

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 1,14,820 publications (Newspapers & Other periodicals) have been registered in India till 31st March, 2017 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 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 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 27.02% 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 2016-17, 4,007 new publications were registered and 38 registered publications ceased their publications. As on 31st March, 2017, there were 1,14,820 registered publications on record as against 1,10,851 at the end of March, 2016. The total circulation of publications decreased from 61,02,38,581 copies per publishing day in 2015-16 to 48,80,89,490 copies per publishing day in 2016-17. The number of Annual Statements received online from registered publishers in the O/o RNI for the year 2016-17 were 31,028 (this includes 1,472 'Miscellaneous' publications, separately studied in 'Chapter X') against 27,445 in 2015-16 registering an increase of 13.05 per cent.

ANALYSIS OF DAILY PUBLICATIONS

1.2.1. As per the Annual Statements received for 2016-17, the number of Dailies being published in the country was 9,061 as against 8,905 during 2015-16. The claimed

circulation of Dailies went down from 37,14,57,696 copies to 27,53,61,253 copies per publishing day, a decrease of 25.87 per cent. Hindi had 3,996 Dailies claiming a circulation of 12,69,17,990 copies, while 1,236 Urdu & 830 English Dailies claimed 2,60,88,712 & 2,91,17,047 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 VI.

ANALYSIS OF PERIODICALS

1.3.1. The majority of Indian publications i.e. 69.34% of the total in numbers which filed Annual Statements for 2016-17 were periodicals. Circulation details were furnished by these 20,495 periodicals claiming a total circulation of 21,27,28,237 copies per publishing day. Out of them, 10,638 were Weeklies, 5,788 Monthlies, 2,804 Fortnightlies, 446 Quarterlies, 96 Annuals and 723 were of other periodicities. (Chapter 7 Table 7.2)

1.3.2. Total circulation of periodicals decreased from 23,86,25,840 copies in 2015-16 to 21,27,28,237 copies per publishing day in 2016-17. Weeklies lead with 11,94,98,723 copies, followed by Monthlies 5,13,27,699, Fortnightlies 2,60,79,617, Quarterlies 20,16,051 and Annuals 14,50,045 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 164 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 2016-17, the highest numbers of publications were published in Hindi 15,596 followed by English 2,317; Marathi 1,933; Urdu 1,879; Telugu 1,874; Gujarati 1,829 and Bi-lingual 1,328. (Chapter 3 Table 3.1)

1.4.3. In terms of circulation, Hindi publications continued to lead with 23,89,75,773 copies followed by English 5,65,77,000 copies and Urdu 3,24,27,005 copies, Marathi 2,85,38,505 copies and Telugu 2,76,73,400 copies per publishing day. (Chapter 4 Table 4.2)

1.4.4. Among Dailies, Hindi led with a total of 3,996 publications followed by 1,236 in Urdu. The languages that brought out more than 100 Daily publications were Telugu 935, English 830, Marathi 509, Gujarati 420, Kannada 387, Tamil 143, Odia 129, Malayalam 121 and Bilingual 123. Circulation-wise, Hindi Dailies again maintained their dominance with 12,69,17,990 copies followed by English Dailies with a claimed circulation of 2,91,17,047 copies per publishing day. (Chapter 3 Table 3.1 & Chapter 4 Table 4.2)

STATE-WISE ANALYSIS

1.5.1. During 2016-17, the largest number of publications was brought out from Uttar Pradesh 6,027, followed by Madhya Pradesh 4,388; Maharashtra 2,958; Delhi 2,405; Gujarat 2,001; Uttarakhand 1,999; Rajasthan 1,850 and Andhra Pradesh 1,757. (Chapter 3 Table 3.2)

1.5.2. In circulation terms, Uttar Pradesh again with a total circulation of 9,04,59,680 copies per publishing day was on 1st position followed by Madhya Pradesh with 5,23,23,785 copies, Maharashtra with 4,92,05,959 copies and Delhi 4,88,48,266 copies per publishing day. (Chapter 4 Table 4.3)

1.5.3. Uttar Pradesh had the largest number of Daily publications (2,157), followed by Andhra Pradesh (882), Madhya Pradesh (866), Maharashtra (710) and Delhi (645). 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 4,60,67,159 copies per publishing day retained its top position and was followed by Maharashtra with 2,80,66,864 copies, Madhya Pradesh with 2,78,85,960 copies, Delhi with 2,18,13,635 and Gujarat with 1,84,35,121 copies per publishing day. (Chapter 4 Table 4.3)

