



BUILDING  
RESPONSIVE,  
INCLUSIVE &  
COLLECTIVE  
SOLUTIONS

# Media System in India

Access and reach not an issue anymore...!

B.P. Sanjay, University of Hyderabad, India. [bpssn54@gmail.com](mailto:bpssn54@gmail.com)

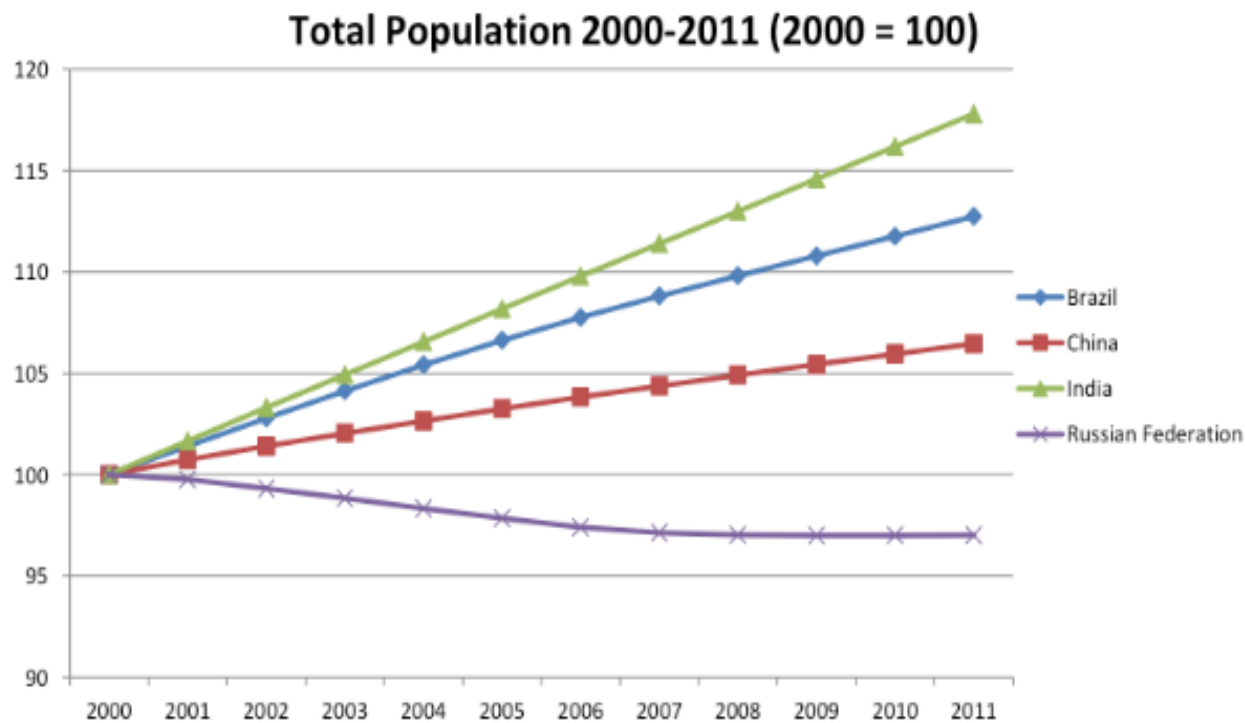


“

## More than just a catchy acronym: Six reasons why BRICS matters.”

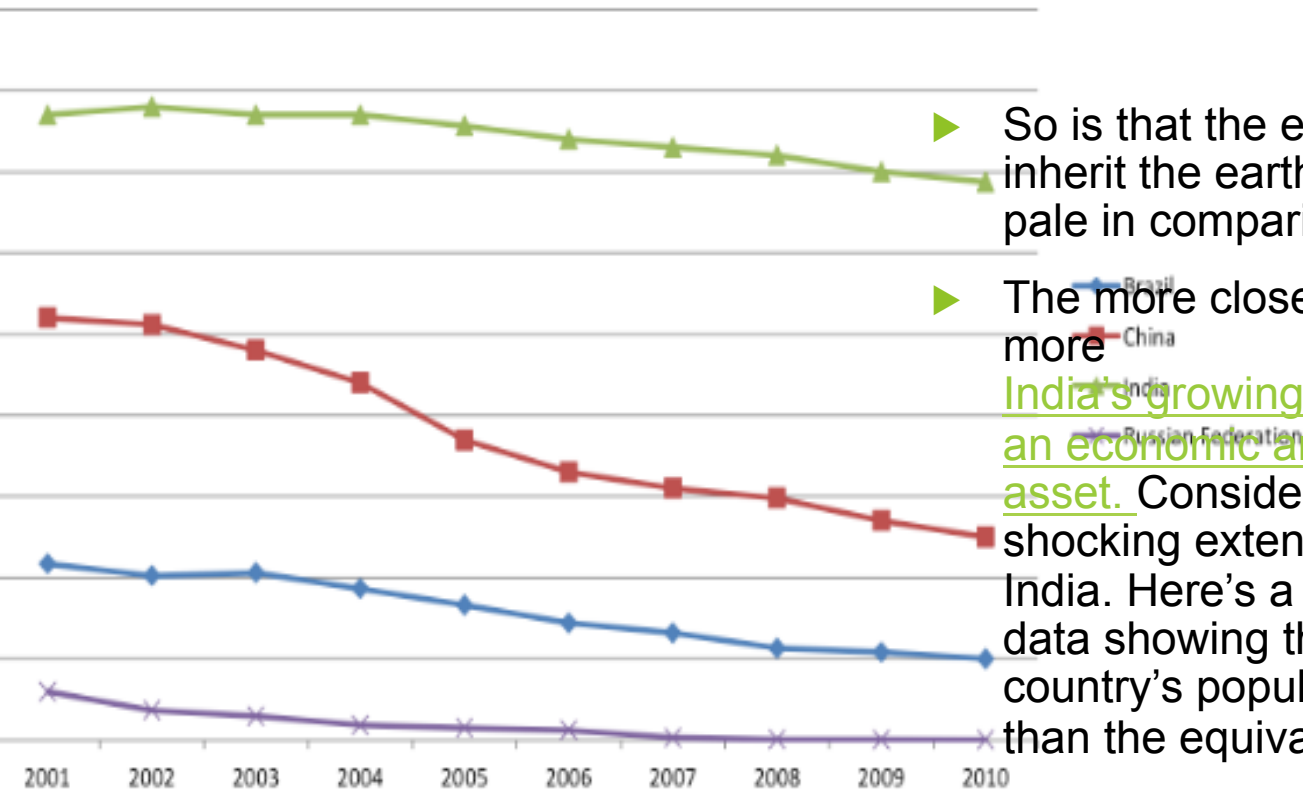
- ▶ BRICS is, instead (response to what it is) , a 21st-century arrangement for the global managers of tomorrow.
- ▶ BRICS members are aware that they must collaborate on issues of common interest rather than common ideologies
- ▶ BRICS is a flexible group in which cooperation is based on consensus. Issues of common concern include creating more efficient markets and generating sustained growth; generating employment
- ▶ systemic dependence on Western demand is a critical challenge for BRICS nations (rationale for BRICS development bank)
- ▶ By maintaining the centrality of the UN framework in international relations, BRICS is attempting to pose a counter-narrative
- ▶ BRICS nations are at a stage where they can collectively craft a viable alternative development agenda

# Demographic dimensions of BRICS



- ▶ demographic differences between the BRICs are just as vast even if we adjust for population size. India, in particular, is growing far more rapidly than any other BRICs not just in absolute but in relative terms. At the opposite end of the spectrum, Russia's population was actually in sustained decline until just a few years ago.

## Percentage of Population Living on Less than \$2 a Day



► So is that the entire story? India will inherit the earth and the other BRICs pale in comparison? Not exactly.

► The more closely you look at it, the more India's growing population looks like an economic anchor rather than an asset. Consider, for a moment, the shocking extent of extreme poverty in India. Here's a graph of World Bank data showing the percentage of a country's population living on less than the equivalent of \$2:

# Highlights

- ▶ Relative factors suggest India's media system is likely to grow more with its demographic advantage
- ▶ Convergence with broadband and mobile internet is portrayed as seismic shift in the broadcasting or rather streaming and contend on demand aspects
- ▶ Has there been an erosion in the responsibility function of media?
- ▶ Impressive media spread and access-Is it a case of Poverty amidst plenty?
- ▶ Broadcasting is subsumed in telecommunication matrix for regulation and business assessment
- ▶ Indian language media and content-drivers of growth
- ▶ Competitive imitation and concern amongst all sections of society
- ▶ Newer revenue and business models have evolved with the expansion of mobile broadband space.

