EMERGING TECHNOLOGIES IN TELEVISION BROADCASTING: CHANGES IN VISUAL
PRESENTATION OF *ODIA* REGIONAL NEWS CHANNELS IN INDIA

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EMERGING TECHNOLOGIES IN TELEVISION BROADCASTING: CHANGES IN VISUAL PRESENTATION OF *ODIA* REGIONAL NEWS CHANNELS IN INDIA

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ABSTRACT:

Change is the unchangeable law of nature. This notion is applicable for all the developing fields of the universe. When we think of advancements in television broadcast technology, it is a kind of evolution that is taking place continuously in a progressive pace. The days of terrestrial transmission and linear video editing are obsolete now. Broadcasters do not solely depend on DSNG Vans or Outdoor Broadcasting vans to cover a live event. The digital revolution and developments in mobile internet as well as OTT (Over the Top) applications have made the live broadcasting process easy. Inaccessible remote areas have become accessible only after the invention of these mobile technologies. Similarly in visual editing technology has seen tremendous changes in last two decades. With the move from liner editing to digital non-linear editing the editing process has seen the sea change. This has helped the television industry to grow exponentially. Not only this, the user friendly technology has helped the TV professionals in making them multi-tasking. In this study the researcher has tried to observe the progress of television broadcasting in last two decades. Used discussion method and talked to different senior broadcasters to know the progress. To make the study more focused the researcher has taken Odia regional television channels as the area of study. It was found that the technological advancement has not only helped the broadcaster but also the receiver or the viewer in making and accessing quality content. It has helped to bring significant change in the visual presentation of the television channels.

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I.   INTRODUCTION

Advancement in science and technology has led to a significant change in different aspects of television program production, process of transmission, content generation, style of presentation and access to television in India and across the world. Terrestrial transmission was the only way to access television in India is now on the verge of extinction. As per the BARC (Broadcast Audience Research Council) India report of 2017, in 2005 the mode of television distribution through terrestrial transmission was 50% and rest 50% was on cable and satellite transmission whereas due to digital revolution the figures are 2% and 98% respectively in 2017. Similarly, the number of channels has increased significantly over the years in India. While it was only 130+ in 2005, the number has gone up to 800+ in 2018. This exponential rise in the number of channels signifies the importance of television in our lives. This growth is not confined to broadcasting in any particular language. Rather it is observed in almost all regional languages. Within last two decades the numbers of TV households and viewers across the country have seen parabolic growth. In 2004 there were 83 million households having television connection where as in 2017 it is 183 million simultaneously the viewers' base has reached 780 million in India (BARC, 2018). This change in all aspects also prompted different television channels to go for technical innovation and creative content presentation. Similar is the case with Odia television broadcasting. Prior to 2002, DD 6 was the only channel in Odisha provided by the public broadcaster Doordarshan. The launch of ETV Odia in January 2002 and its tremendous success and public acceptance paved way for the mushrooming number of channels in Odisha. In 2018, the people of Odisha have the luxury to watch 20 channels to satiate their ever-changing viewing pattern.

TELEVISION IN ODISHA: A PEEP INTO THE PAST

The beginning of television in Odisha means the entry of Doordarshan in the state. So thehistory of television in Odisha is about four decades old. Base Production Centre (BPC) Office was started in September, 1973 at Cuttack. That was the golden lettered day in the television history of Odisha. That was the beginning of the new era with the entry of Doordarshan into Odisha. Later in the next year in 1974 August, an UDK or the Upagraha Doordarshan Kendra was established at Cuttack. The main objective of the UDK was just to become the part of India's first historic television experiment SITE i.e. Satellite Instructional Television Experiment. From 1st August 1975 to 31st July 1976, the SITE came into existence in the state (Ministry of Information & Broadcasting, 2008). The people of Odisha experienced the beauty of television and exposed to the audio-visual medium on small screen for the first time. Since then the journey of Odia television channels is truly amazing. Starting from quality content to effective presentation, broadcasting technology to interactive medium everything has undergone a significant change in Television broadcasting. The monochrome days became a matter of past with the launch of colour television during the 9th Asian Games in 1982. The low

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power transmitter (LPT) became operational in 1982 at Bhubaneswar and in 1985 a high-power transmitter (HPT) started working at Cuttack.

The Television News presentation and broadcasting in Odia is not older than 30 years. The first regional Odia news bulletin in television was started on 1ˢᵗ July1988. The Regional Language Satellite Service (RLSS) was started on Gandhi Jayanti of 1993. But the transmission centre was at Delhi. The Earth Station of Doordarshan Kendra, Bhubaneswar started up-linking Oriya Satellite Service from 15ᵗʰAugust, 1994 as DD-6.This channel became a 24 x 7 channel on Utkal Divas on 1st April of 2001 (Prasar Bharati, n.d.)

ETV Odia was the first private satellite channel of the state which came into existence in 2002. This channel was of infotainment in nature and carried fiction, non-fiction, News bulletins and current affairs programmes. The success story of *ETV Odia* inspired the launch of OTV, in 2006. It was the second private satellite channel in Odia language transmission. In the beginning it was also an infotainment channel. But later it became a 24x7 News channel. Prior to becoming a satellite channel, OTV was a cable channel in the twin city of Bhubaneswar and Cuttack only (Chatterjee, 2015).

