AIJRRLSJM VOLUME 1, ISSUE 8 (2016, SEPT) (ISSN-2455-6602) ONLINE
ANVESHANA'S INTERNATIONAL JOURNAL OF RESEARCH IN REGIONAL STUDIES, LAW, SOCIAL SCIENCES, JOURNALISM AND MANAGEMENT PRACTICES

# A STUDY ON EMERGING TRENSDS IN MEDIA AND ENTERTAINMENT IN INDIA

**Dr. GOLKONDA BHOOPAL REDDY**
Assistant vice president
Zee Entertainment Television
**E-Mail:**bhoopalreddy.golkonda@zee.esselgroup.com

## HISTORY OF INDIAN TELEVISION

Terrestrial television in India started with the experimental telecast starting in Delhi on 15 September 1959 (official launch date) 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 and Amritsar in 1972. Up until 1975, only seven Indian cities had a television service. Television services were separated from radio in 1976. National telecasts were introduced in 1982. In the same year, colour TV was introduced in the Indian market. Indian small screen programming started off in the early 1980s. At that time there was only one national channel Doordarshan, which was government owned. The Ramayana and Mahabharata (both Indian spiritual & mythological stories) were the first major television series produced. This serial notched up the world record in viewership numbers for a single program. By the late 1980s more and more people started to own television sets. Though there was a single channel, television programming had reached saturation. Hence the government opened up another channel which had part national programming and part regional. This channel was known as DD 2 later DD Metro. Both channels were broadcast terrestrially.

PAS-1 and PAS-4 are satellites whose transponders help in the telecasting of DD programmes in half the regions of the world. An international channel called DD International was started in 1995 and it telecasts programmes for 19 hours a day to foreign countries-via PAS-4 to Europe, Asia and Africa, and via PAS-1 to North America.
TV Programs: The eighties was the era of Doordarshan with shows like Hum Log (1984),Wagle Ki Duniya (1988), Buniyaad (1986–87) and comedy shows like Yeh Jo Hai Zindagi (1984), Mythological dramas like Ramayan (1987–88) and Mahabharat (1989–90) glued millions to Doordarshan and later on Bharat EkKhoj, The Sword of Tipu Sultan and Chandrakanta. Hindi film songs based programs like Chitrahaar, Rangoli, SuperhitMuqabla crime thrillers like Karamchand, Byomkesh Bakshi. Shows targeted at children include Dada DadikiKahaniyan, VikramBetal, Malgudi Days, Tenali Rama.
It is also noted that Prabir Roy, had the distinction of introducing colour television coverage in India in February - March (1982) during the 1st Nehru Cup which was held at Eden Gardens, Kolkata with 5 on-line camera operation, long before Doordarshan started the same during the Delhi Asian Games in November 1982.

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. This process has been pursued consistently by all subsequent federal administrations. Foreign channels like CNN, STAR TV and private domestic channels such as Zee TV, ETV and Sun TV started satellite broadcasts. Starting with 41 sets in 1992 and one channel, by 1995, TV in India covered more than 70 million homes giving a viewing population of more than 400 million individuals through more than 100 channels.

There are at least five basic types of television in India: broadcast or "over-the-air" television, unencrypted satellite or "free-to-air", Direct-to-Home (DTH), cable television, and IPTV.

Over-the-air and free-to-air TV is free with no monthly payments while Cable, DTH, and IPTV require a monthly payment that varies depending on how many channels a subscriber chooses to pay for. Channels are usually sold in groups or a la carte. All television service providers are required by law to provide a la carte selection of channels.

**Broadcast television**

In India, the broadcast of free-to-air television is governed through state-owned PrasarBharati Corporation, with the Doordarshan group of channels being the only broadcaster. As such, cable television is the primary source of TV programming in India.

