

The details of total expenditure incurred by the Government on advertisements of Government schemes and policies on various platforms since 2014.

FY	Print (Rs in Cr.)	AV (TV only) (Rs in Cr.)	New Media (Rs in Cr.)
2014-15	424.84	247.84	93.15
2015-16	508.22	245.41	126.17
2016-17	468.53	280.77	94.15
2017-18	636.09	153.03	100.22
2018-19	429.55	149.67	111.28
2019-20	295.05	98.69	74.53
2020-21	197.49	69.82	14.4
2021-22	179.04	29.29	6.61
2022-23	220.34	48.35	7.54
2023-24	201.98	112.67	39.33
2024-25	119.79	132.79	70.83

Annexure-A
YEAR WISE SHARE OF AV(TV) FROM THE FINANCIAL YEAR 2014-15 to 2025-26

s.No	Financial Year	TOP 10 %	Top 20%	Remaining%
1	2014-15	66.2447992	79.65235	20.34765233
2	2015-16	63.6054282	78.67625	21.32375372
3	2016-17	73.8379186	85.46814	14.53186096
4	2017-18	49.1991001	67.06961	32.93039017
5	2018-19	48.5703392	65.86416	34.13583644
6	2019-20	56.7288674	70.54924	29.45075566
7	2020-21	48.8800206	65.69826	34.3017385
8	2021-22	52.6326084	69.17793	30.82207366
9	2022-23	56.0421239	69.50237	30.49762674
10	2023-24	61.9041638	76.64222	23.35777512
11	2024-25	56.1623457	72.46562	27.53438233
12	2025-26	60.8341868	78.13622	21.86378108

Annexure-B

**YEAR WISE SHARE OF NEWSPAPERS IN PRINT MEDIA FROM THE FINANCIAL YEAR
2014-2015 TO 2025-2026 (till 12.03.2026)**

SL.NO	FINANCIAL YEAR	TOP 10 AGENCY'S SHARE(%)	TOP 20 AGENCY'S SHARE (%)	REMAINING AGENCY'S SHARE(%)
1	2014-2015	41	52	48
2	2015-2016	36	47	53
3	2016-2017	37	48	52
4	2017-2018	33	44	56
5	2018-2019	34	45	55
6	2019-2020	39	49	51
7	2020-2021	40	51	49
8	2021-2022	38	50	50
9	2022-2023	40	51	49
10	2023-2024	41	55	45
11	2024-2025	39	57	43
12	2025-2026	44	57	43

Annexure-C

Social & digital Media Top 10, 20 & Remaining Agency
Expenditure Percentage

Year	Top 10 (%)	Top 20 (%)	Remaining (%)
2014-15	89.32	96.22	3.78
2015-16	88.99	95.38	4.62
2016-17	86.29	97.2	2.8
2017-18	88.05	97.38	2.62
2018-19	78.42	88.58	11.42
2019-20	90.36	94.75	5.25
2020-21	69.15	81.4	18.6
2021-22	86.91	98.81	1.19
2022-23	79.53	90	10
2023-24	98.14	99.52	0.48
2024-25	89.16	94.2	5.8

TOP 10 NEWSPAPER EXPENDITURE SINCE 2023

SL.NO	FINANCIAL YEAR	NEWSPAPER NAME	AMOUNT OF EXPENDITURE
1	2023-2024	THE TIMES OF INDIA	163,224,721
2		DAINIK JAGRAN	128,131,254
3		DAINIK BHASKAR	101,655,056
4		THE HINDUSTAN TIMES	91,049,707
5		HINDUSTAN	81,976,612
6		AMAR UJALA	71,894,707
7		NAV BHARAT	60,085,579
8		RAJASTHAN PATRIKA	52,309,771
9		DECCAN CHRONICLE	44,132,507
10		MALAYALA MANORAMA	37,765,560

