

Review of The Press in India (2008 to 2012)

**Report submitted to
The Press Council of India**

Prepared by
**Department of Communication & Journalism,
University of Pune**

Under the Guidance of
Shri. Rajeev Sabade,
Member, PCI

Principle Investigator:
Shri. Sanjay Vishnu Tambat,
Assistant Professor,
Dept. of Communication & Journalism,
University of Pune

Introduction

The Press in India is very dynamic. Though the principles and core values of the Press remain the same, it is changing very fast with subsequent changes in the society. Another major factor inducing changes is fast developing media technology. We need to assess these changes with regular intervals.

The Press Council of India conducted such an exercise in 2007. The institute adopted a report 'State of Newspaper Scene- 2007', prepared by Centre for Media Studies on July 14, 2008. Since then there have been rapid changes in media not only in India but all over the world. Economic slowdown around 2008 was a major shock for world economy and also to the world media sector. World is still recovering from this economic crisis. On the other hand, development and spread of social media networks, mobile based internet applications, and advent of Tablets are radically changing all aspects of human communication. The period witnessed decline of circulation in major newspapers in the developed markets in North America and Europe. But in Asia-Pacific region, newspaper industry is still vibrant. India, China and some other countries have registered growth in circulation and also in advertisement revenues. Newspaper industry in these countries has become more competitive. New experiments in the media sector are being carried out. World is watching these developments curiously. With this background it is appropriate to review the status of Indian Press. As a watchdog of and for the press the Press Council of India conducted this timely exercise.

Scope & Limitations

This study is restricted to five year period between 2008 and 2012. We tried to identify major trends and issues in Indian Press during this period. But some trends like ethics, technology, content development, etc. may transcend such time limits. Analysis of such trends is given to enhance understanding and to present holistic perspective of the Indian Press.

This study is based on literature review and compilation of information from primary databases related to the Indian Press. Secondary data like research articles, newspaper stories is also used where found relevant. Sources are properly attributed in the report. If by mistake or oversight, any such information is found to be not attributed, we are ready to rectify it. No survey or extensive content analysis has been done for the study. Media educators, research scholars and working journalists have contributed in this study. Without their timely help this study could not have been completed. We express our deep gratitude towards them.

Honorable Contributors:

Dr. Ujjwala Barve, Head, Department of Communication & Journalism,
University of Pune,

Prof. Dr. Mrinal Chatterjee, Head, IIMC, Dhenkanal, Odisha

Humpesh K. S., Assistant Professor, Karnataka

Journalists from Pune, Maharashtra: Prof. Rajendra Yeolekar, Sushant Kulkarni,
Gaurav Divekar, Ashish Chandorkar, Sujitkumar Patil, Yogesh Parale & Sneha Rairikar.

Chapter 1

Trends in the World Press

Before we look into status of the Indian Press, it would be wise to have a glance on status of the global newspaper industry. WAN-IFRA, the association of world newspapers and news publishers regularly assess the status of newspapers all over the world. The institute also identifies significant trends in the industry and advises its members about the future prospects. It provides compiled statistics and important figures of the industry in the form of 'World Press Trends' reports since 1989. These reports provide valuable insight into the problems of the industry and give indicators for further study. Summary report of 'World Press Trends 2012' is helpful in positioning the Indian Press in global scenario.

The facts are hard to dismiss: newspapers are pervasive; they are part of the fabric of our societies. Our industry is stronger than many imagine.

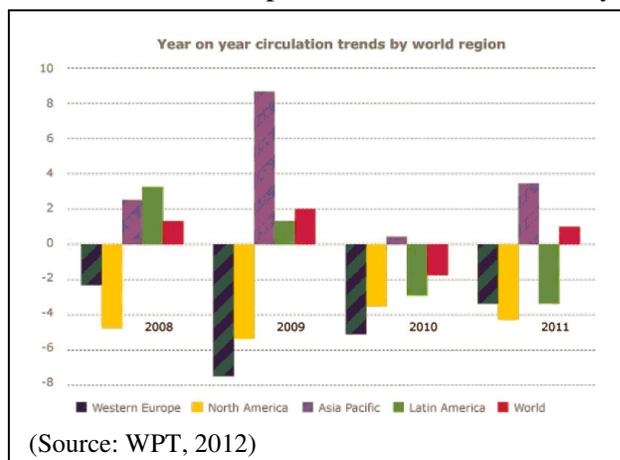
- Larry Kilman, Deputy CEO, WAN-IFRA (WPT, 2012)

1.1.1 Advent of the Digital

Spread of digital technology has raised a question mark on very existence of newspapers. Use of internet, broadband, mobile, tablets is changing media consumption habits of people, specially the youths. That's why it is being said that newspapers have no future. But the newspaper industry is optimistic about it. In support, WPT 2012 gives following facts:

- **2.5 billion People read a newspaper in print regularly.** That's more people than the **2.2 billion** those **use the internet**, or who have the capability to get content on mobile telephones.
- More than **500 million read newspapers both the print and digital form**, and **100 million more read the digital version only.**
- Newspaper circulation grew by **1.1 per cent globally** in 2011, to **512 million copies**, and **4.2 per cent** between 2007 and 2011. (WPT, 2012)

Important aspect of this growth is the contribution of Asian newspapers. They have offset the losses in other parts of the world, mostly in North America and Western Europe.



Situation in these regions is of concern. As per the report circulations there have declined by 17 percent during 2007 to 2011. But in Asia newspaper circulations grew by 16 percent during the same period. China and India were the major contributors. On year on year basis newspaper circulation in Asia grew by 3.5 percent. In Middle East and North Africa it grew by 4.8 percent. But in

North America circulation fell by 4.3 percent, in Latin America by 3.3 percent and in Europe by 3.4 percent. Circulation in Australasia region was stable as per the report.

1.1.2 Media Consumption

Another interesting statistics is about media consumption level. As per WPT 2012 report Overall media consumption levels in last five years rose by only a few minutes to approximately 400 minutes a day. Two third of this time is spent mostly with TV or radio. Time allotted to newspaper reading has remained relatively stable, but internet usage levels in this period rose by 20 minutes.

Another major trend to watch is online reading. As per the WAN-IFRA study about 40 percent of global digital audience read a newspaper online or on mobile platforms. This is encouraging figure for the newspaper industry. But level of engagement during online newspaper reading is very low. It is counted on the basis of frequency of visit, time spent and number of pages visited.

Table 1.1 : Online newspaper reading behaviour

	USA	Brazil	Germany	Russia	France	India
% of web users who ever visit a paper site	66.9	39.1	43.2	33.0	43.5	35.4
% of daily users who visit a paper site daily	17.1	8.5	11.7	7.4	11.6	9.9
% of pages viewed per visitor	1.1	0.6	1.9	0.5	1.6	2.1

(Source: ComScore, WPT 2012)

Declining advertising revenue is also a major concern of global newspaper industry. As per the WPT 2012 report newspaper advertising revenue declined by 25 percent globally over last five years. Again North America suffered major losses. In 2007 Global advertising revenue of newspapers was US \$ 128 billion. It fell to US \$ 96 billion in 2011. Still the share of newspapers in global advertising revenue is 19 percent.

Even within newspaper advertising revenue classifieds segment was severely hit. Its percentage within newspaper advertising is declined from 24 to 19 percent. Losses are significant in USA. But since classified advertisements is also a major segment in India, newspapers here should keep an eye on this worrying trend.

During the same period digital advertising grew from US \$ 42 billion to US \$ 76 billion. But only 2.2 percent of total newspaper advertising revenue in 2011 came from digital platforms.

In this context a comment made in WPT 2012 report is worth mentioning. 'Newspapers are changing and must change, if they are to continue fulfilling their traditional role as watchdogs, and as the provider of credible news and information that citizens need to make informed decisions in society. Digital audiences are growing. But

Integrate technology and content

We all have great content, but we need to be able to take that great content and create an exciting experience out of it. We have been focusing on integrating print and online, but what we need to do is to integrate technology and content.

- Raju Narisetti, Managing Editor, Wall Street Journal, Digital Network. (WPT, 2012)

digital revenues are slow to follow. The problem is not one of audience, newspapers have the audience. The challenge is of finding successful business models for the digital age.' (WPT, 2012)

1.1.3 Decline in the West

It is interesting to compare newspaper circulation figures of few selected countries. As mentioned earlier USA and developed countries in Europe are facing the digital challenge. Newspaper circulation in these countries is on decline. As shown in the adjacent table (1.2) total circulation of dailies in USA is decreasing. In last five years rate of decline was 13.25 percent. But Situation in Asia is different. China had shown growth of 46.82 percent over the years. Circulation growth in Indonesia, another fast developing country was highest in Asia. Circulation of dailies there increased by 81.48 percent. In comparison growth in India- 11.23 percent, is moderate and consistent. Pakistan seems to be an exception in Asia's growth story. Newspaper circulation there is declined by 38.60 percent. It may be due to troubling economy and internal instability in Pakistan.

Table 1.2: Total paid-for and free dailies (circulation)

Total average circulation per issue in thousand (000)

	2007	2008	2009	2010	2011	2011/2007
USA	53853.00	51389.00	48574.00	46708.50	46717.00	-13.25
China	83149.00	86002.00	107850.00	109902.29	122081.79	46.82
India	98841.00	104754.00	109937.00	109937.00	109937.00	11.23
Indonesia	5100.00	7490.25	8080.70	8744.48	9255.65	81.48
Pakistan	9935.00	6068.00	6100.00	6100.00	6100.00	-38.60

(Source: WPT 2012)

In total number of newspapers and new publications USA and China show slight decline. But India and Indonesia registered 88.10 percent and 78.22 percent growth. Again in Pakistan number of dailies has declined.

Table 1.3: Total paid-for dailies (number of titles)

	2007	2008	2009	2010	2011	2011/2007
USA	1422	1408	1397	1397	1382	-2.81
China	999	998	996	972	972	-2.70
India	2337	2518	2700	2795	4396	88.10
Indonesia	225	290	302	348	401	78.22
Pakistan	437	324	330	330	330	-24.49

(Source: WPT 2012)

Growth of newspaper industry is invariably linked to economic and social conditions. From business perspective advertising revenue is very important for any media, particularly the Press. This is reflected in total advertising expenditure and newspaper advertising expenditure figures provided in WPT 2012 report. Adjacent tables (1.4, 1.5) show impact of economic crisis in USA. In 2008-2009 impact on total advertising revenue in USA was most severe. It induced fall of newspaper advertising revenue from 43954.2 million US \$ in 2008 to 32965.6 million \$ in 2009. But China, India & Indonesia could maintain their economic growth. That is reflected in their respective advertising expenditure, subsequently boosting newspaper advertising revenue.

Table 1.4: Total advertising expenditure (US \$ millions)

	2007	2008	2009	2010	2011
USA	177652.50	170217.70	148309	151665	154129.30
China	18344.30	20550.60	22384.90	28053.30	33104.80
India	3388.50	4027.50	4069.40	4609.60	5061.10
Indonesia	2585.90	3089.10	3541.80	4308.40	5123.40
Pakistan	249.40	314.20	368.40	413.00	418.10

(Source: WPT 2012)

Table 1.5 : Newspaper advertising expenditure (US \$ millions)

	2007	2008	2009	2010	2011
USA	49947.9	43954.2	32965.6	29669.1	27147.2
China	5110.9	5435.6	5876.5	6051.7	7446.7
India	1421.1	1714.6	1793.5	2006.2	2256.4
Indonesia	824.1	1065.4	1305.7	1559	1870.8
Pakistan	67.2	74.6	78.9	77.4	76.6

(Source: WPT 2012)

India's economic growth has also given boost to its newspaper industry. Consistent growth in advertising revenue of the Indian Press is reflected in table (1.6) and the comparative graph.

Table 1.6: Total advertising & newspaper advertising expenditure in India

(Figures in US \$ millions)

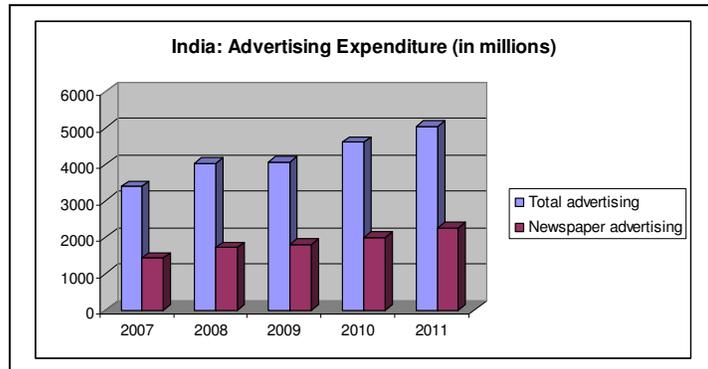
	2007	2008	2009	2010	2011
Total advertising	3388.50	4027.50	4069.40	4609.60	5061.10
Newspaper advertising	1421.1	1714.6	1793.5	2006.2	2256.4

(Source: WPT 2012)

1.1.4 Spread of Internet

Technology is another factor closely related to media. Rapid development of media technology and the spread of internet are creating opportunities for the societies, world over. But spread of digital media is also posing challenges before the newspaper industry. It is one of

the factors related to decline in circulation of newspapers in developed countries. It is happening in the West; it may happen in the East in near future. Growing penetration of internet and broadband in India as shown in table (1.7) is a sign of digital footprint.

**Table 1.7: Internet & broadband penetration in India**

(Internet users and broadband subscribers in thousands)

	2007	2008	2009	2010	2011
Internet users	44429.086	49930.464	59153.801	87820.350	125018.240
Broadband subscribers	3130.000	5280.000	7745.710	10990.000	12830.000

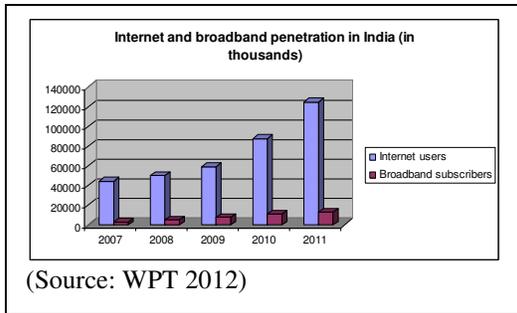
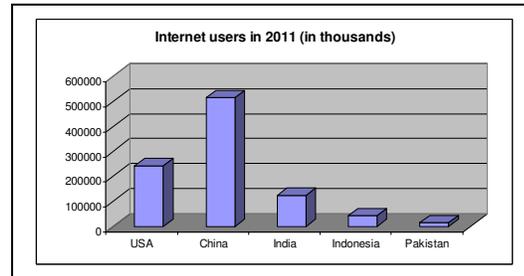


Table 1.8: Internet users

(Internet users in thousands)

	2011
USA	242614.880
China	514801.790
India	125018.240
Indonesia	43618.615
Pakistan	15907.083

(Source: WPT 2012)



Some figures and analysis provided in earlier World Press Trends reports are interesting. As per the WPT 2011 report Japanese newspapers Yomiuri Shimbun, The Asahi Shimbun are largest circulating dailies in the world. Yomiuri Shimbun has circulation of over 10 million. Six of the world's top ten newspapers are in Japan. It is observed that Japan is dominated by a relatively few massive newspapers, with an average title's circulation of 4,61,000 copies. (WPT, 2011).

1.1.5 Free Newspapers

Another significant factor worth mentioning is of free newspapers. In 2011 there were over 150 free dailies, distributing 30 million copies. The trend is significant in Europe. For example, in Italy free dailies have more than 50 percent share in total circulation. Christoph Riess, CEO of WAN-IFRA made a comment while releasing the World Press Trends 2010 in a conference at Kuala Lumpur. In the context of digital challenge he said, "Many newspaper companies in mature markets have embraced digital platforms and new forms of print publishing, growing their product portfolios, audience reach and revenues. ... It is this metamorphosis of the printed newspaper business into a dynamic, print based but digitally expansionist new media business model, that is both the problem and opportunity for our industry." (WPT 2010).



Chapter 2

Status of the Indian Press

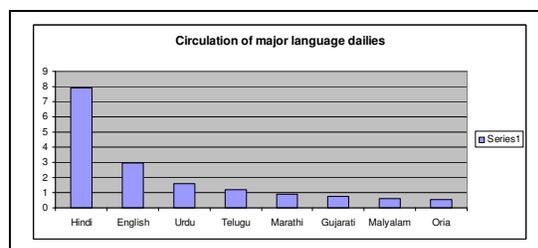
With this background we can assess the status of the Indian Press. The Registrar of the Newspapers for India (RNI) publishes important statistics related to the Indian Press every year. Its focus is mostly on numbers of the registered newspapers on yearly basis. These are the vital pointers showing robustness of print industry in India. In its 'Press in India' annual report of 2010-2011, the RNI had provided the following numbers.

Table 2.1: Highlights of the India Press in 2010-11 (As on 31st March 2011)

1	The total number of registered newspapers	82,222
2	The number of new newspapers registered during 2010-2011	4,853
3	Percentage of growth of total registered publications over the previous year	6.25 %
4	The largest number of newspapers & periodicals registered in any Indian language (Hindi)	32,793
5	The second largest number of newspapers & periodicals registered in any Indian language (English)	11,478
6	The state with the largest number of registered newspapers (Uttar Pradesh)	13,065
7	The state with the second largest number of registered newspapers (Delhi)	10,606
8	The total circulation of newspapers	32,92,04,841
9	The largest circulated daily (single edition): Enadu, Telugu, Hyderabad	16,74,305
10	The second largest circulated daily (single edition): The Hindu, English, Chennai	14,82,658
11	The third largest circulated daily (single edition): Ananda Bazar Patrika, Bengali, Kolkata	12,08,682
12	The largest circulated multi-edition daily: The Times of India, English	37,46,929
13	The second largest circulated multi-edition daily: Enadu, Telugu	29,55,300
14	The largest circulated periodical: The Hindu Weekly, English, Chennai	13,48,160
15	Number of papers ceased publications	15

(Source: RNI, Press in India, 2010-2011)

The RNI report provides further analysis. As per the report the number of dailies published in India in 2010-11 was 4396, as against 3909 during 2009-2010. The claimed circulation of dailies in the period increased by 8.23% to 17,56,65,243 (17.6 crore) copies. The number of Hindi dailies in this period was 2098 and their claimed circulation was 7.91 crore copies (45.03%), while 403 English dailies claimed circulation of 2.43 crore copies (13.83%). (RNI, 2010-11).



Language and state-wise analysis is also provided by the RNI. As per the annual report of 2010-11, Hindi led with 2098 dailies followed by 535 in Urdu. The languages that published more than 100 daily newspapers were English (403), Telugu (370), Marathi (240), Gujarati (151) and Tamil (117).

Hindi dailies dominated circulation figures. Their total circulation was 7.91 crore copies. English dailies were at second position with 2.43 crore copies. Circulation figures of

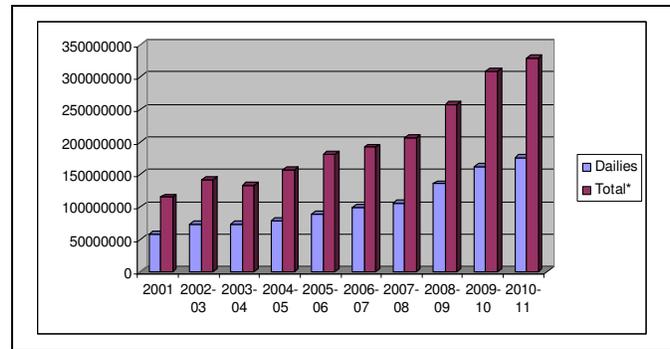
other dailies were Urdu 1.59 crore, Telugu 1.20 crore, Marathi 91 lacs, Gujrati 73 lacs, Malyalam 60 lacs, Oriya 53 lacs.

As per the state-wise analysis dailies from Uttar Pradesh with a total circulation of 3.28 crore copies were at the top. It was followed by Delhi with 1.99 crore copies and Maharashtra with 1.58 crore copies. Andhra Pradesh had circulation of dailies as 1.56 crore, Madhya Pradesh 1.40 crore, Rajasthan 1.12 crore, Gujarat 91 lacs, Tamilnadu 72 lacs, Kerala 61 lacs and Orissa 60 lacs.

