Chapter 9
Findings, Analysis, and Recommendations

9.1 Role of media Users

Technology has been developing with tremendous speed. It has no limitations at all. Every day a new trend has been emerging in American and European continents. India is no exception. Telecommunication regularity Authority of India has recommended to digitalize selected 35 big cities to be converted in to the digitalize mode. At this point there are two crore houses having the cable connections. Before the TRAI issues an ordinance, all these cities would be digitalize itself. By that time or within two years from 2006, the usage of the digital cable would be started.

According to the *Uses and Gratification Theory* of Mass communication states “Media consumers have a free will to decide how they will use the media and how it will affect them. Media users play an active role in choosing and using the media. Users take an active part in the communication process and are goal oriented in their media use” Blumler and Katz stated that “Media consumers can choose the influence media has on them, as well as the idea that users choose media alternatives”

9.1.1 Major Developments in Indian Television Industry

- In 2005, the transactions on line on the global level worth 19000 zillion $, was made, which are expected to be up to 65 zillion $.

- In India, Currently the Turn Over in the Entertainment and media field is 35,300 Cr. Rupees, and in 2010, it is expected to rise to 85,000 Cr. Rupees. The rise is phenomenal up to 20 percent every year. The main reason for this rise could be as following:
  1. Tremendous competition between the available channels.
2. The common viewer customer would get ample choice.
3. Cost of the viewership fees will drop substantially due to the choice and the Number of the channels
4. Rural sector of the country is not under the spell of the cable operators in many parts, where the DTH could easily enter.

- Doordarshan is currently, operating 30 TV channels. Satellite transmission of all these 30 TV channels is in digital mode. Doordarshan launched free to air DTH service “DD Direct Plus” in December, 04. DTH transmission is also in digital mode.

- Digitalization of production centers is a major thrust area of 10th Plan of Doordarshan. Out of the total 64 Studio centers, 17 major Studio centers are being fully digitalized and 30 smaller Studio centers partially digitalized by the end of 2006-07. During 11th Plan, all smaller production centers & OB/ENG facilities are proposed to be fully digitalized.

- Looking at the global trends, there is a technological compulsion for Doordarshan to go to digital in its terrestrial mode of transmission. DTT has been launched in certain countries like USA, UK & certain other European countries, Australia; Japan; China. Various countries have set cut off date for complete switch over to DTT and switching off analogue transmission. The cut off date fixed by various countries varies from 2007 to 2018. DD plans to take up digitalization its terrestrial transmission in 11th Plans and completing it in 12th Five Year Plan.

- To gain experience in DTT technology, Doordarshan commissioned four digital transmitters one each at Delhi, Mumbai, Kolkata & Chennai in January, 2003, as an experiment. Study about reception in moving vehicle has been
carried out. Doordarshan has taken up a pilot project on DVB-H transmission, which will enable reception of TV signals on mobile phones. The necessary equipment has been procured and installed in conjunction with the existing DTT transmitter. DVB-H set up is presently under going testing.

- Doordarshan has a treasure of innumerable rich programmes like documentaries, Tele-films, speeches of VIPs, cultural heritage programmes & programme of music & dance. There contents have to be preserved carefully for future generations.

- Under the 10th five year plan Doordarshan has taken up a project for Preservation and Restoration of the Archive content. It has also initiated projects for consolidating the Metadata for the archival content.

- All foreign channels being up linked from outside India and beaming in to India were given a deadline of May 10, 2006, for registering themselves under the down linking policy with the ministry of Information and Broadcasting. As many as 54 Television channels were registered under this policy in 2006.

9.1.2 Some Observations

1. Twenty Four hour news channels have reached the 60 million cable homes in 14 languages in India

2. There are 38 Satellite News channels in India. This is the largest number of the satellite News Channels which is more than any other country in the world.

3. Until July 2007, there are 4 Marathi Entertainment Channels and 24 Hour Marathi News Channels.

4. The most trusted agency in TRP ratings, Tam India, has approximately only 6000 meters in 60 million cable homes. More than 75 % meters are in urban areas. This can not be called the most authentic and credible way of evaluating the
peoples response and viewership for all of the TV Channels of programs and News India.

5. The growth rate of fastest growing genre of TV in India - 20 %

6. The percentage of the TV News Viewers for Male - 57%, and for the Female - 43%.

7. 49 % of the Indian Viewers tune into TV, first for the News, and then for the rest of the Programs, compared to 31 percent of Asia Pacific.

