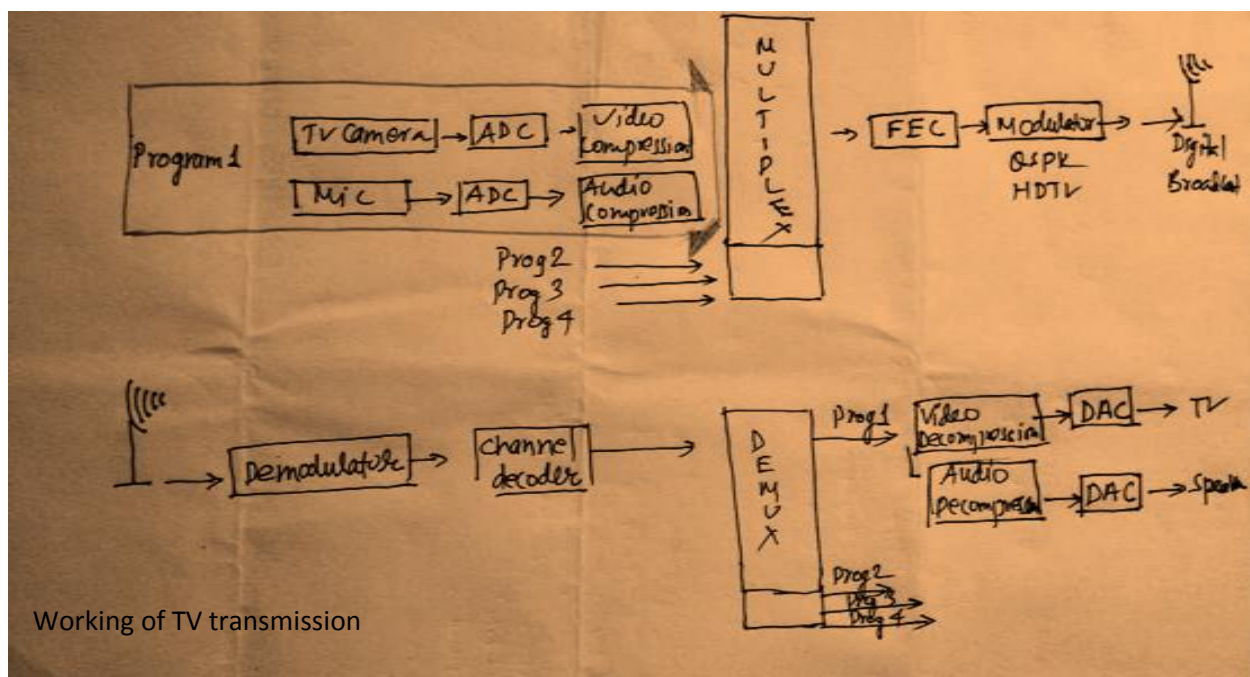


Cable TV in India

CC- 102 Unit- 4

Cable television is generally called cable TV, a method in which coaxial cable or optical fiber is used to transmit TV programmes to large audience. In terrestrial transmission there should be clear line of sight of transmitter to the receiving end and due to this problem generally in hilly areas, forest and densely high raised buildings in populated cities signals could not be carried out to long distances.

Cable TV Working



TV network company uplink their programmes to satellites. Cable operator also called Multi System Operator (MSO *Multi System Operators- means a cable operator who receives programmes from different broadcasters and retransmit to multiple subscriber, local cable operator*) through their control centres downlink the aggregation of TV channels from different satellites. Here cable operator mix

content received from various sources to form a bouquet of channels and distribute to homes using coaxial cable network.

To access Cable TV one needs to have a subscription of any cable company and to have cable ready TV sets or if one does not have cable ready TV set then one needs to install a device called convertor box / set top box after digitalization (*STB is a device connected to TV which allow subscriber to encrypted channels, the basic function of STB is to decrypt the signals authorized by the MSO and to convert them into analog mode for viewing on TV*).

Today close to thousand major TV channels available in the country. Satellite channels entered country in 1990s. It got popularity at some hotels in Mumbai by showing live telecast of [Iraq-Kuwait war on CNN and BBC](#) through dish antennae. This was the beginning of multiplexing the satellite telecasting to larger audience through cable.

Doordarshan were available on the satellite but cable operators were not interested in government owned TV channels. Colour TV sets and dish antennae were so far confined to upper and upper medium classes of the society and this was reason cable TV was limited to some big cities. Later on some pay channels and western bold channels played an important role in popularizing cable telecast. Later on affordable colour TV sets and C band of satellite contributed significantly in the popularizing the cable telecasting in India.

CNN was the [first invasion](#) from sky on India in 1990s. [ZEE TV](#) began its Hindi channels in India and neighboring county and some Gulf countries. Initially it was of 4 hours later grown into 24 hour channel. [Zee](#) first usages [Hinglish](#) (a mixture of both Hindi & English) for its programme and news bulletins. Seeing the potential of cable TV in Asia region Media Mughal Rupert Murdoch started [Star TV](#). Some Hindi programmes were introduced in starting on its English prime channel. After

some time star comes up with a bouquet of channels - [Star plus \(H\)](#), [StarGold\(H\)](#),[Star Utsav\(H\)](#), [Star One\(H\)](#), [National Geographic\(H/E\)](#) and [Star News](#). [NDTV](#) and Star ended contact in 2002.

TV Today Network Started [AAJTAK](#).

CNBC started Awaz.

CNN-IBN (global broadcast news ltd) took over channel 7 of Jagaran Group and renamed [IBN-7](#).

[Sony](#) took SAB

[ZOO M](#) started by Bennett Coleman & co Ltd

[UDYA TV](#), [GEMINIT](#), [SUN](#) network also came into existence in few years.

Local cable operator also started infotainment channels, though they were not given permission to air the news. In the year 2011 Government of India introduced The Cable Television (Regulation) Amendment Bill 2011 mandated all cable operators to convert all analog signals to Digital by a certain date. Initially it was 31 March 2012 for four metros and 31 December 2014 for rest of the country but further date were increased to 31 March 2017 as sunset day.

Digitalization simply means bringing digital signals to your TV sets. In previous system MSO used to conceal the exact number of subscriber so that they can manipulate the revenue earned through the subscription and this resulted in huge loss to program broadcaster. The picture and sound quality was also of not of high quality in analog transmission. By adopting the digital technology now subscriber can take experience of enhanced picture and sound quality as well as large number of channels and added services like movie on demand, broadband.