Press in India, annual report 2010-2011 also provided circulation figures of dailies for last ten years. It gives an idea about the steady growth in circulation. The table and bar chart of it is given below. (Table 2.2)

Table 2.2 : Circulation of newspapers
(2001 to 2010-11)

Year	Dailies	Total*
2001	57844236	115253948
2002-03	72938646	142005543
2003-04	73537182	133087588
2004-05	78689266	156719209
2005-06	88863048	180738611
2006-07	98837248	192077394
2007-08	105791199	207108115
2008-09	135805315	257953373
2009-10	162312686	308816563
2010-11	175665243	329204841

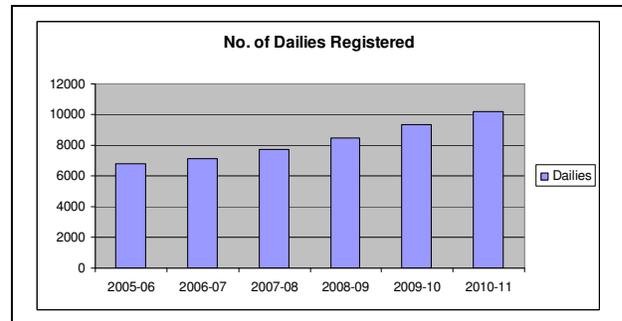


Note: Total* includes circulation of weeklies and other periodicals (Source: RNI, Press in India, 2010-2011)

Table 2.3: No. of newspapers registered

Year	Dailies	Total*	% growth
2005-06	6800	62483	3.43
2006-07	7131	64998	3.86
2007-08	7710	69323	6.66
2008-09	8475	73146	5.51
2009-10	9355	77384	5.79
2010-11	10205	82222	6.27

Note: Total* includes circulation of weeklies and other periodicals
(Source: RNI, Press in India, 2010-2011)



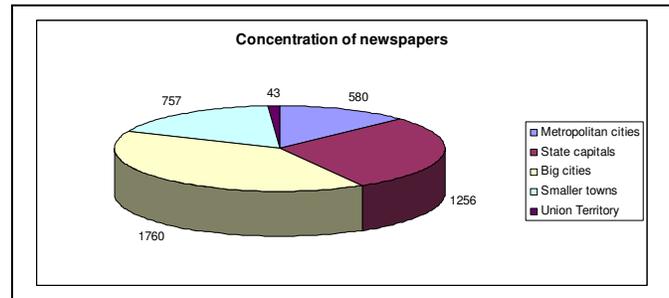
The RNI had provided town-wise data of registered publications and dailies. It shows clear urban bias. As per the 2010-2011 report out of 4396 dailies, 580 dailies were being published from the metropolitan cities Delhi, Mumbai, Kolkata and Chennai. State capitals other than metropolitans published 1256 dailies. Big cities in various states published 1760 dailies and small towns brought out 757 daily publications. Union territories published only 43 dailies. (See table 2.4)

List of cities that published more than 100 newspapers is also given in the report. While giving this statistics it is written that 'the number of newspapers in a city reflects the reach and power of the print media and its hold on public opinion.' For categorization a base strength of 100 newspapers was considered. There are 21 such cities publishing a total number of 8277 newspapers. It includes Delhi (1929), Lucknow (1405), Dehradun (726), Bhopal (639), Jaipur (406), Mumbai (377), Ahmadabad (332), Hyderabad (311), Kanpur (295), Chennai (269), Kolkata (265), Meerut (193), Bhubaneshwar (157), Ghaziabad (144), Begaluru (136), Indore (129), Haridwar (127), Allahabad (115), Gorakhpur (108), Jammu and Pune (107 each).

Table 2.4: Concentration of newspapers (2010-2011)

Center	Dailies
Metropolitan cities	580
State capitals	1256
Big cities	1760
Smaller towns	757
Union Territory	43
Total	4396

(Source: RNI, Press in India, 2010-2011)



2.2 The Fresh Outlook

Other than the Registrar of Newspapers for India there are number of agencies and institutes which keep watch on the progress of Indian media sector in general and print media in particular. Indian Readership Survey (IRS) reports, Audit Bureau of Circulation (ABC) provide important data for the assessment of the print industry in India. Other institutes like Price-Waterhouse Cooper India (PwC), FICCI-KPMG, Media Research User's Council (MRUC) study and analyze vital statistics and trends in Indian media and entertainment segment. These reports give us insight about the health of Indian Press.

'Unlike the global print industry which is moving towards digitization and showing a negative growth, the Indian print media industry is going strong and is expected to continue similarly,' proclaims 'India Entertainment and Media Outlook 2011' report, by PwC, India. It further comments that though most of the Indian newspapers have significant online presence, hard copy still remains the preferred mode of access news.

The report highlights the progress of Indian press during 2006 to 2010. Relevant figures are

Table 2.5: Growth of Print Industry (Figures in INR billion)

	2006	2007	2008	2009	2010	CAGR
Newspaper	112.1	131.5	140.7	142.8	159.5	9.2%
% change	-	17.3	7.0	1.5	11.7	
Magazine	16.5	19.0	21.0	18.6	19.2	3.8%
% change	-	14.9	10.6	11.5	3.1	
Total	128.0	149.0	162.0	161.5	178.7	8.6%
% change	-	16.4	8.7	0.3	10.7	

(Source: PwC Analysis and Industry Estimates)

given in adjacent table (2.5).

As per the report the newspaper industry largely remained flat in 2009. This was because of the slump in global economy and effects were also felt in India. But next year Indian economy showed signs of recovery. It was reflected in print industry. Newspaper industry rose by 11.7 percent in 2010 and its share in print industry increased to 89.3 percent. Overall turnover of newspaper industry in 2010 was INR 159.5 billion. Magazine industry this year was estimated at INR 19.2 billion, with a growth of 3.1 percent. Overall size of the print industry in 2010 was INR 178.7 billion, registering a growth of 11.7 percent over INR 161.5 billion in 2009. (IEMO, 2011)

Advertising is the most important revenue source for print industry. This is reflected in the report. The print advertising registered a growth of 13.5 percent in 2010 over 2009 and stood at an estimated INR 113.5 billion in 2010. Another major source of revenue is circulation. This revenue for print grew by 6.2 percent in 2010 over 2009. Circulation revenue in 2010 was INR 65.2 billion. (IEMO, 2011). Corresponding statistics of 2006 to 2010 is given in the table (2.6).

Table 2.6: Growth of Print Industry (Figures in INR billion)

	2006	2007	2008	2009	2010	CAGR
Advertisement	78.0	94.0	103.5	100.0	113.5	9.8%
% change	-	20.5	10.1	-3.0	13.5	
Circulation	50.7	56.5	58.3	61.5	65.2	6.5%
% change		12.0	3.0	5.0	6.2	
Total	128.0	149.0	162.0	161.5	178.7	9.6%
% change	-	16.4	8.7	-0.3	10.7	

(Source: PwC Analysis and Industry Estimates)

The table shows slight decline in both advertisement and circulation revenues in 2009. This was due to overall economic slowdown in the country. But situation improved in 2010.

The Print industry is a part of larger entertainment and media sector. Overall figures of this sector are given in subsequent 'India Entertainment and Media Outlook' reports of 2011 and 2012. The E&M industry performance of 2009 was INR 158.8 billion. It grew to INR 646.0 billion in 2010. In 2011 overall revenue of the sector was INR 805 billion. The 2012 report says that India's E&M market is at present 14th largest market in the world. The report predicts that sector will continue to grow in next few years. It is projected to reach INR 1764 billion by 2016, with CAGR (cumulative average growth rate) of about 17 percent

Table 2.7: Segment revenue contribution within E&M industry(Figures in INR billion)

Segment	2010	2011	Y-o-Y growth	Contribution to industry
Television	294	340	15.7%	42%
Print	178	190	7.2%	24%
Radio	13	14	10.8%	1.7%
Film	88	96	9.4%	12%
Internet access	74	116	57.2%	14%
Internet advertising	8	10	30.9%	1.3%
Out of Home (OOH)	14	16	10.7%	1.9%
Music	10	12	25.0%	1.5%
Gaming	8	11	32.6%	1.4%
Total	685	805	17.5%	-

(Source: PwC, IEMO report 2012)

from 2012 to 2016. (IEMO, 2012).

The 2012 report provides segment-wise performance of E&M industry in two consecutive years.

Here we can see that growth of print industry is low as compared to other segments. Its contribution to industry has also come down a bit. This may be a worrying factor, but it is still growing in comparison to other countries. Internet access and gaming are the fastest growing segments in India. This is driven by increasing adoption of mobile internet. Internet advertising is also growing fast, but its contribution to industry is still at marginal level. (IEMO, 2012)

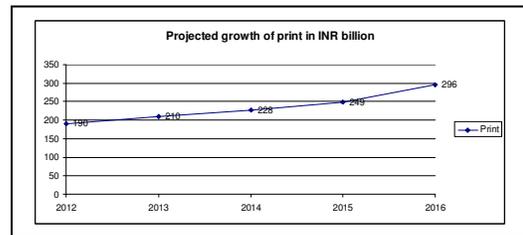
The report has also projected likely path of growth of E&M sector. It is interesting to see that print in India has a future with cumulative growth rate of 9.2% in next five years.

Table 2.8: Projected growth 2012-2016

(Figures in INR billion)

	2012	2013	2014	2015	2016	CAGR
Print	190	210	228	249	296	9.2%

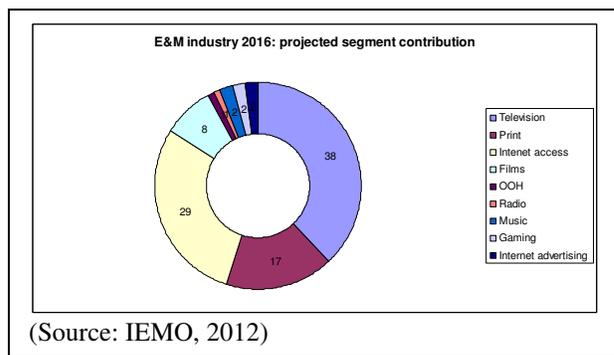
(Source: PwC, IEMO report 2012)



Another interesting statistics given in the 'IEMO

2012' report is about projected advertising revenue in E&M industry and its segment-wise scenario. It is said that, the revenue from advertising is expected to grow as a CAGR of 13.4 percent to reach INR 525 billion in 2016, from INR 279 billion in 2011. In this scenario television and print will remain primary contributors, accounting for 84 percent of total revenue in 2016.

But advertising revenue from internet access is growing fast and is likely to overtake print revenue may be by 2013. This is reflected in a graph of projected growth. (IEMO, 2012)



(Source: IEMO, 2012)

But as seen earlier print in India will not shrink like other developed countries in the world, but is expected to grow at a CAGR of 9.2 percent and will have a share of 17 percent in 2016. (IEMO, 2012). As per the report, The magazine industry saw a marginal growth in 2011. The industry is slowing down for the past few years and the economic slowdown affected it

further. Its market size was estimated to be 20.4 billion INR in 2011 as compared to 19.6 billion INR in 2010. Magazines are losing their readership base as per readership survey. Traditionally, the regional language publications have been widely read, but readership survey indicates that most of these magazines are losing their readership base. Solution to reverse this trend may lie in niche magazines.

Another report prepared by FICCI-KPMG is also optimistic about the growth of overall media and entertainment industry and the print media market within it. 'Indian Media & Entertainment Industry Report 2012' provides following analysis. As per the report, Indian media and entertainment industry grew from INR 652 billion in 2010 to INR 728 billion in 2011. An overall growth rate was 12 percent. The sector is projected to grow at a CAGR of 14.9 percent in next five years and is expected to reach INR 1457 billion in 2016. A connected press release states that, the projected growth trajectory is backed by strong consumption in tier 2 and tier 3 cities, continued growth of regional media, and fast increasing new media business. (The Hoot, FICCI-KPMG, 2012).

As per the report, Indian print industry grew in by 8.3 percent from INR 193 billion in 2010 to INR 209 billion in 2011. The growth was slightly lower than expected 9.5 percent rate. Expected growth path of print media is given in the table (2.9)

Table 2.9: Print Media Market (in INR billion)

Print media market	2011	2012	2013*	2014*	2015*	2016*	CAGR
English	83	88	94	100	106	113	6.3%
Advertising	57	61	66	72	78	84	8.0%
Circulation	26	27	27	28	28	29	2.0%
Hindi	62	68	75	83	91	101	10.1%
Advertising	41	45	51	58	66	74	12.9%
Circulation	22	23	23	24	25	26	4.0%
Language	63	70	78	87	98	109	11.6%
Advertising	42	48	55	63	71	82	14.5%
Circulation	21	23	24	25	26	27	5.0%
Total	209	226	247	270	295	323	9.1%

(Source: FICCI-KPMG, 2012)

The figures in PwC (IEMO) and FICCI-KPMG reports are somewhat different. But both agree on projected CAGR of above 9 percent for the print industry. Breakup figures that are given in FICCI-KPMG report, show competition within industry. English market within print media is quite strong and is expected to remain so in 2016. Its projected CAGR is 6.3 percent and may earn INR 113 billion in 2016. But as the present trend shows Hindi and regional language markets are fast catching up the leader. Their respective CAGR is 10.1 and 11.6 percent. Regional language market is expected to overtake Hindi market in 2013 and will be in second position till 2016. Its likely earning in 2016 will be INR 109 billion. Hindi market may earn INR 101 billion in 2016. It will be curious to watch the competition within print media market in near future.



2.3 Readership Trends

Media Research Users Council (MRUC) regularly conducts study of Indian press and its readership on various counts. Findings of this study are published regularly. It analyses the performance of various newspapers in different readership categories and also ranks them on the basis of 'Average Issue Readership' (AIR). This is a different indicator than actual circulation figures declared by Audit Bureau of Circulation (ABC).

For this study we could access limited IRS data and reports based on it. Our observations based on this data have some limitations. We have tried to identify some trends and issues, rather than focusing on numbers.

Whenever IRS results are published there are claims and counter claims by various newspapers about their leadership in particular segment or area. Common readers are unable to understand such scenario and complexities involved in it. IRS figures of second quarter of 2012 released in October are the latest statistics available for this study.

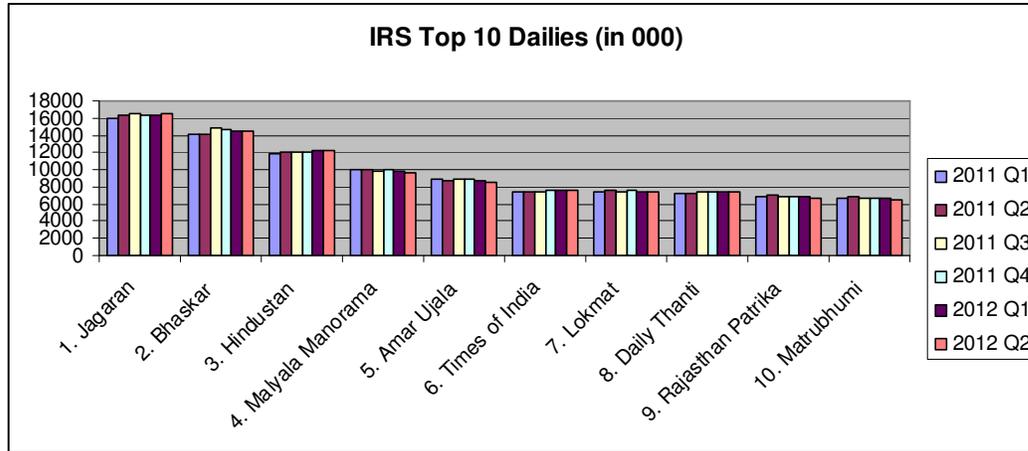
As per Q2 results cumulative readership of the top ten newspapers in India shrunk by 4.61 lac readers. Only Dainik Jagaran, Hindustan and Lokmat showed growth in readership; while all others in top ten, faced losses in readership. India's number one Hindi daily, Dainik Jagaran continued to be the largest read newspaper across all languages in India. It added 17000 readers to record an AIR of 1,64,29,000 in IRS Q2 2012. Dainik Bhaskar lost 1.05 lac readers in this round. But in Q3 of 2011 IRS Bhaskar had added phenomenal 7.02 lac readers. India's largest read English daily Times of India registered marginal loss of 9000 readers in this round, while number 2 English daily, Hindustan Times lost 38000 readers in the same period. (Mediaavatar, 2012).

Our view point in looking at IRS figures is somewhat different. In various rounds some newspapers gain readership and some register losses. Such fluctuations do occur and the newspapers plan new strategies for the new situation. But for this study our effort is to concentrate on larger picture. Readership figures of some IRS rounds are given below in table (2.10).

Table 2.10: Indian Readership Survey Top 10 dailies (figures in 000)

Publication	Lang.	2011 Q1	2011 Q2	2011 Q3	2011 Q4	2012 Q1	2012 Q2
1. Dainik Jagaran	Hindi	15910	16393	16458	16410	16412	16429
2. Dainik Bhaskar	Hindi	14016	14174	14876	14602	14553	14448
3. Hindustan	Hindi	11810	11985	12033	12045	12157	12205
4. Malyala Manorama	Malyalam	9962	9938	9912	9937	9875	9710
5. Amar Ujala	Hindi	8891	8747	8836	8842	8693	8608
6. Times of India	English	7442	7471	7467	7616	7652	7643
7. Lokmat	Marathi	7486	7595	7438	7562	7485	7507
8. Daily Thanti	Tamil	7187	7290	7447	7503	7485	7507
9. Rajasthan Patrika	Hindi	6941	7033	6918	6847	6807	6756
10. Matrubhumi	Malyalam	6690	6800	6630	6666	6600	6493

(Source: MRUC, 2012)



Above statistics and graph shows, that though there are ups and downs in quarterly IRS results, there is some stability into it. It highlights the need of long term analysis rather than focusing on temporary ups and downs. Significantly there are no major changes in the ranking. Over the years top ten or twenty high readership newspapers have been able to maintain their position. Hindi newspapers have consolidated their position in top ten. There are five Hindi newspapers in top ranking. Four language newspapers are indicative of the strength of regional markets. The Times of India is only English newspaper in the list. Here one should remember that the Times of India is the largest circulating English daily in the world and the largest circulated multi-edition daily in India.

Indian Readership Survey also gives top ten list of Hindi, English and language dailies. It helps in identifying major players in the Indian Press. Given below is the respective list of dailies and their performance in last six quarters.

Table 2.11: IRS Top 10 Hindi dailies (figures in 000)

Publication	2011 Q1	2011 Q2	2011 Q3	2011 Q4	2012 Q1	2012 Q2
1. Dainik Jagaran	15910	16393	16458	16410	16412	16429
2. Dainik Bhaskar	14016	14174	14876	14602	14553	14448
3. Hindustan	11810	11985	12033	12045	12157	12205
4. Amar Ujala	8891	8747	8836	8842	8693	8608
5. Rajasthan Patrika	6941	7033	6918	6847	6807	6756
6. Punjab Kesari	3479	3414	3326	3330	3386	3347
7. Prabhat Khabar	1762	1714	2063	2187	2437	2621
8. Navbharat Times	2589	2650	2581	2573	2588	2584
9. Patrika	N.A.	N.A.	1430	1787	1946	2072
10. Nai Dunia	N.A.	N.A.	1630	1649	1688	1569

(Source: MRUC, 2012)

Table 2.12: IRS Top 10 English dailies (figures in 000)

Publication	2011 Q1	2011 Q2	2011 Q3	2011 Q4	2012 Q1	2012 Q2
1. Times of India	7442	7471	7467	7616	7652	7643
2. Hindustan Times	3692	3737	3733	3791	3805	3767
3. The Hindu	2095	2077	2169	2240	2233	2208
4. The Telegraph	1203	1209	1266	1273	1292	1275

5. Deccan Chronicle	1035	1088	1094	1034	1027	1038
6. DNA	822	824	863	897	909	930
7. Mumbai Mirror	769	785	760	803	777	795
8. The Economic Times	780	758	812	790	792	789
9. New Indian Express	569	567	593	637	678	667
10. The Tribune	550	559	599	585	624	640

(Source: MRUC, 2012)

There are no major changes observed in ranking except the flip flop of positions between Mumbai Mirror and Economic Times, two papers within the Times group. Another minor change is Gujarat Samachar and Dinakaran swapping their positions in language dailies ranking.

Table 2.13: IRS Top 10 language dailies (figures in 000)

Publication	Lang.	2011 Q1	2011 Q2	2011 Q3	2011 Q4	2012 Q1	2012 Q2
1. Malyala Manorama	Malyalam	9962	9938	9912	9937	9875	9710
2. Lokmat	Marathi	7486	7595	7438	7562	7485	7507
3. Daily Thanti	Tamil	7187	7290	7447	7503	7485	7507
4. Matrubbhumi	Malyalam	6800	6690	6630	6666	6600	6493
5. Enadu	Telugu	5991	6032	6101	5991	5906	5925
6. Ananda Bazar Patrika	Bengali	6118	6063	6098	6049	5970	5859
7. Sakshi	Telugu	5276	5220	5219	5303	5244	5306
8. Gujarat Samachar	Gujarati	5042	5106	5186	5169	5224	5205
9. Dinakaran	Tamil	5123	5167	5253	5227	5108	4999
10. Daily Sakal	Marathi	4568	4448	4273	4400	4396	4437

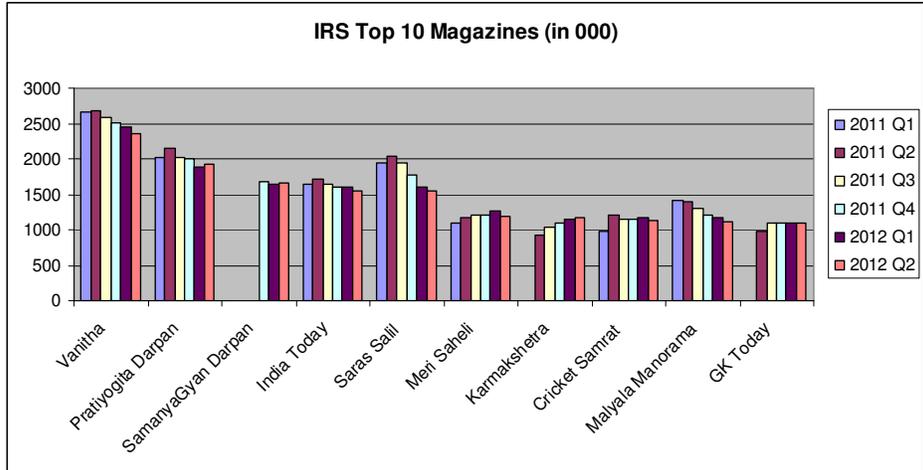
(Source: MRUC, 2012)

As per short term analysis, six out of ten top English dailies lost their readership in latest round of IRS Q2 over earlier quarter. It includes top three dailies- Times of India, Hindustan Times and The Hindu. Among top Hindi dailies five publications lost their readership over the quarter. Dainik Bhaskar and Rajasthan Patrika suffered big loss. In language dailies category four dailies including top ranker Malyala Manorama suffered some readership loss. Media analysts need to track these developments.

