



Indian television industry in the era of global village

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Abstract

The theme of the present paper is based on the concept of International media and culture in which researcher tried to explore the role of the international media in disseminating and establishing the international cultural forces through the television. With the advancement of technology, television has been credited to bringing about the globalization process because of its extensive international reach of programs. In a country like India since 1991 the policies of liberalization, privatization and globalization, television channels and media companies are investing in India. It is believed that Global media promoting the business of transnational and multi-national corporations. The foremost purpose of the research paper is to understand the primary drivers of transformation of Western beliefs which might be responsible for altering and transforming the traditional value system in Indian society. For the present paper researcher interviewed the media professionals method and findings show that the existing Indian television industry is carrying weight in terms of factors like free market, globalization, ownership, technology, content and programming patterns and representations of western-lifestyle which are reshaping the value system in Indian society.

Keywords: free market concept, globalization, technology, Indian television industry

1. Introduction

Television, with the deepest penetration and as a mass medium of choice for rural and urban families, is watched by every section of society in India. For the last six decades, television is considered one of the greatest Invention of science that has contributed the mankind to large extent in every field. The another spark came with the emergence of broadcasting via satellite TV by foreign media conglomerates. Television remains the best medium to reach India as it has become the most integral part of life. The Reach of this small-screen is widespread, where more than 800 commercial and private television channels have entered even the outmost of regions of the country and almost all the time viewers are exposed to thousands of international genres everyday. According to Partho Dasgupta, CEO BARC (Broadcast Audience Research Council, India, average daily TV viewing on this television is 3 hours 14 minutes, worldwide, where in developed countries, it is 3 hours 54 minutes daily in 2017. India has an average daily viewing time of 3 hours 16 minutes. In the world's fastest growing economies, access to TV is increasing at a very fast pace and more and more TV channels are appearing every day.

The world is shrinking and geographic barriers are being broken because of the evident flood of international television channels and programs, replicates in the shifting trends of television viewing patterns. This growth was all round: news, regional, music, lifestyle, food, travel, science, wildlife, fashion, films and English entertainment channels. Extreme usage and impacts of television in day-to-day lives cannot be neglected. It has a in-depth influence on the Indian cultural and moral values-system. It is believed that Global media is promoting the business of transnational and multi-national corporations. Various studies and reports also illustrate that

the globalization of media undermining the national culture in developing countries like India.

In the present-world, mass media have changed the way we think, believe and precept about the world around us. Innovation in the field of media technology has rapidly increased the influence and usefulness of mass media. Among these, TV as an electronic media which thought to bring gigantic transformation in the attitudes and values of the people in the world. India is one of those developing countries that implemented the social and economic reforms just two decade backs in almost every sector including media and on account of rapid globalization in media, especially TV, we have seen an unmatched renovation facing cultural shirking.

What Indians are watching and consuming is a matter of concern. It also plays an imperative role in disseminating cultures, information's and values due to its easily accessibility and availability and brought the world closer together. Promotional tool of culture and television has been called

1.1 Media in the shadow of Globalization

According to Tomlinson (1999) ^[6] globalization as a complex connectivity referred to the rapidly developed and ever more complex network of interconnections and interdependencies that characterize modern social life, whereas according to Thuss (2000) Globalization had revolutionized the Media that had converted the whole world into a global village also got impacted by it, media itself has changed with the new label of Global media. With the increased importance of economic, cultural and technological integration between countries, it had a great impact on society and increased access to a broad range of media it had led to the technological advancement all over the world. Movement of people with the new discoveries

and inventions lets people of other nations to know about those discoveries and inventions and help them to get connected and influenced by each other. It also provided power and chances to the wealthier nations, mainly homeland of these inventions to dominate the poorer nations claimed by most of globalization theorist (Thuss 2000).

Globalization along with the innovation in media and technological advancement had not only shattered social boundaries of the world; it had also brought the tremendous transformation in all fields of the world. People now lived in close proximity and they shared their joys and sorrows with one. According to Deshpande (2000) ^[3] globalization had made the media more commercial, supported by advertising, aimed at consumers and privatize the telecommunications companies that formerly were government owned. Increased usage of mass media with the advanced technological innovations facilitated cultural exchange and multiple flows of information and images between countries through international news broadcasts, television programming films and music. Globalization and media or one can say global media, had brought the numerous organizations, financial system and more importantly the countries together.

