

VOLUME 1 ISSUE 2

CENTRE FOR MEDIA STUDIES - ASCO (A CENTRE OF EXCELLENCE INITIATIVE)



AMITY
UNIVERSITY
—LUCKNOW CAMPUS—

THE REPERTOIRE

A Quarterly Data Based Info Graphical Analysis of Identified Issue In The Field
of Mass Communication

REPORT OUTLINE



POINTS FOR DISCUSSION

About the Report
Introduction
Facts and Figures

ABOUT THE REPERTOIRE

BASIC INFORMATION

The Repertoire is a quarterly data based graphical analysis of identified issue in the field of Mass Communication which will allow the reader to understand, analyse and interpret latest fact/development from different authenticated source compiled together.

“

INTRODUCTION

Since the advent of television in India in 1959 it has been proved to be the most powerful medium of communication across the nation. Television being an audio-visual medium has a wider ambit in perception and outlook among the people. Television in India was first introduced in a small studio in Delhi on an experimental basis by UNESCO for community development and formal education and from then it has kept on rising. The evolution of television industry in India can be seen by TV's quantum jump from 1 channel in 1962 to 918 channels in 2019, with 836 million TV owning individuals.

EVOLUTION OF TELEVISION IN INDIA

1959

Experimental transmission from Delhi

1965

Regular service with daily news bulletin in Hindi

1967

Krishi Darshan - programmes for farmers

1972

Television in a second city—Mumbai

1976

Commercials introduced

1982

Starting of national programmes, colour transmission and networking through satellite

EVOLUTION OF TELEVISION IN INDIA

1982

First mass appeal serial Hum Log launched

1983

Country wide classroom of UGC launched

1985

First regional satellite network in Maharashtra

1993

Regional language satellite channels

1997

Commercials introduced Prasar Bharati—the autonomous broadcasting corporation of India

1999

DD Sports channel inaugurated

POST-LIBERALIZATION ERA

1991

The government allowed private and foreign broadcasters to engage in limited operations in India

