

from the date from which the annual license fee becomes payable and the permission period of fifteen (15) years begins.

- The revised fee structure has also been made applicable for a period of three years, from the date of issuance of Guidelines, to the existing operators in these States to enable them to effectively compete with the new operators.
- Apart from the fee relaxation, it is further proposed that Prasar Bharati infrastructure would be made available at half the lease rentals for similar category cities in such areas.
- The limit on the ownership of Channels, at the national level, allocated to an entity has been retained at 15%. However channels allotted in Jammu and Kashmir, North Eastern States and island territories will be allowed over and above the 15% national limit to incentivise the bidding for channels in such areas.

Modern technology in information and broadcasting sector

†2696. SHRI RAM JETHMALANI:

SHRI SHIVANAND TIWARI:

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

(a) whether it is a fact that the development of information and broadcasting industry is being envisaged by using modern technology in this sector of the country rapidly;

(b) if so, Government's reaction thereto and the assessment of growth rate in this new context during the last five years;

(c) whether the common man has also got benefited by this development; and

(d) if so, the details of those benefits and the share of economic gain in these benefits?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) and (b) Yes, Sir. As emerging new technologies and convergence are revolutionizing the Indian Information and Broadcasting sector, one of the key thrust areas of the Ministry has been to promote the growth of digital content delivery platform. The major initiatives taken by the Ministry in the field and the growth rate are given in Statement-I (*See below*).

(c) Yes, Sir.

†Original notice of the question was received in Hindi.

(d) The details of benefits to the common man are given in Statement-II (See below). In so far as the Government is concerned, the basic objective is to provide information and entertainment to the common man. Economic gains cannot be exactly quantified.

Statement-I

The major initiatives taken by the Ministry

The Ministry has been constantly promoting multiple digital distribution platforms to achieve the twin objective of enabling content creators to disseminate contents from various platforms and providing a wider choice to viewers at the same time. Some of the initiatives taken by the Ministry are as follows:-

- (i) In 2001, the Government has laid down policy guidelines for DTH operations (Digital Addressable System) in India.
- (ii) In 2009, the Government, in consultation with TRAI has laid down policy frame works for introduction of Headend-In-The-Sky (HITS) mode of delivery of content to cable operators.
- (iii) The Government is presently implementing digitalization with addressability in the cable sector to address the draw back of the existing analog system and has also notified sunset days for implementing digitalization in a phased manner, leading to complete switch off of analog services by 31st December, 2014.
- (iv) The Government is proposing to digitalize all AIR Stations by 2017. In the digital radio transmission, AIR is running a test transmission based on Digital Radio Mondiale 1 Technology since 2009.
- (v) In respect of Doordarshan, emphasis is being laid on digitalization of terrestrial transmitters.
- (vi) In so far as Information Sector is concerned, efforts are being made to adopt new technologies to the extent possible.

As per FICCI-KPMG Indian Media and Entertainment Report-2012, the size and the growth rate of the Television and Radio Industry are as follows:

(Rs. In billions)					
Industry/Year	2007	2008	2009	2010	2011
Television	211 (15.3%)	241.0 (14.2%)	257.0 (14.2%)	297.0 (15.6%)	329.0 (10.8%)
Radio	7.4 (23.3%)	8.4 (13.5%)	8.3 (-1.2%)	10.0 (20%)	11.5 (15%)

The figures in brackets indicate the Growth Rate with respect to previous year.

Statement-II

The details of benefit to common man

The benefits accrued to the common man because of the use of modern technology in the broadcasting sector.

- (i) DTH technology proved to be useful in reaching remote areas in which the cable networks do not exist.
- (ii) Digital Addressable System (DAS) will bring in benefits to all the stakeholders. In case of consumers, the benefits will be in terms of superior picture quality, availability of choice to select channels and a large bouquet of channels, in addition to certain value added services like video and games on demand. In case of Cable Operators, it will help them offer state-of-the-art service and thus withstand competition with DTH, which is already digital.
- (iii) FM expansion in the country has enabled the common man to receive FM programmes on cheap receiver sets and on Mobile Phone which are easily available.
- (iv) News on Phone Service would enable the public to access the News by dialing specific numbers.
- (v) News on bulletin is being uploaded on website for easy access through Internet.
- (vi) 21 radio channels of AIR are available through DD Direct plus DTH platform (Kuband). People can enjoy these programmes of different languages, which can be received in any part of the country through a set top box on DTH Platform.

Commercialisation of information and broadcasting sector

†2697. SHRI RAVI SHANKAR PRASAD:

SHRI SHIVANAND TIWARI:

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

- (a) whether it is a fact that today, information and broadcasting sector in the country has been turned into a source of getting financial benefits by its complete commercialisation;
- (b) if so, the Government's reaction thereto;
- (c) whether paid news and commercialisation have put a question mark on the authenticity of this sector; and
- (d) if so, Government's reaction thereto?

†Original notice of the question was received in Hindi.