

GROWTH OF TELEVISION BROADCASTING IN INDIA

STRUCTURE

- Origin and development of television in India—from B/W—to colour—from 1959 - 1982. Formation of Doordarshan (DD) as separate entity, SITE.
- Doordarshan—Organizational structure, functions of different divisions and departments
- Commercialization of TV; Golden era of Doordarshan—1982-1993; Liberalization policy of Govt. and entry of private broadcasters—Satellite television broadcast, Proliferation of DTH services

• LEARNING OBJECTIVES

After this chapter you will be able to understand:

- About origin and development of television in India from B/W to colour, formation of Doordarshan (DD) as separate entity and SITE
- Organizational structure, functions of different divisions and departments of Doordarshan
- Commercialization of TV and Golden era of Doordarshan
- Liberalization policy of Govt. and entry of private broadcasters; Satellite television broadcast, Proliferation of DTH services

• ORIGIN AND DEVELOPMENT OF TELEVISION IN INDIA—FROM B/W—TO COLOUR—FROM 1959 – 1982; FORMATION OF DOORDARSHAN (DD) AS SEPARATE ENTITY, SITE

Television in World

By 1939, television broadcasts began in the United States also. US and UK, these two countries were clearly ahead in the race. Other countries began television broadcasting on a wide scale only by the 1950s. Though the Second World War slowed down the rapid development of the new medium, the post war years made up for it. The early television broadcasts were all black and white.

The first successful programme in color was transmitted by Columbia Broadcasting System (CBS) in USA in 1953. The television set became one of the important mediums of entertainment with the advent of several popular shows. Television gradually matured as a medium during the next two decades. From being “radio with pictures” it acquired a unique style of its own. As a result of this, this phase is often called the “golden age” of television.

Dates To Remember

1936 - British Broadcasting Corporation (BBC) of Britain began the first television service of the world

1939 - Television broadcasts began in US

1950s - Other countries began television broadcasting on a wide scale

1953 - The first successful programme in color was transmitted by CBS in USA.

In today’s world, television has become one of the most powerful means of mass Communication. It can impart education, information and entertainment. Television has become an integral part of our lives. However, early television viewing was not like what we see on a television set today. It was quite primitive. The limitations of the early camera forced the actors and anchors to work with impossibly hot lights.

Television in India

The television broadcasts started in India under All India Radio. Television began in India on 15th September 1959 as an experiment. There were only two one-hour programmes a week, each of one hour duration. All India Radio handled these initial broadcasts.

1959- Television Began In India On An Experimental Basis

The early programmes on these experimental broadcasts were generally educational programmes for school children and farmers. Several community television sets were set up in Delhi’s rural areas and schools around Delhi for the dissemination of these programmes. By the 1970s, television centers were opened in other parts of the country also. In 1976, Doordarshan, which was All India Radio’s television arm until then became a separate department.

From 1959-1982 (50 years of Indian Television)

During the last 50 years television, one of the greatest inventions of the scientific world has contributed immensely to the development of mankind. It has brought people of different countries and regions closer to each other, enabling them to learn about the culture and traditions flourishing in different parts of the

world. It is perhaps the most powerful means of mass communication for education and entertainment.

The history of television in India started around later fifties. In 1955 a Cabinet decision was taken disallowing any foreign investments in print media which has since been followed religiously for nearly 45 years. Under this circumstances, television in India was introduced on September 15, 1959 in Delhi when UNESCO gave the Indian Government \$20,000 and 180 philips TV sets. The programs were broadcast twice a week for an hour a day on such topics as community health, citizens' duties and rights, and traffic and road sense. In 1961 the broadcasts were expanded to include a school educational television project. The first major expansion of television in India began in 1972, when a second television station was opened in Bombay. This was followed by stations in Srinagar and Amritsar (1973), and Calcutta, Madras and Lucknow in 1975. In 1975, the government carried out the first test of the possibilities of satellite based television through the SITE (Satellite Instructional Television Experiment) program. For the first 17 years, broadcasting of television spread haltingly and transmission was mainly in black & white. By 1976, the government found it running a television network of eight television stations covering a population of 45 million spread over 75,000 square kilometers. Faced with the difficulty of administering such an extensive television system television as part of All India Radio, the government constituted Doordarshan, the national television network, as a separate Department under the Ministry of Information and Broadcasting.