The success saga of *OTV* added fillip to the lunch of multiple channels in the state. Below mentioned are the list of channels which have started their operation in the state after 2006.

1. Naxatra News (24x7 News Channel)
2. Sarthak TV/Zee Sarthak (GEC)
3. Taranga TV (GEC)
4. Taranga Music (Music Channel)
5. MBC TV (Infotainment Channel)
6. Kamyaab TV (Infotainment Channel)
7. Lakshya TV (GEC)
8. Kanak TV (24x7 News Channel)
9. Prarthana TV (Devotional Programme Channel)
10. STV Samachar (2011 to 2013)
11. Zee Kalinga News/ Zee Odisha(24x7 News Channel)
12. Focus Odisha TV (24x7 News Channel)
13. News World Odisha (24x7 News Channel)
14. ETV News Odia (24x7 News Channel)
15. News18 Odia (24x7 News Channel)
16. ColorsOdia (GEC)
17. Alankar TV (GEC)
18. Prameya News7 (24x7 News Channel)
19. Kalinga TV (24x7 News Channel)
20. Mu Odisha TV (GEC)

The television viewership in the state has gone up significantly. Initially these channels were dependent on cable operators for the distribution. But the DTH technology saved these channels. Most of the General Entertainment Channels (GEC) and infotainment channels produce their

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content in the state itself. But at the same time there is a trend of dubbing popular programmes from other regional and Hindi channels into Odia and telecast those. Innovative programmes having people participation has helped different channels gaining viewership.

ETV ODIA: BEGINNING OF A NEW ERA

Mr. Ramoji Rao, a media baron from Andhra Pradesh after his indelible impression and tremendous success of *Eenadu* Newspaper launched a television network, which is popularly known as ETV Network. Being one of the towering personalities of south Indian cinema, Mr. Rao made a calculated shift from cinema to television just to cater the need of the hour, changing demands of communication. On 27th August 1995, *ETV-Telugu* took its birth. This was the first television channel of *ETV-Network*. In the beginning it was basically an entertainment channel. After few days *ETV-Telugu* launched its first regional news bulletin. This was popularly known as '*Andhravaani*' (Voice of Andhra Pradesh). After some days, ETV launched its new bulletin covering the national and international news with the brand name of "ETV News". In the subsequent years this bulletin title was adopted by other channels of the network. After the brilliant success of ETV Telugu a number of channels were launched in subsequent years. Chronologically after ETV-Telugu the Bangla regional channel ETV Bangla was launched followed by ETV Marathi, then ETV Kannada and further ETV Urdu. ETV-2 was launched as the dedicated news channel in Telugu.

Similarly ETV Odia, ETV Gujarati, ETV Uttar Pradesh/Uttarakhand, ETV Madhya Pradesh/Chattishgarh, ETV Rajasthan and ETV Bihar/Jharkhand were the part of the 12 regional channels of the Network.

27th January 2002 is a red-letter day for the people of Odisha as ETV (Eenadu Television) Odia, the first private satellite channel of the state was launched by Mr. Ramoji Rao, the chairman of ETV Network. ETV Odia was one of the six regional channels that were launched on the same date. The tagline of the channel "ETV- Ama TV" became an instant hit and generated a positive vibe among the people of Odisha and Odia speaking people living in different parts of the globe. ETV Odia was started as a 24 x 7 infotainment channel. Out of 24 hours, news and current affairs programmes comprised of only 5 and half hours. Those bulletins are "Aamari Odisha", a regional bulletin at 7.00 am, ETV National bulletin at 7.30 am and at 9.00 am a special analytical bulletin named "Khas Khabar". Similarly, at 1.00pm another ETV National bulletin was there. The prime-time slots comprised of ETV Mahanagar, the city bulletin at 6.00pm,"Aamari Odisha", the regional bulletinat 7.00pm and at 9.00pm ETV National bulletin. The current affairs bulletin "Charchare" was scheduled at 11.05 PM.

PARADIGM SHIFT IN BROADCASTING

The launching of ETV Odia brought a phenomenal change in broadcasting in Odia language. The visual quality, the language and style of presentation,

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use of creative graphics captivated the viewers of Odisha. It was a visual treat for the people of Odisha. The impact of the various programmes and news bulletins and above all the tagline "ETV-Ama TV (Our Television) was so strong that it resulted in an exponential rise in the sale of TV sets in the state.Leaving behind the traditional analogue transmission technology, ETV Odia adopted the digital production and transmission from the very beginning. In 2002 itself, ETV started using the Non-linear video editing in the news room. Contents produced in the news desk were directly sent to the PCR (Production Control Room) using servers. The PCR used ON AIR Play out servers for broadcasting the final content.

