

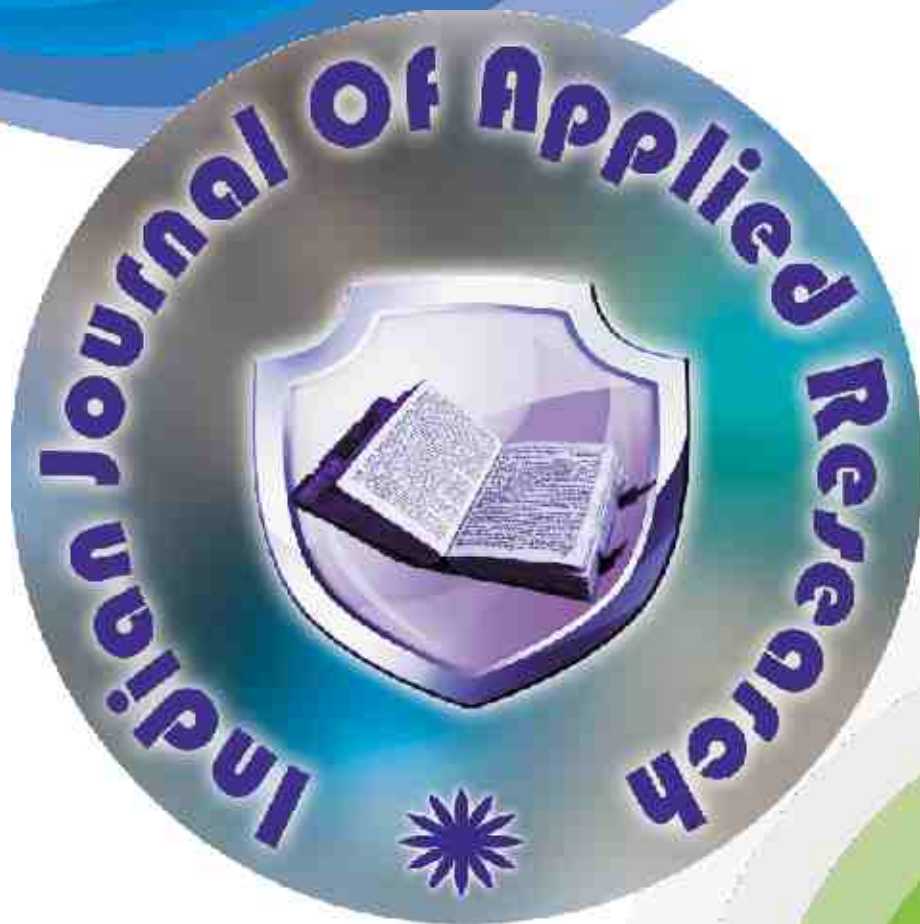
₹ 200

ISSN - 2249-555X

Volume : 1

Issue : 5

February 2012



Journal for All Subjects

www.ijar.in

Listed in International ISSN Directory, Paris.



ISSN - 2249-555X

Indian Journal of Applied Research

Journal for All Subjects

Editor-In-Chief

Dr A Kumar

Director, College Development Council (CDC)
Director, Internal Quality Assurance Cell (IQAC)
Professor in Management,
Department of Business Administration, Faculty of Management,
Bhavnagar University,

Editorial Advisory Board

Dr. S. N. Pathan
Maharashtra

Dr. SM. Ramasamy
Gandhigram

Dr. M. M. Goel
Kurukshetra

Dr. S. Ramesh
Tamil Nadu

Dr Ramesh Kumar Miryala
Nalgonda.

Dr. B. Rajasekaran
Tirunelveli

Dr. A. R. Saravankumar
Tamilnadu

Dr. Roy M. Thomas
Cochin

Dr. G. Selvakumar
Salem

Dr. Apurba Ratan Ghosh
Burdwan

Dr. Shrawan K Sharma
Uttarakhand

Dr. Sudhanshu Joshi
Uttarakhand

Prof. (Dr.) B Anandampilai
Pudhukottai

Advertisement Details

Position	B/W (Single Color)	Fore Color
Full Inside Cover	₹ 6000	₹ 12500
Full Page (Inside)	₹ 5000	-

Subscription Details

Period	Rate	Discount	Amount Payable
One Year (12 Issues)	₹ 2400	Nil	₹ 2400
Two Year (24 issues)	₹ 4800	₹ 200	₹ 4600
Three Year (36 issues)	₹ 7200	₹ 300	₹ 6900
Five Year (60 issues)	₹ 12000	₹ 600	₹ 11400

You can download the Advertisement / Subscription Form from website www.ijar.in. You will require to print the form. Please fill the form completely and send it to the **Editor, INDIAN JOURNAL OF APPLIED RESEARCH** along with the payment in the form of Demand Draft/Cheque at Par drawn in favour of **INDIAN JOURNAL OF APPLIED RESEARCH** payable at Ahmedabad.