SL.NO	FINANCIAL YEAR	NEWSPAPER NAME	AMOUNT OF EXPENDITURE
1	2024-2025	THE TIMES OF INDIA GROUP	102,122,533
2		THE HINDUSTAN TIMES GROUP	106,298,413
3		JAGRAN PRAKASHAN LTD	95,348,800
4		DAINIK BHASKAR	64,291,530
5		THE DAILY AMAR UJALA	49,399,807
6		RAJASTHAN PATRIKA	38,612,588
7		DECCAN CHRONICLE	33,292,308
8		SAKAL	19,785,128
9		PUNJAB KESARI	20,888,065
10		MALAYALA MANORAMA	17,475,858

SL.NO	FINANCIAL YEAR	NEWSPAPER NAME	AMOUNT OF EXPENDITURE
1	2025-2026 (till 13.03.2026)	THE TIMES OF INDIA	399,340,214
2		THE HINDUSTAN TIMES	248,916,477
3		Jagran Prakashan Ltd.	175,266,664
4		DAINIK BHASKAR	111,570,806
5		The Daily Amar Ujala	94,114,744
6		NAV BHARAT	77,494,826
7		RAJASTHAN PATRIKA	73,470,916
8		SAKAL	57,694,158
9		DECCAN CHRONICLE	57,395,458
10		PUNJAB KESARI	54,996,520

Top 10 Agency Expenditure (2023-24)

Sr No.	Media	Agency/Payee Name	Expenditure
1	TV	ZEE ENTERTAINMENT ENTERPRISES LTD	207642661
2	TV	Network18 Media and Investments Ltd	97975225
3	TV	SUN TV NETWORK LIMITED - COLLECTION ACCOUNT	80499890
4	TV	ASSOCIATED BROADCASTING CO PVT LTD	64934856
5	TV	ZEE MEDIA CORPORATION LTD	58179544
6	TV	Jiostar India Private Limited	51749840
7	TV	INDEPENDENT NEWS SERVICE PVT LTD	37573241
8	TV	ENTER 10 TELEVISION PVT LTD	34708438
9	TV	TV TODAY NETWORK LIMITED	33927330
10	TV	ARG OUTLIER MEIDA Private Limited	30317048

Top 10 Agency Expenditure (2024-25)

Sr No.	Media	Agency/Payee Name	Expenditure
1	TV	ZEE ENTERTAINMENT ENTERPRISES LTD	210659052
2	TV	Network18 Media and Investments Ltd.	121612785
3	TV	ZEE MEDIA CORPORATION LTD	88654902
4	TV	ASSOCIATED BROADCASTING CO PVT LTD	58194145
5	TV	JIOSTAR	55743967
6	TV	ARG Outlier Media Pvt. Ltd	52579946
7	TV	SUN TV NETWORK LIMITED	49575430
8	TV	Ashirwad Telenetwork Private Limited	37429815
9	TV	ENTER 10 TELEVISION PVT LTD	36800603
10	TV	CULVER MAX ENTERTAINMENT PVT LTD	34560174

Top 10 Agency Expenditure (2025-26)

Sr No.	Media	Agency/Payee Name	Expenditure
1	TV	Network18 Media and Investments Ltd.	93934663
2	TV	JIOSTAR	66124188
3	TV	ZEE ENTERTAINMENT ENTERPRISES LTD	64212879
4	TV	CULVER MAX ENTERTAINMENT PVT LTD	48577977
5	TV	ZEE MEDIA CORPORATION LTD	41827206
6	TV	INDEPENDENT NEWS SERVICE PVT LTD	34305561
7	TV	ASSOCIATED BROADCASTING CO PVT LTD	33345167
8	TV	TV TODAY NETWORK LTD	32057072
9	TV	Ashirwad Telenetwork Private Limited	31208834
10	TV	ENTER 10 TELEVISION PVT LTD	26574143

Expenditure of Social Media

Financial Year	Agency Name	Amount in Cr.
2023-24	Google India Pvt. Ltd./ Youtube	36.79
2024-25	Google India Pvt. Ltd./ Youtube	48.84
2024-25	META	9.65
2025-26	Google India Pvt. Ltd./ Youtube	34.5
2025-26	META	14.8