There were initially two ignition points: the first, two events triggered the rapid growth of television in the eighties. INSAT-1A, the first of the country's domestic communications satellites became operational and made possible the networking of all of Doordarshan's regional stations. For the first time Doordarshan originated a nation-wide feed dubbed the "National Programme" which was fed from Delhi to the other stations. In November 1982, the country hosted the Asian Games and the government introduced color broadcasts for the coverage of the games. In this period no private enterprise was allowed to set up TV stations or to transmit TV signals.

The second spark came in the early nineties with the broadcast of satellite TV by foreign programmers like CNN followed by Star TV and a little later by domestic channels such as Zee TV and Sun TV into Indian homes. When the solitary few soaps like Hum Log (1984), and mythological dramas: Ramayan (1987-88) and Mahabharat (1988-89) were televised, millions of viewers stayed glued to their sets. Fifty years after it switched on, Doordarshan, India's public television broadcaster, continues to face the trinity of the three R's that haunt such broadcasters worldwide: REVENUE, RELEVANCE and REACH.

Nonetheless, mainstream media for most seemingly news-hungry Indians today is TV. TV news is India's vicarious new reality. When urban Indians learnt that it was possible to watch the Gulf War on television, they rushed out and bought dishes for their homes. Others turned entrepreneurs and started offering the signal to their neighbors by flinging cable over treetops and verandahs. According to an IRS survey, there are now 67 TV channels in 11 Indian languages devoted only to news-way above any country in the world. TV viewership for news has gone up from 333 million in 2000 to 437 million in 2007.

Advertising had discovered television in early nineties. In years to come, it would reorder the medium to serve its purpose. Beginning with equipment gifted from a foreign government, a makeshift studio and a clutch of 21 television sets installed in homes, TV now means 160 satellite channels broadcasting into India, earning revenues of more than Rs. 79 billion from advertising alone. Now, with over 66 million homes connected to Cable, India is the third largest cable-connected country in the world after China (110 million) and quickly closing in on the US (70 million).

- **DOORDARSHAN: THE SLOW BEGINNINGS,
DOORDARSHAN AS AN INFORMATION,
EDUCATION AND ENTERTAINMENT MEDIA**

Doordarshan is the public television broadcaster of India and a division of Prasar Bharati, a public service broadcaster nominated by the Government of India. It is one of the largest broadcasting organizations in the world in terms of the infrastructure of studios and transmitters. Recently, it has also started Digital Terrestrial Transmitters. On September 15, 2009, Doordarshan celebrated its 50th anniversary.

Doordarshan had a modest beginning with the experimental telecast starting in Delhi on 15 September 1959 with a small transmitter and a makeshift studio. The regular daily transmission started in 1965 as a part of All India Radio. The television service was extended to Bombay (now Mumbai) and Amritsar in 1972. Up until 1975, only seven Indian cities had a television service and Doordarshan remained the sole provider of television in India. Television services were separated from radio in 1976. Each office of All India Radio and Doordarshan were placed under the management of two separate Director Generals in New Delhi. Finally Doordarshan as a National Broadcaster came into existence.

1976- Doordarshan Became a Separate Department

Independent of All India Radio (Air)- Several community television sets were distributed as a part of one of the important landmarks in the history of Indian television, the Satellite Instructional Television Experiment (SITE). It was conducted between August 1975 and July 1976. Under this programme, the Indian

government used the American satellite ATS-6 to broadcast educational programmes to Indian villages. Six states were selected for this experiment and television sets were distributed in these states.

1975-1976 Satellite Instructional

Television Experiment (Site)

August 1, 2000 was a historic day in the history of India's communication scene. On this day in 1975 that the first satellite broadcasting was started in the country. The journey of satellite broadcasting was started in the form of the famous Satellite Instructional Television Experiment (SITE) in 1975-76. It used the American satellite ATS-6 and transmitted development programmes through direct reception to 2400 remote villages scattered in six different states of the country. SITE, described as the biggest techno-social communication experiment in the world.

SITE was an important step taken by India to use television for development.