- Print stays in circulation
- TV awaiting the digital dawn
- Films screened out
- Radio phased growth
- Digital consumption-second screen soars
- Animation-success
- Mobile multimedia platforms

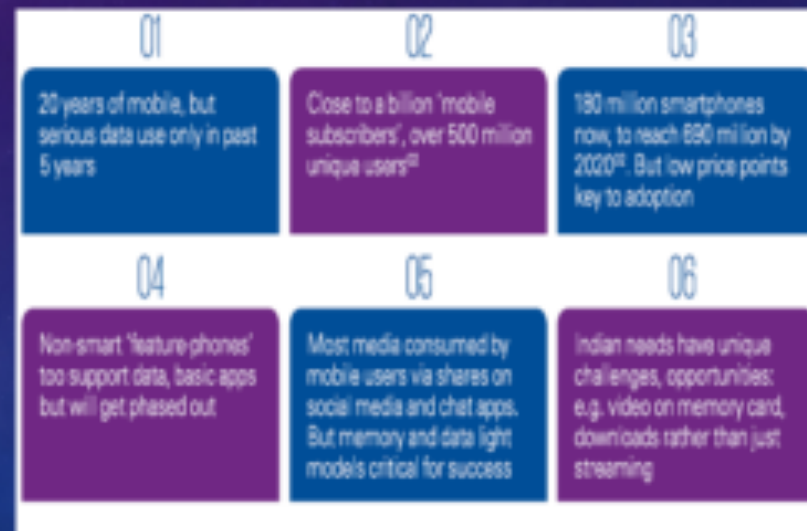
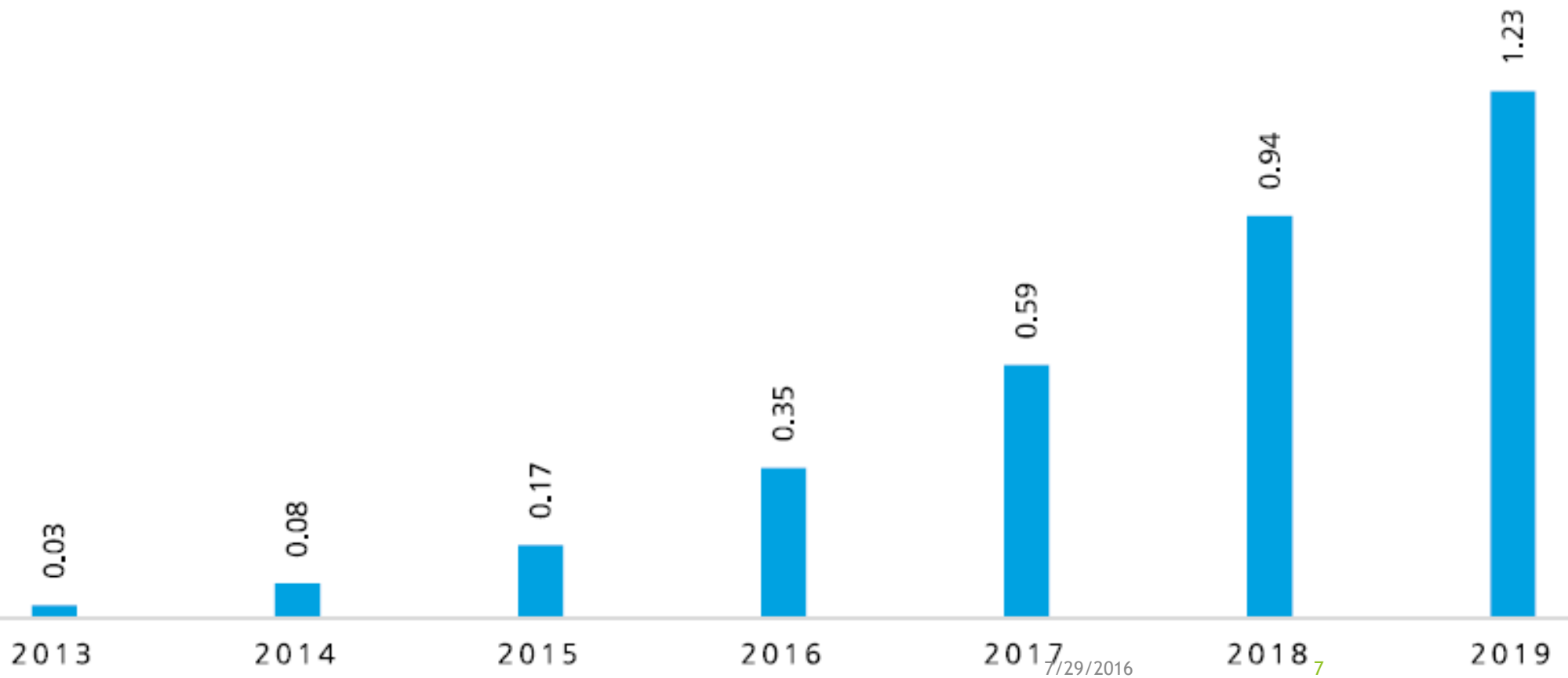