ETV Odia provided a right podium for a bunch of young, vibrant, enthusiastic media professional to hone their skillset, make them experts in all categories associated with content development, news production, news presentation and transmission. Prior to ETV Odia, the television industry in the country was using different personnel for different assignments like Anchor for anchoring, Copy Editor for copy editing, Voice over artist for voice over recording, visual editors for visual editing, CG (Character Generation) operators for CG operation or sting client operation, TP (Tele Prompter) operators for TP operation and Reporter for reporting. But ETV managed to create a new breed of journalists who were multi-tasking for news room operation and running the television channel. The Copy Editor had to do copy editing, Voice over recording, visual editing, CG operation, TP operation and even reporting. This not only helped the journalist make himself multitasking but also made the team efficient. Absence of any person never hampered the performance of the news desk. This was the first journalist driven channel where almost all responsibilities were shouldered by pure journalists.

ETV ODIA AND THE MILESTONES

Election means ETV. It was the slogan then. The people of Odisha got the privilege to watch the complete election analysis in their language with all graphical presentation of the three-tier panchayat election in 2002. Later in 2004, the detailed coverage of General Election in Odia was a great success. For the first time the channel used the online 3D graphics software VIZRT for election analysis and presentation. The overall coverage of all assembly elections, municipal elections and panchayat elections by ETV Odia was more professional, authentic, informative and intriguing.

The most significant part of election result presentation by ETV was its unique way of operation. It had a huge "Result Updating Team (RUT)" which included reporters and informers at every counting booth along with a centralized data processing centre. The data processing unit used to receive the input directly from the counting booths and update the result on the screen without any delay. This result updating system made ETV synonymous with election results and brought accolades to the channel and the network.

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During 2009 general election ETV Odia did one experiment with fibre optic cables. At different import points of the state capital it made live points. Those points were connected to the local VSAT centre and through that the channel got the live signals even without having multiple DSNG vans or DNG kits.

THE ELECTION EXPRESS: A WATERSHED MOMENT

ETV Odia was the first channel in India to conceive the idea of "Election Express" prior to the 2004 General Elections. Two four-wheelers designed as "Election Express" moved each district of the state of Odisha. Mr. Sisir Bhattamishra, a senior reporter of the channel along with a camera crew travelled for 42 days and 14,000 Kilometres covering all 147 Assembly constituencies spread over 30 districts. The team covered the entire state reporting the poll preparedness of different political parties, local problems, election issues and people's sentiment and even it highlighted the art and culture of the visiting locality. Starting from the coastal plains of Odisha to the high mountain terrains of Koraput, everything was captured in an artistic way and presented to the viewers in the form of a travelogue. It set the right momentum for elections in the state. The programme was well appreciated by the viewers and critics and its success inspired other channels of the ETV network to follow the same model in their respective state elections. Even other Odia television channels followed the best practices of ETV Odia and started same style of shows in subsequent years. NDTV started its election express in 2006. In later stage other channels of Odisha like Naxatra News, MBC TV, STV Samachar opted for such experiments. During the Panchayat election of 2012 MBC TV went for the travelogue presentation as "Ama Panchayat". STV Samachar did "Panchayat Passenger". Here the channel used the DSNG (Digital Satellite News Gathering) vehicle for live broadcasting from the ground. The reporters travelled the entire state and did live from each location.

Now Election Express has become a genre of programme in election coverage. TV-9 network, India Today Group which is having the most popular Aajtak channel have also used Election Express to cover General and State Assembly elections (India Today, 2018).Interestingly the oldest cable and satellite television network CNN also used Election Express to cover the Presidential election of USA in November 2004 (CNN, 2005). The channel continues using Election Express in all subsequent Presidential elections of 2008, 2012 and 2016.This not only helps the channel in content generation but also in brand building and revenue generation (CNN, 2019).

Recently BBC (British Broadcasting Corporation) has experimented in a different way. It used the train as Election Express to cover general elections in India.

As Aeron Davis (2010) analyses in his book "Political Communication and Social Theory", the global issues which confront the journalism, media and democracy. The changing trends in media strategies keeping in view the global political system is worth observation.[8] Election Express is a concept, which is widely accepted and a best example of political communication.

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A TRYST WITH JAGANNATH CULTURE

The juggernaut of ETV Odia's popularity became unstoppable due to the live telecast of the world famous Rathayatra of Lord Jagannath from Puri. ETV Odia was the first private Odia satellite channel to do so. It has significant contribution in popularizing the Jagannath culture to the people of the world.Lord Jagannath (Lord of the Universe) is synonymous with Odia culture. The art, culture, literature, sculpture, language and performing art of about 45 million people of Odisha is highly influenced by Jagannath culture (Mohanty, 2010). The term Jagannath is enough to unify the Odia diaspora across the globe. It is the driving force for Odias in India and overseas. That is the reason why in most of the countries of the world you will find a Jagannath temple or celebration of Rathyatra.

At the time of live telecast, the channel used online graphics to present additional information to the viewers regarding the Rathayatra. The channel also tried to present the global presence of Lord Jagannath by collecting information, visuals and bytes of people from different parts of the world. Programmes like "Desha Videshare Jagannath" (Lord Jagannath in the inland and overseas), "DariapariJagannath" (Overseas Jagannath) helped the channel to get rave reviews from the viewers. While preparing the content for these programmes, the editorial team contacted the delegates of The Odisha Society of the Americas (OSA), The Jagannath Society of Americas(JSA), Odia Society of Japan and different Kalinga cultural societies by Odias in various parts of the country.