The programmes were mainly produced by Doordarshan which was then a part of AIR. The telecasts happened twice a day, in the morning and evening. Other than agricultural information, health and family planning were the other important topics dealt with in these programmes. Entertainment was also included in these telecasts in the form of dance, music, drama, folk and rural art forms. A major milestone in the history of Indian television was the coverage of the Ninth Asian Games in 1982. Doordarshan provided national coverage for the first time through the satellite INSAT 1A. Also, for the first time, the transmission was in colour. In addition to the domestic transmission, Doordarshan was also providing content for the broadcasters of many other countries. After 1982, there was a huge increase in the live coverage of sports by Doordarshan.

1982- Doordarshan Provided National Coverage for The First Time Through The Satellite Insat 1a

By 1983, government sanctioned a huge expansion of Doordarshan. Several new transmitters were set up throughout the country. Thus towards the end of 80s around 75 per cent of the population could be covered by the transmitters. Many of the programmes of Doordarshan like Hum Log, Buniyaad and Nukkad were immensely popular.

1983- Government Sanctions: Huge Expansion of Doordarshan

In 1997, Prasar Bharati, a statutory autonomous body was established. Doordarshan along with AIR was converted into government corporations under Prasar Bharati. The Prasar Bharati Corporation was established to serve as the public service broadcaster of the country which would achieve its objectives through AIR and DD. This was a step towards greater autonomy for Doordarshan

and AIR. However, Prasar Bharati has not succeeded in shielding Doordarshan from government control.

1997- Establishment of Prasar Bharati

Doordarshan programmes through its network. From its humble beginning as a part of All India Radio, Doordarshan has grown into a major television broadcaster with around 30 channels. This includes Regional Language Satellite Channels, State Networks, International Channel and All India Channels like DD National, DD News, DD Sports, DD Gyandarshan, DD Bharati, Lok Sabha Channel and DD Urdu.

DATES TO REMEMBER

1959 - Television started in India as an experiment.

1975 - SITE programme starts

1976 - Doordarshan, which was AIR's television arm, becomes a separate department

1982 - Coverage of Ninth Asian Games. Doordarshan starts national coverage and colour transmission for the first time.

1983- Government sanctions a huge expansion of Doordarshan

1997 - Establishment of Prasar Bharati

• DOORDARSHAN—ORGANIZATIONAL STRUCTURE, FUNCTIONS OF DIFFERENT DIVISIONS AND DEPARTMENTS

Organizational Structure of Doordarshan

The Director General, Doordarshan is responsible for the overall administration of the Doordarshan network which consists of 60 Doordarshan Kendras / Production Centres, 126 Doordarshan Maintenance Centres, 194 High Power Transmitters, 830 Low Power Transmitters and 379 very Low Power Transmitters as on 31.12.2004. Doordarshan is presently operating 26 channels.

Doordarshan is divided into four wings:

- Programme,
- News,
- Engineering,
- Administration & Finance

Programme Wing deals with all aspects relating to programme conception, production and procurement at the national, regional, and local level. News Wing

puts out news bulletins and other current affairs programmes at the national and regional level.

Engineering Wing deals with all the hardware requirements of the entire network, including the space segment and the studios, transmitters etc. Administration & Finance Wing deals with the administrative and financial aspects including general administration, personnel management, and budget and plan coordination.

In most of the ways, the organizational structures of Doordarshan and All India Radio are more or less the same. But Doordarshan these days are growing bigger in terms of number of sections, subsections and staff of various kinds.

The overall head of all the departments in Doordarshan is the Director General. The rank of the Director General of Doordarshan is equivalent to that of the Director General of All India Radio, while earlier it was not the case. In Doordarshan, the Director General heads the Department of Programme and Administration. His main job is to supervise, guide, govern and control the entire functioning of the department. He is assisted by:

- Additional Director General and Deputy Director General (Development)
- Deputy Director General (News and Current Affairs)
- Deputy Director General (Communication & film)
- Deputy Director General (Production & Transmission)
- Director (Finance & Personnel Control)

The Additional Director General looks after News and Current Affairs, Programme Policy, Programme Coordination, Planning, Public Relations, etc. The rank of Additional Director General is equivalent to that of Joint Secretary, Govt. of India. He is assisted by Controller of Programme (Policy), Controller of Programme (Coordination), Controller of Programme (Development), Public Relations Officer, etc.

