

operators to transmit or re-transmit programmes of any channel in an encrypted form through a Digital Addressable System (DAS). The implementation of DAS is to be completed across the country by 31.12.2014.

(f) Digitalization of Cable TV Network will benefit all stakeholders including the Government. The Government would stand to gain significantly as transparency in the subscriber base through digitalization would lead to multi fold increase in the tax collection. For broadcasters it would lead to enhanced revenue generation through transparency in the subscriber base. The Cable Operators will also be able to provide advanced high quality services to their consumers and be competitive *vis-a-vis* the DTH operators. Viewers will be able to get superior picture quality, availability of choice to select channels, value added services - video and games on demand and triple play etc. Digitisation is poised to revolutionize the broadcasting industry as it has begun to make the broadcasting landscape dynamic, transparent and accountable.

Installation of transmitters

385. SHRI N. BALAGANGA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is slow progress with respect to installation of High Power Transmitters/Low Power Transmitters/Very Low Power Transmitters in the country, since the inception of Prasar Bharati;

(b) if so, the reaction/response of Government thereto; and

(c) the steps taken/proposed to be taken by Government to relay/telecast DD/AIR programmes all over the country?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) Prasar Bharati has informed that since its inception in November 1997, 493 additional TV transmitters (High Power Transmitters 122, Low Power Transmitters-173, Very Low Power Transmitters-198) have been commissioned by Doordarshan.

As regards All India Radio, at the time of formation of Prasar Bharati there were 297 AIR AM/FM Transmitters in the AIR Network, by the end of Eleventh Plan the figure has gone upto 431. At present, AIR has a network of 461 AM/FM Transmitters.

(b) Does not arise.

(c) The broadcast service of AIR provided through 461 AM/FM transmitters installed all over the country has got terrestrial coverage of 91.87% area and 99.19% population of the country. Apart from this, 21 satellite radio channels (Programmes) for AIR available through DD Direct plus DTH platform (Ku band) are available all over the country except Andaman and Nicobar Islands. AIR Plans to provide coverage to 100% population of the country. In order to further augment the terrestrial coverage in the country, the power of 12 transmitters of AIR is being upgraded and 244 additional MW/FM Transmitters of various capacities are being installed throughout the country and the schemes are likely to be completed by 2013. Proposal for setting up of additional FM Transmitters of various capacities all over the country has also been made in the Twelfth Plan.

Regarding Doordarshan, all the areas uncovered by terrestrial transmitters, alongwith rest of the country, have been provided with multi channel TV coverage through Doordarshan's free-to-air DTH service "DD Direct Plus". New transmitters for expansion of terrestrial coverage are, now, not envisaged except a few in border areas.

Standard of Hindi news aired on AIR

†386. SHRI JAI PRAKASH NARAYAN SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the standard of Hindi news aired on All India Radio has been declining as compared to earlier broadcasts;

(b) if so, the reasons therefore;

(c) whether the newsreading standard of the regular newsreaders recruited here is put to testing ever again;

(d) if not, the reasons therefore; and

(e) the steps being taken to improve Hindi pronunciation of newsreaders and to broadcast standard news bulletins?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) and (b) No, Sir.

†Original notice of the question was received in Hindi.