

Travelling allowances for members of CBFC

†380. DR. YOGENDRA P. TRIVEDI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government thinks to increase the travelling allowance of the members of Central Board of Film Certification (CBFC), Mumbai;
- (b) whether the amount of Rs. 800 on TA/DA is too meagre in the present time of price rise;
- (c) whether Government would make an increase in the TA/DA in accordance with price escalation;
- (d) if not, the reasons therefor; and
- (e) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI) : (a) to (e) At present, a consultancy fee is paid to CBFC members @ Rs.800/- per day. No separate TA/DA is paid. A proposal has been received from CBFC for enhancing this consultancy fee from Rs.800/- to Rs.1200/-. However, whenever, the CBFC Board members have to travel outside Mumbai, their travel expenses are duly met.

Growth of advertisement industry

†381. SHRI RAVI SHANKAR PRASAD: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether it is a fact that the indications of continuous growth in advertisement industry have been received in the country during the last years;
- (b) if so, the details of assessment of rate of growth from 2009 to 2012, so far;
- (c) whether it is also a fact that newspapers and television have the largest share in advertisement industry in the country; and
- (d) if so, the rate of growth of advertisement industry in these sectors from 2009 to 2012?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) to (d) Yes, Sir. As per the Report on Media and Entertainment Industry, 2012 by Federation of Indian Chambers of

†Original notice of the question was received in Hindi.

Commerce and Industry (FICCI)-KPMG, the growth rate in advertising/broadcasting industry and the total value of business transacted during the period 2007 to 2011 are given in Statement (*See below*).

As per FICCI-KPMG Report 2012, print and television sector have the largest share in the advertisement industry in the country. The details are given in Annexure.

Statement

Growth of advertising/broadcasting industry

Overall Industry Size (INR Billion)

	2007	2008	2009	2010	2011	Growth in 2011 over 2010
TV	211.0	241.0	257.0	297.0	329.0	10.8%
Print	160.0	172.0	175.2	192.9	208.8	8.3%
Film	92.7	104.4	89.3	83.3	92.9	11.5%
Radio	7.4	8.4	8.3	10.0	11.5	15.0%
Music	7.4	7.4	7.8	8.6	9.0	4.7%
OOH	14.0	16.1	13.7	16.5	17.8	7.6%
Animation & VFX	14.0	17.5	20.1	23.6	31.0	31.2%
Gaming	4.0	7.0	8.0	10.0	13.0	30.0%
Digital Advertising	4.0	6.0	8.0	10.0	15.4	54.0%
TOTAL	514	580	587	652	728	11.7%

Advertising Revenue (INR Billion)

	2007	2008	2009	2010	2011	Growth in 2011 over 2010
1	2	3	4	5	6	7
TV	71.0	82.0	88.0	103.0	116.0	12.6%
Print	100.0	108.0	110.4	126.0	139.4	10.6%

1	2	3	4	5	6	7
Radio	7.4	8.4	8.3	10.0	11.5	15.0%
OOH	14.0	16.1	13.7	16.5	17.8	7.6%
Digital Advertising	4.0	6.0	8.0	10.0	15.4	54.0%
TOTAL	196.0	220.0	228.0	266.0	300.0	13.1%

E-auctioning of FM channels

382. DR. CHANDAN MITRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government had announced e-auctioning of 839 FM channels in 227 cities in the third phase;

(b) if so, the reasons for inordinate delay in e-auctioning of these channels; and

(c) the fresh steps taken by Government to evolve a clear cut policy for e-auctioning of FM channels?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) and (b) The policy on expansion of FM Radio broadcasting services through private agencies (Phase-III), was approved by the Cabinet on 7th July, 2011. Under the policy, 839 FM channels will be permitted in 294 cities through e-auction, on the lines followed by Department of Telecommunication (DOT) in the auction 3G & BWA spectrum. Subsequently, certain issues that are either not covered by the existing Cabinet decision or are beyond the competence of Ministry of Information & Broadcasting, have arisen during the implementation of Phase-III policy. These issues are:

- (i) TRAI's recommendations to reduce inter-channel spacing to 400 KHz. from the existing 800 KHz;
- (ii) Deviation in the 'Request for Proposal' (RFP) used by Department of Telecommunication (DOT) for appointment of an e-auctioneer.
- (iii) Fee chargeable, if any, for migration of Phase-II FM licensees to Phase-III.

(c) Recently, Government have reconstituted the Empowered Group of Ministers (EGoM), to which the issues mentioned in part (a) and (b) above have been referred for a decision.