1.5.5. Delhi brought out publications in 16 languages followed by Maharashtra in 15 languages, Karnataka in 11 languages and Tamil Nadu in 8 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 4,763 publications were published in Hindi. The other States with a significant number of publications in a single language were Madhya Pradesh (4,109); Uttarakhand (1,820); Rajasthan (1,670) and Delhi (1,353) publications in Hindi language, Gujarat 1,765 publications in Gujarati language, Andhra Pradesh with 1,421 publications in Telugu and Maharashtra with 1,898 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 29,556 newspapers and periodicals which supplied their circulation data, 830 fall in the Big category, 4,427 in the Medium category and remaining 24,299 in the Small category. Publications falling in the Medium category have the largest share in the circulation with 17,53,10,787 copies per publishing day of total, followed by the Small category 17,41,11,257 copies and the Big category having 13,86,67,446 copies per publishing day during 2016-17. (Chapter 4 Table 4.6)

1.6.2. In the 'Big' category, there were 617 Dailies and Tri/Bi-weeklies. In the 'Medium' category, the number stood at 2,926 and in 'Small' category there were 5,518 Dailies and Tri/Bi-weeklies. Their total claimed circulation accounted for 10,21,36,239

copies, 11,83,93,549 copies and 5,48,31,465 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 11,16,428 copies per publishing day followed by “*The Times of India*” an English/Daily published from Delhi with a circulation of 9,56,054 copies per publishing day and “*Hindustan Times*”, an English/Daily published from Delhi with a claimed circulation of 8,97,467 copies per publishing day.

1.7.2. “*DAINIK BHASKAR*”, having 46 editions in Hindi Language with a total claimed circulation of 47,36,785 copies per publishing day occupied the first position among multi-editions Dailies during 2016-17. “*THE TIMES OF INDIA*”, having 33 editions in English Language with a total claimed circulation of 42,68,703 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 2016-17 with a claimed circulation of 8,35,269 copies per publishing day, while “*SUNDAY NAVBHARAT TIMES*”, a Hindi/Weekly Edition from Mumbai, with a circulation of 6,69,627 copies remained second, and “*VANITHA*”, a Malayalam/Fortnightly from Kottayam with a claimed circulation of 6,47,104 copies per publishing day was ranked as third.

OWNERSHIP

1.8.1. Out of 29,556 publications that furnished Annual Statements for the year 2016-17, as many as 26,369 were owned by Individuals followed by 2,027 by Joint Stock Companies, 445 by Societies and Associations, 340 by Trusts and 230 by Firms and Partnerships. 60 publications were brought out by the Central and State Governments and Cooperative Societies, Educational Institutions and others owned the remaining 85 publications. (Chapter 5 Table 5.1)

1.8.2. Publications owned by Individuals had the largest share in claimed circulation accounting for 70.95 per cent of the total circulation, followed by those owned by Joint Stock Companies with 23.65 per cent of the total circulation. 2,546 common ownership units brought out 9,063 publications with news interest contents. These units also brought out 82 publications which had no news interest contents. Publications, belonging to these common ownership units, claimed a total circulation of 25,49,83,934 copies per publishing day, i.e. 51.24% 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 20,495 periodicals, 18,544 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 60 Government publications, which filed Annual Statements for the year 2016-17, out of which 35 belonged to the Central Government and 25 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 2,13,620 copies per publishing day.

REGISTERED PUBLICATIONS

1.11.1. The number of registered publications has been increased to 1,14,820 as on 31.3.2017 out of which 31,028 (including 1,472 ‘Miscellaneous’ publications) filed their Annual Statements for 2016-17. During the year, 4,007 new publications were registered and 38 ceased their publication. Detailed analysis of these registered newspapers is in Chapter 2.

MISCELLANEOUS PUBLICATIONS

1.12.1. 1,472 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 2016-17. 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 1,472 miscellaneous publications, which furnished their circulation data, claimed a circulation of 1,86,32,780 copies per publishing day. (Chapter 10 Table 10.6)

THE PRESS IN INDIA IN 2016-17: AT A GLANCE (Data Compiled as per the Annual Statements Received)		
Periodicity	Number	Circulation
Daily	9,061	27,53,61,253
Weekly	10,638	11,94,98,723
Fortnightly	2,804	2,60,79,617
Monthly	5,788	5,13,27,699
Quarterly	446	20,16,051
Annual	96	14,50,045
Others	723	1,23,56,102
Total	29,556	48,80,89,490
‘Miscellaneous’ Publications	1,472	1,86,32,780