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Development of Satellite Television: A Perspective Study of SAARC Countries

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Abstract-- In this paper, an attempt has been made to bring a brief summary of the television broadcasting systems of the SAARC region. The study explores the television program formats, which is a crucially important ingredient in the globalization of culture in South Asia. The production and transmission activities of the development television must answer; can Television play a role of change agent? can it transform society? The specific objectives of this study are to understand satellite television scenario in SAARC countries. Satellite television will bring diverse markets into bigger cultural markets to gain the economy of scale. The general trend bringing the foreign programmes for the viewers of the country by adopting cable television and DTH platforms than state owned television channels. Most analyses of broadcasting in SAARC countries focus on issues relating to politics and as well as questions of culture and identity. It is important, however, to also understand Technological development and will lead to the prosperity and development of the societies.

Keywords-- Saarc, Satellite, Television, DTH, Educational Television, Impact, perception

I. INTRODUCTION

Television has its history and is present almost every corner of the globe.



SAARC Member Countries

(in alphabetical Order)

- Afghanistan
- Bangladesh
- Bhutan
- India
- Maldives
- Nepal
- Pakistan
- Sri Lanka

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II. COUNTRY PROFILES

Afghanistan

Islamic Republic of Afghanistan, after series of subsequent civil wars, presidential election was held in 2004.

Hamid Karzai became the first democratically elected president of Afghanistan and National Assembly elections in 2005. The nation's economy began to improve since 2002 due to the infusion of multi-billion US dollars in international assistance and investments,

Country Name	Islamic Republic of Afghanistan
Population	28.2 million (UN, 2008)
Capital city	Kabul
Area	652,225 sq km
Major languages	Pashto, Dari (Persian)
Major religion	Islam

Afghan Television Channels is a popular entertainment medium in Afghanistan.

The Television Channels details shown in Table 1.0. Foreign Channels are available on DTH and Cable Television platform

Table 1.0
Table Showing Television Channels in Afghanistan

SAARC Country	State Owned / Run Television Channels	Private Television Channels
Afghanistan	National Television Afghanistan - run by (NRTA)	AATV ,Afghan TV, Aina TV, ANTV, Ariana Television ,Ariana TV, Arzo TV, ATN ,ATVOC ,Ayna TV, Emrooz TV, Farda TV, Khorasan TV, Lemar TV, Lemar TV, Noor TV, Noorin TV, RTA, Saba TV, Sepehr TV, Shamshad TV , Tolo TV and Tolo TV International,

Bangladesh

East Pakistan seceded from its union with West Pakistan in 1971 and was renamed 'The Peoples' Republic of Bangladesh' emerged as a sovereign state in South Asia on 16 December 1971.

It is bordered by India on all sides except for a small border with Burma (Myanmar) to the far southeast and by the Bay of Bengal to the south. Bangladesh is the seventh most populous country in the world and is among the most densely populated countries in the world..

Country Name	People's Republic of Bangladesh
Population	161.3 million (UN, 2008)
Capital city	Dhaka
Area	143,998 sq km
Major languages	Bengali
Major religion	Islam, Hinduism

Bangladesh runs its television service, Covering 80% of the country, with its main stations located in Dhaka. The Television Channels of Bangladesh is shown in Table 1.2.

DTH platform is also equally gaining popularity in Bangladesh.

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Table 1.2
Table Showing Television Channels in Afghanistan

SAARC Country	State Owned / Run Television Channels	Private Television Channels
Bangladesh	Bangladesh Television (BTV) BTV World	ATN Bangla, Bangla Vision, Boishakhi ,Channel One, Desh TV, Diganta Television, Ekushey TV, ETV ,Islamic TV,NTV, RTV and STAR Bangla

Bhutan

Bhutan is situated at the eastern end of the Himalaya Mountains with borders east, west and south by India and to north by China. Bhutan was inhabited as early as 2000 BC.

Though Bhutan's economy is one of the world's smallest, Bhutan's economy is based on agriculture, forestry, tourism and the sale of hydroelectric power to India. One of the main attractions for tourists is the country's culture and traditions. Bhutanese tradition is deeply steeped in its Buddhist heritage

Country Name	Kingdom of Bhutan
Population	666,900 (UN, 2008)
Capital city	Thimphu
Area	38,364 sq km
Major languages	Dzongkha (official)
Major religion	Buddhism (official), Hinduism

In 2004, after a media impact study, the then Bhutan communication authority restricted many cable TV channels from being broadcast in the country on the ground that these channels aired excessive violence, glamorized drugs, and showed explicit content. Music channels like MTV, channel V, Zee music, the fashion channel FTV, and a sports channel, Ten sports, were banned.

However, he said that the authority had warned cable operators to refrain from airing channels that broadcast explicit or violent content. the direct-to-home (DTH) technology, popularly known as dish TV

Table 1.3
Table Showing Television Channels in Bhutan

SAARC Country	State Owned / Run Television Channels	Private Television Channels
Bhutan	BBS (Bhutan Broadcasting Service)	Sigma Cable Service, Zee music, MTV, STC music S1, S2, and Buddhist Channel

India

India is largest among the SAARC countries put together with a largest population.