Figure 4: Mobile internet ad spending by year (\$ billion)

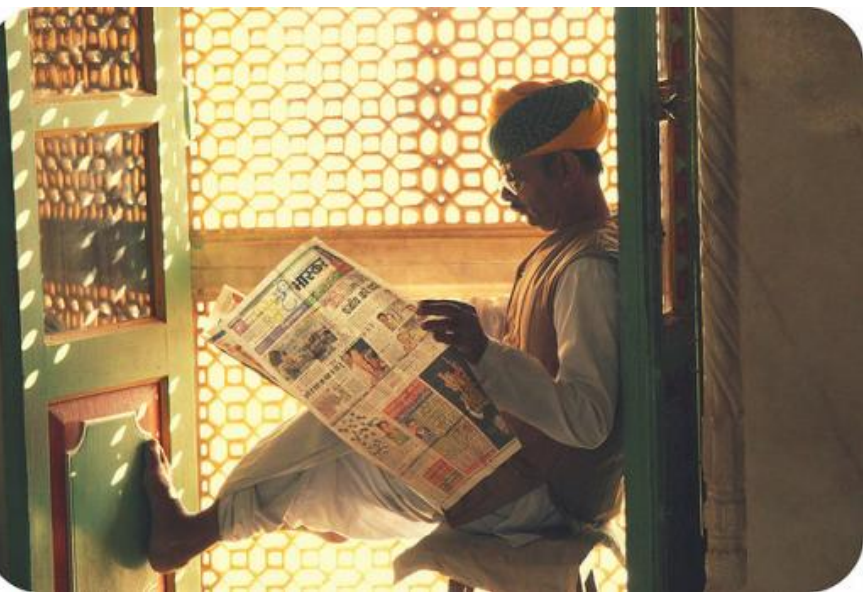


## English programmes currently broadcast in India

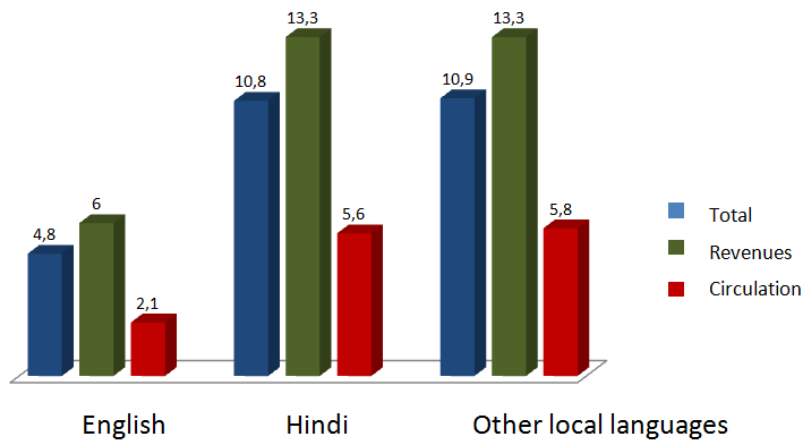
Name of the show	Channel
Game of Thrones	HBO
Quantico	Star World
The Big Bang Theory	Zee Café
Modern Family	Star World
Grey's Anatomy	Zee Cafe
Castle	Star World
MasterChef Australia	Star World
Anger Management	Comedy Central
Sherlock	AXN
2 Broke Girls	Star World