8. The bomb Blasts in Mumbai in 2003, got less ratings of TRP, than the story of Prince, a child escaped from 60 feet under the ground.

9. The story of a car driven without a driver got 41% share, and Operation Duryodhan that exposed the 11 corrupt members of Parliament, got only 35 % share on Aaj Tak.

10. In December 2000, a channel like Aaj Tak needed Rs 40 Cr. as the launching cost. Now comparatively small City level news channels can be launched in 2006, for Rs. 3 to 4 Cr.

11. In 2000, News Television had just 2 to 2.5 percent share of total television advertising market. In 2006, the share has gone up to 12to 12.5 percent, i.e. around 650 Cr., out of Rs 5500 Cr. total annual market.

12. The advertisements on the TV News Channels have gone up by 20 % in just 2 years. It was 252 lack seconds for the year 2004, and it is 304 Lack Seconds in 2006.

13. The annual TV advertising market for the 38 news channels in India is Rs.650 Cr. which is just 12 % the Advertising Market in India.

14. Entertainment ranks on top, followed by regional, sports and children’s channels. TV news Viewership ranks fifth on National Level.
Table 9.1 Projected Growth of Television Households

<table>
<thead>
<tr>
<th>Year</th>
<th>Households</th>
<th>TV households (in Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>180</td>
<td>102</td>
</tr>
<tr>
<td>2005</td>
<td>185</td>
<td>109</td>
</tr>
<tr>
<td>2006</td>
<td>190</td>
<td>112</td>
</tr>
<tr>
<td>2007</td>
<td>195</td>
<td>115</td>
</tr>
<tr>
<td>2008</td>
<td>200</td>
<td>119</td>
</tr>
<tr>
<td>2009</td>
<td>205</td>
<td>123</td>
</tr>
<tr>
<td>2010</td>
<td>210</td>
<td>128</td>
</tr>
<tr>
<td>2011</td>
<td>212</td>
<td>130</td>
</tr>
</tbody>
</table>

- Out of 112 million television households, there are estimated 70 million pay households in India. Of these, 68 million are cable households as per the data released by NRS 2006.
- Estimated 2 million DTH households are in operation. This means a penetration of about 56%.
- The cable operators are expected to grow by 4 to 5% and DTH operators are expected to grow by 43% per annum over next 5 years.
- The combined pay TV households are expected to reach 113 million by the year 2011, of which the significant share will be retained by cable.

Table 9.2 Projected Growth of Indian Television Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>TV Advertising Revenue</th>
<th>TV Subscription Revenue</th>
<th>TV Content Rev. Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>48000</td>
<td>75000</td>
<td>5700</td>
</tr>
<tr>
<td>2005</td>
<td>54500</td>
<td>97000</td>
<td>7000</td>
</tr>
<tr>
<td>2006</td>
<td>56200</td>
<td>117000</td>
<td>8000</td>
</tr>
<tr>
<td>2007</td>
<td>74000</td>
<td>136500</td>
<td>9400</td>
</tr>
<tr>
<td>2008</td>
<td>83000</td>
<td>172000</td>
<td>11000</td>
</tr>
<tr>
<td>2009</td>
<td>94500</td>
<td>224000</td>
<td>12800</td>
</tr>
<tr>
<td>2010</td>
<td>109000</td>
<td>306000</td>
<td>16000</td>
</tr>
<tr>
<td>2011</td>
<td>123000</td>
<td>378000</td>
<td>18000</td>
</tr>
</tbody>
</table>
The television Industry in India today is Rs 191 Billion Rs. of which the largest share goes to the distribution segment. The Indian TV Industry is projected to grow at an annual compounded rate of 22 % annum over the next 5 years to reach the estimated size of 519 Billion, nearly three times its present size.

Subscription revenues are the key growth drivers for Indian TV Industry, and its revenue will increase the number of pay channels and even increased subscription rates.

New distribution platforms like DTH and IPTV will increase the subscribers and boost the subscription revenues.

The TV distribution market is expected to grow from the present 117 billion to 378 billion by 2011, implying a growth of 26 %.

TV subscription revenues are projected to rise by 26 percent compound annually up to 2011.

