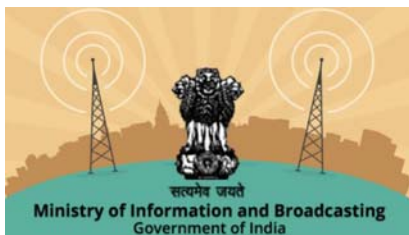




## GOVT INCREASES BROADCAST SPENDS



The Ministry of Information and Broadcasting's expenditures for fiscal 2021-22 stands at Rs 3728.99 crore, as per a report released by the government.

For 2021-22 report, the total budget of the ministry for the year was Rs 4079.71 crore, comprising a revenue budget of Rs 4058.61 crore and capital of Rs 21.10 crore.

The report also states that the total actual expenditure for the previous four years (revenue and capital) stood as below:

- Rs 3487.62 crore (2017-18)
- Rs 4003.27 crore (2018-19)
- Rs 4032.36 crore (2019-2020)
- Rs 3380.44 crore (2020-21).

For 2021-22, the expenditure on broadcasting was Rs 2790.71 crore while on information it was Rs 593.54 crore and on films it was Rs 259.29 crore.

Meanwhile, the MIB released grants-in-aid amounting to Rs 2790.71 crore to Prasar Bharati in

2021-22. In the last three years, the ministry has released Rs 8823.60 crore to Prasar Bharati – Rs 3124.76 crore (2019-20); Rs 2908.13 crore (2020-21) and Rs 2790.71 crore (2021-22).

## ADANI OPEN OFFER ON NDTV

Adani Media Networks has acquired an 8% additional stake in the open offer for NDTV. The company's total shareholding now stands at 37% in NDTV.

Vishvapradhan Commercial along with AMG Media Networks and Adani Enterprises launched the



open offer to acquire an additional 26% stake in NDTV began on November 22 and was scheduled to close on December 5. The open offer did not fully subscribe, as per the latest update on BSE and NSE. Adani garnered around 58 lakh

equity shares of NDTV which was not even half of the total size in the open offer.

## BCCI EYES 200 CRORES REVENUE FROM WOMEN IPL



Media and advertising industry is abuzz with speculations following BCCI's invitation of bids on December 10 for the media rights to telecast the Women's IPL, a five-team tournament slated for March 2023. The cricket board is expecting to earn Rs 8-10 crore per match and around Rs 160-200 crore from the 20 matches in the tournament, from media rights, sources closed to the development told e4m. BCCI is set to earn about Rs 107 crore per match in the men's IPL from 2023 onwards. ■



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