- ▶ International content in tier 1 and 2 cities
- ▶ TRPs for international content low so lower ad rates
- ▶ Increasing shift towards subscription based revenue model
- ▶ Analog to digital mode of delivery improves quality of content and access and niche options





- ▶ Driven by regionalization, India's print media has continued to grow in terms of circulation and revenue. Will it manage to avoid the upheaval rocking the industry around the world for much longer?
- ▶ Growth rates are double-digit, between 10 and 15% per year, and circulation figures are rising in the second-biggest market in the world: according to the Ministry of Statistics, Indian dailies have a circulation of **160 million copies**, all titles combined, and this figure rises to **300 million** if the print media as a whole (weeklies, monthlies, etc.) is taken into account. Meanwhile, there are 80,000 publications recorded by the Registrar of Newspapers for India (RNI) -



- ▶ The multilingualism of the Indian nation limits the readership of the English-language press, despite its many efforts to adapt. The most-read Indian newspaper, *Dainik Jagran*, with a circulation of over 16 million, is in Hindi, and looking at the ten most-read papers in the country, the English-language *Times of India* is something of an exception. Growth perspectives for 2012-2017 favor Hindi and local-language newspapers. The factors behind this transformation are both economic and demographic: as Indian growth moves into mid-sized cities and rural areas, it affects populations that speak little or no English, and who prefer to read in their mother tongue.

Since 2010, India's total daily newspaper circulation has more than doubled to over 250 million

### No crisis for the Indian media



- ▶ Indian newspapers are extremely cheap
- ▶ They may be considered as free.
- ▶ Advertising offsets the production aspects
- ▶ Simultaneous subscriptions to several newspapers common
- ▶ Easy to procure 98% of newspapers delivered to households by 300,00 vendors at a modest delivery fees
- ▶ There is a dormant concern that this may not continue due to other factors include reach and access of mobile telephony/ internet

7/29/2016

11

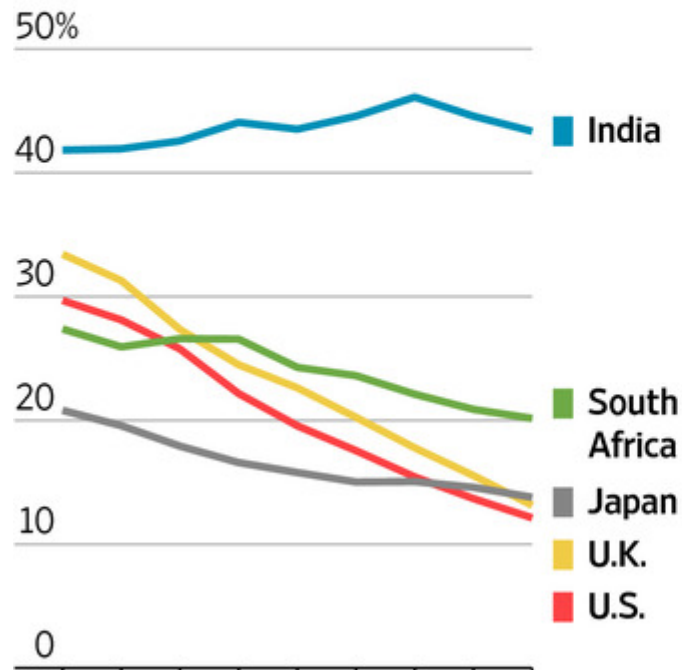
Despite these projections, the Indian Newspaper Society is not very optimistic