Table 2.14: IRS Top 10 Magazines (figures in 000)

Publication	Lang.	2011 Q1	2011 Q2	2011 Q3	2011 Q4	2012 Q1	2012 Q2
1. Vanitha	Malyalam	2653	2671	2590	2516	2444	2353
2. Pratiyogita Darpan	Hindi	2027	2154	2025	2001	1893	1918
3. SamanyaGyan Darpan	Hindi	NA	NA	NA	1678	1644	1664
4. India Today	English	1650	1724	1636	1611	1613	1554
5. Saras Salil	Hindi	1945	2039	1941	1768	1601	1548
6. Meri Saheli	Hindi	1100	1174	1209	1213	1259	1192
7. Karmakshetra	Bengali	NA	916	1047	1090	1142	1168
8. Cricket Samrat	Hindi	984	1213	1159	1154	1176	1135
9. Malyala Manorama	Malyalam	1413	1393	1307	1206	1163	1113
10. GK Today	English	NA	977	1087	1092	1086	1087

(Source: MRUC, 2011, 2012)



Most worrying trend in recent readership surveys is the continuous decline in magazine readership. In second quarter of 2012, six of the top ten magazines showed decline. Vanitha, the Malyala magazine, leader in this category lost 91000 readers in this quarter. India Today witnessed the loss of 59000 readers during the period. (Ayushi, 2012). Leading magazines like Vanitha, India Today, Saras Salik, Malyala Manorama are witnessing steady decline in readership. On the other hand circulation of Bengali magazine Kurulshetra is on the rise and niche magazines Meri Saheli and Cricket Samrat seems to have stabilized their readership.

In 2008 MRUC used the concept of 'Total Readership' (TR) in IRS. In some rounds it even replaced 'Average Issue Readership' (AIR) with TR. This sparked a debate about the new index and measurement needs of the Print industry. During this debate better method to capture print readership in a better way was advocated. (Chandy, Thandathil, 2008)

2.3.1 Media Reach

RK Swamy Media Group had provided a different perspective of readership data. It analysed IRS 2010 quarter four results. Interesting statistics about media reach is given in the report.

Table 2.15: Media reach (Oct.-Dec. 2010)

Media Reach	Urban %	Rural %	Total %
Press	35.8	13.2	20.4
Television	82.4	45.4	57.2
Satellite	73.2	32.6	45.5
Radio	21.2	15.9	17.6
Cinema	5.7	2.0	3.2
Internet	7.0	0.8	2.8
All media	86.6	54.5	64.5

(Source: MRUC, 2010)

The article seeks our attention to the fact that 'overall media reach through conventional media is still hovering around 64.7 percent. Even today two out of every five Indians are not reachable by any conventional media. TV reach is highest. But the reach of the Press was 20.4 in 2010. If we consider 'Total Readership', even then Press reach is 38.9 percent. (Basak, 2011).

2.3.2 Literacy and Media

Another set of data available in 'IRS 2012 Q2 Topline findings' research document is about literacy and media consumption. Table (2.16) shows the steady growth in literacy level and overall media consumption during three quarters.

Adjacent statistics shows that growth in collective media consumption is in tune with the rising literacy level. Consumption of the Press seems to

be on plateau during last three quarters. Internet consumption is growing very fast.

Table 2.16: Growth: Literacy & Media Consumption (in 000)

	2011 Q4	2012 Q1	2012 Q2	% CAGR
Literacy	639705	643321	649715	3.2
Any media	636307	640396	647036	3.4
Press	350347	352115	352004	0.9
TV	549864	554651	563435	5.0
Cable & Satellite	462383	475176	488642	11.7
Radio	156692	154941	158165	1.9
Cinema	75768	75195	79258	9.4
Internet	34409	37483	39944	34.8

(Source: MRUC, 2012)

2.3.3 Fastest 50

'Indian Printer and Publisher' magazine published a list of 50 fastest growing Indian newspapers in its 10 September 2012 issue. This is a second compilation by the print industry magazine. This list is not merely on the basis of ABC circulation figures of last three years, but other important attributes are also considered. It has considered IRS data from 2009 Round 2 to 2012 Quarter 1. Starting new editions, increase in pages, increase in colour pages, colour quality, the building of new plants, adoption of new technology, innovation in media, and serious attempts to take environment challenges are the important attributes for the selection.

At the outset the article 'The 50 fastest growing dailies in India 2012' have clearly stated that print advertising revenue in April 2012 to March 2013 financial year would be relatively flat. Still there will be new dailies, new challenges and revivals in language daily markets. (Indian Printer & Publisher, 2012). List of top 50 dailies is shown in table (2.17). List is in alphabetical order.

Table 2.17: The 50 fastest growing dailies in India 2012

No	Dailies	Language	Head office	Editions
01	Ajit	Punjabi	Jalandhar	01
02	Amar Ujala	Hindi	Agra	20
03	Ananda Bazar Patrika	Bangla	Kolkata	08
04	Asomiya Pratidin	Assamese	Guwahati	04
05	Bartaman	Bangla	Kolkata	03
06	Business Standard	English	Kolkata	12
07	Daily Deshdoot	Marathi	Nashik	05
08	DainikJagran	Hindi	Kanpur	36
09	Dainik Bhaskar	Hindi	Jabalpur	16
10	Deccen Herald	English	Bengaluru	06
11	Divya Bhaskar	Gujarati	Bhopal	05
12	Divya Marathi	Marathi	Aurangabad	05
13	Dinamalar	Tamil	Madurai	10
14	Dina Thanthi	Tamil	Bangalore	15

15	Dinakaran	Tamil	Chennai	12
16	DNA	English	Mumbai	05
17	Eenadu	Telugu	Hyderabad	23
18	Ekdin	Bangla	Kolkata	03
19	Financial Express	English	Ahmedabad	12
20	Gujarat Samachar	Gujarati	Ahmedabad	07
21	Hindustan	Hindi	New Delhi	05
22	Lokmat	Marathi	Mumbai	11
23	Malayala Manorama	Malayalam	Thiruvananthpuram	17
24	Mathrubhumi	Malayalam	Calicut	13
25	Maharashtra Times	Marathi	Mumbai	05
26	Mint	English	New Delhi	09
27	NavBhat Times	Hindi	New Delhi	02
28	Nava Bharat	Hindi	Bhopal	06
29	Pokhanaphan	Manipuri	Imphal	01
30	Prabhat Khabar	Hindi	Ranchi	08
31	Prajavani	Kannada	Bengaluru	06
32	Pudhari	Marathi	Kolhapur	10
33	Panjab Kesari	Hindi	Jalandhar	08
34	Punyanagari	Marathi	Aurangabad	09
35	Rajasthan Patrika	Hindi	Jaipur	18
36	Rashtriya Deepika	Malayalam	Kottayam	09
37	Sakshi	Telugu	Hyderabad	23
38	Sambad	Oriya	Bhubaneswar	08
39	Sangbad Pratidin	Bangla	Kolkata	01
40	Sanmarg	Hindi	Kolkata	04
41	Sakal	Marathi	Pune	09
42	Samyukta Karnataka	Kannada	Bengaluru	05
43	The Hindu	English	Chennai	13
44	The Hindustan Times	English	Delhi	10
45	The Indian Express	English	Mumbai	10
46	The New Indian Express	English	Chennai	14
47	The Times Of India	English	Mumbai	14
48	The Telegraph	English	Kolkata	01
49	Vijay Karnataka	Kannada	Bengaluru	10
50	Vijayvani	kannada	Hubli	09

(Source: Indian Printer & Publisher, 2012)

There are 11 English dailies, 10 Hindi dailies and 29 regional language dailies in the list. It reflects the prominence of and growth opportunities for regional dailies in India. Among them group of South Indian or Dravidian languages have total 12 dailies, followed by Marathi dailies (total 7). Another significant observation is that barring three regional language dailies, all other fastest growing dailies have multi-edition set up. It indicates the scope for established dailies to enter into new markets and start fresh editions.



2.4 Circulation of dailies

Circulation is another major indicator of measuring status of newspapers. A newspaper's circulation is the number of copies in circulation on an average day, both through subscriptions and newsstand sales. While readership is an estimate of how many readers a publication has. It is counted on the basis of circulation figures and approximate readers per copy.

'Audit Bureau of Circulations' is a non profit voluntary organization of publishers, advertisers and advertising agencies in India. It has developed audit procedures to verify the circulation of newspapers. The bureau issues ABC certificates every six months to its member press organizations. It is important to check the claims and counter claims of newspapers about their circulation.

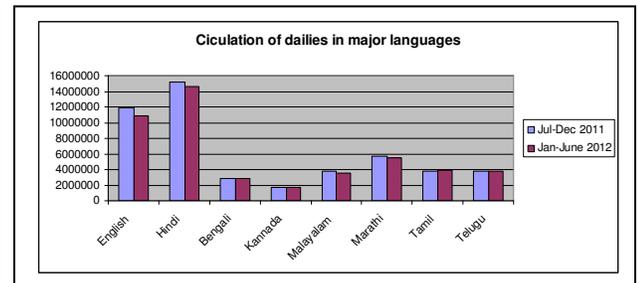
As per the 'Preliminary List of Circulation' prepared by ABC for the period of January to June 2012, total circulation of daily newspapers was 4.90 crore copies. Corresponding figure for earlier assessment period July to December 2011 was 5.11 crore. It seems that Indian dailies lost about 21 lakh circulation in six months. In the report it is stated that ABC had not received or not accepted circulation figures or such figures are under consideration. This may be one of the reasons behind the said circulation losses. Given below is relevant data from the report. (ABC, Jan-July 2012).

Table (2.18) displays language wise circulation among member newspapers.

Table 2.18: Language wise Circulation of Dailies (July-Dec 2011 & Jan-June 2012)

Language	Daily Newspapers	
	Jul-Dec 2011	Jan-June 2012
English	11881753	10883136
Hindi	15144411	14599273
Bilingual (H-E)	152630	207847
Assamese	449414	404382
Bengali	2885083	2868760
Gujarati	157428	156185
Kannada	1737954	1749017
Khasi	29604	30274
Malayalam	3744159	3538514
Manipuri	39814	74060
Marathi	5681162	5532924
Nepali	36756	34768
Oriya	619023	637014
Punjabi	782654	502607
Tamil	3824068	3852535
Telugu	3821273	3796498
Urdu	127718	130386
Total	51114904	48998180

(Source: ABC, Jan-June 2012)



As per the report Hindi newspapers are most widely circulated in India followed by the English press. Graph showing circulation among major language press highlights the edge Hindi newspapers have in India. Among regional language press Marathi, Tamil, Telugu, Malayalam, Bengali and Kannada are the major players.

ABC report provides state,

district and town-wise circulation figures. But the data is too complicated and it is difficult to portray all India picture on that basis.

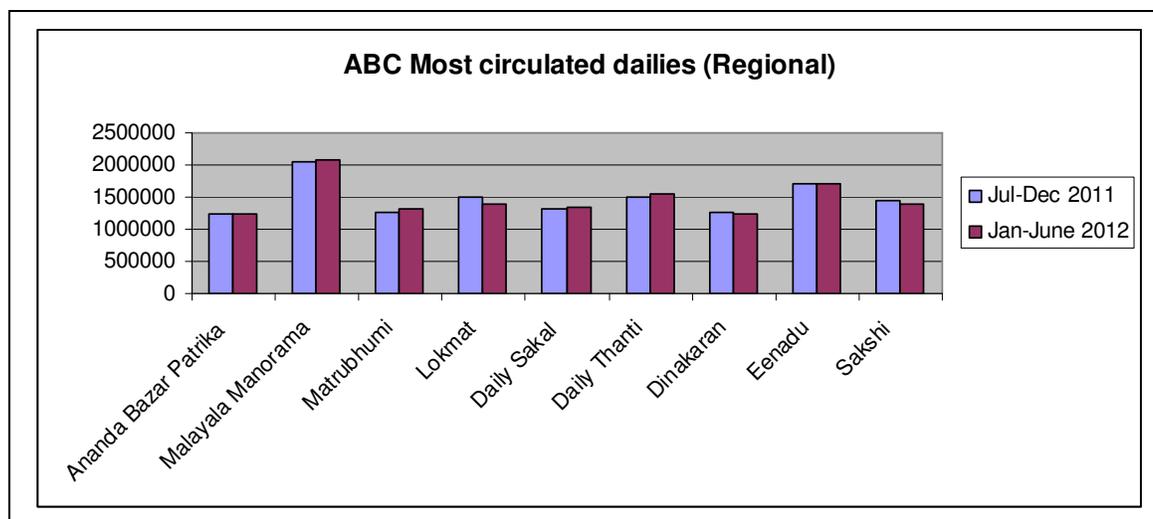
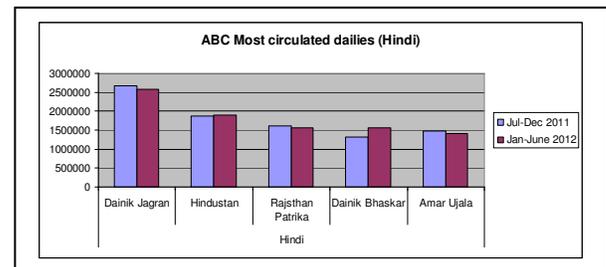
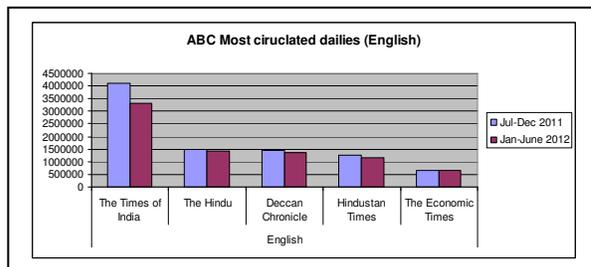
Table 2.19: Most circulated dailies

Language	Publication	Jul-Dec 2011	Jan-June 2012
English	The Times of India	4090195	3317316
English	The Hindu	1500365	1411092
English	Deccan Chronicle	1458037	1372585
English	Hindustan Times	1262990	1158206
English	The Economic Times	665294	661596
Hindi	Dainik Jagaran	2661941	2582059
Hindi	Hindustan	1867761	1891559
Hindi	Rajsthan Patrika	1603008	1575007
Hindi	Dainik Bhaskar	1313779	1555850
Hindi	Amar Ujala	1479669	1421797
Bengali	Ananda Bazar Patrika	1249068	1232310
Malayalam	Malayala Manorama	2048274	2090773
Malayalam	Matrubhumi	1274595	1319213
Marathi	Lokmat	1499376	1398846
Marathi	Daily Sakal	1317507	1334353
Tamil	Daily Thanti	1494539	1562769
Tamil	Dinakaran	1259463	1243284
Telugu	Eenadu	1717287	1706051
Telugu	Sakshi	1457065	1400955

(Source: ABC, Jan-June 2012)

A list of most circulated dailies in various languages is given in the report. It is more or less similar to the list based on readership figures. Given below is a selective list of dailies having circulation over ten lacks in table (2.19).

Bar charts based on this statistics are given below. They show relative stability in the circulation of major newspapers in last six months. But there seems to be a significant drop in overall circulation of the Times of India. Reasons for it could not be identified from the information provided in the report. (ABC, Jan-July 2012).



2.4.1 'Making Headlines Again'

Yet another report predicted bright future and growth prospectus for the print media in India. A financial services firm 'Motilal Oswal' predicted compound annual growth rate (CAGR) of 17 percent for print media during 2013 to 2015. In the report titled, 'Making Headlines Again' observed that 'the print industry in India is in consolidation mode and circulation revenue growth for most print companies had been higher than that of advertisement growth.' (Mediavataar, 2013).

Advocating subscription led business model the Motilal Oswal firm stated that 'of the total print media industry revenues, estimated at \$ 4 billion (INR 22,000 crore), only 30 percent comes from circulation and the balance 70 percent is from advertising.' To survive in new market environment change in business model is must, it argued. (Mediavataar, 2013).

2.4.2 Print Dominates

Motilal Oswal firm in its report had highlighted the prominence of print media platform for the advertisement sector. It observed that, 'With a call-for-action positioning, significant reach, high attention span, localization benefits and concentrated industry structure in the respective markets, print media is the largest platform for Indian advertisers accounting for 45 percent ad share.' (Mediavataar, 2013).

The report has also highlighted the power of English print media in metro markets and its limitations. It states, 'English print is primarily concentrated in six metros- Delhi, Mumbai, Kolkata, Chennai, Bengluru and Hyderabad- Delhi and Mumbai are the largest English print markets constituting an estimated 30%+ each of the ad market. English print is more concentrated compared to regional, with an average 90 percent of readership with top 2 players. This is led by well fortified business model, with advertisements constituting 95 percent of revenues; low cover prices and high cost/copy (higher number of pages plus better quality newsprint).' But the report warns that English print is also has a high risk of potential competition from digital media. (Mediavataar, 2013).



2.5 Sourcing News Globally

There are many news agencies in India that collect news and provide them to the other news houses to finally reach out to the mass. The Press Trust of India Limited (PTI) is India's largest news agency. It is a non-profit sharing cooperative owned by the Indian newspapers started its operations in 1949. As per the agency website, it employs more than 400 journalists and 500 stringers to cover almost every district and small town in India. Collectively, they put out more than 2,000 stories and 200 photographs a day to feed the expansive appetite of the diverse subscribers. PTI commands 90 per cent of new agency market share in India.

Other major news agencies in India are United News of India (UNI), Indo-Asian News Service (IANS), Asian News International (ANI), Free Press of India (FPI), etc. UNI began its operations in 1961. Till 1990s the agency was fiercely competing with PTI. But lately PTI has virtually edged out UNI from pages of most newspapers. (Swarup, H., 2008). IANS was established in 1986, initially to serve as an information bridge between India and its thriving Diaspora in North America. It is becoming India's important news agency with a growing international reach. ANI is also emerging as a leading multimedia news agency. With rapid development in media technology news agencies are converting themselves to 'Complete Content House' providing text, photos, graphics and video content for print, TV, online and mobile media, all under one roof. KBK is India's pioneering and leading daily News Graphics agency.

2.5.1 Need of Global Agency

A report of SIC panel headed by Asha Swarup drew attention towards critical absence of Indian news agency on global level. The leading news agency in India, the Press Trust of India is set up under section 25 of the Companies Act of 1956 on 'no profit no loss' basis. Hence the possibility of its global presence is limited, observed the panel. (All About Newspapers, Sept. 2012)

International news agencies on 15 November 2012 boycotted the Test series between India and England to protest against the restrictions imposed by the Board of Control for Cricket in India (BCCI) on some photo agencies covering the tour. The major International agencies Thomson Reuters, Agence France-Presse and Associated Press decided to suspend reports from the tour as well as pictures. The agencies distribute thousands of images as part of their editorial coverage to the enjoyment of fans, the sponsors of teams, such as Nike and Sahara.

2.5.2 The Language Tangle

One major lacuna highlighted in an article, by Om Gupta is that in India there is no prominent independent language news agency in national or regional language. Three major news agencies PTI, UNI and IANS primarily provide news in English. They have Hindi units. 'Univarta' has a larger number of subscribers than its parent organization UNI. But Bhasha (PTI) doesn't enjoy that reputation. Hindustan Samachar which was merged with other agencies in 1975 is now revived as a multilingual news agency. But its reach is limited. There is no major separate Hindi news agency that has an independent existence. Most Hindi and regional newspapers translate news from English. Author contends that most of the information gathered from a source is either in Hindi or regional language. But It is written in English by agency reporters. It is again translated in regional languages by sub-editors. In the process originality and authenticity of information is lost. Author highlights the need to change this scenario. (Gupta, 2012)

A novel experiment going on in Chattisgarh is worth mention here. A former journalist Shubhranshu Choudhary initiated 'CGNet Swara', a unique mobile phone and online news service in the tribal state. It provides news in four languages including, Gondi, the tribal dialect. On its website Choudhary writes, 'The tribal people in central India have very limited connectivity with the outside world. They don't have [reliable] electricity. They have limited number of roads, but mobile phones are available. So that becomes the

only way to exchange information in and outside the society. This is India's first war in the information age. We, a collective group of citizen journalists who came together on a platform called CGNet, thought of using the new technology to solve this problem of journalism. With mobile penetration, it was the only way to provide news to these tribal people.' (Niazi, 2012). In two years 'CGNet' received nearly sixty thousand calls from people wanting to report or listen to news.



Chapter 3

Women in the Press

Since media is a part of society, it should reflect the concerns of half of the population of fairer sex. It is necessary to give equal representation to women in media, not only that they should be treated at par with their male counterparts. The condition at workplaces is also important as many media organizations have not formed the sexual harassment redressal systems.

In rural areas women are weakly represented in media organizations as compared to cities, where they have more opportunities. Very few prominent media organizations are treating them equally in terms of wages and working conditions. Maternity leave and other facilities are available, but there is not enough data available about whether they are availing these facilities or not.

English media organizations are more sensitive to the needs of women journalists in comparison with others. In some newspapers women are doing wonderful job at desk as copy editors. They avail various facilities given by media organizations, but their number is very small. Young women reporters in big media organizations are doing excellent job. The press photographer, otherwise untouched area of journalism now also has young women photographers, but their number is also less.

3.1.1 Low Representation

Gender representation in Indian media is abysmally low at the grassroots level. A study conducted by Media Studies Group based on RTI replies has found that representation of women journalists at the district level is only 2.7%. There are six states and two Union Territories which have zero percent women at the district level, while Andhra Pradesh tops the list with 107 women journalists in the districts. The study is based on data and information received from 255 districts of 28 states.

A masculine view of the world

'Journalism sets the context for national debates and affects public perception of issues across the socio-economic and political continuum – not just women's issues. By determining who has a voice in these debates and who is silenced, which issues are discussed and how they are framed, media have the power to maintain the status quo or challenge the dominant order. Unfortunately, mainstream media content still reflect a masculine (and upper class, upper caste, urban) view of the world and of what is important. As a result, many issues that are particularly crucial to women's lives are low down in the scale of what is regarded as newsworthy.'

