

## **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 India, which is the largest democracy in the world. As many as 1,10,851 publications (Newspapers & Other periodicals) have been registered in India till 31<sup>st</sup> March, 2016 witnessing a constant growth of the Print Media. The growth in the number of registered publications as well as their circulation proves that proliferation of audio, visual and digital media have not adversely affected the Print Media. It continues to empower the common man to assert his right and to participate in the strengthening of 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 is also witnessing a 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 knowing 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 only 23.54% 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 2015-16, 5,423 new publications were registered and 15 registered publications ceased their publications. As on 31<sup>st</sup> March, 2016, there were 1,10,851 registered publications on record as against 1,05,443 at the end of March, 2015. The total circulation of publications increased from 51,05,21,445 copies per publishing day in 2014-15 to 61,02,38,581 copies per publishing day in 2015-16. The number of Annual Statements received online from registered publishers in the O/o RNI for the year 2015-16 were 27,445 (this includes 1,341 'Miscellaneous' publications, separately studied in 'Chapter X') against 23,394 in 2014-15 registering an increase of 17.32 per cent.

### **ANALYSIS OF DAILY PUBLICATIONS**

**1.2.1.** As per the Annual Statements received for 2015-16, the number of Dailies being published in the country was 8,905 as against 7,871 during 2014-15. The claimed circulation of Dailies went up from 29,63,02,606 copies to 37, 14,57,696 copies per publishing day, an increase of

25.36 per cent. Hindi had 4,118 Dailies claiming a circulation of 17,59,03,130 copies, while 1,268 Urdu & 836 English Dailies claimed 4,23,76,042 & 3,80,00,490 copies per publishing day respectively. (Chapter 6 Table 6.3)

**1.2.2.** There were 9 Tri/Bi-weeklies with a total claimed circulation of 1,55,045 copies per publishing day in as 8,905 comparison to 34 Tri/Bi-weeklies with a total claimed circulation of 9,73,292 copies per publishing day in 2014-15. (Chapter 6 Table 6.3)

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

### ANALYSIS OF PERIODICALS

**1.3.1.** The majority of Indian publications i.e. 65.85% of the total in numbers which filed Annual Statements for 2015-16 were periodicals. Circulation details were furnished by these 17,190 periodicals claiming a total circulation of 23,86,25,840 copies per publishing day. Out of them, 9,295 were Weeklies, 4,672 Monthlies, 2,524 Fortnightlies, 347 Quarterlies, 80 Annuals and 272 were of other periodicities. (Chapter 7 Table 7.2)

**1.3.2.** Total circulation of periodicals increased from 21,32,45,547 copies in 2014-15 to 23,86,25,840 copies per publishing day in 2015-16. Weeklies led with 14,47,89,293 copies, followed by Monthlies 5,74,54,515, Fortnightlies 3,04,95,523, Quarterlies 22,01,741 and Annuals 15,14,315 copies per publishing day. (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 150 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 2015-16, the highest numbers of publications were published in Hindi 14,316 followed by English 2,174; Urdu 1,891; Gujarati 1,638; Telugu 1,596; Marathi 1,182 and Bi-lingual 1,121. (Chapter 3 Table 3.1)

**1.4.3.** In terms of circulation, Hindi publications continued to lead with 31,44,55,106 copies followed by English 6,54,13,443 copies and Urdu 5,17,75,006 copies, Telugu 2,76,45,134 copies and Marathi 3,67,88,737 copies per publishing day. (Chapter 4 Table 4.2)

**1.4.4.** Among Dailies, Hindi led with a total of 4,118 publications followed by 1,268 in Urdu. The languages that brought out more than 100 Daily publications were English 836, Telugu 856, Marathi 423, Gujarati 421, Kannada 229, Tamil 140, Odia 127, Malayalam 117 and Bilingual 132. Circulation-wise, Hindi Dailies again maintained their dominance with 31,44,55,106 copies followed by English Dailies with a claimed circulation of 6,54,13,443 copies per publishing day. (Chapter 3 Table 3.1 & Chapter 4 Table 4.2)

### STATE-WISE ANALYSIS

**1.5.1.** During 2015-16, the largest number of publications was brought out from Uttar Pradesh 6,083, followed by Madhya Pradesh 3,308; Delhi 2,583; Uttarakhand 1,966; Maharashtra 1,923; Gujarat 1,790; Rajasthan 1,725 and Andhra Pradesh 1,523. (Chapter 3 Table 3.2)

**1.5.2.** In circulation terms, Uttar Pradesh again with a total circulation of 14,37,35,163 copies per publishing day was on 1<sup>st</sup> position followed by Delhi with 7,22,18,322 copies, Maharashtra 6,00,83,441 and Madhya Pradesh with 5,83,51,057 copies per publishing day. (Chapter 4 Table 4.3)

**1.5.3.** Uttar Pradesh had the largest number of Daily publications (2,316), followed by Andhra Pradesh (832), Madhya Pradesh (798), Delhi (717) and Maharashtra (617). 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 7,84,91,709 copies per publishing day retained its top position and was followed by Maharashtra with 4,37,32,107 copies, Delhi with 3,37,17,134, Madhya Pradesh with 3,33,49,938 copies and Gujarat with 2,15,74,725 copies per publishing day. (Chapter 4 Table 4.3)