9.2 Analysis

Now the television industry has become more specific, Technology driven and Consumer oriented. In this competitive market, channels are targeting specific viewers. News channels have started attracting more viewers by producing interactive and interesting infotainment programs. With increased consumer preference for news programs, news channels have grown faster than any other channels, with the help of their increasing revenue from the advertisers. Sooner or later the viewers will get City centric satellite news channels in India. TV Today has already started “Delhi Aaj Tak”, and has been planning for “Mumbai Aaj Tak.” Now news is not restricted to political and social or cultural happenings but also on anything else, which is strange or disgusting. There are no rigid rules, which define news.

While doing the analysis, the researcher has adopted two tier method: the one is Quantitative in which the base was the sample survey done in various districts and the others

9.2.1 Quantitative Analysis

While doing this analysis, the Questions were mainly asked to the viewers on four levels.

A. Media habits of the TV Viewers.
B. Media Preferences of the TV Viewers.
C. Assessment of the Preferences of the TV Viewers.
D. Reflection of TV News on the Personal life of the TV viewers.

The following are the points of analysis based on the above mentioned four parts:

A. Media habits of the TV Viewers

Frequency of watching the Television has been improved, and the viewers in Maharashtra still give maximum priority to watch Marathi News.
The Evening Time and Night Time is preferable most in all sections of the society, for watching News and programs. Particularly the educated and employed viewers preferred to watch the TV news in the language of their preference, in the evening and night time. The percentage of every day TV watching from all levels of educated and occupational viewers is more than 82%. This shows the increasing awareness and interest in news. Only 10% viewers are watching news on holidays. On gender basis, working female from all sections of Society get little time to watch TV News, even if they are equally interested to know about happenings. In most of the cross tabs, the all time viewers of TV Viewers are either senior citizens or the house wives.

As far as language is concerned, the regional Marathi language is the top choice for the maximum 33% viewers, respondents in Maharashtra. But surprisingly, the same number of viewers prefers to watch in both the languages, Marathi and Hindi. Comparatively, the preference for watching News in all the three languages i.e. Marathi, Hindi and English is lesser.

**B. Media Preference of the TV Viewers.**

Even though the reach or foot prints for the Marathi News on Sahyadri is maximum the maximum preference of the News bulletin was given to Zee Marathi. (At the time of the survey samples were collected, there were hourly news casts on Zee Marathi. This channel does not show news, and it has been converted to entertainment channel. Zee has started 24 Hour Marathi News Channel). ETV was second and Sahyadri was the third choice of the viewers. On Satellite channels, Aaj Tak was the top choice and Zee News as well as NDTV was the next.

The choice of educationally sound viewers on accuracy and credibility went to Aaj Tak in Hindi, and Sahyadri in Marathi. This
shows that there is a trust on the public broadcaster government owned channels news.

C. Assessment of the Preferences of the TV Viewers.

Most of the viewers opined that Aaj Tak is the fastest channel. Next choices were Zee News and NDTV India, in Hindi News. Even in the choice of technically most advanced channel, the same trend was followed. In the interaction with the viewers who filled in the questionnaire, it was observed that they had a little knowledge about the technical aspects of the production, presentation and reporting. Surprisingly, the viewers were under the impression that they understood the technology. The comments were made on the look of the channels and not on the technical aspects like Camera work, Editing, up linking etc.

Even in Marathi channels, the viewers preferred Zee Marathi for the best technical channel, followed by ETV Marathi and Sahyadri as the last choice. In fact the most educated and post graduate viewers had fairly good idea about the technology and technical production values of the News Channels.

Most of the viewers hated the excessive inclusion of the Political and Crime News, and wanted more Developmental News. News that touches the day to day life was preferred by all sections of viewers on occupation, education and gender basis. Even the Viewers watching only Marathi News wanted more news on Public problems, infrastructure and social issues, which are not given on existing channels up to the expectation.

D. Reflection of TV News on the Personal life of the TV viewers

Most of the working and educated viewers thought that they are enriched due to the TV News, get knowledge and information out of it. More than 60 percent of the educated and working class believe that their lives are affected due to the news, on which they
think, react and interact. From all segments, more the 68 percent viewers believed that the TV News in general becoming sensational. More than 71 percent of the viewers from all the education, occupational and gender basis think that sting operations are major and powerful, effective tool to expose crime and anti social elements and bring truth to the surface. Most of the viewers like the live telecast and like to have a feel to be on location of the happening to witness it. Most of them agree fully that any how, the TV News enrich their lives.

9.2.2 Qualitative Analysis

The Qualitative analysis was done basically on the personal experience of the researcher for the last 17 years in media, on various satellite channels, and the interaction with the senior television Journalists and Technical Experts. The Researcher has interviewed some of the working Senior Journalists with the specific Questions for this research.

