

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO.701
(TO BE ANSWERED ON 26.07.2021)**

VIEWERSHIP AND AUDIENCE OF DIGITAL CHANNELS OF PRASAR BHARATI

701. SHRI SAMBHAJI CHHATRAPATI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether any assessment has been made by Government to find the viewership/audience of digital channels of Doordarshan and Akashvani;
- (b) if so, the details thereof, for the last three years;
- (c) whether the digital channels of Prasar Bharati is popular in other countries also and if so, the details of the top five countries with viewership details for said period; and
- (d) the steps Government proposes to initiate to make digital channels of Prasar Bharati more popular?

ANSWER

THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS & SPORTS (SHRI ANURAG SINGH THAKUR)

(a) & (b): Yes, Sir. Prasar Bharati has currently made 239 AIR channels digitally available on its “NewsOnAir” application (app) for “android” and “iOS” platform for mobile users. In addition, DD channels and various live programmes of national importance which do not involve copyright issues are being live-streamed on this „app”. These channels are also made available on newsonair.com website for net users for global audience.

Further Prasar Bharati has 170+ YouTube channels of its AIR and DD network for the viewers. The year-wise details of viewership/audience data are annexed at Annexure-I.

(c) Yes, Sir. The digital channels of Prasar Bharati are popular in other countries also. The details are annexed at Annexure -II.

(d) Prasar Bharati is continuously taking the following steps to make its various audio and video digital channels popular:

- i. A dedicated Digital Platform wing has been created to implement and supervise the activities of digital channels and placing the content on various digital platforms;
- ii. “NewsOnAir” app is continuously publicised on its various channels so as to register this app in the mind of viewers;
- iii. Archival and rare content has been placed on its YouTube channel to attract the viewers;
- iv. Live-streaming of programmes of national importance is done so as to expand its reach across the globe.
- v. A system of feedback mechanism and Audience response has been created for improved content creation on Prasar Bharati platforms through Social Media.
- vi. Further Extensive use of Social media platforms such as Twitter, Facebook is made to popularise content available on various digital channels of Prasar Bharati Network.

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**ANNEXURE REFERRED TO IN REPLY TO PARTS (a) & (b) OF THE RAJYA
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ANNEXURE-I

- (a) The year-wise viewership on “NewsOnAir” app containing AIR and DD channels and also other digital video content :

Year	Views(in Crore)
2019	12.0
2020	29.5
2021 (till 30 th June)	11.2
Source: Google Analytics.	

- (b) Similarly, the details of year-wise viewership of YouTube channels of Prasar Bharati Network are as under:

Year	Views(in Crore)
2018	29.55
2019	68.38
2020	130.0
2021 (till 30 th June)	29.55
Source: YouTube Analytics.	

**ANNEXURE REFERRED TO IN REPLY TO PART (c) OF THE RAJYA SABHA
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ANNEXURE-II

(a) Year-wise list of top five countries of NewsOnAir mobile application are as under:

Year	Country	Views
2019	United States	7,10,721
	United Arab Emirates	3,61,201
	United Kingdom	2,07,005
	Saudi Arabia	1,59,826
	Australia	1,51,082
2020	United States	16,13,041
	United Arab Emirates	7,29,010
	United Kingdom	4,80,649
	Australia	3,33,058
	Canada	2,81,364
2021	United States	7,67,381
	United Arab Emirates	2,43,344
	United Kingdom	2,14,770
	Australia	1,63,152
	Canada	1,29,532
Source: Google Analytics.		

(b) Year-wise list of top five countries of viewership of YouTube channels are as under:

Year	Country	Views
2018	Pakistan	64,41,796
	United States	52,26,918
	Saudi Arabia	37,37,053
	United Arab Emirates	37,06,729
	United Kingdom	25,82,143

2019	Pakistan	94,74,672
	United States	82,72,192
	United Arab Emirates	62,08,131
	Saudi Arabia	52,11,030
	Bangladesh	34,63,587
2020	Pakistan	1,33,00,504
	United States	1,28,63,674
	United Arab Emirates	82,72,506
	Bangladesh	81,36,684
	Saudi Arabia	65,29,681
2021	Pakistan	69,68,408
	United States	56,47,565
	Bangladesh	51,82,010
	Nepal	31,68,810
	United Arab Emirates	27,21,988
Source: YouTube Analytics.		