

MJMC - Part - 1.

Introduction to Electronic media - Television

Paper - VI

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Content -

1. History of TV in India

15.09.1959 Experimental transmission from Delhi

24.10.1961 School television for Delhi students.

15.08.1965 Regular service with daily news bulletin in Hindi.

26.01.1967 Krishi Darshan - programmes for farmers.

02.10.1972 Television in a second city - Mumbai

01.08.1975 SITE launched.

01.01.1976 Commercials introduced.

01.04.1976 Doordarshan delinked from AIR.

15.08.1982 National programmes, colour transmission and

networking through satellite.

19.11.1982 Expansion through LPTs launched.

15.07.1984 First mass appeal serial Hum Log.

15.08.1983 Countrywide classroom of UGC launched.

09.08.1984 Second channel at Delhi.

09.08.1985 First regional satellite network in Maharashtra.

23.02.1987 Morning transmissions

26.01.1989 Afternoon transmissions

01.04.1993 Metro channel with satellite networking

01.10.1993 Regional language satellite channels.

15.08.1994 Restructuring of channels -DDI to DD 13.

14.03.1995 DD India -International channel.

23.11.1997 Prasar Bharati -the autonomous broadcasting corporation of India.

18.03.1999 DD Sports channel inaugurated.

10.07.1999 News on the hour.

15.08.1999 DD Metro converted to DD News and current affairs channel.

26.01.2002 DD Bharti Inaugurated

26.05.2015 DD Kisan launched

09.02.2019 DD Arun prabha launched

As of 2019, over 1123 TV satellite television channels are broadcast in India. This includes channels from the state-owned Doordarshan, News Corporation owned Star TV, Sony owned Sony Entertainment Television, Zee TV, Sun Network and Asia net.

Ø Direct to Home service is provided by Airtel Digital TV, BIG TV owned by Reliance, DD Direct Plus, Dish TV, Sun Direct DTH, Tata Sky and Videocon DTH. Dish TV was the first one to come up in Indian Market, others came only years later.

Internet Protocol Television:

IPTV a joint venture between MTNL and BSNL also in association with Aksh Optifiber a company that also provides FTTH and VoIP services available in some of the main cities in India such as Mumbai which has about 200 Television Channels on offer with Time Shift TV in a number of Basic and Premium Packages

including Movies on Demand offered at various Basic, Premium and Pay Per View Rates and other services such as an Interactive Karaoke channel, The IPTV Operator uses the UT Star com Rolling Stream IPTV Solution as its end-to-end Delivery Platform

*Last modified: 4:29 pm*