Chapter- 2

Cable Television: Technology and Cultural form

“Cable television is a means by which broadcast services are augmented; cable originates or picks up broadcast signals through a central receiving antenna, by microwave relay or satellite, and then retransmits them by cable to individual homes, apartments, businesses, schools.....“

Ahuja & Chhabra

Within a few decades, the perception of television has been redefined by cable television in many ways. It has became a cultural force that profoundly altered news, sports, entertainment and music programming with services such as Cable News Network (CNN), Zone reality, ESPN, HBO and Music Television (MTV). By developing new markets for both very old and very new program types, it has also changed the structure of the programming industry. In fact, it is an entertainment service that contributed to change in viewing practices, suggested by the proliferating use of
remote controls to "surf" along the now extensive channel lineup. And it began an important debate concerning the ability of citizens to control and contribute to local media.

Cable's organizational development, economic relationships, and regulatory status greatly changed the video landscape in ways entirely unforeseen, and in the course of its growth and development the functions and obligations of communication industries have been challenged. Whatever it might have brought about, Cable television has had a pivotal role in altering conceptions about television. But as cable television moves into a more competitive environment in which many different delivery systems can duplicate its services, its separate identity is fading as very large, merged telephone-cable-entertainment conglomerates move into video programming and transmission. On the free-to-air satellite TV market in Asia, Mary Sheh (2003) highlighted that cable television has high penetration rates in countries such as China, India, Korea, Australia and Taiwan. Generally, consumers choose cable to supplement local television choices. The reasons are bundled programming and minimal equipment costs.
2.1:1 The Technology

Origin of Cable Television

Cable Television originated from the United States. It was started by John Walson and Margaret Walson in June, 1948. In the mid 1940s, the Walsons started Service Electric Company with the aim to sell, install, and repair General Electric appliances in the Mahanoy City, Pennsylvania area and in 1947; they also began selling television sets. During this time, there were four television networks in the United States. Because of the frequencies allotted to television, the signals could only be received in a "line of sight" from the transmitting antenna. People living in remote areas, especially mountainous areas like Mahanoy City, couldn't see the programs that were already becoming an important part of U.S culture.

In order to overcome this constrain, John Walson set up an antenna on a utility pole on a local mountain top and connected the mountain antennae to his appliance store via a cable and modified signal boosters. This enabled him to demonstrate the televisions with good broadcasts coming from the three Philadelphia stations. He connected the mountain antennae to both his store and several of his customers' homes that were located along the cable.
path – thus, starting the nation’s first CATV or Community Antenna Television which later on came to be called “Cable Television”. John Walson has been recognized by the U.S. Congress and the National Cable Television Association as the founder of the Cable Television Industry. He was also the first cable operator to use microwave to import distant television stations, the first to use coaxial cable for improved picture quality, and the first to distribute pay television programming called HBO (Rob Ansbach, 2007). 

2.1:2 How do the Cable Television works

Unlike the traditional television broadcasting (via radio waves) which used over-the-air method requires a television antenna, Cable Television do not need an antenna. It is a system of providing television to consumers via radio frequency signals transmitted to televisions through fixed optical fibers or coaxial cables. In fact, FM radio programming, high-speed Internet, telephony and similar non television services may also be provided through Cable Television system. The cable can carry dozens of broadcast signals at the sametime.

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4 According to Service Electric Cablevision, Inc., USA.
Cable service relies on three fundamental operations. The first is signal reception, using satellite, broadcast, microwave and other receivers, at a "headend" where signals are processed and combined. Secondly, signals are distributed from the "headend" to the home using coaxial cable or optical fiber or microwave relays, abetted by amplifiers and other electronic devices that insure quality of signal to households. Thirdly, components at the home or near the home such as converters must change cable signals into tunable television images, descramblers must be able to decode encrypted programming, and other equipment may also be used to allow delivery of services on demand, this process is called "addressability."

Cable television's traditional tree-and-branch system network design typifies one-way delivery services, in contrast to telephone services which maximizes interconnection. Its huge and always-growing channel capacity or bandwidth enables cable television to support a variety of programming services and has always left it favourably positioned to expand into other service areas, such as high definition television, compressed video, and pay-per-view channels. However, the tree-and-branch network limits its interactive potential, a factor that became significant in the 1990s as interactive services were explored more intensively.
The earliest cable systems were made to work using antennas with very long cables connected to subscribers' television sets. However, lost of signal quality was inescapable because the signal from the antenna became weaker as it travelled through the length of cable. To overcome this problem, cable providers inserted amplifiers at regular intervals to boost the strength of the signal and make it acceptable for viewing.\(^5\)

Bill Wall, technical director for subscriber networks at Scientific-Atlanta (US), a leading maker of equipment for cable television systems cited that limitations in these amplifiers were a significant issue for cable system designers during the first three decades of its existence.

\(^5\) In his article ‘How cable Television works’, Curt Franklin (2004) said that the earliest cable systems were, in fact, strategically placed antennas with very long cables connecting them to subscribers' television sets. Because the signal from the antenna became weaker as it traveled through the length of cable, cable providers had to insert amplifiers at regular intervals to boost the strength of the signal and make it acceptable for viewing.
Fig. 2.1.2  How the Cable Television works (Curt, 2004)
Bill Wall also pointed out, "In a cable system, the signal might have gone through 30 or 40 amplifiers before reaching your house, one every 1,000 feet or so. With each amplifier, you would get noise and distortion. Plus, if one of the amplifiers failed, you lost the picture. Cable got a reputation for not having the best quality picture and for not being reliable." As a solution to this amplifier problem, a new kind of cable system was started in 1976. This system used fiber-optic cable for the trunk cables which carry signals from the CATV head-end to neighborhoods. The great advantage of fiber-optic cable is that it does not suffer the same signal losses as coaxial cable, and thus, eliminated the need for so many amplifiers. In the early fiber-optic cable systems, the number of amplifiers between head-end and customer was reduced from 30 or 40 down to around six.

By 1988, the number of amplifiers has been further reduced to the point that only one or two amplifiers are required for most customers. Decreasing the number of amplifiers made dramatic improvements in signal quality and system reliability. Greater customization is another benefit that came from the move to fiber-optic cable. Since a single fiber-optic cable is able to serve 500 households, it became possible to target individual neighborhoods for messages and services. As they were able to
serve large number of households in the same neighborhood, cable providers also started a local-area network and provided Internet access through cable modems by 1990's.  

Back in the mid 1970s, a new technology which allowed Cable operators to add more programming to cable service came into existence. Today, CATV systems can transmit up to 10 channels of video in the 6-MHz bandwidth of a single analog channel using MPEG compression. If combined this with a 550-MHz overall bandwidth, it allows the possibility of nearly 1,000 channels of video on a system. In addition, digital technology allows for error correction to ensure the quality of the received signal. The move to digital technology also changed the quality of one of cable television's most visible features: the scrambled channel. The first system to "scramble" a channel on a cable system was demonstrated in 1971. In the present digital system, the system is encrypted rather than scrambled. The encrypted signal must be decoded with the proper key. Without the key, the digital-to-analog converter cannot turn the stream of bits into anything usable by the television's tuner.  

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6 Curt Franklin (2004) wrote that another benefit that came from the move to fiber-optic cable was greater customization. Since a single fiber-optic cable might serve 500 households, it became possible to target individual neighborhoods for messages and services. In the 1990s, cable providers found this same neighborhood grouping to be ideal for creating a local-area network and providing Internet access through cable modems.
When a "non-signal" is received, the cable system substitutes an advertisement or the familiar blue screen.\textsuperscript{7}

\section*{2.1:3 \hspace{1cm} The Cable Television Industry}

By 1970s, Cable was used to enrich television viewing, not just make ordinary viewing possible. Within a short period, the same technology once used by remote hamlets and selected cities in the US allows viewers around the world to access a wide variety of programs and channels that meet their individual needs and desires. In the United States alone, by the early 1990s, cable television had reached nearly half the homes. Today, U.S. cable systems deliver hundreds of channels to some 60 million homes. And recent data shows that 84.8\% of all American homes have access to cable television. Besides providing Television programmes, they also provided a growing number of people with high-speed Internet access. Some cable systems even allowed users to make telephone calls and received new programming technologies. In countries where Cable Television system is utilized, advances in satellite signal

\textsuperscript{7} Curt Franklin narrated that the move to digital technology also changed the quality of one of cable television's most visible features: the scrambled channel. In the first scrambling system, one of the signals used to synchronize the television picture was removed when the signal was transmitted, then reinserted by a small device at the customer's home. Later scrambling systems inserted a signal slightly offset from the channel's frequency to interfere with the picture, then filtered the interfering signal out of the mix at the customer's television. In both cases, the scrambled channel could generally be seen as a jagged, jumbled set of video images.
reception and changes in regulations of cable have led to the augmentation by cable systems of local and non-local television station signals, with a dozen or more specialized satellite network channels (news, sports, movies, entertainment, health and children’s programming) as part of the basic service, and several premium (pay) channels, particularly for feature films.8

Cable service involved several industries. First and foremost are the distributors of video product called operators or sometimes called "multiple system operators" (MSOs). These Cable operators owned the physical system that delivers television signals to homes using coaxial cable or optical fiber cable. Secondly, there are the Programming services producer who compiled programmes and also sell their services to cable as well as to direct broadcast satellite (DBS) operators. Other entities and institutions related to the cable industry include investors underwriting distribution or production efforts, the creative community, and loosely coupled groups such as advertisers, sponsors, local community groups and producers, recording companies, equipment suppliers, satellite and terrestrial microwave relay companies, and telephone companies.

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8 Sharon Strover, in her article ‘United States: Cable Television’ wrote that cable systems experienced huge growth from the late 1970s through the early 1980s. The 3,506 systems serving nearly 10 million subscribers in 1975 leaped to 6,600 systems serving nearly 40 million subscribers just ten years later.
One important feature of Cable Television is that it required laying of cable in the ground or strings it along telephone or electric poles. So, they must negotiate for the use of poles and rights of way. This is the crux of cable television's dependence on Government or local/ concern Authorities who has the right or control over the utility poles used by cable companies. Cable operators must negotiate franchise/permit with concern authorities or pay tax that entitles them to use rights-of-way. The franchise system may differ from country to country. Several aspects of cable television resemble those of traditional utilities: it uses public rights-of-way and deploys a capital intensive network; it conveys but does not create content; it bills subscribers on a monthly basis. Rates charged to subscribers (and sometimes even rates of return) have been regulated differently at different points in time. And service quality is monitored. One source of long-standing friction between authorities and cable companies often develops in the area of franchise conditions, particularly the designation of specific services that the concerned authority may expect a cable operator to provide (e.g., specialized channels or funds for public, educational or government access).
2.1:4 Programming

Cable television programming is often divided into basic and premium programming. Basic cable TV networks are generally transmitted without any scrambling or other special methods and thus anyone connected to the cable TV system can receive them. Basic cable networks receive at least some funding through fees paid by the cable TV systems for the right to include the network in its channel lineup. Most basic cable TV networks also include advertising to supplement the fees, due to their programming cost being greater than the fees paid by cable TV systems. Premium cable refers to networks, such as HBO, NDTV, Star TV package etc, that scramble or encrypt their signals so that only those paying additional monthly fees to their cable TV system can legally view them (via the use of cable box). Because these networks command much higher fees from cable TV systems, their programming is generally commercial free.