**Cable television**

As per the TAM Annual Universe Update - 2014, India now has over 277 million individuals (out of 312 million) with television sets, of which over 145 million have access to Cable TV or Satellite TV, including 78 million households which are DTH subscribers. Digital TV households have grown by 32% since 2013 due to migration from terrestrial and analog broadcasts. TV owning households have been growing at between 8-10%. Digital TV penetration is at 64% as of September 2014. The growth in digital broadcast has been due to the introduction of a multi-phase digitization policy by the Government of India. An ordinance was introduced by the Govt. of India regarding the mandatory digitization of the Cable Services. According to this amendment made in the section 9 of the Cable Television Networks (Regulation) Amendment Ordinance, 1995, the I&B ministry is in the process of making Digital Addressable System mandatory. As per the policy, viewers would be able to access digital services only through a set top box (STB). It is also estimated that India now has over 823 TV channels covering all the main languages spoken in the nation.

In 1991, the Indian government led by P. V. Narasimha Rao started a series of economic reforms including the liberalisation of the broadcasting industry, opening it up to cable television. This led to an explosion in the Indian cable TV industry and saw the entry of many foreign players like Rupert Murdoch's Star TV Network, MTV and others.

Star TV Network introduced five major television channels into the Indian broadcasting space that had so far been monopolized by the Indian government-owned Doordarshan: MTV, STAR Plus, Star Movies, BBC, Prime Sports and STAR Chinese Channel. Soon after, India saw the launch of Zee TV, the first privately owned Indian channel to broadcast over cable followed by Asia Television Network (ATN). A few years later CNN, Discovery Channel and National Geographic Channel made their foray into India. Later, Star TV Network expanded its bouquet with the introduction of STAR World India, STAR Sports, ESPN, Channel V and STAR Gold.

With the launch of the Tamil Sun TV in 1992, South India saw the birth of its first private television channel. With a network comprising more than 20 channels in various South Indian languages, Sun TV network recently launched a DTH service and its channels are now available in several countries outside India. Following Sun TV, several television channels sprung up in the south. Among these are the Tamil channel Raj Television and the Malayalam channel Asianet, both launched in 1993. These three networks and their channels today take up most of the broadcasting space in South India. In 1994, industrialist N. P. V. RamasamyUdayar launched a Tamil channel called GEC (Golden Eagle Communication), which was later acquired by Vijay Mallya and renamed as Vijay TV. In Telugu, Telugu daily newspaper Eenadu started with its own channel called ETV in 1995 later diversified into other Indian languages. The same year, another Telugu channel called Gemini TV was launched which was later acquired by the Sun Group in 1998.

Throughout the 1990s, along with a multitude of Hindi-language channels, several regional and English language channels flourished all over India. By 2001, international channels HBO and History Channel started providing service. In 1999–2003, other international channels such as Nickelodeon, Cartoon Network, VH1, Disney and Toon Disney entered the market. Starting in 2003, there has been an explosion of news channels in various languages; the most notable among them are NDTV, CNN IBN and AajTak. The most recent channels/networks in the Indian broadcasting industry include UTV Movies, UTV Bindass, Zoom, Colours, 9X and 9XM. There are several more new channels in the pipeline, including Leader TV.

**Conditional access system**

CAS or conditional access system, is a digital mode of transmitting TV channels through a set-top box (STB). The transmission signals are encrypted and viewers need to buy a set-top box to receive and decrypt the signal. The STB is required to watch only pay channels.

The idea of CAS was mooted in 2001, due to a furore over charge hikes by channels and subsequently by cable operators. Poor reception of certain channels; arbitrary pricing and increase in prices; bundling of channels; poor service delivery by Cable Television Operators (CTOs); monopolies in each area; lack of regulatory framework and redress avenues were some of the issues that were to be addressed by implementation of CAS

It was decided by the government that CAS would be first introduced in the four metros. It has been in place in Chennai since September 2003, where until very recently it had managed to attract very few subscribers. It has been rolled out recently in the other three metros of Delhi, Mumbai and Kolkata.

As of April 2008 only 25 per cent of the people have subscribed the new technology. The rest watch only free-to-air channels. As mentioned above, the inhibiting factor from the viewer's perspective is the cost of the STB.

