

HISTORY OF TELEVISION

- **Development of TV in India**
- **Site**
- **Satellite and cable television in India**
- **Regional and local channels**
- **Television today**

Objectives

- **Explain the development of Television**
- **Discuss the importance of SITE**
- **Identify and Discuss the different Satellite and cable Television**
- **Analyze and review the regional and local channel to gain knowledge about different channels**
- **Examine the recent trends in Television and discuss how new technologies are helping in the present situation.**

HISTORY OF TELEVISION



BRIEF HISTORY OF TELEVISION

- ✓ **Experimental television** broadcasting was started in the **United States of American in the 1920s.**
- ✓ **The electric television tube** was invented in **1923.**
- ✓ Subsequently, the picture tube, the **electronic camera** and the **television home receivers** were invented.
- ✓ **Mechanical television** was invented by **John L. Baird of Britain in 1926.**

- ✓ In the **1930s** that the **TV stations** were set up in **New York and London**.
- ✓ They offered **regular telecast programs**.
- ✓ Television became **popular** in advanced countries such as **America in the late 1940s and early 1950s**.
- ✓ This brought in further advancement in the form of **satellite communication**.

- ✓ The **first communication satellite** known as **“Early Bird”** was launched in **1962**.
- ✓ This was the important **first communication satellite**
- ✓ The year **1962** was said to be the starting of the **Age of Satellite Communication**.
- ✓ In the year **1965**, the **International satellite** system known as Intelsat began operating.
- ✓ In **1971**, the **InterSputnik** began progress, which in this sphere has been phenomenal.

Development of TV in India

- **1959 – An experimental television program** was started to train personnel and particularly to discover what television would achieve in **community development** and **formal education**.
- **Philips (India) demonstrated** its use at an exhibition was 40 km and the audience comprised members of **180 Tele-Clubs** which were provided **free sets by UNESCO**.

- UNESCO offered a grant of \$20,000 and offered equipment from the United States. Philips (India) demonstrated its use in an exhibition in New Delhi.
- The range of the transmitter was 40 Kilometres and the audience comprised members of 180 tele-clubs which were provided free sets by UNESCO. The year 1961 witnessed educational television programs on science for teachers. In the year 1965 entertainment programs were introduced

- **1961** – This year witnessed **educational television programs on science for teachers.**
- **August 1965** - **Entertainment programs** were introduced under pressure from manufactures and the public.
- **1967** - **Indian television went rural** - KrishiDharshan programs for farmers in 80 villages from teleclubs of Delhi, UP and Haryana began.

- **October 1972- Bombay center** inaugurated (range 70-100 km).
- **1973** - Srinagar and Amritsar centers started **producing T.V programs.**
- The Pune centre began relaying programs from Bombay.
- **1975-1976 - Teleclubs** in Delhi and Haryana were started.
- This year beamed **educational programs** to villages through **SITE.**

- **1975** - Calcutta, Madras, and Lucknow were put on T.V map.
- **August 1975-76 - SITE** (satellite instructional T.V experiment) beamed educational programs to villages in 6 states.
- **1976 - Commercial Telecast** was introduced for the first time.
- **Terrestrial transmitters** were put up at 6 selected centers to extend T.V coverage.

- **1976 - Television was separated from AIR (All India Radio) and constituted a new body under a new banner called Doordharshan.**
- **January 1977- Terrestrial transmitter** put up at Jaipur, Hyderabad, Raipur, Gulbarga, Sambalpur and Muzaffarpur to extend T.V coverage to a population of 100 million people.
- Political parties shared T.V time for election broadcasts.

- 15 August 1982 - The **National Program** was inaugurated.
- **INSAT-1A** - India's first communication satellite was placed in the geostationary orbit but failed in its operation.
- 1982 - **Color T.V** introduced.
- National network established with the help of microwave links.

