## DD News: India's Trusted News Channel

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DD News is the only terrestrial cum satellite News Channel in India. As the country's Public Service Broadcaster, DD News has been fulfilling its responsibility of providing balanced, fair, and accurate news without sensationalizing, while also presenting different shades of opinion.

Launched on 3rd November 2003, DD-News channel was created by converting DD-Metro into a 24-hour news channel. Its satellite footprint covers the entire country, ensuring widespread availability. With a terrestrial reach of 49% by population and 25% by area, DD News has established itself as a reliable source of news for millions of Indians.

DD News is committed to delivering news content in multiple languages to cater to diverse audiences. Currently, the channel produces news in Hindi, English, Urdu, and Sanskrit. With over 17 hours of live transmission, DD News telecasts more than 30 news bulletins in these languages. This extensive coverage ensures that viewers can stay updated on the latest news from around the country.

In addition to the news bulletins, DD News also features regional shows produced by its 14 Regional News Units. These shows provide a platform for showcasing regional news and issues, allowing viewers to stay connected with their local communities. With four regional shows aired daily, DD News ensures that regional perspectives are well-represented.

Sports enthusiasts can also rely on <u>DD News</u> for their daily dose of sports updates. The channel telecasts three sports bulletins every day, keeping viewers informed about the latest happenings in the world of sports. Whether it's cricket, football, or any other sport, DD News has it covered.

Business enthusiasts can tune in to DD News for their daily business show, where they can get insights into the world of finance, markets, and economy. The channel provides valuable information and analysis to help viewers make informed decisions.

Current affairs hold a significant place in DD News programming. The channel features a daily current affairs program that covers a wide range of topics, including politics, social issues, and international affairs. By staying updated with DD News, viewers can engage in meaningful discussions and stay well-informed about the world around them.

DD News goes beyond just news and offers special shows on various topics of interest. From health and youth issues to cinema and art, the channel provides a platform for in-depth discussions and exploration of these subjects. Viewers can gain valuable insights and perspectives from these shows, expanding their knowledge and understanding.

With its commitment to providing accurate news, diverse language coverage, and a wide range of programming, DD News

has become India's trusted news channel. Whether it's breaking news, regional updates, sports, business, or special shows, DD News ensures that viewers have access to comprehensive and reliable news content.

Stay informed with DD News, your go-to source for news that matters!