1. Thoughts, language vision and example in published research paper are entirely of author of research paper. It is not necessary that both editor and editorial board are satisfied by the research paper. The responsibility of the matter of research paper/article is entirely of author.
2. Editing of the Indian Journal of Applied Research is processed without any remittance. The selection and publication is done after recommendations of atleast two subject expert referees.
3. In any condition if any National/International University denies accepting the research paper published in IJAR, then it is not the responsibility of Editor, Publisher and Management.
4. Only the first author is entitled to receive the copies of all co-authors
5. Before re-use of published research paper in any manner, it is compulsory to take written permission from the Editor-IJAR, unless it will be assumed as disobedience of copyright rules.
5. All the legal undertaking related to Indian Journal of Applied Research is subject to Ahmedabad Jurisdiction.
7. The research journal will be sent by normal post. If the journal is not received by the author of research papers then it will not be the responsibility of the Editor and publisher. The amount for registered post should be borne by author of the research paper in case of second copy of the journal.

Editor,

Indian Journal Of Applied Research

8-A, Banans, Opp. SLU Girls College, New Congres Bhavan, Paldi,
Ahmedabad-380006, Gujarat, INDIA

Contact.: +91-9824097643 E-mail : editor@ijar.in

Index

Sr. No	Title	Author	Subject	Page. No.
1.	Assay Of Triphenylmethane Reductase Enzyme And PCR-Based Identification Of TMR Gene In Enterobacter Asbriae Strain XJUHX-4TM	Tina Mukherjee, Mounita Bhandari, Manas Das	Biotechnology	1-2
2.	An Analysis Of Growth Of Credit Card Industry	Dr. A. Vinayagamoorthy, K. Senthikumar	Commerce	3-5
3.	Impact Of Pre-Merger And Post Merger On Financial Performance (With Reference To Private Sector Banks)	Dr. Shital Vekariya	Commerce	6-8
4.	Relativity On Climate And Competencies In Human Resource Development With Reference To Neyveli Lignite Corporation Ltd,	S. Jayakumar. Dr. R. Ramachandran	Commerce	9-11
5.	Human Resource Outsourcing: A Strategy For Gaining Competitive Advantage	Dr. Santosh M. Singh	Commerce	12-13
6.	Relationship Between EVA And ROI And MVA (A Case Study Of Ten Manufacturing Industries In India)	Dr. Shivani Gupta	Commerce	14-15
7.	Modeling The Traits Of An Effective Teacher At Higher Education	Dr. Haridayal Sharma	Commerce	16-17
8.	Mahatma Gandhi National Rural Employment Guarantee Act (Mgnrega): Issues And Challenges	Dr. Mohd. Ashraf Ali, Mushtaq Ahmad	Commerce	18-20
9.	Standardisation And Grading	Viram. J. Vala, Dr. Vijay Kumar Soni	Commerce	21-22
10.	Profitability Of Selected Information Technology Companies In India	Dr. M. Jegadeeshwaran, C. Udaya	Commerce	23-25
11.	Emerging Trends In The Indian Media And Entertainment Industry	Dr Mahalaxmi Krishnan	Commerce	26-27
12.	Inventory Management Strategies And Control Techniques: An Empirical Investigation Of Small Scale Industries	Vipul Chalotra, Neetu Andotra	Commerce	28-30
13.	A Study On Performance Indicators Of Commercial Banks	Dr. G. Ganesan, P. Parthasarathy	Commerce	31-33
14.	Improved Approaches To Coreference Resolution In Machine Learning	Kuldeep Singh Raghuwanshi, Ashwini Kumar Verma	Computer Science	34-37
15.	Security Issues & Controls In Cloud Computing	V. Naga Lakshmi	Computer Science	38-40
16.	Human Development Index Of De-Notified Nomadic Castes In Maharashtra Division: A Study Of Jalna And Aurangabad Districts	Dr. Ashok Pawar	Economics	41-43
17.	Public Private Partnership In Rural & Urban Projects In India	Dr. Ashok S. Pawar, Dr. Shankar B. Ambhore	Economics	44-45
18.	Populace Insight On Development In Public Health Sector Of India Subsequent To Functioning Of National Rural Health Mission	Krishnakant Sharma	Economics	46-49
19.	Problems Of Rural Women Entrepreneurs In India: A Conceptual Overview	C. Jeyasri Usha N Devi, Dr. A. Sankaran	Economics	50-52
20.	Poverty Of Banjara And Vanjari Communities In India	Tidke Atish S., Dr. Pawar Ashok S.	Economics	53-54
21.	India And China: Economic Reforms And WTO	Dr. Surinder Kumar Singla, Dr. Kulwinder Singh	Economics	55- 56
22.	Implementing Life Skill Education Strategies In Teaching – Learning Process	R. Kalaiselvi, Dr. A. Palanisamy, Dr. A R. Saravanakumar	Education	57-59

