



**Press Information Bureau**  
**Government of India**



**Ministry of Information & Broadcasting**



## Doordarshan's coverage of Republic Day a Global Hit

Posted On: 04 FEB 2022 11:21AM by PIB Delhi


That Doordarshan's broadcast has no parallel when it comes to 360 degree coverage of gigantic events of national importance has been well established multiple times in the past. But DD has outdone itself this time through unprecedented coverage of Republic Day 2022, with never seen images of fly-past by Indian AIR Force in its full glory and much more.





In a sign of changing viewership pattern, Republic Day coverage on YouTube network of DD garnered more views than its TV network, at 2.6 Crore and 2.3 Crore respectively. These figures together indicate the scale of reach of Doordarshan network. This was further exponentially amplified to a total of more than 3.2 Billion Television Viewing Minutes by more than 180 channels across the country which aired these Doordarshan visuals from 9:30 AM in the morning till noon.


Through this historical Republic Day coverage, Doordarshan has also made inroads into global audiences, by registering manifold increase in its global viewership together in more than 140 countries, including US, Canada, Germany, Japan, France, Australia, New Zealand, Saudi Arabia, Pakistan and UAE.



# Republic Day Viewership



-  YouTube (DD) - 26 Million+
-  TV Reach (DD)- 22.8 Million
-  Live broadcast carried by 180+ channels
-  Total TV Viewing Minutes - 3.2 Billion



Coverage on Doordarshan was widely appreciated by people from all walks of life in India and abroad.

**Abhay Karandikar**    
@karandi65

Spectacular coverage by @DDNational & @prasarbharati of the 73rd #RepublicDayParade. Shots of IAF flypast were breathtaking, & the in-cockpit view allowed us to experience a different dimension. Congratulations to @shashidigital & his team for making this possible @ianuragthakur

Watch on Twitter

3:03 PM · Jan 27, 2022

 54
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**Amit Paranjape** 

@aparanjape



Nicely done @IAF\_MCC, @prasarbharati @DDNewslive @shashidigital

Excellent coverage of the flypast!

**A. Bharat Bhushan Babu**  @SpokespersonMoD

Cockpit view of #Baaz formation comprising 1 Rafale, 2 Jaguar, 2 MiG-29 UPG, 2 Su-30 MI ac in seven ac 'Arrowhead' formation flying at 300m AOL. #AzadiKaAmritMahotsav

12:12 PM · Jan 26, 2022



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**Payal Mehta**/পায়েল মেহতা/ पायल मेहता/ पायेल मेहता 

@payalmehta100



Never seen camera angles! What an experience

@DDNewslive    #RepublicDay





12:03 PM · Jan 26, 2022



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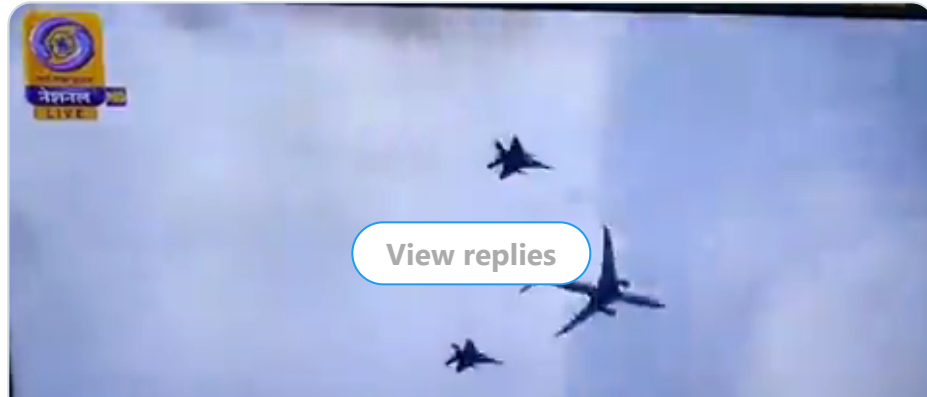
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**Pratyush Ranjan** ✓ @pratyush\_ranjan · Jan 26, 2022



What a view!!

#RepublicDay #RepublicDayParade #RepublicDayIndia  
#RepublicDay2022



0:26 / 0:26

**Pratyush Ranjan** ✓

@pratyush\_ranjan

Splendid View, Indeed!!