The growth and expansion of capitalism led to the growth of transportation and communication technology. In the later years age of the telegraph and underwater cables in the 19th century marked the dawning of the telecommunication age and could say the wire based international news agencies were the first significant form of global media. (Habermas, J.1989) ^[4] but with the advent of satellite technology media crossed the boundaries of nations before that the mainstream media systems in most countries of the world were relatively national in scope, since then most communication media had become increasingly global, extending their reach beyond the nation-state to conquer audience worldwide.

The international flow of information had been largely assisted by the development of new technologies and the increased commercialization of global television, which had occurred as a consequence of the deregulation policies adopted by various countries in order to permit the proliferation of cable and satellite channels., no doubts that the business conglomerates with the global capitalism policy had extended mass media across the national boundaries. But the market is still in process of rapid change, and more mergers, acquisitions, and joint ventures could be expected before the dust would clear. One reason in the turmoil in the global media market was the digital revolution which eliminated all the barriers (Satrubhhar 1991) ^[10].

2. Objectives of the study

The present study aims to examine the effects of global media on the Indian Television Industry and on our values. The objectives of the study are as follows:

- To study the impact of free market concept on Indian television industry.
- To examine the impact of globalization on the Indian television industry.
- To examine the impact of foreign ownership on the Indian television industry.
- To know foreign ownership affected the content on Indian Television Industry.

3. Research methodology

Interviews method was used to study the impact of different factors on Indian television industry because, it was very important for to know the views of those who work and part of this industry because without their insight knowledge of the facts the study wouldn't shape in the present manner. Total 58 media professionals were personally interviewed by the investigators through a structured questionnaire where questions were asked in a form and order prescribed.

4. Significance of the study

The significance of the study was to understand the television industry in India, and the various factors involved in, the making and breaking of the modern industry. The present explorative analysis of facts amplifies the magnitude of the study because if the local media of a nation soak up the changes due to the existence of the foreign channels or programs, then the viewers are expected to adapt those changes in their day to day activities that would automatically bring changes and affect their culture.

5. Review of the literature

Schiller (1976) ^[11] in his work "Communication and Cultural Domination" proposed the use of the term "Cultural imperialism" to describe and explain the way in which large multinational corporation, including the media of developed countries dominated the media of developing and underdeveloped countries. According to him the western civilization produced the majority of the media (film, comics, etc.) because they have the money to do so and the rest of the world purchases those productions because it was cheaper for them to do so rather than produce their own production. Therefore, third world countries were watching media filled with the western world's way of living, believing and thinking. The third world cultures, then start to want and do the same things in their countries and destroy their own culture. After the schiller's work another important work in the same field was done by the Mohmamedi in 1977 in his work he identified major global trends in the field of information and communication that influenced the information and communication industry. He came out with three major trends in the field. The first was the wide proliferation of modern communication and information technologies, second was increased democratization of social systems around the world and the third trend was the rapid global expansion of multinational media corporation and the culture they promoted in the third world countries. Mohammadi also stated that these Multinational media corporations were shaping the future of the world media industry through the programming and maximum programs were imported from U.S. and media programs had become America's second biggest export after the aircraft industry that influenced the values, beliefs and lifestyle of people. These two studies became the solid foundation of the United Nation funded MacBride Commission Report (1980) ^[8] in the later years. The report named "Many Voices, One World formed to seek the international flow of communication, problems arose due to the uneven flow of communication between the South and North, the commission found that there was cultural domination through different media modes by the developed

