

SEMESTER-II

PAPER-CC-6 : TELEVISION JOURNALISM

UNIT-II

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Learning Objectives:

The purpose of this lesson is to know the types of television channels. We know that the category wise division of the program is necessary amidst the glut of satellite channels.

With this, the channel in which the category is Licensed should broadcast the same program to the audience.

Introduction:

The specific context mix aired by a TV station is a matter of its internal policy and strategy, and is often a dynamic decision taken by broadcasts.

The presence of multiple genres across various language markets in the Indian broadcast industry however presents challenges in public reporting of viewership data by genres, and therefore calls for defining a transparent and logical standard basis which TV channels can be into specific genres.

The need for such a standard is felt all the more so when TVG channels telecast significant durations of cross-genre programming to engage and retain their audiences.

For E.g., some movie channels have opted to telecast significant duration of music/sport content. General Entertainment channels telecast movies and music channels run fiction/non fiction serials etc.

Policy for Classifying Channels Genre:

The channel genre classification has been formulated basic duration of program theme telecast in an average week (6:00 hrs.- 26:00 hrs.) for a given quarter. Channel genres will be reviewed every quarter of the year viz, in January, April, July and October basis the content theme and market viewership of the preceding quarter.

To maintain consistency of TV Channel genre across the year, the mix of program theme and duration have been judicially determined.

Guidelines that determine each of the TV Channel Genres.

Genre	Policy
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Movie:	More than 60% of the TV Channel content for a given week averaged across a calendars quarter from 6:00 hrs- 26:00 hrs. should be movies, movie based programmes and documentaries, movie trailers.
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News:	More than 60% of the TV channel for a given week averaged across a calendar quarter from 6:00 hrs-26:00 hrs. should be news, talk shows Interviews.
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Music:	More than 60% of the TV channel content for a given week average across a calendar quarter from 6:00 hrs.- 26:00 hrs. should be music.
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Business News:	More than 60% of the TV Channel content for a given week averaged across a calendar quarter from 6-26hrs should be news,
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Talk shows, Interviews and 25% of the content should be Business & Finance.

Youth: More than 40% of the TV Channel content for a given week averaged across a calendar quarter from 6:00 hrs. 26:00 hrs. to be reality/non-Fiction serials, Thrillers, movies Reviews, Entertainment news.

Sports: More than 60% of the TV Channel content for a given week average across a calendar quarter from 6:00 hrs-26:00 hrs. Should be from any kind of sport.

Kids: More than 60% of the TV Channel content for a given week average across a calendar quarter from 6:00hrs – 26:00 hrs. Should be children program/Animation.

Lifestyle: More than 60% of the TV Channel content for a given week average across a calendar quarter from 6:00 hrs. – 26:00 hrs. should be beauty/Fashion, Cookery, Health/Fitness, Travel.

Criteria for grouping Channels under categories Published on BARC India website/mobile App/ Social media Platforms.

- Channels which garner 70% or higher viewership from a single reporting store/ state group will not be reported on all India.
- For any channel to be reported on all India, the viewer ship would need to come from 6 or more reporting states/states group.
- It the original telecast of a channel is a regional language, then it will be classified as Regional states/State group.

- If the original telecast of a channel is in a regional language then it will be classified as a regional channel.
- The reporting market for HD Channels would be derived from their standard Definition Channel.

References/Further Reading

- (1) www.barcindia.co.in
- (2) www.indiantelevision.com /site on Indian television Industry.
Policy papers happenings and developments
- (3) www.maintra.gov.in >files