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CHAPTER III

TELEVISION INDUSTRY – AN OVERVIEW

3.1 INTRODUCTION

Commercialization seems to affect programming in a way that many people consider to be undesirable. In order to make the broadcast commercials attractive certain results have to be obtained, an audience of maximum size is needed. The demographic composition should match the target audience of the advertiser. Finally, the commercials must produce results. If that requires constant repetition, exaggeration, or appeal to interests and motivations of doubtful social desirability, the need to produce sales results will still prevail. The pressure for the advertiser to deliver to a large audience causes those programs that appeal to the smaller interest groups to be gradually eliminated. The complete range of public interests and needs can no longer be served. The type of program that will serve the purpose will be those that draw the largest shares of the audience and the specific age and socio-economic group wanted by the advertisers. The clash between the broad public service objectives and the profit making reveals a basic incompatibility. The arguments always seem to go in the direction of justifying program changes with the need to deliver to a certain audience and a larger audience to satisfy the advertising (CRCT, 1990b).

When one thinks about the contribution of the television advertising, it seems that unrealistic expectations and undesirable concepts of materialism are being advertised. These commercials develop the idea of universal upward mobility. “Everybody” seems to be enjoying
an attractive standard of living with the new and latest appliances, products which are desired, wanted, needed, are entitled to have, and are enthusiastically being bought by the common man.

The television, the audience, and acceptance of the television advertising, varies from place to place and country to country. In Britain, TV has a mass audience and few homes of working class are without a receiver. But in Nigeria and Zambia, TV is a symbol of status or upper class. All Western countries do not have commercial TV, while South Africa did not have TV at all until January 1976. The standard of commercials varies from country to country. Though the effect of TV commercials vary from one society to another, the societies act similar from one country to another.

3.2 HISTORY OF TELEVISION

The invention of the television was the work of many individuals in the 19th and early 20th century. Individuals and corporations competed in various parts of the world to deliver a device that superseded previous technology. Many were compelled to capitalize on the invention and make profit, while some wanted to change the world through visual communication technology.

3.2.1 Mechanical Television

Facsimile transmission systems for still photographs, pioneered methods of mechanical scanning of images in the early 19th century. Alexander Bain introduced the facsimile machine between 1843 to 1846. Frederick Bakewell demonstrated a working laboratory version in 1851. Willoughby Smith discovered the photoconductivity of the element selenium in 1873.

As a 23-year-old German university student, Paul Julius Gottlieb Nipkow proposed and patented the Nipkow disk in 1884. This was a spinning disk with a spiral pattern of holes in it,
so each hole scanned a line of the image. Although he never built a working model of the system, variations of Nipkow's spinning-disk "image rasterizer" became exceedingly common. Constantin Perskyi had coined the word *television* in a paper read to the International Electricity Congress at the International World Fair in Paris on August 25, 1900. Perskyi's paper reviewed the existing electromechanical technologies, mentioning the work of Nipkow and others. However, it was not until 1907 that developments in amplification tube technology, by Lee de Forest and Arthur Korn among others, made the design practical.

The first demonstration of the *instantaneous* transmission of images was by Georges Rignoux and A. Fournier in Paris in 1909. A matrix of 64 selenium cells, individually wired to a mechanical commutator, served as an electronic retina. In the receiver, a type of Kerr cell modulated the light and a series of variously angled mirrors attached to the edge of a rotating disc scanned the modulated beam onto the display screen. A separate circuit regulated synchronization. The 8x8 pixel resolution in this proof-of-concept demonstration was just sufficient to clearly transmit individual letters of the alphabet. An updated image was transmitted "several times" each second.

In 1911, Boris Rosing and his student Vladimir Zworykin created a system that used a mechanical mirror-drum scanner to transmit, in Zworykin's words, "very crude images" over wires to the "Braun tube" (Cathode Ray Tube or "CRT") in the receiver. Moving images were not possible because, in the scanner, "the sensitivity was not enough and the selenium cell was very laggy".

