GLOBAL MEDIA: AN OVERVIEW
Sixth Semester
BA (JMC)

Dr Sheel Nidhi Tripathi
Asociate Professor
BAJMC

© Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

---

Objectives of the Course

On completion of this course, the student should be able to:

1. Describe the global communication system post World War II
2. Explain the changing trends in global information flow
3. Utilize knowledge gained to analyse major media concerns for India

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

---

Unit III: [Indian Media]

1. News Agencies: PTI, UNI, IANS, ANI, Hindustan Samachar
2. Government & Private Sector Media Conglomerates
3. Entertainment: Local, Global and Hybrid
4. Global Satellite System: Cable & Satellite TV (C&S), Direct-To- Home (DTH), Internet Protocol TV (IPTV) CAS

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

TOPIC 1 : NEWS AGENCIES

Press Trust of India (PTI)

- PTI is India's premier news agency, headquartered in New Delhi and is a nonprofitcooperative of more than 500 Indian newspapers. It employs more than 400 journalists and500 stringers to cover almost every district and small town in India. Collectively, they putout more than 2,000 stories and 200 photographs a day. Its Hindi service is called Bhasha.

- PTI correspondents are based in all important news centers around the world. It also has tie-up with several foreign news agencies. Currently, PTI commands 90% of new agencymarket share in India.

Press Trust of India (PTI)

- PTI was registered in 1947 and started functioning in 1949. PTI is run by a Board ofDirectors with the Chairmanship going by rotation at the Annual General Meeting.
- The day-to-day administration and management of PTI is headed by the CEO, who is also the Editor-in-Chief. Its board of directors includes owner/editor of most of the leading publications inIndia like, Vineet Jain, Aveek Sarkar, Viveck Goenka, N Ravi etc

United News of India (UNI)

- UNI started its commercial operations on March 21, 1961. It has News Bureaus in all statecapitals and other major cities. The agency also has representatives in key world capitals.
- UNI was the first to start a multi-language news service UNIVARTA on May 1, 1982 thatprovides news services to Hindi newspapers.
- UNI remains the first and only news agency in the world to supply news in Urdu since June5, 1992.
- The agency's subscribers include newspapers published in 14 languages, AIR, Doordarshan,the Central and State governments, corporate and commercial houses besides electronic andweb based media

Indo-Asian News Service (IANS)

- IANS was established in 1986, initially to serve as an information bridge between India andits Diaspora in North America. Today it is a full-fledged, 24X7 agency based in Delhi-NCR(Noida), putting out the real-time news from India, South Asia and news of this regionaround the world.
- IANS is divided into six strategic business units: IANS English, IANS Hindi, IANSPublishing, IANS Business Consultancy, IANS Solutions, and IANS Mobile.
- Its client list includes a range of print publications, television news channels, websites,ethnic publications abroad, government ministries, foreign missions, private sector players,and multilateral institutions.

Asian News International (ANI)

- ANI is South Asia's leading multimedia news agency with over 100 bureaus in India, South Asia and across the globe.
- ANI has established itself as a 'complete content house' providing text, video and picturecontent for TV, print, mobile and online media.
- ANI also provides a range of facilities for foreign and domestic channels to package theirreports in India and uplink via satellite. These include provision of professional crews,editing and post production facilities, access to archives, uplinking facilities, coordinators,producers and correspondents, as per requirement.
- ANI services includes loosely edited news feeds and customized programmes for televisionchannels, audio bytes for radio stations, live web casting and streamed multimedia / textcontent for websites and mobile carriers, and news wire services for newspapers, magazinesand websites

Hindustan Samachar

- The Hindusthan Samacharwas formed on 1st Dec. 1948, and provide news in 14 Indianlanguages. Its subscribers include AIR, Doordarshan, various State Governments, NepalRadio and a number of regional papers.
- Presently the service is being provided in Hindi, Marathi, Gujrati, Nepali, Oriya, Asamiya,Kannad, Tamil, Malayalam, Telugu, Sindhi, Sanskrit, Punjabi and Bangla. The service isfully based on the web internet technology. The subscriber can either downloaded the nextor convert it into E-mail format.
- In India this agency has offices in all the states. The news circulated in all the Indianlanguages by Hindusthan Samachar could be checked on the Websitewww.hindusthansamachar.com

MEDIA CONGLOMERATES

- Media Conglomerates - Media conglomerates are the international media firms that operatebusinesses all over the world.
- These conglomerates enter into home markets through theprivatization, deregulation policies. And after that try to get maximum ownership in differentmodes of media through the joint ventures, mergers, acquisitions.
- Ownership- ownership means the maximum investment and control over a specificchannel that led to control all decision related to that channel that mostly includescontent and programming.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

