Chapter – III

Profile of the Organizations

Selected for the Study
3.0 Print Media

Print media is a medium that disseminates printed matter. It is a means of mass communication. Major forms of print media are books, magazines, newspapers, newsletters, posters, brochures, press releases etc. Print media are popular and one of the oldest forms of communication.

Newspapers and magazines gained popularity and became most popular in 20th century all over the world, leading to the growth of mass communication. Newspapers and magazines play a key role in communication at local, national and international level, and act as a change agent in globalization. Print media are a growing industry.

The researcher has selected the following print media organizations for his study in Bengaluru City.

3.1 Vijay Karnataka

Vijay Karnataka, the renowned Kannada daily newspaper, reaches out to more than 6.86 lakh households every day (Audit Bureau of Circulation Jan - June 2016). Vijay Karnataka was launched in October 1999 by Dr.Vijay Sankeshwar. It attained the No.1 position in terms of circulation within just 2.9 years. In the progressive state of Karnataka, Vijay Karnataka is an iconic brand. It has brought its readers 17 years of news about a progressive and dynamic Karnataka. Daily, more than 35 lakh people reach out for Vijay Karnataka, making it the largest read Kannada daily of Karnataka. Vijay Karnataka has a readership of 35 lakh as per the Indian Readership Survey, Q4 2015. Vijay Karnataka has also been the largest read Kannada daily of Karnataka for the last seven consecutive rounds of the Indian Readership Survey, making a record in the history of Kannada print media. Vijay Karnataka, with 11 editions and 10 publishing centers, caters to 11 districts – Bengaluru, Mangaluru, Hubballi, Mysuru, Bagalkot, Gangavati, Kalaburagi, Hassan, Shivamogga, Belagavi, and Davangere. Vijay Karnataka beats all its competitors hands down in terms of circulation and readership.

Vijay Karnataka is widely read and dominated in Bengaluru and Karnataka as well. Its news content is focused on local, state, national and international news, it is known for its content, design and page layout. Vijay Karnataka is the first newspaper
to introduce the supplement concept in Kannada journalism. It introduced supplements for cinema, business, health, lifestyle and astrology. The target audience of Vijay Karnataka is youths and students. Vijay Karnataka is owned by the Times of India Group.

**The significance of Vijay Karnataka**

Vijay Karnataka has been the catalyst of positive change in several social causes in Karnataka.

- Vijay Karnataka has a market share of 45% of Kannada daily newspaper market
- 60% of Vijay Karnataka readers are from urban Karnataka
- Vijay Karnataka has the highest reach among professional executives and students
- In socio economic category Vijay Karnataka readership is at 12 lakh
- In terms of advertising revenue, Vijay Karnataka has 42% market share in Kannada language dailies

**Manpower**

Vijay Karnataka has a total strength of 865 employees from various functions such as Editorial, Circulation, Sales, Administration, and IT support, Finance, Brand, Purchase, Human Resources and Production. The Bengaluru office has 295 employees.

**Infrastructure**

Vijay Karnataka has 36 well-equipped offices and 9 printing centers across Karnataka. Its corporate office is located in Bengaluru. It also has sales offices in Delhi, Mumbai, Hyderabad, Kolkata, and Chennai and Kochi.

**3.2 The Times of India**

The Times of India is the oldest and most reputed English language newspaper, and the 4th largest circulated newspaper in the country. It was first published in 1838. Times of India is the largest circulated newspaper in English with a circulation of 27.32 lakh copies (Audit Bureau of Circulation Jan - June 2016) with
a readership of 7.6 million as per the Indian Readership Survey, Q4 2015. It has the widest reach with distribution across India covering even the remotest corners of the country.

- The Times of India was ranked 174th among India's most trusted brands according to the Brand Trust Report 2014 by Trust Research Advisory study
- The Times of India was ranked as among the world’s six best newspapers by British Broadcasting Corporation (BBC) in 1991

Times of India is owned by Bennett, Coleman and Co. Ltd. The first Edition was published on November 3, 1838 as The Bombay Times and Journal of Commerce 179 Years ago. The headquarters of Times of India is located in Mumbai and published from 37 major cities Mumbai, Aurangabad, Bengaluru, Bhubaneswar, Calicut, Chandigarh, Bhopal, Chennai, Coimbatore, Guwahati, Hubli, Hyderabad, Indore, Jaipur, Kochi, Kolhapur, Kolkata, Lucknow, Madurai, Mangalore, Mysuru, Nagpur, Nashik, Patna, Puducherry, Pune, Raipur, Ranchi, Surat, Trichy, Thiruva nanthapuram, Varanasi, Vijayawada and Visakhapatnam. The newspaper mainly focuses on youth and students.