The first known photograph of a moving was image produced by Baird's "televisor", circa 1926 (The subject is Baird's business partner Oliver Hutchinson) By the 1920s, when amplification made television practical, Scottish inventor John Logie Baird employed the
Nipkow disk in his prototype video systems. On March 25, 1925, Baird gave the first public demonstration of televised silhouette images in motion, at Selfridge's Department Store in London.⁹

Since human faces had inadequate contrast to show up on his primitive system, he televised a ventriloquist's dummy named "Stooky Bill" talking and moving, whose painted face had higher contrast. By January 26, 1926 he demonstrated the transmission of an image of a face in motion by radio. This is widely regarded as the first television demonstration in history. In 1927, Baird transmitted a signal over 438 miles (705 km) of telephone line between London and Glasgow. In 1928, Baird's company (Baird Television Development Company/Cinema Television) broadcast the first transatlantic television signal, between London and New York, and the first shore-to-ship transmission. In 1929, he became involved in the first experimental mechanical television service in Germany. In November of the same year, Baird and Bernard Natan of Pathé established France's first television company, Télévision-Baird-Natan. In 1931, he made the first outdoor remote broadcast, of the Epsom Derby.¹⁰ In 1932, he demonstrated ultra-short wave television. Baird's mechanical system reached a peak of 240-lines of resolution on BBC television broadcasts in 1936.

Herbert E. Ives and Frank Gray of Bell Telephone Laboratories gave a dramatic demonstration In 1928, WRGB then W2XB was started as world's first television station. It broadcast from the General Electric facility in Schenectady, NY. It was popularly known as "WGY Television".

3.2.2 Electronic Television

In 1897, J. J. Thomson, an English physicist in his three famous experiments, was able to deflect cathode rays, a fundamental function of the modern CRT.¹¹ It was a cold-cathode diode,
a modification of the Crookes tube with a phosphor-coated screen. In 1907, Russian scientist Boris Rosing used a CRT in the receiving end of an experimental video signal to form a picture. He managed to display simple geometric shapes onto the screen, which marked the first time that CRT technology was used for what is now known as television.\(^\text{12}\)

In 1926, Hungarian engineer Kalman Tihanyi designed a television system utilizing fully electronic scanning and display elements and employing the principle of "charge storage" within the scanning (or "camera") tube.\(^\text{13}\)

On 25 December 1926, Kenjiro Takayanagi demonstrated a TV system with a 40-line resolution that employed a CRT display at Hamamatsu Industrial High School in Japan.\(^\text{14}\) This was the first working example of a fully electronic television receiver.

Philo Farnsworth gave the world's first public demonstration of an all-electronic television system, using a live camera, at the Franklin Institute of Philadelphia on August 25, 1934, and for ten days afterwards.\(^\text{15}\) Mexican inventor Guillermo González Camarena also played an important role in early TV. His experiments with TV (known as teleroscopía at first) began in 1931 and led to a patent for the "trichromatic field sequential system" color television in 1940.\(^\text{16}\)

### 3.2.3 Cable Television

Cable television is a system of broadcasting television programming to paying subscribers via radio frequency (RF) signals transmitted through coaxial cables or light pulses through fiber-optic cables. This contrasts with traditional terrestrial television, in which the television signal is transmitted over the air by radio waves and received by a television antenna attached to the television. FM radio programming, high-speed Internet, telephone service, and similar non-television services may also be provided through these cables.
The abbreviation CATV is often used for cable television. It originally stood for Community Access Television or Community Antenna Television, from cable television's origins in 1948: in areas where over-the-air reception was limited by distance from transmitters or mountainous terrain, large "community antennas" were constructed, and cable was run from them to individual homes. The origins of cable broadcasting are even older as radio programming was distributed by cable in some European cities as far back as 1924.

Earlier cable television was analog, but since the 2000’s all cable operators have switched to or are in process of switching to digital cable television.

3.2.4 Satellite Television

Satellite television is a system of supplying television programming using broadcast signals relayed from communication satellites. The signals are received via an outdoor parabolic reflector antenna usually referred to as a satellite dish and a low-noise block down converter (LNB). A satellite receiver then decodes the desired television programme for viewing on a television set. Receivers can be external set-top boxes, or a built-in television tuner. Satellite television provides a wide range of channels and services, especially to geographic areas without terrestrial television or cable television.