The Deputy Director General (Development) looks after the proper and sequence-wise development of the programme and is supported by Director, Audience Research, Controller of Programme (Development) and Deputy Controller of Programme. The Deputy Director General (News & Current Affairs) looks after the administrative part of current newsgathering, news selection, news processing, and news evaluation and news presentation. Chief Editor News, Chief Producer News and News Editor support him.

The Deputy Director General (Communication & Film) monitors the entire communication process of the organization. He is assisted by Controller of Programme (Communication) and Deputy Controller of Programme (films).

The Deputy Director General (Production & Transmission) looks after the entire activities of Production and transmission and is supported by Deputy Director Administration in the discharge of his vast duties.

The Director (Finance & Personal Control), guides, governs and controls the financial activities and personnel works and in the discharge of his vast duties.

Deputy Director Administration and Senior Analyst support him. The Department of Engineering is headed by Engineer-in-Chief who is answerable to the Director General. The Engineer-in-Chief is responsible for the growth and maintenance of all the engineering and technical activities. In the discharge of his enormous duties, he is assisted by Chief Engineer (Project and Budget) and Chief Engineer (Maintenance and INSAT). The Chief Engineer (Project & Budget) supervises and prepares various projects and budgets and is supported by Director Engineering (Study Design Coordination with ISRO), Director Engineering (Teletext), Director Engineering (Purchase), Director Engineering (Progress and Budget), Director Engineering (Estimates & NLF) and Director Engineering (Transmitter Design).

• **COMMERCIALIZATION OF TV**

When television was introduced in the country in 1959, it started as an experiment in social communication for which small tele clubs were organized in Delhi and provided with community television sets. Educational television began in 1961 to support middle and higher secondary school education. Its experiments in teaching of science, Mathematics, and language proved successful and received appreciation from many UNESCO experts (Kumar, 2000).

A few years later telecasts for farmers began in the form of Krishi Darshan. It was telecast on Wednesdays and Fridays for 20 minutes each day and served 80 villages (around Delhi) provided with community television sets. This pilot project was initiated by the Department of Atomic Energy in collaboration with the Ministry of Information and Broadcasting, All India Radio, the Indian Agricultural Research Institute and the Delhi Administration (Kumar, 2000).

Vikram Sarabhai, the architect of India's satellite communication experiments, in 1969 presented a paper entitled "Television for Development" at the Society for International Development Conference in New Delhi. The idea that the backward countries can and should tap the most advanced communication technologies including television for leapfrogging into rapid economic growth and social transformation was first presented here. Indian television in its infancy was managed by All India Radio. In 1976, television was separated from radio and

given a new name – Doordarshan. This adjunct arrangement is seen by some commentators as an impediment to the natural development of television in its initial years.

The public service broadcaster – Doordarshan has been used over the years to deliver a number of useful messages. These include messages on family planning, immunization, nutrition of the mother and the child, the need to stem bias against the girl child, among others. Experience suggests that some communication campaigns have worked better than others. A key reason for the failure of many development communication campaigns was the lack of co-ordination with field level agencies.

Ninan (1995) explains just why the family planning message, the mainstay of development communication messages on television, failed to work. She attributes the failure to the inability of state agencies to provide back-up facilities in rural areas that were required to make the campaign successful. On the other hand, certain messages conveyed through television have worked well. Notable in this category are the health, hygiene, sanitation, and oral rehydration messages which people have adopted to a large extent.

Educational Television is another area in which Doordarshan has made significant contribution. Ever since the inception of television in India in 1959, one major responsibility entrusted to it is to provide support for the education system in the country.

School television (STV) was launched in October 1961 as an organised, systematic and sequential support to formal school instruction. Teachers appreciated STV as a tool for teaching and presentation of content (Kumar, 2000). The country-wide classroom initiative of the University Grants Commission dedicated to higher education started its telecast on Doordarshan in 1984 with one-hour educational programmes. Though the urban youth may not even be aware of such programmes, these were found to be very useful in the small towns and remote areas of the country where people had less access to other sources of information (Ninan, 1995). In order to boost educational telecasts, a satellite channel devoted exclusively to education Gyandarshan was launched in 2000 in collaboration with the Ministry of Human Resource Development and the Indira Gandhi National Open University. Gyandarshan offers interesting and informative programmes of relevance to special categories – pre-school kids, primary and secondary school children, college and university students, youth seeking career opportunities, housewives, adults, and many others. In addition to educational fare, programmes from abroad are also broadcast to offer viewers a window to the world (Agrawal and Raghaviah, 2006).