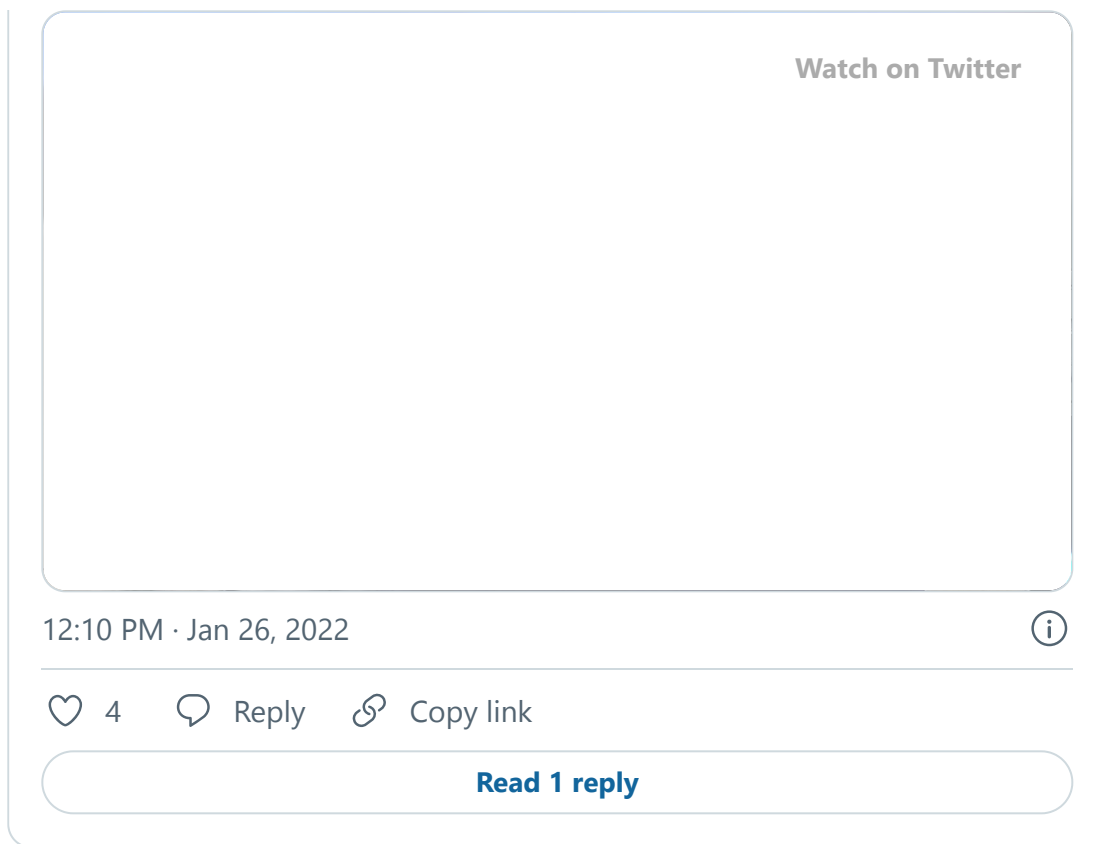
#RepublicDay #RepublicDayParade #RepublicDayIndia  
#RepublicDay2022

Great work by



@prasarbhati @DDNewsLive @DDNational





Some of the Republic Day videos are still trending with multi-million views.

Visual of Marching Contingent - <https://www.youtube.com/watch?v=PwmeHNAIouA>

Fly-past at Republic Day Parade - <https://www.youtube.com/watch?v=3EOYAUykKk>

President Kovind and PM Modi bid farewell to Virat - <https://www.youtube.com/watch?v=0-qoGg08j9E>

Tableaux of the States - <https://www.youtube.com/watch?v=uq5RloOLryY>

Prasar Bharati's Selfie campaign on Twitter became a hit as many proud Indians across age groups posted their selfies while watching Republic day on Doordarshan.