- Ammu Joseph, Noted Journalist

The study revealed that the number of total accredited female journalists at the district level is a meager 329. The states having maximum percentage of accredited female journalists are Sikkim and Meghalaya. Percentage of female journalists working at the district level in both these states is 16.66%. Percentage of women journalists working at the district level in Bihar is 9.56%, while in Chhattisgarh, it is 9.38%. Total number of

accredited journalists in Bihar is 251 out of which 24 are women. Chhattisgarh has 32 journalists out of which only three are women. (ToI, May 7, 2012)

3.1.2 Insecurity and Insensitivity

Pamela Bhagat conducted a study on 'Status of Women Journalists in the Print Media'. A major concern that emerged from the study was job insecurity, because journalists were employed like daily wage labor. Signing a muster at the end of the month to get a pittance of INR 1500 to 3000 as wages; contract system of employment; neglect of maternity and child-care provisions and sexual harassment were the other issues raised.

The study highlighted following issues:

- More women are employed in the media, since they are available at lower salaries on the contract system.
- After initial resistance, even women journalists start justifying organizational insensitivity. They are instrumental in perpetuating lack of recognition of women's special needs and functions in society.
- Many believe the myth that women journalists have limitations within organizations since they cannot do night shifts.
- Regular dilemma is childcare vs. profession. Effect of work on marital relations differs between male journalists and women journalists.
- Longer maternity leave is important since confinement and childcare are very demanding on health and emotions.
- Women journalists are conscientious, diligent and people relate more easily to them. However, male bosses do not give credit for their professionalism instead they speak of women exploiting their gender.
- There is no transparency in policy matters related to entitlements, rights and promotion criteria.

According to the study, an astounding 20.5 per cent of respondents said that women were discriminated against for promotion. 45.5 per cent felt it was because of their sex, some felt it was because of age and a large proportion (21.2 per cent) refused to comment. In fact 8.4 per cent were forced to leave a media organization due to promotion discrimination. (Bhagat, ___)

3.1.3 Gender Pay Gap

The International Federation of Journalists (IFJ) and WebIndicators jointly published a global report on 'Gender Pay Gap in Journalism' in 2012. It shows that women journalists continue to face persisting discrimination in wages and benefits. As per the report women journalists are paid 17 percent less than male colleagues in Europe, 9 percent less in Central Asian countries and 4 percent less in South America. The report points out that the pay gap increases with the age. Women aged 30 to 45 years face the biggest pay gap when they stay out of a job to take care of children and thus accumulate less tenure for pension and lose seniority. (IFJ, 2012). Though statistics for South Asian countries is not available, it is highly probable that women journalists in India face similar discrimination.

The IFJ suggests some measures to end the gender pay gap, such as implementing a pay audit, increasing opportunities for flexible work, improving maternity rights, removing barriers to building seniority and promotion, etc.

In India we find women journalists at decision making positions rarely barring some exceptions like Mrinal Pande, Kalpana Sharma, Jayshree Khadilkar. 'Many women journalists are deprived of top positions in organizations due to gender discrimination', said Nandini Sahai, Director, Media Information and Communication Center of India (MICCI), in Mysore. Inaugurating a seminar on 'Gender Discrimination in Media: Myth or Reality?' she claimed that many women journalists are quitting jobs because of various reasons, including gender discrimination and less pay. (ToI, Feb. 6, 2012)

In this context a reference given by noted journalist Ammu Joseph quoting Margaret Gallagher is relevant. Back in 1995 Gallagher conducted the first extensive international survey on gender patterns in media employment. She said at that time, 'Even if the lower ranks of media organizations accommodate a growing number of women, there is no evidence that upper echelons of the media have become feminised.'

The Network of Women in Media, India (NWMI) has been formed as a professional association linking women journalists and other women working in or on the media across the country. It came into being at a national meeting in Delhi in January 2002 after a process of network-building which began in 2000. The organization recently held its annual meetings in Pune (2008), Imphar (2009) and Kozikode (2010). This group is trying to highlight the problems of women journalists in India and is aiming for the solutions through collective action.

3.1.4 Reporting Gender Issues

In an article 'Women's Issues in India: Role and Importance of Media' (Global Media Journal, Autumn 2010 & Spring 2011) author Purima says, 'Media implicitly rank the importance of the public issues according to the amount of press coverage devoted to an issue. Public awareness is significantly lessened if a story is not reported. Violence against women is a global pandemic and the consequences of media ignorance and bias are horrific. In India, the amount of coverage in mainstream media is inversely proportional to the actual prevalence of the kinds of violence and gives a false impression. Most disturbing is the disproportionate coverage of sensationalized violence. Invariably, rape stories get far more coverage than domestic violence stories.'

Even the amount of overall media coverage women get is much less than men do. Men are provided with a larger number of opportunities to present their viewpoints and shown in diverse roles. While representation of women varies from negligible to total exclusions and are interviewed and talked about only in certain accepted professions such as educationists or doctors. If they are interviewed for achieving success in a 'male' profession, then it often goes to great pains to point out her as 'feminist'.

Indian media needs to be sensitized to gender issues. It should play proactive role in inculcating gender sensitivity in the country and should ensure that women are not

depicted in poor light. It should devote special slots for crime against women in India and discuss all proactive aspects. The challenge before media is to move beyond clubbing what happens to women with routine crime briefs, on the one hand, and sensational stories, on the other. Media should take a proactive role in creating public awareness on the rights and privileges of women. Constitutional and legal rights should also be advertised and discussed regularly.

3.1.5 Focus on Shame?

In an article, 'When Reporting Rape in India, a Focus on Shame' Heather Timmons writes, 'Several particularly hideous rapes in an Indian state recently brought the issue of sexual assault on women, an all-too-common occurrence in India, back to the front pages of India's newspapers and news websites. Many news outlets were quick to highlight a 'blame the victim' mentality prevalent among police, politicians, schools and officials in India.' (New York Times, Oct. 18, 2012)

Timmons further observes that, '...Focusing on the shame brought to the woman, rather than the illegality and brutality of the men's actions, seems to be pervasive. In the presentation of many of these articles, the emphasis still appears to be on the disgraced victim.' In support of her argument Timmons put forth the case of illustrations and 'rubrics' (picture logos) used in such stories. In her opinion, such logos often seem to have a common theme it depicts a 'shamed woman.'

But this picture is changing and there seems to be more mature and sensitive reporting about gender issues and crime against women. Indian newspapers showed restraint in reporting heinous gang rape of a young girl in Delhi in December 2012. The plight and struggle of the girl nicknamed 'Nirbhaya', 'Amanat', 'Damini' became the symbolic fight for the rights, dignity and safety of women. Many newspapers both English and regional, continuously campaigned for the cause and reported otherwise neglected stories with utmost sensitivity.

Dilip Padgaonkar, former Editor of Times of India, commending the role of media said, 'Even those sections of the media known for their penchant for sensationalism made sure not to reveal the identity of the victim. By placing respect for her dignity above the compulsion to score over their competitors, they revealed a side to them that deserves unstinted applause. It shows that the media is eminently capable of exercising self-regulation.'



Chapter 4

The Indian Growth Story

Newsweek, the 80 years old US current affairs magazine published its last print edition in last week of December 2012. The magazine has been switched to digital-only-format from 2013. This was seen as a representative trend in western media. (BBC, 2012). As described earlier in this report, print is on decline in developed market of western countries. With spread of the internet and digital platforms, print is in danger in these countries. 'Will the digital tsunami sink print?' or 'Will the digital wave sink newspapers?' are the frequently asked questions, in this context. (Sandip Sen, IPP, 2012).

While commenting on 'Newsweek' incident, a BBC website story stated that, 'The death of the print edition was caused by falling advertising revenues, as audiences moved online.' It also quoted editor of the magazine, Ms. Tina Brown in following words. "...we're making our latest, momentous change, embracing a digital medium that all our competitors will one day need to embrace with the same fervor. We are ahead of the curve." (BBC, 2012).

4.1.1 A different story

This may be a trend in most western countries. It may be observed to some extent in decline of the magazines in India. But overall growth of Indian Press tells a different story. The Press here is defying the western trend and is projected to continue its growth story in next decade and beyond. This is being analyzed in many ways.

Sandip Sen comments, 'India seems to be currently in growth phase in both digital as well as print reading habits that is expected to rise at least till 2020.' Providing statistics from many sources, he argues that, 'India's newspaper industry growth is powered by a rising year to year literacy rate which is only 68 percent in 2012. This is the key reason why the Indian newspaper industry has not really been affected by the growth of the internet. True internet reading is growing fast, but the literacy rate is growing faster. Besides as the internet usage is more prevalent amongst the below 30 age group, the newspapers that have entered a home do not go away easily because only the young members are used to online reading.' (Sen, IPP, 2012).

4.1.2 Reaching out

Rajini Vaidyanathan of BBC News has another set of explanation. In an article 'Why India's newspaper industry is booming?' she has quoted many editors citing different reasons for the growth story. Central argument of her article is that 'the growth in Indian newspaper industry is powered by English as well as regional papers.' In support she quotes Mukund Padmanabhan of the Hindu as, "More and more newspapers are reaching out to places where they haven't before. This is in stark contrast to that of many local newspapers in the US and UK, which have been forced to shut down or scale back because of diminishing advertising income. The story in India is different because local businesses are growing because of globalization and opening up of markets." Another editor of a local newspaper supports this saying, "Advertisements are the lifeblood of

local newspaper and its pages are filled with classified postings... Revenue from these is growing and keeps the paper functioning." (Vaidyanathan, BBC, 2011).

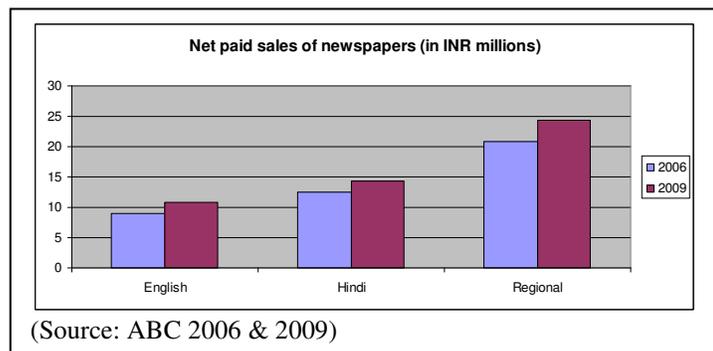
Vaidyanathan considers increasing literary and diverse readership both in English as well as regional languages supporting newspapers growth story. Newspaper market in India is becoming more competitive. To face the challenges many newspapers like the Hindu are adopting new strategies. Multiple printing centers and opening new regional editions provide expanded readership base to these newspapers. Low cost of buying a newspaper is another factor for increased readership. (Vaidyanathan, BBC, 2011).

4.1.3 Economy stimulated growth

Yet another article cites growth of Indian economy in recent years as a reason for growth of newspaper industry. It argues that in developed economies paid circulation for newspapers is on the decline, while it is growing in developing economies of Asia and Africa. For example, growth in paid circulation in India was 45 percent in the year 2008 over 2000. (OCED report, June 2010).

Growth in Indian economy fueled steady rise in per capita income. It also increased the rate of urbanization. As per the article, urban population in India as a percentage of total population increased from 25 percent in 1991 to 29 percent in 2008. This raised importance of KUT (Key urban towns) and ROUI (Rest of urban India) from a consumption point of view. It had impact on newspaper industry. It is expanding and reaching out in 'Tier II' cities like Pune, Nashik, Surat, etc., 'Tier III' cities and small towns having population more than 5000 residents. It is a win-win situation for all the English, Hindi and the regional language dailies, though latter having an edge. For example, as per IRS Q1 2010 report, regional language dailies commanded more than half of the averaged issue readership in corresponding period. Comparison of ABC figures in 2006 and 2009 (see graph__), also reports the same picture, i.e. growth of circulation in all the sectors. (Purkayastha, 2010)

Mihir Joshi in his analysis of growth of newspaper readership in India provides similar explanation. According to him, changing lifestyle habits, rising literacy and comparatively low internet penetration plays a role in the papers' continued success. He states that Indian literacy rate grew to 74.04% in 2011 from 12% at the end of British rule in 1947. Providing statistics about internet penetration based on 'internetworldstats.com' he argues that only 10.2 percent of India's 121 crore population use internet. This percentage in USA is as high as 78.3 percent. He also lauds efforts of Indian newspapers for building loyalty among readers by emphasising their local identity in marketing messaging. (Joshi, 2012).



4.1.4 Localization and splits

To tap neo-urban markets print media companies are taking route of localization and split editions. Purkayastha in his article had given few examples of it. Dainik Jagaran, a Hindi newspaper had 13 editions in 1997. In 2010 it covered 11 states with 37 editions and over 250 sub-editions. Similarly Dainik Bhaskar in 2006 had 14 editions in 5 states. Four years later it spread to 9 states with 27 editions and over 100 sub-editions. In south, Eenadu, the leading Telugu daily had 23 editions in 2010, while Daily Thanti, a Tamil daily had 15 editions. It exemplifies how newspapers in India are going local in the era of globalization, to take advantage of both global economy and local aspirations. (Purkayastha, 2010)

India Entertainment and Media Outlook report 2011 by PwC, has also highlighted this trend of hyper-localization in print media. Along with this other trends mentioned in the report are

- New entrants expanding readership in respective markets
- Industry players unbundling products to increase profitability
- Niche and business magazines show robust growth
(IEMO, 2011)

4.1.5 Durability & local news

Dhanashri Patil in her research paper has explored impact of 'New Media' on the Print. She argued that 'newspapers are becoming irrelevant in terms of providing the latest news.' But newspapers are still important because of its longevity. They make history recordable and accurate. It makes newspapers more durable. (Patil, 2010)

Patil also raised the question of plagiarism and authenticity of information on the Internet. 'Information provided by newspapers is usually more authentic and genuine,' is her line of argument. In India infrastructure problems like electricity, power cuts, non-availability of broadband in most of the rural areas highlights why newspapers are still an affordable option. They are cheaper than internet connection. They are easily accessible and widely read in remote villages.

Information about local events and happenings, more depth in reportage and analysis are other advantages of print media. Political excitement is another factor adding flavor to the newspaper reading. (Patil, 2010)

Now newspaper's competition is with television news channels and the New Media. Breaking news is on the Internet and social media. TV channels carry important news again and again in daytime. There is lot of discussion around the day's news. So when we get newspaper in the morning, we know everything. To face this challenge, newspapers either have to present new content which may be local or present the news in depth and from varied perspectives and highlighting local connect.

To interest the readers newspapers are providing more context and analysis. This is posing problems to their print counterpart- magazines. A reader participating in an online discussion commented that, 'Newspapers are doing what magazines do, and magazines must change to special interest or niche content. (Shrutijit, 2009).



Chapter 5

The Language Press

The growth story of the Indian Press is driven mostly by growth in Hindi and other regional language newspapers. As stated earlier Hindi newspapers are dominating the scene both in circulation and readership. Dainik Jagaran and Dainik Bhaskar are the leading Hindi dailies, now spreading their operations in non Hindi speaking areas also. In IRS list of top ten dailies, there are five Hindi newspapers. Regional language newspapers are not far behind. Dailies like Malyala Manorama, , Lokmat, Daily Thanti, Matrubhumi are also in top ten list. They are representing growth in regional language journalism.

To highlight the importance of the language press brief review of Hindi journalism is given here. Also status of regional language press is presented as some representative case studies of four regions to acquaint readers to major trends in regional language journalism. This writing is based on the scholarly contribution and the relevant data available from various articles. This is only representative of the status of regional journalism. Extensive study of the regional journalism under this report was not possible because of the time and constraints.



5.1 Hindi Journalism

The first Hindi newspaper 'Oodhund Martand' was published in Kolkata on May 30, 1826. It was a weekly publication. The first Hindi daily 'Samachar Sudha Varshan' came out in June 1854. It was also published from Kolkata. Later Hindi journalism grew in Hindi heartland and also in other non-Hindi states. In 1924, there were 102 Hindi newspapers four of them were dailies (Aj, Swatantra, Arjun and Calcutta Samachar). Hindi newspapers like Aj (Banaras) played significant role in the freedom struggle.

Hindi journalism grew more rapidly after independence, when Hindi was adopted as the official language of India. This also helped the spread of the Hindi language nationwide. By 1964 Hindi had the largest number of newspapers among language papers. The trend of publishing multiple editions from different states may have helped Hindi newspapers to increase their reach and circulation. (Chatterjee, Vidura, 2012).

As per the Registrar of Newspapers for India (RNI), the total number of publications in Hindi in 2007-2008 was 27,527. This figure rose to 32,793 in March 2011. Among this the number of Hindi dailies was 2098 and their claimed circulation was 7.91 crore copies.

5.1.1 Highest Growth

Hindi dailies continue to rule the roost with the highest growth in readership (AIR). It grew at the rate of 9 percent in 2010 as compared to 3 percent in 2009. (IEMO, 2011) This trend continued further. In IRS 2010, Round 4 top three slots were occupied by Hindi dailies, with Times of India being only English daily in the top ten list. Dainik Jagaran and Dainik Bhaskar remained the most read newspapers in India. Rajasthan Patrika gained readership in this period due to expansion in Madhya Pradesh and registered growth of 14 percent in readership. While Hindustan also gained readership with its expansion in Uttar Pradesh. (IEMO, 2011)

The 2012 report says, 'Seven out of the top 10 Hindi dailies showed growth in readership in the first quarter of 2012.' As per the report, this growth was aided by the improving macroeconomic conditions in Hindi speaking regions. Besides Bihar, Jharkhand and Uttar Pradesh witnessed an increase in literacy rates from 2001 to 2011. The launch of new editions by leading Hindi newspapers also helped them in garnering readership. Hindi speaking states have low readership and circulation penetration among their literate population, indicating scope for further increase in readership base. (IEMO, 2012)

5.1.2 Increased Competition

With growing readership in Hindi speaking market newspapers are trying hard to increase their share of pie. IEMO report 2011 has described the nature of this competition. As per the report, in most markets the leaders strengthened their position, while in some they reduced their grip. Overall readership of the leaders have not reduced, but competitors have gained share by capturing the slot of second newspaper in the household. For example, Hindustan gained share in UP and strengthened its position in Jharkhand. Another example is of Rajasthan Patrika. The paper expanded its base in Madhya Pradesh as 'Patrika' and also strengthened its position in Rajasthan.

Adjacent table shows the penetration of Hindi newspapers and reflects the intensity of competition for readership.

Table 5.1: Penetration of newspapers in Hindi belt

State	AHD Readership (In lakhs)	Player 1	Player 2	Player 3	Player 4
UP	175.48	Jagran (51%)	Amar Ujala (39%)	Hindustan (20%)	Aj (4%)
Rajasthan	111.03	Rajasthan Patrika (63%)	Bhaskar (57%)	Navjyoti (4%)	-
Bihar	61.35	Hindustan (75%)	Jagran (40%)	Prabhat Khabar (5%)	
Delhi	49.79	Navbharat Times (40%)	Hindustan (27%)	Jagran (22%)	Punjab Kesari (17%)
MP	60.92	Bhaskar (58%)	Nai Dunia (20%)	Patrika (18%)	Raj Express (9%)
Haryana	34.70	Bhaskar (40%)	Punjab Kesari (30%)	Jagran (29%)	-
Jharkhand	31.28	Hindustan (56%)	Prabhat Khabar (41%)	Jagran (28%)	-

(Source: IRS/ PwC analysis, IEMO, 2011) (% The total is greater than 100% due to overlap in household)



5.2 Regional Flavour

As seen earlier regional language newspapers are growing at rapid pace. They are providing business opportunity for both local and national advertisers. 'IEMO Report 2011' of PwC states that, 'Regional players are expected to grow at a brisk pace, both in terms of advertising revenue as well as market expansion.' (IEMO, 2011)

The next 'IEMO Report 2012' identified this as an important trend in print media. It says, 'The regional print media has managed to gain the attention of even national advertisers. The latter realised the huge potential of the regional print market and spends were directed there. With metros already being saturated, regional markets provide ample scope for growth in the media sector. To ride on the positive advertiser sentiment, several newspapers have launched local editions in regional languages.' (IEMO, 2012)

The Times of India has entered Kerala, while the Hindu has launched its third edition in Kozikode, besides introducing printing facility in Mohali, to serve the states of Punjab, Haryana and Himachal Pradesh.

5.2.1 Ei Samay

Times of India group launched its first Bengali newspaper 'Ei Samay' in West Bengal in October 2012. The newspaper entered in the market with a competitive cover price of Re. 1. As per the company sources, the paper is targeting SEC A and A+, 20-35 year old Bengalis. To counter this challenge the market leader in Bengal, 'Anandabazar Patrika' started 'Ebela' in tabloid format. Both the papers are campaigning aggressively to gain and retain the market.

5.2.2 English and Regional dailies

It is observed that the sole readership of regional language dailies is higher than readership of English dailies. One article commented on this basis that, a reader who reads English daily is more likely to go for a regional language daily as second choice. But a reader who reads a regional language daily has lesser affinity toward English daily as second choice. (Basak, 2011).

Another significant observation based on readership IRS Q3 2010 results is that the English daily readership (AED) is growing in Hindi speaking market. AED readership in Uttar Pradesh was 4.3 percent of total AED readership in Q3, which became 4.5 percent in Q4 2010. Percentage wise this number looks very small, but in absolute numbers it increased by 50000 readers. Significantly AED readership in Bihar and West Bengal added 37000 and 31000 readers respectively during this period. (Basak, 2011).

