List of Abbreviations and Acronyms Used

AAGSP: All Assam Gana Sangram Parishad
AASU: All Assam Students Union
AIR: All India Radio
CNN: Cable News Network
DAS: Digital Addressable System
DD: Doordarshan
DTH: Direct to Home
GTPL: Gujarat Telelink Private Limited
LCC: Local Cable Channel
LCO: Local Cable Operator
MSO: Multi System Operator
NE TV: North East Television
NRS: National Readership Survey
TAM: Television Audience Measurement
TRAI: Telecom Regulatory Authority of India
TRP: Television Rating Point
TV: Television
TWI: Trans World International