The Odisha Society of the Americas (OSA), incorporated in 1981 in Tennessee celebrates Rathyatra every year (The Odisha Society of the Americas, n.d.). Similarly the Jagannath Society of Americas (JSA)has been organising Rathyatra in Nashville. Odiasalong with other compatriots living in USA celebrate Rathyatra with all enthusiasm and spirit in Huntsville, Alabama, Ohio, Cincinnati, New Jersey, Huston, and Chicago etc (Jagannath Society Of The Americas, n.d.).

This celebration was first aired as a well-planned and well-executed programme by ETV Odia. Similarly, the Odia society of Japan and most of the Kalinga cultural societies by Odias in different parts of the country every year make arrangements for Jagannath Rathyatra. All these activities of Odias living outside of Odisha were first came to public domain through ETV Odia.

The International Society for Krishna Consciousness (ISKCON) has been engaged in popularising Jagannath culture throughout the world since more than half a century. The founder of the society AC Bhakti Vedanta Swamy Sreela Parbhupada took Lord Jagannath to the people of western world by organising Rathyatra. ISKCON organises Rathyatra in almost 108 cities all over the world. Bangkok, Kuala Lumpur, Amsterdam, Nairobi, Mexico, Melbourne, Santiago, Toronto, Buenos Aires, Atlanta, London, Moscow, New York, Sydney, Berlin, Perth, Mombasa, Lima, Madrid, Budapest, Oslo, Dhaka, Dhamrai, Auckland, Dublin, Manchester, Copenhagen and a

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lot more cities have got the opportunity to pull the chariots of Lord Jagannath in their home town (ISKCON News, 2007). Very often ISKCON was criticised by people for celebrating Rathyatra beyond its stipulated date. The Rathyatra they organise across the world first came to the viewers of Odisha through ETV Odia.

ETV Odia aired a series of programmes on Lord Jagannath and the Jagannath culture and tried to highlight its impact on the spiritual consciousness of western people. The people of the world came to know the interesting devotional story of Julian Parker, an American citizen from Los Angeles 13in one of the episodes (Siliconindia, 2006). As there is restriction over the entry of foreigners into the Jagannath temple at Puri, Julian has built a Jagannath temple in Kuansh village of Bhadrak district. He has renamed himself as Jahnava Nitai Das. But he never felt marginalised in his mission (Horback&Rothery-Jackson, 2007). When people from different cultures accept Jagannath culture while maintaining their individual cultural identity, it is nothing but a perfect example of cross-cultural communication or inter-cultural communication. Every individual possesses multiple identities and cultural and relational identities are essential to Identity Management Theory-IMT.

ETV Odia also produced a series covering different Jagannath temples and Rathyatra of the states of West Bengal and Gujarat where Jagannath cult is equally popular. ETV Gujarati and ETV Odia also did the live telecast of the famous Rathyatra of theJagadeesh temple of Ahmedabad.

A series titled "Jeevan Jagannath" was very much popular among the viewers. The multiple attacks on the Jagannath temple in the past by outsiders was perfectly presented in the form of a programme titled "Kene gheni jauchha Jagannathnku?" (Where are you taking Lord Jagannath?). For presenting history and mythology of Lord Jagannath, the channel did a break through experiment in visual presentation. It was too creative, convenient and within the budget. With the help of renowned artists and painters of the state, most of the stories were depicted on the canvas. Then the same was recorded in the camera with various camera angles and compositions. Everything was then used on the editing table and a fine story was presented with narration. It was highly appreciated by mass and class. At that time this was one of the most creative ways of visual communication. Now this experiment is frequently visible on channels like "EPIC" and "History".

The trend of popularising Jagannath culture continued in Odia television channels and now all channels of the state go for live broadcasting of Rathyatra, BahudaYatra, SunaBesha, AdharaPana and NeeladriBije. This phenomenon also prompted the management of Odisha Television Ltd to go for a 24x7 spiritual channel "Prarthana" in Odia language.

According to (Kumar, 2017) asserts, 'This is evidently an elitist and patronizing view of what culture is and what the masses are susceptible to. A more balanced approach to the popular forms of various cultures would

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make for a more realistic evaluation of the relationship between the mass
media and popular culture.'

OTHER INDELIBLE MARKS

ETV Odia was the pioneer in using mobile internet for news gathering. The
management of the channel sent Mr. Nilambar Rath, the then News
Coordinator to the Hong Kong station of CNN in 2004 for professional
training. As per Nilambar Rath, "The use of mobile internet for news
gathering was a CNN model at that time, which was first adopted by ETV
Odia as DNG (Digital News Gathering). The new technology eased the
effort of reporters to send the gathered news through the mobile phone
connecting to the desktop or laptop by using the mobile data. As the
network speed was not that high, it could not help in live broadcasting.
Basically, reporters used to transfer photographs or small video files of
small size and shorter duration using their mobile data. This technology was
later used by other TV channels of the ETV Network and other networks of
the country."