The newspaper is printed using the latest technology machines offering not only the best black and white printing but superior quality colour printing as well. Times of India are the most trusted newspaper in Karnataka. Its content covers the latest news of local, regional, national and international importance. Times of India cover politics, crime, sports, entertainment, health, travel, food, lifestyle and culture. The target audience of Times of India is youths, students and IT employees.

Times of India have around 7,000 employees across India (including journalists and non-journalists). The Bengaluru branch has around 400 employees working in various departments like Editorial, Circulation, Advertisement sales, Human Resources, Administration, Finance, Business and Commercials and Brand Infrastructure.

Times of India have 2 well-equipped offices and one printing center in Bengaluru. It also has offices and printing centre in Mysuru, Hubballi and Mangaluru in Karnataka.
3.3 Vijaya Vani

Vijayavani is a Kannada daily newspaper circulated in Karnataka. It is the most powerful Kannada Newspaper; It is published by VRL Group owned by Dr Vijay Sankeshwar. Vijayavani has a circulation of 8.38 lakh copies as per Audit Bureau of Circulation (July –Dec 2016) with 15.8 lakh readership as per Indian Readership Survey. It is printed and published in 9 major cities of Karnataka - Bengaluru, Mangaluru, Hubballi, Mysuru, Vijayapura, Gangavathi, Chitradurga, Shivamogga and Kalaburagi. It has recorded the highest growth rate of 262% in 3 years. Vijayavani has its presence in 28 out of 30 districts in Karnataka.

Vijayavani is liked by the readers for its transparent journalism, its content is mainly focused on local, national and international news, and it is a bold newspaper, taking up causes of the city, ranging from potholes to crime to environmental hazards.it is appreciated for its attractive, supplements, page design and print quality. Vijayavani publishes 7 supplements in a week by the names:

1. Vittavani – focusing deeply on Commerce and Agriculture
2. Lalitha – Women supplement covering topics ranging from health, domestic and lifestyle issues.
3. Masth - Informative and educative supplement on latest technologies and gadgets.
4. Samskruti - covering history, mythology and culture.
5. Movie supplement covering Hollywood, Bollywood, theatre and latest movie reviews
6. Putani –Kids supplement - Kids section, with general knowledge, contests, competitions and lots of information for kids.
7. Vijaya Vihara - Sunday supplement on art and culture, Book review, travel and general interest news.

Vijayavani has bagged several awards in a short span of 5 years. They include:

1. Emerging Brand by World Brand Congress -2014,
2. National award for excellent printing -2013
3. Limca Book of Records for bringing out 240-page special issue
4. GMASA Award – 2016 (Global mobile app summit and award)
Manpower

Vijayavani has around 920 employees across Karnataka (including managerial, circulation and administrative staff) and 325 employees work in Bengaluru City in various departments such as Editorial, Circulation, Advertisement, Human Resources, Administration, Finance and Purchase.

Infrastructure

Vijayavani has 30 well-equipped offices and 8 printing centres across Karnataka. Its corporate office is located in Bengaluru. It also has sales offices in Delhi, Mumbai and Kochi.

3.4 Electronic Media

Electronic media is a media which is accessed by electronic devices, such as radio, television, cable and internet. It is disseminated gadgets such as television set, radio, phone, handheld device etc. The term 'electronic media' is often used to contrast with print media. The primary electronic media sources familiar to the general public care video recordings, audiorecordings, multimedia presentations, slide presentations, CD and the web. Electronic media devices have found their way into modern life.

The Radio was the first electronic medium. People listened to the radio for news and entertainment purposes. Television (TV) as an electronic medium quickly became the most popular all over the world. The reason for the success of television is its visual as well as auditory appeal. The visual appeal of television is unparalleled among any mass media. Television is the most popular and influential media for news and entertainment. It offers fast and live coverage; viewers can experience and visualize an event exactly as it is going on. Television is dominated by attractive visuals. With the introduction of the World Wide Web (www) the internet evolved as a dynamic force of communication. The internet enables one to access any information by just the click of a button. It is also a two-way communication medium, unlike the other media.
The researcher has taken television medium for his study.

3.5 TV9 Kannada

TV9 Kannada is a popular 24/7 Kannada Television News Channel with a tagline “For a Better Society”, TV9 Kannada broadcasts a wide range of programmes such as hourly news, news analysis of major events and interviews. The channel aims to give in-depth news round the clock. The channel mainly focuses on developmental journalism. Even though TV9 Kannada is a local channel, it keeps its content global. It is the top channels in Kannada.

The channel gets into issues that matter to public lives like corruption, social justice, environment, regional balance, rural development, crime, sports, cinema, culture and urban issues. It carries hard news. TV9 Kannada offers breaking news and information to its viewers.