**Analog switchover**

The Ministry of Information and Broadcasting issued a notification on 11 November 2011, setting 31 March 2015 as the deadline for complete shift from analogue to digital systems. In December 2011, Parliament passed The Cable Television Networks (Regulation) Amendment Act to digitise the cable television sector by 2014. Chennai, Delhi, Kolkata, and Mumbai had to switch by 31 October 2012. The second phase of 38 cities, including Bangalore, Chandigarh, Nagpur, Patna, and Pune, was to switch by 31 March 2013. The remaining urban areas were to digitise by 30 November 2014 and the rest of the country by 31 March 2015 which has been extended to till 31 Dec 2015.

**Phase I**

| City | Date of Completion |
|---|---|
| Delhi | 31 October 2012 |
| Mumbai | 15 January 2013 |
| Channai | Not completed |

From midnight on 31 October 2012, analogue signals were switched off in Delhi and Mumbai. Pirated signals were available in parts of Delhi even after the date. In Kolkata, on 30 October 2012, the state government refused to switch off analogue signals citing low penetration of set-top boxes (STBs) required for receiving digital signals. The I&B Ministry did not push for switching off of analogue signals in Kolkata. After approximately the Centre estimated that 75% of Kolkata households had installed STBs, the ministry issued a directive to stop airing analogue channels in some parts of the city beginning 16 December and completely switch off analogue signals after 27 December. On 17 December 2012, the West Bengal government openly defied the directive and stated that it would not implement it. The state government then announced that it would extend the deadline to 15 January 2013. The I&B ministry had initially threatened to cancel the license of multi system operators (MSOs) in Kolkata if they did not switch off all analogue channels. However, the ministries softened their stand following a letter from MSOs, explaining how it they were sandwiched between divergent orders from the Central and State Governments.

In Chennai, the deadline was extended twice to 5 November by the Madras High Court. The extension was in response to a petition filed by the Chennai Metro Cable TV Operators Association (CMCOA), who argued at the beginning of November that only 164,000 homes in Chennai had the proper equipment, and three million households would be left without service. When a week later only a quarter of households had their set-top boxes, the Madras High Court further extended the deadline to 9 November. The Ministry of Information and Broadcasting stated that it would allow an additional extension to 31 December. As of March 2013, out of 3 million subscribers, 2.4 million continued to be without set-top boxes.

A similar petition, filed by a local cable operator (LCO), to extend the deadline in Mumbai was rejected by the Bombay High Court on 31 October 2012.

**Phase II**

38 cities in 15 states have been identified for the purpose with deadline of 31 Mar 2013, which is yet to complete.

In the second phase, 38 cities in 15 states had to digitise by 31 March 2013. Of the 38, Maharashtra has 9 cities, Uttar Pradesh has 7 and Gujarat has 5.

About 25% of the 16 million households covered did not have their equipment installed before the deadline. Secretary Uday Kumar Varma extended a 15-day grace period] The I&B ministry estimated that as of 3 April 2013, 25% of households did not have set-top boxes. Enforcement of the switchover varied from city to city. Vishakhapatnam had the lowest rate of conversion to the new system at 12.18 per cent. Other cities that had low figures included Srinagar (20 per cent), Coimbatore (28.89 per cent), Jabalpur (34.87 per cent) and KalyanDombivli (38.59 per cent).

Phase III

All remaining urban areas 31 December 2015.

Phase IV

Rest of India 31 December 2016

**Satellite television**

As of 2012, over 823 TV 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, Zee TV, Sun Network and Asianet. Direct To Home service is provided by Airtel Digital Tv, BIG TV owned by Reliance, DD Direct Plus, DishTV, Sun Direct DTH, Tata Sky and Videocon D2H. DishTV was the first one to come up in Indian Market, others came only years later.

**Tata Sky Dish India**

These services are provided by locally built satellites from ISRO such as INSAT 4CR, INSAT 4A, INSAT-2E, INSAT-3C and INSAT-3E as well as private satellites such as the Dutch-based SES, Global-owned NSS 6, Thaicom-2 and Telstar 10.

DTH is defined as the reception of satellite programmes with a personal dish in an individual home. As of December 2012, India had roughly 54 million DTH subscribers.