The developmental stories and in-depth reporting on various social issues,
naxal menace and communal violence in Kandhamal district along with
coverage of all district level music, folk dance and cultural festivals made
the channel a household name in the state. People were happy to find their
voice heard. Programmes like "Dasa Sahara Dashahara" (Ten cityDussera)
in 2007tried to connect people from 10 different cities of the state in a
single programme. This type of experimentation and gimmick in visual
presentation made *ETV Odia* unique and helped the channel carve a niche
for itself. As the time slot for news was less in the channel, the news desk
designed some small capsules on health, education, special report, political
satire, walk the talk, weekly reports etc. in different bulletins. The genres of
these small capsules took half an hour programme slots in other TV
channels of the state in later point in time. The channel used both real and
virtual sets for visual presentation. The backdrops were designed as per the
requirement of the content and subject. All news and current-affairs content
were presented in the live bulletin form. The percentage of content aired in
capsule form was minimal.

The journey of *ETV Odia* ended abruptly in the year 2014. After the general
elections of 2014 the channel stopped its news broadcasting. The
entertainment part of the channel continued for several months as complete
GEC (general entertainment channel) and re-launched as "ColorsOdia" in
2014.

THE PARABOLIC GROWTH OF *OTV*

OTV or Odisha TV is the first channel of the Odisha Television Network. It
was conceptualized and executed by Ms. Jagi Mangat Panda. OTV is the
first private cable television channel of Odisha. On 17th April 1997 in twin
cities of Bhubaneswar and Cuttack it was launched. Later on 2nd December
2006 OTV was re-launched as a satellite channel. By that time ETV Odia
was the most viewed channel of Odisha. OTV gradually carved its own

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niche and created its viewers base with well-designed programmes and constant efforts of all the stakeholders. After launching of General Entertainment Channel *Tarang TV, OTV* gradually shifted to become the state's first 24x7 News channel. At present, it tops the TRP chart and is the most viewed Odia News channel. It has become easier for the channel to reach every nook and corner of the state with the help of its parent organisation Ortel communication.

OTV had its own challenges in the initial days of launching as a satellite channel. There was lack of basic infrastructural support for broadcasting, trained manpower and updated technology. The content was average. But in due course of time, the channel made technological improvements and through innovative programming, it garnered highest TRP. It has seen a parabolic growth in its viewership. The presence of other potential channels over the years could hardly make any impact on the channel as far as retaining the viewer base is concerned and it continues to top the rating chart uninterruptedly for the last 6 to 7years.

OTV'S IMPRESSIVE PRESENTATION

The "Pratidin" bulletin of *OTV* is the oldest news bulletin continuing since its cable days. It has a sizable viewership as far as regional news bulletin is concerned. The channel has so many unique shows which helped it gaining the viewership across all genres. "Great Odisha Political Circus" is one of the popular programmes of the channel based on political satire. A dedicated show on candid camera "News Fuse" has become synonymous with OTV and undoubtedly the show brought maximum laurels for the channel. It is the highest rated non-fiction programme of the state. The scripting, anchor's unique presentation, back ground music and editing made the programme special and different from others. The programme also involved the viewers to contribute visuals through social media. The immense popularity of the show compelled other channels to have their own such programmes but none of them could sustain and had to go off air abruptly.

In these years, the channel has developed its studio and other broadcasting facilities to a greater height. The channel has made various successful experiments in programming. Programmes like "Travel Odisha" (Travelogue show), Tasty Tasty (Foodies show), Taste of Odisha (Foodies travelogue show), Gapsap (celebrity talk show) made the channel more popular. The channel's flagship programme "Apana Eka Nuahanti" (You are not alone) based on the sufferings of different individuals and assistance provided to them by the administration and government with the intervention of the channel is a great success as far as development reporting is concerned. In due course of time the first devotional programme channel- Prarthana TV and Music Channel-Tarang Music have joined to the bouquet of the Odisha Television Network.

As per Rasmus Kleis Nielsen and Richard Sambrook(2016), 'Television news providers need to overcome these barriers to be able to deal with

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change, including the continued erosion of traditional television viewing
and the continuing rise of online video and digital media. The wider
television industry needs to overcome them to face its biggest battle, which
is yet to come.' *OTV* is a pioneer in venturing into the digital platform. It
has a dedicated website and mobile application.

II. NEW PLAYERS IN MARKET

After 2009 general elections, the people of Odisha got the opportunity to
watch two more channels. *Naxatra News* was launched with a big bang.
The basic characteristic of the channel in its initial days was the dynamic
screen. Its colour composition and ever-changing screen with creative
graphics attracted the viewers. The channel is the first one to use the WASP
3D software for online graphics presentation. It failed to meet people's
expectation because of not so impressive content. In the same year *Kamyab
TV* was launched as a news channel by a group of journalists taking
financial support from an entrepreneur.The peculiarity of the channel was
that, the team tried to present things in an innovative way with minimum
investment. The team tried to use photographs and visuals from internet and
present on the television. With this initial experimentation the channel
could not make a lasting impression on the viewers.