The main feature that distinguished cable programming from broadcast television is the possibility of cable television to cater more specialized channels for specific target group. This feature is
made practicable as cable television carries more bandwidth than broadcast TV (10 to 20 times as many channels). In addition, as cable TV networks rely much less, or in some cases not at all, on revenue from commercials, they can feature programming (such as specialty sports or programming in foreign languages) that draws much smaller viewer numbers than what broadcast networks would find acceptable. The lack of restrictions on content has, in fact, led to cable TV programmes with more adult-oriented content such as nudity and strong language, including some premium cable networks broadcasting pornography programs. Premium cable networks have traditionally been the loosest with regard to content, since they require a cable box to view, making it easier to restrict children’s access to them. Thus, one can find nudity, foul language, and even pornography on these networks. Basic cable, on the other hand, has not traditionally been as loose with regard to content (Curt, 2004).9

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2.1:5 Cable Television subscription fees

Subscribers pay a monthly fee for programming to the operators, and the operators in turn pay programming networks, for example Zee TV, ESPN or MTV for the right to use the services. The price of the programming depends on the specific programming (ESPN is more expensive generally, for example, than News Channels like NDTV) and the size (subscribership) of the MSO or operator. Most basic programming services carry advertisements, and also allow local cable operators to insert ads (called "ad avails") during designated programming segments. Advertising revenues, both national and local, were slow to develop for programming services, awaiting significant subscriber levels and solid ratings data that could indicate viewer levels. Nevertheless, advertisement revenues grew steadily and have proved to be an important part of programming services' revenues.

In many areas, Cable TV systems impose a monthly fee depending on the number and perceived quality of the channels offered. Cable TV subscribers are offered various packages of channels one can subscribe to. The cost of each package depends on
the type of channels offered (basic vs. premium) and the quantity. These fees cover the fees paid to individual networks for the right to carry their network as well as the cost of operating and maintaining the cable TV system so that their signals can reach subscribers homes. Additional fees and taxes are often tacked on by local, state, and national governments. The fee, the cable TV system must pay to a cable TV network will vary depending on whether it is a basic or premium channel and the perceived popularity of that channel. Because cable TV systems are not required to carry any basic cable channels, they often try and negotiate the fee they will pay for carrying a channel. Thus more popular networks have been able to command much higher fees than less popular networks.

In the US and India as well to some extent, most cable systems divide their channel lineups into three or four basic channel packages. A must-carry rule requires all cable TV systems to carry local broadcast stations on their lineups. Cable TV systems are also required to offer a subscription package that provides these broadcast channels at a lower rate than the standard subscription rate. The basic programming package offered by cable TV systems is usually known as basic cable and provides access to a large number
of basic cable TV networks, as well as broadcast channels, and local-access television channels. Some systems refer to this package as 'expanded basic', with their most minimal package being referred to as basic cable. In addition to the basic cable packages, all systems offer premium channel add-on packages offering either just one premium network (e.g. HBO) or several premium networks for one price (e.g. HBO and Showtime together). Finally, most cable systems offer pay per view channels where users can watch individual movies, live programs, sports, etc. for an additional fee for single viewing at a scheduled time. Some cable systems have begun to offer on-demand programming, where customers can select programs from a list of offerings including recent releases of movies, concerts, sports, and reruns of TV shows and specials and start the program whenever they wish, as if they were watching a DVD or a VHS tape. Some of the offerings have a cost similar to renting a movie at a video store while others are free.

Since the late 1990s, advances in digital signal compression (primarily Motorola's DigiCipher 2 technology in North America) have given rise to wider implementation of digital cable services. Digital cable provides many more television channels over
the same available bandwidth, by converting cable TV channels to a
digital signal and then compressing the signal. Currently, most
systems offer a hybrid analog/digital cable system. This means they
offer a certain number of analog channels via basic cable service
with additional channels being made available via digital cable
service. Thus subscribers wishing to have access to digital cable
channels must have a special cable box (or, more recently, a "Digital
Cable Ready" TV and a Cable Card to receive them. Additional
subscription fees are also usually required to receive these digital
channels. Digital cable channels are touted as being able to offer a
higher quality picture than their analog counterparts. However
digital compression has a tendency to soften the quality of the
television picture, particularly of channels that are more heavily
compressed, pixilation and other artifacts are often visible.

On 1st November 2006, Comcast has dropped their
hybrid digital/analog broadcasts on their digital cable system which
means even the basic cable channels (typically channels 99 and
lower) now appear as clear as the digital cable channels (typically
channels 100 and higher). Many cable systems operate as local
monopolies in the United States, as cable companies typically
receive exclusive rights to serve a region as a result of a franchise agreement with a local government. In some areas that practice is changing as competition has been allowed to enter the market, including, in some cases, city run cable systems. The rise of Direct Broadcast Satellite systems, which provide the same type of programming using small satellite receivers, has also provided competition to cable TV systems.

At the same time, with the growing competition from the new multi-channel providers such as MMDS and direct broadcast satellite services, and with telephone companies entering the video entertainment marketplace, cable television's future appears far less certain by the turn of the 21st century. As the "other wire" entering homes, telephone systems are well positioned to compete with cable television, although they may choose to collaborate with cable television by buying cable systems rather than competing with them.

In a country like US, the cable television industry's key advantages are that its 1980s-built plant is already in most homes, its lines could serve fully 95% of households, and its channel capacity is considerable. Since beginning to experiment with video compression and upgrading coaxial cable to fiber, cable operators are poised to
continue to expand signal carriage capacity and to offer competitive one-way video. Additionally, the extensive vertical integration among many operators and programmers appears to guarantee that the cable industry will maintain a favored position with regard to the critical resource of programming.

Whether the cable industry will be able to manage peoples' desires for programming and interactive services epitomized by the Internet alongside each other remains uncertain. In fact, as a response to regulatory and technological opportunity, a number of merger between Cable operators and programmers and other entertainment companies took place in the 1990's. Nevertheless, the cable industry's boundaries, roles and influences may be reshaped, but the historical legacy of its accomplishments will surely continue to be felt.¹⁰

¹⁰ Sharon strover, in her article 'United States: Cable Television wrote that the 1990s have been marked by consolidation among operators and programmers and other entertainment companies as a dominant organizational response to regulatory and technological opportunity.....the cable industry's boundaries, roles and influences will likewise be reshaped, but the historical legacy of its accomplishments will surely continue to be felt.
2.2 Cable Television: India’s Experience

"Easily the most dramatic revolution took place on the TV screen. 1991 was the year when India ended decades of isolation from the rest of the world"

- India Today (1991)

In India, Cable Television networks are recent phenomenon when compared to Video and Television. Cable TV has its roots in the late seventies. During this period, there was not much variety in the Indian television fare. Indian Television under government control was hidebound and committed to the ideology of Television for Development and the genres that were dull documentaries interspersed with films and film songs. The early leaders of TV were conservatives who were very suspicious of entertainment TV of the West. Under their tutelage, classical songs and dances occupied the pride place in the DD. However, Indian television viewers were looking for entertainment options, apart from what state-owned broadcaster DD was offering. That came their way with the import and manufacture of video cassette recorders permitted domestically. There was a veritable boom in video cassette recorder sales during this period. Cable Television was
started in 1984 patronised first by tourist hotels\textsuperscript{11}. In fact, it was the hotel industry, public and private sector companies, housing colonies, high rise buildings and co-operative housing societies who pioneered the distribution of cable television. Flats in skyscrapers were wired up to central control rooms from where video players transmitted programmes taped abroad, and Indian and foreign films on videotapes. The fare available was Hindi and English movies and pirated western comedies, music and game shows. At this stage, cable TV was restricted to the major metros and towns and the upper crust of society.\textsuperscript{12}

2.2:1 Post Liberalisation: Entry and Diffusion of Cable Television in India

In 1991, the central government under Prime Minister Narasimha Rao launched a series of economic and social reforms. Under the new policies private and foreign broadcasters

\textsuperscript{11} Joshi, Uma (2001) \textit{Mass Communication and Media}.

were permitted to engage in limited operations in India. This process has been pursued consistently by all subsequent central administrations. Cable Television offering multi-channels for Indian masses began with the live coverage of Gulf War in February 1991 by the American news channel CNN, which was carried by some of the five star hotels in Mumbai and Delhi. This was done primarily for the benefit of American or other foreign guests and affluent Indians.\(^\text{13}\)

When, urban Indians learnt that it was possible to watch the Gulf War on television, they rushed out and bought dishes for their homes. Some cable operators who had been running 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. During the Gulf War, people signed up with cable operators in a big way. From the large metros satellite TV delivered via cable moved into smaller towns, spurring the purchase of TV sets and even the up-gradation from black & white to colour TVs.\(^\text{14}\)

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Right from the time when the Indian Government made a departure from its policy on foreign media allowing them into India, the number of Cable operators and households having cable connection has been steadily increasing along with the number of channels and types of programmes. If we examine the growth rate of Cable TV operators, the spectacular rise of cable TV is evident. In 1985, the number of cable operators in the country stood at 100. By the end of the first quarter of 1991 there were 10,000 operators and by 1995-96, an estimated 60,000 cable operators were existing in the country. Some of them had subscriber bases as low as 50 to as high as in the thousands. Most of the networks could relay just 6 to 14 channels as higher channels relaying capacity required heavy investments, which cable operators were loathes making. American and European cable networks evinced interest, as well as large Indian business groups, who set up sophisticated headends capable of delivering more than 30 channels. These multi-system operators (MSOs) started buying up local networks or franchising cable TV feeds to the smaller operators for a fee. This phenomenon led to

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resistance from smaller cable operators who joined forces and started functioning as MSOs. The net outcome was that the number of cable operators in the country has fallen to 30,000.\textsuperscript{16}

In terms of channels, five new channels belonging to the Hong Kong based STAR TV via Asia Sat, the Hongkong based satellite owned by a consortium of companies was launched in 1991. MTV, STAR Plus, BBC, Prime Sports and STAR Chinese Channel were the 5 STAR TV channels. Then, came Zee TV which was the first private owned Indian channel to broadcast over cable. The launch of Star TV and Zee TV fuelled the spread of cable TV. In the first half of 1992, almost 4,500 households were being cabled up daily. That figure increased to 9,450 homes daily in the second half of the year, according to a study conducted by market research firm - Frank Small for Star TV: on how many homes could receive its service. From a mere 412,000 urban households in January 1992, the number of cable homes went up to 1.2 million by November 1992. The number of homes estimated in 1993 was 3.3 million according to the Frank Small study. This is estimated to have gone up to 7.3 million by January 1994. Frank Small once again surveyed the market at the

end of 1994 and the firm placed the number of cable & satellite homes at 11.8 million out of a total of 32.4 million TV owning homes (IndianCableTv.net, 1999). And by the end of 1995, an estimated 13 million households were receiving cable and satellite channels, making India, the largest market for STAR TV. Then came the year 1999, an estimated 22 million households were cabled in the country. At present, some 78 odd million homes in the country have their TV connection through cable, the viewing population in estimated around 500 million individuals through more than 100 channels or around 59 per cent of all television-owning homes. A large relatively untapped market, easy accessibility of relevant technology and a variety of programmes are the main reasons for rapid expansion of Television in India. Starting with 41 Television sets in 1962 and one channel and limited viewers, the growth of Television in India is astonishing.