1992

Zee becomes first private owned Indian channel to broadcast over cable

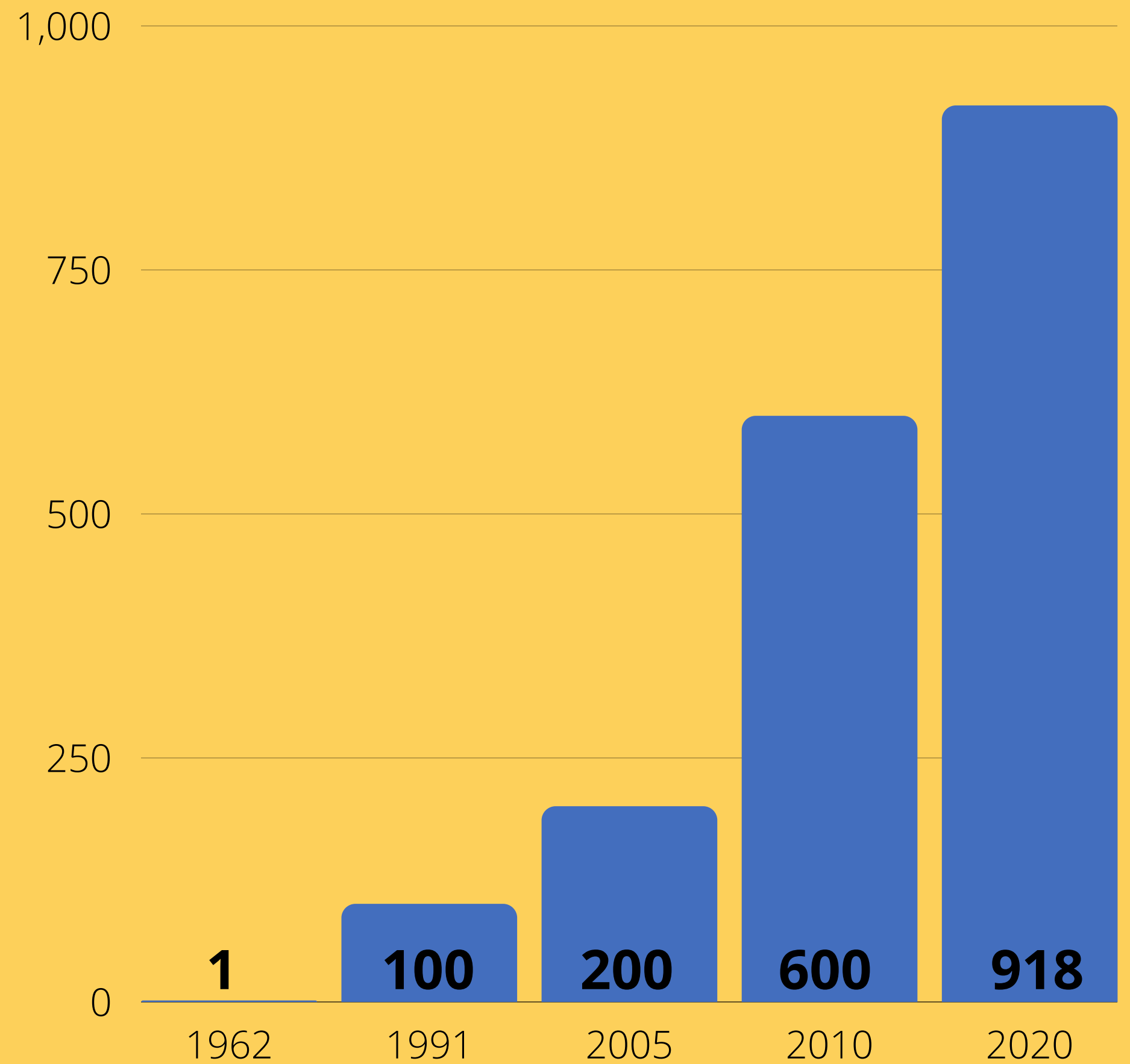
1992

MTV, Star Plus, Star Movies, BBC, Prime Sports Launched

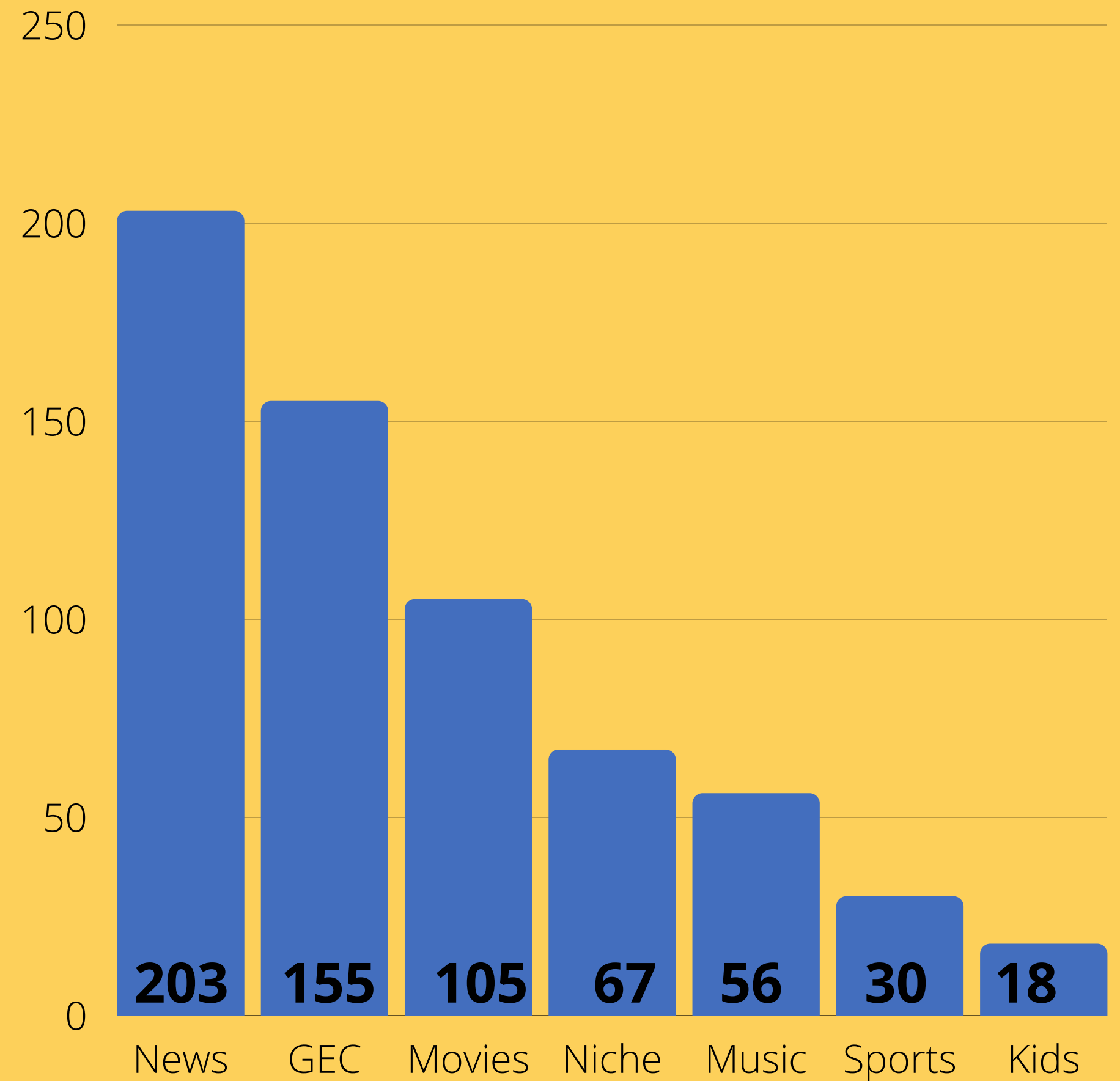
1992

Sun TV (India) was launched in as the first private channel in South India