Eastern Media Ltd, the largest media conglomerate of Odisha launched its
TV channel as Kanak TV on 4th October 2009. As the group has a huge base
in the state with the largest circulated daily *The Sambad*, it was expected
the channel to impress the viewers. Being innovative, the channel started a
programme named *"GitaregitareSambad"* (News in songs). The idea was
to deliver the news in the form of song and music. Undoubtedly the concept
was unique, but it appeared insane to inform the viewers about the death of
people in accident, any natural disaster or any unexpected calamity through
singing. Though it was acceptable for presenting soft stories and stories of
human interest in the form of song and music,the programme and channel
received severe criticism from different quarters of the society and finally it
had to off air the content. Lack of proper content planning and content
management became a hindrance for the channel. The channel didn't have
the modern infrastructure and the online graphics software used was not up
to date. To meet the viewer's expectation, the channel management re-
launched the channel in 2015 in the name of "Kanak News" with a new
team. This time the channel used the online graphics software WASP 3D,
made some new quality content, designed the FPC (Fixed Point Chart) in an
innovative way and changed the presentation style. This garnered good
result for the channel and ultimately the Kanak News climbed up in the
ladder and reached number 3 in the TRP list.

STV SAMACHAR: THE FLIP-FLOP STORY

The Seashore securities limited launched its 24x7 satellite television
channel "STV Samachar" on March 18, 2011. The company outsourced the
channel installation process to Delhi based media consultant company
"Media Guru". That might be the reason of its world class broadcasting set

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up. The channel was the first one in the state to use high-end equipment, broadcasting technology with a professional set up. Technical experts from Czech Republic, USA came to Odisha to train up the editorial and technical team of the channel. The channel was the pioneer in Newsroom automation. It used the HARRIS automation. The video editing gateways, the play out servers, the editorial desk work station and the teleprompter all were interconnected. The channel was the first one to install profession newsroom management system by using "OCTOPUS". The software was not compatible with Odia fonts as it was never used in Odia language. So, it was the collective effort of the editorial team of STV Samachar, the technical support team of OCTOPUS and the support team of language software "AKRUTI" to make the software compatible with Odia fonts. Now majority of the channels of the state are using OCTOPUS for newsroom management.

The *STV Samachar* was truly the pioneer as far as using high end technologies are concerned. The channel had the facility of BARCO video-wall in its studio which was only available in the national channels like *NDTV* and *CNN IBN* by that time. The video wall was equipped with the touch screen technology. "Mimosa" software was used for touch screen operation and use of pre-designed graphics. The well-developed two studios with adjacent compatible PCR (Production Control Room), Virtual setup made it easy for smooth operation of the channel. All PCRs were equipped with sophisticated equipment like KAHUNA 2ME switcher (Vision Mixer) which can give HD output and STUDDER digital audio console. The switcher had the facility of recording instant audio and video, Alfa generation, Ultra slow motion, 60 internal aux and 15 external aux. Similarly, the digital audio console had 54 inputs with a facility of setting up the good audio control.

The channel was equally innovative in its programmes. "News Junction" was one of the unique programmes of the channel which was completely based on the location reporter's PTC(Piece to Camera). Programmes like Bhinna Pruthivi (A Different World) which was a human-interest news magazine, Special report, Dunia Dus Minute (world in 10 minutes) and Khabar Bharat (News India) as speed news bulletins, extensive live coverage and newsroom interaction helped the channel in gaining popularity with in a very small span of time. Despite of having world class technologies and equipment and a group of skilled media professionals, the channel had to die an untimely death and go off air on 15th June 2013 because of the miss-management and lack of farsightedness of the owner of the channel. The case of *STV Samachar* emphasizes the necessity and role of proper media management to run a channel.

In the same year of 2011, *MBC TV* was launched as an infotainment channel. Majority of its content was daily soap operas and serials. But the channel has used news as a tool to get popularity. Though it didn't have sophisticated equipment like *STV Samachar*, but the look and feel and lay out of the screen was eye candy. Like the typical infotainment channels, the channel got good viewership and audience support because of the

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entertainment content. Though the channel went through a strained phase in between because of mismanagement, it continues to entertain and inform the viewers as an infotainment channel.

III.   NATIONAL PLAYERS IN ODISHA

The widening horizons of television market in Odisha encouraged the national players like Zee Media Corporation to venture into it. On 27th January 2014 it launched its Odia infotainment channel "Zee Kalinga". Initially more focus was on the entertainment content. But its news got more popularity than entertainment programmes. Particularly the prime-time debate show "Satyara Samna" (Facing the truth) was one of the popular shows of its time. Keeping in mind the idea of separating the news from entertainment, the Zee media acquired "Sarthak TV", the most popular entertainment channel of the state and rechristened it as "Zee Sarthak".So, ultimately Zee Kalinga became a 24 x 7 news channel and was renamed as "Zee Kalinga News". But the news channel failed to compete with the market leaders and had to shift its transmission and operation base from Bhubaneswar to its national headquarters Noida. The operational issues and lack of innovation in content and presentation became the biggest bottleneck. After the 2018 Assembly elections in five states, on 13th December 2018,the channel management once again changed the name of the channel from *Zee Kalinga News* to *Zee Odisha* with the hope of making it more contemporary.