Along with the penetration of Cable Television, the number of channels available for viewing has also been rapidly increased. A few years later, CNN, Discovery Channel, National Geographic Channel made its foray into India. Star expanded its

18 Audience Research Unit (1991)
bouquet introducing STAR World, STAR Sports, ESPN and STAR Gold. Regional channels flourished along with a multitude of Hindi channels and a few English channels. By 2001 HBO and History Channel were the other international channels to enter India. By 2001–2003, other international channels such as Nickelodeon, Cartoon Network, Hallmark, E!, AXN, Discovery, National Geographic Channel and Toon Disney came into foray. In 2002, Sony Entertainment Television India bagged the exclusive cable and satellite TV rights for live telecast of ICC cricket tournaments to be held from 2002 to 2007 covering the Indian subcontinent. The cost was a whopping $208 million. It was the biggest ever licensing deal in Indian broadcast history. The same year, Sports broadcasting saw a new entrant with the launch of Ten Sports in April. The channel was immediately in the limelight as it had bagged the exclusive terrestrial and C&S telecast rights to the FIFA soccer World Cup for $3 million. In 2003 news channels started to boom. Star news and NDTV go their separate ways. While Murdoch wanted complete control, Prannoy Roy did not want to let go of editorial independence. As such Star took full control of Star News from 31 March 2003 after the five-year exclusive supply contract ended while
NDTV announced it would launch two channels of its own around the same time.\footnote{India’s Television History, Indiantelevision.com. Accessed on 13.07.2008}

The business of Cable Television industry has undergone a transformation too. In the beginning it was small and driven by entrepreneurs. In recent years, large companies have also set up their own cable networks. Among them InCablenet (managed by the Hinduja group), Siticable (a joint venture between Zee TV promoter Subhash Chandra and Rupert Murdoch’s News Television), Asianet, Hathway Cable & Datcom, Ortel Communications and RPG Netcom (a company promoted by the RPG group) are big names. Earlier the MSOs have concentrated on the major metros only. But now they began to spread out into the smaller towns and the interiors of India where cable TV networks were mainly in the hands of small businessmen. International cable networking companies such as United International Holdings, TCI and Falcon Cable of the US have entered the Indian market and some of them have created successful joint venture with Indian companies. One example is the India Information Technologies Ltd., New Delhi, a joint venture of Falcon Cable, USA and the Hindustan Times publishing group, New Delhi. The entry of big companies in the business led to
consolidation amongst smaller operators several of whom combined their resources to set up sophisticated headbands capable of delivering 30-50 channels similar to the bouquet of the MSOs. And as the MSOs increased the number of channels that they were offering, the independents have also kept pace. Today, in many places Indian viewers can hook into 100 channels.20

The popularity of Programming on cable channels is evident from the audience share they manage to garner. They rank second after DD on this parameter in all cities. The satellite channels offer round-the-clock programmes with a wide choice to their viewers. Indian viewers started enjoying this new freedom of choice and came out of stagnation that they were subjected to by Government-owned TV Channel- Doordarshan monopoly for a long period. The viewers can have a cable connection by paying a nominal amount and can watch unlimited number of films, international programmes, sports etc. With the introduction of cable TV, the viewers of different age groups and of different income groups now have an access to different kinds of foreign programmes. The other reason for its success was the leisure at the disposal of the urban

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people, the money they could afford to indulge in cable viewing and the absence of any DD programme in the late morning and afternoon hours.\textsuperscript{21}

The first reason for rapid growth of Cable Television is simple economics. While a cable connection in India costs only about Rs.100 to 200 per month, the cost in the USA for a similar cable connection would vary from $20 to $35 per month. While a new colour television may cost around Rs.8000 to Rs.15,000, second hand colour TVs are available at Rs.2500 and a 14" Black & White TV is sold in rural India at Rs.1200. Cable TV has been made affordable to over 65% of Indian households. The second reason for this rapid growth is the nature of the organisation that delivers this service. Cable TV operators are small entrepreneurs (at least when they start providing service). They put up a dish antenna and string cables on poles and trees to provide service in a radius of 1 km. The operator goes to each house to sell the service and collects the bill every month. He/she is available even on Sunday evening if any repair is needed. This level of accountability has resulted in less-trained people providing better service using a far more complex technology, than that used by better-trained technicians handling relatively simple telephone wiring. However, what is even more important is that such a small-scale entrepreneur incurs manpower

cost several times lower than that in the organised sector. Such lower costs have been passed on to subscribers making cable TV affordable.\textsuperscript{22}

News and Current affairs are very popular television genres. With the coming of 24 hours news channels like BBC and CNN, Indian viewers now have access to a more in depth coverage of events taking place in foreign countries and at international level which the state-owned Doordarshan denied. Apart from live coverage of major events, interviews with personalities on BBC and CNN, music on MTV, serials and feature films on STAR world and STAR Movies and Sports channels attracted both viewers and advertisers. The soap operas, talk shows, chat shows, and other programmes have become quite popular among the English speaking homes though these shows promote a very different value system to that of Indians. Another reason which further the popularity of Cable Television is the introduction of Indian version of certain channels like BBC, CNN, MTV, Channel ‘V’ and so on to match the taste of Indian viewers. And this has posed a serious threat to DD both in terms of viewership and Advertising revenue.

\textsuperscript{22} From an Article ‘Making the Telecom and IT Revolution Work for Us’ written by Dr. Ashok Jhunjhunwala in 2004.
In India, Cable Television has grown without any domestic laws to check or regulate. Moreover the Ministry of Telecommunications, further allows the installation of dish antennas for private viewing, which resulted in an ambiguity in implementation of laws. As a result the cable industry has grown rapidly which poses a challenge to DD. It has broken the monopoly of the broadcasting industry in the country. Under such condition, the Government felt pressured to look into the operation of Cable Television Industry in the Country. As a result, Government of India appointed various committees over a period of time from 1991 onwards to look into various aspects of programming and advertising policies in the Television broadcasting industry. The formation of Cable Television Regulations Act and the major changes in DD programming were the result of recommendations made by these committees.

In 1991, Vardan Committee was appointed by the Government of India under the Chairmanship of K.A. Varadan. This committee was set up to study the relevance of cable TV invasion. The committee observed some disturbing implications of this development. The committee pointed out that no country can sit

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back passively and let some foreign agency decide what kind of programmes should be broadcast to the people of the country. The committee also recommended arrangements to be made under which the programmes put out by the licenses are continuously monitored to ensure that prescribed guidelines are not violated. It suggested that a single statutory/autonomous body known as the broadcasting council of India envisaged under the Prasar Bharati Bill be assigned the task of laying down guidelines and monitoring the quality of programmes, find out warnings and suggest punitive action in cases of violation of the guidelines, etc. The Government of India subsequently introduced legislation in the parliament in August, 1993. The Bill provides for a registering authority, takes resources to the programme code and the advertisement code, to be framed under the Act. It has also been made mandatory for the cable operator to transmit at least one Doordarshan channel of his choice through the cable service. However, it has been felt that the thrust of the proposed legislation is towards making it a tool for regulation rather than providing an approach to develop cable television as a social and economic resource.\textsuperscript{24}

\textsuperscript{24} Uma Joshi (2001) \textit{Mass Communication and Media}. Page-100.
Following the Varadan Committee, Damodaran Committee was appointed to examine the policy implications and the adequacy of existing laws relating to Cable TV and Dish Antenna systems in the country. The committee recommended the setting up of national authority to license and regulates the growth of cable TV. And in September 1992, Air Time Committee of India was appointed to examine the opening up of the electronic media to private broadcasters and work out the feasibility of giving broadcasting licences to private organisations to broadcast on the second channel of DD and FM radio channels. But the radical recommendations made by the committee were not accepted by the Government. Then in 1995, responding to the Supreme Court’s directive that airwaves need to be freed from Government Control, Sengupta Committee was appointed. The committee recommended the setting up of an independent Radio and TV Authority of India (RTAI) to regulate the distribution of airwaves by licencing private radio and television channels, domestic as well as foreign and to uplink from the Indian soil. It also recommended that local terrestrial radio stations be permitted particularly because these had competed very successfully with satellite channels in other countries.\(^{25}\)

\(^{25}\) Vijayalakshmi wrote that Sengupta Committee was appointed in 1995 as a respond to the view that airwaves need to be freed from Government Control.
Nevertheless, it must be noted that Cable Television falls under the purview of the Indian Telegraph Act 1885. This Act necessitated the cable operators to obtain license/permit when cables are to be laid across public property. Other than this, it does not lay down any restrictions for Cable television operation and programming. Thus, this Act was inadequate to oversee and control the operation and programming of Cable Television service in India. Moreover, even when Satellite and Cable Television had already been growing at a phenomenal rate, the Cable Television Networks (Regulations) Bill was passed and came into force only on 29th September, 1994.\(^2\)

\[2.2:2\] **Cable Television Networks (Regulations) Act, 1995**

**Regulation of Cable Television Networks**

*\textit{Cable television network not to be operated except after registration}*  

No person shall operate a cable television network unless he is registered as a cable operator under the Cable Television Networks (Regulations) Act, 1995. Provided that a person operating a cable television network, immediately before the commencement

\[^2\] According to Vijayalakshmi, “the entire cable industry in the country remained technically illegal for some years because private broadcasting was illegal in India until the Cable Television Networks (Regulation) Act, 1995 was passed”.

of this Act, may continue to do so for a period of ninety days from such commencement; and if he has made an application for registration as a cable operator within the said period, till he is registered or the registering authority refuses to grant registration to him.

Registration as cable operator

1. Any person who is operating or is desirous of operating a cable television network may apply for registration as a cable operator to the registering authority.

2. An application under sub-section (1) shall be made in such form and be accompanied by such fee as may be prescribed.

3. On receipt of the application, the registering authority shall satisfy itself that the applicant has furnished all the required information and on being so satisfied, register the applicant as a cable operator and grant to him a certificate of such registration;

Provided that the registering authority may, for reasons to be recorded in writing and communicated to the applicant,
refuse to grant registration to him if it is satisfied that he does not fulfil the conditions specified.

Programme code

No person shall transmit or re-transmit through a cable service any programme unless such programme is in conformity with the prescribed programme code:

(1) Offends against good taste or decency;
(2) contains criticism of friendly countries;
(3) contains attack on religions or communities or visuals or words contemptuous or religious groups or which promote communal attitudes;
(4) contains anything obscene, defamatory, deliberate false and suggestive innuendoes and half-truths;
(5) which is likely to encourage or indicate violence or contain anything against maintenance of law and order or which promote anti-national attitudes;
(6) contains anything amounting to contempt of court;
(7) contains aspersion against the integrity of the President and the judiciary;
(8) Contains anything affecting the integrity of the Nation.

Provided that nothing in this section shall apply to the programmes of foreign satellite channels which can be received without the use of any specialized gadgets or decoder.

Advertisement code

No person shall transmit or re-transmit through a cable service any advertisement unless such advertisement is in conformity with the prescribed advertisement code:

(1) Advertising carried in the cable service shall be so designed as to conform the laws of the country and should not offend morality, decency and religious susceptibilities of the subscribers.