The most common method of reception is direct-broadcast satellite television (DBSTV), also known as "direct to home" (DTH).\textsuperscript{17} Antipolis, Sophia (September 1997). The world's first commercial communications satellite, called Intelsat I and nicknamed "Early Bird", was launched into geosynchronous orbit on April 6, 1965.\textsuperscript{18} The first national network of television satellites, called Orbita, was created by the Soviet Union in October 1967, and was based on the principle of using the highly elliptical Molniya satellite for rebroadcasting and delivering of television signals to ground downlink stations.\textsuperscript{19}
3.2.5 Beginning of the Satellite TV Industry

The satellite television industry developed first in the US from the cable television industry as communication satellites were being used to distribute television programming to remote cable television headends. Home Box Office (HBO), Turner Broadcasting System (TBS), and Christian Broadcasting Network (CBN, later The Family Channel) were among the first to use satellite television to deliver programming. Taylor Howard of San Andreas, California became the first person to receive C-band satellite signals with his home-built system in 1976.20

3.2.6 Television Sets

Mechanical televisions were commercially sold from 1928 to 1934 in the United Kingdom, United States, and Soviet Union.21 The first commercially made electronic televisions with cathode ray tubes were manufactured by Telefunken in Germany in 1934,23 followed by other makers in France (1936).24

3.3 HISTORY OF TELEVISION IN INDIA

TV is a huge industry has thousands of programmes is many languages. More than half of all Indian households own television. As of 2012, the country has a collection of over 823 channels of which 184 are pay channels.

During 1980s India small screen programme began and all that time there was only one national channel Doordarshan, which was govt. Owned. By late 980s more and more people started to buy television sets25.

Television in India has been in existence for about four decades for the first 17 years, it spread and transmission was usually in black and white.

During the year 1995 cabinet decided to disallow any foreign investment in print media and has since been followed religiously for nearly 45 years. Sales of TV sets as reflected
by licenses issued to buyers were just 6,76,615 until 1977. Highly popular television soap operas began with Hum Log in 1984 – 85 (Hum Log: popular Hindi serial). Television has come to the forefront only in the past 21 years and more so in the past 13.

Radio, print and cinema were already there before the arrival of television. The idea of television existed long before the actual invention of television. Though many pioneers have contributed to make TV, possible. John Baird is generally regarded as the father of television. British Broadcasting Corporation (BBC) of Britain began the first television service in 1936. In 1939 television broadcasting began in US also. These 2 countries were clearly ahead in the race. Other countries began television broadcasting on a wide scale only by the 1950s. Though the second world war slowed down the rapid developments of the new medium, the post war years made up for it.

The first successful programme in colour was transmitted by Columbia Broadcasting System (CBS) in USA in 1953. Television gradually matured as a medium during the next 2 decades. From being “radio with pictures” it acquired a unique style of its own. As a result of this, this phase is often called the “golden age” of television.

In today’s world, television has become, one of the most powerful means of mass communication. It can impact education, information and entertainment. Television has become an integral part of our lives.

TV began in India on 15th Sep. 1959 as an experiment in Delhi when UNESCO gave the Indian Government $20,000 and 180 Philips TV sets. There were only one – hour programme a week, each of one hour duration. The early programme were generally educational programme for school children and farmers several community television sets were set up in Delhi’s rural areas and schools around Delhi for the dissemination of these programmes. By the 1970’s
television centres were opened in other parts of the country also. In 1976, Doordarshan, which was AIR’s television are until then become a separate department.

In 1975 – 1976 Satellite Instructions Television Experiment (SITE), important step taken by India to use television for development. The programmes were mainly produced by Doordarshan which was then a part of AIR other than agriculture information health and family planning were the important topics dealt with in these programmes. Entertainment was also included in these telecasts in the form of dance, music, drama, folk and rural art forms.

A major milestone is the history of Indian television was the coverage of Ninth Asian Games 1982. Doordarshan provided national coverage for the first time through the satellite INSAT 1 A. Also for the 1st time transmission was in colour. After 1982, there was a huge increase in the live coverage of sports by Doordarshan.