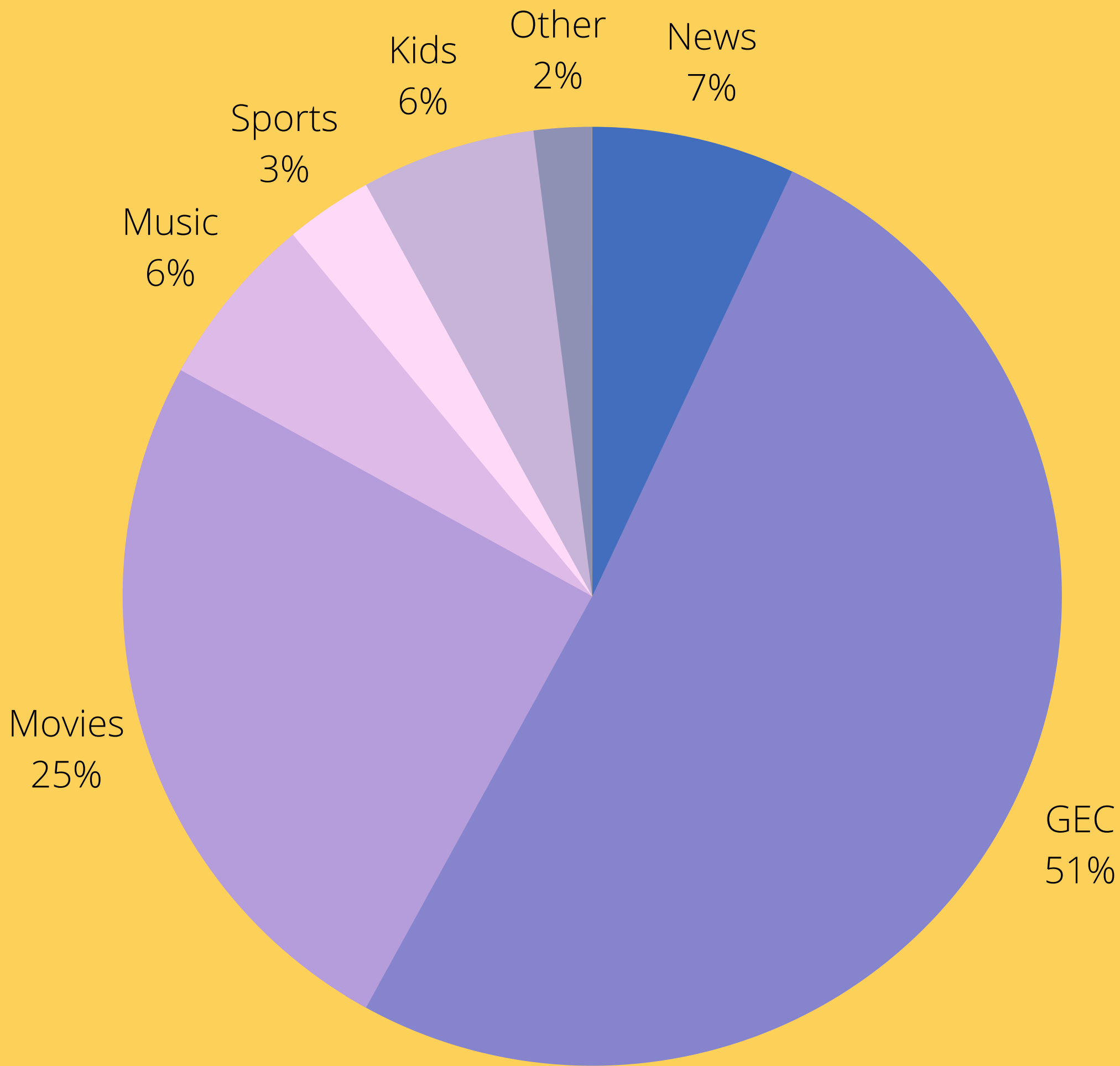
GROWTH OF CHANNELS IN INDIA



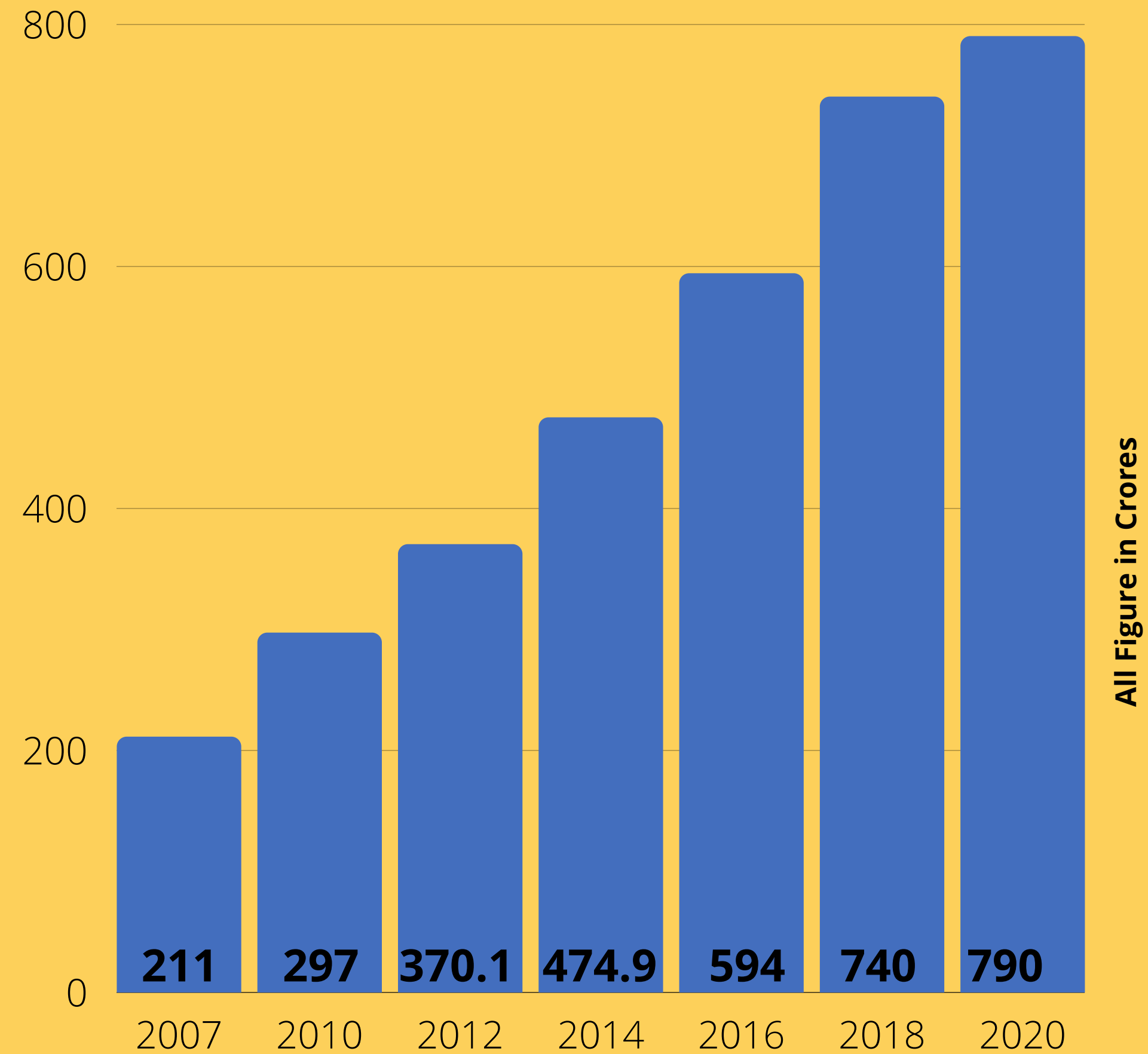
NUMBER OF TELEVISION CHANNELS IN INDIA BY GENRE



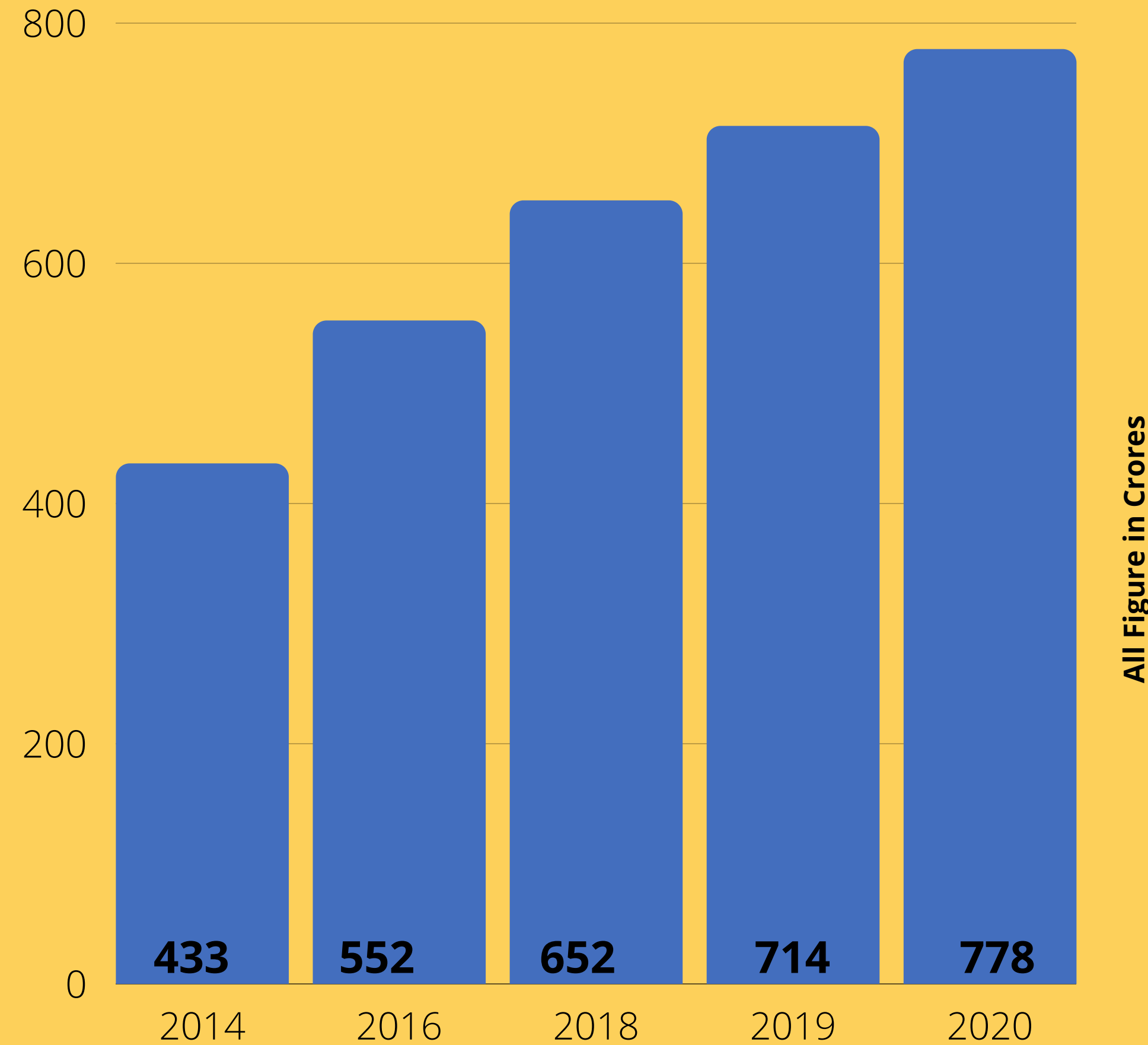
VIEWERSHIP BY GENRES



VALUE OF TELEVISION INDUSTRY

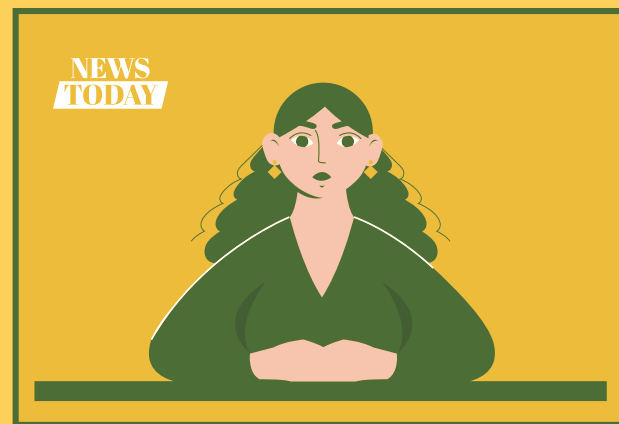


REVENUE OF TELEVISION INDUSTRY