TV9 Kannada has viewers in almost age groups. TV9 Kannada was launched on 22nd June, 2006, and is owned by Associated Broadcasting Company Private Limited (ABCI) group from Hyderabad.

Reach and connectivity

TV9 Kannada reaches all parts of the Karnataka. The channel is accessible to all major cities and towns of Karnataka. The channel has cable connectivity and reaches over 93% of the television watching population.

In news and current affairs segment, TV9 Kannada has a weekly reach of 30,000 viewers.

Manpower

The channel has around 410 professionally qualified and highly skilled employees from various domains such as reporting, editorial, graphics, video editing, script writing, technical, camera etc. 275 work in Bengaluru city. While experienced journalists form the senior team, the employees are trained by the channel through exclusive training programmes. Fresh candidates undergo basic training courses conducted by the channel.

Extensive network

TV9 Kannada has a robust network that covers all parts of Karnataka. The channel has reporters, cameramen and technical staff deployed in every district of the state. It
also has additional reporters in each of the centers.

**Infrastructure**
The channel has excellent and scientifically designed studios with sophisticated acoustics, lights and sets, where live coverage is carried out, the channel is supported by a strong national network and the channel has superior quality leased lines from almost all major districts of the Karnataka and also outskirts of Bengaluru City. Production capacity consists of 20 news desks and 10 news edit suites.

### 3.6 Public TV

Public TV is a familiar Kannada 24 x7 News channel broadcast from Karnataka. The channel says it is the voice of the viewers and positions itself as people-friendly. This channel was started on 26th January, 2012 by renowned Journalist Mr. H R Ranganath. Public TV is a hardcore news channel that focuses on issues like corruption, social justice, regional balance, crime, health and environment, technology, current affairs, rural development, cinema, sports, lifestyle and culture.

This channel is the second highest viewed news channel in Karnataka. This channel is taglined as "yaara aasthiyoo alla, idu nimma TV (nobody's property, but your TV)". The head office is situated in Bengaluru.

**Reach and connectivity**

Public TV reaches almost places in Karnataka. The channel is accessible to all major cities. It has cable connectivity and reaches over 92% of the television watching population.

**Manpower**

The channel has around 370 seasoned professionals across different functions, such as reporting, editorial, script writing, anchoring, graphics design, video editing, technical assistance, camera etc. the strength of Bengaluru employees is 220. The employees are trained through exclusive training programmes.

Public TV covers almost all parts of Karnataka. The channel has one reporter and one cameraman in every district of the state. It has around 45 reporters in Bengaluru City. Public TV has the potential to provide coverage in all parts of Karnataka.
Infrastructure

The channel has well-equipped and professionally designed studios. The channel has leased line connectivity to all major districts of Karnataka. Its production capacity consists of 14 news desks, 8 news edit suites and 8 programme edit suites.

3.7 Samaya News

Samaya News is a 24x7 television news channel in Karnataka which was launched in 20th June, 2010, targeting Kannada viewers. The channel aims to give exclusive and in-depth news round the clock. The channel's prime focus is on development journalism. The channel gets into the issues that matter to public lives like corruption, social justice, environment, regional balance, rural development, culture and urban life.

This channel became the second-most viewed news channel in Karnataka. The channel was tagged as "Naija Suddigaagi (for real news)." The head office of Samaya Television is situated in Bengaluru. Samaya News Channel was known as Samaya 24x7 till October 2013. From November 25, 2013 onwards, its name got changed to Samaya News. Samaya News channel was later bought by Karnataka's Industrial Minister Murugesh Nirani. Now this channel is owned by RSM Broadcasters Pvt. Ltd.

Reach and connectivity

Samaya News reaches every nook and corner of Karnataka. The channel is accessible to all major cities and 175 taluks of Karnataka. The channel has cable connectivity and reaches over 90% of the television watching population.

Manpower

The channel has around 372 professionally qualified skilled employees from various functions such as reporting, editorial, graphics, video editing, script writing, technical, camera etc. All the senior employees have good experience. Fresh candidates are trained by channel by organizing exclusive training course.

Extensive Network

Samaya covers almost all parts of Karnataka. The channel has 1 reporter and 1 camera man in every district of the state. It also has one additional reporter in each of...
the TAM centers around 240 employees work in Bengaluru City. Samaya News has the ability to provide coverage in all part of Karnataka.

**Infrastructure**

The channel has professionally designed studios with sophisticated acoustics, lights and sets. The channel has superior quality 4 Mbps leased lines from almost all major districts of Karnataka and also outskirts of Bengaluru City. Its production capacity consists of 15 news desks, 6 news edit suites and 8 programme edit suites.