(2) No advertisement shall be permitted which-

(i) Derides any race, caste, colour, creed or nationality;
(ii) is against any provision of the constitution of India;
(iii) tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way;
(iv) presents criminality as desirable;
(v) exploits the national emblem, or any part of the Constitution or the person or personality of a national leader or a State dignitary;

(vi) in its depiction of women violates the constitutional guarantees of all citizens. In particular no advertisement shall be permitted which project a derogatory image of women. Women must not be portrayed in a manner that emphasizes passive submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The cable operator shall ensure that the portrayal of the female form in the programmes carried in his cable service, is tasteful and aesthetic, and is within the well establishes norms of good taste and decency.

(vii) Exploits social evils like dowry, child marriage.

(3) No advertisements shall be permitted the objects whereof are wholly or mainly of a religious or political nature; advertisements must not be directed towards any religious or political end.
(4) The goods or services advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act, 1986.

(5) No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special miraculous or supernatural property or quality, which is difficult of being proved.

(6) The picture and the audible matter of the advertisement shall not be excessively “loud”.

(7) No advertisement, which endangers the safety of children or creates in them any interest in unhealthy practices or shows them begging or in an undignified or indecent manner shall be carried in the cable service.

(8) Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements.

(9) No advertisement which violates the standards or practice for advertising agencies as approved by the Advertising Agencies Association of India, Bombay, from time to time shall be carried in the cable service.

(10) All advertisements should be clearly distinguishable from the programme and should not in any manner interfere with the
programme viz., use of lower part of the screen to carry captions, static or moving alongside the programme.

Provided that nothing in this section shall apply to the programmes of foreign satellite channels which can be received without the use of any specialized gadgets or decoder.

Maintenance of register

Every cable operator shall maintain a register in the prescribed form indication or re-transmitted through the cable service during a month and such register shall be maintained by the cable operator for a period of one year after the actual transmission or re-transmission of the said programmes.

Compulsory transmission of two Doordarshan channels

(1) Every Cable operators using a dish antenna or Television receive only shall, from the commencement of this Act, re-transmit at least two doordarshan channels of his choice through the cable service.

(2) The Doordarshan channels referred to in sub-section (1) shall be re-transmitted without any deletion or alteration of any programme transmitted on such channel.
Use of standard equipment in cable television network

No cable operator shall, on and from the date of the expiry of a period of three years from the date of the establishment and publication of the Indian Standard by the Bureau of Indian Standards in accordance with the provisions of the Bureau of Indian Standards Act, use any equipment in his cable television network unless such equipment conforms to the said Indian Standard.

Cable television network not to interfere with any telecommunication system

Every cable operator shall ensure that the cable television network being operated by him does not interfere, in any way, with the functioning of the authorized telecommunication systems.

Offences and Penalties

Punishment for contravention of provisions of this Act

Whoever contravenes any of the provision of this Act shall be punishable.
(a) For the first offence, with imprisonment for a term which may extend to two years or with fine which may extend to one thousand rupees or with both;

(b) For every subsequent offence, with imprisonment for a term which may extend to five years and with fine which may extend to five thousand rupees.

Offences by companies

(a) Where an offence under this Act has been committed by a company, every person who, at the time of offence was committed, was in charge of, and was responsible to, the Company for the conduct of the business of the company, as well as the Company, shall be deemed to be guilty of the offence and shall be liable to be proceeded against and punished accordingly.

Provided that nothing contained in this sub-section shall render any such person liable to any punishment, if he proves that the offence was committed without his knowledge of that he has exercised all due diligence to prevent the commission of such offence.
(b) Notwithstanding anything contained in sub-section (a), where any offence under this Act has been committed by a company and it is proved that the offence has been committed with the consent or connivance of, or is attributable to any negligence on the part of, any director, manager, secretary or other officer of the company, such director, manager, secretary of other officer shall also be deemed to be guilty of that offence and shall be liable to be proceeded against and punished accordingly.

**Cognizance of offences**

No court shall take cognizance of any offence punishable under this Act except upon a complaint in writing made by such officer, not below the rank of a Group ‘A’ officer of the Central Government, as the State Government may, by notification in the official Gazette, specify in this behalf.

It must be noted well that the Parliament while enacting laws on posts and telegraph, telephones and wireless broadcasts, still follows antiquated British made Telegraph Act of 1885 and Indian Wireless Telegraphy Act of 1933.  

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27 Taken from Handbook on Media scene in India prepared by Department of Mass Communication and Video Production, St.Anthony’s College, Shillong.
2.2:3 Broadcasting Bill, 1997

In February 1995, the Supreme Court delivered a landmark judgement in the case of Ministry of Information and Broadcasting vs. Cricket Association of Bengal, which involved the rights of a Cricket Association to give telecast rights to an agency of its choice. Following the judgement on airwaves, the Government worked out a comprehensive broadcast bill in the country. To develop a broadcasting model, media laws in USA, UK, France, Germany, Italy and Australia were studied. The basic framework of the proposed broadcasting bill is therefore based on the relevant UK law.

The Broadcasting bill, 1997 was to provide for an independent authority to be known as the broadcasting authority of India for the purpose of facilitating and regulating broadcasting services in India. The authority would regulate both domestic and foreign satellite TV channels. The idea was to bring private channels, especially foreign networks, within the ambit of Indian laws. One of the conditions for giving licence would be that these networks must uplink from India. The authority would have a perpetual succession and a common seal with powers to enter into a contract and could

sue and could be sued in its name. Its functions include - to carry out frequency planning of such frequencies or band of frequencies assigned to it by the wireless adviser to the government for the purpose of services, to grant licences for broadcasting services, to ensure that wide range of broadcasting services are available throughout India, to ensure services of high quality and offer a wide range of programmes to appeal to variety of tastes and interests, to determine the programme code and standard, to take necessary action for violation of code, violation of condition of licence and to set technical and other quality standards to ensure a reasonable quality of reception (The Broadcasting Bill, 1997).

The Broadcasting law covered all aspects of broadcasting in the country including terrestrial broadcasting, satellite broadcasting, Direct-to-Home (DTH), local cable network and unlinking facilities. To avoid the monopolistic tendency, the Bill puts the restriction that a person shall be allowed to hold licence in only one of the categories. However the Bill is not without criticism, Vijayalaskhmi pointed out that “the Bill does not seem to take into consideration the subtle ideological implications of the news channels. Moreover a special provision in the Bill is

incorporated for the reception of unlicensed foreign satellite broadcasting service on the condition that such broadcasting service must be free to air and must not carry any advertisement or carry advertisement for only such durations as may be fixed by the authority and the service is devoted solely to sports, international news and current affairs”.

2.2:4 Cable Television Networks (Regulation) Amendment Act, 2000

Five years since the implementation of the Cable Television Networks (Regulations) Act, many lacunae/deficiencies in the implementation of the Cable Act had come to the notice of the Government. So, in order to make the Cable Act more effective, the Government amended the Cable Act, 1995 by way of Cable Television Networks (Regulations) Amendment Act, 2000 on 1.9.2000 which seeks to, inter-alia, (i) bringing free-to-air channel within the scope of the programme and advertisement code so as to avoid undesirable programme to the viewers, (ii) empower the Central Government to take prompt corrective measures in the interest of security, sovereignty and integrity of India, public order, decency, morality etc., (iii) ensure uniform carriage and proper reception of two terrestrial channels of DDs along with one regional
language satellite channel through the cable network, and (iv) designate District Magistrate / Sub-Divisional Magistrate / Commissioner of Police as the authorized officers for taking action against the cable operator.

2.2:5 Cable Television Networks Rules, 2000

Amendments have also been brought in the Cable Television Networks Rules, 1994 by way of a Cable Television Networks Amendment Rules, 2000, notified on 8.9.2000 with a view to prohibits (i) any programme which is not suitable for public exhibition and for carriage of in cable services which the cable operator has not obtained necessary copyright, (ii) advertisement which contains references which hurt religious sentiments, and (iii) any advertisement which promotes directly or indirectly production, sale or consumption of liquor, tobacco and tobacco products, infant milk substitute feeding bottle or infant foods.\(^{30}\)

2.2:6 Making conditional access system (CAS)

After several hurdles, in 2002, the Indian Parliament passed a legislation making conditional access system (CAS)
mandatory for viewing of pay channels. On 7 May 2002, the Cabinet passed a bill that were to form part of the basic tier, the government would in the Lok Sabha seeking to amend The Cable Television Networks (Regulation) Act 1995. Cable TV operators would have to transmit or retransmit programmes of any pay channel through an addressable system. For the free-to-air channels decide the minimum number of channels and the maximum rate that cable operators were to charge viewers. And on 15 May, the Cable TV Networks (Regulation) Amendment Bill, 2002 was passed through voice vote by the Lok Sabha after a marathon debate that lasted three hours. However, hectic lobbying by a section of politicians and broadcasters delayed the passage of the Bill in the Rajya Sabha (upper house). Finally on 10 December, it won overwhelming support in the Rajya Sabha. Under CAS, Consumers get the option to choose the channels they want to pay for and view, rather than receiving the whole set of channels that the Cable Operator makes available to them, and hence benefit by having to pay only for the channels they want to watch. Currently, in most of India, there is no segregation and subscribers pay a blanket rate for the entire service. At the sametime, Cable operators get the opportunity to pay a part of the subscription fees to the broadcasters only for the actual number of end users who opt for the channel, rather than all
households having cable access. Moreover, with this system, the Broadcasters are able to address the exact number of subscribers with a cable operator. For Advertisers, CAS gives a far more accurate indicator of programme popularity with only the actual subscribers of each channel being accounted for. Since the issue of addressibility ensures a fair degree of transparency in accounting across the entire value chain, it minimizes the loss of revenues to the government through mis-reporting or non-disclosure of actual revenue figures. The government also facilitates the introduction and development of consumer friendly systems like pay per view, interactive programming, etc. As such all the involved players and the viewers (consumers) can benefit greatly from CAS. However, vested interests and the price of STB's have been some of the reasons for delay in implementation of CAS all over India. Till April 2008, according to estimates, 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. In July 2008, the Indian TV regulatory authority has recommended that all Cable operators be given 5 years to change from the analogue system to the digital platform.\footnote{\textit{India's Television History} Indiantelevision.com. Accessed on 13.07.2008}
2.2:7 The Cable Television Networks (Regulations) Amendment Act, 2007

This Amendment Act was notified on 28th May, 2007. According to this Amendment Act, all cable operators must retransmit channels operated by or on behalf of Parliament. They must also transmit at least two Doordarshan terrestrial channels and one regional language channel of a State in the prime band, in satellite mode on frequencies other than those carrying terrestrial frequencies.

This Amendment Act will enable consumers to view the parliamentary proceedings and other informative and educative programmes being transmitted by the channels operated by or on behalf of the Parliament of India.

