

## **CHAPTER – 1**

### **GENERAL REVIEW**

**1.1.1.** The importance of people's access to information cannot be underestimated in a country like India. The Print Media is one of the most important pillars of democratic system in our country. As many as 1,19,995 publications (Newspapers & Other periodicals) have been registered in India till 31<sup>st</sup> March, 2019 witnessing a constant growth of the Print Media. The rise in the number of registered publications is a pointer to the fact that proliferation of audio, visual and digital media has not adversely affected the substance and growth of Print Media. It continues to empower the common citizen to assert his/her right and to participate in strengthening the 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, however is witnessing a negative growth.

**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 speaking respective languages.

**1.1.4.** Under the provision of the Section 19(D) 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 online. This year (2018-19) 31.62 % of the total registered publications submitted their Annual Statements in comparison to 25.47% for 2017-18. 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 2018-19, a total of 1,841 new publications were registered and 85 registered publications ceased their publications. As on 31<sup>st</sup> March, 2019, there were 1,19,995 registered publications on record as against 1,18,239 at the end of March, 2018. The total circulation of publications increased from 43,00,66,629 copies per publishing day in 2017-18 to 52,05,14,168 copies per publishing day in 2018-19. The number of Annual Statements received online from registered publishers in the O/o RNI for the year 2018-19 were 37,942 (this includes 532 'Miscellaneous' publications, separately analysed in 'Chapter X') against 31,717 in 2017-18.

#### **ANALYSIS OF DAILY PUBLICATIONS**

**1.2.1.** As per the Annual Statements received for 2018-19, the number of Dailies being published in the country was 10,166 as against 8,930 during 2017-18. The claimed

circulation of Dailies increases from 24,26,90,557 copies to 29,15,35,681 copies per publishing day, a increase of 20.13 per cent. Hindi had 4,333 Dailies claiming a circulation of 12,07,45,343 copies, while 1231 Urdu, 1196 Telugu & 897 English Dailies claimed 2,45,16,102, 2,24,22,591 & 3,52,80,763 copies per publishing day respectively. (Chapter 6 Table 6.3)

**1.2.2.** Analysis of the information provided by Daily Publications on their working and organization can be seen in the Chapter 6.

## **ANALYSIS OF PERIODICALS**

**1.3.1.** The majority of Indian publications 27,240 i.e. 71.80% of the total in numbers which filed Annual Statements for 2018-19 were periodicals. Circulation details were furnished by these 27,240 periodicals claiming a total circulation of 22,89,78,487 copies per publishing day. Out of them, 12,740 were Weeklies, 9,021 Monthlies, 3,434 Fortnightlies, 865 Quarterlies, 147 Annuals and 1,033 were of other periodicities. (Chapter 7 Table 7.2)

**1.3.2.** Total circulation of periodicals increased from 18,73,76,072 copies in 2017-18 to 22,89,78,487 copies per publishing day in 2018-19. Weeklies lead with 12,46,15,637 copies, followed by Monthlies 6,08,84,057, Fortnightlies 2,47,12,784, Quarterlies 31,07,433 and Annuals 16,21,758 copies per publishing day. (Chapter 7 Table 7.2)

## **LANGUAGE-WISE ANALYSIS**

**1.4.1.** Highest number of publications were registered in Hindi and 22 main languages listed in the Eighth Schedule of the Indian Constitution while some others were also registered in 166 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 2018-19, the highest numbers of publications were published in Hindi (18,109) followed by English (3,043), Marathi (2,915), Telugu (2,603), Gujarati (2,270), Urdu (1,932), Kannada (1,242), Tamil (920), Bengali (650), Odia (511) and Malayalam (457) etc.. (Chapter 3 Table 3.1)

**1.4.3.** In terms of circulation, Hindi publications continued to lead with 22,99,26,479 copies followed by English 6,42,28,861 copies, Marathi 4,38,79,899; Telugu 3,48,94,809; Urdu 3,06,93,330; Gujarati 2,95,63,660; and Odia 1,17,86,737 . (Chapter 4 Table 4.2)