For three decades ever since the inception of television, the dominant theme was communication for development so as to improve the quality of life for the vast

rural 8 majority. The logic was that in an underdeveloped, largely rural country; television could be used to convey messages on agricultural improvement, health care, and family planning to millions of people without depending on the extension infrastructure such a task would normally require. But the irony was that none of this was done imaginatively or consistently (Ninan, 1995). Commenting on the weaknesses of India's educational and instructional broadcasts, the Verghese Committee set up in 1977 to suggest an autonomous framework for broadcasting, noted that in the absence of coordination with concerned government departments and educational institutions; the health, farm and educational broadcasts have not been very effective. Another area where it felt the broadcast media was found inadequate was in promoting social justice and educating the underprivileged about their rights (Verghese, 1978). Despite some such shortcomings, Indian television also has to its credit significant initiatives of promoting social change in rural areas. Notable among them are SITE, the educational telecasts and the Kheda Communication Project. One of the most extensive educational and social research projects, perhaps the largest national television experiment in the world, has been SITE (Vilanilam, 2005). Some of these landmark initiatives are discussed in the next section.

Golden era of Doordarshan—1982-1993

The era of TV serial making in country began with Harish Khanna. The head of Doordarshan (DD), Khanna, categorically was in favor of entertainment, educational and patriotic content. Doordarshan ably carried ahead the responsibility of infotainment media. Patriotic TV serials consistently were shown. DD achieved phenomenal success towards meaningful and popular broadcasting. The overwhelming response it received motivated the launch of private TV channels. However they failed to make popular TV serials as compared to dd. initially satellite channels didn't focused on the subject at all. With passage of time DD's effort also lagged behind. Today it is nowhere near what it was as its time of inception.

Patriotic TV serials on DD post the "golden era" is behind their predecessors. The 1985 TV series "Kahan Gaye Wo Log" can be looked upon as beginning of golden era of patriotic TV broadcasting. The first episode was being telecast on 29 Dec 1985.

'Azadi ki kahani' followed the suit, but couldn't left the lasting impression 'Kahan Gaye'. Since its inception won overwhelming response. Then vice president Mr. Shankar Dayal Sharma presented the foundation (aadharshila) award best patriotic serial to "Kahan Gaye", produced and directed by film actor Dhiraj kumar. The serial with its immortal patriotic stories won wide recognition. The success of serial paved way for production of other TV series and patriotism

freedom struggle educational and cultural unity was being promoted. The era proved “golden” with almost all serials registering popularity.

Well known film maker Hrishikesh Mukherjee took to small screen and made “Hum Hindustani”. It was all about a hospital, four women each different in their religion, the 1987 serial showed how religious distinctions are no above human relations. highly encouraged with success of serial B.R. Chopra further produce two more serials for dd. Bollywood old doyen maintained his cause for India’s cultural unity and integrity. Buniyaad written by Manohar Shyam Joshi successfully depicted the pains and atrocities of people of the country post partition. Buniyaad showed that however the cause of a separate nation was solved, partition for many on this side of nation proved a blessing in disguise. Famous film maker Ramesh Sippy took the cause with Buniyaad and rest is history. Buniyaad is a milestone.

The famous ‘Tamas’ written by Bhism Sahni was adopted successfully into a cinematic version by Govind Nihlani. Nihlani shot in limelight with this serial. ‘Tamas’ is still looked upon as one his finest work. Tamas a film actually was aired in DD as TV series.

The golden era also saw the lights of Shyam Benegal conceptualizing a TV series on Jawaharlal Nehru’s popular book- a discovery of India. Benegal the father of new wave cinema did his job right rigorous research and study. It was Benegal dedication only that made “Bharat Ek Khoj” a milestone. A cinematic reference point never achieved later. The cinematic of the discovery of India is great experience. The TV series is still looked upon as great source of information on India.

The phenomenal “Bharat Ek Khoj” motivated others such as Manju Singh. Manju Singh made Swaraaj, an epic TV series highlighting the concept of Swaraaj. The story was a bit freedom fighters and their struggle for freedom. The serial in its first attempt of its kind recreated the high points freedom movement. Balwant gargi’s ‘Saanjha Chulha’ and RK Kapoor’s ‘Fauzi’ is also worth mentioning. Lieutenant colonel R.K. kappor’s fauzi in the first attempt of its kind focused on the lives of army men. Fauzi’s great success empowered the nation’s sensibilities. It was meant for Shahrukh Khan one of the lead in serial shot into fame with Fauzi. He became a popular name. The cast and crew of Fauzi won revise. Shahrukh khan switched to Bollywood big screen.

