

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

RAJYA SABHA
UNSTARRED QUESTION NO.2158
(TO BE ANSWERED ON 16.12.2021)

VIEWERSHIP AND AUDIENCE OF DIGITAL CHANNELS OF PRASAR BHARTI

2158. SHRI SAMBHAJI CHHATRAPATI:

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

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

ANSWER

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

(a) & (b): Prasar Bharati has currently made more than 250 All India Radio (AIR) channels digitally available on its “NewsOnAir” 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 also 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 is having 170+ YouTube channels of its AIR and Doordarshan network for the viewers. The year-wise details of viewership/audience data are attached as **Annexure-I**.

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

(d): Prasar Bharati is constantly taking steps to make its various audio and video digital channel popular as under: -

- (i) "NewsOnAir" app publishes periodic rankings of popular livestreams city-wise and country-wise.
- (ii) Several rare archival recordings are made public through digital channels such as Radio Autobiographies, Constituent Assembly speeches etc.
- (iii) Live-streaming of programmes of national importance.
- (iv) Content in multiple Indian languages is also being made available for on-demand digital consumption through smart devices.

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**ANNEXURE AS REFERRED TO IN REPLY TO PARTS (a) AND (b) OF THE
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Annexure-I

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

Year	Views (in Crores)
2018	Not Available
2019	12.0
2020	29.5
2021 (till 30 th November, 2021)	19.9
Source: Google Analytics.	

- (b) The details of year-wise viewership of YouTube channels of Prasar Bharati Network is as under

Year	Views (in Crores)
2018	29.55
2019	68.38
2020	130.0
2021 (till 30 th November, 2021)	110.0
Source: YouTube Analytics.	

ANNEXURE AS REFERRED TO IN REPLY TO PART (c) OF THE RAJYA SABHA UNSTARRED QUESTION NO.2158 FOR ANSWER ON 16.12.2021

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 (till 30 th November, 2021)	United States	13,89,657
	United Arab Emirates	4,26,782
	United Kingdom	3,80,177
	Australia	3,08,999
	Canada	2,26,067
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 (till 30 th November, 2021)	Pakistan	1,24,99,952
	United States	97,59,289
	Bangladesh	80,31,164
	Nepal	53,37,981
	United Arab Emirates	47,38,330
Source: YouTube Analytics.		