- **Doordharshan's live coverage of the Asiad and the non-aligned Ministers' conference were applauded.**



- **August 1983 - INSAT-1B was successfully launched in orbit by the American shuttle "Challenger".**



EVOLUTION OF TELEVISION



1928 Octagon 1928 Baird

1930 Baird

1932 Model B2 1934 Pioneer

Pre 1935 Mechanical Television

Display Blurry reddish-orange picture about half the size of a business card

1936 Emyvisor 1936 Baird 1937 Cossor

1938 Fernseh 1938 TK1 1938 Marconi

1939 Andrea 1939 RCA 1941 GE Model

1935-1941 (Pre WWII) Electronic Era

Several countries began broadcasting with limited numbers of TV-sets in the hands of the public.

1946 RCA 1948 Airline

1948 RCA 1949 GE

1949 Sonora 1949 Raytheon

1946-1949 (Post WWII) TV as Mandatory

TV sets were added to the 'must have' list. An explosion appeared in American market place

1953 Sharp 1954 Decca

1957 Phonola 1957 Teleavia

1957 Rogers 1958 Philco

1950-1959 Exciting Time for TV

Color TV, Remote controls launched. Styling changed and the introduction of transistorized television.

1960s

1970s

1980s

1960-1980 Popularizing

TV's were now a regular part of the home. More countries started broadcasting.

1990 LG

2007 Samsung

1980-Now Technological innovation

The thickness of TV reduces, lighter and portable. High Definition TV refined the experiences.

Satellite Instructional Television Experiment (SITE).....

✓ In India, the most remarkable and momentous development in television is the **Satellite Instructional Television Experiment (SITE)** program.

✓ 1967 - UNESCO expert group made a SITE utility study for **National Development programs on Educational, Agriculture and Health.**

✓ 1975 – SITE was inaugurated with the help of the **American Satellite ATS-6.**

- ✓ **SITE was inaugurated on August 1975, which was the first T.V experiment in India**
- ✓ **Educational T.V programs- direct satellite for 2400 villages across 6 states which include**
 - ✓ **Orissa**
 - ✓ **Bihar**
 - ✓ **Madhya Pradesh**
 - ✓ **Rajasthan**
 - ✓ **Andhra Pradesh**
 - ✓ **Karnataka.**

2500 viewers in villages and towns through program transmitters.

- **Over 2 decades- developed in new communication technology.**
- **Everyday 4 hours programs are telecasted in Delhi and Ahmadabad concentrated on education, agriculture, health and family planning.**
- **They produced programs using AIR. Production centers are in Delhi, Hyderabad and Cuttack (Orissa).**
- **The Indian Space Research Organization (ISRO) setup its own audio/visual instructions to plan and produce programs.**



Satellite Instructional Television Experiment

Covering more than 2400 villages in 20 districts of six Indian states

1 August 1975 to 31 July 1976

Source: http://en.wikipedia.org/wiki/Satellite_Instructional_Television_Experiment

Cable television in India

- ✓ Cable TV has its roots in the late seventies.**
- ✓ Indian television viewers were looking for entertainment options**
- ✓ the import and manufacture of video cassette recorders permitted domestically.**
- ✓ The fare available was Hindi and English movies and pirated western comedies, music and game shows.**

- ✓ **Cable TV was restricted to the major metros and towns and the upper crust of society.**
- ✓ **The impetus for its spread came in 1990 with the beginning of the Gulf war.**
- ✓ **Ted Turner's CNN started beaming news reports of the bombing of Kuwait by Saddam Hussein and sparked off a demand for satellite dishes.**

- **Some cable operators who had been running their Hindi and English movie channels added dishes and started relaying CNN into homes.**
- **This spurred demand for cable TV, making it a lucrative business and it attracted more individuals to the industry.**

- ✓ **Cable TV started from Mumbai in 1984**
- ✓ **The cable TV in India is regulated by the “Cable TV Networks Regulation Act, 1995”, regarding their programs and advertisements**
- ✓ **The launch of Star TV and ZeeTV further fuelled the spread of cable TV.**

Regional and local channels





- **Indian Regional Channels broadcast programmes on various state dominant languages.**
- **Rising advertising revenues and increasing viewership have provided the drive for many big players to enter into the business.**
- **Some regional media leaders like ETV, Sun TV, Asianet have a strong grip over the regional market.**

- Major national networks, like Star Network, Zee Network have also realised the importance of such channels, and thus have launched many regional channels under their banner, showcasing well planned and produced programmes.

