

## I. GENERAL REVIEW

**1.1.1.** The Importance of people's access to information cannot be underestimated in a country like India which is the largest democracy in the world. The Print Media is one of the most important contributors in this respect. Till 31<sup>st</sup> March, 2015 as many as 1,05,443 publications (Newspapers & Other periodicals) have been registered in India witnessing a constant growth of the Print Media. The growth in the number of registered publications as well as their circulation disproves the common apprehension that proliferation of audio visual and digital media would significantly affect the Print Media. It empowered the common man, who started asserting his right to participate in the functioning of the institutions in a big way to strengthen democracy.

**1.1.2.** Print Media has responded appropriately to the new changes and challenges with its modern approach. It has embraced Information Technology, which resulted in better coverage with great speed and affordable price. The readership of the print media is also growing.

**1.1.3.** Statistics show that there is great affinity towards the regional language publications among readers and that is why such publications are venturing out to bring editions from other cities where there is sizeable population of the people knowing respective languages.

**1.1.4.** Under the provision of the Section 19D of the Press and Registration of Books Act, 1867, publishers of all registered publications (newspapers and periodicals) are required to submit their Annual Statements to the Registrar of Newspapers for India. These Statements are the principal source of data involved in compiling this Report. However, all publishers are not taking interest in fulfilling their statutory obligation of filing annual statements with the RNI, although RNI has made arrangements to file the statements on line. Only a handful of the publishers submit their Annual Statements regularly. This year only 22.19% of the publishers have submitted their annual statements. Hence, this report cannot be construed as comprehensive. It can give only a broad overview of the general trend in the Indian Press based on the number and claimed circulation of publications.

**1.1.5.** During 2014-15, 5,817 new publications were registered and 34 registered publications ceased their publications. As on 31<sup>st</sup> March, 2015, there were 1,05,443 registered publications on record as against 99,660 at the end of March, 2014. The total circulation of publications increased from 45,05,86,212 copies per publishing day in 2013-14 to 51,05,21,445 copies per publishing day in 2014-15. The number of annual statements received online from registered publishers in the O/o RNI for the year 2014-15 was 23,394 (this includes 607 'Miscellaneous' publications, separately studied in 'Chapter X') against 19,660 in 2013-14 registering an increase of 18.99 per cent.

### ANALYSIS OF DAILY PUBLICATIONS

**1.2.1.** As per the annual statements received for 2014-15, the number of dailies being published in the country was 7,871 as against 6,730 during 2013-14. The claimed circulation of dailies went up from 26,42,89,811 copies to 29,63,02,606 copies per publishing day, an increase of 12.11 per cent. Hindi had 3,698 dailies claiming a circulation of 14,13,61,942 copies, while 790 English & 1,121 Urdu dailies claimed 3,37,77,613 & 3,32,55,696 copies per publishing day respectively. (Chapter 6 Table 6.3)

**1.2.2.** There were 34 tri/bi-weeklies with a total claimed circulation of 9,73,292 copies per publishing day in comparison to 25 tri/bi-weeklies with a total claimed circulation of 8,93,218 copies per publishing day in 2013-14. (Chapter 6 Table 6.3)

**1.2.3.** As many as 6,054 daily publications provided information on their working and organization, the analysis of which can be seen in Chapter VI.

### ANALYSIS OF PERIODICALS

**1.3.1.** The majority of Indian publications i.e. 65.31% of the total in numbers which filed annual statements for 2014-15 were periodicals. Circulation details were furnished by these 14,882 periodicals claiming a total circulation of 21,32,45,547 copies per publishing day. Out of them, 8,084 were weeklies, 3,912 monthlies, 2,219 fortnightlies, 309 quarterlies, 76 annuals and 282 were of other periodicities. (Chapter 7 Table 7.2)

**1.3.2.** Total circulation of periodicals increased from 18,54,03,183 copies in 2013-14 to 21,32,45,547 copies per publishing day in 2014-15. Weeklies led with 12,74,83,338 copies, followed by monthlies (5,22,92,669), fortnightlies (2,87,69,695), quarterlies (18,24,274) and annuals (14,97,868). (Chapter 7 Table 7.2)

### LANGUAGE-WISE ANALYSIS

**1.4.1.** Most of the publications were registered in English and 22 main languages listed in the Eighth Schedule to the Indian Constitution while some others were also registered in 149 other languages/dialects and in a few foreign languages. Publications brought out in more than one language together are categorized under 'bi-lingual' and 'multi-lingual' publications. (Appendix II)

**1.4.2.** As per the data received through annual statements submitted by the publishers for 2014-15, the highest number of publications were published in Hindi (12,516), followed by English (2,219), Urdu (1,661), Gujarati (1,368), Telugu (1,339), Bi-lingual (987) and Marathi (904). (Chapter 3 Table 3.1)