**1.4.4.** Among Dailies, Hindi led with a total of 4,333 publications followed by 1,231 in Urdu. The languages that brought out more than 100 Daily publications were Telugu 1196, English 897, Marathi 628, Kannada 540, Gujarati 442, Bilingual 188, Tamil 182, Malayalam 138 and Odia 131. Circulation-wise, Hindi Dailies again maintained their dominance with 12,07,45,243 copies followed by English Dailies with a claimed circulation of 6,42,28,861 copies per publishing day. (Chapter 3 Table 3.1 & Chapter 4 Table 4.2)

## STATE-WISE ANALYSIS

**1.5.1.** During 2018-19, the largest number of publications was brought out from Uttar Pradesh 6,603 followed by Madhya Pradesh 5,833; Maharashtra (4,572); Delhi (2,702); Andhra Pradesh (2,533); Gujarat (2,525); Uttarakhand (1,938) and Rajasthan (1,993). (Chapter 3 Table 3.2)

**1.5.2.** In circulation terms, Uttar Pradesh again with a total circulation of 8,79,15,336 copies per publishing day was on 1st position followed by Maharashtra with 7,23,61,772 copies, Madhya Pradesh third with 5,94,94,511 copies and Delhi fourth with 4,11,77,156 copies per publishing day. (Chapter 4 Table 4.3)

**1.5.3.** As in the case of total number of publications, Uttar Pradesh maintained its lead with 2,204 Daily publications followed by Andhra Pradesh (1,181); Madhya Pradesh (1,180); Maharashtra (882); Delhi (631); Karnataka (615) and Gujarat (549). Daily newspapers were published from all the States and Union Territories. (Chapter 3 Table 3.2)

**1.5.4.** Among Dailies also, Uttar Pradesh with a total circulation of 4,51,83,058 copies per publishing day retained its top position and was followed by Maharashtra with 4,26,68,250 copies, Madhya Pradesh with 3,00,89,337 copies, Andhra Pradesh 2,15,59,013 copies per publishing day, Gujarat 1,93,97,965 copies per publishing day, Delhi 1,77,18,123 copies per publishing day, Rajasthan 1,49,84,564 copies per publishing day and Karnataka 1,02,31,315 copies per publishing day. (Chapter 4 Table 4.3)

**1.5.5.** Delhi and Maharashtra brought out publications in 20 languages each followed by Uttarakhand in 19 languages, Tamil Nadu in 18 languages, Kerala in 17 languages, Gujarat and Karnataka in 15 languages each, West Bengal in 14 languages, Punjab, Rajasthan and Uttar Pradesh in 11 languages each, Andhra Pradesh, Assam, Bihar and Puducherry in 10 languages each out of 22 main languages (excluding 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 went to Madhya Pradesh, where 5,429 publications were brought out in Hindi. The other States with a significant number of publications in a single language were (i) Delhi (Hindi 1,446) and (English 617); (ii) Andhra Pradesh (Telugu 2,084); (iii) Gujarat (Gujarati 2,170); (iv) Maharashtra (Marathi 2,861), (Hindi 613) and English (490); (v) Uttar Pradesh (Hindi 5,246) and Urdu (852); (vi) West Bengal (Bengali 561); (vii) Tamil Nadu (Tamil 847); (viii) Odisha (Odia 493); (ix) Kerala (Malayalam 431); (x) Karnataka (Kannada 1,213); (xi) Chhattisgarh (Hindi 536); (xii) Haryana (Hindi 320); (xiii) Madhya Pradesh (Hindi 5,429); (xiv) Telangana (Telugu 486); (xv) Uttarakhand (Hindi 1,757); (xvi) Rajasthan (Hindi 1,789). (Chapter 3 Table 3.3)

## CIRCULATION PATTERN

**1.6.1.** Out of 37,410 newspapers and periodicals (excluding miscellaneous publications) which supplied their circulation data, 909 fall in the Big category; 3,772 in the

Medium category, 117 in the Others category, and remaining 32,608 in the Small category. Publications falling in the Small category have the largest share in the circulation with 20,41,54,852 copies per publishing day, followed by the Big category 17,47,61,341 copies per publishing day and the Medium category having 14,15,97,975 copies per publishing day. (Chapter 4 Table 4.6)