nations towards the developing and underdeveloped nations, and was a threat to cultural identity of third world nations. The Macbride commission concluded that the cultural uniqueness and identity of nations across the world jeopardized due to the overpowering control and the absorption and integration of some dominant and powerful cultures. After the discussion of uneven flow of communication on the world stage studies conducted in many underdeveloped countries to know the effects of foreign programming. In 1986 Kang, Jong Geun & Morgan, Michael examined the influence of the US media on the values, morality and traditions of different nations and extra chiefly the results on Korean values of American television. It was found that female respondents were more prone to advise non-common Korean viewpoints concerning roles, norms, and values whereas for male respondents, the extra they watched U.S. Television the more protected they grew toward the Korean culture and began valuing the Korean value system over the U.S. Family system and concerned that Western culture might scale back Korea's cultural forte. The findings prompted that heavy viewers of U.S. Applications had extra likely to take liberal positions on various social disorders than those who were light viewers and that U.S. Applications were contributing to westernization of common values. 1994 Ware and Michael ^[13] analyzed 17 exclusive qualitative reports and studies regarding the effect of foreign media and its products existence or domination in different nation across the globe. The findings of the study showed that exposure to entertainment programs imported from US had small but statistically significant impact on the foreign audience and increased preference for American products and influence attitudes towards American lifestyle and values. In 2008 Dawei Wang ^[12] conducted a study on globalization of media and whether it undermines national cultures. It was found that Internationalization of media influenced national cultures in different ways. The cultural hegemony of media exporters was unlikely in and of itself to result in cultural domination. International media's effect on local culture in context of economic, technological and cultural situations was also investigated and found that economic and technological internationalization of media not only recharged the existing media strengths, but also allowed new media outlets to emerge and grow. In case of India, it was found that the national and local media players grew increasingly stronger; due to cultural factors, they had an edge over foreign competitors. The national and regional media groups such as Zee TV develop quickly and played an important role in the development and perpetuation of Indian cultural identity. In 2009 Creeber studied the power of the media to influence the cultures of societies and for that researcher used the secondary data, where he studied and analyzed the different documents, reports & research studies. Researcher came out with the finding that the culture was negatively affected by the media over the time period had been at the forefront of the modernists world view a long time ago and the American mass production feature was evident in all aspects of the mass culture and as such television shows, film, pulp novel, magazine among other things in that category were almost the same. To them the media products were designed to deceive the masses into oppression by presenting a homogenized and standard culture instead of stimulating the masses.

6. Data collection and Interpretation

6.1 The Impact of free market concept on the Indian Television industry.

a) More foreign player in India

According to the maximum number of media professionals the most affected area because of the free market concept was that it invited the foreign companies to invest in India that affected the structure of the Indian TV industry. According to a professional *"These players started investing in India through the FDI, mergers and acquisition and apart from that also launched the foreign channels of their own programs and productions that exposed the Indian audience to the international programming, along with the Hindi version of these channels, complete hindi and regional language channels with the huge amount of capital in hand, these player acquired a dominating position in the Indian television Industry, and that affected the programming and content most because these companies treated Indian TV Industry and its viewers as a profitable market. Their decisions are based on the future benefits and profit."*

Free market system is a system in which the prices for goods and services are determined by the open market and consumers, in which the laws and forces of supply and demand are free from any intervention by a government, price-setting monopoly, or other authority. In 1991, the Indian authorities released a series of monetary and social reforms that covered the regulations of liberalization, privatization and globalization that opened the doors of the Indian market including media & entertainment industry for everyone. Under the brand new guidelines, the government allowed special and remote places broadcasters to broadcast in India. (FICCI 2014).

b) Globalization on Indian TV

The free market concept had accelerated the globalization in India. Many media professionals expressed that due to globalization, new discoveries and inventions in the subject of era spread across the India over a time period, and it also introduced and the modified the way production, transmission, distribution and delivery of content on the Indian television industry changed. Due to the globalization, many foreign television channels started channels in India like Star, Sony, BBC, CNN, Turner international and Time Warner. Investments of these companies contributed in the growth of the industry. Sitting in the small village of south one can watch the Spiderman movie on one's smart phone. How ought to, it was viable? It happened because of the globalization that increased the movement of people, information, goods and services from one country to another by lowering down the different barriers.. Media experts expressed that because of globalization, super modifications might be visible inside the field of era that made the convergence of different media technology easy and affected the media content material also. Globalization had led to spread of cultures around the world and had greatly impacted them.

c) Transfer of ideologies

According to the experts, ideology of Indian had changed, diluted or transformed due to the internationalization. An ideology is a world view, a system of values, attitudes and

beliefs which an individual, group or society held to be true or important; these shared by a culture or society about how that society should function. A producer of TV channel expressed that *“In the past few years a changed has been noticed in the Indian society. Indians are now openly discusses issues like sex, open marriages, live-in and gay and this happened because now we are exposed to the outer world through and come to know that these practices are legalized all over the world and for the economical development of our country first we have to develop our society.”* Every race had its own unique way of life. However, the advancement in communication technologies had created a platform for the exchange of information between societies. As the exchange continues, ideologies equally changed from one society to another. Pathetically, the presence of uneven rate of exchange of ideologies led to the domination of one ideology over another ideology and this could be seen in Indian society also.