**1.4.3.** In terms of circulation, Hindi publications continued to lead with 25,77,61,985 copies followed by English (6,26,62,670) copies and Urdu (4,12,73,949) copies, Telugu (2,72,01,064) copies and Marathi (2,39,25,462) copies per publishing day. (Chapter 4 Table 4.2)

**1.4.4.** Among dailies, Hindi led with a total of 3,698 publications followed by 1,121 in Urdu. The languages that brought out more than 100 daily publications were English (790), Telugu (720), Marathi (369), Gujarati (350), Odia (127), Kannada (125), Tamil (123) and Malayalam (107). Circulation-wise, Hindi dailies again maintained their dominance with 14,13,61,942 copies followed by English dailies with a claimed circulation of 3,37,77,613 copies per publishing day. (Chapter 3 Table 3.1 & Chapter 4 Table 4.2)

### STATE-WISE ANALYSIS

**1.5.1.** During 2014-15, the largest number of publications were brought out from Uttar Pradesh (5,506), followed by Madhya Pradesh (2,494), Delhi (2,465), Uttrakhand (1,847), Rajasthan (1,660), Andhra Pradesh (1,648), Maharashtra (1,538) and Gujarat (1,516). (Chapter 3 Table 3.2)

**1.5.2.** In circulation terms, Uttar Pradesh again with a total circulation of 11,94,47,265 copies per publishing day was on 1<sup>st</sup> position followed by Delhi with 6,36,22,042 copies, Madhya Pradesh with 4,45,95,039 and Maharashtra with 4,29,21,118 copies per publishing day. (Chapter 4 Table 4.3)

**1.5.3.** Uttar Pradesh had the largest number of daily publications (2,048), followed by Andhra Pradesh (910), Madhya Pradesh (716), Delhi (658) and Maharashtra (539). Daily newspapers were published from all the States. (Chapter 3 Table 3.2)

**1.5.4.** Among dailies also, Uttar Pradesh with a total circulation of 6,33,54,550 copies per publishing day retained its top position and was followed by Delhi with 2,72,42,906 copies, Madhya Pradesh with 2,68,14,189 copies and Maharashtra with 2,53,37,444 copies per publishing day. (Chapter 4 Table 4.3)

**1.5.5.** Delhi brought out publications in 16 languages followed by Maharashtra in 12 languages, Tamil Nadu in 10 languages and Karnataka in 9 languages out of the 23 main languages (including English) listed in the Eighth Schedule of the Indian Constitution.

**1.5.6.** The distinction for bringing out the highest number of publications in a single language also went to Uttar Pradesh, where 4,359 publications were published in Hindi. The other States with a significant number of publications in a single language were Madhya Pradesh (2,318); Uttarakand (1,692); Rajasthan (1,506) and Delhi (1,329) publications in Hindi language, Gujarat 1,321 publications in Gujarati language, Andhra Pradesh with 1,197 publications in Telugu and Maharashtra with 870 publications in Marathi. (It was also noticed that regional language publications were leading both in number and circulation in all major States). (Chapter 3 Table 3.3)

## CIRCULATION PATTERN

**1.6.1.** Out of the 22,787 publications that submitted their annual statements, 898 were ‘**Big**’, 5,521 were ‘**Medium**’ and remaining 16,368 were ‘**Small**’ publications. The ‘**Big**’ publications claimed a circulation of 14,10,20,153 copies per publishing day while the ‘**Medium**’ ones claimed 23,11,39,198 copies and ‘**Small**’ ones claimed 13,83,62,094 copies per publishing day during 2014-15. (Chapter 4 Table 4.6)

**1.6.2.** In the ‘**Big**’ category, there were 667 dailies and tri/bi-weeklies. In the ‘**Medium**’ category, the number stood at 3,531 and in ‘**Small**’ category there were 3,707 dailies and tri/bi-weeklies. Their total claimed circulation accounted for 10,32,33,708 copies, 15,30,63,361 copies and 4,09,78,829 copies per publishing day respectively. (Chapter 4 Table 4.7)

## CIRCULATION LEVELS

**4.11.1.** “*ANANDA BAZAR PATRIKA*”, a Bengali/Daily published from Kolkata turned to be the largest circulated single edition daily with a claimed circulation of 11,78,779 copies per publishing day followed by “*HINDUSTAN TIMES*” an English/Daily published from Delhi with a circulation of 10,18,367 copies per publishing day and “*THE TIMES OF INDIA*”, an English/Daily published from Delhi with a claimed circulation of 9,72,180 copies per publishing day.