5.2.3 Local connection

An article 'Medium for the masses: How India's local newspapers are winning rural readers' has analyzed the success of regional language local newspapers. It states that, 'About 90 percent of newspapers in India are in local languages.' Even if nearly 80 percent among these have a circulation of less than 10000 copies, they are a hit with readers. Giving a raison d'etre for this phenomena Shridhar Samu, Professor of marketing at the Indian School of Business, Hyderabad, is quoted as saying, 'Language publications are doing well because of their connection to local issues. First, they connect local news,

which is more relevant for consumers than national or international news; and second they cover national and international news insofar as it would concern local people.' (knowledge.wharton.upenn.edu, 2010)

To balance the supply of local, regional, national and international news most of the language newspapers make special efforts. One such endeavor is publishing local news supplements or split supplements for different city and district areas. Even neighborhood supplements of such newspapers are used as a handy tool to cater the information and business needs of local people.

5.2.4 Readers' Generated Content

Regional newspapers emphasize on what really matters to the people. Besides they also provide significant reader generated content. In support of this argument, the article has cites example of Eenadu Group. The group publishes more than 20 district editions in Andhra Pradesh as well as neighboring Bengluru and Chennai. The Telugu language paper having circulation of more than 1.4 million copies, with 66 percent sold in rural areas.' It publishes tips on animal husbandry in a weekly column by a farmer. During state elections readers were invited to write their own political opinions and grievances. (knowledge.wharton.upenn.edu, 2010)

Daily Sakal, a leading Marathi newspaper from Maharashtra published a special weekly supplement 'Muktapeeth', which was having only readers' generated content. This experiment got tremendous response from local people and was well appreciated at international level, in a conference of WAN-IFRA in South Africa.

5.2.5 The Khabar Lahariya Story

'Khabar Lahariya' (News Waves) is a weekly newspaper based in Chitrakoot in Uttar Pradesh. This newspaper written in Bundeli, the local dialect is entirely produced by women. This is a classic example of grassroots and investigative journalism. This newspaper commands a readership of 35000 in nearly 400 villages of Bundelkhand. It received 'Kind Seijong Literacy Prize' from UNESCO in 2009.

5.2.6 Advertisers' Bias

In terms of advertising picture is little different. For example, in 2009-10 English dailies shared approximately 40 percent of advertising volumes, while Hindi and regional language dailies had a share of 30 percent each. But when it comes to advertising value, English dailies share more in the pie. They had more than 62 percent share that year, while Hindi and regional again sharing the rest equally. (Purkayastha, 2010)

D. D. Purkayastha, CEO of ABP Pvt. Ltd., Kolkata, had explained why English dailies remain the favourites of the advertisers. He argued that 'advertisers perceive readers of English newspapers to be more socially sophisticated with higher purchasing power and are therefore more open to new products, risks and experimentation.' (Purkayastha, 2010)

Advertisers mostly focus on urban areas with English speaking populations. Therefore advertising spends are concentrated on English newspapers that cater to Sec A/B2 households. That is why though regional language newspapers command higher

readership, their advertising revenues are less than English counterpart. (IEMO, 2011). But with recent economic progress purchasing power of consumers in Tier 2 and Tier 3 cities is increasing. To target this readership advertisers have started looking towards regional language newspapers.

In terms of readership English dailies account for only 9 percent of average issue readership (AIR) in India. But they command over 40 percent of advertisement revenues. Hindi dailies have the largest share of 35 percent in AIR, but when it comes to advertisement revenues; their share is around 30 percent. It is less than the English dailies. For language dailies scenario is more discriminating. (IEMO, 2011). But the situation is changing. Hindi and language dailies are getting attention of advertisers in last few years.



5. 3 Newspapers in Bengal

India's print industry emerged from Bengal. After James Augustus Hickey few other Anglo-Indian newspapers and later the nationalistic press developed very rapidly in colonial Bengal. Raja Rammohan Roy, proudly called as the Father of Indian Press set the foundation on which Indian journalism flourished. Even the seeds of Hindi and regional language press are there in Bengal.

On this background it is timely to have a glimpse on the status of Bangla Press today. Krishanu Dutta in an article in 'Indian Printer and Publisher's September issue, has explored the print media in West Bengal. Quoting FICCI study report the article predicts that the Bangla print media market is may reach INR 800 crore by 2015, growing at a CAGR of 10 percent. It further states that though 60 percent of Bengal's INR 900 crore print industry, is dominated by the Bangla language, the size of the English dailies market is also projected to grow at a CAGR of 9 percent to reach INR 500 crore by 2015. Another highlight of the report is that advertisements contribute 73 percent of the revenues for regional dailies, while the figure is 86 percent for the English dailies. (IP&P, Sept. 2012)

5.3.1 The Controversial List

Dutta highlighted the controversy around a directive of the Bengal government. The government issued a directive in 2012 to include and exclude specific newspapers for subscription by state-run and state-aided libraries. Two major newspapers in Bengal Anandabazar Patrika in Bangla and The Telegraph in English both from the ABP Group were excluded from the list. (IP&P, Sept. 2012).

Anandabazar Patrika is the oldest Bengali newspaper. It has now transformed into ABP Group. The Telegraph widely circulated English daily in eastern India also belongs to this group. The group has eleven publications and three news channels, besides leading business magazine, Business World. It earlier had partnership with Rupert Murdoch's Star group. Now it independently runs three news channels ABP News, ABP Ananda and

ABP Majha in Hindi, Bengali and Marathi under the banner of Media Content and Communication Services (India). The ABP group also has significant online presence and mobile operations.

Bartaman, started in 1984 is the second largest circulated daily in Bangla. It is followed by Sangbad Pratidin which has extensive rural reach. Sangbad Pratidin group controls two Urdu newspapers- Azad Hind and Akhbar-e-Masriq and two news channels. Ekdin, Dainik Statesman and Uttarbanga Sambad are three Bangla broadsheets which are increasing steadily. Uttarbanga Sambad which started from Siliguri in May 1980, is at present largest daily in North Bengal.

In English newspaper market in Kolkata city and suburbs, the Telegraph from ABP group is number one with circulation of 371353 copies as per ABC report for July to Dec. 2011. Times of India had a circulation of 265155 copies during the same period. Recently Times group launched Ei Samay, a Bangla daily. To counter this ABP group launched E Bela, the first Bangla tabloid. (IP&P, Sept. 2012).



5.4 The Odia Press

Like in several other provinces in India, journalism in Odisha had its genesis first in missionary activity and later in the reformist and national movement. The Mission Press in Cuttack, which was set up in 1837 to print the New Testament also brought out the first Odia journals Gyanaruna (1849) and Prabodha Chandrika (1856).

The first Odia newspaper to be printed was the weekly Utkal Dipika by Gouri Shankar Ray in August 1865. Utkal Dipika owed its birth to the upsurge of nationalism during the late nineteenth century. It played a significant role in socio-political life of Odisha. A number of newspapers were published in Odia in the last three and half decades of the 19th century, prominent among them were Utkal Dipika, Utkal Patra and Utkal Hiteisini from Cuttack; Utkal Darpan and Sambada Vahika from Balasore, Sambalpur Hiteisini from Deogarh, etc.

5.4.1 Asha of Unity

The first Odia Daily Dainik Asha was published from Berhampur in 1928 by Sashibhusan Rath. It was a turning point in the history of Odia journalism. It demonstrated the power of press in uniting people for a cause- in this case first unification of the outlying Odia areas under one administration and then freedom movement.

Post independence Odisha saw expansion in the media both in number of newspapers and circulation. It also saw an attitudinal change. From being a mission- it slowly began to turn as a profession. It also became a stepping-stone for many to enter politics. Politics and literature has had a very close relation with Odia journalism. Journalism as a

separate, distinct profession with specialized set of skills began to gain ground very slowly after independence.

5.4.2 Vibrant 80s

It gained momentum only after 80s. Between 1981 and 1991, daily circulations quadrupled and the proportion of Odia newspaper readers went from roughly 7 per 1,000 to 22 per 1,000. By 1992, circulation of Odia newspapers had moved from being the lowest of 12 major languages to being eighth, ahead of Telugu, Kannada, and Punjabi. Sambad, a daily launched by Soumya Ranjan Pattnaik spearheaded the change. In fact many scholars believe that Odia newspaper industry came of age with Sambad. The credit for introducing many firsts in Odisha media industry goes to Sambad including introduction of photo type setting and offset printing. This was a turning point in newspaper industry in Odisha from technical as well as content and layout point of view.

The nineties saw more expansion in the media scene with publication of more Odia dailies and consolidation of the established ones. Several major Odia dailies also started publishing from more centers in the state, a trend started by Sambad with their first edition from Berhampur in 1990. Almost all major dailies started regularly printing in colour. All of them began to publish several supplements and pull out. Competition for readership began to hot up, which had definite influence on the look and content of newspapers, also on the marketing style and strategy.

5.4.3 Present Status

National Readership Survey (NRS) 2006 had encouraging figures for Odia media. The total readership had crossed 1 crore. Three leading papers: Sambad, Samaja and Dharitri together had close to 55 lakh readerships. Sambad led the readership with 20.39 lakh readership followed by Samaja (18.97 lakh) and Dharitri (14.45 lakh). All the three leading papers had increased their readership in comparison to the previous year. Here is comparative data:

	2005	2006
Sambad	17.70	20.39
Samaja	17.43	18.97
Dharitri	12.00	14.45

(Source: NRS-2005/v-3.00, NRS- 2006/V-1.00)

Number of newspapers and periodicals also had increased substantially. At the end of 1964 there were 70 papers published in Odia language (four dailies, nine weeklies, 38 monthlies and 19 other periodicals). By 2011 there were as many as 54 dailies approved by the I&PR Department of Odisha. According to the Registrar of Newspapers of India (RNI) figures 2007-08 there were 1032 publications in Odia including 107 dailies and 247 weeklies.

According to IRS 2011 Q-2 figures, the top four most read Odia newspapers were Sambad (readership: 15.04 lakh), Dharitri (14.55 lakh), Samaja (13.78 lakh) and Samaya (1.85 lakh). In Odisha the top two most read English newspapers were The Times of India (1.61 lakh) and The New Indian Express (87,000).

By mid 2012, Odia newspapers and periodicals were being published from many places, even from small towns in Odisha and several cities outside the State, with a sizable Odia reading population like Kolkata, Delhi, Mumbai, Surat, Vijaynagaram. Many mainstream newspapers had multiple and multi-location editions.

Besides the mainstream newspapers, Odisha had a sizable but not necessarily financially and ethically healthy rural press. Rural press in Odisha was largely imitating the urban, mainstream media- in terms of content and presentation. Instead of focusing on the rural population in its content, which ought to and could have been their strong point most of the rural press were poor copy of the urban press.

By mid 2012, almost all the major newspapers, television channels and radio stations had their websites. Samaja was the first Odia newspaper to have an e-Paper.



5.5 The Press in Karnataka

The media of Karnataka has a long and distinguished track record. The first Kannada newspaper is the 'Mangalooru Samachara', which was first published in the year 1843. It was started by a missionary from the Basel Mission called Hermann Mogling. The Deccan Herald in English and the Prajavani in Kannada were started by Mysore Private Limited in 1948, which brought about a revolution in Karnataka newspaper publishing.

The newspapers of Karnataka come both in Kannada and English languages. Though television, radio have been other modes of media through which people gather news, it is the newspaper which is still a hot favourite amongst everyone, and they enrich the Karnataka media.

In Karnataka, Times of India attracts the highest readership in English. The Deccan Herald is the oldest surviving English newspaper in Karnataka. It is considered to be a

Publication	Average circulation
Vijaya Karnataka	585000
Prajavani	545000
Udayvani	265000
Kannada Prabha	194000
Samyukta Karnataka	150000
Vijaya Vani	318000

(Source: IP&P, 10 Sept. 12)

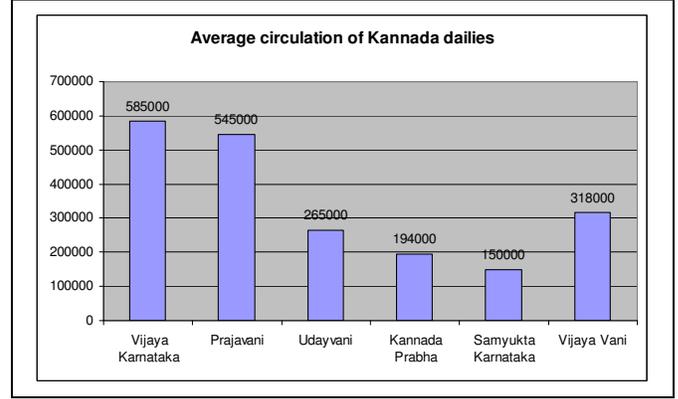
major voice of the print media of Karnataka. The Hindu is another English newspaper which is read by many youngsters these days, in Karnataka. Other important newspapers are the Star of Mysore and The New Indian Express, which also have large fan followings as far as readership is concerned. Tabloids like Lankesh Patrike and Hai Bangalore Adi Jambava Jagruti also find favour because of their publications of controversial topics.

Presently, the most popular newspaper in Kannada in Karnataka is the 'Vijaya Karnataka'. It is owned by Times of India group. Other

significant Kannada newspapers Kannada Prabha and Prajavani, are published by the New Indian Express and Deccan Herald publishers respectively.

Sudharma, the only daily newspaper published in Sanskrit language in India is printed and distributed from Mysore. 'Sahilone' is the only Urdu newspaper in the state which caters the readership of the minorities.

Sanjeevani, Udayavani, Samyukta Karnataka, Kranti Kannada, Vartha Bharathi, Eesanje, Hosa digantha, Karavali Ale are some other dailies published from the state. 'Varthabharathi' published from Mangalore and Bangalore, is popular among the Kannadiga NRIs in the Persian Gulf Countries. Samyukta Karnataka is oldest daily newspaper based in Hubli. Praja Pragathi is mostly distributed in Tumkur, Chitradurga and Davanagere. Janatha Madhyama has presence in in Hassan, Suddi Moola is based in Raichur.



Tattvavada, Taranga and Roopatara (film magazine) both by Manipal Media Network Ltd (MMNL), Yakshagana, Vishva Kannada are some important magazines published in Karanataka.



5.6 The Marathi Press

Like Bengal, Maharashtra has a rich tradition of print media. The first Marathi newspaper 'Darpan' was launched by Balashastri Jambhekar on 6th Jaunuary 1832. First it was a fortnightly and within six months it was converted into a bi-lingual (Marathi and English) weekly. Prabhakar, the second Marathi newspaper published revolutionary writing of Gopal Hari Deshmukh alias Lokhitwadi in a regular column as 'Shatpatre'.

5.6.1 The Tradition

Kesari (Marathi) started in 1881 by Lokmanya Bal Gangadhar Tilak and his colleagues used newspaper as a tool for public awakening and to send the message of patriotism. This historical newspaper is still in business from Pune. Marthi newspapers not only contributed in inducing participation of masses in the freedom movement, they also lead the social reforms in the state. Dr. Babasaheb Ambedkar, the architect of the Indian Constitution made valuable contribution to the field of journalism. His social and political thinking was reflected through Mooknayak, Bahushkrut Bharat, Janata and Prabuddha Bharat.

Dnyanprakash started in 1849 was converted into daily publication in 1904. It is considered as first Marathi daily. Sandesh, another paper started as a daily in 1915. Daily Sakal, started by N. B. Parulekar in 1932 brought modern management practices in Marathi journalism. It focused on pure news coverage rather than the opinion.

After independence Marathi press transformed itself into new professional role. Indian Express Group started its first Marathi daily Loksatta in 1948 from Mumbai. Times of India Group started its regional language newspaper, Maharashtra Times much later in 1962.

District newspapers are a salient feature of Marathi journalism. Almost every district had its own distinctive newspaper. Lokmat from Yavatmal, Deshonnati from Akola, Pudhari (Kolhapur), Aikya (Satara), Sanchar (Solapur), Gaokari and Deshdut (Nashik) and many other newspapers have their strong identities. Coverage of local politics and local issues is their strength. Such district newspapers are still a force in Maharashtra.

5.6.2 Moving Ahead

But newspapers from Mumbai and Pune were having prominence in Marathi journalism. This scenario changed with the spread of Lokmat, a leading newspaper from the Vidarbha region first to Marathwada and later to many parts of the state. Lokmat of Darda family is now a leading newspaper in Maharashtra. It has now more than 13 editions in the state and also having partnership in IBN-Lokmat. It also has presence in Hindi and English newspaper markets. Daily Sakal has also spread its operations all over the state in competing with the Lokmat Group. Sakal has transformed itself into Sakal Media Group, having its own channel 'SAAM TV'.

Other newspapers like Pudhari, Deshonnati are also striving to increase their presence in other parts of the state. Maharashtra Times which remained mostly as a 'Mumbai newspaper' has now started editions from Pune, Nashik, Aurangabad and Kolhapur. Other newspapers like Samana, Navakal, Navshakti, Prahar also have their presence in the market. Punyanagari, is another Marathi newspaper, which sells mostly on stalls, rather than household subscription and still competes with the major players.

Table 5.4: Readership of Top Publication (Maharashtra)
(Figures in thousands)

Publication	2011 Q1	2011 Q2	2011 Q3	2011 Q4	2012 Q1	2012 Q2
Lokmat	7486	7595	7438	7562	7485	7507
Sakal	4568	4448	4273	4400	4396	4437
Pudhari	2659	2588	2560	2654	2627	2604
Punya Nagari	1818	1725	1687	1789	1729	1772
Maharashtra Times	1148	1140	1217	1360	1401	1499
Loksatta	988	990	952	961	966	956
Tarun Bharat	903	903	867	885	875	841
Deshonnati	744	835	831	763	707	741
Divya Marathi						695
Navakal	612	573	621	597	584	576

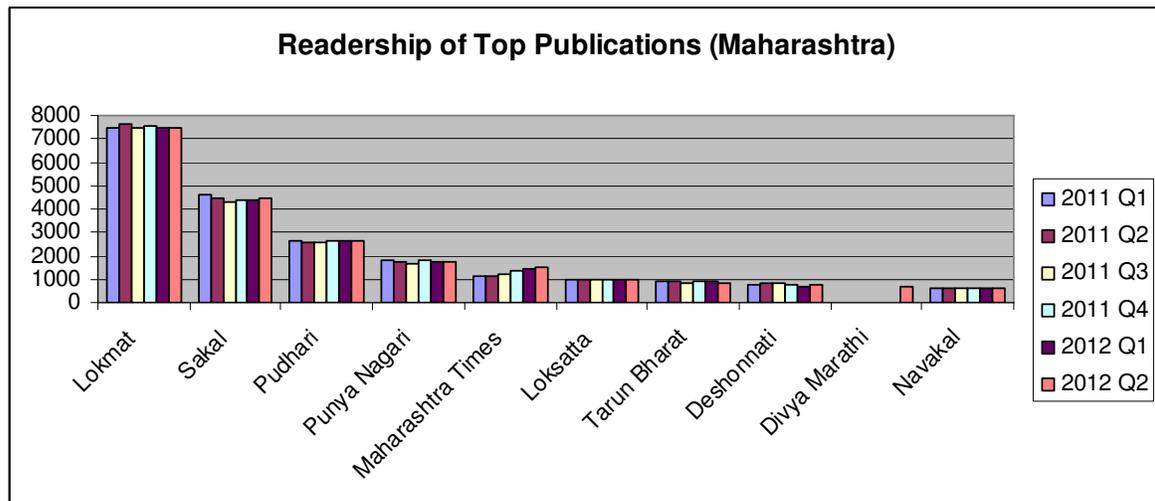
(Source: Sakal Database)

As big newspaper houses started exploring new avenues for marketing and circulation, newly educated class in the rural areas was their immediate target. But it was also an invasion on the local or district newspapers. They found it difficult to face this onslaught armed with money and modern technology. (Akalujkar, 2008)

5.6.3 Growing Competition

Daily Bhaskar, a leading group in Hindi market is a new entrant in Maharashtra regional market. It started its business from Aurangabad, rather than traditional Mumbai-Pune market in 2011. It has started editions from other centers like Nashik, Jalgaon, Solapur. With this competition in the Marathi press has only become intense.

As per the RNI information, Maharashtra state had 240 dailies in 2010-2011. The total circulation of Marathi dailies in the same year was recorded as 91 lakh copies. Statistics from Indian Readership Survey gives some idea about the competition in the regional language press in Maharashtra.



In terms of readership Lokmat is a clear winner among Marathi newspapers. It is in the 'Top Ten' list among national newspapers. But in terms of ABC certified figures, there seems to be close competition among Marathi newspapers. This statistics is given below.

Table 5.5: Circulation of Marathi newspapers

Publication	Jan-Jun 2008	Jan-Jun 2009	Jan-Jun 2010	Jan-Jun 2011	Jan-Jun 2012
Lokmat	1209358	1334663	1588099	1664143	1359028
Sakal	908754	912741	1330542	1351416	1334353
Punya Nagari	479335	435527	402500	456616	486859
Maharashtra Times	298684	288149	276332	304587	302690
Loksatta	244371	294730	284789	291459	288997

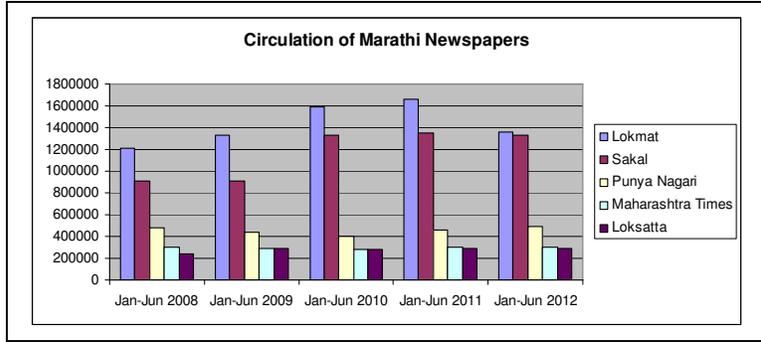
(Source: Sakal Database)

Marathi press is in forefront of adapting to modern technology and subsequent changes in journalistic practices.