MEDIA CONGLOMERATES

- Private Ownership: A privately owned company is a business company ownedeither by non-governmental organisations or by a small number of shareholders or company members which does not offer or trade its company stock to the general public onthe stock market.
- Instead the company's stock is owned and traded privately. A goodexample of a privately owned media company is ZEE.
  - **Advantage:** An advantage to private ownership is that because the company is owned byyou entirely, you receive all the money that is earned.
  - **Disadvantage**: A disadvantage of private ownership for a company is that it won't befunded as well as a public service company.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

MEDIA CONGLOMERATES

- Public Service: In the United Kingdom, the term "public service broadcasting" refersto broadcasting intended for public benefit rather than to serve purely commercial interests.An example of a Public Service media organization is the BBC.
  - Advantage: An advantage to public service is that the public are funding the companymeaning that there will be money for the company to fall back on.
  - Disadvantage: A disadvantage of public service is that there is a responsibility to please thepublic by having what they want, meaning the company won't have all of the say.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

MEDIA CONGLOMERATES

- Multinational:A multinational corporation (MNC) has facilities and other assets in atleast one country other than i Apple is a very good example of a Multinational.
    - Advantages: Access to consumers is one of the primary advantagesof a multinational company. Increasing accessibility to wider geographical regions allows themto have a larger amount of potential customers and help them in expanding, growing at a fasterpace as compared to others.
    - Disadvantages:One of the major disadvantages to multinational companies is thestrict laws that vary in different countries. Multinationals are subject to more laws andregulations than other companies

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

MEDIA CONGLOMERATES

- Independent: An independent business is a business that is free from outside control.
    - Advantages: An advantage to an Independent company is that there areno restrictions on who, how or where an entrepreneur should run their business. It usually means aprivately owned establishment, as opposed to a public limited company.
    - Disadvantages: However independentcompanies need a lot of money to set up in the first place and to continue their business. Anexample of an Independent media company would be Film Four.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

MEDIA CONGLOMERATES

- Conglomerate:A media conglomerate is a large company that owns severalcompanies that provide products/services in the media industry. Media includes TVnetworks, movie studios, theme parks, online digital companies, news papers, record labels,publishing companies, magazines and radio stations.
- Media conglomerates are basically massive vertically integrated companies that control theentertainment industry. The five major media conglomerates are News Corporation, WaltDisney Company, Comcast, Viacom and Time Warner.
    - Advantages and Disadvantages: One disadvantage of a conglomerate is that the company istaking over another company without having any experience about the industry and so therefore chancesof mismanagement increases. The main advantage of conglomerate is that it helps the company indiversification therefore a company is less vulnerable to losses

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

MEDIA CONGLOMERATES

- Horizontal Integration:Horizontal Integration is a Media Company's Ownership ofseveral businesses of the same value. A Media Company can own a Magazine, Radio,Newspaper, Television and Books. Almost all Media companies have horizontal integration. Ithelps to create more money and makes the company more popular.
  - Advantages: Horizontal Integration helps companies toreach a much wider audience. Disney's acquisition of Pixar is a great example ofhorizontal integration - two companies of similar size and operation, operating in thesame industry, combined to form a stronger company.
  - DisadvantagesOne disadvantage is that thecompany could have a reduction in flexibility due to the fact that it is now a larger organisation.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

MEDIA CONGLOMERATES

- Vertical Integration:Vertical Integration is when a Media Companyowns different businesses in the same chain of production and distribution.A good example of vertical integrated company is Apple.

  - Advantages: Vertical integration gives a company one hundred percent control of all aspects of their business. They have the ability to dictate exactly the quality and types of materials that they want to be used, how theywant them to be produced, and how much they are sold for. This gives the companyone hundred percent of the profits the company makes.
  - Disadvantages:In order to integrate vertically,a company must have a very large amount of money to invest in the first place. Theyhave to purchase factories, hire mass amounts of staff, and control all of their newfacilities. This makes vertical integration nearly impossible for smaller companies.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

MEDIA CONGLOMERATES

- **Cross Media:**Cross Media Divergence is when a company produces twoor more types of media.
- A good example of cross media divergence is when music artists work withfilm companies to produce soundtracks for a film.Sometimes when a conglomerate becomes so big and powerful they areforced to split up by the government.
- An example of this is Microsoft. This is ahuge disadvantage to cross media divergence.The advantages of cross media divergence are that they receive much widerdistribution of the media

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

MEDIA CONGLOMERATES

- Synergy:Synergy is the simultaneous release of different products to boost both.
- Synergy can be used most often by bigger companies as the different elements work together to promote linked products across different media. A good example of synergy is Disney. As well as releasing a film, Disney alsorelease games, clothing, DVDs, CDs etc to boost sales