- numerous individual local channels have also come up trying to get a piece of the market share.

Zee network has a number of regional channels in

- ✓ Marathi
- ✓ Punjabi
- ✓ Bengali
- ✓ Kannada
- ✓ Tamil,
- ✓ Urdu
- ✓ Telugu
- ✓ number of music and
- ✓ movie channels.



Star Network entered into Tamil Nadu by launching Star Vijay, one of the most popular regional channels.

But now has channels in

- Bengali
- Malayalam
- Telugu
- Kannada
- Marathi.



•ETV Network, a part of the well-established RamojiGroup, has created 12 dedicated infotainment regional channels.

•ETV network is the source of rich entertainment of 8 different languages

- ✓ Telugu
- ✓ Bengali
- ✓ Marathi
- ✓ Kannada
- ✓ Oriya
- ✓ Gujarati
- ✓ Urdu
- ✓ Hindi.



- **ETV caters to viewers in Uttar Pradesh, Rajasthan, Bihar, and Madhya Pradesh in their local languages.**
- **ETV Network channel focuses exclusively on its audience's unique cultural identity and its distinct socio-political character.**
- **Sahara India Pariwar is proud to have five news channels as the bouquet of Sahara Samay.**
- **These channels are: Sahara Samay NCR, Sahara Samay Mumbai, Sahara Samay Bihar and Jharkhand, Sahara Samay Madhya Pradesh and Chattisgarh, and Sahara Samay Uttar Pradesh and Uttrakhand.**

- **Even Doordarshan has launched a variety regional news and entertainment channels under its banner.**
- **They broadcast only original programmes reaching far and wide into the rural areas of the nation.**
- **The Regional service for the particular state are communicated by all terrestrial transmitters in the state and additional programmes in the local languages in prime time and non-prime time are available only through cable operators.**

Odisha TV or OTV was the first private regional TV channels in Orissa .

It was launched in the year 1997 in the twin cities of Bhubaneswar and Cuttack and then gradually spread towards all major towns in the state.

The purpose of OTV was to give latest infotainment to its viewers.

OTV will now singularly focus on the news content, current affairs, panel discussions and debate. The channel is likely to go satellite by beginning of next year.

- ✓ **ETV Oriya is broadcast nationally.**
- ✓ **It was launched during January 2002 and has been gradually gaining popularity in the State.**
- ✓ **This channel has been reaching 36-lakh people in Orissa as per NRS 2003.**
- ✓ **ETV Oriya provides a variety of entertainment and news-based programmes.**
- ✓ **Though the programmes telecast are perceptibly better in terms of content and quality than other local channels, some of them are either rehashes, or dubbed versions of popular Bengali and South Indian serials.**

There are lot more Indian Regional Channels that are available on the DTH (Direct-To-Home) platform.

Some of these channels have started showing programmes in HD (High Definition), providing utmost picture clarity and clearer sound.

More channels are in provision to provide more HD content and improve the condition of regional language channels in India.



TELEVISION TODAY.....

- **There are nearly 138 million households (out of total 223 million) in India who own a television.**
- **Cable penetration has reached 80% with the help of the Direct to Home (DTH) platform.**
- **According to the report released by the Federation of Indian Chambers of Commerce and Industry (FICCI) and KPMG in 2011 television saw a tremendous increase in the net direct-to-home (DTH) subscriber base totalling to 28 million at the end of 2010.**

TELEVISION BEFORE



TELEVISION TODAY



- **Backed by growth in advertising and subscription revenues, the television industry grew by 15.5 per cent in 2010 and is expected to grow at a CAGR (compound annual growth rate) of 16 per cent.**
- **Television is expected to account for almost half of the Indian media and entertainment industry revenues, and more than twice the size of print, the second largest media sector.**

