

**The Expansion of Publication of Newspapers and Periodicals: A Study Based on  
Newspapers and Periodicals Published in India from 2001-2013**

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**Abstract**

Newspapers and periodicals are one of the main sources of information utilized by individuals to keep them up-to-date regarding current happenings in the world and also to know about other information related to entertainment and leisure. The readers of a newspaper or periodical vary with its periodicity and the language. Publishers are mainly focused on the publishing publications with highest demand to achieve maximum profits. Hence, the identification of existing publication trend is important to become a successful publisher and to achieve huge reader population. Thus, the main objective of this study is to identify the most popular periodicity and language of newspapers and periodicals. The data for this study were extracted from the database namely Open Government Data (OGD) Platform India (data.gov.in). To identify the expansion of publication of newspapers and periodicals, data were extracted from OGD secondary database from 2001 to 2013 period. The findings revealed that the periodicals which published on weekly basis followed by monthly basis periodicals were the most popular throughout the considered period. In terms of language of the publication from 2001-2013 Hindi language periodicals had the highest number of publications which is followed by English language publications. Consequently, publishers must focus on publishing Hindi and English language periodicals published weekly and monthly basis to achieve vast reader population and to generate enormous profit.

**Keywords:** *Dataset, India, OGD, Periodicity*