

One system for rating of AIR broadcasting

1114. SHRI BAISHNAB PARIDA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether it is proposed to evolve one system for rating of air broadcasts across all broadcasting sector;
- (b) whether there are a lot of problems with the existing system for poor coverage in different regions;
- (c) whether it is proposed to have an overriding impact on content creation by broadcasters in the new system; and
- (d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) As per the policy guidelines for expansion of FM Radio broadcasting through private agencies, no system has been prescribed for rating of air broadcast by private FM channels.

Prasar Bharati has informed that All India Radio has its own system for rating of its broadcasts through in-house Audience Research Surveys.

- (b) The sampling technique adopted for audience research surveys does not cover every nook and corner of country. However, according to findings of audience research surveys, the coverage of All India Radio broadcast in different regions is satisfactory.
- (c) and (d) Findings of audience research are always used to improve the content creation for All India Radio broadcast.

DD Kendra at Lohaghat in Uttarakhand

†1115. SHRI MAHENDRA SINGH MAHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Ministry is aware that the Kumaun region of Uttarakhand State is imbued with the splendor of culture, customs and cultural heritage;
- (b) if so, whether Government would consider to open a full fledged studio of Doordarshan in Lohaghat or in Nainital or in Ranikhet to preserve and conserve the cultural heritage of this region; and
- (c) if so, by when it is expected to be opened?

†Original notice of the question was received in Hindi.