Sunday supplements are now well established in Marathi journalism. Now to attract more readers many Marathi newspapers are publishing a

special supplement everyday targeting a niche audience like women, youth, farmers, businessmen, etc.

All major Marathi newspapers have their dynamic web editions and e-papers. These editions have significant following in foreign countries like USA, UK and other European countries, where Marathi Diaspora is in significant number. Regional media groups like Lokmat, Sakal are increasing their cross media presence and moving towards convergence. Newspapers like Maharashtra Times, Divya Marathi which are part of national media groups are also trying to spread their operations across the state. Experiments in content and design are also observed in the Marathi press.



5.6.4 Towards Contract System

In changed scenario media houses now compete with each other to lure the skilled and experienced personnel. As a result journalists are being offered higher wages. But the publishers do not appoint journalists as employees any more, but hire them on contract for a specific period. (Thakur, 2008)

Another significant observation made by S. K. Kulkarni, former Editor of Sakal, is declining prestige of the editorial office. He comments, 'The newspaper industry is becoming more and more capital intensive. The competition from big houses hereafter will be tougher and tougher. Marketing and market research is becoming part and parcel of the industry; those who can not afford this will face the problem of survival. The top brass, both editorial and managerial, is becoming more and more commercial minded. They are moving from one newspaper to another. This is changing the character of the profession. Newspapers in the past were known by the name of the editors, it is no longer so. They have not only become impersonal ones, but the attitudes are also changing.' (Kulkarni, S. K., 2008). This critical comment on the Marathi Press may be applicable to other regional language press also.



Chapter 6

Technology and the Press

Journalism in India has gone through many technological changes in last two decades. When television in India became colored and satellite channels entered in India newspaper organizations realized the need of clean and tidy newspapers. Leading this technological revolution The Hindu and The Times of India experimented a lot.

6.1.1 Smart Work Flow

It is history now that the newspapers were using hot metal composition, linotype and monotype as typesetting technique. Now VDT (Video Display Terminal) has made the traditional typesetting techniques obsolete. It not only transformed the typesetting of newspapers, but also made the news management simple and disciplined. In recent days the software used for such news management is 'Smart Flow' and 'News Rap'. In these software based news production system, reporters type a news story, send it to Chief Reporter, then via News Editor to the Chief Sub-editor. In final stages the story is send to the pagination artist. It smoothly manages the work-flow.

The sub-editors can categorize the news as metro, mofussil, national, international etc. and can assign the news items to desired page by clicking a button. So there is no need of paper, listing of news items, which was a practice in older times. The subs receive and process news agency stories online. They have easy access to digital archives for value addition. Almost all the newspapers from regional to national are now using such software in the newsrooms.

With effective digital assets management system news stories and photos can be archived, retrieved and commercially in variety of ways.

Page making and layout is now done by using software like 'Adobe Pagemaker', 'Quark Express' and 'In-design'. The software is continuously updated and is made available to the print industry. For example, Quark Express 9.5 is now available for desktop and digital publishing. It enables you to use the 'App studio' for creating and publishing your own iPad apps, design and sell interactive content for the 'Blio eReader' or convert Quark Express layouts into eBooks for iPad, Sony Reader. Adobe's In-design has latest cs6 software. It provides multiple layouts in one document, ePub tools, etc.

The point here is that the page making software is being used as single platform for various types of publishing like digital, e-publishing, apps, etc. It enhances convergence capabilities of the media company and makes it easy for the journalists.

6.1.2 Green Printing

Advancements in printing technology is helping the print industry in betterment of services. Color printing has changed the world of newspapers. Now many newspapers, both English and regional language, publish all color pages. It helps to compete with other visual media like TV and mobile screen.

The Times of India has progressed well in Green printing concepts. TOI in its Pune plant is using 'Manroland's Cromoman 4x1' press. It can print 75000 colored copies per hour. Compact printing and reduced infrastructure cost are the major advantages of this machine. Bennet & Coleman Company's Times group has got 'Green Printing' award for their units in Ahmedabad and Chennai. Less paper wastage, minimal use of electricity, saving water, minimal Carbon emissions are the major parameters in green printing.

Malayala Manorama's 'Smartline 4x1 Manugraph' machine has given a new look to their products. Dinamalar is also using the similar machine in Tamilnadu.

6.1.3 Digital News Consumption

Gone are the days to send the news with the help of internet by using PC. Now the journalists have Internet enabled smart phones and tablets. They enable reporters to send text, photos, and videos from any place at any time.

Whilst computers still dominate digital news use, mobile use now stands at around 25% across countries like the United States, the United Kingdom, Germany and France; while peaking in Denmark at 32%, according to a survey of digital news use from the Reuters Institute for the Study of Journalism. Tablets, which are less widespread than web-enabled mobile phones, account for a relatively small percentage of news consumption. Even in the country with the highest rate of tablet usage, Denmark, tablets only account for 13% of digital news access. Though digital news consumption via Tablets is relatively low, it is set to grow quickly.

6.1.4 The Amateur Challenge

Now we have Mobile phone handsets enabled with good quality cameras within affordable price range. Mobile phones are being used to photograph or video shoot various happenings. Many media houses are using such exclusive photos, videos from the Citizen Journalists.

According to an article by Paul Grabowicz, published on Knight Digital Media Center, 'blogs, mobile devices, social networks, micro-blogging and other digital tools have allowed people to publish their own stories and cover their own communities.'

'YouTube', now owned by Google, is a wildly popular site where people can post their videos. Its motto is 'Broadcast Yourself.' On Flickr, a site owned by Yahoo, people upload and share their photos. This proliferation of 'User Generated Content' (UGC) represents yet another challenge and opportunity for news organizations.

Table: 6.1 Accepting User generated content

Photos	58%
Videos	18%
Articles	15%

Now citizens can bypass mainstream media, produce own content and can communicate directly with others. Many journalists have decried this rise in 'Citizen Journalism' as the triumph of amateurism over professionalism. But many news organizations are inviting citizens to co-produce the news and contribute to the news organizations' websites and newspapers.

For example, the Bivings Group, in a 2008 survey of the websites of the 100 largest newspapers, found that accepting User Generated content is becoming a normal practice.

Bakersfield Voice is an online edition of the Bakersfield Californian mostly produced by the citizens. 'iReport' is a special section of CNN's website where people can post their own stories, including video or photos. Such examples are also growing in India.

6.1.5 Advent of the Tablet

Tablets and iPads are as good as a small, but fast processing computers in the hands of media persons and readers. According to WAN-IFRA report, 'The medium of Tablets is still evolving. They are proving to be an increasingly important and promising platform for newspapers. While iPad is three years old, the tablet is evolving faster than any previous new media technology. Around 5.60 crore Tablets were sold last year, the number is expected to jump to 12 crore this year. The main point is that opportunity lies in usage patterns among users. 'Le Monde' in France reports that reading times of Tablet applications are as high as those of printed newspapers, around 25 minutes. This can be compared with 5 minutes typically spent on reading newspapers on desk and laptop computers. A German study found out that older people read faster on iPad than in print. In case of digital platforms newspaper audiences are growing at impressive rates. At the same time reading frequency is relatively low. Those who only read newspapers online turn to newspaper website typically 5.4 times a month, visiting only 4.2 pages per visit. At the same time newspaper revenues lost in print have not been replaced by digital advertising.'

As a media person you can keep yourself alert visually and there is unlimited information coming from all corners of the world from local to global level by using Tablets and iPads. You can have news apps in your hands; don't have to worry about reference materials and photographs.

6.1.6 The New Sources

Facebook and Twitter are the two social networking sites journalists use frequently for updates and interaction. The story of Osama Bin Laden's death at the hands of American navy seals was unfolded on Twitter by a software engineer residing near Abbottabad in Pakistan. Twitter is now a major news source for the journalists, world over. They can pick vox-populi's made by political leaders and celebrities from it.

Veteran film star Amitabh Bachhan broke the news of 'Baby B's (Aradhya) arrival on Twitter. Political bigwigs like Shashi Tharoor, Congress leader Digvijay Singh, BJP leader Lalkrishna Advani, Narendra Modi and many others are well verse in using social media platforms for political strategies; but the ultimate fallout is that they have become sources for news hungry reporters. Even blogs of some journalists and celebrities are so interesting that they give uncensored information, full of variety.

6.1.7 Twitter Meet

On 26th September 2012 the Government of India organized its first ever press conference on Twitter. It was addressed by Sam Pitroda, adviser to the Prime Minister on

public information, infrastructure and innovation. Use of this virtual platform was seen as an effort by the Government to tap the potential of social media and a step towards 'democratization of information.'

6.1.8 The News Hunt

Many newspapers are now collaborating with different social networking sites and apps companies for making available their news apps, video apps available to tech-savvy audience. 'Eterno Infotech' has launched a revolutionary new product 'NewsHunt', which allows users to read newspaper of their choice on mobile phones. It provides more than 30 regional and national newspapers including The Indian Express, Divya Bhaskar, Sandesh, Sakal, Loksatta, etc.

The Times of India is now available on different apps like, Nokia app, iPhone app, Android app, Blackberry app, iPad app, Windows Phone 7. All its downloads are free. The Indian Express and NDTV Convergence bagged Gold medals at the WAN-IFRA Asian Digital Media Awards 2012. The Awards were presented at a ceremony in Kuala Lumpur on November 27. Social media was one of the most contested categories this year at the Asian Digital Media Awards. The Indian Express won the Gold in the Best in Social Media category. Speaking at the function Anant Goenka, Head, New Media, The Indian Express said, 'A high-recall brand like Indian Express is very powerful on social media – on both 'open graph' and the 'interest graph' platforms. The trick to take our legacy viral, create more content which goes beyond the newspaper and appeals to a younger audience. In fact, internally we like to call it the 'M Edition' rather than just a fan page.'

News gathering techniques are completely changed, now even mofussil reporters in small town in India send their news items with the help of Internet. Gone are the days when the photographs of an event were sent via post services or courier and then published. Now we can get photographs of any important event in the world within half an hour. Transmission of images in JPEG format made it possible.

6.1.9 Fast & Furious

The fastest technologies erased the deadlines for breaking news. Print media is facing the stiff competition from electronic media. Ultimately more speedy news dissemination technologies will evolve in future for the newspapers. Currently newspapers are supporting their print editions with news websites and digital papers in which video clips of events happened in recent were put along with 'voice over' of their reporters.

All the information dissemination formats are complementary to each other. News Apps are now alerting the reporters about the events happened at distant places in the country and abroad. Multi-tasking has become much needed quality for a journalist now. At the information processing front he can attach a gadget combining fax, scanner, photo shop facility to his Ultrabook or iPad. 'All in one' is new trend in next generation gadgets. The data transformation is very fast with the help of different available packages. Inbuilt sound recorders and video facility gives the journalists authenticity in their reporting.

Even if it can be used for making a sting operation, it is not advisable for all kind news items, because it may cause breach of privacy.

Now journalists receive police department press notes on their email accounts. Other organizations and especially the PR firms send news releases directly to the editors. It reduces time in receiving the information.

6.1.10 Integrating Newsrooms

Many newspaper organizations are now converting their newsrooms into convergent newsrooms. English newspapers are leading in this endeavor. At present, 'Live Mint' has state of the art convergent newsroom. It is seen as a model for Indian newspapers. But to be an editor of integrated newsroom is a tough task. The editor should have the skill to make stories palatable and digestible in all the media platforms. Editor R. Sukumar writes in 'Live Mint', about the abilities in a convergent newsroom in following words. He says, 'First is the ability to understand what kind of story works online—and offline, what story works with a video and which one doesn't need one—and what works in print. The second ability is the sensory bandwidth to deal with and process everything that's happening and which is being aired on 24x7 news channels, twitter timelines, wire feeds, and internal memos from reporters (for instance, counting the TV and the iPad resting on its dock on my desk, and not counting the phone, I have five screens in my office). It's even more important to not react, but respond selectively.'

Ethics in convergent newsroom are also important. Sukumar writes, 'We can have piles of videos, inputs from Twitter, Facebook; but what to choose? On what basis? Whether the video is true or tailor made? How will you decide? For that purpose we can use storify and storyful as magnets to separate the fake items and original items.'

In short, the newspaper industry has changed and is changing rapidly in tune with the technological developments. Media persons and consumers of media content have different types of gadgets in their hands to fulfill their needs. In this competitive media environment multitasking is becoming the essential quality for aspiring journalists, as media houses are using cross media platforms to stay ahead in the race of dissemination of information.



6.2 Impact of the Electronic Media

Due to the Electronic media, there has been a drastic change in content and presentation of the Print media. Print media didn't give much attention to the Electronic media in earlier days. But now the scenario has changed so much that the Print has no other option than to change its style. Given below are some observations about the changes in the Print.

- Now a days news channels are turned on in the Press newsrooms the whole day and frequent updates are taken from the bulletins and tickers. Many times TV news channels break important news and then everybody follows it. In some press

newsrooms a Sub-Editor is assigned to watch TV news channels and give updates to main news desk.

- Selection of news and subsequently news values are also changing due to competition from the electronic media. Electronic media run some news as a day drive through out the day. Due to such constant hammering, newspapers feel the pressure to follow such stories even if they are not relevant to its readers. Sometimes it creates unnecessary hype.
- Many political leaders, celebrities are seen given bytes to different news channels. Regular debates and discussions about various happenings, issues are there on TV screen. Some such statements create controversy and news channels fuel it. Even posts or tweets on social network sites invite controversies and debates. Many newspapers are compelled to follow such controversies and use these channels and social networks as a news source.
- News writing style in the Press is also changing. Now news is more crispy and brief. Earlier news reports were often lengthy. But now the word limit is set to news stories as per their importance. Now an average story length is not above 250 to 300 words.
- Due to TV, Internet and Mobile people become aware about major happenings before they get their newspaper copy. So the expect more background and analysis from the newspapers. That is why news writing in the Press is becoming more interpretative and some times views are also reflected in the news.
- With growing popularity of regional news channels, regional language newspapers are facing new challenges. To counter this newspapers are spreading their news gathering network and going hyper local. Split editions of various newspapers are used as a handy tool in this competition. Since readers already come to know about national and international news, regional and local news are getting prominence in regional newspapers. These stories now get front page display and more often treated as lead stories.
- With increased competition from the TV, Computer and Mobile screens newspapers strive hard to attract readers' attention. Now there is more color in the newspapers. Major newspapers are giving all the pages in color. Quality of the paper and printing has improved. To increase visual appeal of news stories use of photos, sketches and graphics is becoming necessary. Almost all English newspapers and major regional language newspapers are regularly using infographics. Redesigning of newspapers is also a part of this game.



6.3 Social Network for Journalism

Journalists are supposed to find news from the sources such as government bodies, Unions, publicity officers, common people and prominent figures in the society. Social media makes it possible for them to find a much wider range of sources, on-demand. For example, those near the scene of an incident may provide more details of the incident speedily than any other sources.

Establishing the relationship with the readers is a crucial part of using Social Media by newspapers. Those may be present readers or the potential ones. But journalists have to connect with the readers in all the possible ways. Having Social Media Network is thus far more important for the newspaper organizations. In the long run, these are the contacts which journalists can rely on for fast updates. These updates may not be accurate; but can be handy to get basic information useful to understand the topic or getting the news peg.

Cision and Canterbury Christ Church University in United Kingdom recently published a report on Social Journalism Study. This study was conducted online and compiled from over 3650 journalists from 11 countries. (Cision, 2012)

Here are some key findings of the report:

- 28.1 % of UK Journalists say, they would not be able to carry their work without Social Media.
- 39 % of respondents said that use of social media has improved productivity

WAN-IFRA India conducted a workshop on social media specially for print journalists in New Delhi. Emanuel Karlsten a Swedish journalist was the instructor. Focus of the workshop was on how publisher could use new media to be more relevant and get readers involved in the process of creating stories. In an interview Karlsten opined, 'Social media and online is not about competing with the print, it is about being able to be where our readers are, and about collecting and making journalism where people are willing to share their stories.'

Answering a question about India's standing on the issue, Karlsten said, 'India is in a very interesting stage. The online population is still quite small, but is one of the largest countries in the world that is online. Third biggest country on Facebook alone. With smart phones booming, most people will skip the phase of desktops and laptops and soon everyone will have internet in their pockets. And the first thing they will do will not be to check out the newspaper, but to connect to each other. This will deepen the role of social media and the impact of India in the social media world.' (RIND, Aug. 2012).

6.3.1 Integrating with the Print

As the use of Social networking sites is rapidly increasing, change is also essential in Print Media. Few Media Houses in India are trying to accommodate the online section or Social Networking into Print Media on regular basis. 'Sakal Media Group' in Maharashtra is an example of such use. 'www.esakal.com' is the website of 'Sakal Media Group'. Users can comment on the site. Some relevant comments from the website are regularly used in the news stories in print edition.

'Sakal' also includes related Facebook and Twitter comments in the news. For example, Twitter comment of former English captain Michael Vaughn was used in news related to India-England test match. Speaking about this Gaurav Divekar, Editor of the website said, "During cricket matches, former players and commentators express their views about ongoing match or happening. This provides the newspapers direct input from the experts without much difficulty. This gives an extra edge to reporting. Also, many a times, comment from general user is also interesting, giving insight of the common man. So, while reading the news in Print Media, if we can read the common reaction on the same, it helps to appeal the news to reader."

Use of dedicated Facebook pages is also a common practice in most of the print organizations. They update news, provide infotainment and some general stuff on such pages. It provides additional readership to the newspaper and increases its connect with the organization. Comments of the readers on specific news or articles work as useful feedback for the editors.



Chapter 7

Freedom, Ethics & Safety

Reporters Without Borders', an international organization working for freedom of information, published World Press Freedom Index report in January 2013. It ranked India at the 140th place in 2012. This ranking is lowest since 2002, when India was at 80th place. In earlier year (2011) India's ranking in the Press Freedom index was 131. The reasons for India's poor ranking are cited in latest report as increasing impunity for violence against journalists and growing Internet censorship.

7.1.1 Security Concerns

Earlier report of 2011-2012 by the same organization cited similar reasons. Journalists exposed to violence stemming from the persistent conflicts in the Naxal-hit states and Jammu and Kashmir. The threat from mafia groups operating in the main cities running parallel censorship was cited as additional reason. The report on India is titled as 'Information in danger'. At the outset it has expressed concern about steady decline in freedom of information in India. It states, 'Journalists and Internet users are often the victims of violence and censorship. In the past few weeks journalists and netizens have been physically attacked, prevented from covering military activity and arrested for disseminating information online.' It urged the Indian government to take systematic account of the need to protect journalists and their ability to work freely. (WPFI 2011-2012).

In this context safety of journalists is primary concern. On the website of 'Committee to Protect Journalists', a list of journalists killed in India is given. As per the list total 51 journalists are killed in India since 1992. In last five years (2008-2012) 16 journalists were killed in various incidents. The list is given below.

The killing of journalist Jyotirmay Dey in Mumbai on 11 June 2011 shocked the media

Table 7.1: Journalists Killed in India (2008-2012)

	Name	Date	Media Organization/Place
1	Anil Mozumdar	March 25, 2008	Aaji, Guwahati
2	Mohammed Muslimuddin	April 1, 2008	Asomiya Pratidin, Barpukhuri
3	Ashok Sodhi	May 11, 2008	Daily Excelsior, Samba
4	Javed Ahmed Mir	Aug. 13, 2008	Channel 9, Shrinagar
5	Konsum Rishikanta	Nov., 2008	Imphal Free Press, Imphal
6	Jagjit Saikia	Nov. 22, 2008	Amar Asom, Kokrazar
7	Vikas Ranjan	Nov. 25, 2008	Hindustan, Rosera
8	Hem Chandra Pandey	July 2, 2010	Freelance, Andhra Pradesh
9	Vijay Pratap Singh	July 20, 2010	Indian Express, Allahabad
10	Umesh Rajput	Feb. 22, 2011	Nai Dunia, Raipur
11	Jyotirmoy Dey	June 11, 2011	Mid Day, Mumbai
12	Chandrika Rai	Feb. 18, 2012	Navbharat & Hitvada, Umaria
13	Rajesh Mishra	March 1, 2012	Media Raj, Rewa
14	Raihanul Nayum	Sept. 8, 2012	Gana Chabuk, Dhubri
15	Chaitali Santra	Sept. 26, 2012	Freelance, South Baksar
16	Baizumani Singh	Dec. 23, 2012	Prime News, Imphal

(Source: <http://cpj.org>, IFJ Report 2008-09, Vidura Dec. 2012)

fraternity. It evoked strong protests across the country. Police later arrested ten suspects in connection with the murder. Jigna Vora, a journalist from Mumbai was arrested on 25 November 2011 on charges of involvement in Dey's murder. Interrogation in this case is still going on. There have been several contradictory indications of how she was involved with organized crime syndicates in Mumbai. Vora's newspaper, the Asian Age issued a formal statement defending her integrity and vowing to stand by her. This episode exposed hazards of reporting on crime scene in big cities like Mumbai. (IFJ, 2011-2012).

Chandrika Rai, a senior journalists in Madhya Pradesh was killed along with his wife and two children in February 2012. Rajesh Mishra another journalists from the same state died in a fatal attack in March 2012.

7.1.2 Prosecution Threats

Threat of criminal prosecution against journalists is used by the authorities time and again. In June 2008, O. P. Mathur, then police commissioner of Ahmedabad, filed a criminal complaint against Bhatat Desai and Pranshant Dayal, journalists from Times of India. The newspaper had earlier questioned Mathur's appointment and some issues related to his service records. The Ahmedabad High Court quashed the charges of sedition against the journalists and city edition of the newspaper in April 2012. (IFJ, 2011-2012).