By 1983, government sanctioned a huge expansion of Doorarshan. Several new transmitters were set up throughout the country. Towards the end of 80s around 75 percentage of the population could be covered by the transmitters.

In 1997, Prasar Bharati a statutory autonomous body was established by minkling Doordarshan and AIR . Today about 90 percentage of the Indian population can receive Doordarshan programmes through its network. Doordarshan is having around 30 channels at present.

3.4 EMERGENCE OF PRIVATE TV CHANNELS - SATELLITE CHANNELS

Doordarshan’s Monopoly had come to an end in the 1990s with the arrival of the private channels. The covering of the Gulf War by the American news channels, Cable News Network (CNN) propelled the arrival of satellite TV in India. Satellite dishes were used to catch the CNN signals and cable operators took to satellite broadcasting immediately.
Hong Kong based STAR (Satellite Television Asian Region) entered into an agreement with an Indian company and Zee TV was born. It became the first private owned Hindi satellite channels of India. The agreement between STAR and ZEE did not last long. But the Indian television audience was waiting for a shift from the monopoly of Doordarshan and soon number of private channels emerged. The Supreme court ruling of 1995 which stated the airwaves are not the monopoly of Indian government boosted their growth. Several region channels also came into being during this period Sun TV (Tamil), Asianet (Malayalam) and Eenadu TV were a few of them. Today almost all major Indian languages have television channels in them.

3.5 IMPACT OF TELEVISION IN OUR DAILY LIVES

Television is an immense popular medium. It is very much integrated into our daily lives and has the power to influence our outlooks.

3.5.1 On the Positive Front

1) Television can be an excellent teacher.

2) TV can open up new horizons for us like informative – watch Iraq war, Awareness creator – environmental, pollution, and global warming.

3.5.1 Negative Side

People become couch potato. - people who spend most of their time in front of television set. Too much of television can distract one from other activities like reading, sports or helping parents with household chores and stereotyping catchy advertisement on television can tempt people to buy various products.
3.6 NEW TRENDS IN TV

Cable network and direct broadcasting satellite also Internet Protocol Television (IPTV) which allows to watch television on computers and mobile phones. New media allows greater audience participation.

3.7 INDIAN ADVERTISING MARKET REPORT AND FORECAST 2012 – 2016

With sustained growth of the Indian economy during the last two decades, there has been a constantly increasing yearning for a better lifestyle among Indian people. This yearning has been catalysing consumerist desires. Advertising industry has been both catalyst and beneficiary of these desires as the industry has been on a continuous growth trajectory with only temporary slowdown at times.26

According to IMARC Group, one of the world’s leading research and advisory firms with the Indian economy on a continuous growth path for many more years to come, prospects of the advertising industry are bright. We expect growth rates in newer segments like mobile or internet advertising to be substantially higher as compared to traditional segments like print or electronic media.

3.8 ADVERTISING REGULATION IN INDIA

Growth of this advertising industry is affected by malpractices carried out by advertisers in order to lure the consumers and sustaining an edge over the competitors. In 1985, a self regulatory mechanism ensuring ethical advertising practices was established in the form of Advertising Standard Council of India (ASCI), a non statutory tribunal. ASCI entertained disposed of complaints based on its code of Advertising Practice (ASCI Code). Gradually, the ASCI code received huge recognition from the advertising industry. In Aug. 2006, the ASCI code was made compulsory for advertisements by amending the Cable Television network
(Amendment ) Rules 2006: “No advertisement which violates the code for self-regulation in advertising as adopted by the ASCI, Mumbai for public exhibition in India, from time to time, shall be carried in the cable services.” This move has provided a binding effect on the ASCI Code. Rules 7 postulates that any advertisement which decides any race, caste and tends to incite people to crime, cause disorder or are indecent or vulgar. Further, section 6 of the cable Television Network (Regulation) Act, 1955 prohibits the transmission or retransmission of any objectives of ASCI Code is to ensure that advertisement must.