India shares land borders with four of the SAARC countries and two countries with maritime borders. India is a republic consisting of 28 states and seven union territories with a parliamentary system of democracy.

Country Name	Republic of India
Population	1.2 billion (UN, 2008)
Capital city	New Delhi
Area	3.1 million sq km
Major languages	Hindi, English and at least 16 other official languages
Major religion	Hinduism, Islam, Christianity, Sikhism, Buddhism, Jainism

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Television came to India in 1959, and today, with over 700 TV transmitters, the estimated audience is over 60% of the country's population, with nearly 30 million sets in operation. To facilitate TV viewing in rural and urban slums areas, community sets are provided.

India has the largest number training schools in the fields of Film, Radio and Television producing the manpower to cater the needs of Television channels as well as manpower provider to neighboring countries.

Table 1.4
Table Showing Television Channels in India

SAARC Country	State Owned / Run Television Channels	Private Television Channels
India	DD India international DD National DD News DD Sports	9X, 9XM, Aaj Tak, Aastha TV, Animal Planet, Australia Network, AXN, B4U Movies, B4U Music, BBC World, Bindass Movies, Channel V, CNBC Awaaz, CNBC TV-18, CNN, CNN IBN, Colors, Discovery Channel, E Now, Enterr10, ESPN, ETC, Fashion TV, Filmy, Fox History, Hallmark, HBO, Headlines Today, IBN-7, India TV, Lehen, Live India, Manoranjan TV, MTV India, National Geographic, NDTV 24x7, NDTV Good Times, NDTV Imagine, NDTV India, NDTV Profit, Sahara One, Sanskar TV, Satsang, SET Max, Sony TV, STAR One, STAR Cricket, STAR Gold, STAR Movies, STAR News, STAR Plus, STAR Sports, STAR TV, STAR Utsav, Star World, TEN Sports, Times Now, UTVi, Zee Action, Zee Café, Zee Cinema, Zee Classic, Zee Jagran, Zee News, Zee Premiere, Zee Smile, Zee Sports, Zee Studio, Zee Trendz, Zee TV and Zoom

Maldives

The Maldives is a chain of about 1,200 islands. The Maldives is portrayed as a tropical paradise. The economy revolves around tourism, and scores of islands have been developed for the top end of the tourist market.

The country has developed its infrastructure and industries, including the fisheries sector, and has boosted health care, education and literacy.

Country Name	Republic of Maldives
Population	311,100 (UN, 2008)
Capital city	Male
Area	298 sq km
Major languages	Divehi
Major religion	Islam

The popularity and demand for telecasting services has continued to increase Television stations TVM and Private

players and DTH platforms are catering the needs of people and foreign tourists.

Table 1.5
Table Showing Television Channels in Maldives

SAARC Country	State Owned / Run Television Channels	Private Television Channels
Maldives	TVM (Television Maldives)	Atoll Television, Channel [V] India ,Channel [V] International ,DHI TV, Fox News Channel ,Nat Geo Adventure Maldives ,National Geographic Channel Maldives ,Sky News ,Star Movies, Star News, STAR TV, Star World ,TVM Maldives and V TV

Nepal

Nepal is a kingdom in the southern slope of the Himalayas. Nepal is a country of amazing mountains, including Mount Everest, elevation 29, 028 feet. It is geographically placed between India and China. The people of Nepal consists of many races and tribes, each wearing traditional costumes, and speaking a different dialect or language.

All these races and tribes coexist peacefully by embracing Hinduism or Buddhism, the country's two major religions. One of the major constraints facing Nepal's development process is its limitation in productive land, having only a fifth of the land under cultivation.

Country Name	Nepal
Population	28.8 million (UN, 2008)
Capital city	Kathmandu
Area	147,141 sq km
Major languages	Nepali
Major religion	Hinduism, Buddhism

Television was introduced to Nepal in 1985. State run and private satellite channels and Cable TV available in Nepal.

DTH satellite services that give with more than 50 channels.

Table 1.6
Table Showing Television Channels in Nepal

SAARC Country	State Owned / Run Television Channels	Private Television Channels
Nepal	NTV(Nepal Television Corporation) NTV Metro channels	Avenues TV Channel Nepal Image Channel Kantipur Television Nepal Television Sagarmatha Television

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Pakistan

Pakistan came into existence in 1947. Bordered by China in the North, and towards West and Northwest are

Iran and Afghanistan and towards East and South East its borders are with India China, Afghanistan and Iran.

Country Name	Islamic Republic of Pakistan
Population	167 million (UN, 2008)
Capital city	Islamabad
Area	796,095 sq km
Major languages	English, Urdu, Punjabi, Sindhi, Pashto, Balochi
Major religion	Islam

Television, begun in 1964, now has six state-owned TV stations in the country with 16 re-broadcasting transmitters.

The Television Network in Pakistan runs on state owned television channels on both terrestrial and satellite, Cable Television and also DTH Platform.

