

**PART A: PROGRAMME BASED BUDGET (PBB) STATEMENT**

**I. STRATEGIC NOTE**

**1. Major Achievements for 2008/09**

- Updating of political broadcast guidelines for 2009 By-Election.
- 2008-09 Budget prepared and monitored under new PBB framework.

**2. Major Outputs (Services to be provided) for 2009-2011**

Programme 121: Supervision of Broadcasting

- Draft Code of Advertising Practice.
- Draft Code of Ethics for broadcasters.
- Updating of political broadcast guidelines for General Elections.

**3. Main Constraints and Challenges and how they are being addressed**

- Necessity of improving the quality of broadcasting in line with complaints received.  
Set acceptable standards for programmes and advertising and monitor compliance with those standards.
- Audience research cannot be conducted in the absence of a code of advertising practice and a code of ethics.  
The Standards Committee may review the codes periodically and can make reports to the Authority on the standards attained by every licensee.

**II. LIST OF PROGRAMMES, SUB-PROGRAMMES AND PRIORITY OBJECTIVES**

Programme 121: Supervision of Broadcasting

- Regulate the broadcasting sector in line with legal parameters of IBA Act. Administer broadcast licenses and manage complaints.

**III. SUMMARY OF FINANCIAL RESOURCES**

		Rs	Rs	Rs	Rs
Code	Programme	2008/09 Estimates	Jul-Dec 2009 Estimates	2010 Planned	2011 Planned
121	Supervision of Broadcasting	7,000,000	4,100,000	8,500,000	8,800,000
	<b>Total</b>	<b>7,000,000</b>	<b>4,100,000</b>	<b>8,500,000</b>	<b>8,800,000</b>

**NON-FINANCIAL DATA**

<b>PROGRAMME 121(100% Budget of the Authority): Supervision of Broadcasting</b>					
<b>Outcome:</b> Diverse range of radio and television broadcasting services responsive to the needs of the national audience.					
<b>DELIVERY UNIT</b>	<b>OUTPUTS</b> (Services to be delivered)	<b>PERFORMANCE</b>			
		<b>Indicators</b> (Service Standards)	<b>2008-09</b> <b>Baseline</b>	<b>2009</b> <b>Targets</b>	<b>2010</b> <b>Targets</b>
Independent Broadcasting Authority	O1: Ministry/Department is responsive to enquiries and requests for action	P1: 5 working day rule is met	-	90%	90%
	O2: Assessing whether the Ministry/Department is achieving economy, efficiency and effectiveness in the employment of public funds	P1: Director of Audit issues are dealt with	-	90%	90%
	O3: Government measures announced in budget	P1: Extent of achievement of Government measures announced in relevant budget	-	75%	75%
	O4: Improvement of regulatory framework	P1: Code of Advertising Practice to be published	-	Dec-09	-
		P2: Code of Ethics to be published	-	-	Jun-10
	O5: Effective monitoring of TV and Radio programme contents and resolution of complaints	P1: Percentage of complaints resolved relating to broadcasting during year 1	-	70%*	80%*

\* Complaints received usually take two to three weeks to be resolved.

**PART B: FINANCIAL RESOURCES**

**SUMMARY BY ECONOMIC CATEGORIES**

Code	Economic Categories	Rs	Rs	Rs	Rs
		2008/09 Estimates	Jul-Dec 2009 Estimates	2010 Planned	2011 Planned
21	Compensation of Employees	-	-	-	-
22	Goods and Services	-	-	-	-
24	Interest	-	-	-	-
25	Subsidies	-	-	-	-
26	Grants	7,000,000	4,100,000	8,500,000	8,800,000
27	Social Benefits	-	-	-	-
28	Other Expense	-	-	-	-
31	Acquisition of Non-Financial Assets	-	-	-	-
32	Acquisition of Financial Assets	-	-	-	-
	<b>Total</b>	<b>7,000,000</b>	<b>4,100,000</b>	<b>8,500,000</b>	<b>8,800,000</b>

**SUMMARY FOR PERIOD JULY-DECEMBER 2009**

Code	Programme	Rs	Rs	Rs	Rs
		Compensation of Employees [code 21]	Goods and Services [code 22]	Subsidies/ Grants [codes 25-28]	Acquisition of Assets [codes 31- 32]
121	Supervision of Broadcasting	-	-	4,100,000	-
	<b>Total</b>	-	-	<b>4,100,000</b>	-

**Programme 121: Supervision of Broadcasting**

Item No.	Details	Rs	Rs	Rs	Rs
		2008/09 Estimates	Jul-Dec 2009 Estimates	2010 Planned	2011 Planned
<b>26</b>	<b>Grants</b>	<b>7,000,000</b>	<b>4,100,000</b>	<b>8,500,000</b>	<b>8,800,000</b>
26313	Extra-Budgetary Units	7,000,000	4,100,000	8,500,000	8,800,000
26313025	<i>Current Grant - Independent Broadcasting Authority</i>	<i>7,000,000</i>	<i>4,100,000</i>	<i>8,500,000</i>	<i>8,800,000</i>
	<b>Total</b>	<b>7,000,000</b>	<b>4,100,000</b>	<b>8,500,000</b>	<b>8,800,000</b>