d) Expansion of the efficient low-cost transmission technologies

According to media experts the concept of the free market had expanded the of efficient and low-cost transmission technologies and also stimulated the new audiovisual production industries in India because more and more foreign companies had been investing in India and with the power of capital and skills distributing the programs with low cost transmission automatically decreased the expenditure and increased the profit. One expert expressed the view that *“The new technologies transformed the way we live. It not only increased the global trade flows of goods and services but also by dramatically increased information flows.”* Creating, accessing and adapting information and knowledge increasingly came to be seen as a key element of global competitiveness and of individual opportunity. Satellites, the Internet, smartphones, digitalization these types of advancement in technology in the media had speedened up the development procedure, and opened up the new dimensions in the Indian Television industry. One of the most technological improvements that had impacted the Indian Television sector had been smartphones with 3G and 4G facilities with low charge that had combined the different technologies and also changed the way media content structured, carried, distributed and finally delivered to the end users and this had made the television program available to everyone.

e) More flow of foreign content

A creative head of a production house said that *“the breaking economic barriers increased the foreign capital flow and investment in India that increased the foreign ownership in Indian television Industry and this had changed the content, structure, style and presentation of Indian programming”*. That affected the objectives and misusing the power of TV, the very truth that companies had been no longer owned through governments allowed views that dissent from legit resources to be shared.

6.2 Impact of Globalization on the Indian TV industry.

a) Technological advancement

Respondent said that due to the globalization the technological advancement had not only shattered social boundaries of the

world; it had also brought the tremendous transformation in all the fields, especially media now people all over the world started living in close proximity. They shared their joys and sorrows with one another. A person living in a small district of Haryana benefitted from the inventions and discoveries made by the people of America and all this happened because of the latest technologies that created the experience of global shared time, especially by informing and entertaining the people around the world about “events and programs” that they could share and watch, all this happened because of technology that disseminated through globalization.

b) Revolutionized Indian Media

Globalization had revolutionized the Indian media that had converted the whole India into a small village. With the increased importance of economic, cultural and technological integration between the different media platform the whole media had merged, and this had a great impact on the Indian television industry. The most visible effect of globalization was widespread, cheap and quick communication. The introduction of internet technology has immensely helped to spread information and helped people to come together from all over the world on a single platform.

c) Emergence of media conglomerates- Media experts said that few handful powerful media owners that famously known as media conglomerates dominating the Indian television Industry and the famous international player in India: AOL, Time Warner (U.S.), Disney (U.S.), Vivendi-Universal (French), Bertelsmann (German), Viacom (U.S.), and Rupert Murdoch’s News Corporation (Australian), Sony/Columbia/TriStar (Japanese) (Variety, 2002). The ownership in the Indian Television Industry, in terms of business, Programs production, distribution and content selection decided and handled by these companies only and the domestic partnership had been no role in it. media companies prepared and delivered. According to experts most companies belonged to US in India and media content in Indian Television Industry managed by the USA and we had been feeding the content and the value system of the US only.

d) Increased in the number of foreign channels that transforming Indian culture

According to the media professionals the ownership of maximum channels, whether Hindi, English or other regional channels in the hands of foreign broadcasters, mostly from U.S. The number of foreign channels increased in past two decade, channels like CNN, MTV, HBO, ESPN, TNT, Nickelodeon, the Cartoon Network, Discovery, Disney, and others become Indians over a time period that exposed Indian audience to the languages and cultures of the new with its content and programming disseminating through these channels, and helping to farm a rise a powerful new structure of media with a global taste. Along with this an expert expressed views that *“Such onslaughts of foreign culture, can put cultural diversity at risk and make people fear a loss of identity. The phenomenon of globalization brings up many opportunities to learn from each other, and to benefit from a wider range of choices, but it also seems very threatening and now a days parents find their children attracted by products*

and role models from alien cultures just as workers find their jobs rendered obsolete by importing technology and foreign competition”.

He further added that *“If the world shared the same media perspective, the same viewpoint, if we had all looked through the same lens out towards the world, then it would be surely on the loss of cultural diversity leading to homogeneity. One of all such effects is a homogenization of our culture and the loss of cultural diversity, which India is so proud of. If the country shares the same media perspective, the same viewpoint, if we are all looking through the same lens out towards the world, a 'global village' may have been formed at a price. That price is homogenization and loss of our cultural values.*

e) Grown concentration and monopolization of economic resources and power of transnational corporations

Fewer and fewer transnational corporations are gaining a large and rapidly increasing proportion of Indian television industry economic resources, production and market shares. Through mergers and acquisitions, fewer and fewer of these TNCs now control a larger and larger share of the Indian television market, whether in commodities, manufactures or services and this had widened the gap for local media industry to survive in the competition that occurred due to the open market.

f) Consumerism

Production of consumers all over the world with an extensive range of products and services that were not easily available before, and consumerism which is operated by the actors of a global economy that have the power to control the global market forces of a globalized economy. This happened due to the power of global media in a globalized world.