2.2:8 Proposals to amend the Cable Television Network Rules, 1994

Following the November 26, 2008 terror attacks on Mumbai, the Information and Broadcasting Ministry is getting approval from the Law Ministry to amend the Cable Television Network Rules 1994. In the wake of this, Prime Minister Dr.
Manmohan Singh, has received several representations from media agencies regarding certain proposed changes in the Cable Television Network Rules currently under consideration. On 14th January 2009, the Prime Minister made a statement assuring that the matter will be taken up for finalization only after the widest possible consultation with all the stakeholders and eliciting their different points of view on the proposed changes. The amendments, if passed, would curb telecast of such events as 26/11. Implying that current laws are sufficient for the government to exercise control over the media in case of an emergency, many have questioned the necessity of adding new rules. Some have said that the new laws could be open to misuse by the government, resulting in censorship. On the other hand, there are people with the view that that self-regulation is a laudable aim, and may work in a perfect society. According to one analysis, the media had 60 hours to get its act together during the Mumbai attacks, but the coverage only got progressively worse. Whether it is murder cases over the past year or terrorist attacks, the media has proven that it is incapable of regulating itself.
In its present format, the bill, likely to be delayed as broadcasters lobby the government for changes, would set limits on scale and expansion and bring the $3.6 billion television industry under one regulator responsible for controlling content and issuing licences to more than 20,000 cable operators. It would restrict a broadcaster's ownership in another broadcaster, distributor or cable operator at 20 per cent; limit any broadcaster's ownership to 15 per cent of all TV channels; and cap a cable or distribution firm's subscriber base in any city, state or country at 15 per cent. Broadcasters can currently own up to 20 per cent in a Direct-To-Home (DTH) satellite network, but there is no ceiling on ownership in cable distribution operations or on market share. The bill will impact operations of India's largest broadcaster, News Corp.'s Star, as well as Zee Telefilms Ltd. and Sun TV Ltd., which have interests in cable distribution and DTH operations.  

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32 "Prime Minister assures consultation on changes in Cable Television Network Rules" Newkerala.com. 14.01.2009
2.2:8 **Doordarshan's responses to challenge pose by Cable Television channels**

In India, the victim of instant communication has been Doordarshan. Satellite transmission not only made communication easy and instant but also brought in competition. The quick growth of Cable TV led to decline in Doordarshan's viewership and advertising revenue. In 1996, Mahalik Committee was appointed to make suggestions about what changes are required to be made in the policies and programmes of the electronic media. It made recommendations with regard to contents of DD programmes, the programme scheduling patterns and liberalizing the advertising code. The following were the recommendations of the committee:

1. DD should carve out a four-hour entertainment slot in the afternoon targeted at housewives, the senior citizens and children.

2. The national programmes during the prime time should be restructured.

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33 Uma Joshi has written in her book *Mass Communication and Media* that as a result of the competition brought in by Satellite transmission- 'DD is making strenuous efforts to improve image'. Page-100.
3. The regional centres of DD should be strengthened and made centres of earning advertising revenue.

4. Advertisers should be given advance information about the new and forthcoming programmes.

5. In view of the policy of economic liberalization, advertising code be liberalised with respect to foreign banks, foreign models and foreign locales.

6. Advertiser should be given volume discount.\(^{34}\)

So, in order to meet the challenge and competition brought in by Foreign Satellite Television channels, DD has been making arduous efforts to improve its image mainly on two fronts, by increasing the number of channels and by changing its programming pattern. As a first step, DD launched its first entertainment channel by merging the new second channels that were being programmed by Delhi, Mumbai, Calcutta and Chennai regional stations and networking into a single national channel called ‘Metro’ or DD2 in 1993. In the same year on 15\(^{th}\) August, four other channels such as business, news, sports and movie were added to its network. However, DD1 has retained its old identity of being the official media giving priority to social, educational and

developmental programmes. Then, on March 1995, DD launched its International Channel. At the same time, with the introduction of round the clock Satellite news channels, even news and current affairs which were once regarded as the exclusive domain of DD ceased to be DD’s monopoly. So, inorder to survive, the old monopolistic attitude has to be replaced by a more competitive and positive approach. Consequently, besides adding new channels, DD also revamped its programming of both national and metro networks by involving the private producers. The efforts of DD imply that it has decided to join the race for a share of place in the sky. However, DD is under pressure as it is an official media and as such, it is expected to cater to the varied and often conflicting demands from large social, political and economic groups. Moreover, as the Cable networks supply a continuous flow of entertainment programmes, they grew rapidly in both urban and rural areas which have made the DD’s task of informing and educating masses more difficult. As a result DD has the additional task of providing entertainment programmes to attract and retain mass audiences. Furthermore, providing telecasts in regional languages had become a necessity rather than a matter of choice for DD because of its vast multilingual audiences.\footnote{Peddiboyina Vijayalakshmi cited that the CNN-DD channel agreement even though it failed eventually, reflected a new phase in the transformation of Indian Broadcasting.}
At present DD have 1081 transmitters, around 50 programme generating centres and 20 different channels with an output of 1393 hours of programmes every week. The terrestrial signals of DD can reach around 90 percent of the country's 1000 million people\textsuperscript{36}. Despite its growth, Doordarshan's revenues were being taken away by the private satellite players. During 1999-2000, DD's revenues stood at Rs 5,971.9 million. Its earnings increased in 2000-2001 to Rs 6,375.1 million. However, for 2001-2002, DD earned Rs 6,152 million (indicating a dip in earnings) (Indiantelevision.com). From its review loss, it is clear that DD was unable to respond to the competition brought in by Satellite channels. One reason may be that it is still too deeply rooted in its commitment to the development process and education. Research supported the fact that programmes on DD were not appealing to urban audiences\textsuperscript{37}. Questions had often been raised on the quality of DD's programmes in comparison with that of the international channels. At the same time, the viewers' preferences have changes a lot and people are now looking for more and more entertainment. Moreover, the

\textsuperscript{36} Taken from www.ddindia.net.
\textsuperscript{37} Singhal and Rogers (1989), India's Information Revolution.
Government dragged its feet in the case of granting autonomy to Doordarshan for nearly 40 years. No Government had the political will to grant autonomy to DD in spite of the recommendations made by various committees, Chanda Committee (1966), B.G. Verghese Committee (1978), P.C. Joshi Committee (1985) and Prasar Bharati Act of 1990 and it took many years to constitute Prasar Bharati as an autonomous body\textsuperscript{38}. Despite this fact, it is undeniable that DD has managed to survive in the competition brought in by Satellite Television Industry. However, it has failed to withstand its rivals lucratively in terms of viewership and attracting Advertisers.

2.2:9 IPTV, a threat to Cable Television Industry?

Since 2004, one communication technology categorised under new communication technologies – IPTV (Internet Protocol Television) has made its present felt in the Indian soil. It is being implemented on a pilot basis in Bangalore. And in the month of September 2008, it was launched in Mumbai. Presently, BSNL and

\textsuperscript{38} Taken from page-23 of ‘Foreign Television and Indian Youth: Changing Attitudes’ written by Peddiboyina Vijayalakshmi.
MTNL are looking for ways to generate new revenue streams from this technology. Using fiber-to-the-premises to deliver IPTV is being attempted by some operators. Software like MS Windows media server, and IP TV equipment brought out by companies like Cisco, UT Starcom et al., which are also part of the building blocks that are bringing the concept to reality.

Internet TV or IPTV is a new technology that uses the Internet to deliver TV programming. It is a method of distributing television content over the Internet. The viewer must have a broadband connection to view content on a computer. Content may also be viewed on a standard TV if a set top box is used. IPTV allows viewers to select content on demand, time shift, and take advantage of other interactive TV options. Viewers can have access to a broad range of content to watch at any time they want. Since consumers are able to watch their favorite shows at any time, "prime time" programming and network program schedules may no longer have much meaning or may have little meaning. Moreover, TV Advertisement rates will have to be recalculated. When IPTV becomes a mainstream reality, the main advantage will go to
consumers and IPTV providers and given its interactive quality, it could pose serious threat and challenge for Cable networks as well as cable and satellite providers.

At present, however, the market for TV and video in India is not exactly vacant. There is huge cable and satellite TV infrastructure (with nearly 80 million subscribers) to contend with. Private companies like Telcos are working out business models, with their content providers and equipment/software partners, to penetrate the market. The incumbents have chosen the franchising route, looking at the franchisee as a 'strategic partner' to market the concept and organise supply. The success of IPTV in India will, however, critically depend on the unique value proposition it offers relative to the existing cable TV fare; on successful implementation of last mile strategies; and on successfully implementing the new technology, as well as support services like billing.

In May 2008, Goldstone Technologies, the Hyderabad-based software solutions and IPTV (internet protocol television) provider has commercially launching its IPTV services in India. Goldstone Technologies, which has tied up with Bharat Sanchar
Nigam (BSNL) to offer its services, has so far invested nearly $8 million (approximately Rs 32 crore) for its IPTV initiative both in India and abroad. The company had identified 11 countries including Israel, Germany, Malaysia, Australia, New Zealand, Singapore, Japan, France, UK and Denmark to launch its services by 2008-09 financial year-end. Furthermore, the company has signed up television channels Star Network, Raj TV and ETV, among others, for offering 50 channels, besides tying up with seven distribution houses for movies.

Given the technological support to its advantages and services it could offer to viewers, IPTV will be a better choice for many. However, at present, the question which persists is whether IPTV will be able to take over Cable Television as the biggest Television broadcasting industry in India. Is IPTV a treat for Cable Television? This question still hangs unanswered for now.
2.3 The State of Television and Audience Research

Describing the diffusion of Television in India, Saxena remarked, "Today's information has opened the floodgates of knowledge and curiosity. This is being attributed to the vast television exposure. A majority of people lives in remote villages, cut off from, what is known as, modernity. Till late, they led a life submerges in age old conservatism. But now they are able to see and appreciate what is going around, adding to their information gain"\(^{39}\). The spreading out of Television has made many scholars and researchers feeling concern about the effects of Television and a number of researches have been conducted. Research studies have pointed out that there are individual effects and societal or collective effects of Television and Media as a whole. Media may affect the aggressiveness of individuals, their attitudes or knowledge, the kind of products they buy, the way they vote, their aspirations and beliefs in themselves, or the way they use their time. On the other hand, at a collective or societal level, it can reshape a political system, sports, religion, the court system, the economy, or the general culture.

\(^{39}\) An extract from Saxena's book 'Television in India – changes and challenge'. Page-12.
In the initial stage of Cable Television in India, a survey conducted by Audience Unit of Doordarshan in May 1992, covering 10 big cities of the country such as star TV and BBC are yet to build up their audience because these programmes are in English and their accent is not easily followed by even English knowing people (Joshi, 1999: 99). But within a short period, Indian audiences adapted themselves with the ‘new technology’ and seemed to appreciate the variety to choice available for viewing. In addition to this, the setting up of a number of Indian owned private channels has resulted in a phenomenal growth of Cable Television Audiences in India.

This topic focuses on some of the major studies conducted on Cable television channels and its contents and their influence on audiences in various societies. The phenomenon of television and its influence on audiences has been approached from different angles. The first segment reviews some major studies on Television audiences and contents with regard to viewing pattern, habits, attitudes, channel preferences and content studies of certain cable channels. The second segment looks at the correlation between demographic Variables and Television viewing pattern. The third segment reviews cable television contents studies. And in the
fourth segment, the research studies conducted so far on Cable Television related topic in the Indian context has been reviewed. As Vijayalakhshmi stated a review on previous studies is likely to help researcher to trace the area that are not yet dealt by other researchers. Moreover, it would also be helpful in formulating research objective and hypotheses precisely and clearly.

2.3:1 Studies on Television Audiences and Contents

In an attempt to provide more valid answer to the impact of Cable Television, a number of studies on viewing pattern, habits, attitudes, channel preferences and Television contents have been conducted worldwide. Some of the findings of such studies are highlighted below:

In 1983, Mark A. Larson carried out a study to investigate the extent to which cable television diverts audiences from local television news programs, and whether such diversion decreases community involvement and political participation. Of a random sample of 300 adults selected for interviewing from a northern California county telephone directory, 53% reported having cable television. The 136 cable viewers were then asked in multiple
response questions which news programs they watched. All respondents were asked to rate their interest in local issues, how informed they were on local issues, their interest in local politics, how often they voted in local elections, their level of community involvement, whether they volunteered in local activities, and the number of community organizations to which they belonged. Twenty-two percent of cable subscribers watched only distant-signal local news programs, 50% watched only local station news programs, and 27% watched both. Results supported the view that cable systems are contributing to the emergence of segmented audiences and a fall off in network audience shares. However, they did not provide much supporting evidence for the link between diversion from local news programs and less community involvement and local political participation.