- ✓ **The total number of TV channels (both private and government owned) grew from 461 in 2009 to 626 in January 2011.**
- ✓ **The number of News and Current Affairs channels was 312 and that of Non-News and Current Affairs channels was 314 up till January 2011.**
- ✓ **A total of 75 channels have been down-linked till January 2011 by a number of foreign broadcasters.**

FUTURE

- **The television industry is expected to grow at a compound annual growth rate of over 15 per cent till 2015 according to the report released by the Federation of Indian Chambers of Commerce and Industry (FICCI) and KPMG in 2011.**

There are challenges from three aspects:

- a. Technology**
- b. Television viewing practice**
- c. content.**

Technology: With the popularity of web enabled devices rising at a very fast pace (in fact in USA and Singapore, it has outpaced Television) Television needs to reposition itself as a convergence tool.

The smart TVs are a step towards that.

TV Viewing Practice: The TV viewing practice is undergoing a drastic change.

Gone are the days when TV viewing used to be a social/family activity.

✓ **It is getting personal now.**

✓ **Therefore there is a growing demand of niche content.**

Content: There will be myriad kinds of contents to cater to the demand of myriad kind of viewers across languages.

✓ **Providing high quality niche content will be a challenge for the content producers.**

✓ **On the other hand user generated programmes could also be aired like it is done in web and social media.**

Television industry and the Government in India are aware of the challenges and working to meet them as the trends show.

KEY TRENDS

Digitization:

Digitization continues to be a key growth driver for the industry. DTH achieved robust growth of 75 per cent in net subscriber base by adding 12 million subscribers in 2010. With the regulatory push on digitization, ongoing 3G rollouts, increasing mobile and broadband penetration, the market for digital distribution platforms is growing.

- **Regionalization:**
 - ✓ **Backed by the increasing purchasing power across tier 2 and tier 3 cities, regional media consumption is expected to continue to rise.**
 - ✓ **Realising the power of regional media, national and foreign players have ventured into regional markets and several others are likely to follow suit.**
 - ✓ **Meanwhile regional players have achieved scale and are now looking to go national and build a pan India presence. Geographical expansion by existing players in television, print and radio is expected to intensify competition and leading to interesting times for these industries.**

- **New Media:**
- ✓ **The past decade marked the convergence of media and technology; of user generated content, social media and new publishing models that have changed the way of media consumption.**
- ✓ **These changes in the way media is consumed are being driven by factors such as content pull from telecom service providers due to the 3G launch, emerging gaming platforms and innovation in technological devices such as tablets.**
- ✓ **The new breeds of smart TVs are offering excellent convergence opportunities.**

•Regulation to drive growth:

- ✓ The government's thrust on digitization and addressability for cable television, is expected to increase the pace of digitization leading to tremendous growth in DTH and digital cable.
- ✓ Niche formats: Increasing audience segmentation is driving content and delivery.
- ✓ Television showed signs of this growing trend through the launch of several new niche channel genres such as food, action movies etc

It has now become a business prerequisite to assess trends for continually changing customer preferences, lifestyles and media buying habits and incorporate the understanding in focused content, marketing and delivery strategies for each target audience segment.

Consumer Understanding:

With increasing fragmentation and intensity of competition, a deeper understanding of cultural and social references through focused study groups will enable players to target their consumers specifically and build loyalty.

Innovation: It is becoming increasingly important for industry players to continuously innovate new formats and strategies in order to enable brand loyalty help expand the market.

Consolidation:

- ✓ Mature players are increasingly looking to build scale across the media value chain and explore cross media synergies.
- ✓ In addition, existing foreign players are looking to expand their Indian portfolio and several other are expected to make an entry into India.
- ✓ Inorganic growth is likely to be a preferred route for many of these players.
- ✓ With increased digitization and accountability, Indian media companies are also expected to generate greater interest from private equity players.