**4.11.2.** “*THE TIMES OF INDIA*”, having 33 editions in English Language with a total claimed circulation of 46,30,200 copies per publishing day occupied the first position among multi-editions dailies during 2014-15. “*DAINIK BHASKAR*”, having 34 editions in Hindi Language with a total claimed circulation of 36,94,385 copies per publishing day stood second among multi-editions dailies.

**4.11.3.** “*THE SUNDAY TIMES OF INDIA*”, an English/Weekly Edition from Delhi, was the largest circulated periodical in 2014-15 with a claimed circulation of 8,85,201 copies per publishing day, while an another edition “*THE SUNDAY TIMES OF INDIA*”, an English/Weekly Edition from Mumbai, with a circulation of 8,65,049 copies remained second, and “*VANITHA*”, a Manayalam/Fortnightly from Kottayam with a claimed circulation of 7,31,715 copies per publishing day was rated as third.

## OWNERSHIP

**1.8.1.** Out of 22,787 publications that furnished annual statements for the year 2014-15, as many as 19,765 were owned by Individuals followed by 2,099 by Joint Stock Companies, 355 by Societies and Associations, 289 by Trusts and 211 by Firms and Partnerships. 51 publications were brought out by the Central and State Governments and Cooperative Societies, Educational Institutions and others owned the remaining 17 publications. (Chapter 5 Table 5.1)

**1.8.2.** Publications owned by Individuals had the largest share in claimed circulation accounting for 71.68 per cent of the total circulation, followed by those owned by Joint Stock

Companies with 22.92 per cent of the total circulation. 2,268 common ownership units brought out 7,983 publications with news interest contents. These units also brought out 220 publications which had no news interest contents. Publications, belonging to these common ownership units, claimed a total circulation of 28,21,82,215 copies per publishing day, i.e. 53.98% of the total circulation of the Indian Press. (Chapter 5 Table 5.5, 5.8 & 5.10)

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**1.9.** Out of the total 14,882 periodicals, 12,975 covered mainly News and Current Affairs. Apart from these, there were other periodicals covering various interest, such as Religion and Philosophy, Medicine and Health, Education, Finance and Economics, Literature and Culture, Children, Women, Law and Public Administration, Film, Commerce, Agriculture and Animal Husbandry, Science, Sports, Engineering and Technology and Industry etc. (Chapter 7 Table 7.5)

## GOVERNMENT PUBLICATIONS

**1.10.** There were 51 Government publications, which filed annual statements for the year 2014-15, out of which 38 belonged to the Central Government and 13 to State Governments. “**Employment News**”, an English/Weekly brought out from Delhi by the Publication Division, M/o I&B, Govt. of India was the largest circulated Central Government publication with 2,71,364 copies per publishing day.

## REGISTERED PUBLICATIONS

**1.11.1.** The number of registered publications has been increased to 1,05,443 as on 31.3.2015 out of which 23,394 (Including 256 ‘Miscellaneous’ publications) filed their Annual Statements for 2014-15. During the year, 5,817 new publications were registered and 34 ceased their publication. Detailed analysis of these registered newspapers is in Chapter II.

## MISCELLANEOUS PUBLICATIONS

**1.12.1.** 607 registered publications, which did not contain public news or views and circulated free of cost or as a complimentary copy with main editions, filed their annual statements online during 2014-15. These publications have, therefore, not been included in the general study of the ‘Press-in-India’. Chapter X is devoted exclusively to the analysis of these publications, comprising market reports and bulletins, publicity journals, fiction, school and college magazines etc.

**1.12.2.** Of these 607 miscellaneous publications, which furnished their circulation data, claimed a circulation of 1,52,64,290 copies per publishing day. (Chapter 10 Table 10.6)

<b>THE PRESS IN INDIA IN 2014-15: AT A GLANCE</b> (Data compiled as per the annual statements received)		
<b>Periodicity</b>	<b>Number</b>	<b>Circulation</b>
<b>DAILY</b>	<b>7,871</b>	<b>29,63,02,606</b>
<b>BI/TRI WEEKLY</b>	<b>34</b>	<b>9,73,292</b>
<b>WEEKLY</b>	<b>8,084</b>	<b>12,74,83,338</b>
<b>FORTNIGHTLY</b>	<b>2,219</b>	<b>2,87,69,695</b>
<b>MONTHLY</b>	<b>3,912</b>	<b>5,22,92,669</b>
<b>QUARTERLY</b>	<b>309</b>	<b>18,24,274</b>
<b>ANNUAL</b>	<b>76</b>	<b>14,97,868</b>
<b>OTHERS</b>	<b>282</b>	<b>13,77,703</b>
<b>TOTAL</b>	<b>22,787</b>	<b>51,05,21,445</b>
<b>'MISCELLANEOUS' PUBLICATIONS</b>	<b>607</b>	<b>1,52,64,290</b>