The following Personalities were interviewed in various technical, organizational, presentation, production and editorial practical issues, from Marathi satellite channels.

1. D. Ray, (Chief Engineer, Doordarshan, New Delhi)
2. Raghu Nandan Dhar, (Former Editor, Zee News, Mumbai)
3. Mukesh Sharma, (Former Director, Doordarshan Mumbai)
4. Mrs. Monideepa Mukherji, (Director, DD News, Mumbai)
5. Mitali Mathkar, Senior Producer, Zee Chovis taas,
6. Meghraj Patil, Senior Producer, Star Maza,
7. Ravindra Ambekar, Special Correspondent, IBN-7

The interviews of the above personalities have revealed many factual compulsions on the news makers. It has also enriched the research by providing the latest staffing patterns,
Technological devices being utilized by various channels, the changes in production process. The new tastes of the viewers were also explained by the media heads. The comparison of the satellite channels with the Public broadcaster government channels of Doordarshan is always made by the viewers. But the top Officials of DD explained in these interviews, their limitations, decreasing morals, lack of changes which are due for the long time, and the difference in demand and supply.

The DD engineers gave the true picture of the tremendous capacity of the DD, but no utilization of the available infrastructure by the staff due to lack of imagination and freedom given to them.

On the contrary, the satellite channels producers explained their way of dealing the news, processing it, the changes made in the organizational set up, to bring the better professional results.

The following is the qualitative analysis, on the basis of the available material through these interviews and personal interaction of the researcher with the top professionals, is as follows:

1. DD Marathi news in Mumbai has been given the latest technology in recent past, like Non Liner Editing, video Server etc., but it is not utilized to its full capacity.
2. DD Marathi Regional News Unit is not professionally sound in content gathering, processing, and research, and analysis, treatment to the visuals, post production and graphic as well as animation, in comparison with the other Marathi satellite News channels.
3. DD Marathi News is, very few times live and direct. Most of the times it’s a telephone vision or radio Vision,
4. On the other, Marathi satellite channels, like ETV Marathi and Zee Marathi news gathering and processing has grown fast,
and it had changed according to the time. These satellite
channels are also not too good in content and analysis, but
they are good at visuals.

5. Most of the News channels have agreed that there is crisis of
content, and there are competitive pressures also on every
channel. Some channels have decided not to be too obvious
to the market. Obvious and general stories are not attracting
the viewers. Even the ordinary happenings are not sold.

6. TRP ratings can not be anticipated. The response from the
viewers is totally unexpected and unpredictable.

7. TV news has become Technology driven as well as market
driven. If the specific slot does not have good rating, it does
not get good advertising and commercials, and without
advertisements, the channels suffer huge loss, and can not
afford to continue.

8. New trend has emerged to sell extra ordinary stories based
on real life, as news, even by crossing the private lives of
common people.

9. News channels are utilizing the happenings in the social,
public as well as personal lives to make current affairs or fact
based programs. Lot of sensationalism, trivia and
exaggeration is added to the presentation instead of
substance, and content.

10. The viewership indicators like TAM ratings are for the
investments in terms of the advertisement commercials,
which are the life line of these channels. The trivia, the
sensational shows, provocative debates, and the sting
operations have always increased the viewership.

11. Most of the Political and business announcements are made
by considering the convenience of the electronic media. The
briefings are made for the electronic media to spread the
quick massage, which can affect in pulling or pushing up the multi-crore rupees share market stakes. In a way, electronic media has become the “Force multipliers.”

12. The audience of the TV news is changing fast. They understand news and its values, and they think that they are media literate. The survey shows that most of the common viewer is unaware of the technological treatment and process of Production, Presentation. They understand the look and slickness.

13. In the name of infotainment, there is more entertainment being served on the platter, in the form of crime, sex and Bollywood news. Viewers are accepting whatever they are provided, rather than dictating the content on news channels. But at the same time 40 per cent section of viewers prefer to watch clean news.

14. News making process is going in to the HD age to change the perspective of the Production, Reporting and presentation of the news. But the Journalists have become the “Journo-techs”, and are expected to operate the systems along with their own journalistic jobs.

15. Television has matured enough to offer the best quality visuals, to the viewers, which are transmitted through satellite. The unlimited usage of the archival material or library shots creates confusion in the minds of the viewers.