A senior journalist in Delhi, Syed Mohammad Ahmad Kazmi was arrested on 6 March 2012 for alleged involvement in a bomb attack on a vehicle belonging to Israeli diplomatic mission. This created a controversy. On the basis of telephone and bank records Chief Metropolitan Magistrate arrived at a prima facie determination that Kazami was in contact with actual assailants and may have obtained funds from foreign sources for the conspiracy. But defenders of Kazmi argue that his phone calls were made from connections he has had for years. These were likely connected to his professional work as a correspondent for Iranian news agency in Tehran. (IFJ, 2011-2012). 'Reporters Without Borders' also expressed concern about this case and demanded thorough and transparent investigation of the same.

Four journalists covering protests in Shrinagar on 25 November 2011, were assaulted and one of them briefly detained by CRPF. The chairman of the PCI, Markandey Katju wrote to Chief Minister of J&K Omar Abdullah on 26 November, seeking explanation. In a follow up letter on 1 December 2011, he Justice Katju explained that it was the PCI's responsibility to uphold the freedom of the press. He wrote, 'A journalist while covering an incident is only doing his job. He is like a lawyer who defends his client. Just as a lawyer can not be equated with his client, so also a journalist can not be equated with the crowd. ...(A) journalist is only doing his duty of conveying information to the public, and he enjoys the fundamental right of freedom of the media.' (IFJ, 2011-2012).

Chief Minister Abdullah in response regretted the attack on media personnel, but since it was a matter of deeper consideration, he proposed that the PCI in consultation with the states and the media fraternity should frame a code of practice for the media in conflict situations.

Party workers of Shiv Sena vandalized office of Maharashtra Times in Mumbai in January 2012. Justice Katju also took cognizance of this attack. He wrote to the Chief Minister of Maharashtra. He warned that the state administration was put on the notice that physical violence against media could be held to be violation of article 19 of the Constitution. He indicated the possibility of extreme action called for when basic rights are violated. (IFJ, 2011-2012). In Bangalore High Court premises some lawyers attacked on journalists in March 2012. Some journalists were injured in this attack.

7.1.3 Caught in the Middle

A situation report published by International Federation of Journalists (IFJ) in December 2012 throws light on a serious challenge before Indian journalists. The report 'Journalism in India's Maoist Areas Face Multiple Challenges' focuses not only on the life threats, but also on other dangers. Addressing the concerns of journalists working in Jharkhand, Chattisgarh, Odisha and other states, the report says, 'Journalists have necessarily to negotiate fog of uncertainty in their daily work. They have to do so in a manner that does not endanger them or their sources.' The journalists are caught between the Maoists and the security forces and are harassed from both sides. Many examples from the local journalists' experiences are given in the report. Effect of collusion between Maoists and the mining interests on journalistic practices is also highlighted. It argues that, 'The mining companies have great influence over the media agenda, by virtue of being big advertisers. Aside from this mode of hidden persuasion, they have varieties of coercive instruments to insure that the media discourse does not threaten their basic interests.' (IFJ situation report, 2012).

7.1.4 Health Hazards

Apart from death threats by the insurgents and victimization at the hands of the police, health risk is also eminent for journalists in remote inaccessible areas. An example from Chattisgarh is given in the report. Tarun Sehrawat, a young photojournalist died in June 2012 after contracting multiple infections on assignment in the Abujmarh area. The cause of death was identified as cerebral malaria. His colleague on the assignment recovered only after two weeks under intensive care. It highlighted the potential safety risk and health hazard to reporters, which is ignored sometimes by media organizations. (IFJ situation report, 2012).

The plight of journalists working under such circumstances is indicated in an argument in the report. It says, 'A lack of professional recognition, indifferent employers, and a government apparatus that is eager to exploit them to spread the message of conformity, but quick to disown them at first hints that they could dissent from the narrative they seek to foster. There are several possible protections from these hazards, but these would need to be pursued in concert with journalists from other region, and in unity.' In this context the report suggests that, 'A safety code suitable to local situations would be evolved and coordination between editorial departments and reporters in the field improved to ensure that news headlines, layouts and presentation do not misrepresent realities and create avoidable risks for the latter.' (IFJ situation report, 2012).

Journalists in other insurgency prone areas of Jammu and Kashmir and the North Eastern states have also faced serious physical and legal threats. Konsum Rishikanta, a journalist

in Imphal was found shot dead in November 2008. The Media community in Manipur declared a general closure of all newspapers in the state for six days. After having no response from the authorities the strike was extended indefinitely. Only after local authorities conceding key demand of CBI inquiry into Rishikanata murder newspapers started to publish again. In J&K in August 2008, major controversy erupted over the allotment of land in the Kashmir valley to a religious trust. Due to blanket curfew imposed in the valley on August 23, newspapers in Shrinagar failed to print for two consecutive days because the movement of journalists was severely restricted. (IFJ, 2008-2009).

Growing attacks on media personnel and organizations by non-state actors and civil society groups irked by the media's coverage is also a matter of serious concern. In the light of fatal attacks on journalists across the country and increasing cases of harassments and threats, there is growing demand for a special law for protection of journalists. Various state organizations of working journalists and also the National Union of Journalists have protested in support of this demand. There is also a constant demand for a law to protect whistle blowers. But so far government authorities have been inactive on this serious issue.

7.1.5 Weathering Slowdown

Apart from security concerns there were many challenges before journalistic community in India. In the era of globalization, year 2008 witnessed effects of economic slowdown in India. An IFJ report narrated the conditions of Indian media in difficult times. As per the report, there was a crunch in advertising spending by Indian industries. Immediate fallout of this in the media industry was spiraling job losses and stagnation in remuneration levels for journalists. In December 2008, English daily from a regional media group shut down its Delhi operations and 61 journalists recruited for it were laid off. In February 2009 retrenchment in a Hindi daily was announced. Even a major media house issued notices warning its 8000 staff that salaries would be cut in varying degrees. Impact of slowing economy was felt all over the Indian media. Expansion plans were postponed; lay offs and pay cuts were announced. (IFJ, 2008-2009).

In this background, a delegation of newspaper industry met the Minister for Information and Broadcasting in February 2009 to apprise him of the parlous condition of the industry. After a week the Minister announced elimination of customs duty on newsprint and an increase in the rate paid on Government advertising by about 24 percent. (IFJ, 2008-2009). Major happenings which help Indian media to overcome economic hardships were 2009 elections and advertising bonanza from the IPL season. Political advertising and increased revenue was a welcome relief from the severity of economic slowdown. Unfortunately ill-practice of election time 'Paid News' raised its ugly head during the same time.

7.1.6 Covering Terrorism

Indian media is also facing major ethical challenges in its coverage of crime and terrorism. Media coverage of the terrorist attack on Mumbai on 26th November 2008 highlighted the need of restraint and effective guidelines in emergency situations. Though the coverage by news channels invited severe criticism, Indian Press also had to do lot of

soul searching in this respect. K. G. Balkrishnan, former Chief Justice of the Supreme Court expressed his concern in following words. He said, 'The symbolic impact of terrorist attacks has been considerably amplified by the role of pervasive media coverage.' (IFJ, 2008-2009).

Here we should not forget the courage shown by two photographers Shriram Vernekar (Times of India) and Sebastian D'Souza (Mumbai Mirror), who clicked images of the Pakistani terrorist Ajmal Kasab at CST. These photos were subsequently used as evidence in the court trial. The Supreme Court lauded their efforts, when delivered the order upholding Kasab's death sentence. The Court complimented the two for displaying exemplary courage on the face of adversity. (National Press Day Souvenir, 2012).

7.1.7 Sensationalism & Sensitivity

There was also great public disquiet about sensationalist coverage of the murder of a teenage girl, Aarushi Talwar in her home in May 2008. Even the Supreme Court hearing a PIL observed that media coverage of the investigation into the Aarushi murder had seriously breached all norms of responsible journalism. In this case the Court sought explanations from two Delhi newspapers and three major news channels. These instances prompted an attempt both by the Government and by citizens operating through judiciary to enforce some regulation of media content. (IFJ, 2008-2009). Issue of media regulation was again in the discussion in political circles in 2012, in the context of coverage of anti-corruption movement led by social worker Shri. Anna Hazare. News channels and the Press gave wide coverage to the movement. At a time it was criticized as a media driven agitation. (IFJ, 2011-2012). Media coverage of molestation of a teenage girl in Guahati also invited criticism from all quarters.

In April 2012, one national English daily reported 'non-notified' army unit movements towards New Delhi on the night of 16 January as a full front page story. The story was criticized as 'alarmist' by the Government and army explained that it was a routine exercise. This story was discussed in media as a 'C word' story. Hearing a petition on this matter, Lucknow bench of Allahabad High Court banned any form of media coverage on military exercises conducted on 16 January 2012. (IFJ, 2011-2012). PCI Chairman Justice Markandey Katju on 12 April 2012 said that the Council would challenge the order in the Supreme Court. He argued that the people of India have a right to know about Army affairs, except where they compromise national security.

7.1.8 Postponement of Court Reporting

The Supreme Court of India on 11th September 2012 laid down a constitutional principle, where aggrieved parties can seek the postponement of the publication of court hearings and a decision should be taken by concerned court on a case-by-case basis. But the court refrained from framing broad guidelines for reporting of sub-judice matters, saying it cannot be done 'across the board'. (Indian Express, 2012)

The decision was declared by a five judge bench headed by Chief Justice S. H. Kapadia. The apex court is hearing a dispute between Sahara Group and SEBI. The issue of confidentiality came up when some documents were leaked to the media. After receiving

complaints of breach of confidentiality, the court undertook the exercise of framing guidelines. While laying down the above mentioned principle, the bench said 'it is a preventive measure and not a prohibitive and punitive measure. It would be required where there is substantial risk of prejudicing the trial and administration of justice.' It further said that temporary ban on publication of court proceedings is necessary to maintain the balance between freedom of speech and fair trial for proper administration of justice. (Indian Express, 2012).

7.1.9 The Regulation Debate

In April 2012, a Private Member's Bill called 'the Print and Electronic Media Standards and Regulation bill was circulated in the Parliament. The Bill was drafted by Congress MP Meenakshi Natarajan. But since she was absent on the day bill was scheduled to be introduced in the parliament. Hence it is not been placed in the House. The Bill calls for establishment of a media regulatory authority which will have the power to ban or suspend the coverage of an event that may pose a threat to national security. The body would have powers equivalent to a civil court and excludes it from the purview of the Right to Information Act. This is seen as a threat to media freedom. (Ramakrishnan, 2012).

Justice Katju also argued in favor of some regulations. In an article in the Hindu (Republished in PCI Review 2012) he said, 'I want regulation of the media, not control. The difference between the two is that in control there is no freedom, in regulation there is freedom but subject to reasonable restrictions in the public interest. The media has become powerful in India and can strongly impact people's lives. Hence in must be regulated in public interest'. He pointed that 'almost every section of society is regulated and ...in democracy everyone has to be accountable. He further clarified that he is not in the favor of regulation by the Government, but by an independent statutory body like the PCI. (The Hindu, 2012).

Anup Kumar, Professor at Cleveland State University in USA countered Justice Katju's argument in an article on the Hoot website. He wrote, '...when a regulation becomes a form of prior constraint on content, it is tantamount to control. In democracies world over, in law, content regulation is interpreted as a form of control and censorship.' He instead suggested 'media reform and better enforcement of journalistic norms by peers in the profession and post-publication prosecution.' (The Hoot, 2012).

The PCI sub-committee report on 'Paid News' advocating to curb this evil practice, also underlined the importance of journalist's job security in restoring the integrity and credibility of news gathering, and dissemination. It recommended that media organizations should cease the practice of engaging stringers and correspondents who double up as agents collecting advertisements. Instead they should be given stipends or retainers. Along with this various associations of working journalists demanded strengthening of the Working Journalists Act to assure journalists of job security and fair wages. They argued that the system of employing journalists on short term contracts should be ended. (IFJ, 2011-2012).

7.1.10 Radia Tapes Controversy

OPEN magazine in November 2010 published a story which reported transcripts of some of the telephone conversations of Nira Radia with politicians, corporate houses and some senior journalists. The conversations tapped by the Income Tax department in 2008-2009 with the permission of Home Ministry were seen as alleged efforts of political lobbying in favor of A. Raja, then Telecom Minister. This case is now before the Supreme Court and CBI is investigating it under the directions of the Court. The journalists whose names appeared in the controversy have refuted all allegations made against them.

On the background of 'Paid News', this controversy further eroded the credibility of media. Times of India dubbed it as 'Power brokering by journalists in collusion with the corporate groups and top government politicians.' The Deccan Chronicle commented, 'The Radia tapes may have torn the veil off the nexus between information hungry journalists, lobbyists and industrialists, and opened everyone's eyes to what has long been suspected- the ability of small but powerful group to use their connections to influence policy.' (Wikipedia, Radia tapes).

7.1.11 Challenges & Responsibilities

Former PCI chairman Justice G. N. Ray in an address commemorating National Press Day on 16th November 2009, analyzed the challenges before Indian media. Referring to liberalization, globalization and changes in media technology he opined, 'The newspapers today are compelled to delicately balance the twin challenges namely how best they can adapt to and gain from digital distribution and advertising revenue; and how to meet the role of fourth estate.' Extending this argument he warned, '...in their anxiety to get more and more readers, and particularly more and more advertisers and corporate sector as client, the print media is by and large turning to be a commercial enterprise and the newspaper as a commodity.' He also expressed concern about corporatisation of media and monopoly trends. (Ray, 2009).

Former Editor-in-Chief of the Hindu N. Ram also warned against 'romanticizing' the buoyant growth story of Indian media. Delivering James Cameron Lecture in London he made a distinction between the 'state or fortunes of the news media' and the 'state of journalism'. He said that crass commercialism was eroding basic media ethics and values, with advertising masquerading as news and 'infotainment' pushing out serious news and analysis. (N. Ram, 2012).



7.2 The Cancer of Paid News

'Let us finish the culture of paid news; otherwise it will finish us in coming days.'

- P. Sainath, Editor, Rural Affairs, The Hindu

Paid News' is now the most serious concern and challenge before the Indian media. During 2009 parliamentary elections and subsequent assembly elections in some states, this menace raised its ugly head. After the elections this disturbing trend was highlighted by sections of the media. P. Sainath, rural affairs Editor of the Hindu, among others expressed concern about the cancerous spread of this ill practice called 'Paid News'.

Andhra Pradesh Union of Working Journalists, Delhi Union of Journalists, The Editors' Guild of India, South Asia Free Media Association (India chapter) and other organizations urged the Press Council of India to address this issue. The PCI on July 3, 2009 constituted a Sub-Committee of Kalimekolan Sreenivas Reddy and Paranjoy Guha Thakurta, 'to examine the phenomenon of paid news'. The two members met the cross section of the society in New Delhi, Mumbai and Hyderabad and also went through many letters and representations. Based on the report of the Sub-Committee, a Drafting Committee prepared the final report. Both the reports were subsequently published on the PCI's website.

7.2.1 Undermining Democracy

The report highlighted the gravity of the situation. It said at the outset, 'The phenomenon of paid news has acquired serious dimensions. It goes beyond the corruption of individual journalists and media companies and has become pervasive, structured and highly organized. In the process it is undermining democracy in India.' It further commented that, 'News is meant to be objective, fair and neutral. ...When the distinction between news and advertisements start blurring, when advertisements double up as news that have been paid for, ...a section of the reader can hardly distinguish between news reports and advertisements.' (PCI, 2011)

The report criticized the practice of so called 'rate cards' or 'packages', denial of coverage, identical paid reports confusing the readers. Even accepting gifts, junkets, other monetary and non-monetary benefits were dubbed as paid news. In this context the concern raised by Securities and Exchange Board of India (SEBI) about the practice of 'Private Treaties' between media companies and corporate bodies was also mentioned. But the report mostly focused on the election time paid news.

The Sub-Committee report identified the deception or fraud through 'Paid News' at three levels. First it deceives the readers to believe into advertisement as independently produced news content. Secondly, by not officially declaring the expenditure in planting 'Paid News', the candidate violates the conduct of Election rules, 1961. Finally, not showing the money received from candidates in accounts, the media companies violates the provisions of the Companies Act of 1956, Income Tax Act and other such laws. (PCI Sub-Committee, 2011)

The PCI report says that though the clandestine 'Paid News' operations are widespread and many media companies are believed to be involved into it, it is not easy to find clinching evidence that pins responsibility on individuals, parties and organizations. The council appealed to media companies to maintain clear distinction between the management and the editorial staff and that the independence of the Editor should be maintained and safeguarded. The Council appealed that news should be clearly demarcated from advertisements by printing disclaimers. It also reiterated the guidelines for the media organizations issued in 1996.

7.2.2 A Case for Fair Elections

Fully aware of its limited powers the PCI recommended, 'Since election time paid news undermines free and fair elections, section 123 of the Representation of the Peoples Act, 1951 should be suitably amended so as to declare any payment for the publication of news as a corrupt practice or an electoral malpractice and should be made a punishable offence.' It urged the Parliament to form a committee of members from both the Houses for hearing changes in the act. It further recommended that the Election Commission of India should set up a special cell to receive complaints about 'Paid News' and independent journalists/citizens should be nominated in such cell in consultation with the PCI. Need of education of voters to differentiate between the doctored reporting and the balanced reporting was also highlighted in the report. (PCI, 2011).

The PCI also recommended that it must be fully empowered to adjudicate the complaints of 'Paid News' and give final judgment in the matter.



Chapter 8

Issues, Concerns & Challenges

The Print media in India despite its growth projection is facing some concerns and challenges. Media organizations must overcome these issues amicably. The way forward may be experimenting without fear and searching the new business models.

8.1.1 Fluctuating Newsprint cost

Newsprint prices are a major concern for the print industry and media companies will need to guard themselves against major price fluctuations. 'IEMO Report 2012' explains that, 'the demand for newspaper has reduced significantly in developed countries, thereby reducing the need for newsprint. Therefore, newsprint manufacturers in those countries have substantially reduced their operations to maintain the newsprint prices. Another reason is availability of wastepaper for newsprint production. In Europe it is reduced by 20 to 30 percent and total availability in the West has reduced to 50 percent. This shortage is affecting newsprint prices in India.' (IEMO, 2012).

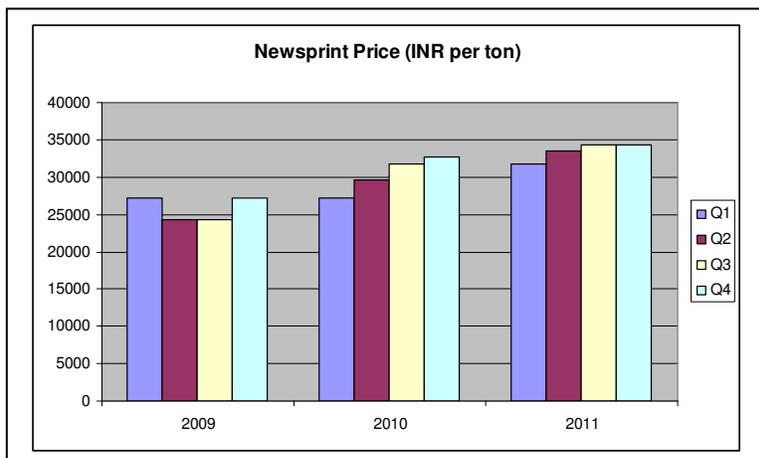
Rising crude oil prices, hike in freight charges (for import), and depreciation of Rupee are other factors influencing newsprint cost. To counter this Indian newspapers use mix of domestic and international newsprints and they also vary this proportion to manage costs and quality of newsprint. But since prices of both domestic and international newsprint are rising, this exercise has certain limitations.

Year	INR per Ton			
	Q1	Q2	Q3	Q4
2009	27250	24250	24250	27150
2010	27150	29650	31750	32750
2011	31750	33450	34350	34350

(Source: FICCI-KPMG Report, 2012)

Rising newsprint prices in international market are affecting profitability of newspaper companies. Since most English dailies and some leading regional language dailies import newsprint they are suffering from the fluctuating newsprint cost.

Domestic newsprint prices are also rising. In 2010-2011 the prices rose by around 20 to 25 percent. This is having impact on most regional dailies, since they buy about 80 percent newsprint from Indian manufacturers.



8.1.2 Issue of cover price

Cover price accounts for 15 to 25 percent of the revenues of newspapers companies in India. Magazines look to earn more from the cover price

and the price for niche magazine can go up to as much as INR 250. As per IEMO report, in 2010 there was a growth of six percent in circulation revenues. (IEMO, 2011).

Most of the newspapers in India are subsidized in cover price as advertisement revenues are the main source of income and profit. Cover prices of newspapers in India are very low compared to many other countries. Usual cover price range is from one rupee to five rupees. Sunday newspapers cost a rupee or two more. The cost is far less than the production cost per copy.

In last few years many newspapers in India are expanding geographically to increase their reach and readership. In such scenario price war erupts. Most of the time invitation price is one rupee. While entering into new market or launching a new print product the invitation price, may be rupee one or even less, is a strategy well developed in India. Times group, Dainik Bhaskar, and many regional language newspapers are using the same. To tackle the competition others also reduce cover price. New entrants launched attractive subscription schemes. For example, when Maharashtra Times, a Marathi daily from Times group launched its edition in Pune market, initial subscription offer of INR 11 for four months was offered. Later it was converted to INR 99 for a year. Some newspapers even offered gifts linked to subscription. Such schemes are limiting the increase in circulation revenues of newspapers in India.