DTH does not compete with CAS.[citation needed] Cable TV and DTH are two methods of delivery of television content. CAS is integral to both the systems in delivering pay channels.

Cable TV is through cable networks and DTH is wireless, reaching direct to the consumer through a small dish and a set-top box. Although the government has ensured that free-to-air channels on cable are delivered to the consumer without a set-top box, DTH signals cannot be received without the set-top box.

India currently has 7 major DTH service providers and a total of over 54 million subscriber households in as of December 2012. DishTV (a ZEE TV subsidiary), Tata Sky, Videocon D2H, Sun Network owned ' Sun Direct DTH', Reliance Digital TV, Bharti Airtel's DTH Service 'Airtel Digital TV' and the public sector DD Direct Plus. As of 2012, India has the most competitive Direct-broadcast satellite market with 7 operators vying for more than 135 million TV homes. India is set to overtake the USA as the world's largest Direct-broadcast satellite market by 2012.

The rapid growth of DTH in India has propelled an exodus from cabled homes, the need to measure viewership in this space is more than ever; aMap, the overnight ratings agency, has mounted a people meter panel to measure viewership and interactive engagement in DTH homes in India.

**Internet Protocol Television (IPTV)**

There are currently five IPTV Platforms available for Subscription in India in the main cities as Broadband Internet penetration is confined to urban areas of the country, They are IPTV A joint venture between MTNL and BSNL also in association with AkshOptifiber a company that also provides FTTH and VoIP services available in some of the main cities in India such as Mumbai which has about 200 Television Channels on offer with Time Shift TV in a number of Basic and Premium Packages including Movies on Demand offered at various Basic, Premium and Pay Per View Rates and other services such as an Interactive Karaoke channel, The IPTV Operator uses the UTStarcom RollingStream IPTV Solution as its end-to-end Delivery Platform.

Airtel IPT available in some of the main cities in India such as New Delhi and Bangalore which has about 175 Television Channels on offer with Time Shift TV in a number of TV Packages and a small number of Television Channels offered on Premium Subscription Rates including Movies on Demand offered at Premium and Pay Per View Rates SVOD and other services such as Digital Radio and Games, The IPTV Operator uses the UTStarcom RollingStream IPTV Solution as its end-to-end Delivery Platform.

Smart TV Group also operates an IPTV Platform based on the Sea-Change International IPTV and Cisco IPTV Standards in many parts of India with the following services:

- 185 TV channels on various basic and premium packages
- 40 TV channel Catch up TV service
- 250 Hour Personal Video Recorder
- A 5000+ Hour Movie Library
- Digital Radio and Karaoke Service
- The service is available to MTNL and BSNL Broadband Internet customers.

Reliance IPTV is an IPTV service Operated by Reliance Communication the Telco uses the Microsoft Mediaroom IPTV Middleware Software as its end-to-end delivery Platform, with around three TV packages on offer. the service is currently only available in Mumbai.

**TAM & INTAM**

In 1994, claiming a heterogeneous and fragmenting television market ORG-MARG introduced INTAM (Indian National Television Audience Measurement). Ex-officials of DD (Doordarshan) claimed that INTAM was introduced by vested commercial interests who only sought to break the monopoly of DD and that INTAM was significantly weaker in both sample size, rigour and the range of cities and regions covered.

In 1997, a joint industry body appointed TAM (backed by AC Nielsen as the official Recordkeeper of audience metrics.[34] Due to the differences in methodology and samples of TAM and INTAM, both provided differing results for the same programs.

In 2001, a confidential list of households in Mumbai that were participating in the monitoring survey was released, calling into question the reliability of the data. This subsequently led to the merger of the two measurement systems into TAM. For several years after this, in spite of misgivings about the process, sample and other parameters, TAM was the de facto standard and monopoly in the audience metrics game.

**A Map**

In 2004, a rival ratings service funded by American NRI investors, called Audience Measurement Analytics Limited (aMap) was launched. Although initially, it faced a cautious uptake from clients, the TAM monopoly was broken. What differentiates aMap is that its ratings are available within one day as compared to TAM's timeline of one week.