Studies indicate that many Hispanics in the US prefer programs that reflect the first language in which they learned to speak, i.e., Spanish (Mogelonsky, 1995). Print media are used less frequently by Hispanics. On average, they (Hispanics) spend 36 minutes a day reading newspapers, while bilingual Hispanics only devote about 12 minutes a day reading newspapers (Mogelonsky,
“The average Latino watches 58.6 hours of television per week, which is 4.4 hours more than the typical non-Hispanic viewer” (Fetto, 2002, p. 14). It has been noted, according to research studies, that “Hispanics are passionately devoted to their Spanish-language television networks” (p. 14). However, Hispanics turn to English-language television for what they cannot get in Spanish (Fetto, 2002). Many sports attract the greatest number of Hispanic viewers to the six major English networks, “perhaps because these programs are virtually nonexistent in the Spanish-language stations” (p. 15). While television continues to be the media of choice for Hispanics, newsmagazines are becoming increasingly popular among this group (Fetto, 2002); however, print has been traditionally viewed as a challenging medium (Hudson, 2001). This is due, in part to the splintered audience of the American population, and no single form of print media can reach everyone (Fetto, 2002). The country of origin and media usage varies for Latinos. For example, Cubans read, listen, and watch about 7.4 hours of media a day. Dominicans spend 10.7 hours a day with media, followed by Central and South Americans at 10.4 hours a day. Puerto Ricans spend 10.3 hours a day with media, while Mexicans spend 9.2 hours (Mogelonsky, 1995). Interestingly, Central-American Hispanics watch the most television,
while Cubans spend the most time reading print materials (Mogelonsky, 1995). Listening to the radio and reading newspapers are the media of choice for Dominicans (Mogelonsky, 1995).

A study conducted by CTAM (Cable & Telecommunications Association for Marketing) and Lieberman Research Worldwide on the evolving Use of Television and Its Content revealed that advanced technologies are making the early-adopters happy - but most consumers still like plain old TV. Moreover, Pardee (Chairman, CTAM Research Subcommittee) points out that "Though a change is now starting to take place in the way people are deciding what to watch on television, it's surprising how much 'appointment viewing' to specific programs continues to dominate TV consumption". When asked about all the TV-related activities they engaged in last night, nearly three-fifths of respondents (57%) report that they watched scheduled TV programs. As evident from this study, Viewers still have favorites - and sit down to watch them at "appointed" times. Most viewers (64%) say "they knew what program they were going to watch when they turned on the TV". Nearly half of all viewing (48%) is dedicated to watching a program that viewers regularly make an effort to
watch. At the same time, viewers like having more choice. They do check out and stay with new channels. \(^40\)

In 1990, Telephone study conducted among a national sample of adults in the US concerning use of television during the summer, while on vacation and at other times. In this study, 1,003 were interviewed from July 30 to August 6, 1990. While on vacation, 77% had watched television on average about three hours per day for six days. While not on vacation, 8% claimed some out-of-home viewing in an average week. In the previous year i.e., in 1989, a study was carried out to estimate the size of the out-of-home daytime television audience among working women and college students. Conducted in April 1989 by telephone interviews with a national sample of 5,046 working women, and by personal interviews among a sample of 2,216 college students. Findings indicated that 2.7% of total women and 25.5% of college students watched network daytime television out-of-home during the average week. Based on this research, it was estimated that one-half million women watched daytime network television out-of-home during an average quarter-hour, or 5% increment over reported ratings. \(^40\)

\(^40\) This study was designed by the CTAM Research Committee -- whose members include senior research executives from top cable companies and program networks, and who were dedicated to taking an impartial approach -- and conducted by Lieberman Research Worldwide.
More recently in 2006, an international media and marketing research firm investigated how the expanding role of Cable multiple-system operators (MSOs) is affecting the way Americans relate to television. Thirty percent of Cable subscribers feel that basic cable programming is almost never too explicit, and another 17% believe it rarely pushes the line of acceptability. An equal number of cable subscribers feel the content is either sometimes (30%) or frequently (19%) too extreme for their tastes. Moreover, almost two-thirds (77%) of Cable subscribers feel that networks such as HBO and Showtime should be able to air unrestricted programming.

A study to examine the characteristics of households that subscribe to cable television conducted by Janay Collins, Joey Reagan, and John D. Abel (1983) in Meridian Township, Michigan shows that there are five significant influences on a household’s decision to subscribe to cable television services: television use, persons in household, children in household, home ownership, type of residence, and income. Interestingly, lower income was associated with a higher probability of subscribing to cable television services. They point out that cable systems are increasingly providing
additional non-broadcast channels of video programming and so the
determinants of the demand for cable television use are changing.
Another study to examine the influence of ethnicity, motives for
watching television, and television viewing habits on whether a
household subscribes to cable was done by Alan B. Albarran and Don
Umphrey (1991) among 1,199 households in Dallas, Texas. From the
study, it is evident that cable subscribers tend to watch more movies
and sports than nonsubscribers, possess VCRs, be younger, and were
more frequently either African American or Hispanic. Non-
subscribers tend to be White, older, and have smaller households.
There was little difference in the household income of non-
subscribers and cable only subscribers. However, pay cable
subscribers were distinguished from non-subscribers by higher
income.

On the impact of foreign television on domestic
audiences, Elasmar and John used a meta-analysis method. 27
studies from 21 different countries were included in the study. The
meta-analysis revealed weak positive correlation between exposure
to foreign television and viewer’s knowledge, attitudes, beliefs,
values and behaviour. There is no statistically significant relationship
between exposure to foreign TV and the likelihood that audience members will hold positive attitudes towards the country originating the foreign message. Exposure to foreign television will increases the purchase of foreign products, especially clothing and other consumer products though the size of the increase is small as foreign television accounts for only 5 percent of the variation in foreign product purchasing. But exposure to foreign television increases audience knowledge about the country originating the messages.\textsuperscript{41}

Moreover, Ware and Micheal (1994) analysed 17 qualitative studies from 16 publications using the meta-analysis approach. A significant positive association between exposure to entertainment programmes and the dependent variables suggest that programmes imported from the US have a small but statistically significant impact on the foreign audience. The study revealed that exposure to US entertainment programmes is more likely to increase preference for American products and influence attitudes towards America. The study also says that exposure to US television programming alone will not automatically generate an adoption of

US values. This impact is influenced by both study characteristics and type of dependent measure.  

However, certain studies conducted in various countries have shown that viewing of foreign television programmes could inculcate negative attitudes one's own culture and a positive image about another country. TV was introduced in American Samoa in 1964. But by 1978-79, programmes of 14 hours per week were of local origin compared with imported programmes of 174 hours per week. (A study conducted in 1972 on cultural values was replicated after 5 years and it was found that the teenagers have become more westernised in that period. A Venezuelan study also found that liking the US was positively related to exposure to TV entertainment series, foreign news via newspapers and knowledge about the US. In Trinidad, Skinner found that those who watched more US programmes had a more positive image of the US and a less favourable image of Trinidad. Tsai (1970) in a study among

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Taiwanese children who watch TV found that they favoured elements of American culture and have a less favourable attitude towards their own culture than their non-viewing counterparts. In the related study, Tsai found that the interests of Chinese had expanded after two years of watching the American programmes.\textsuperscript{46}

In Cameroon, Babi (1990) concluded that youth would have a favourable attitude towards elements of foreign culture and a strong preference for locally produced programmes. The youth experienced the influence of TV on the way they dress. His study supports the theory that the TV's impact would be pervasive in some aspects as well as stimulates changes in others.\textsuperscript{47}

Similarly, in the US, three experiments were conducted on American viewers to see the change in the image of the Soviet Union through the state run Soviet Union TV transmitted on American Cable TV (Lavin, 1991). The results of all the three studies indicated that the subjects who watched two sessions of indigenous Soviet TV formulated a significantly more positive opinion of the Soviet Union than the subjects who did not view the programmes. The interesting finding of the three experiments is that viewers


incorporate affective qualities from televised images and generalise these evaluations to the nation that those images depict. 48

On the other hand, Payne and Peake (1977) in their study on viewers in Iceland found that the US TV was only minimally effective in generating favourable attitude about USA or creating attitudes of fear, anger or sadness that Icelanders commonly associated with American culture. 49

On a technological perspective, a recent survey conducted by the Parthenon Group, a Boston-based strategic advisory firm (2008) found that 40 percent of respondents enthusiastically supported an interactive television offering that does not interrupt the viewing experience and employs 'one-click' technology using existing TV remotes. The survey includes responses from 2,288 U.S. consumers. Respondents were asked questions regarding television viewing habits, adoption and use of TV technologies including VOD and DVR, comfort with conducting financial transactions over the Internet and reactions to other


forms of enhanced television including snipes, telescoping, toll-free numbers and websites displayed in commercials. The respondents were then shown various examples of Backchannelmedia's opt-in TV technology and were asked how likely they would be to use the new features. 60 percent of respondents will click on TV advertisements to send coupons to their email account or Internet portal. 40 percent of respondents express interest in Backchannelmedia's opt-in service. 36 percent of respondents indicate a preference for interactive ads over traditional television ads. 23 percent of respondents say they would be very or extremely likely to use Backchannelmedia's interactive TV advertising model, which projects close to 43 million early adopters out of the 196 million U.S. daily television viewers (Nielsen Media Research).

An online survey with an aim to measure American consumers' viewing and content/service purchasing habits and preferences was conducted by ABI Research (2008) among 1002 television and video consumers in the United States. While the survey draws no single conclusion and does not generalize about "typical" TV/video consumption, it reveals some surprising facts
about viewer's attitudes and activities. 66% subscribe to some form of pay-TV service, and of those, 60% receive at least one additional service (telephone, Internet etc.) from their provider. Only 54% of respondents declared themselves satisfied overall with their providers: pricing and customer service are the biggest sources of discontent. 41% of TV owners have a high-definition TV, but surprisingly, only 56% of this group subscribe to a HD service package. A substantial 45% of viewers say they use pay-per-view, but not often. Most do so just once a month or less.50

A number of studies on the correlation between Television viewing and health has also been conducted. Elsie M. Taveras, Thomas J. Sandora, Mei-Chiung Shih, Dennis Ross-Degnan Donald A. Goldmann and Matthew W. Gillman (2006) studied the Association of Television and Video Viewing with Fast Food Intake among Preschool-Age Children. In a cross-sectional study of 240 parents of children ages 2.0 to 5.9 years, parents reported the number of hours their child watched TV/videos on an average weekday and weekend day in the past month; a daily,

50 ABI Research’s "Multi-Channel Video Survey Results" forms part of the firm's Multi-Channel Video Research Service. Tekrati Inc (2008).
weighted average of TV/video viewing was then calculated. TV/video viewing was correlated with fast food consumption among preschool children in this study. The findings raise the possibility that greater exposure to TV and videos may influence preschool children's consumption of unhealthful foods.\

Cornell University researchers - Waldman, Sean Nicholson and Nodir Adilov (2008) found a statistically significant relationship between autism rates and television watching by children under the age of 3. The researchers studied autism incidence in California, Oregon, Pennsylvania, and Washington State. They found that as cable television became common in California and Pennsylvania beginning around 1980, childhood autism rose more in the counties that had cable than in the counties that did not. They further found that in all the Western states, the more time toddlers spent in front of the television, the more likely they were to exhibit symptoms of autism disorders. The study looks at county-by-county growth in cable television access and autism rates in California and Pennsylvania from 1972 to 1989. The researchers find an overall rise in both cable-TV access and autism, but autism diagnoses rose more rapidly in counties where a high percentage of
households received cable than in counties with a low percentage of cable-TV homes. Waldman and Nicholson employ statistical controls to factor out the possibility that the two patterns were simply unrelated events happening simultaneously.