**3.8 Suvarna News**

Suvarna News 24x7 is a Kannada news channel started in March 2008 by Asianet News Network Pvt Ltd. The channel's tagline is "Nera Ditta Nirantara (Straight, Strong, and Continuous)." Suvarna News also has its own website with live TV. The channel was relaunched in 2010. The channel aims to offer exclusive and in-depth news round the clock. The channel's prime focus is on political, crime, health, sports, technology and development journalism. The corporate office of the channel is situated in Bengaluru.

**Reach and connectivity**

Suvarna News reaches all major cities and taluks of Karnataka. The channel has cable connectivity and reaches over 90% of the television-watching population.

**Manpower**

The channel has around 345 qualified skilled employees from all functions such as reporting, editing, graphic designing, video editing, script writing, technical, camera etc. All senior employees have good experience while freshers are trained by organizing tailor-made training programmes. Manpower strength of Bengaluru city is 190 employees.

**Extensive Network**

Suvarna News is transmitted to all parts of Karnataka; the channel has one reporter and one cameraman in all major districts of the state. Around 190 journalists are deployed in Bengaluru City. Suvarna News has a strong network to provide coverage in all part of Karnataka.

The channel has set up well-equipped studios in Bengaluru where live coverage is carried out. The channel is supported by a strong network.
3.9  **Udaya News**

Udaya News is a 24-hour news channel launched in 2000 targeting Kannada viewers. This was the first Kannada news channel in Karnataka and was familiarly known as Udaya Varthegalu. Udaya News is a part of Sun TV Network Limited and the head office is located in Chennai. The channel mainly focuses on news and development that matters to the people. The channel gets into the issues that matter to public lives like corruption, public grievances, crime, regional balance, sports and social justice.

**Reach and Connectivity**

Udaya News reaches to all major cities and taluks of Karnataka. The channel has cable connectivity and reaches over 90% of the television watching population.

**Manpower**

The channel has around 225 qualified skilled employees from all functions such as reporting, editing, graphics design, video editing, script writing, technical, camera etc. Manpower strength of Bengaluru is 187 employees. All senior employees have good experience. Freshers are trained by organizing tailor-made training programmes.

**Extensive Network**

Udaya News is transmitted to all parts of Karnataka, The channel has one reporter and one cameraman in all major districts of the state. Around 40 reporters are deployed in Bengaluru City. Udaya News has a strong network to provide coverage in all part of Karnataka.

**Infrastructure**

The channel has professionally designed studios with sophisticated acoustics, lights and sets. The channel has superior quality leased lines from almost all major districts of the Karnataka and also outskirts of Bengaluru City.

3.10  **Janasri News**

Janasri News is a 24x7 Kannada news and infotainment television channel, owned by Yash Broadcasting Industries Private limited. This TV channel was started on June 20, 2011 by a team of experienced media professionals. It is a people-oriented channel funded by BJP leader Mr. Janardhan Reddy. The channel aims to offer
exclusive, detailed and in-depth news round the clock. The channel’s focus is on hard-hitting investigative, political, health, sports, crime news, kid’s shows and entertainment, innovative, informative and spiritual shows. The corporate office of the channel is situated in Koramangala, Bengaluru. The tagline of the channel is “Jana Mana Dani” which means “Voice of the people.”

Reach and Connectivity

Janasri News reaches all major cities and taluks of Karnataka. The channel has cable connectivity and reaches over 90% of the television-watching population. It is available in 15 countries.

Manpower

The channel has 285 employees from all functions. 198 exclusive journalists work in Bengaluru. Employees are trained and developed based on the organization’s requirement.

Infrastructure

The company has set up an elaborate infrastructure with 25,000 sqft area with two highly advanced studios, a virtual studio, and high technology.

3.11 ETV News Kannada

ETV News Kannada is a regional language news channel from ETV Network owned by Reliance Network 18. This channel was broadcast from Hyderabad and then shifted its base to Bengaluru from March 19, 2014, and set up six bureaus in Karnataka. The channel follows the “only news” concept and focus on hard-hitting investigative, political, health, sports, crime news, kids’ shows, entertainment, innovative, informative and spiritual shows. ETV News provides relevant and in-depth coverage of happenings in Karnataka.

Manpower

It has strength of 250 journalists posted across Karnataka. 140 employees work in Bengaluru city.
Reach and connectivity

ETV News is accessible to all major cities and taluks of Karnataka. The channel has cable connectivity and reaches over 93% of the television watching population.

Infrastructure

The company has set up an elaborate infrastructure with two highly advanced studios with sophisticated acoustics, lights and sets.