QUICK FACTS

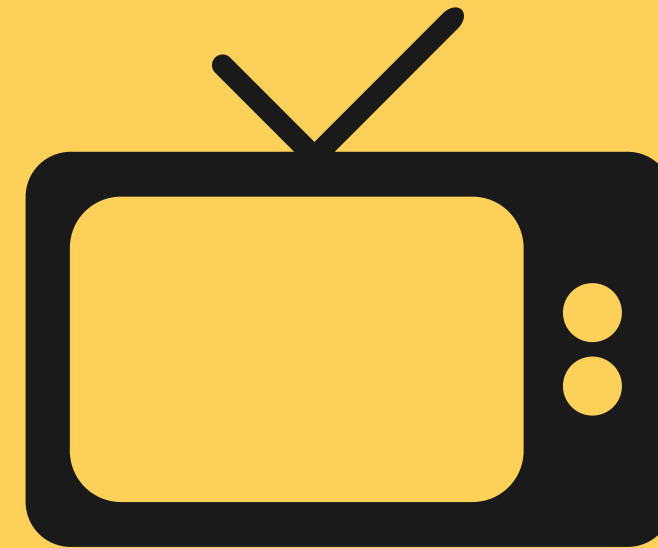
836 M TV owning
individuals



82% of Indians watch
TV together

72.44 M DTH
Subscribers

98% of 197 million TV
homes in the
country have still have
access to single TV



103 M Cable
TV Subscribers

GEC holds 17% of
Feature Film content,
second only to the
Movies genre

1.5 M
HITS Subscribers



Time bands 20:30-21:00
and 21:00-21:30 within
prime time could be
called 'Super prime time'
as they have
noticeably higher Reach

TRP SYSTEM

Audience measurement implies measurement of what is being viewed. It indicates the popularity of a channel or a programme and assists advertisers, broadcasters and advertising agencies in selecting the right media at the right time to reach the target audience. On the basis of audience measurement data, ratings are assigned to various programmes on television. Television ratings in turn influence programmes produced for the viewers.

