

Act, 2008, the scheduled offences which are investigated by the NIA are to be handled/ tried by Special Courts to be notified by the Government of India and in such Courts, the trial of the cases investigated by the NIA will take precedence over other cases pending in that Court and it has also been provided in the Act that the trial normally should be on a day-to-day basis till the completion of the trial. A total of 39 NIA Special Courts have been notified in 35 States/UTs all over the country. 64 Special Public Prosecutors have been notified and empanelled in various States/UTs to conduct prosecution of NIA cases in various Courts in the country.

Reliability of TAM data

1030. SHRIMATI WANSUK SYIEM: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether more than 65 per cent of TV viewership in India is at rural level and if so, whether the present Television Audience Measurement (TAM) ratings reflects this ratio;

(b) whether Doordarshan is using TAM data towards solicitation of advertising support and if so, to what extent TAM ratings have been found reliable and its ranking process transparent; and

(c) whether Doordarshan as a public service broadcaster generates revenue through advertisements to supplement Government's budgetary support?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) As per census data of 2011, there are a total of 116.5 million TV households in India. Out of which 60.5 million (52%) are in the urban areas and the remaining 56 million (48%) in the rural areas. TAM has informed the Ministry that they have installed 9605 people meters representing 61 million TV households out of which 1805 people meters are located in LC1 towns (Small urban towns with population ranging from 1000 to 99000) representing 11.08 million TV households. Thus, at present the TAM data does not truly reflect the audience in rural areas and there is also no third party audit of the data provided by TAM.

(b) Doordarshan has informed that while TAM ratings are not reliable and Prasar Bharati has filed a formal complaint with CCI (Competition Commission of India-who have *prima-facie* found merit in the Complaint and have ordered

investigation), the advertisement market uses TAM data which cannot be avoided by Doordarshan. Doordarshan uses TAM data under protest as advertisers only accept TAM data.

(c) Majority of Doordarshan's commercial revenues are generated through advertisements from various Ministries of Central and State Government, Public Sector Undertakings and private corporations. This revenue contributes to the IEBR (Internal Extra Budgetary Resources).

Blocking advertisement to censored publications

1031. DR. CHANDAN MITRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has decided to block Directorate of Advertising and Visual Publicity (DAVP) advertisements to the publications that have attracted censure for Paid News from Press Council of India and if so, the details thereof and if not, the reasons therefor; and

(b) the steps taken by Government to provide for a suitable mechanism for checking the menace of Paid News?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) Directorate of Advertising and Visual Publicity (DAVP) has not blocked any publications for release of advertisements that have attracted censure for paid news from the Press Council of India as on date, as DAVP has not received any directions in this regard from the Press Council of India.

(b) Based on the recommendations of the Standing Committee on Information Technology, Government has proposed to include suitable provisions in the proposed Press and Registration of Books and Publications Bill-2013, for checking the menace of paid news.

AIR news on mobile phones through SMS

1032. DR. PRADEEP KUMAR BALMUCHU: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government is contemplating to introduce the system of providing All India Radio news through SMS to every mobile phone and if so, the details thereof;