*Focus Odisha*is another news channel which was launched on 1st January 2014. The channel couldn't impress the viewers because of its poor presentation. Most of the time the Audio-Visual medium didn't have the visuals and the screen was full of texts. This was the common practice for quite a long time. It failed to compete in the market. Finally, the channel was taken over and re-launched as *News World Odisha*. The newly built team is trying hard through some innovative programmes to attract the eyeballs. The channel has to go a long distance to reap a rich dividend as far as viewership and sustainability is concerned.

PRAMEYA NEWS7, THE TRENDSETTER

After spending almost three years for preparation before the formal launching, *Prameya News7* entered into the Odisha media market with a bang towards the end of the year 2014.on16th December. The channel captured the eye balls of the viewers from the very beginning through creativity and innovation in content preparation and presentation. The channel got overnight success because of the various experiments in content presentation by the content team. The channel was high on investigative journalism. It came to limelight by airing an investigative report on 'Sarathi Baba', a self-proclaimed God-man on 04th August 2015. As the story was of human interest, it intrigued the viewers and the channel continued the live coverage with impeccable presentation and involved the public to get their first-hand reactions about the God-man. This brought the channel closer to the people. The experimentation on public participation continued and as a

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result the channel got an exponential growth in its ranking. From 32 it directly reached 150. Keeping in view the popularity of the issue, channels like *Zee Kalinga News* and *Kanak News* also jumped into the race. All got similar success for those two/three weeks. But after the issue was over all slipped downpresented in Table-1).

TG2 CS 15+ YRS								
Weeks								
Genre	**Channel**	**30**	**31**	**32**	**33**	**34**	**35**	**36**
News	OTV	145	201	174	234	171	146	157
News	FOCUS ODISHA	27	33	52	47	36	37	46
News	Z Kalinga	38	40	134	111	72	52	84
News	Kanak News	23	39	85	86	78	46	86
News	PRAMEYA NEWS 7	36	32	150	140	79	43	67
News	Naxatra News	2	3	5	5	5	3	2
News	ETV News Oriya	22	24	26	28	39	35	34
News	Kalinga TV	11	22	34	38	37	46	65

Table-1: The comparative TRP of 7 weeks of Odia News Channels in 2015. (Source: TAM)

On the other hand, the craze created by the *Prameya News7* channel left an indelible mark in the minds of the viewers. So, they continued gluing to the channel and the channel maintained an impressive rating then after. Very often it tops the TRP list in the ATSV (average time spend by Viewer) category. Keeping in view the changing trends in viewer base, the channel has also launched its digital wing as well as OTT (Over-The-Top) application for the internet users.

Odiya News	Odisha All 15+					
	WK 16					
Channel	**GRAT%**	**GRAT'000**	**Share%**	**Cov'000**	**ATSV (Min)**	**Share% Rank**
Odisha TV	94.2	16,204	41.4	7,576	22.3	**1**
News7	55	9,454	24.1	4,762	**23.3**	2
Kanak News	28.1	4,830	12.3	4,751	11.8	3
News18 Odia	19.9	3,420	8.7	3,739	12.5	4
Zee Kalinga News	14.6	2,515	6.4	3,761	8.5	5
Kalinga TV	11.2	1,932	4.9	3,899	7.1	6
News World Odisha	4.7	813	2.1	1,688	7.4	7

Table-2: The TRP of Odia News channels for the week-16 of 2018. (Source: BARC)

The table-2 clearly indicates the popularity of Prameya News7. It is at Number 2 in terms of viewership and in terms of ATSV, it is the number one in the given week. This rating changes every week.

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In April 2015, another 24x7 Odia News channel was launched as *Kalinga TV*. It is a unit of KIIT group of institutions and runs under Kalinga Media Entertainment Private Limited. The channel is well equipped with modern technology and news room automation. Though it has some unique creative programmes, but the TRP is not so impressive. The channel has the distinction of launching the first exclusive tribal bulletin of the state titled "Santali Khabar" to cater the needs of the sizable tribal population. The web portal of the channel is quite impressive and can bring some traffic to the platform.

NEWS18 ODIA: OLD IN NEW PACK

On 4th May 2015 under the banner of ETV once again a 24x7 Odia news channel was launched as *ETV News Odia*. It failed to generate the same momentum among the viewers that was set by the original ETV Odia in 2002. The lack of preparedness and proper planning and coordination was evident during the initial days of the channel. Though the newly formed team gradually came up to speed after few months, but the operational issues were hardly addressed as majority of the content was made at Bhubaneswar and the transmission was from Hyderabad. The channel used the "INEWS" software of AVID for its news and rundown management as part of newsroom automation. The channel could not make a long-lasting impression. The brand of the channel got changed and it was renamed as News18 Odia on 21st December 2017.