Table 1.7
Table Showing Television Channels in Pakistan

SAARC Country	State Owned / Run Television Channels	Private Television Channels
Pakistan	PTV Bolan PTV Global PTV Home PTV National PTV News	Aag, AAJ TV, AKS Communication, ARY ARY Digital, ARY Musik, ARY News, ARY QTV, ARY Zouq, ATV, Dawn News, Dhoom TV, Din News, Dunya News, Express 24x7 (English), Express News (Urdu), Eye Television Network, Geo News, Geo Super, Geo TV, Hum TV, Indus Music, Indus News, Indus TV, Indus Vision, Metro One, MTV Pakistan, News One, Play TV (Pakistan), Style 360, TV One,

Sri Lanka

Sri Lanka is an island 445 km. in length and 225 km in breadth. The population consists Sinhalese, Tamils, Moors, Malyas, Burghers and other small ethnic groups.

Sri Lanka is a multi-religious country with Buddhists constituting the majority rest Hindus, Muslims, and Christians.

Country Name	Democratic Socialist Republic of Sri Lanka
Population	19.4 million (UN, 2008)
Capital city	Colombo
Area	65,610 sq km
Major languages	Sinhala, Tamil, English
Major religion	Buddhism, Hinduism, Islam, Christianity

Sri Lanka has a long history of mass media, with the oldest newspaper dating back to the 1830s.

Radio broadcasting which dates back to 1925, Sri Lanka have state owned, private Television Channels and DTH platform.

Table 1.8
Table Showing Television Channels in Sri Lanka

SAARC Country	State Owned / Run Television Channels	Private Television Channels
Sri Lanka	Channel Eye ITN(Independent Television Network) Nethra TV Prime TV Rupavahini (SLRC) Udayam TV Wasantham TV	ART TV, Channel One, Derana ,ETV, Max TV, MTV (Maharaj TV), Shakthi TV, Sirasa TV, Siyatha TV, Swarnavahini, TNL, TV Lanka and TV2

III. COMMON FACTORS IN SAARC MEMBER COUNTRIES

Poverty and Illiteracy: While poverty is common to all parts in the region, these countries suffer from major disparities in income distribution. A large section of the population lives at or under subsistence level. Illiteracy is a major constraint to development in most of the countries. The high rate of increase in population is another factor to contend with.

Multi-racial Character: Most of the countries are multi-racial in Character and to a certain extent, lack national and cultural cohesion.

Rural Traditions: The total population of the South Asian region is over one billion, and majority of the people in all these countries live in villages. These have had a strong traditions of effective communication, resulting in relatively stable societies of rich and vibrant cultures.

British Influence: South Asian nations also share another commonality resulting from their recent past as subject nations under British rule. All countries within this region have either been under British rule, or subjected to strong British influence.

Rationale for State Control: The “rationale” for state-management of media, as expounded by the then leaders soon after independence, however justifiable it may then been, has in course of time led the media into a different situation, and today, in many countries in the region, electronic media performance, under state-management, has become a subject of much controversy and public criticism.

Political Influence: The tendency on the part of politicians in power to use radio and television to achieve their personal ambitions, and, not infrequently, to deviate from the declared aims and objectives of these organizations, is a phenomenon highly visible in many developing countries in their post-colonial era.

Television Media: Television is gradually gaining ground as the more effective medium with its audio-visual component as its main strength. Advent of Television was delayed in these countries due to lack of capital. TV broadcasting is a capital intensive enterprise and most of the equipment needed, including TV receivers, had to be generally imported from developed countries. (It is a salutary sign that a few countries such as India, are now manufacturing some of the equipment needed). Due to high costs, this medium at present can be afforded mostly by the affluent societies. In order to popularize this medium, and bring its benefits to a wider audience at grass-root level, a number of countries in this region have embarked upon a programme of organizing community-viewing facilities.

State Supervision: TV broadcasts are supervised by the State, and in all five countries, owners of television sets are expected to obtain a license for using the set. Large numbers of unlicensed sets, however, are being used in all these countries. TV stations in the five countries are mostly government establishments. During the few years, a few private TV broadcasting services have been establishment in Sri Lanka. Bangladesh and Sri Lanka appear to have the highest land coverage. This is mainly due to the terrain of the land in the two countries. Bangladesh is a comparatively flat country; while Sri Lanka has a mountain mass in the centre of the island and undulating plains in the coastal areas. The main transmitter is fixed on the highest mountain peak in the central hills.

IV. CONCLUSION

Television has entered the everyday life of people in SAARC member countries. Indeed, without science and technology, no civilization could have evolved. Although, Society needs, expectations, way and standard of living, habits..etc., Television is going to be expand very rapidly within few years.

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Television is not a passive medium with the participatory programmes by involving larger viewership television can play very dynamic role. The massive expansion of satellite scenario has thrown up several possibilities and issues. There are questions and concerns that need to be addressed including the future of satellite broadcasting and the balance between commercial viability and social desirability. One should acknowledge the power and reach of the television but at the same time one should also never over estimate the potential of television.

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