23.	Utilisation Of Modern Technology By The Teachers In Pupil Processing Organisation	Dr. P.Paul Devanesan, Dr A. Selvan	Education	60-61
24.	Impact Of Vocational Training On Students	K.Sudha Rani, G.Umapathi, Dr. T. Ananda,	Education	62-63
25.	A Study On Emotional Intelligence Of Secondary School Teachers	Dr. Umme Kulsum, Prathima H.P.	Education	64-66
26.	The Efficiency Of Feedback Strategy Of Homework On The Development Of 10th Grade EFL Writing Skill In Al-Karak Educational Directorate	Majid Al- Khataybeh, Areej Al-Shourafa`	noitacudE	67-74
27.	Perspectives Of Stress Management In Education System	M. Meenakshisundaram, G. P. Raja, Dr. A R. Saravanakumar	Education	75-76
28.	Attention Regulation Of Meditators And Non-Meditators Of Class IX	G. Madhavi Kanakadurga, Dr. D. Vasanta Kumari,	Education	77-78
29.	Role Of Psychoeducation In Teaching – Learning Process	Dr. A R. Saravanakumar, Dr. A. Balu, Dr. S. Subbiah	Education	79-80
30.	Microcontroller Driven RGB Led System For Tristimulus Surface Colorimetry	T. N. Ghorude, A. D. Shaligram	Electronics	81-83
31.	Pmgsy And Rural Roads Development In India: Economic, Financial And Maintenance Issues	K.C. Manjunath	Engineering	84-86
32.	Routing Packets On A Chip.	Naren V Tikare	Engineering	87-89
33.	Finding The Nearest Neighbors In Biological Databases	Er. Pankaj Bhambri, Dr. O.P. Gupta, Er. Franky Goyal	Engineering	90-92
34.	Factors Affecting The Sustainability Of The Asphalt Roads: A Case Study Of Irbid Inner Ring Road, Jordan	Eng. Nasr Ahmad Dr. Mihai Iliescu	Engineering	93-94
35.	Physical And Chemical Testing Of Compounded PVC	Sapna Dabade, Dr. Dheeraj Mandloi, Deepak Khare	Engineering	95-96
36.	Impact Of Organic Farming On Yield Of Some Common Crops- A Case Study.	Namrata D. Awandekar	Environmental Science	97
37.	Hydrogeologic Settings Of The North And South Brahmaputra Plains In Upper Assam: A Comparative Study	Dr. Uttam Goswami	Geology	98-100
38.	To Study Staffing Pattern In Rajasthan Public Healthcare Delivery System.	Dr. Ashwin G. Modi, Sushman Sharma	Healthcare	101-105
39.	Work And Health: A Situational Analysis Of Factory Workers	Dr. S. S. Vijayanchali, Dr. E. Arumuga Gandhi	Home Science	106-108
40.	Performance Of Camel Kid Hair: Acrylic Blended Yarn And Knitted Fabric	Suman Pant, Anjali Sharma	Home Science	109-110
41.	Impact Of Holistic Nutrition Education Package On Diabetes Mellitus Control In Middle Aged Women	Dr. Anjali Rajwade	Home Science	111-112
42.	Assessment Of Relationship Between Ida And Personal Hygiene, Nutritional Knowledge And Dietary Practices In Adolescent Girls	Dr. Anjali Rajwade	Home Science	113-114
43.	Employee Attrition And Retention In Private Insurance Sector– A HRM Challenge	Dr. J. Senthil Vel Murugan, S.Bala Murugan	Human Resource Management	115-117
44.	A Study On Impact Of Unionism On Industrial Relations In Manufacturing Sector	Jaya Ahuja	Industrial Relations	118-120