16. In this age of the visuals, the pictures are presented as full truth, which is not the fact. Television can transmit the pictures received by the crew, but not necessarily the truth. Speed can not be carrying the accurate story related or based on the fact.
9.3 Conclusions

1. Indian television adopted the changes in the production and presentation of news and current affairs programs on various Private and Satellite channels.

2. The private channels have created a great challenge before Indian Broadcasting and telecasting machinery.

3. There is a significant distinction between the use of content by DD and the new Private satellite channels. Still DD News has the maximum focus, reach and credibility. It has a huge infrastructure in comparison with all the existing channels in India.


5. DD Marathi news is lagging behind the satellite channels like ETV and Zee Marathi News in terms of Production values, Reporting and Presentation.

6. The Blend of Information and Programs has been presented by the channels under the name of Infotainment. The presentation of 24 hour news channels has been facing the problem of content, and the demarcation line between fact, fiction and News is getting thin. The real life is being converted in to the news stories and the reality is getting the impression of the format of news.

7. Competition in terms of speed and technique hampers content, quality and credibility of news on Marathi Channels.

8. There is a strong belief amongst the viewers and citizens of this country, that the sting operations reveal the truth which helps to expose the unethical or illegal activities for the social cause.
9. Most of the viewers of the regional Marathi News feel that the percentage of the coverage of the Political news should be decreased and the current ratio should not be restricted to the mainstream political parties alone.

10. The so-called reality shows interfering into private lives of individuals should be discouraged. General feeling of the Viewers is Scandalous news is not journalism, there has to be some restriction on Yellow Journalism. Sensationalism in news making or presentation of live, real and reality shows under the label of “News” has to be avoided.

11. All the TV News Channels are facing tremendous competition which has compelled them to convert the most uncommon happenings containing joy, sorrows, crime, and every emotion of life in to the news. TRP ratings have proved that the viewers are getting habitual to have this appetite. This is an effort to sell the Infotainment under the cover of the news slots.

“Speed is not the only factor in reality.
Speed keeps out the hard to get stuff.
It is like a chroma key that keeps out
The colors associated with history or art.
Technology works fast, Very fast.
I am tired of technology.
I want a machine to write, to think, to speak,
to feel, to express and outrage.
I want a machine that cries, instead of making me cry.
The truth is…Machines have advanced beyond the people.”

Tom Pettit, National Correspondent, NBC News

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9.4 Suggestions

1. The Government public broadcaster channel should realize the competition from all other private channels. One more Marathi entertainment Channel (Mee Marathi) and two 24 hour Marathi News channels (Star Maza, and Zee Chovis Taas) have been launched in 2007.

2. No autonomous structure can be operated under government control. For the free operations, the professionally experienced talent will have to be appointed. Unless the working patterns are operated on Private basis and like private channels, DD regional language news won’t be able to deliver the goods professionally.

3. DD staff must be compelled to be accountable and answerable to the corporation just like private channels. It can not be a government oriented mouth piece any more and it would be called only public broadcaster for the name sake. Some incentive for good job and some punishment for the mistakes should be there to maintain the quality in television broadcast and production. Amendments in the pay structure and promotional policies could motivate DD staff.

4. DD Marathi needs to conduct the multi-skilled activities on professional basis. The main responsibilities like content editing, News anchoring and reporting or coordinating should not be given to the casual persons deputed on contract.

5. Maximum utilization of the biggest infrastructure should be done and the efficiency must be increased and work culture should be developed.

6. In 2010, out of around 20,000 employees of Prasarbharati, 40% staff will be retired. This will affect seriously news making and production.
7. Marathi satellite channels must change their perspective in comparison with the Hindi and English Channels. More news worthy items should be considered, and all the subjects touching the life of the common man should be dealt with, and not only the politics. Marathi news channels need to differentiate themselves in terms of content. They should rely on regional and state level issues for the content, ensure professional Packaging, with the usage of new technology and contribute for social development and searching for solutions on crime and corruption.

8. The importance of the content and limits of the TV News making technology must be understood by the TV news men. They must understand to utilize the technology to communicate the content. The massage and the content is important rather than the technology,

9. Broadcasting Regularity Authority of India should be formulated and implemented at the earliest, and the present Cable operations Act must be amended. BRAI should include representatives of owners of the channels, viewers of the channels, distributors, operators, and also creative people from the industry, social workers and NGOs. In any case, the Politicians in power or from the opposition should not be included in this composition, controlling BRAI.