(R. Hager (2003) examined the relationship between television viewing (TV) and physical activity (PA) in children during the school year. Participants were 80 children, aged 9 to 12 years. A four-day assessment of PA using an accelerometer was conducted, and a daily TV log was maintained. Correlational analyses were made to determine the associations between TV and PA across different days of the week and across different times of the day. The PA and TV relationship ($r = -.086$) for all children, while controlling for gender and body mass index (BMI) was not statistically significant. Additional results indicated three significant after-school time periods for PA and TV in boys ($r = -.30, p = .03; r = -.37, p = .01; r = -.32, p = .02$). Additionally, boys who watched no TV were significantly more active during two time periods immediately after school than boys who watched any TV ($p = .006; p = .048$, respectively). Similar trends were seen for girls; however, none were significant. He concluded that if TV limits PA, it most likely occurs after school. After school, parents and others can provide active play
opportunities and limit TV watching. If increased activity is the goal, then limiting TV watching and creating opportunities for activity should be made.\textsuperscript{51} 

\section*{2.3:2 Demographic Variables and Television viewing pattern}

In an elementary school in Ridgewood, New Jersey, an interesting experiment was carried out in which teachers asked fourth and sixth-grade pupils to swear off their television habit for a week. It was not easy for the children, but it seems that most of them stuck with it. However, what surprised teachers were the complaints they received from parents because their children were pressuring them not to watch either. Most parents absolutely refused it. For example, when one ten-years-old child told her parents she could not eat with them if they watched television during dinner, they told her to eat elsewhere. This experiment is a good indicator of how attached people could be with Television irrespective of age and education.

However, Demographic variables are considered as good predictors of Television viewing habits. One such study in the

US shows that age to some extent determines Television viewing habits of audiences. According to the study, one spend less time watching television as he/she get older than when he/she was in high school, and that as one get older, the time he/she spend in front of the television set will slowly but steadily increase again. In terms of Gender, men tend to read newspapers more than women do, while women tend to read fiction more and view television much more than men. Moreover, men are more likely to get their first news of important national or international events from other people; women are more likely to get it from television.

Morley's (1986) study showed a strong male preference for 'factual' programmes such as news, current affairs and documentaries, and a female preference for fictional programmes, including romantic fiction in particular. Morley also felt that this pattern was reinforced for men by a sense of guilt that watching TV is 'second best' to other more physically active leisure pursuits. When men watch fictional programmes, they also seem to prefer what they feel are more 'realistic' programmes (eg. 'Realistic' sitcoms). Radway's research on women's reading has shown that many of the women she interviewed read romantic fiction as an escape from the continual demands of their work within and outside
the home. Morley reported that the women he interviewed felt guilty about their enjoyment of romance or soaps on TV. When women watch news programmes, they tend to prefer local rather than national news. Morley argues that this also reflects women's sense of domestic responsibility, for instance in keeping an eye on local crime in case it has implications for the family. Regarding tastes in comedy, women in Morley's sample tended to reject 'zany' comedy (in particular, at the time, *The Young Ones*), whilst the men and teenagers tended to enjoy such comedies. Here Morley suggests that domestic disorder may not seem funny if domestic orderliness is your prime concern. However, any tendencies for men and women to use TV in different ways can be easily oversimplified. Many modes of interaction with TV are shared by men and women, and other factors apart from gender may sometimes be more important. It results from the dominant model of gender relations in western society.

Daniel Chandler study considers which, if any, demographic variables of age, gender, and race significantly predict the frequency of viewing behaviors of sport-related media among undergraduate sport management students. It is hypothesized that

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the demographic variables are significant in predicting viewing behaviors. Where much of the media in the past was consumed by males, the trend is changing. In fact, women have significantly higher levels of television exposure than their male counterparts (Besley & Shanahan, 2004). In regard to sport programming, the number of female viewers (who watch television) is substantial. Recent studies have indicated that women have an increasing interest in sport events (Shachar & Emerson, 2000). Women place more importance on personal gratification exemplified by such things as a comfortable life, pleasure, and happiness, which in turn is conducive to an increase in their television viewing habits. According to McCarty & Shrum (1993), “Females may perceive a certain amount of fulfillment of personal gratification through television viewing” (p. 92). Men on the other hand, do not find fulfillment of such values as a comfortable life, etc. in watching television (McCarty & Shrum, 1993). Men tend to be more regular readers of newspapers than women (Besley and Shanahan, 2004). Men have a tendency to obtain information (including sports) from newspapers as it is a

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medium that is seen to produce the most reliable information (Hudson, 2001).

The same study revealed that Soaps in general have a predominantly female audience, although prime-time soaps such as Dallas are deliberately aimed at a wider audience, and in fact at least 30% of the audience for this soap was male. According to Ang, and hardly surprisingly, in Dallas the main interest for men was in business relations and problem and the power and wealth shown, whereas women were more often interested in the family issues and love affairs. In the case of Dallas it is clear that the programme meant something different for female viewers compared with male viewers. The audience for soaps does include men (and probably more men than are prepared to admit it), but some theorists argue that the gender of the viewer is 'inscribed' in the programme so that soaps address women in particular. Soaps appeal to those who value the personal and domestic world. Dorothy Hobson argues that women typically use soaps as a way of talking indirectly about their own attitudes and behaviour. There is no doubt that viewing and

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talking with family and friends about soap operas is experienced by many women as a pleasurable experience, and the dismissal of the worth of the genre by many commentators, including some feminists critical of gender stereotyping, is open to the charge of cultural elitism.\textsuperscript{56}

In regard to age and media, research and surveys conducted by Neilsen Media Research reveal that households headed by people between the ages of thirty-five and fifty-four comprise 40 percent of all households (Paul, 2003). Furthermore, while much television is targeted to the youth market, adults between the ages of thirty-five and sixty-four spend an average of 248 minutes a day watching television. This is 22 minutes more a day, on average, than adults eighteen to thirty-four (Paul, 2003). “In general, television viewership increases with age” (p. 25).\textsuperscript{57}


\textsuperscript{57} Nielsen Methodology Research, 1996, \textit{NPM Sample Cable Penetration}, January 1, 1996.
approve of it more. However, the finding of one study shows that a higher discrepancy exists for the educated viewer than for the less educated on what the viewer says is the “right” amount to view and the amount he or she actually views. That is, educated viewers spend almost as much of their leisure time viewing television as the less educated viewers do, but have more suspicions about it. As such, the reason well-educated persons generally watch television less than people with less education is not because they do not like it as well, it is simply because they do not have as much leisure time. At the same time, viewers with less education are more likely to stay tune to one channel. And planning of media use is also found more often among city dwellers than among those in small towns or rural areas, and more frequently among women than among men (Comstock, Chaffee, Katzman, McCombs and Robert, 1978).^58^ Socioeconomic level is also attributed as a determining factor for television viewing habit. According to one study in the US, less income group not only view television more, they seem to value it as an important part of their daily lives more than those in higher

socioeconomic classes do. On the day they were being interviewed for the study, less than 25 percent belonging to less income group said that they did not watch television before being interviewed that day while over 40 percent of the general population said that they did not watch television on that day. In addition, only 17 percent of the general population watched four or more hours of Television; 53 percent of people belonging to less income group watched that much. The largest gap between viewing by less income group and by others was in daytime viewing (Donohew, Tipton and Haney, 1978).^59

MCVeigh J. A., Norris S. A. and De Wett studied the associations between socio-economic status, physical activity, anthropometrics and body composition variables and television watching, activity level and body composition among 381 South African children. The children were assessed on the basis of physical activity and socio-economic status via structured retrospective interview using validated questionnaires. An asset indicator score was calculated as a proxy measure of socio-economic status and used to divide children into quartiles. The study found that Children

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falling into the highest socio-economic status quartile had mothers with the highest educational levels, generally came from dual parent homes, were highly physically active, watched less television, weighed more and had greater lean tissue than children in lower quartiles. A greater percentage of children living in dual parent homes and with mothers of a higher educational status were highly active compared with children living in single parent homes and with mothers of a lower educational status. They found greater levels of lean mass with increased activity level after controlling for television watching time and fat mass. There were high levels of low activity and high television watching time among lower socio-economic status groups. There were significant racial differences in patterns of activity. White children were found to be more active than black children, more likely to participate in physical education classes at school and watched less television than black children. The study concluded that Physical activity levels and socio-economic variables are closely related among the South African children.\(^6\)

Triantafillia Natsiopoulou and Chrisoula Melissa-Halikiopoulou (2008) conducted a study on the Effects of

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socioeconomic status on television viewing conditions of preschoolers in northern Greece. The purpose of this study was to identify the effects of television (TV) on preschoolers, their TV viewing patterns and the conditions under which they watch TV, taking into consideration their different socioeconomic and regional backgrounds. Most of the preschoolers watched two hours of TV daily, which was exceeded during the weekend and the holidays. Most parents intervene in the choice of programs their kids watch and they discuss them together. The frequency of this parental mediation is related positively to the family's socioeconomic status, with those of the upper echelons intervening and initiating discussions more often than the lower ones. Preschoolers were greatly influenced by TV, which was expressed through persistent requests for their parents to buy them the advertised products they saw. The findings suggest that it is important for parents to manage their preschoolers' TV viewing by making a weekly plan as to what programs are appropriate for their age and how much time overall may be spent on TV viewing.\footnote{Natsiopoulou, Triantafillia & Halikiopoulou, M., Chrisoula (2007). \textit{Effects of socioeconomic status on television viewing conditions of preschoolers in northern Greece}. Routledge Taylor & Francis Group.}
In the US, with regard to race and media, “people may work together during the day, but at night they’re immersed in their own culture” (Weissman, 1999, p. 16). The different television habits among blacks and whites continue to be vastly different. However, although differences in viewing patterns continue among blacks and whites, the gap is closing. Sports viewing appear to be a vehicle for closing this gap. Programs such as Monday Night Football are shown to have similarities in viewing patterns among racial groups (Weisman, 1996). In regard to television, blacks watch 40 percent more than whites, although this gap too is narrowing (Weisman, 1996).