6.3 Impact of Advancement in technology on the Indian TV Industry

According to a media expert, advancement of technology affected the Indian TV Industry tremendously over the past few decades whether it is economically, politically or socially. Professionals explained these three stages as :

a) Economically *According to media professional's technology had led to the upward push of E-commerce that proved a radical transformation of industries whose merchandise advertised through the TV through the shopping channels and the ad breaks during the different programs. Information transformed into "bits" track, movie and information media, for example and made it an quickest and easy mode of business. It had also increased the "financial and revenue share."*

They added further that in 2015, the television industry in India derived the major share of its revenue from subscription (66.6 per cent) and the rest from advertising segment (33.4 per cent) whereas in 2016 In 2016, television market generated US\$ 9.62 billion revenue. Nonetheless, the share of subscription in the overall revenue of the TV segment increased to 66.76 per cent (M&E). The Government of India had supported Media and Entertainment industry's growth by taking various initiatives such as digitising the cable distribution sector to attract greater institutional funding,

increasing FDI limit from 74 per cent to 100 per cent in cable and DTH satellite platforms, for the better economic growth of this particular media.

b) Politically

when it was asked that how technology affected the Indian Television Industry political the professionals told Television in India is still in its infancy stage and till date only 25% of its potential used, the rest of 75% could be used through the timely and appropriate use of new technology, and this usage of technology had encouraged the Indian government to sign different pact and agreements with the nations across the world so that Television could be used for the development and growth of Indian people. Recently, the Indian and Canadian governments have signed an audio-visual co-production deal that would help producers from both countries to explore their technical, creative, artistic, financial and marketing resources for co-productions and, subsequently, lead to exchange of culture and art amongst them.

c) Socially

A media professional expressed the view, that technology had in fact altered human interactions. Due to the more choices and freshness of programs with the technology in hand audience now glued to the screens of their laptops, tablets and Smartphone's and become more and more personalized and isolated, that decreased personal interaction and affection.

d) Transformed the Analogue terrestrial broadcast

Technology had been the traditional method used to broadcast television signals, essentially since the inception of television initially the signals were sent by radio waves from a national network of masts and antennae and were received by viewers through an aerial but with the advancement in technology the scenario changed completely, However, countries around the world are now in the process of abandoning traditional analogue terrestrial television broadcasting and moving towards digital television broadcasting:

i) Cable television: The television signal delivered via optical fiber and/or fixed coaxial cables, which allowed the provider to avoid the traditional system of radio broadcasting antennae. This technology had been deployed extensively predominantly in the Americas, Asia and the Pacific and Europe regions. It was, however, virtually non-existent in the Arab States and Africa, where DTH satellite TV had been successful and where the cost of deploying cable television would be extremely high.

ii) Direct-to-home satellite broadcast: Satellite television delivered content to the viewer via communications satellites. In this technology the signals received by satellite dishes and set-top boxes. In many areas of the world, and in particular those that were not covered by terrestrial or cable providers, satellite television had provided a wide range of channels and services.

iii) Digital terrestrial broadcast like: standard analogue television, digital terrestrial television (DTT) transmitted by radio frequencies. The difference lay in the use of multiplex transmitters which allow the reception of multiple channels in the same space as has been previously occupied by just one analogue channel. In DTT the viewer

receive the signals via a digital set-top box, or other integrated receiving device capable of decoding the signal received by a standard aerial antenna.

iv) Internet Protocol and Over-the-top television (OTT): it's the tallest technology, yet another option for multichannel television. It is delivered by broadband operators via high-speed ADSL or fibre-optic connection guaranteed quality of service, whereby the viewer could select the broadcast that they wish to view.