1. Make truthful and honest representations and claims which is essential to prohibit misleading advertisements.
2. Not be offensive to public decency or morality.
3. Not promote products which are hazardous or harmful to society or to individuals, particularly minors and
4. Observe fairness in competition keeping in mind consumer’s interests.

Under the ASCI Code, complaints against the advertisements can be made by any person who considers them to be false, misleading, offensive or unfair. The complaints are evaluated by independent consumer complaints councils (CCC). CCC decides on complaints from the general public including government officials, consumer groups, etc, complaints from one advertiser against another and even suo moto complaints from the member of ASCI Board, CCC or the Secretariats. The CCC usually decides upon the complaints within a period of 4 to 6 weeks once the party concerned is afforded an opportunity of presenting its case.
Table 3.1: International and Domestic channels

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<thead>
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<th>National</th>
<th>Regional</th>
<th>Children</th>
<th>Movies</th>
<th>Entertainment</th>
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<td>Tamil Cinema Club</td>
<td>Sun TV</td>
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<td>DD Punjabi</td>
<td>Chutti TV</td>
<td>Sun Action</td>
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<td>DD Rajastahan</td>
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<td>HAI Kids</td>
<td>UTV Movies</td>
<td>Zee Tamil</td>
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<tr>
<td>DD Rajyasabha</td>
<td>DD Kannada</td>
<td>Hungama TV</td>
<td>STAR Movie</td>
<td>Raj TV</td>
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<td></td>
<td>DD Telugu</td>
<td>Nickelodeon India</td>
<td>K TV</td>
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<td>Playhouse Disney India</td>
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<td>Mega TV</td>
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<td>News</td>
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<td>Bloomberg UTV</td>
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<td>CNBC-TV18</td>
<td>Ten Sports</td>
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<td>CNN IBN</td>
<td>ET Now</td>
<td>STAR Cricket</td>
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Presented here is a comprehensive list of the major international and domestic channels in different languages currently running in India either privately or by the government. Since, the year 1999 the number of channels has increased significantly, as demand for different type of channels had increased respectively.

3.9 FUTURE OF TV ADVERTISING

If TV Advertising is effective, the future of TV advertising will be in three areas:

1. **Cross Media** – The rise of digital and social media has created numerous new means and forms to advertise and engage consumers. Research clearly shows that the impact of a TV
ad is even higher when a consumer has been exposed to a brand ad on the web, and vice versa. Thus, advertisers should focus on building cross media campaigns that continue to leverage TV as appropriate, but in new combinations with new social media and digital initiatives.

2. **New TV Ad Forms** – As TV evolves from network to networked TV, new advertising form factors are cropping up. TV is already in place and many brands are experimenting with this new approach. Additionally, Shelly Palmer and others have proposed new advertising forms such as speed bumps, telescoping advertisements etc. which are being enabled by “networked” TV. Marketers need to keep an eye on these new ad forms and be ready to experiment, learn and adjust.

3. **Earned Media** – There is a vast opportunity for brands to understand how to use paid media to drive earned media and how they influence one another is a fertile ground for future advertising model innovation

### 3.10 CONCLUSION

Opportunities to advertise on television have grown over the past decades due to technical developments such as cable and satellite, the introduction of commercial television and the growing number of television channels. The willingness of consumers to pay attention to TV advertising is increasing. The impact of television advertising on consumers is considered significant by advertisers, consumers, and academicians. Advertising may be one of the most difficult aspects of the marketing mix to standardize, because advertising is strongly culture-bound, dependent on cultural factors such as language, values, lifestyle, communication style, and media habits. People differ in their attitudes about television advertising in general. Some consumers have negative and others have positive overall attitudes about television advertising.
Consumers differ in the degree to which they are negative or positive about television advertising. They also differ in the reasons which underlie their attitude about television advertising, since consumers differ in the direction, degree, and type of overall attitude they hold about television advertising. This chapter entitled “Television Industry– An Overview” made an attempt to present a vivid picture of the television industry in connection to its history, the beginning of cable system of broadcasting and the transformation from cable to satellite. This chapter also attempted to explain the advertising regulation in India and the board which regulates the TV advertisements.
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