## Newspapers Boom Where the Internet Doesn't Reach

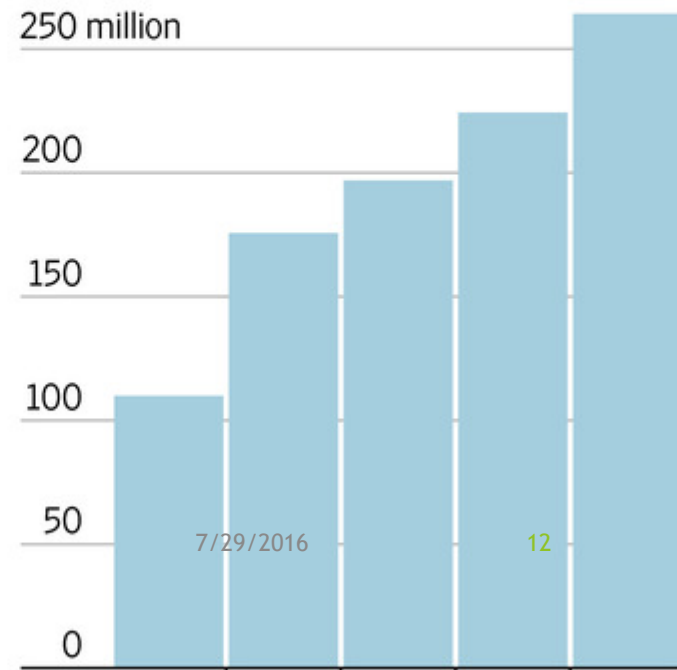
### Pressing Their Advantage

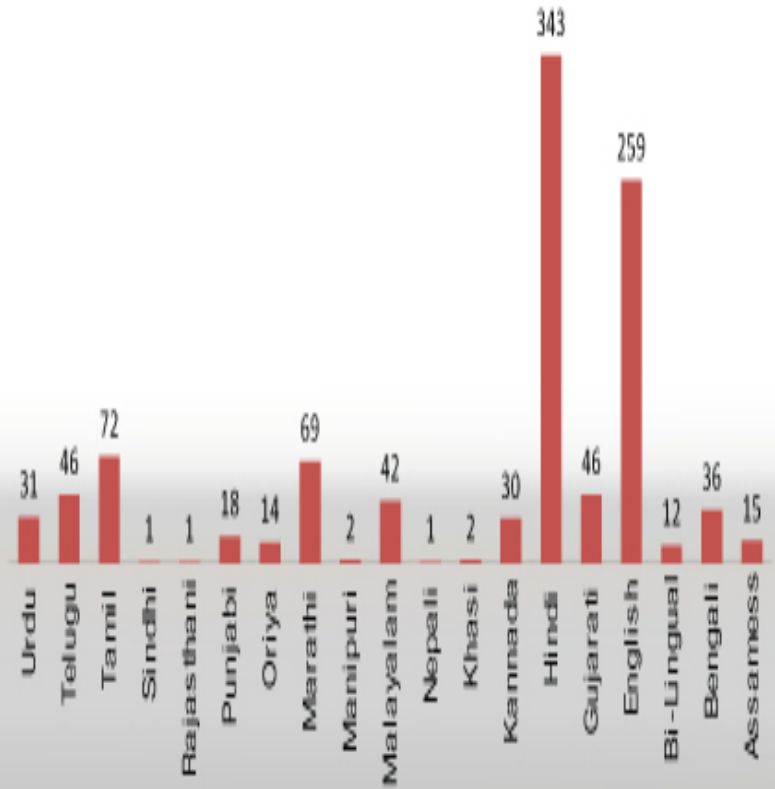
The print newspaper business is declining in many countries, but in India it remains vibrant, with circulation and advertising revenue continuing to grow.

**Newspapers' share of total advertising spending**



**India's total daily newspaper circulation**





“ The plurality of media in our country has its roots in our freedom struggle. The Press in India evolved, not through the aegis of the Government but due to the commitment of individuals who used it as a tool to fight enforced opinions and create platform for social reform movements across the country.” [President of India](#)



[www.integrat.org.in/index.php/print-media](http://www.integrat.org.in/index.php/print-media)



<http://www.elections.in/blog/for-paid-news-or-for-credibility-in-the-eyes-of-election-commission>



<http://the-growth-of-the-telecom-sector-in-india/>

**JAN  
2016**

# INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**375M**

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**28%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



**303M**

MOBILE INTERNET USERS AS  
A PERCENTAGE OF THE  
TOTAL POPULATION



**23%**

Who owns our media ?

Owner/management driven content

Changing definitions of news and consequences: the ethical dimension

Breaking news; sting operations fake or real; media trial & breach of privacy

Entertainment content: soaps, serials, comedy shows and reality shows.



# Interrogating ownership: the plurality and diversity variable

- ▶ Only news media outlets influence opinion-making of citizens and it is mainly in respect of such outlets that a plurality of viewpoints is desired. If other genres have to be included then sufficient evidence has to be adduced to prove that they too are affecting viewpoint plurality.
- ▶ the Authority recommends that the News and Current Affairs genre, including business and financial news and information, is of utmost importance and direct relevance to the plurality and diversity of viewpoints and, hence, should be considered as the relevant genre in the product market for formulating cross-media ownership rules.

