

CHAPTER – 6

DAILY PUBLICATIONS

6.1 A study of Dailies along with Tri/Bi-Weeklies has been included in this chapter. For the year 2015-16, 8,905 Dailies and 9 Tri/Bi-Weeklies submitted their Annual Statements online as against 7,871 Dailies and 34 Tri/Bi-Weeklies for the year 2014-15. This shows an increase of 13.13 per cent in the Dailies and decrease of 73.25 per cent in the Tri/Bi weeklies over the last year. The circulation of Dailies and Tri/Bi-Weeklies registered an increase of 25.36 per cent in the categorized and decrease 84.07 per cent for the Tri/Bi Weeklies over the last year. Data on their working and organizational statement was received from 8,474 Dailies, analysis of which can be seen from paras 6.1 to 6.11.

LANGUAGE- WISE ANALYSIS

6.2. So far as newspapers and Periodicals in different language are concerned, Dailies were published in all the principal Indian languages mentioned in the Eighth Schedule of the Indian Constitution except Bodo. The largest number of Dailies were brought out in Hindi (4,118) followed by Urdu (1,268), Telugu (856), English (836), Marathi (423) and Gujarati (421). (Table 6.3)

CIRCULATION- WISE ANALYSIS

6.3. Circulation figures for 2015-16 were furnished by 8,905 Dailies and 9 Tri/Bi-Weeklies claiming a combined circulation of 37,14,57,696 copies as against 29,63,02,606 copies per publishing day in 2014-15. The increase in combined circulation for 2015-16 over the previous year is 25.36 per cent. The circulation of Hindi Dailies with a total of 17,59,03,130 copies per publishing day was the largest in the country followed by Urdu Dailies with a total circulation of 4,23,76,042 copies and English with a total circulation of 3,80,00,490 copies per publishing day. (Table 6.3)

CENTRES OF PUBLICATION

6.4.1 Out of 8,914 Dailies and Tri/Bi-Weeklies that furnished their circulation data for 2015-16, 46.28 per cent were published from Big Cities with a population of 1,00,000 and above (excluding Metropolitan Cities and State Capitals), remaining 30.15 per cent were published from State Capitals, 11.42 per cent were Small Towns and 1.12 per cent were published from Union Territories. The four Metropolitan Cities had a share of 10.93 per cent. (Table 6.4)

6.4.2 Circulation wise also, Dailies and Tri/Bi-Weeklies published from Big Cities with a population of 1,00,000 and above have the largest share with 41.9 per cent of the total circulation i.e. 15,57,04,286 copies per publishing day. Publications brought out from State

Capitals were the next, accounting for 26.67 per cent or 9,91,05,802 copies, followed by Metropolitan Cities with 15.28 per cent or 5,67,67,118 copies, the Small towns with 14.98 per cent or 5,56,81,348 copies and Union Territories 1.17 per cent or 43,54,187 copies per publishing day. (Table 6.4)

STATE-WISE ANALYSIS

6.5.1 Uttar Pradesh continued to be the largest publisher of Dailies with 2,316 publications followed by Andhra Pradesh 832, Madhya Pradesh 798, Delhi 717, Maharashtra 617, Gujarat 503 and Rajasthan 466. (Refer Table 3.2 of Chapter 3).

6.5.2 Uttar Pradesh was reported to be the largest publisher of Dailies with a maximum circulation of 7,84,91,709 copies per publishing day followed by Maharashtra 4,37,32,107 copies, Delhi 3,37,17,134 copies, Madhya Pradesh 3,33,49,938 copies, Gujarat 2,15,74,725 copies, Rajasthan 2,00,15,376 copies and Andhra Pradesh 1,84,48,633 copies per publishing day. (Refer Table 4.3 of Chapter 4)

WORKING OF PUBLICATIONS

6.6 Information on the working and organization of the publications was received from 8,474 Dailies during 2015-16. It can be grouped under seven heads, viz. (i) Staff, (ii) Editing, (iii) Advertising, (iv) Pages, Page Area and Price, (v) Home and (vi) Foreign News.

CORRESPONDENTS

6.7 As per available data, 8,474 Daily publications were utilizing the services of 24,333 full time correspondents. (Table 6.5)

REPORTERS

6.8 As many as 40,289 reporters were working for 8,474 Daily publications. Out of them 11,089 served for 740 'Big' Dailies, 19,196 for 4,082 'Medium' Dailies and 10,004 for 3,652 'Small' Daily publications. The break-up of correspondents, retainers and reporters, employed in India and abroad by Indian Dailies is given in Table 6.5.