**Broadcast Audience Research Council** An even newer industry body called the Broadcast Audience Research Council seeks to set up an almost real-time audience metrics system. Plans for this were announced in March 2008 and work is said to be in progress.

**No of TV Channels in India**

There are currently 1148 Permitted Private satellite television stations in India. on 2 December 2013, In addition to that more than 100 Government channels are there. Hindi-language television channels have the highest market share. In addition numerous regional channels are available in throughout India, often distributed according to languages.

The Indian Media and Entertainment (M&E) industry is a sunrise sector for the economy and is making high growth strides. Proving its resilience to the world, the Indian M&E sector is on the cusp of a strong phase of growth, backed by rising consumer payments and advertising revenues across all sectors.

The industry has been largely driven by increasing digitization and higher internet usage over the last decade. Internet has almost become a mainstream media for entertainment for most of the people. Recent statistics and developments pertaining to the sector are discussed hereafter.

**Recent development/Investments**

- Cinepolis India Pvt. Ltd, the Indian movie exhibition arm of Mexican chain Cinepolis, is planning to add 60 screens to take its total count to over 250 screens by the end of 2015
- Turner International India has announced the expansion of its television bouquet for children with the launch of Toonami, a channel dedicated to animated action. This is the American company's third children's channel in India after Cartoon Network and POGO. Toonami joins an assortment of over 15 channels in the kids' genre, which attracts close to Rs 500 crore (US$ 80.38 million) in advertising.
- Twitter Inc. plans to set up a research and design (R&D) centre in Bengaluru to grow faster in emerging markets. This will be the San Francisco-based company's first such facility outside the US. Twitter plans to use Bengaluru-based mobile marketing and analytics company ZipDial Mobile Solutions Pvt. Ltd's team to build this new R&D facility.
- STAR India, a unit of 21st Century Fox, has acquired the entire broadcast business of MAA Television Network Ltd for an undisclosed amount.
- Carnival Films Pvt. Ltd, supported by commodity trader ShrikantBhasi, has agreed to buy multiplex company Stargaze Entertainment Pvt. Ltd from a unit of MukeshAmbani-controlled Network18 Media and Investments Ltd
- SRS Cinemas, the multiplex chain of the Rs 5,000 crore (US$ 803.87 million) SRS Group, is currently in an expansion mode and has earmarked a huge corpus to add more screens to its current portfolio of 48 screens to take the total number to close to 100 by the end of 2015.
- Television and film production company, Balaji Telefilms Ltd has announced that it is entering the American television market by signing an American television series

production deal with Indus Media, the firm said in filing to BSE.The deal will see Balaji secure rights to the TV series 'Brown Nation', a satirical comedy based on the lives of Indian Americans, the firm said.

- Television and film production company Balaji Telefilms Ltd has entered into a strategic alliance with Kolkata-based ChhayabaniPvt Ltd to create distinctive and contemporary television content.
- JagranPrakashan Limited (JPL), which publishes 12 newspapers including its flagship brand DainikJagran, is set to enter the radio space with the acquisition of Media Broadcast Private Limited (MBPL)'s Radio City 91.1 FM.

**Government Initiatives**

The Government of India has supported this sector's growth by taking various initiatives such as digitizing the cable distribution sector to attract greater institutional funding, increasing FDI limit from 74 per cent to 100 per cent in cable and DTH satellite platforms, and granting industry status to the film industry for easy access to institutional finance.

Recently, the Indian and Canadian governments have signed an audio-visual co-production deal that would help producers from both countries to explore their technical, creative, artistic, financial and marketing resources for co-productions and, subsequently, lead to exchange of culture and art amongst them.

Furthermore, the Centre has given the go-ahead for licences to 45 new news and entertainment channels in India. Among those who have secured the licenses include established names such as Star, Sony, Viacom and Zee. Presently, there are 350 broadcasters which cater to 780 channels. "We want more competition and we wanted to open it up for the public. So far, we have approved the licences of 45 new channels. It's a mix of both news and non-news channels," said MrBimalJulka, Secretary, Ministry of I&B, Government of India.