**1.6.2.** In the ‘**Big**’ category, there were 674 Dailies and Tri/Bi-weeklies. In the ‘**Medium**’ category, the number stood at 2,572 and in ‘**Small**’ category there were 6,919 Dailies and Tri/Bi-weeklies. Their total claimed circulation accounted for 17,47,61,341 copies, 14,15,97,975 copies and 20,41,54,852 copies per publishing day respectively. (Chapter 4 Table 4.7)

## CIRCULATION LEVELS

**1.7.1.** “*Ananda Bazar Patrika*”, a Bengali/Daily published from Kolkata turned to be the largest circulated single edition daily with a claimed circulation of 11,10,402 copies per publishing day followed by “*Hindustan Times*”, an English/Daily published from Delhi with a circulation of 9,35,964 copies per publishing day and “*The Times of India*”, an English/Daily published from Delhi with a claimed circulation of 9,27,686 copies per publishing day.

**1.7.2.** The “*Dainik Bhaskar*”, having 59 editions in Hindi Language with a total claimed circulation of 51,65,154 copies per publishing day occupied first position among multi-editions dailies. “*The Times of India*”, having 34 editions in English Language with a total claimed circulation of 42,53,026 copies per publishing day occupied the second position among multi-editions dailies during 2018-19.

**1.7.3.** “*Times Life*”, an English/Weekly Edition from Mumbai, was the largest circulated periodical in 2018-19 with a claimed circulation of 7,92,817 copies per publishing day, while “*The Sunday Times of India*”, an English/Weekly Edition from Delhi, with a circulation of 7,79,827 copies per publishing day being second, and “*The Sunday Times of India*”, an English/Weekly from Mumbai with a claimed circulation of 7,71,429 copies per publishing day was rated as third in terms of circulation figures.

## OWNERSHIP

**1.8.1.** Out of 37,410 (excluding Miscellaneous publications) publications that furnished Annual Statements for the year 2018-19, as many as 32,979 were owned by Individuals followed by 2,340 by Joint Stock Companies, 875 by Societies and Associations, 698 by Trusts and 299 by Firms and Partnerships. 113 publications were brought out by the Central and State Governments and Cooperative Societies while Educational Institutions and others owned the remaining 117 publications. (Chapter 5 Table 5.1)

**1.8.2.** Publications owned by Individuals had the largest share in claimed circulation accounting for 71.09 per cent of the total circulation, followed by those owned by Joint Stock Companies with 22.60 per cent of the total circulation. (Chapter 5 Table 5.5)

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**1.9.** Out of the total 27,243 periodicals, 23,319 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 113 Government publications, which filed Annual Statements for the year 2018-19, out of which 63 belonged to the Central Government and 63 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 4,74,054 copies per publishing day. (Table 5.2)

## REGISTERED PUBLICATIONS

**1.11.1.** The number of registered publications has been increased to 1,19,995 as on 31.3.2019 out of which 37,942 (including 532 ‘Miscellaneous’ publications) filed their Annual Statements for 2018-19. During the year 841 new publications were registered and 85 ceased their publication. Detailed analysis of these registered newspapers is in Chapter 2.

## MISCELLANEOUS PUBLICATIONS

**1.12.1.** 532 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 2018-19. These publications have, therefore, not been included in the general study of the ‘Press-in-India’. Chapter 10 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 532 miscellaneous publications, which furnished their circulation data, claimed a circulation of 64,74,722 copies per publishing day. (Chapter 10 Table 10.5)

<b>THE PRESS IN INDIA-2018-19: AT A GLANCE</b>		
<b>(Data Compiled as per the Annual Statements Received)</b>		
<b>Periodicity</b>	<b>Number</b>	<b>Circulation</b>
Daily	10167	291535681
Weekly	12742	124615637
Fortnightly	3435	24712784
Monthly	9021	60884057
Others	2045	18766009
<b>Total</b>	<b>37410</b>	<b>520514168</b>
<b>‘Miscellaneous’ Publications</b>	<b>532</b>	<b>64,74,722</b>