



Ministry of Information &amp; Broadcasting

## DD News crosses 4 Mn Subscribers on YouTube, Prasar Bharati gains total of 15 Mn since 2017



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In keeping with the changing broadcasting landscape, technology and viewers' demand, Prasar Bharati's digital platforms across Doordarshan and All India Radio have evolved over past few years, in turn, growing manifold in terms of subscribers, followers, likes and views.

In one recent milestone, DD News has crossed 4 Million Subscribers on its YouTube channel. Last month in July, DD National had achieved the 4 Million Subscribers feat.

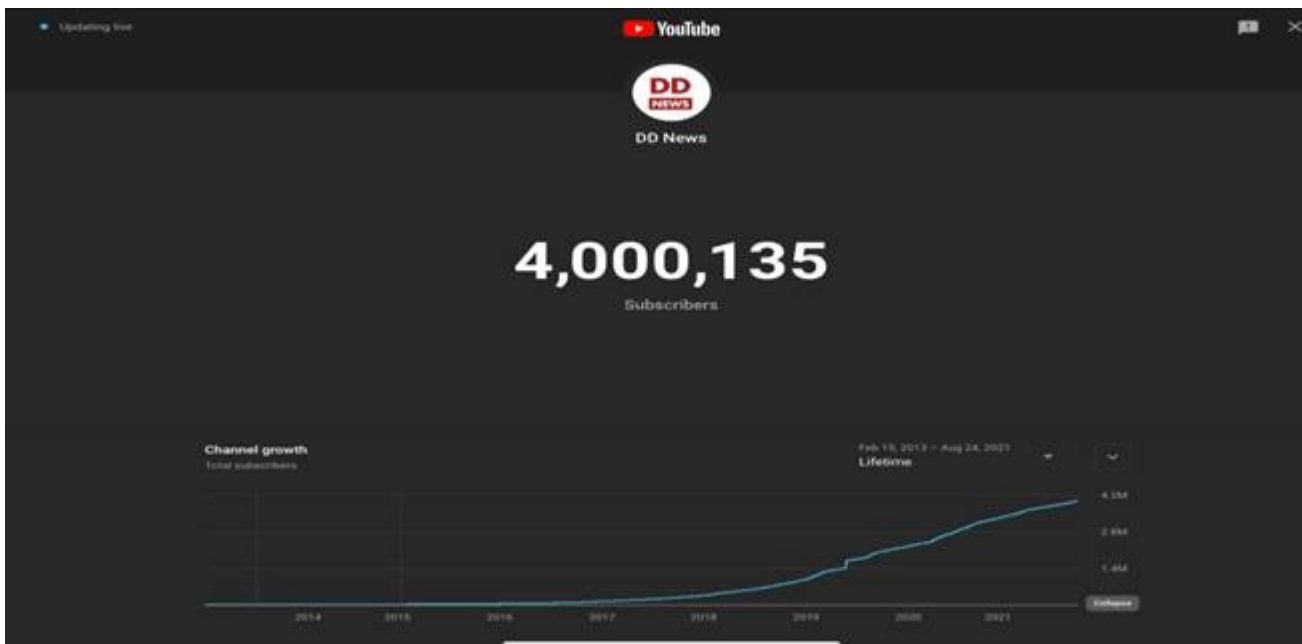
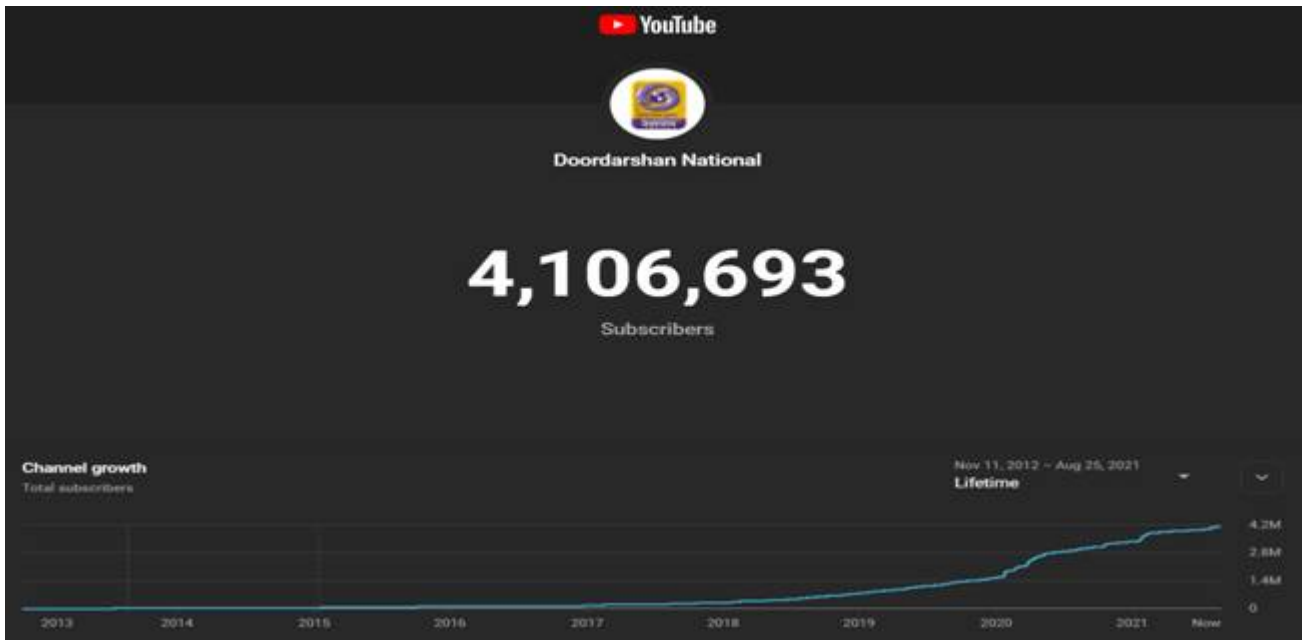
Between 2017 and 2021 (till date), Doordarshan and All India Radio across both News and General Infotainment have added a cumulative of more than 15 Million Digital Subscribers on YouTube alone, to reach a current digital subscriber base of 1.73 Crores (17.3 Million).

While the YouTube channels of DD News and DD National are leading the pack with multi-Million subscribers, Prasar Bharati Sports and DD Kisan YouTube channels will soon join the Million+ Subscribers league. All India Radio's National News YouTube channel, News On Air Official, is at the top among the YouTube channels of the AIR Network.

Among the regional channels, DD Chandana (Kannada), DD Sahyadri (Marathi), DD Saptagiri (Telugu), DD Bangla, DD Girnar (Gujarati), AIR Imphal and North East service of All India Radio have registered significant presence on YouTube with subscribers in Lakhs.

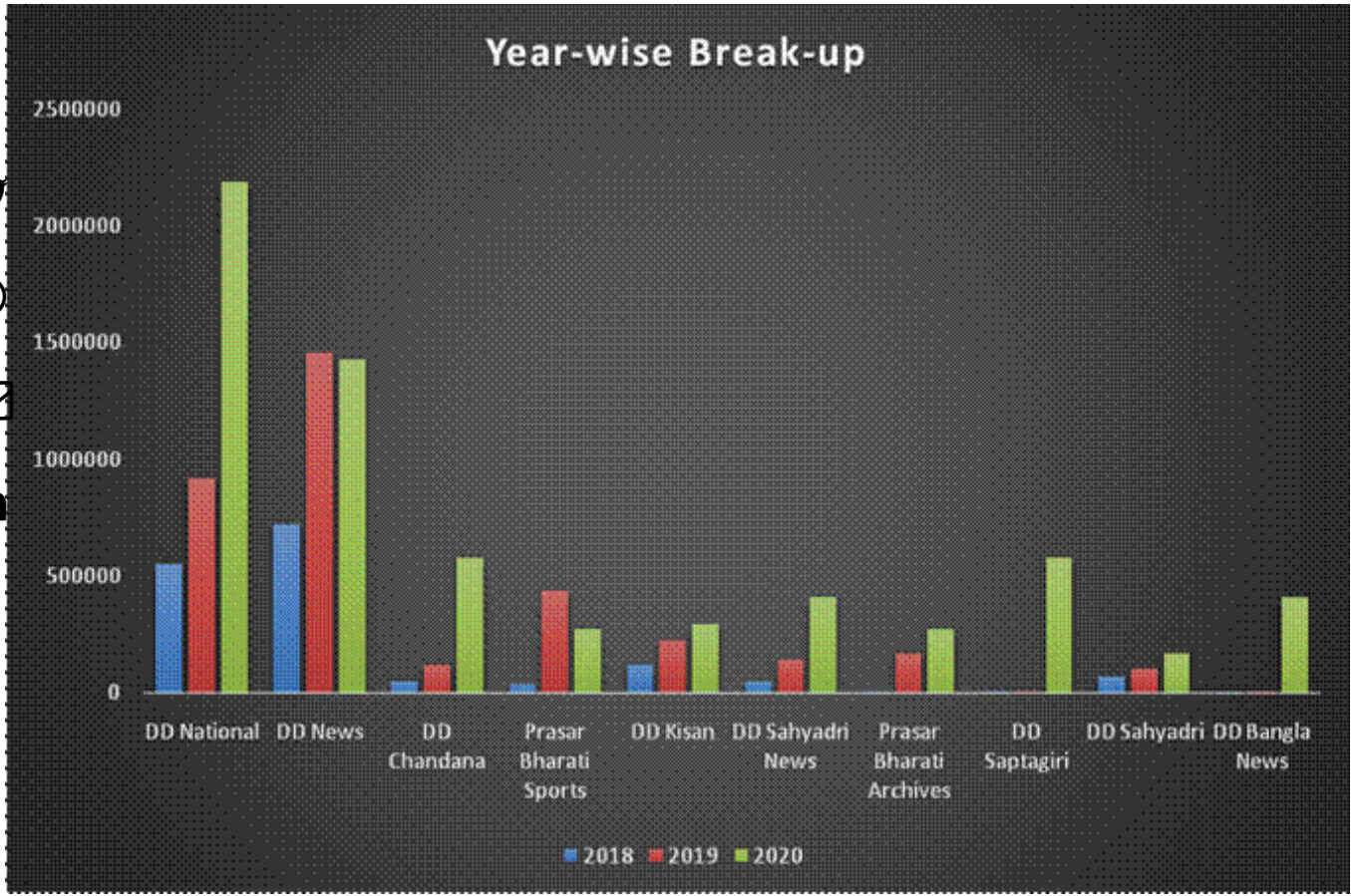
Sr No.	Channel Name	Total Subscribers	Total Views
1.	DD National	41,00,000	62,73,48,088
2.	DD News	40,00,000	78,47,46,187
3.	DD Chandana	9,63,000	14,45,26,992
4.	Prasar Bharati Sports	7,72,000	9,72,72,352
5.	DD Kisan	7,31,000	7,78,31,593
6.	DD Sahyadri News	7,19,000	15,40,07,372
7.	Prasar Bharati Archives	6,15,000	8,92,39,851
8.	DD Saptagiri	4,87,000	5,21,67,642
9.	DD Sahyadri	4,73,000	5,13,02,771
10.	DD Bangla News	4,47,000	10,98,36,252

f If we take a look at the year-wise subscriber growth of these top 10 channels, we will find that the growth trajectory starts rising in 2017 and continues the upward trend. Lifetime growth graph of the two top channels DD National and DD News corroborates the same.



Year-wise break-up of subscriber growth of these channels shows their ascending growth in the subsequent years between 2018 and 2020.

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**Saurabh Singh**

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