The golden journey of patriotic TV serials however continued with “Jhansi Ki Raani”, the sword of “Tipu Sultan”, the great Maratha and “Yug”. The “Sword of Tipu”, which was depicted the life and struggle of brave Tipu Sultan. Sanjay Khan’s great effort did not go in vein. ‘Jhansi ki Rani’ with its storyline content and cast crew proved significant. The serial recreated the bravery and valor of Lakshmi Bai. Sanjay Khan banking on success of the sword of Tipu Sultan made the great Maratha, a storyline about maratha warriors. A topic not touched earlier, Sanjay

Khan's initiative took the shape of the great Maratha. Sunil Agnihotri's 'Yug' can also be mentioned here. An explosion of revolutionary sentiments 'Yug' ran for more than three hundred episodes. The golden run of patriotic TV serials on DD continued with A. S. Bedi's "Ye Gulistaan humara" Raaj Babbar's "Main Delhi Hoon", Gufi Pental's "Maharana Pratap".

At present serials can be seen as good initiative for national integrity patriotism however DD's contribution, the initiative it took, the concepts it brought, will remain victorious. And golden long live our patriotism. Though the entertainment and movie industry has reached great heights today, it must be said that the roots and origin of entertainment came from the authentic Doordarshan. Yesterday, the Doordarshan has crossed one benchmark as it completed 50 years of its existence. Doordarshan, the public broadcaster completed its 50th year of existence on Tuesday. 15 September, 1959 was the first day when the transmission of television programme began in India at a make shift studio in the All India Radio building. Pramita Puri was the first announcer who started the programme with "Shehnai Recital" of Ustaad Bismillah Khan. The programme was transmitted in a radius of 25 kilometers with small transmitters. From Black & White to becoming color in 1982 to digital telecast in 2004, the public broadcaster has grown with tune of time. The regular daily transmission started in 1965 as a part of All India Radio. The television service was extended to Bombay and Amritsar in 1972. Till 1975, seven Indian cities had television service and Doordarshan remained the only television channel in India. Television services were separated from radio in 1976. Each office of All India Radio and Doordarshan were placed under the management of two separate Director Generals in New Delhi. Finally Doordarshan as a National Broadcaster came into existence.

National telecasts were introduced in 1982. In the same year, color TV was introduced in the Indian market with the live telecast of the Independence Day speech by then Prime Minister Indira Gandhi on 15 August 1982, followed by the 1982 Asian Games being held in Delhi. Now more than 90 percent of the Indian population can receive Doordarshan (DD National) programmes through a network of nearly 1400 terrestrial transmitters and about 46 Doordarshan studios produce TV programs today. The first ever daily soap Hum Log and later on Buniyaad and Nukkad and mythological dramas like Ramayan (1987-88) and Mahabharat (1989-90) glued millions to Doordarshan and later on Bharat Ek Khoj, The Sword of Tipu Sultan and The Great Maratha. Hindi film songs based programs like Chitrahaar, Rangoli, Ek Se Badkar Ek, Superhit Muqabla. Crime thrillers like Karamchand, Barrister Roy, Byomkesh Bakshi, Reporter, Tehkikaat and Janki Jasoos, Suraag were popular among the masses. Presently, Doordarshan operates 19 channels – two All India channels-DD National and DD News, 11 Regional languages Satellite Channels, four State Networks, an International channel, a Sports Channel.

Liberalization policy of Govt. and entry of private broadcasters—Satellite television broadcast—breaking of monopoly of DD

*Pre and Post Independence
Journalism in India*

Today we have many channels other than Doordarshan. The introduction of communication satellites has improved the situation greatly. Star TV, Aaj Tak, NDTV, Zee etc are a few of the many television channels available to us today. The private channels came into the Indian Television scene quite recently. In the earlier days, Doordarshan had a monopoly as it was the only channel available to the Indian television audience. This changed in the 1990s with the arrival of private channels. The coverage of the Gulf War by the American news channel, Cable News Network (CNN) propelled the arrival of satellite television in India. Satellite dishes were used to catch the CNN signals and cable operators took to satellite broadcasting immediately.