**1.5.5.** Delhi brought out publications in 17 languages followed by Maharashtra in 15 languages, Tamil Nadu in 12 languages and Karnataka in 11 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 4,806 publications were published in Hindi. The other States with a significant number of publications in a single language were Madhya Pradesh (3,096); Uttarakhand (1,795); Rajasthan (1,564) and Delhi (1,475) publications in Hindi language, Gujarat 1,576 publications in Gujarati language, Andhra Pradesh with 1,212 publications in Telugu and Maharashtra with 1,152 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 26,104 newspapers and periodicals which supplied their circulation data, 973 fall in the Big category, 6,615 in the Medium category and remaining 18,516 in the Small category. Publications falling in the Medium category have the largest share in the circulation with 27,40,06,097 copies per publishing day of total, followed by the Big category 17,75,12,526 copies and the Small category having 15,87,19,958 copies per publishing day during 2015-16. (Chapter 4 Table 4.6)

**1.6.2.** In the 'Big' category, there were 751 Dailies and Tri/Bi-weeklies. In the 'Medium' category, the number stood at 4,237 and in 'Small' category there were 3,926 Dailies and Tri/Bi-weeklies. Their total claimed circulation accounted for 14,15,02,067 copies, 18,45,33,929 copies and 4,55,76,745 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 11,50,038 copies per publishing day followed by “*HINDUSTAN TIMES*” an English/Daily published from Delhi with a circulation of 9,92,239 copies per publishing day and “*THE TIMES OF INDIA*”, an English/Daily published from Delhi with a claimed circulation of 9,46,175 copies per publishing day.

**1.7.2.** “*DAINIK BHASKAR*”, having 45 editions in Hindi Language with a total claimed circulation of 46,14,939 copies per publishing day occupied the first position among multi-editions Dailies during 2015-16. “*THE TIMES OF INDIA*”, having 33 editions in English Language with a total claimed circulation of 44,21,374 copies per publishing day stood second among multi-editions dailies.

**1.7.3.** “*THE SUNDAY TIMES OF INDIA*”, an English/Weekly Edition from Delhi, was the largest circulated periodical in 2015-16 with a claimed circulation of 8,47,176 copies per publishing day, while an another edition “*THE SUNDAY TIMES OF INDIA*”, an English/Weekly Edition from Mumbai, with a circulation of 8,02,466 copies remained second, and “*VANITHA*”, a Malayalam/Fortnightly from Kottayam with a claimed circulation of 6,94,291 copies per publishing day was ranked as third.

## OWNERSHIP

**1.8.1.** Out of 26,104 publications that furnished Annual Statements for the year 2015-16, as many as 23,024 were owned by Individuals followed by 2,037 by Joint Stock Companies, 374 by Societies and Associations, 287 by Trusts and 222 by Firms and Partnerships. 59 publications were brought out by the Central and State Governments and Cooperative Societies, Educational Institutions and others owned the remaining 101 publications. (Chapter 5 Table 5.1)

**1.8.2.** Publications owned by Individuals had the largest share in claimed circulation accounting for 75.61 per cent of the total circulation, followed by those owned by Joint Stock Companies with 19.59 per cent of the total circulation. 2,496 common ownership units brought out 8,855 publications with news interest contents. These units also brought out 211 publications which had no news interest contents. Publications, belonging to these common ownership units, claimed a total circulation of 32,59,94,983 copies per publishing day, i.e. 52.49% of the total circulation of the Indian Press. (Chapter 5 Table 5.5, 5.8 & 5.10)

## CONTENTS

**1.9.** Out of the total 17,190 periodicals, 15,471 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 59 Government publications, which filed Annual Statements for the year 2015-16, out of which 40 belonged to the Central Government and 19 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 2,39,498 copies per publishing day.

### REGISTERED PUBLICATIONS

**1.11.1.** The number of registered publications has been increased to 1,10,851 as on 31.3.2016 out of which 27,445 (including 1,341 ‘Miscellaneous’ publications) filed their Annual Statements for 2015-16. During the year, 5,423 new publications were registered and 15 ceased their publication. Detailed analysis of these registered newspapers is in Chapter 2.

### MISCELLANEOUS PUBLICATIONS

**1.12.1.** 1,341 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 2015-16. 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 1,341 miscellaneous publications, which furnished their circulation data, claimed a circulation of 2,64,07,636 copies per publishing day. (Chapter 10 Table 10.6)

<b>THE PRESS IN INDIA IN 2015-16: AT A GLANCE</b> (Data Compiled as per the Annual Statements Received)		
<b>Periodicity</b>	<b>Number</b>	<b>Circulation</b>
Daily	8,905	37,14,57,696
Bi/Tri Weekly	9	1,55,045
Weekly	9,295	14,47,89,293
Fortnightly	2,524	3,04,95,523
Monthly	4,672	5,74,54,515
Others	699	58,86,509
<b>Total</b>	<b>26,104</b>	<b>61,02,38,581</b>
<b>‘Miscellaneous’ Publications</b>	<b>1,341</b>	<b>2,64,07,636</b>