

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;