2.3:3 Cable Television contents studies

A study conducted by RAND (2008) observed that Sexual content on television has strong associated with teen pregnancy. It was found that adolescents with a high level of exposure to television shows with sexual content are twice as likely to get pregnant or impregnate someone as those who saw fewer programs of this kind over a period of three years. The study is the first study to demonstrate this association. To measure exposure, the
researchers used a method developed by another research group evaluating 23 shows for sexual content. Then, they asked teenagers how frequently they watched each of those shows, and developed a score based on exposure to the shows. The RAND study looked at the results of three surveys of about 2,000 adolescents, ages 12 to 17 from 2001 to 2004. It focused on the results from more than 700 participants nationwide who had engaged in sexual intercourse by the third survey. Researchers asked adolescents about a mix of sitcoms, dramas, animated shows and reality shows known to have sexual content. The study also found that adolescents living in a two-parent household had a lower probability of pregnancy. African-Americans, girls, and adolescents with behavioral problems had a higher likelihood of getting pregnant or impregnating someone, as did youths who intend to have children early, the study showed. Experts say television shows rarely portray the risks of sex and often don’t mention contraception. But previous research from RAND showed that content that includes negative consequences, such as sexually transmitted diseases and unwanted pregnancies, can be educational for teens. Previous RAND research also showed that teens who watch a lot of television with sexual content are more likely to initiate intercourse the following year.
Daniel Chandler's study shows that most modern TV ads feature both girls and boys, but boys tend to be the dominant ones. Ads aimed at boys portray far more activity and aggressive behaviour than those for girls, and tend to be far louder. Boys are typically shown as active, aggressive, rational and discontented. Boys' ads contain active toys, varied scenes, rapid camera cuts and loud, dramatic music and sounds. Girls' ads tend to have frequent fades, dissolves, and gentle background music (Welch et al.) The same study shows that Children's programmes Up to 85% of the characters in children's TV are male, even in cartoons, and with animal characters - the sexual distribution of which is roughly as for Homo sapiens. Similarly, the occupational range for female characters on children's TV far more limited than for males.

On stereotypical representations of gender roles, Meehan (1983) 62 has shown how on TV, 'good' women are presented as submissive, sensitive and domesticated; 'bad' women are rebellious, independent and selfish. The 'dream-girl' stereotype is gentle, demure, sensitive, submissive, non-competitive, sweet-

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natured and dependent. The male hero tends to be physically strong, aggressive, and assertive, takes the initiative, and is independent, competitive and ambitious. TV and film heroes represent goodness, power, control, confidence, competence and success. They are geared, in other words, to succeed in a competitive economic system. There is no shortage of aggressive male role-models in Westerns, war films and so on. Many boys try to emulate such characteristics through action and aggression.

Daniel Chandler’s study also observed that in television advertisements, gender stereotyping tends to be at its strongest because the target audiences are frequently either male or female. There has been some lessening of this in recent years but the general pattern remains. In adverts, men tend to be portrayed as more autonomous. They are shown in more occupations than women; women are shown mainly as housewives and mothers. Men are more likely to be shown advertising cars or business products; women are mostly advertising domestic products. Men are more likely to be shown outdoors or in business settings; women in domestic settings. Men are more often portrayed as authorities. As far as ads go, with age men seem to gain authority, whilst women
It seems to disappear. Voice-overs represent the programme-maker's interpretations of what is seen: these are the voices of 'authority'. They are overwhelmingly male (figures of up to 94% have been reported). There have been more female voice-overs in recent years but mainly for food, household products and feminine care products. Male voice-overs tend to be associated with a far wider range of products.

As evident from a study conducted on Violence in Television programming in the US (1998), much of TV violence is still glamorized. Across 3 years of study, 40% of the violent incidents on television are initiated by characters that possess qualities that make them attractive role models. Viewers of all ages are more likely to emulate and learn from characters that are perceived as attractive. More than one third of violent programmes feature "bad" characters who are never punished anywhere in the plot. For the audience, violence that goes unpunished poses risk because it is more likely to be imitated or learned than violence which is condemned. Fully 71% of violent scenes contain no remorse, criticism, or penalty for violence at the time that it occurs. Over the three years period, less than 20% of the violent programs portray the long-term damage of violence to the victim's family, friends, and community. Less than 5
% of violent programs feature an anti-violence message across the three years of the study.

In terms of News contents study, from a local TV news study carried out by the Project for Excellence in Journalism in the US from 1998 to 2002, it is evident that the 'hook' and 'hold' approach has been followed quite extensively by the local newscasts. While "public safety" news accounted for 36% of stories over all, it constituted nearly two-thirds of the stories that led newscasts (61%), the stories given the most time and resources. And public safety news continued to make up the majority of stories until the fifth story in the newscast. In fact, 13% of all newscasts began with three crime stories in a row back to back.

Moreover, a study conducted by Rocky Mountain Media Watch shows that over 70 per cent of US lead stories in local newscasts focused on crime, twice the rate of leads on Canadian television news and rely heavily on sensational crime, accidents and violence—'hooks' that have been proven effective in grabbing viewers' attention. Because American local stations have more competition than their Canadian counterparts, they rely even more on a "Tabloid" format to sell the news. Also, they focus on formulas
for their programs that will attract and keep viewers; "Eyewitness," "News You Can Use," and "Happy Talk" news are just a few of the gimmicks used to increase viewers.

2.3:4 Cable Television related studies in the Indian Context

A Survey was conducted in New Delhi (1992) by the Indian Institute of Mass Communication on the perception of viewers on the socio-cultural impact of Cable and Satellite Television. It was found that a huge majority of the respondents agree that MTV programmes as entertaining and 60 percent felt that they would have a socio-cultural effect on the younger generation. Moreover, they raised the view that the younger generation will adopt the western life style. On the other hand, some of the respondents felt that they will become smarter and more aware because of this exposure. With regard to BBC, 42 percent of respondents felt that “stories about India sometimes reflect bias and distortion of facts”. About 80 percent of the respondents felt that the foreign serials “are always glorifying Western society and their culture, which will
adversely affect our children and youth”. A substantial proportion of respondents (between 45 and 62 percent) were worried about the negative effects of Cable Television on children. A majority (57 percent) feel that “Children will be adversely affected”. The sports activities of Children will be curtailed, felt 62 percent, while 52 percent felt that reading and other creative activities will be adversely affected. 63)

At a domestic front, a survey to find out the opinion and attitudes of viewers toward foreign channel was conducted by Goonasekera (1995) among 263 viewers in two metropolitan cities – Delhi and Mumbai. And the survey revealed that the most popular channels were DD, STAR plus, BBC, Zee and Sun TV. Overall opinion towards foreign programme was positive. The elements detest in foreign programmes were sex, vulgarity, violence and crime. But the overall opinion of the viewers was firmly against banning foreign television programmes. 64

Then the next year i.e. in 1996, Cable Television audiences study was conducted in the four metros. And Cable TV

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accounted for close to 11.7% of share of the audience in Delhi during prime time on Sunday evenings, and 8.4% on weekdays. The numbers for the other cities were 8.4% and 4.6% for Chennai and Mumbai on Sunday evenings and 6.4% for weekdays in Mumbai during prime time.

Rao and Melkote (1998) found that audiences in Bangalore watched Western series less frequently than they did any other type of programme such as news, sports or music programmes. Rao (1999) conducted another study in and around Bangalore and found that over 60 percent of the urban viewers and 97.5 percent of the rural viewers did not watch Western programmes which limits the extent of its influence. There was an overwhelming agreement among both urban and rural groups that the cultural values of Indian programmes rather than Western programmes are more relevant in India.\(^{65}\)

Moreover, in terms of perception on English and Hindi Movies among the youth of Bangalore, a study done by C.Lalmuansangkimi (2003) shows that among male viewers 65% and 51.7% among female viewers say they find it easier to identify themselves with Hindi movies. 58% think that Hindi films are in

support of Indian cultural and traditional values. Moreover, 54% feel that India is being invaded by western culture through English Movies.\textsuperscript{66}

Contradicting to some extent the findings of studies in Bangalore, a study of Audiences in North-East India by Daisy Hasan (2008) shows that among the North-East people, some of the most popular satellite channels are Hindi and western entertainment channels like STAR Plus, Sony, STAR World, STAR Movies, HBO and AXN. Sports, news and evangelical channels like ESPN, STAR Sports, BBC, and God Channel are also cited as some of the channels in popular demand. The survey also showed that while the demand for public service channels is low, DDK-Shillong and DDK-Aizawl appear to be popular among viewers.

The same study also revealed that in the North-East India, the middle and upper middle class belonging to different walks of life are able to afford cable connections which bring global channels into their homes. The reasons for preferring to watch satellite channels ranged from wanting greater quality and variety in programmes (53%), increasing knowledge of other cultures (28%) and for international sports events (12%). The most frequently

\textsuperscript{66} 'Perception of English and Hindi Movies among the Youth of Bangalore'. A Dissertation paper submitted to Bangalore University for partial fulfillment of Master Degree by C.Lalmuansangkimi (2003)
viewed channels are Hindi national entertainment channels as well as western entertainment, news and sports channels. Commercial Indian news channels like NDTV are most popularly relied upon for national news. Only 4% of the respondents (belonging to the lower middle class) relied on public service channels of Doordarshan for the national news. Regional news, however, is watched by most respondents on DD-North-East although this could be because it is unavailable on the other channels. However, the Doordarshan Kendras are not preferred for local news and nearly half of the respondents (48%) rely on one or all of the local channels for it. Public service channels, therefore, compare poorly with private channels and it is usually people who cannot afford cable subscriptions who rely on them, although some respondents from higher income groups also watch Doordarshan Kendras occasionally. Nearly half of the respondents (44%) felt that the local channels had a higher quality of programmes and offered more critical coverage than Doordarshan news. Despite the fact that nearly half of the respondents also preferred their local Doordarshan Kendra or DD-NE from among all the Doordarshan channels, an overwhelming majority (65%) felt that such programmes stereotyped their society and represented it poorly or inaccurately. Almost half of the respondents (59%) thought that local channels are imitative of
Western and Indian channels, but they did not see this imitation as a threat to indigenous culture.\textsuperscript{67}

A five-day survey conducted by Hyderabad-based Christian Broadcasting Network, CBN India (2005) found that Aizawl's population watched GOD channel. The survey was a random street survey conducted in August 2005. “Kasauti Zindagi Kay” was most watched among women while Sports channels drew most eyeballs among men. From the survey, it was also found that Local programmes provided by the city’s three local providers, LPS, Skylinks and Zonet get most viewers.

Moreover, Cable Television programmes affects the social activities, lifestyles and sexual norms of young viewers as evident from a study conducted by N.Dawhniarii (2005) among the youth of Mara tribe in Mizoram. In the study, 90.6% of the respondents agree that after the coming of Cable Television, marriage among teenagers become more prevalent. 76.6% accept that the prevalence of teenagers’ marriage could be blamed to a great extent on the effect of Television. 65% agree that Television influence their lifestyle and working activities. Again 65.1% feel that

Television affects their religious life as well. 33.7% said that if a Television programme that they like was on air, on some occasion they would rather sit at home watching television than attending the Church service. 95.4% of viewers consider characters as role model and idol. On the positive side, 53.5% agree that viewing of Television lead to growth and development. On the other hand, 67.4% feel that viewing of television has negative effects.68

From the various research studies reviewed, it is evident that Cable television programmes, be it foreign originated or local originated, have some kind of influence over its viewers. As perceptible from the different studies, Cable Television no doubt has impact over viewers in terms of health, social activities, cultural practices, attitudes etc. It is also evident that demographic variables do determine television viewing pattern and exposure. Moreover, there seem to be correlation between programmes' contents and level of effects. This review of research studies assisted the researcher in formulating the objectives and in choosing issues to be dealt in the study.

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