45.	Augmentation Of India's Foreign Exchange Reserve: An Analysis	Dr.S P.Mathiraj, Ar.Annadurai	International Business	121-123
46.	Films – A Techno Literary Art Form	Dr. Dipti Mehta	Literature	124-125
47.	Indirect Models Of Reading To Develop Descriptive Writing	Dr. K. Madhavi	Literature	126-128
48.	Ramkrishna Mishra Ke Upanaso Me Rajnetaik Chetavni	Dr. Sanjay Rathod, Dilip Jhadav	Literature	129
49.	Hindi Kavita Me Nari Jivan Ka Badla Swarup	Dr. Sanjay Rathod	Literature	130
50.	Impact Of IPL Sponsorship On Consumer Buying Behavior With Reference To Nagpur City	Chandrima Das	Management	131-135
51.	Crowd Sourcing –A New Management Mantra	Devi Premnath, Dr. C. Nateson	Management	136-137
52.	Small Scale Industries In India: An Evaluation Of Productivity In The Post-Liberalized Scenario	Dr. Gaurav Lodha,	Management	138-139
53.	Comparative Analysis Of Milk Products With Respect To Its Competitors With Special Reference To Karnataka Milk Federation (KMF) – At Dharwada City, Karnataka, India	Dr. N. Ramanjaneyalu	Management	140-143
54.	A Study On Work Stress In Women Employees In Coimbatore District	R. Maheswari, N. Brindha	Management	144-145
55.	Accounting For Carbon Credits	Dr. Gaurav Lodha	Management	146-148
56.	A Literature Review On The Relationship Between Training (As A Core Responsibility Of HRM) And Firm Performance.	Priya Sharma, Dr. S. L. Gupta	Management	149-152
57.	A Study On Agricultural Marketing Practices And Constraints With Special Reference To Paddy / Rice.	CM Maran, Dr Raja Pranmalai	Management	153-156
58.	Performance Of Share Price Of Indian Public Sector Banks And Private Sector Banks - Comparative Study	V. Prabakaran, D. Lakshmi Prabha	Management	157-158
59.	Intuitionistic Fuzzy Primary And Semiprimary Ideal	Dr. M.Palanivelrajan, S.Nandakumar	Mathematics	159-160
60.	Significance Of Umbilical Artery Velocimetry In Perinatal Outcome Of Fetuses With Intrauterine Growth Retardation.	Dr G S Shekhawat	Medical Science	161-163
61.	Large Adult Sacrococcygeal Teratoma: A Case Report And Review Of Literature.	Dr.Yavalkar Pa, Dr. Naik Am.	Medical Science	164-165
62.	Epidural Steroid In Low Back Ache	Dr. B. L. Khajotia, Dr. Neelam Meena	Medical Science	166-167
63.	A Comparative Study Of Second Trimester MTP With Use Of Vaginal Misoprostol And Extra Amniotic Instillation Of Ethacridine Lactate.	Dr. Ketaki Junnare, Dr. Sameer Darawade, Dr. Priyamvada Shah, Dr. Swati Mali.	Medical Science	168-169
64.	A Novel Surgical Approach For Treatment Of Sui –TVT Obturator Tape	Dr. Ketaki Junnare, Dr. Durga Karne, Dr Neelesh Risbud.	Medical Science	170-171
65.	Advantage Of Fallopian Tube Sperm Perfusion Over Intra-Uterine Insemination When Used In Combination With Ovarian Stimulation For The Treatment Of Unexplained Infertility.	Dr G S Shekhawat, Dr Pushpalata Naphade	Medical Science	172-175