- Diverse and plural context-multiplicity of languages and religions and polity with multiple ideologies and agenda
- Media system forms subset of this diversity
- The so called conventional media exist and have sustaining models for their operations. While English language perceivably dominant pales into insignificance when compared to Hindi and other Indian languages
- Regional newspapers and television channels dominate the media landscape
- Blurring line between business and editorial
- Fierce and intense competition among TV news channels, the dynamics of breaking news and issues thereof, media trial, privacy and ethics
- Telecom expansion particularly mobile. Broadband expansion and internet penetration
- Demographic dividend and content orientation towards the youth
- Ethics and media responsibility dimension

Table 2: 2014 Top 20 International Box Office Markets - All films (\$ billions)

<b>1.</b>	China	\$4.8	<b>11.</b>	Brazil	\$0.8
<b>2.</b>	Japan	\$2.0	<b>12.</b>	Italy	\$0.8
<b>3.</b>	France	\$1.8	<b>13.</b>	Spain	\$0.7
<b>4.</b>	UK	\$1.7	<b>14.</b>	Netherlands	\$0.3
<b>5.</b>	India	\$1.7	<b>15.</b>	Turkey	\$0.3
<b>6.</b>	South Korea	\$1.6	<b>16.</b>	Venezuela	\$0.3
<b>7.</b>	Germany	\$1.3	<b>17.</b>	Argentina	\$0.2
<b>8.</b>	Russia	\$1.2	<b>18.</b>	Sweden	\$0.2
<b>9.</b>	Australia	\$1.0	<b>19.</b>	Taiwan	\$0.2
<b>10.</b>	Mexico	\$0.9	<b>20.</b>	Indonesia	\$0.2

Source: IHS. Local sources<sup>65</sup>

7/29/2016

19

# INDIA'S TRADE WITH BRICS PARTNERS, 2014-15

	Exports (in US \$ bn)	Imports (in US \$ bn)
Brazil	5.96	5.40
China	11.93	60.40
Russia	2.09	4.24
South Africa	5.29	6.49

Source: Ministry of Commerce,  
Government of India

Table 2: India-China trade (figures in \$ millions)

	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15 (provisional)
India's exports to China	11,617.88	14,168.86 (21.96%)	18,076.55 (27.58%)	13,534.88 (-25.12%)	14,824.36 (9.53%)	11,617.88 (-11.47%)
India's imports from China	30,824.02	43,479.76 (39.76%)	55,313.58 (22.48%)	52,248.33 (-1.82%)	51,034.62 (4.66%)	60,400.00 (17.53%)
Trade balance	-19,206.14	-29,310.9	-37,237.03	-38,713.45	-36,210.26	-48,782.12

# Economic regulation: Media sector and scope for foreign direct investment

Print Media- dailies and periodicals in news and current affairs	26 % with the approval of the government
Publishing of Indian editions of Foreign newspapers and periodicals Online platforms dealing with news too need Investment approvals	26%
Scientific and other content (Print)	100 %
1)Teleports(setting up of up-linking HUBs/Teleports); 2)Direct to Home (DTH); (3)Cable Networks (Multi System operators (MSOs) operating at National or State or District level and undertaking upgradation of networks towards digitalization and addressability); (4)Mobile TV; (5)Headend-in-the Sky Broadcasting Service(HITS)	74 % equity cap, 49 % automatic, 49-74% with government approval.
Cable networks and other MSOs minus upgradation	49% automatic
Terrestrial FM radio	26% subject to extant rules of the government
Up-linking of News and current affairs channels	26 % with government approval
Up-linking and downlinking of non-news channels	100 % with government approval
	7/29/2016 21

In Antarctica, the penguins aren't responding to Bollywood...  
...But give them time.

Baahubali continues China's romance with Indian films; opens in 6,000 screens



### Why India and Russia Need to Target Bollywood Diplomacy and Business

Bollywood films became available across the Soviet Union in the 1950s as an alternative to Western cinema.

Already one of the most sought after locations for Bollywood film-makers, South Africa is wooing Bollywood big time by offering its scenic landscapes, extending special facilities.

There is no doubt that Bollywood does play a role in influencing travel decisions to countries that have been featured in our films.



India - A Love Story  
Brazilian telenovela