**Anjali Koli**

@AnjaliK45589768

The only time in the year when all family and friends get together to watch Republic day on @DDNational @prasarbharati @DDUttarPradesh #RepublicDayWithDoordarshan

11:23 AM · Jan 26, 2022



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**Shivam**

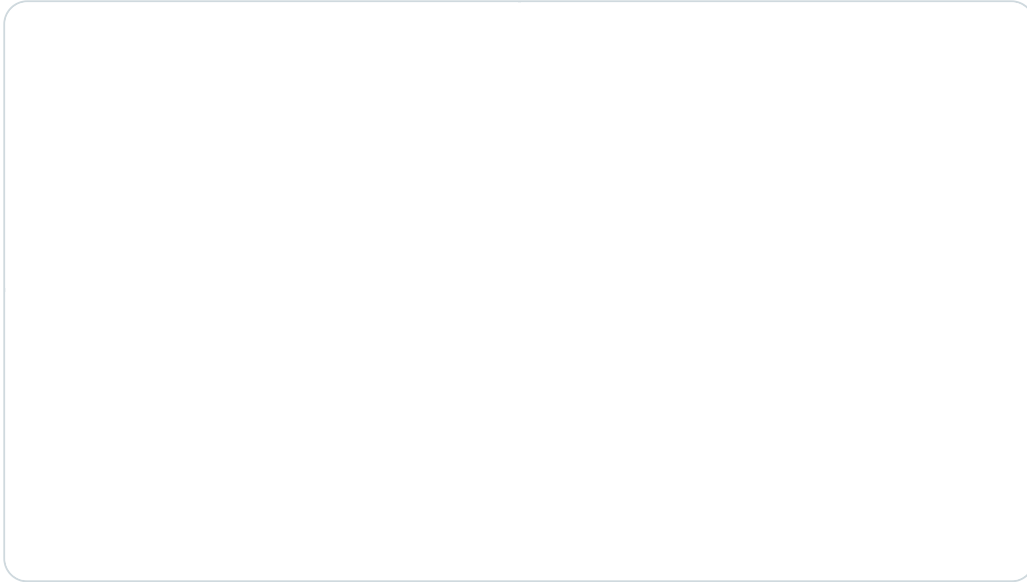
@ShivamYOI



Watching Republic Day Parade on Doordarshan....Come With Me And Celebrate the Festival Of India 🇮🇳🇮🇳🇮🇳 #Dil\_se\_Indian #Selfie\_with\_doordarshan 📱🇮🇳 #RepublicDay2022 #RepublicDayWithDoordarshan



@DDNational @prasarbharati pic.twitter.com/byYEYJ3gOJ



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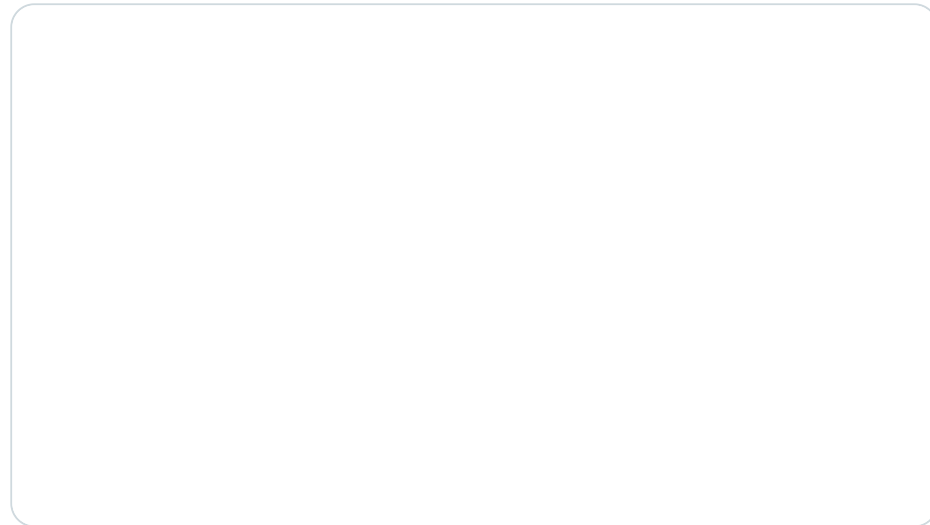


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**Prasar Bharati प्रसार भारती**  @prasarbharati · Jan 26, 2022 