As part of News18 network, one of the largest news networks of the country, the channel adopted some innovative techniques in its news presentation. It is the pioneer in using ZIFI technology for live broadcasting from the remote parts of the state like the tribal dominated hilly terrains of Malkangiri, Koraput and Kandhamal district. ZIFI is a live broadcasting technique using a special application and internet connection in the mobile phone. The reporter can connect to the central server at the news centre and go live for any event. The content can directly be used in the PCR (production control room) and the live feed can be recorded in the Feed Room for further use and archival purpose says the Editor (Output) of the channel Mr. Mayadhar Pradhan. The quality of transmission is directly proportional to the internet signal strength of the mobile user (reporter) on ground zero. At present News18 Odia is the only channel in the state to use this technology.

IV. RENAISSANCE IN TECHNOLOGY AND VISUAL PRESENTATION

The popularity of television is evident from its rising number of viewers and channels. The technological advancement in television influences the consumer or the viewer. As Marshall McLuhan advocates that the medium is the message that means 'the form of medium embeds itself in any message it would transmit or convey, creating a symbiotic relationship by which the medium influences how the message is perceived'. For McLuhan

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it was the medium that shaped and controlled 'the scale and form of human association and action'.

Gone are the days of analogue transmission when the panel producer used to rush to the PCR carrying a tray containing the printout of the rundown and number of video cassettes equal to that of the stories mentioned in the rundown. Each cassette had to be arranged as per the rundown and played from 2 different VTR (Video Tape Recorders). But with the introduction of Non-linear editing and digitisation of content, the transmission process became easier and hence the life of panel producer. In the initial days ETV Odia was using raw AVI (uncompressed) format for transmission of programming content and MPEG-2 for news broadcasting. But now-a-days the channels are using MPEG-4 and Mov. format for transmission. The video quality and standard has changed to a greater extent. While News18 Odia is using ZIFI technology for live broadcasting, channels like *Kanak News* and *Prameya News7* are using *Skype* for live reporting.

There is also significant change in terms of devices used for video recording. Initially analogue cameras and camcorders were used for shooting the content. Most of the cameras were using video tapes like Eumatic, Beta, and DVC Pro. In some cameras additional recorders (VTR) were used for recording the content. But the channels gradually shifted from using analogue camera to digital cameras after 2005. By 2010 most of the channels changed their camera base to digital ones. Now almost all the channels go for Standard Definition video (SD) and High Definition video (HD). Content are recorded in 2K. Channels in Odisha are yet to adopt 4K. Video editing has also undergone a phenomenal change over the years. In the initial days, channels were using software like Edit, Edit station, Mainactor sequencer and Mainconcept for video editing. Then the video editors started using Avid, DPS velocity and Adobe Premier. At present most of the channels use FCP Pro for video editing.

Newsroom interaction has become a norm now-a-days in all the news channels of Odisha as it reduces the cost of content generation and works as a cheap filler or time-killer. Most of these channels use touch screen video walls or displays to make the presentation more lively and interactive. The rich graphical presentation helps in breaking the monotony as well. All the channels are adopting innovation and creativity in the constant pursuit of excellence.

V.   CONCLUSION

According to Glenn Hallbrooks (2018), 'the survival of the television channels depends on solid, accurate reporting that isn't influenced by outside sources, creative visual presentations, and credible TV personalities who form long-lasting relationships with their audiences.' All the channels should keep an eye on the above points for its survival in the long run. Most of the channels in Odisha are dependent on entertainment contents. The genre of the programmes is designed in such a way that it seems more like entertainment and human-interest stories than news. News channels are

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more focused on entertainment content, filmy presentation and going away from reporting the core issues and news. Though television yet to penetrate 50% of the rural market, the content on television is more of urban centric.

Gone are the days when television was a Public Service where socially purposive programs were given priority. Instead, it has become highly commercial and what easily sells are being encouraged. What easily sell are the 4S- Sex, Scandal, Sensationalism and Superstition. TV could well be the ideal platform to educate the mass.

The previous decade has brought numerous changes in TV newscast particularly in terms of technology. It is hard to determine what exactly the viewer wants from the TV. Watching news bulletin in the evening is going to become a matter of past very soon. This changed TV watching pattern of the viewers has compelled the channels to change their priorities. Now they are not just the broadcasters rather they are the service providers on various platforms. Each channel has their dedicated websites and has social media presence to reach to the viewers and know their sentiment. In this data driven world, they are adopting digital platforms and use of social media for promotion and publicity. The efficient use of social media helps the channels in retaining their existing viewer base and attracting new viewers. Telecom revolution will boost the Mass media throughout the country and encourage the emergence of Multi Media. It will accelerate the process of globalisation beyond imagination.

The last two decades of television broadcasting in Odisha has really seen a renaissance in Odia language news presentation. The channels must constantly evolve and use best-in-class technologies and keep renovating and reinventing keeping in mind the pulse of the audience. The benefit of using digital platforms must be maximised. In the name of competition, unnecessary sensationalism of news must be ceased. The ethics of journalism should be practised without any dilution. Change is the unchangeable law of nature. So, with the rapid change in broadcasting technology, taste of public and target of the market, the channels of Odisha are also embracing the change with all grace. Adopting the art of adaptation is the need of the hour.

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