In 2008, Television rating services on a commercial basis were provided by TAM Media Research and Audience Measurement and Analytics Ltd. MIB, in 2008, sought TRAI's recommendations on various issues relating to the Television Audience Measurement (TAM)/ Television Rating Points (TRP) and the policy guidelines to be adopted for Rating Agencies. TRAI gave its recommendations to MIB on 19th August 2008 covering various aspects including the need for the Government to regulate the system of television ratings.

HISTORY OF TRP AGENCY

1983

Indian Market Research Bureau conducted television ratings first time in India

1996

Nielsen started ratings with IMRB and established TAM

2004

Measurement Analytics Ltd. (aMap) was founded

2006

OMS & Adience Measurement Analytics Ltd. jointly set up Media Laboratory at MICA Ahemdabad

2007

Broadcast Audience Research Council (BARC) was established

2015

BAARC replaced TAM and started measuring TRP

ROLE OF BARC IN THE TELEVISION INDUSTRY



BARC is an industry led body represented by Indian Broadcasting Foundation (IBF), Indian Society of Advertisers (ISA) and Advertising Agencies Association of India (AAAI). BARC commenced its operations in 2015 and since then it is the sole provider of TV rating services on commercial basis. Currently more than 550 TV channels are being monitored for the purpose of audience measurement by BARC.

TOP 5 CHANNELS GEC: ALL INDIA (U+R)



STAR Sports 1 Hindi



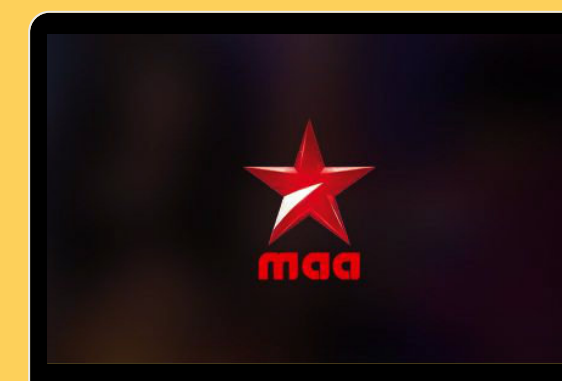
STAR Utsav



STAR Plus



Sun TV

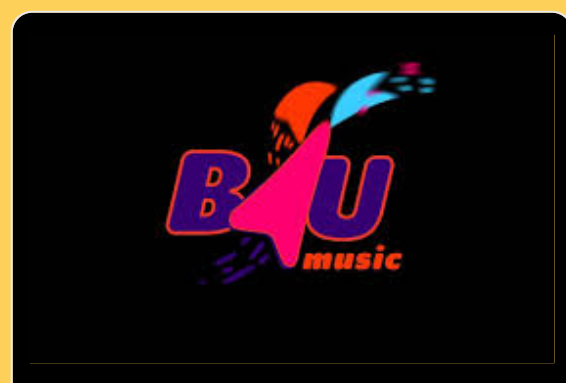


STAR Maa

TOP 5 CHANNELS MUSIC: ALL INDIA (U+R)



Mastii



B4U Music



9XM



MTV Beats



Bindass

TOP 5 CHANNELS MOVIES: ALL INDIA (U+R)



Dhinchak



Star Gold



Sony Max



Zee Cinema



Zee Anmol

TOP 5 CHANNELS KIDS: ALL INDIA (U+R)



Nick



Pogo



Hungama



Disney Channel



Sonic Nickelodeon

Team

PROF(DR) SANJAY M
JOHRI

Director

DR KASHIF HASAN

Assistant Professor

MR SOUMEN
BHATTACHARYA

Manager(Social Media)

MS SANGEETA
PANDEY

Consultant

MR AMAN
Researcher-CMS

AAKARSH BAJPAI
Student BA (J&MC)

Sources

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<https://www.statista.com>

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WEBSITE

www.amity.edu/lucknow/repertoire.aspx



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