Tweet your Selfie watching Republic Day Parade on Doordarshan and your tweet will be highlighted by us. Do not forget to tag [@ddnational](#) and [@prasarbharati](#) [#RepublicDay2022](#)

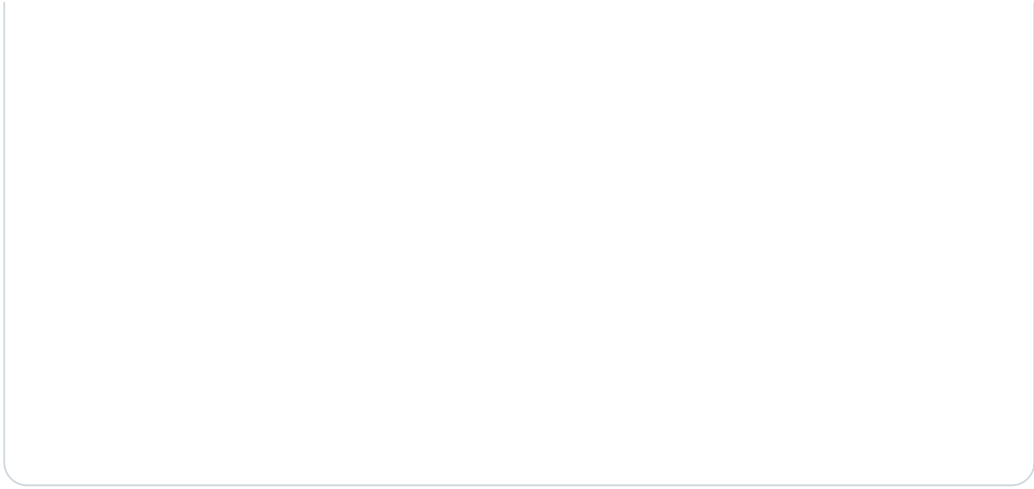


**Baswaraj Morkhande**  
@BMorkhande



JAI HIND !!





10:41 AM · Jan 26, 2022

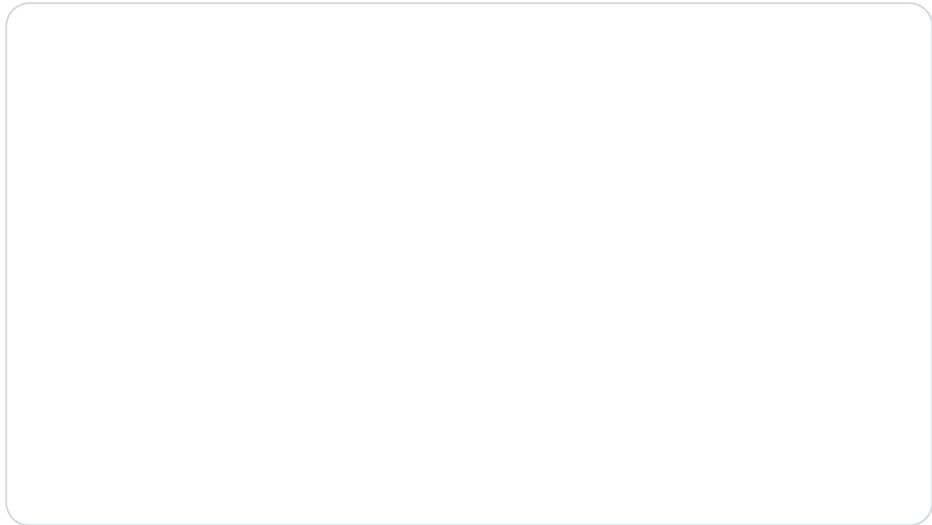


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**Prasar Bharati प्रसार भारती**  @prasarbharati · Jan 26, 2022 

Tweet your Selfie watching Republic Day Parade on Doordarshan and your tweet will be highlighted by us. Do not forget to tag [@ddnational](#) and [@prasarbharati](#) [#RepublicDay2022](#)



**Vinay Kumar Mishra**  
@VinayKu64450906

I am watching parade with my father & feels  
[#ProudToBeAnIndian](#)  
[@ddnational](#) and [@prasarbharati](#)  
[#RepublicDay2022](#)





12:20 PM · Jan 26, 2022 (i)

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## Saurabh Singh

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