EDITORIAL STAFF

6.9 According to available data, 16,843 full time staff members were working in the editorial staff for 8,474 Dailies. These included the services of special writers for writing comments, editorials and features. Out of them, 3,389 worked for 'Big', 7,398 for 'Medium' and 6,056 for 'Small' Dailies. (Table 6.6)

OTHER STAFF

6.10 There were 12,210 full time photographers, 2,127 full time and 328 part time cartographers, 2,389 full time and 3,173 part time cartoonists were working with 6,054 Dailies. (Table 6.6)

ADVERTISEMENTS

6.11 Income from advertisements is the main source of revenue for publications. Out of 8,474 Daily publications, which supplied data pertaining to advertisement, 570 Dailies, (89 Big, 220 'Medium' and 261 'Small') derived more than 75 per cent of their income from advertisements and 1,568 Dailies derived 50 to 74 per cent of their income from advertisement. The category-wise break-up of the income of these Dailies from advertisements is given in Table 6.7.

GOVERNMENT ADVERTISEMENTS

6.12 Data regarding income derived from Government Advertisements (in per cent age terms) was available from 8,474 Dailies. Out of them, 1,796 Dailies received 75 per cent or more of their advertisement revenue from Government Sources and 1,396 Dailies earned Government Advertisement revenue between 50 and 74 per cent. (Table 6.8)

PAGES, PAGE AREA AND PRICE

6.13.1 On an average, 'Big' (740), 'Medium' (4,082) and 'Small' (3,652) Dailies published 13.96, 8.3 and 6.7 pages per day respectively. Overall average pages of these Dailies were 9.67 pages per day. (Table 6.9)

6.13.2 The average price of 8,474 Daily publications, who gave this data to the RNI, was Rs. 2.33 per newspaper copy. On an average, 'Big' Dailies were priced at Rs. 3.1, 'Medium' at Rs. 1.85 and 'Small' Rs. 1.73, respectively. (Table 6.9)

6.13.3 The average size of page of 8,474 Dailies was 1855.67 cm². An average size of pages of 'Big' Dailies was 1822.9 cm² and of Medium Dailies was 1852.97 cm². The average size of pages of 'Small' Dailies was 1890.86 cm². (Table 6.9).

ADVERTISING SPACE

6.14 Data about space, taken up by advertisements were given by 8,474 Dailies (740 'Big', 4,082 'Medium' and 3,652 'Small'). Out of these, 3,888 Dailies (483 'Big', 1,689 'Medium' and 1,716 'Small') devoted 60 per cent and more of the total space to advertisements and 449 Dailies (68 'Big', 206 'Medium' and 175 'Small') devoted 40 to 59 per cent space to advertisement. The space occupied by advertisements in remaining 4,137 Dailies (189 'Big', 2187 'Medium and 1761 'Small') was below 40 per cent of the total. (Table 6.10)

HOME AND FOREIGN NEWS

6.15 As per information filed by 8,474 Dailies, 4,601 Dailies (378 'Big', 2,203 'Medium' and 2,020 'Small') devoted 90 per cent or more space to home news. As many as 3,389 Dailies (317 'Big', 1,712 'Medium' and 1,360 'Small') devoted between 50 to 89 per cent to home news and remaining 484 Dailies (45 'Big', 167 'Medium' and 272 'Small') devoted below 50 per cent to home news. (Table 6.11)

TABLE 6.1
NUMBER & CIRCULATION OF DAILIES
(2004-05 to 2015-16)

Year	Number	Circulation	Annual Growth in Circulation (+) (-) Percentage
2004-05	1834	7,86,89,266	(+) 7.0
2005-06	2130	8,88,63,048	(+) 12.9
2006-07	2337	9,88,37,248	(+) 11.22
2007-08	2566	10,57,91,199	(+) 7.04
2008-09	3386	13,58,05,315	(+) 28.37
2009-10	3909	16,23,12,686	(+) 19.52
2010-11	4396	17,56,65,243	(+) 8.23
2012-13	4929	19,69,51,390	(+) 12.12
2012-13	5767	22,43,37,652	(+) 13.91
2013-14	6730	26,42,89,811	(+) 17.81
2014-15	7871	29,63,02,606	(+) 12.11
2015-16	8905	37,14,57,696	(+) 25.36

TABLE 6.2
NUMBER & CIRCULATION OF TRI&BI-WEEKLIES
(2005-06 to 2015-16)

Year	Number	Circulation	Annual Growth in Circulation (+) (-) Percentage
2005-06	39	5,66,198	(+) 2.2
2006-07	37	7,37,572	(+) 30.26
2007-08	34	6,54,972	(-) 11.20
2008-09	28	5,749,84	(-) 12.21
2009-10	26	6,35,503	(+) 10.53
2010-11	31	9,69,361	(+) 52.53
2012-13	28	9,28,927	(-) 4.17
2012-13	36	11,87,995	(+) 27.89
2013-14	25	8,93,218	(-) 24.81
2014-15	34	9,73,292	(+) 8.96
2015-16	9	1,55,045	(-) 84.07

TABLE 6.3
NUMBER & CIRCULATION OF DAILIES DURING 2015-16
(Language & Periodicity-wise)

Language	Dailies		Tri/Bi-weekly	
	Number	Circulation	Number	Circulation
Assamese	29	1004116	0	0
Bengali	69	4671865	1	25500
Bilingual	132	2967661	0	0
Bodo	4	204509	0	0
Dogri	1	49072	0	0
English	836	38000490	7	18045
Gujarati	421	16903308	0	0
Hindi	4118	175903130	1	111500
Kannada	229	5016684	0	0
Kashmiri	1	66000	0	0
Konkani	0	0	0	0
Maithili	1	16197	0	0
Malayalam	117	9143601	0	0
Manipuri	6	215057	0	0
Marathi	423	29112438	0	0
Multilingual	8	177653	0	0
Nepali	8	344077	0	0
Odia	127	14413368	0	0
Others	20	528387	0	0
Punjabi	71	4397527	0	0
Sanskrit	12	210983	0	0
Santhali	1	25500	0	0
Sindhi	7	387533	0	0
Tamil	140	5562703	0	0
Telugu	856	19759795	0	0
Urdu	1268	42376042	0	0
Total	8905	371457696	9	155045

TABLE 6.4
CIRCULATION (Centre-Wise)

Centre of publication	Dailies/ Tri & Bi-weeklies	Circulation	Percentage Share in Total	
			Number	Circulation
Big city	4125	155704286	46.28	41.9
Metropolitan City	974	56767118	10.93	15.28
State Capital	2688	99105802	30.15	26.67
Smaller Towns	1018	55681348	11.42	14.98
Union Territory	109	4354187	1.22	1.17
Total	8914	371612741	100	100

TABLE 6.5
NEWS-GATHERING SYSTEM

Category	No. Of Papers	News Agency		Features Services		Full Time Corresponding		Reporters		Retainer/ Stringers	
		Indian	Foreign	Indian	Foreign	Indian	Foreign	Indian	Foreign	Indian	Foreign
Big	740	1486	45	1146	0	6840	0	11089	0	0	0
Medium	4082	10069	212	2857	0	12730	0	19196	0	0	0
Small	3652	5494	318	1926	0	4763	0	10004	0	0	0
Total	8474	17049	575	5929	0	24333	0	40289	0	0	0

TABLE 6.6
NEWS-GATHERING SYSTEM

Category	No. of Papers	Editorial staff		Photographers		Cartographers		Cartoonists		Other Non-Editorial Staff		Total
		Full Time	Part Time	Full Time	Part Time	Full Time	Part Time	Full Time	Part Time	Full Time	Part Time	
Big	740	3389	0	2178	0	265	15	368	507	0	0	6722
Medium	4082	7398	0	5685	0	946	170	1181	1371	0	0	16751
Small	3652	6056	0	4347	0	916	143	840	1295	0	0	13597
Total	8474	16843	0	12210	0	2127	328	2389	3173	0	0	37070

TABLE 6.7
INCOME DERIVED FROM ADVERTISEMENTS
(Percentage of total income)

Category	No. of Dailies	1-24%	25-49%	50-74%	75% & above	Total
Big	740	135	214	302	89	740
Medium	4082	1869	1291	702	220	4082
Small	3652	1819	1008	564	261	3652
Total	8474	3823	2513	1568	570	8474

TABLE 6.8
INCOME DERIVED FROM GOVERNMENT ADVERTISEMENTS
(Percentage of total income from advertisement)

Category	No. of Dailies	1-24%	25-49%	50-74%	75% & above	Total
Big	740	315	203	128	68	714
Medium	4082	948	886	817	987	3638
Small	3652	967	616	451	741	2775
Total	8474	2230	1705	1396	1796	7127

TABLE 6.9
PHYSICAL PROFILE OF DAILIES

Category	No. Of Papers	Avg. No. Of Pages	Avg. Page Area (in sq.cms.)	Avg. Price Per Copy
Big	740	13.96	1822.9	3.1
Medium	4082	8.3	1852.97	1.85
Small	3652	6.7	1890.86	1.73
Total	8474	9.67	1855.67	2.33

TABLE 6.10
SPACE DEVOTED TO ADVERTISEMENTS

Percentage of Space Devoted to Advertisement	No. of Dailies			Total
	Big	Medium	Small	
60% & Above	483	1689	1716	3888
40% to 59%	68	206	175	449
Below 40%	189	2187	1761	4137
Total	740	4082	3652	8474

TABLE 6.11
PER CENTAGE OF READING MATTER DEVOTED TO HOME NEWS

Category	90% & Above	50% to 89%	Below 50%	Total
Big	378	317	45	740
Medium	2203	1712	167	4082
Small	2020	1360	272	3652
Total	4601	3389	484	8474