10. Because of the open sky policy, there could be a number of channels in near future, but big number of camera units for the coverage the same events will have to be avoided. A common pool of the coverage units is the need of the time.

11. The present system of evaluating TRP and viewers’ response (only 6000 meters for 60 million TV Viewers) does not represent all parts of the country. It should be under the scanner of the Ministry Of Information and Broadcasting.
Some new system should be evolved which would give true reflection of the taste and choices of the grass root common viewers of Television in India.

12. Four Marathi satellite channels are going to be launched in the year 2008. A lot of trained manpower and technology experts would be required. The present syllabus of various schools of Communication Studies has become redundant and outdated. The new batches of students must be given practical training of electronic media.

13. Investigative television Journalism should involve developmental, scientific and public utility factors and not just conducting sting operations to expose Politicians.

14. The "flash" or "breaking news" items must be of some standard and bigger importance and not routine items. News on women's education and development should be focused more. These are news channels and not entertainment channels. Bollywood related programs should be curtailed. Making of socially undesirable characters as national heroes or their glorification must be stopped. Undue importance to politicians and political drama should not be given.
9.5 The After Word

By the time of completion of this research, the News broadcaster Channels have gathered on September 7, 2007 in New Delhi, and requested the Government to allow them to make their own code of conduct. The News broadcasters Association have taken interest in this matter after a big opposition from people as well as the strictures from the Judiciary. NBA has a fear that if the restrictions are imposed by the government, the implementation of the rules will also be in the hands of the ruling Political Parties. On the lines of the Press Council, the NBA is very keen on having their own regulatory frame work, in their own hands and representatives of the news channels. The Bill of Broadcasting Regulation authority would be discussed in the winter session of the Parliament in 2007, but the NBA might make a code of self control and self regulation, and it seems that the Government would agree with the terms to be incorporated in the forthcoming Bill.

The Ministry of Information and Broadcasting has taken a firm stand on the Regulator on Broadcasting in India, and News channels have been opposing strongly, saying that there should be self regulation from the channels side. Larger opposition and criticism from various parts of the society to this self regulation theory of the news channels, the ministry has decided to bring the Bill of BRAI, in the winter session of the Parliament. Even the minister of I and B, Priyaranjan Dasmunshi has clarified that the present TRP reading system will be seriously scrutinized by the government, and in no case, it would be allowed to continue to create a wrong picture with a faulty system to represent the television viewers in India.
In a way, this would be a revolutionary beginning of a new era in Indian television Industry to have a regulatory Authority, and new mechanisms for the true picture of the TRP ratings in future.

This research has reviewed the changes in the whole process of Regional news making, and compared it with the other contemporary channels. The researcher studied through his own experience, data collection, and mainly interaction for several years with the channels heads and professionals in electronic media. The qualitative and quantitative analysis was prepared on the basis of Primary and Secondary sources. The changes in presenting news based and current affairs programs were also reviewed. Because of lack of quality content, 24 hour channels are converting their channels to infotainment, and presenting real lives as the news stories. There is no mechanism available in Indian constitution to stop this dangerous trend.

There is a need for broadcast regulator for the Indian Satellite News channels and they have opposed this move of the government. This research reviewed the situation in detail and has suggested some remedies on this. The future of Indian Television News is going to be consumer driven, technology driven, TRP driven and mostly the desire driven. The conversions of the media are going to affect the process of news making and even the presentation up to the great extent. In future, common citizen will be able to watch movies and the news casts on the television on his wrist, like watches. Out of around 85 satellite channels, we have 26 News channels, and out of them, 16 are 24 hours, in 12 languages. But in Marathi, at the end of 2005, not a single channel was started for 24 hours. At the end of 2007, there are two 24 hour Marathi news channels, and two more are in pipe line. The competition is tough. If the Public broadcaster DD does not improve its professional standards, then
it will be losing its traditional viewer. It is time for DD, to introspect and change the work culture. On demand Technology is knocking on the doorstep. Conditional access and DTH have already hit the markets. Conversions would be bringing world together in our wrist watch TV or on mobile phones are being converted in to mini Computers, TV sets and interactive tools. The viewer driven news gathering will also turn up and viewers would get the news and programs of their choice on demand. We hope that in the doom of the virtual reality and reality shows in the world of Infotainment, the real news, based on facts and figures, would not be vanished. Every thing is going to be in the hands of the viewers. After all the viewers will get what they desire and deserve!