Broadband, Time-Warner Cable, Cox Communications, Cablevision, and Clear Channel are some of the leading cable operators. They are regulated monopolies, in which each region/city has only one cable operator regulated by the regional/city municipal authority. Cable operators do not produce programs; they simply relay the programs provided by cable companies and local television stations.

Despite so many television channels, Satellite companies (Direct-to-Home/DTH) lease transmission bandwidth from a significant amount of power is satellite owners and operators and use small dish antennas (about 18-inch wide) consolidated by five mega holding to deliver content. DirecTV and Dish Network are two leading satellite companies. companies. Just like cable operators, they do not produce their own content, but they get it from cable companies, networks, and some local television stations.

**Technology evolution presents new possibilities**

As the amount and variety of content grows, so does the number of vehicles through which it is delivered. From screens on wrists to new ultrafast fiber providers at the curb, today's audiences have more tools through which they can access entertainment—especially while on the go.

Emerging technologies are drastically altering the picture. For example, the pervasiveness of technologies for entertainment delivery has enabled greater "time shifting"—meaning viewers can consume entertainment when they want to, not according to a preset schedule. And the impact is very real—with 2015 marking the first year that consumers under 25 watched more content on their mobile devices than on their TVs. Such technology-driven changes will require industry to rethink advertising models and how to effectively introduce new programming. What technology or mix of technologies (e.g., promotional tools within a platform, apps, social media) do you use to effectively reach the most consumers—and the right consumers?

New technology developments also will require industry to remain on guard for the impact of regulatory decisions. What does a shift toward or away from net neutrality, for example, mean for any individual technology, for those who deliver content via that technology, and for those who consume it? New technology and the impact of new technology-related regulation ultimately will influence the partnerships that emerge to exploit evolving opportunities.

**Road Ahead**

The Indian Media and Entertainment industry is on an impressive growth path. The revenue from advertising is expected to grow at a CAGR of 13 per cent and will exceed Rs 81,600 crore (US$ 12.09 billion) in 2019 from Rs 41,400 crore (US$ 6.14 billion) in 2014. Internet access has surpassed the print segment as the second-largest segment contributing to the overall pie of M&E industry revenues.

Television and print are expected to remain the largest contributors to the advertising pie in 2018 as well. Internet advertising will emerge as the third-largest segment, with a share of about 16 per cent in the total M&E advertising pie. The film segment which contributed Rs 12,640 crore (US$ 1.87 billion) in 2014 is projected to grow steadily at a CAGR of 10 per cent on the back of higher domestic and overseas box-office collections as well as cable and satellite rights.

Digital advertising is expected to lead the CAGR with 30.2 per cent, followed by radio with 18.1 per cent. Animation and VFX, and television are expected to register a CAGR of 16.3 per cent and 15.5 per cent respectively, followed by growth rates of gaming (14.3 per cent), music (14.0 per cent), films (10 per cent) and OOH with 9.8 per cent expected CAGR. Within TV, subscription revenues are expected to be three times more than advertising revenues, by 2018. Growth in the regional reach of print and radio shall provide opportunities to further improve the advertisement revenue.

## CONCLUSION:

In television, we expect the balance of power to shift in favor of broadcasters with the adoption of alternative distribution platforms such as DTH (direct-to-home), CAS (conditional access system), and IPTV (Internet protocol television)," said Mr. Narasimhan, Head, Crisil Research. The process of convergence is facilitated and accelerated by the rapid technological advances and the broadband throughout the world. Convergence is expected to change the traditional industry structures

## REFERENCES:

**1.** Media Reports, Press Releases, Press Information Bureau, Department of Industrial Policy and promotion (DIPP), Union Budget 2016-*17*

2. FICCI-KPMG India Media and Entertainment Industry Report 2015

3. 'Shaping the Industry at a Time of Disruption' report by Boston Consulting Group (BCG) and Confederation of Indian Industry (CII)