

SEMESTER-II

PAPER-CC-6

**EMERGENCE OF PRIVATE SATELLITE TELEVISION
CHANNELS IN INDIA**

UNIT-II

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Television in India in Early days:-

Television was introduced in India with the aim to impart quality education and transmit modern-social values which can help in the countries overall progress. In the initial days entertainment was of least priority because being a developing country, mass media had a big hole to play in educating the audience. According to Desai, since its very inception television in India aimed to provide “Social education”. Prime Minister Jawaharlal Nehru was persuaded by the western scholars to accept the establishment of television for education and development. The success of television in America and Europe imbued the Indian authorities to use television as a tool of development to eradicate poverty and illiteracy.

In India, experiments with television transmission started on September 15, 1959 from Delhi.

At the beginning the arrangements were modest with a makeshift studio and low power transmitter. The objective was to aid in formal education and Community development. USA helped in the initial days with funds worth 20,000 Dollar and equipments. Within the range of 40kms of the transmitter, one hundred and eighty teleclubs were set up. Each club got a television set from UNESCO. All India radio (AIR) played its trust by providing. The engineering and programme professionals. The service at that time was called a pilot project because the programmes aired two days a week were experimental in nature and was intended to understand the efficiency of the

medium in transmitting messages of social importance to weaker sections of the society. Television Programme for students was started in 1961. Daily one has service which included news bulletin was started in 1965. Krishi Darshan programme meant for the rural agrarian talk, came up in 1967. It was initially started for farmers in 80 village teleclubs in Delhi and Haryana, in 1972 television services branched out to the second city. Mumbai.

In 1975 television stations came up in Calcutta, Chennai, Srinagar, Amritsar and Lucknow.

Globalization and Indian Television:-

The government adopted an open skies policy during the early days of CNNI and Star TV. There was no attempt to restrict the transmission or reception of their signals. There was no attempt to regulate the content either. Lack of terrestrial redistribution services and the economic and political situation of the country at that time were the primary reasons behind government not much interfering into the charging broadcasting. Scenario the shift in India's economic policy facilitate direct foreign investment. However, in the initial days foreign investors were skeptical of the government's commitment towards liberalization. As the foreign investor watched closely how the new economic measures fared in India, government's attitude towards new satellite districted television service became a benchmark of commitment to reforms.

The Growth of satellite television in the Country:-

The central government launched a series of economic and social reforms in 1991 under Prime Minister Narasimha Rao. Under the new policies the government allowed private and foreign broadcasters to engage in limited operations in India.

Foreign channels like CNN, Star TV and domestic channels, such as Zee TV and Sun TV started Satellite broadcasts starting with 41 sets in 1962 and are channel, by 1991 TV in India covered more than 400 million, individuals through more than 100 Channels.

In 1992 the government Liberated its markets, opening them up to cable television. Five new Channels belonging to the Hong Kong based STAR TV gave Indians a fresh breath of Life. MTV, STAR PLUS, STAR MOVIES, BBC Prime sports and star Chinese channel.

ZEE TV was the trust private owned Indian channel to broadcast are cable. As of 2010 over 500TV satellite television channels are broadcast in India. This includes channels from the state-owned Doordarshan, News Corporation owned STAR TV, Sony owned Sony entertainment Television, Sun Network & ZEE TV.

Other than English and Hindi Channels there was growth in the regional media in television too. Sun TV (India) was launched in 1992 as the first private channel in south India. Today in has 20 channels.

Channels of the Sun TV network are also available outside of India. Recently Sun TV launched a DTH service. The Raj Television Network was started in 1994 & continues to be an important player in the south Indian Cable TV provider Space.

The advent of satellite television in the 1990 is a landmark in the history of television broadcasting in this country as it changed the television landscape.

Indian television suddenly became much more entertainment driven, the cable TV industry exploded in the early 1990 when the broadcast industry was liberalized and saw the entry of many foreign players like Rupert Murdoch's Star TV network in 1991, MTV & others.

Further, in a reflection of India's growing diaspora, Indian Channels have also been aggressively increasing their presence across international markets,

General Entertainment channels like Zee TV, Set, Star Plus, and Colors are available in approximately 169, 77, 70 & 50 Countries respectively.

ZEE (Zee Entertainment Enterprises Ltd.) Launched its Second Arabic channel, Zee Alwan in 2012 and industry discussions suggest that the response had been positive. Television in India is a huge industry and has thousands of programmes in all the states of India

As per the latest broadcast India Survey (BI-2018) by the joint Industry body BARC India the country now has 197 million TV homes, up from 183 million in 2016. The BI-2018 survey also notes that the number of individuals with access to television has gone up to 835 million: more than the population of Europe. In contrast, Smartphone penetration in the country is still at around 300 million.

Interestingly, the five southern states Andhra Pradesh, Telangana, Kerala, Karnataka and Tamil Nadu have more than 90% TV penetration. But states like Uttar Pradesh, Bihar, Rajasthan and a few north East Indian States have much lower number of TV sets, Pulling down national TV penetration level to 66%. But, it also means that 34% of households in India are yet to buy a TV set.

Summary/key point:-

- Satellite transmission means sending television signal using satellites.
- The transmission signals are encrypted and viewers need to buy a set-top box to receive and decrypt the signal.
- The development of satellite television in the 1970s allowed for more channels and programming toward specific audiences.

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