Today, all the platforms information providing platforms in television competing and struggling to increase their appeal in order to gain wider audiences to get the maximum revenue and profits. Of course, the popularity and market share of each platform vary throughout the India. New technologies (i.e. Internet Protocol, fixed and wireless broadband broadcasting could be used as a viable alternative for distribution to a mass audience, in particular in the sparsely populated areas.)

e) Increased the budget and quality of programs

Professionals said that budget of equipment, had increased due to the new digital technology as the traditional equipments become outdated and couldn't be used and operated according to the new age technology requirements they further added that, due to technology use of more computer graphics and animations in programs had increased in Indian television programming. Due to the technology the Quality of applications progressed, and one could watch programs in High Definition with minimal charges. Media player had been incorporated High Definition Television (HDTV) into their programs and launching the HD version of already running channels with more clarity in the picture and sound with less distortion to attract the higher TRPs, according to a media analyst the *"HD channels in India are getting higher TRPs these days.*

f) Mobile TV

Mobile television considered a recent technology development that changed the way we saw television programs in India. It reduced the television to something small and very handy also. And that is why people's attention spans become smaller than what they use to be, now because of digital technology and Smartphone's, people have so much choices with very low charges anywhere, anytime. According to a media analyst *"with the introduction of mobile television, Indians started losing out their social communication and became more personalized and this would benefitted and benefitting the media companies"*. Now everyone has extremely personal TV sets at extra less-expensive prices and high revenues.

G) Increased Fan fictionism

Fan-Fictionism is any work which embellishes, alters or rewrites the work of another (usually a published author) with new storylines, characters, alternative endings, beginnings and substitute sets of morals, ideals or sexual politics. According to an expert *"FanFic has become an internet sensation over the last decade, replacing or augmenting the Gamer subcultures that had grown-up around such titles as Dungeons & Dragons, WarHammer and Magic: The Gathering. FanFic numbers are staggering; the posts on*

dedicated websites for FanFic in general or Fan Fiction of a particular series of books, films or games, number in their millions. And it is not exclusive to the English-speaking world; Harry Potter Fan Fiction can be found in Hindi, Russian, Japanese and even in the made-up language of Harry Potter's world, Parseltongue and all this happened due to the technology because it made everything so easy to use".

h) More than one channel in multiple languages

Advancement in technology changed the picture on Indian Television, there was a time when the Indian audience didn't have choices and they had to stick with the Doordarshan's programs but this scenario changed after the economic reforms of 1991. Starting with five now there are more than 1000 channels available to the Indian audience only with the cost of two hundred. This had changed the scenario of Indian Television Industry and no one could see more than one channel in a couple of languages immediately and pay immediately without intermediate.

6.4 The way ownership has changed Indian TV Industry scene.

a) More flow of foreign content

A creative head of a production house said that *"the breaking economic barriers increased the foreign capital flow and investment in India that increased the foreign ownership in Indian television Industry and this had changed the content, structure, style and presentation of Indian programming"*. That affected the objectives and misusing the power of TV, the very truth that companies had been no longer owned through governments allowed views that dissent from legit resources to be shared. Furthermore, non-public possession often ended in industry attention—especially if there had been a dearth of law—which in flip ends in the stifling of opportunity factors of view.

b) Competition to get higher TRP-Television

Respondents said that all television channels in the industry are focused on obtaining high ratings to increase their advertising revenues as these ratings are used by media planners to devise advertising strategies. As the broadcasters are closely monitored and frequently rated, competition amongst them is intensified owing to the dependence of the advertising revenues on these ratings. Transparency, accountability and objectivity of the ratings are of prime importance as false and misleading ratings can harm the broadcasters, advertisers and viewers. Hence, ratings have a major impact on the programming content of television channels. Since there are only two rating agencies, the competition for television ratings is limited, thereby leading to a possibility of abuse of dominance and the ratings published can also be biased. In 2010, MIB constituted a committee chaired by Dr. Amit Mitra to review the existing ratings measurement system. In November 2010, the committee recommended a roadmap for improving the existing system. One of the critical recommendations was increasing the number of 'People meters' from a small sample base of 8,000 to 15,000 in two years and further to 30,000 in next three years covering the entire nation.

c) Outsourcing of work

Respondents said that international ownership in media had allowed work to be outsourced. Dialogue writers and animator jobs outsourced to America or the Philippines. Disney does its business from Mumbai, and in a twist on perceptions of Indian audiences. According to the Disney executive 'For all children, the Disney characters were local characters, they always speak the local language and had been the Disney strategy based on the concept of localization means "think global, act local" (Straubhaar beyond media imperialism: asymmetrical interdependence and cultural proximity 2010).

