

DD News Ahead of Pvt English News Channels in Prime-Time Viewership'

Public broadcaster Doordarshan News has a far greater share of viewership during evening prime time than private English news channels as per the latest Broadcast Audience Research Council (BARC) measurement data, officials claimed.

A senior Doordarshan official said that the latest BARC ratings show that the DD News Prime Time (9-10 PM) programme 'News Night' during weekdays is the most-watched news programme for that slot among all English news channels.

KG Suresh, a Senior Consulting Editor with DD News, claimed that the channel had secured better ratings because of a wider canvas and range of BARC ratings, which recently included viewership data for rural households, as also the broadcaster's emphasis on content and presentation.

"People are now keen to watch DD News as it is against sensationalism, loud debates et al," he said.

Doordarshan News is a bilingual channel with programmes in both English and Hindi. 'News Night' is an English news programme.

Hindi channels occupy the top spots in the BARC viewership survey, above DD News and other English channels.

Suresh also said that DD News is in the process of totally revamping 'Naya Savera' and hoped to unveil the new-look morning show from the New Year.