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

ENTERTAINMENT: LOCAL, GLOBAL & HYBRID

- Globalization: A concept that indicates a dynamic relationship between what is theglobal and the local.
- This dynamic relationship between the global and the local willbe analysed through the lens of hybridization, a concept that reiterates the fluid natureof the globalisation phenomenon by negating concepts of homogeneity andheterogeneity.
- This theoretical framework will then be used to analyse the case studymeant to outline and explain the global– local nexus. The report is of the liberalizationof the Indian economy and television broadcasting within the country, in the 1990s.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

ENTERTAINMENT: LOCAL, GLOBAL & HYBRID

- A hybrid approach towards global local nexus suggests, much like Pietersewrote, that the concept of globalization is not really a corollary to modernity, but, in its essence, it really is just an exchange of flows, it represents interconnectedness.
- The example of Zee TV, to a great extent, is quite clearly evident of how blurred theboundaries of the global and the local area.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

ENTERTAINMENT: LOCAL, GLOBAL & HYBRID

- The global local nexus really is just an example of the relationship between the centre and the periphery, and that centre does not necessarily have to be the West.
- Furthermore, the example of television broadcasting itself shows the role played by a media and / or communications technology to further the global local nexus, and subsequently creating a cultural form – a glocal/ translocal/ transnational television broadcasting service in the form of Zee TV.
  - The emergence of Zee TV as a cultural form of the global – local nexus thus proves that glocalization as a concept is not only limited to concepts like McDonaldization or simply Indigenization; its scope goes way beyond these limits.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

GLOBAL SATELLITE SYSTEM

- Global Satellite System: It is a satellite system that is used to pinpoint the geographic location of a user's receiver anywhere in the world.
- Two GNSS (Global Navigation Satellite System) systems are currently in operation: the United States' Global Positioning System (GPS) and the Russian Federation's Global Orbiting Navigation Satellite System (GLONASS).
- A third, Europe's Galileo, is slated to reach full operational capacity in 2008. Each of the GNSS systems employs a constellation of orbiting satellites working inconjunction with a network of ground stations.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

Cable and satellite TV (C&S)

- Cable and satellite TV (C&S) are different in more ways than just how theydeliver television programming.
- Cable TV is less likely to be affected by the weather,but is typically more expensive than satellite TV service.
- Cable may be more suitablefor renters and people who do not want to commit to a long-term contract.Satellite TV signal can be disrupted by bad weather, but is usually cheaper.
- The availability for cable and satellite TV services also varies; cable TV is only available in areas where providers offer service (which sometimes excludes rural areas or newcommunities in the suburbs), while satellite TV is available anywhere that a dish can be installed to face south.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

DTH (Direct to Home)

- DTH (Direct to Home) stands for Direct-To-Home television. DTH is definedas the reception of satellite programmes with a personal dish in an individual home.
- Direct-to-Home (DTH) television is a method of receiving satellite television bymeans of signals transmitted from direct-broadcast satellites.
- DTH does away with the need for the local cable operator and puts the broadcasterdirectly in touch with the consumer. Only cable operators can receive satelliteprogrammes and they then distribute them to individual homes.A DTH network consists of a broadcasting centre, satellites, encoders, multiplexers,modulators and DTH receivers.

DTH in India

- DTH in India: DTH services were first proposed in India in 1996. But they did not pass approval because there were concerns over national security and a cultural invasion.
- In 1997, the government even imposed a ban when the Rupert Murdoch-owned Indian Sky Broadcasting (ISkyB) was about to launch its DTH services inIndia.
- Finally in 2000, DTH was allowed.

DTH in India

- The new policy requires all operators to set upearth stations in India within 12 months of getting a license.
- DTH licenses in India will cost $2.14 million and will be valid for 10 years.
- The companies offering DTHservice will have to have an Indian chief and foreign equity has been capped at 49 percent. There is no limit on the number of companies that can apply for the DTH license

INTERNET PROTOCOL TV (IPTV)

- IPTV (Internet Protocol television) is a service that provides television programming and other video content using the TCP/IP protocol suite as opposed to traditional cable or satellite signals.
- An IPTV service, typically distributed by a service provider, delivers live TV programs or on-demand video content.
- An IPTV system may be used to provide videocontent over a private network in an enterprise, although such implementations are farless common than subscriber-based models due to complexity and scaling issues

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

CONDITIONAL ACCESS SYSTEM

- Conditional access (CA) is a technology used to control access to digital television(DTV) services to authorized users by encrypting the transmitted programming.
- CA has been used for years for pay-TV services.
- There are numerous ATSC and DVB-compliant CA systems available for a broadcaster to choose from.
- The CA system provider provides the equipment and software to the broadcaster who then integrates the CA system into his equipment.
- CA is not designed solely for DTV. It can be usedfor digital radio broadcasts, digital data broadcasts, and non-broadcast informationand interactive services.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

CONDITIONAL ACCESS SYSTEM

- A CA system consists of several basic components:
- Subscriber Management System (SMS)
- Subscriber Authorization System
- (SAS)Security module &
- Set-top box

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi