



Ministry of Information & Broadcasting



# Northeast powers Prasar Bharati's Digital Growth



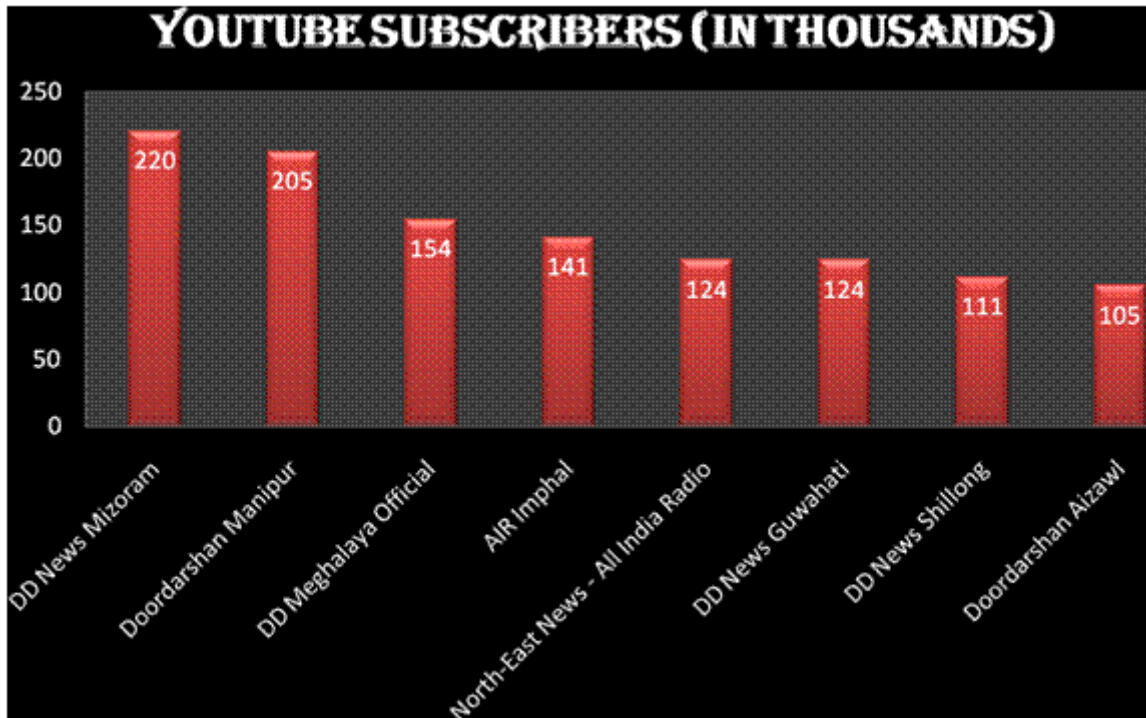
Posted On: 21 SEP 2021 5:14PM by PIB Delhi



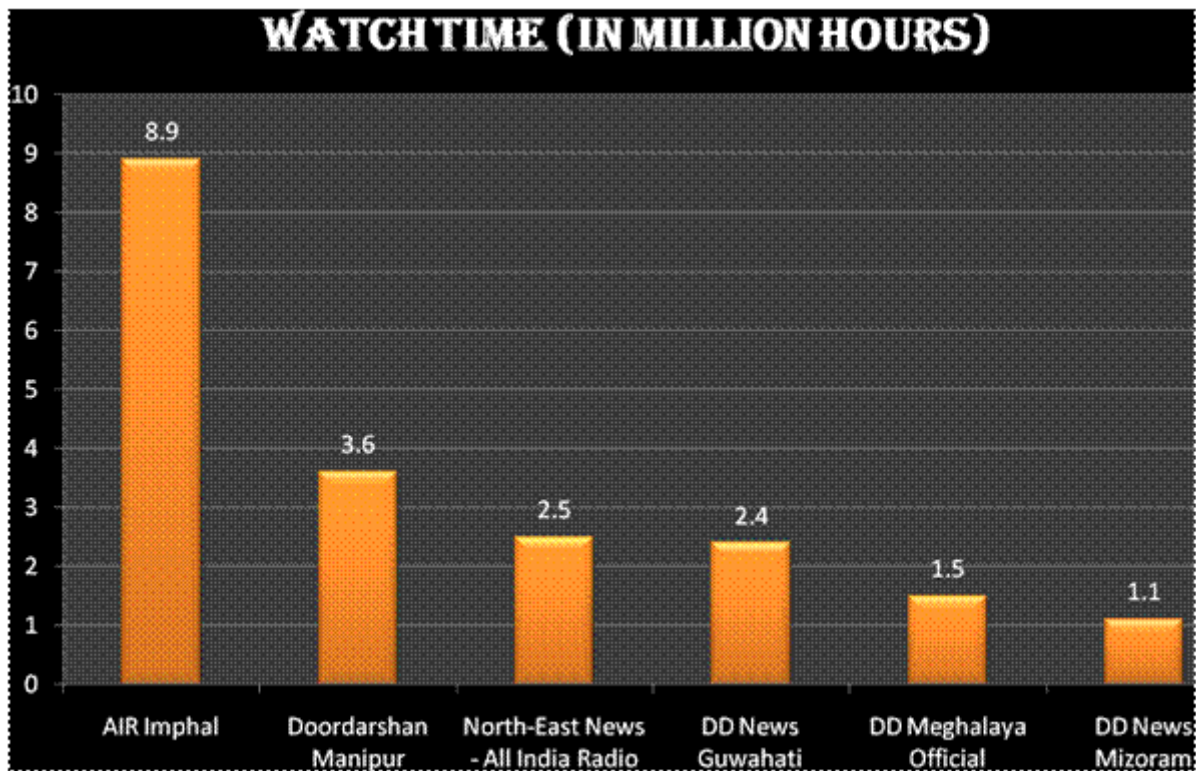
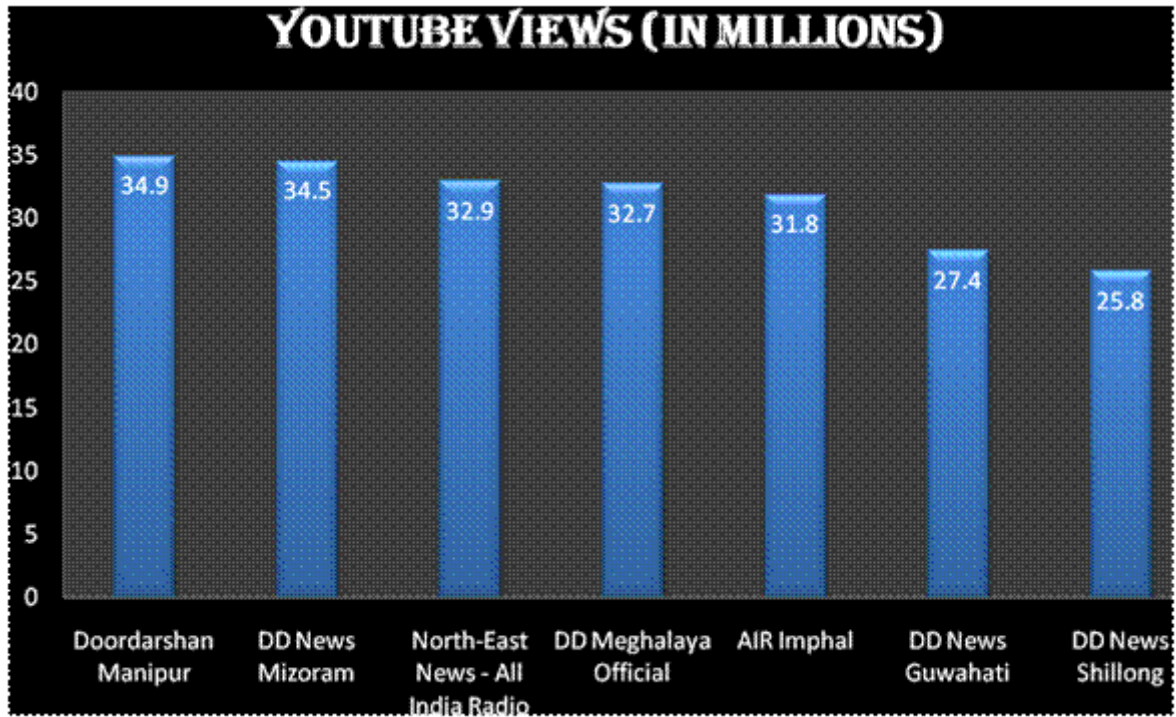
Prasar Bharati's digital network has carved out a niche in the Indian digital media industry by focussing on inclusive growth, instead of just revenue driven growth. Serving the mandate of the public broadcaster even in the digital world, Prasar Bharati's digital platforms in the remotest areas of Northeast have registered significant milestones by together clocking more than 220 Million Views and 1 Million+ Subscribers on YouTube.

In one such recent landmark achievement, YouTube channel of Doordarshan Aizawl has crossed 1 Lakh subscribers. These growths in Views and Subscribers base are fuelled by top quality content in the genres of Teleplays, Telefilms and Films.

Multiple Twitter handles of Doordarshan and All India Radio across Northeast region have followers in Thousands. Many have blue tick verification from Twitter.



YouTube News channels of DD Mizoram, DD Guwahati, DD Shillong and All India Radio Northeast service have quite sizeable Subscribers base, with DD News Mizoram leading the pack.



Most of these Northeast channels of Prasar Bharati have digital views and watch time hours in Millions, wherein Doordarshan and All India Radio channels of Manipur top the charts.

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**Saurabh Singh**

(Release ID: 1756730) Visitor Counter : 910

**f** Read this release in: Urdu , Marathi , Hindi , Manipuri , Bengali , Punjabi , Tamil