66.	"Bilateral Sertoli-Leydig Cell Tumor In Postmenopausal Female" A Case Report	Dr. Priyamvada Shah, Dr. Ketakijunnare, Dr. DurgaKarne	Medical Science	176-178
67.	Pretreatment With Ephedrine For Prevention Of Pain Associated With Propofol Injection.	Dr. Kavita U Adate, Dr. Jyoti A. Solanki	Medical Science	179-181
68.	Does The Structured Teaching Programme Influence The Knowledge About Physical Wellbeing Of School Children? A Quasi Experimental Study.	Dr. S. Valliammal, Dr. Ramachandra, Raja Sudhakar	Nursing	182-184
69.	An Approach For Information Retrieval For Bookstores Using Formal Ontology	Sumit Jain, C.S.Bhatia	Ontology	185-187
70.	Analgesic Activity Of Anacardium Occidentale	A. Devadoss, C. Aparna, K. Parimala, D. Sukumar	Organic Chemistry	188-190
71.	Behaviourism : Science Or Metaphysics	Dr. Jatinder Kumar Sharma	Philosophy	191-193
72.	Multi-Dimensional Perspectives Of Obesity And Its Management	S. Dhanaraj, Dr. A. Palanisamy	Physical Education	194-196
73.	Refractive Index, Density, Excess Molar Volume, Excess Molar Refraction For Liquid Mixtures (Ethyl Ethanoate + Benzene Derivatives) At Different Temperatures	Sheeraz Akbar, Mahendra Kumar	Physics	197-199
74.	Refractive Indices, Densities And Excess Properties For Liquid Mixtures (Cetane + Alkanols) At Different Temperatures	Sheeraz Akbar, Mahendra Kumar	Physics	200-202
75.	Capacity Building For Effective Local Governance: Indian Perspectives	Dr. Pralhad Chengte	Political Science	203-205
76.	Psychological Well-Being: A Study Of Non-Institutionalized Aged	Dr. Pankaj S. Suvera	Psychology	206-208
77.	Women Empowerment Through N R E G S (With Reference To State Of West Bengal)	Dilip Kumar Karak	Social Sciences	209-211
78.	Effect Of Selected Yogic, Aerobic And Laughter Exercises On Blood Pressure Of High School Boys	Dr.Manjappa.P, Dr.Shivarama Reddy. M	Sports	212-216
79.	Association Study Between Lead And Copper Accumulation At Different Physiological Systems Of Goat By Application Of Canonical Correlation And Canonical Correspondence Analyses	Partha Karmakar, Debasis Mazumdar, Seema Sarkar (Mondal), Sougata Karmakar	Statistics	217-219
80.	Development Of Silver -Silica Nanocomposite For Novel Humidity Sensing Application	Surender Duhan	Technology	220-221



Emerging Trends in the Indian Media and Entertainment Industry

* Dr Mahalaxmi Krishnan

* Associate Professor of Commerce, K J Somaiya College of Arts and Commerce, Mumbai

ABSTRACT

Aided by advancements in ICT and economic reforms, Indian Media and Entertainment Industry are maturing fast. This is providing multiple avenues of information, leisure and entertainment to the Indian people. The positive fall out is the horizontal spread of the Industry with growing number of newspapers, .TV channels, magazines, social media, etc. across the country accessible to people in both rural and urban areas.

Keywords : Media and Entertainment Industry, Technology Innovation, Consumer preference

Introduction

Technological innovations, breakthroughs in telecommunication and favorable demographics are driving the Media and Entertainment Industry to greater levels of sophistication. Changing consumer preferences are accelerating its growth. Revenues recorded by Media and Entertainment (M&E) industry in India was US\$ 16.3 billion in 2010 and is expected to cross US\$ 25 billion in the next four years.

India is a land of 3.3 million sq. km land with a population of over 1 billion speaking 22 different languages with diverse regional markets with different cultures, dialects and content preferences. These markets provide media and entertainment companies' plenty of opportunities to deliver localized content.

Significance for the Study

Rising per capita income, growing middle class and working population are generating huge domestic demand for leisure and entertainment. India has more than 600 television channels, 100 million pay-television households, 70,000 newspapers and produces more than 1,000 films annually. Globalization process has changed the course of mass media and entertainment in India. This research paper makes a sector-wise analysis of the M & E industry in the changing environment, their implications to the industry and people.