d) Consolidation and alliances amongst broadcasters

A large number of channels indicate high level of fragmentation. But some broadcasters are consolidating to increase their bargaining power with distributors with regard to the push for digitisation. Consolidation is also likely to be favoured due to large investments required in content and distribution. In 2010, Sun Network and Network18 entered into a strategic alliance to form "Sun18 Media Services". Sun18 distributes more than 30 channels across all platforms in India via all networks including cable, DTH, IPTV and HITS.²⁷ In 2011, Star Den Media Services Private Limited and Zee Turner Ltd formed a 50:50 joint venture called "Pro Media Enterprise" to jointly aggregate and distribute television content.²⁸ The broadcasting industry has already witnessed the initial steps towards consolidation with NDTV Imagine being acquired by Turner Asia Pacific Ventures in 2009 and 9X by Zee Entertainment Enterprises Limited in 2010.

6.5 How foreign ownership affected the content on Indian Television Industry?

According to a media expert, the foreign ownership had greatly affected our traditions, customs, family, respect and love for each other. According to many professionals " *the concept of joint families fast decreased in India and now everyone wanted to remain aloof from others. Nobody bothered about others and only cared about himself/herself which was totally contradictory to our Indian culture and now the Indian values for which India had been proud of and vanishing of westerly cultures started taking its place. People in India started following the western culture blindly without knowing its consequences.* "

7. Discussion, Limitation and conclusion

Findings indicated that the interviewed media professionals were privy to the term globalization and said that globalization has affected the Indian Television Industry. According to the views expressed by the media expert's, globalization has increased the waft of superior technology everywhere in the world. Satellites, the Internet, smartphones, digitalization these types of advancement in technology in media had speeded the development procedure, and opened up the new dimensions in media globally. One of the most technological improvements that had impacted the media sector had been smart phones with 3G and 4G facilities with low charge that had combined the different technologies and also changed the way media content structured, carried, distributed and finally delivered to the end users and this had made the media

available to everyone. Media experts expressed that because of globalization, super modifications might be visible inside the field of era that made the convergence of different media technology easy and affected the media content material also. Data also validated the perspectives of media specialists. In 1991, the Indian authorities released a series of monetary and social reforms that covered the regulations of liberalization, privatization and globalization under these brand new guidelines, the government allowed alien and private broadcasters to broadcast in India. The ownership of these channels had been within the hands overseas broadcasters; they were allowed to function as their channels according to their rules they accompanied in their nations and unfastened to choose the types of packages and content material they wanted to broadcast. And this had made modifications Inside the Indian TV enterprise in comparison to preceding years. The new advanced technology in the field of television broadcasting like, Direct –to-home (Satellite Technology) in verbal exchange had changed the image absolutely and now one could see more than one channel in a couple of languages immediately and pay immediately with none intermediate. This had also improved the Quality of applications, and one could watch programs in HD, additionally cell phones had become the extremely personal TV sets of people at extra less-expensive prices, and that had increased fanaticism. Digitization of cable television in India had unfolded fresh sales streams and means of digitization influenced Indian TV Industry. According to the many media, expert's digitization made it feasible to the glide of content throughout multiple media structures, the cooperation between a couple of media industries, and the migratory behavior of media audiences. Further media, professional's said that privatization had been changed the whole shape of Indian Television industry regardless of possession, manage fame of content and programming; and opened the doorways to the many overseas media broadcasters and agencies to invest in Indian media. Over the years the Indian television broadcasting enterprise was in the hand of government control. However, upon deregulation of television broadcast in India, media had risen up to now because this had been proved a blessing to Indians because it made non-public investors to set up their own television station inside the country and furnished international famous television channels and programming to the Indian audiences and changed the possession styles on Indian TV Industry over a last a long time. Private media ownership ended in better great products because of the competition. According to the media, expert's privatization has improved the transmission technology that increased the viewers amplified the revenue and profits of channels and the worldwide industrial-media gadget has noticeably changed and had no respect, no culture or custom, on stability, if it stood within the way of earnings. Data illustrated that almost all the respondents strongly agreed that the foreign ownership of channels, whether Hindi or English it affected the choice over the content shown on TV channels. Further, they added that was why more foreign channels and cloned programs like; big boss; voice of India, Indian Idol, etc. started broadcasting on Indian TV screen. This Westernization of media had greatly affected Indian traditions, customs, family system and respect and love for each other.

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