1990s: Advent of Private Television Channels

Hong Kong based STAR (Satellite Television Asian Region) entered into an agreement with an Indian company and Zee TV was born. It became the first privately owned Hindi satellite channel of India. The agreement between STAR and Zee did not last long. But the Indian television audience was waiting for a shift from the monopoly of Doordarshan and soon a number of private channels emerged.

The Supreme Court ruling of 1995 which stated that the airwaves are not the monopoly of the Indian government boosted their growth. Several regional channels also came into being during this period. Sun TV (Tamil), Asianet (Malayalam) and Eenadu TV were a few of them. Today almost all major Indian languages have television channels in them. Apart from the regional channels, a host of international channels like CNN, BBC and Discovery are also available to the Indian television audience. With different categories of channels like 24 hour news channels, religious channels, cartoon channels and movie channels, there is something for everyone to watch.

Breaking of monopoly of DD /New Trends in Television

Now Television content can be delivered in a variety of ways. It can be distributed through terrestrial transmission. In this system, an antenna connected to the television viewer is used to receive the signals telecast by the broadcaster's transmitter. This is the traditional method of television broadcast. Other methods of delivery include distribution through cable networks and direct broadcast satellite. The cable distribution in India can be seen as a chain which begins with the signal sent by the broadcaster to the cable operator. The cable operators then relay these signals to our homes. There are free to air channels and pay channels. For the free to air channels, the broadcaster does not charge the cable operator. Examples of

free to air channels include Aaj Tak, Sahara and Times Now. Pay channels like Sony and Star Plus charge a certain amount of money per subscriber per month.

Proliferation of DTH services

The digital market in India involving digital cable, direct to home (DTH), IPTV, and mobile TV is at its peak and would proliferate, offering several options to the viewers.

India is going digital. The analog mode of transmission would soon get a setback from new technologies such as DTH, digital cable, and IPTV. Home and platform owners of these new technologies are expected to receive unlimited channels, digital sound and quality, and several other choices. India presently has approximately 7 million DTH subscribers and according to the industry estimates, the DTH industry would increase to 60 million by 2015.

What is DTH?

DTH stands for Direct-to-Home Television. Through DTH service, you can receive TV programs through your own personal mini dish fixed outside your home. The signals are directly beamed in your home from the satellite through the mini dish.

DTH has digital transmission and stereophonic sound effects, thus offering better quality picture and sound. It can also access remote areas which are not covered by Cable TV.

The survey found that while the cable homes are migrating to DTH in urban India, a general trend found in rural India is the transition from terrestrial homes to DTH. This ensures that DTH is already making waves and creating a new multi-channel universe concept in rural India. Cable penetrations have shown a relationship to two attributes mainly - market intrinsic landscape (density and topography) and price (soft-spots). In urban India, the price band ranges from Rs. 75 - Rs. 125 per month while in rural India, the price band ranges from Rs. 45 - Rs.80 per month.

DTH has registered a huge growth in the last two years and has grown across urban and rural markets while there is limited growth for cable STB, owing to the CAS implementation. The urban DTH is governed by pay DTH service providers while rural India is heavily governed by a single free-to-air (FTA) DTH service provider - Doordarshan's DD Direct Plus.

Answer

1. (a) 2. (a) 3. (a) 4. (d) 5. (c)

6. The central government launched a series of economic and social reforms in 1991 under Prime Minister Narasimha Rao.

Fill in the blanks:

7. SITE stands for?....

Ans. Satellite Instructional Television Experiment

8. DTH stands for?

Ans. Direct to Home

9. IPTV stands for?

Ans. Internet Protocol Television

10. How does IPTV work?

Ans. Internet Protocol Television (IPTV) which allows you to watch television on computers and mobile phones

Answer in brief

1. Explain in your words about origin and development of television in India.
2. Describe formation of Doordarshan (DD) as separate entity, SITE.
3. Define organizational structure, functions of different divisions and departments of Doordarshan.
4. Describe commercialization of TV and Golden era of Doordarshan.
5. Explain in your words about liberalization policy of Govt. and entry of private broadcasters, Satellite television broadcast and Proliferation of DTH services.