Objectives of the study

- i) To analyze M & E Industry, sector-wise
- ii) To examine Future Prospects

Research Methodology

This research paper is exploratory based on derivative data from various published sources, research studies, websites, etc. This will help identify thrust areas and opportunities.

Findings of the Study

Sector-wise Analysis of Media and Entertainment Industry

India's Television (TV) market with 138 million TV households is the third largest in the world next only to China and US. The penetration of Cable and Satellite is about 80% aided by the

direct-to-home (DTH) services. New technologies such as HD, Set Top Boxes with inbuilt recorders and delivery platforms like mobiles, are creating opportunities for innovation and growth. By 2015, television is expected to account for almost half of Indian M&E industry revenues, and more than twice the size of print, the second largest sector in the M & E industry.

Subscription revenues will be the key growth driver for the Indian television industry over the next five years. Subscription revenues will swell not only from the increase in number of pay TV homes but also from increased subscription rates. New distribution platforms like DTH and IPTV will only increase the subscriber base and push up the subscription revenues. Buoyancy of Indian economy notwithstanding, the turbulence in global economy will drive homes in both rural and urban areas to buy televisions and subscribe for the pay services. While in the rural areas there will be first time buyers, urban areas would witness second TV sets typifying the changing life style.

High growth in advertising revenues and emergence of new revenue streams viz., from SMSes are driving launch of new channels.

Radio

Radio in India symbolizes its tryst with destiny when India's independence was announced to the world through this medium. Since then Radio has been the staple medium of news as well as entertainment for the Indian people. This sector has taken approximately 50 years to grow from infancy to adolescence. Resurgence of this sector was due to regulatory reforms, opening up of the sector to private players and replacement of the fixed license fee regime with a revenue-sharing license regime.

The cheapest and oldest form of entertainment in the country, dominated by the AIR, Radio is witnessing a sea-change now. In 2005, government opened up the sector to foreign investment. As many as 338 licenses are given out by Indian government for FM radio channels in 91 big and small towns and cities. This has resulted in rising need for content and professionals. Satellite, internet and community radio have mushroomed and contrary to expectations radio is making a comeback in India.

Digitization

Digital platforms such as digital cable, DTH and IPTV platforms are replacing the traditional analog cable in the Indian market.

Analog cable subscriptions have plateaued due to increasing penetration of digital distribution systems. Digital subscriptions are expected to surpass analog subscribers by 2013. Indian Government too is accelerating shift towards digital by making it compulsory to convert to digital addressable infrastructure with TRAI setting a deadline of March 31, 2015 for digitization of the entire industry in a phased manner. Delhi, Mumbai, Kolkata and Chennai would have to shift to digital addressability by March 31, 2012. In the next phase, 35 cities with population greater than one million would transition by March 31, 2013. All urban areas are expected to convert to digital by 30 November 2014 and the remaining areas by March 31, 2015.

Internet

Online commerce industry grew from Rs 20,000 crore in 2009, to almost Rs 32,000 crore in 2010. E-commerce market in India has been estimated to grow by about 50% to touch Rs 46,000 crore in 2011 driven mainly by the online travel industry, which contributes more than three-fourths to the online commerce industry in India. Online travel market comprises of rail, road and air tickets booking, hotel accommodations and tour packages.

Internet users from India are second only to those in US in terms of uploading content on YouTube. Internet users in India are about 28 million. This number is rising spurring the growth of internet advertising, which stands at approx Rs.1 crore today. Indians today use internet for a variety of reasons such as chatting, leisure, online shopping, funds transfer, writing blogs, socializing, etc. This offers huge opportunity to marketers to sell their products and services. With broadband becoming increasingly popular and affordable, this segment is expected to grow at a fast pace.

Print Media

Spread of education and quest for knowledge leading to growing need for content are driving the growth in print media. Government's initiatives have opened up the sector to foreign investment. With literacy on the incline, more people in rural and urban areas are reading newspapers and magazines today. There is more interest in India amongst the global investor community leading to demand for more Indian content from India. Foreign media too is evincing interest in investing in Indian publications.

Newspaper industry, which is facing decline in readership across the globe, continues to flourish in India, on the back of rising literacy rates, increased consumer spending and growth of regional markets and specialty newspapers. Newspapers account for 42% of all advertising spends in India, the most for any medium. Almost all newspapers, journals and magazines have electronic versions enabling greater accessibility and reach. This offers enormous scope for advertising.

