.	Channel	000s	TVR	Share
		169843		
		26247		
1	2	3	4	5
1.	DD1	2358	1.39	11.18
2.	DD News	143	0.08	0.68
3.	DD Sports	13	0.01	0.06
4.	DD Rajya Sabha	1	0.00	0.00
5.	DD Bharati	2	0.00	0.01
6.	DD India	5	0.00	0.02
7.	DD Gyan Darshan	0	0.00	0.00
8.	DD Urdu	1	0.00	0.00
9.	DD North East	1	0.00	0.00
10.	Colors	288	0.17	1.37
11.	Zee TV	798	0.47	3.78
12.	Star Plus	1073	0.63	5.08

1	2	3	4	5
13.	Sony Entertainment TV	333	0.20	1.58
14.	NDTV Imagine	265	0.16	1.26
15.	MAX	718	0.42	3.40
16.	Neo Cricket	140	0.08	0.66
17.	Zee Cinema	521	0.31	2.47
18.	Star Gold	355	0.21	1.68
19.	Star One	268	0.16	1.27
20.	Sahara One	208	0.12	0.99
21.	Star Utsav	98	0.06	0.46

*TRP of DD and Other Private Channels  
(Calendar year 2007)*

ALL 4 + Viewers

Sl.No.	Channel	000s 169843 24068	TVR	Share
1	2	3	4	5
1.	DD1	2756	1.62	13.28
2.	DD News	163	0.10	0.79
3.	DD Sports	9	0.01	0.05
4.	DD Rajya Sabha	1	0.00	0.00
5.	DD Bharati	5	0.00	0.02
6.	DD India	6	0.00	0.03
7.	DD Gyan Darshan	0	0.00	0.00
8.	DD Urdu	0	0.00	0.00
9.	DD North East	0	0.00	0.00
10.	Colors	0	0.00	0.00

1	2	3	4	5
11.	Zee TV	904	0.53	4.35
12.	Star Plus	1298	0.76	6.25
13.	Sony Entertainment TV	425	0.25	2.05
14.	NDTV Imagine	0	0.00	0.00
15.	MAX	620	0.37	2.99
16.	Neo Cricket	0	0.00	0.00
17.	Zee Cinema	518	0.31	2.50
18.	Star Gold	381	0.22	1.84
19.	Star One	236	0.14	1.14
20.	Sahara One	276	0.16	1.33
21.	Star Utsav	108	0.06	0.52

**Non-depiction of Hindi Films in Manipur**

†2509. SHRI KALRAJ MISHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether a single Hindi film has not been shown in cinema halls in Manipur during the last ten years due to ban on the same by militants and whether network of those cable operators, who tried to show Hindi films were destroyed;

(b) if so, the steps taken by Government to remove this ban imposed by militants; and

(c) since majority population in the State wants to watch Hindi films, the steps Government plans to take in future for fulfillment of this wish of the people?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (DR. S. JAGATHRAKSHAKAN) : (a) As informed by the Government of Manipur, at present, Hindi films are

†Original notice of the question was received in Hindi.