There is also a resurgence of e-journals with ISSN certification providing avenues for researchers to share and access research works in domain subjects.

Cinema and Theatre

Technology advancements are aiding the Indian film industry in all spheres viz., film production, exhibition and marketing. Film industry is increasingly getting corporatised with several film production, distribution and exhibition companies coming out with public issues. More and more film theatres across the country are getting upgraded to multiplexes. Digital cinema halls are coming up in India. These are helping to improve the print quality and thereby making viewing films an enriching experience. It is also helping to reduce piracy of prints.

Theatre which was dipping due to lackadaisical support from viewers is showing a turn around due to digitization. Technology innovations in lighting, sound and backdrop settings have enlivened theatre experience as never before helping in its revival.

Music

Music industry growth has been slow over the last few years,

both in India and globally. It is beset by piracy on a large scale. However, 'mobile music' and 'licensed digital distribution' services are propelling its recovery the world-over. Viral growth in mobile music is the result of consumers viewing their wireless device as an entertainment medium. Increasingly people are using these devices to play games and to listen to music. Mobiles are actively promoting ancillary services such as 'ringtones' to boost their average revenue per user. 'Ringtones' have become popular among users and constitute the dominant component of the mobile music market. Licensed digital distribution services are also contributing to growth of music in all regions.

Event Management

Event management or Live Entertainment is growing at a fast pace in recent times. Indian event managers have clearly demonstrated their capabilities in successfully managing several mega national and international events over the past few years. IPL and ICL cricket championships are cases in point. Cricket as a sport is commoditized by the media and entertainment industry for the mutual benefit of both, exploiting the popularity of the game in India. Apart from providing live entertainment to the public, this has helped players earn more from the game and from endorsements. Film based live entertainments with film artists are organized throughout the year by various TV channels. Growing numbers of corporate awards, television and sports events are helping this sector.

With rising incomes and changing lifestyles, people are spending more on wedding, parties and other personal functions. However, high entertainment taxes in certain states, lack of world-class infrastructure and the un-organized nature of most event management companies are deterrents impeding its growth.

Outdoor media

Outdoor media sites in India are predominantly owned or operated in unorganized segment by small, local players and evolving as a niche market. They are directly marketed by them to advertisers and advertising agencies. Technology innovations are revolutionizing this segment as never before. Billboards are increasingly making use of technologies such as light-emitting diode (LED) videos.

Social media

Social media includes interalia magazines, internet forums, weblogs, social blogs, microblogging, podcasts, etc. Some popular types of social media are collaborative projects (wikipedia), blogs and microblogs (Twitter), content communities (Youtube), social networking sites (Facebook), etc. Indian people are using social media for conversation, sharing, instant messaging, chatting, publish or access information, etc.

Future outlook

M & E Industry is poised for a big push in India wherein consumer behaviour will have significant impact. Technology is enabling different network platforms viz., broadcast, satellite, cable and telecommunications to carry similar kinds of services. Technology is leading to merging of consumer devices such as telephones, televisions and PCs. Broadband access and standardization of networks and devices to use Internet Protocol (IP) are the technology enablers that will shape up a new breed of consumers.

Conclusion

India is on the cusp of a revolution in M & E industry propelled by a huge surge in consumer demand, globalization and foreign collaboration. While content and access are no longer in short supply, the consumer time and attention is limited. Media players would therefore need to devise new strategies to reach consumers and for this they would need to leverage emerging technologies in a big way as never before.

REFERENCES

PwC and FICCI, "The Indian Entertainment and Media Industry: Unraveling the Potential", March 2006 | http://www.wikininvest.com/concept/Social_media, "Social Media Landscape", retrieved on 28.12.2011 | "Indian media and entertainment industry to grow at over 13%: PwC, EY Bureau, Jul 29, 2011



Sara Publishing Academy
Indian Journal Of Applied Research
Journal for All Subjects



Editor,
Indian Journal Of Applied Research
8-A, Banans, Opp. SLU Girls College,
New Congres Bhavan, Paldi, Ahmedabad-380006.
Contact.: +91-9824097643 E-mail : editor@ijar.in

Printed at Unique Offset, Novatsing Rupam Estate, Opp. Abhay Estate, Tavdipura, Shahibaug, Ahmedabad