8.1.3 Private Treaties!

The SIC panel headed by Asha Swarup has expressed concern about a disturbing trend in the newspaper industry, where new methods of garnering revenue have been adopted by some media houses. Some newspapers have gone for 'Private treaties' with mid-sized companies, which are cash starved. The newspaper develops the brand of the company through media campaigns in return for equity. Apart from it, some newspapers are allowing paid supplements/ advertorials. Such practice can be considered ethical only if there is an appropriate disclosure. (All About Newspapers, Sept. 2012)

8.1.4 Narrowing Agenda?

New Delhi based Centre for Media Studies conducted an annual review of four national English newspapers in 2008. The centre studied front page coverage of the Hindu, Hindustan Times, Indian Express and Times of India. In the content analysis it was found that international affairs (16.44 %), national security and defense issues (11.43 %), business and economy (10.53 %), national politics (10.47 %) dominated the coverage. These accounted for almost half of all the front page stories. P. N. Vasanthi, Director of the centre commented in an article that, 'this is an expected trend as English newspapers have always been the champions of globalization.' (Vasanti, 2009). Sports (9.2 %), crime (5.84 %), legal (5.42 %), law and order (4.39 %) are the other sections found some representation on the front pages. Important issues like environment and wild life, corruption, agriculture, art, culture and heritage were mostly ignored as per the study. They found less than one percent coverage on the front pages. This was seen as narrowing agenda of the print media. (Vasanti, 2009).

CMS conducted similar exercise in 2010. The focus was on coverage of corruption in news media. As per the study of front pages of some national dailies, percentage of corruption increased from 0.66 to 2.82 in 2010. (CMS, 2010).

8.1.5 Corporatization

Former Chairman of the PCI, Justice G. N. Ray in one of his addresses on National Press Day function observed that the Print media in India is undergoing corporatization. Expressing concern about this he said, 'Today's media, particularly big national level newspapers are mostly owned by the corporate houses. These houses barring a few are running newspapers with an aim to derive more and more profits like commercial enterprises.' (Ray, 2009). He also pointed towards malpractice of misinformation and tainted communication to augment greater profit.

In the same context he also expressed concern about growing monopoly in media. The effect is mostly felt by small newspapers. He further commented that, 'The small and medium newspapers, particularly regional newspapers with low circulation and operating in remote rural areas are facing acute financial crisis and their survival is at stake because of rapid spreading of wings by big newspapers covering large number of cities and districts.' (Ray, 2009).

8.1.6 Shrinking Editorial Space

Justice Ray also addressed the issue of devaluation of the 'Office of Editor'. He said, 'Earlier, the editor used to control the contents of the newspaper, including the advertisements. Today, the 'Office of Editor' has been marginalized and the editor has very little or no say about the contents of the newspaper. It is the manager or director in charge of advertisements, who decides what space to be left for contents to be published other than advertisements or write ups desired by the advertisers and corporate sector.' (Ray, 2009). The effect is ultimately on the content priorities and real issues of the people and the marginalized are ignored in the process.

Media special issue of a magazine, 'THE CARVAN' has highlighted this transition in Indian print media as a case study of the Times of India. In the reportage 'Supreme Being', it has highlighted both the positive and negative sides of the modern Indian newspaper industry. (Subramanian, 2012). It is happening not in a single media organization, but is more and more evident in many, including growing regional media houses.

The newspapers are not hiding their business motives. In an interview given to Ken Auletta, Samir Jain, Vice Chairman of BCCL and his brother Vinit Jain, the Managing Director, are quoted as saying, 'We are not in the newspaper business, we are in the advertising business.' Auletta further writes in the article that rather than 'worry about editorial independence and the wall between the newsroom and the sales department, they believe that one secret to a thriving newspaper business lies in dismantling the wall.' (Auletta, 2012).

8.1.7 Entitled Editors!

In this situation many owners of the newspaper houses are proclaiming themselves as 'Managing Editor', 'The Director Editor' and so forth. Even the media persons rose to higher status in such news organizations are given titles like Editor (Corporate). Instead

of one editor, many editors are given different tasks and titles. For example, posts like Editor (Technology), Editor (Research and Documentation), Editor (Content Management and Planning) are created. Even now some editors are not in charge of merely the city or district editions, but are made in charge of respective markets and titled accordingly.

In changed situation, most of the editors are now hired on contracts. They frequently hop over the newspaper organizations. Gone are the days, when newspapers were identified with the editors. The editors today are as talented and able as the editors of yesteryears, but their personal mark on the newspapers is not evident as before. Even while recruiting new journalists and trainees, human resource departments are now having the final say. Another worrying trend related to performance appraisal of the editors now is revenue targets they are assigned. In such cases their editorial freedom is compromised.

Prof. C. K. Sardana, in his article, 'Is Media's Chief Business Business?' has quoted veteran journalist B. G. Verghese in following words: 'Newspapers are required to have editors who, under the Press and Registration of Books Act, carry primary responsibility for all the matter printed. However, editors have altogether disappeared or have in some cases been reduced to being brand managers, high level public relations men or editorial advisers. They have no real editorial authority, which they have lost or willingly bartered for grandiose titles and fat pay packets. (Sardana, 2012).

8.1.8 Front Page on Sale!

Front page of any newspaper is prestigious in editorial perspective. Its sanctity and vanity was guarded by the editors over the years. With 'Office of Editor' facing challenge by the management, the front pages are also undergoing sea change. In yesteryears front page advertisements were being displayed in consultation with the editor. His opinion was supreme in this matter.

But as newspapers are transforming into 'advertising business', the front page advertisements are being sold at premium rates. There has been lot of experimentation in the Indian print media. Full front page advertisements are now the common ventures. Newspapers have moved beyond banner and collar advertisements. Jacket and half-jacket advertisements are also on rise. Earlier such presentations were offered very rarely for special news coverage. News based front pages get secondary importance on such occasions. Newspapers are now even experimenting with the mastheads for the sake of advertisements.

There are conflicting views about this print media trend. Some consider this as encroachment on the editorial content, while others see in it opportunity to raise advertisement revenue.



8.2 The Contract

Since last decade or so the contract system of employment is spreading rapidly across Indian media. It is not restricted to broadcast media. Newspapers are recruiting fresh media graduates mostly on contract and also finding ways to transfer senior journalists from wage board employee status to CTC as contract retaine. This is having serious implications on journalism.

8.2.1 Wage Boards and the Act

Earlier wage board system is based on the Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provision Rules, 1957, commonly known as Working Journalists Act. It has sets conditions of service for a journalist including hours of work, holidays, leave, gratuity and others. It also states that the Central Government shall as and when necessary constitute a Wage Board for the journalists. But this system is challenged again and again by the newspaper owners. They are employing contract system to find a way out of it.

The contract system was introduced in India in 1993. It has now taken over the wage board system not only in national English dailies, but also major regional media organizations. The Palekar Wage Board (1975) could not function due to non-cooperation from employers. So it was converted into a tribunal. There were differences in implementing the recommendation of the Bachawat (1985) and the Manisana (1994) wage boards. Implementation of Majithia wage board recommendations is caught in the judicial battle.

8.2.2 Majithia Report

The Government of India constituted two wage boards, one for working journalists and other for non-journalist newspaper employees in 2007 as sixth Wage Board under the Chairmanship of Justice Kurup. Justice Kurup resigned as a chairman from July 31, 2008. Subsequently Justice G. R. Majithia took over charge as Chairman on 4th March, 2009. The Majithia Wage Boards submitted final report to the Government on December 31, 2010. The Government accepted the recommendations and issued notification for its implementations on 11 November 2011. (labour.nic.in, 2011).

ABP Pvt. Ltd., BCCL, the Indian Newspaper Society (INS) and others have rejected the recommendations and filed a writ petition in the Supreme Court. INS in its press release dated 21st January 2011 has argued that the recommendations of the wage board, if implemented would drive several newspaper establishments out of business. It alleged that the report is flawed and one sided. It referred to a 2002 recommendation of national commission of labour that there was no need for any wage board, statutory, or otherwise. (Sans serif, 2011).

8.2.3 Dissenting Voices

National Union of Journalists (India), Indian Federation of Working Journalists (IFWJ) and other various associations of journalists in India are opposing the contract system in Indian media. They are demanding to the government that the Working Journalists Act should be amended in tune with the times. Central issues in this debate of contract system

vs. wage board system are better pay scale, job security, service conditions and its impact on quality of journalism. Unions argue about widespread discrimination in this 'hire and fire' system. There are performance appraisal schemes at place in various media organizations. Key Result Areas (KRAs) are identified and targets are given. But complaints of exploitations are many; especially the new comers are the major victims. Causes similar to 'non-compete clauses' in the Western media (Prato, 1999) are also being introduced in India. In above mentioned clauses media persons relieved from the contract are not allowed to work with the competitor in the same area in same position for a certain period.

The PCI Chairman Justice Katju at a function in Pune organized by Pune Union of Working Journalists also criticized the contract system. He said that this amounted to 'exploitation' by the media barons. During interactions with the journalists he said, 'Contract employment system is becoming widespread. It exploits journalists in the absence of job security. It is not acceptable because it does not permit journalists to perform their mind with a free mind.' (DNA, Apr 2012).

8.2.4 Affecting Unions

The contract system is also affecting the organizations of the journalists. In a project submitted by the International Federation of Journalists (Asia Pacific) has highlighted the issue in following words: 'The move from the relative security of permanent employment to insecure contract employment for journalists in India has had severe negative impact both on the capacity for journalists to organize independent trade unions and represent journalists on issues of work but also on the independence of journalists and the quality of journalism in India. Not only is it having an affect on the freedom of the press, but is also cutting the roots of trade unionism.' (Park, Murthy, 2003).

Since journalists are being hired on contract, the numbers of members of journalists unions are dwindling. The contract system does not allow journalist to unionize. In effect strength of the unions is weakened and bargaining power of the journalists has been affected.

The Press Council of India has adopted a study report on this issue on July 27, 2007. Title of the report is, 'Working Journalists Act Vis-à-vis Appointment of Journalists on Contract'.



8.3 Challenges Ahead

Pawan Agarwal, Director, Dainik Bhaskar group highlighted some challenges before Indian newspaper industry in the Indian Newspaper Kongress (INK) held in July, 2012. According to him, 'finding the right talent across verticals, especially in editorial department, is the foremost challenge before the print media'. He also expressed concern regarding the subscription value. He said, 'Circulation revenue in India is quite low, since newspapers are offered to readers at highly subsidized rates. This has adverse effect on

revenues of newspaper companies. Retaining a loyal and effective readership base was another challenge underlined by him. (exchange4media, 2012).

'New patterns of readership are emerging and there is need for print players to adapt content to the changing habits and needs of readers.'

Pawan Agarwal, Director,
Dianik Bhaskar Group.

8.3.1 The Telecom Desire

Reliance has invested heavily in Network 18 Group and Aditya Birla Group has acquired 27.5 percent stake in Living Media. This reflects desire of telecom companies to get access to media content for business expansion. As per IEMO, 2012 report these deals follow global trend of telecom companies trying to be the content providers rather than simply being the carriers. This can be a 'win-win' situation for both telecom and media companies giving them access to superior content and fresh funds respectively. (IEMO, 2012).

8.3.2 Go National!

Blackstone invested INR 225 crore in Jagaran Media. This helped in Jagran's plan to venture into regional languages across the country. DB Corp acquired majority stake in an Indore based newspaper, Divya Prabhat Publications. Asianet News Network Pvt. Ltd. acquired a Bangalore based newspaper Kannada Prabha Publications Ltd. This substantiates expansion of national media organizations into regional language journalism. (IEMO, 2012).

8.3.3 Fast Forward

As per the IEMO report the Indian Print industry is expected to grow at CAGR of 9.2 percent over the period of 2012-2016. It is estimated to reach INR 296 billion in 2016 from earning of INR 19.5 billion in 2011.

In future influence of digital news will increase in India. But the print will not decline as other developed parts of the world. A combination of print and digital will emerge as a form of Indian version of convergence. With more availability of smart phones and tablets, there may be some opportunity to grow for magazines. In such magazines niche content and in regional and English newspapers hyper-local news may get prominence. (IEMO, 2012).

With new age user devices and the trend towards media convergence there is heightened need to engage Indian media consumers across platforms and experiences. There is greater need for integration and innovation across traditional and new media, with changing media consumption habits and preferences for niche and customized content. Print companies have to engage this new audience in newer ways. (FICCI-KPMG, 2011)

In India spread and influence of digital content is on rise. Efforts to increase attractiveness and interactivity of newspaper websites are visible. Social media networks like Face Book, Twitter are being used for gaining and retaining readers. Promotion of newspaper content on such sites is more and more visible. But with such digital advancement question of revenue generation is concerning the print media industry. How to monetize digital content has become a big challenge for the Indian industry.

Regional language journalism and regional print market is growing in India. It is due to growth in incomes and consumption in the regional markets. With growing importance these will surely catch attraction of the advertisers. National advertisers are looking at these markets as the next consumption hubs and the local advertisers are also reaping its benefits. (FICCI-KPMG, 2011).

8.3.4 Building Brand Communities

Many newspapers are floating community platforms to stay connected with various sections among its readers. For example, Daily Lokmat has different communities for women, youth and children, which claims membership of over 5 lacs. Lokmat Sakhi Manch- a platform for women readers of the newspaper conducts regular activities for its members. Daily Sakal also has such community platform named 'Madhurangan'. Through such forums programs like free medical checkup, passes for cultural programs, invitations to product sampling events, etc. are organized.

8.3.5 Quick Delivery

To overcome the challenges posed by television news channels and other print competitors, many newspapers have begun moving closer to their customers. Dainik Bhaskar Group is an example of such efforts. The group includes in its brand stable, over 42 editions in Hindi speaking belt, Business Bhaskar, Gujarati Daily Divya Bhaskar, Marathi Daily Divya Marathi. It also has Daily News and Analysis (DNA) an English newspaper. The groups newspapers are now printed in at least 40 locations, compared with 13 a few years ago. This strategy has helped the Daily Bhaskar Group shrink its average delivery time from seven hours to four hours. Also the copies are now supplied within a 200 km radius of where they are printed, instead of the previous 350 kilometers. This expansion has had a positive impact on circulation. As told by Girish Agarwal, Director of the Bhaskar group, 35 percent of its total circulation of five million is sold outside of the major cities. (knowledge.wharton.upenn.edu, 2010)



8.4 Experiments in Content

The Price waterhouse Cooper outlook report (2011) concluded that 'new media yet to pose a threat to print industry.' World Press Trends report is also considering digital platforms a threat as well as opportunity to Indian print industry. In Western countries the Print is on decline and the Digital is rising. PwC report has described this as the wave of 'digital consumerism'. To ride on this wave efforts to carry digital content to next level is seen. (IEMO, 2011)

The report says, 'A large part of demand comes from the younger generation that is hungry for content and consumes about 30 to 35 percent of an average day worth of digital content consumption across platforms.' (IEMO, 2011). Content packaging, delivery networks, access devices and monetisation are major thrust area in this value chain of content. Smartphones, other portable devices, tablet market are driving this growing

demand. For this creating 'byte-sized content' across genres is a challenge before the print and other media companies.

This situation enhances the need for clever packaging of content. The report says, next step in value chain may be to use 'sliced and diced content' to create channel specific packages. 'Pay-as-you-use' business model may emerge out of this. (IEMO, 2011)

8.4.1 Redesigning the Newspapers

With changing reader habits and competition from other visual media Indian newspapers are now providing more attention to presentation and design of news. In the west redesigning the newspapers has been a significant trend. This clue has been picked up by many Indian newspapers.

Mario Garcia, famous international media designer had redesigned more than 200 newspapers world over including the prestigious 'The Wall Street Journal'. His services were hired by more than a dozen newspapers in India. Malyala Manorama, which remained top circulated daily in India for years was the first in the list. Redesigning of 'The Hindu' is the classic example of the Garcia design and his philosophy, 'Content is Design and Design is Content'. Hindustan Times, the Mint, Daily Sakal and Sakal Times, Business Line, Sakshi, The Week, Sportsstar and a short lived magazine from Sakal Media Group, 'India & Global Affairs' were in the client list of the Garcia Media firm. (Span, Nov. 2008)

Other papers like Deccan Chronicle, Rajasthan Patrika also redesigned their issues raising in house design teams. Malyala Manorama again redesigned its look recently this time in consultancy with Javier Errea from Spain. In designing the newspapers editorial team members were also involved. It followed extensive training sessions within the newspaper industry.

These 'Redesign' initiatives received mixed response from the readers. Some readers welcomed the changes in design. But there was also a sharp criticism from Indian media experts, who argued that taste of Indian readers is different than the westerners. Some resistance from respective newsrooms was also observed; but some appreciated it. N. Ram, former Editor in Chief of The Hindu said, 'The Hindu had changed for the better after redesign and 95 percent of readers are happy about the new look. There is more consistency, better navigation, better use of pictures and clear hierarchy of stories.' (Span, Nov. 2008).

8.4.2 Info-graphics

Another significant trend observed in Indian newspapers is increasing use of 'Info-graphics'. Rather than presenting the stories in text only format, they are presented in more attractive ways with the help of pictures and graphs. Most of the English newspapers are presenting Info-graphics regularly on day to day basis. In past few years language newspapers are also presenting stories in info-graphics format. Specially while covering major events stories are presented forcefully with the help of info-graphics.

8.4.3 Inext for Gen Next!

Jagaran Prakashan Limited have started an youth bilingual newspaper, Inext in Hindi speaking area. It is published in five states Uttar Pradesh, Uttarakhand, Bihar, Jharkhand and now Madhya Pradesh. Its 14th edition was launched in Indore with JPL's newly acquired Hindi daily Nai Duniya.

Inext smartly packages news about youth lifestyle and issues in a strong and effective presentation. The target audience is upwardly mobile youth in Hindi speaking area. It has picked language of the youths as its style. The paper effectively campaigned for participation of youths in politics, reducing the burden of school bags and other such issues. Taking cognizance of its innovative appeal and experimentation Inext has been awarded with 'WAN-IFRA Newspaper of The Year' award in 'World Young Readers' category. (RIND, Aug. 2012)

8.4.4 Talking & Shivering Newspaper!

Taking further its 'Talking Newspaper' campaign in 2010, Volkswagan published its 'Jetta' ads in the Times of India and The Hindu in 2011. In September 2012, Volkswagan used vibrators to create a shiver effect for the 'Polo' and 'Vento' in the Times of India. (IEMO, 2012)

8.4.5 3D Innovation

Attracting readers with 3D content is a novel idea being explored in Indian print media. It was first experimented by Dainik Bhaskar and Rajasthan Patrika in 2010. In the same year Mid Day also experimented with this new technology. It is of particular interest to advertisers, which is providing revenue opportunities to the newspapers. Other papers like Dainik Jagaran, Hindustan Time, Gujarati newspaper Sandesh, Marathi daily Lokmat and few other newspapers also explored 3D design. Recently Times of India published its 16 pager TrendZ supplement in Hyderabad in 3D format. The experiment was carried out for the first time in the city. (RIND, Aug. 2012)

8.4.6 RTI for Journalism

'It is amidst all encompassing environment of corruption, the Right to Information Act, 2005 comes as a harbinger of hope. The RTI act is nothing short of an epochal legislation whose central objective is to promote transparency and accountability in public spending and decision making in the government, public sector and institutions that receive public funds,' proclaims Abhay Vaidya, former editor of DNA, Pune edition. (Vaidya, 2012). In an article he has mapped the contours of RTI use for the journalists. Ever since the act came into effect in 2005, it has been used by many, including journalists to expose corruption and misuse of power. But are the journalists using this tool effectively?

Answer to this question is partly yes, partly no. In 2010, Outlook correspondent Saikat Datta, got the National RTI award given by Public Cause Research Foundation for his work exposing scam in export of PDS rice. In previous year, Shyamlal Yadav, special correspondent for India Today received the same award for exposing foreign trips by ministers and junketeering by bureaucrats causing loss to public exchequer. (Moudgil, 2011). But efforts of these journalists are seen as exception by experts. General argument

is that RTI is used more effectively by social activists and NGOs. And in many cases their findings are shared with the media. One can observe many such reports in both national and regional media. Scandals like 'Adarsh' in Mumbai were exposed through such citizen initiatives.

Highlighting importance of the act in context of journalism, Vaidya states that, 'Before the RTI legislation, journalists had to depend on their ingenuity and the strength of their contacts within the bureaucracy to ferret out information about status of various projects, funds allocated and spent, and the decision making in the government. This was often very frustrating as the bureaucrats were not obliged to give out information. Also journalists rarely had access to government files, documents and important file notings. Suppression of information was the order of the day and journalists were at the mercy of bureaucrats who were always wary of revealing too much.' (Vaidya, 2012).

He advocates systematic training of both journalists and media students on how to use the act effectively to file ground-breaking stories. In many news organizations journalists on various beats use RTI regularly. Some have become RTI specialists and some organizations have established special RTI cells to pursue such applications. He even suggested that effective use of RTI should be included in annual appraisal process of news organizations.

Manu Moudgil have identified few difficulties in the use of RTI by journalists in an article on the Hoot. She writes that the problem lies in the time and persistence needed in procuring and analyzing the information. In media organizations stress is on exclusives and deadlines. And they need exclusives fast and now. She further argues that in such background, 'filing RTI applications, procuring documents after several appeals, and then going through them to first understand and then get a bigger picture means extra slogging.' (Moudgil, 2011). Gangadhar Patil has more optimistic view of the RTI process. In an online article he had given some useful tips to journalists for effective use of the act. Know your story lead, ask appropriate questions, keep RTI small and simple, file more applications, using right to inspection are some hints given by him. (Patil, 2010.)



Chapter 9

Search for New Business Models

Newspapers are changing, and must change, if they are to continue fulfilling their traditional role as watchdog, and as the provider of credible news and information that citizens need to make informed decisions in society. The problem is not one of audience. We have the audience. The challenge is largely one of business, of finding successful business models for the digital age,' said Larry Kilman, Deputy CEO of WAN-IFRA, in an international conference held at Pune in September 2012.

'Add revenue, operate efficiently and raise quality of content.'
The New York Times memo in 1966

Print media in India is expected to grow in immediate future. This will be mostly driven by regional media. But despite the growth, there could be various challenges before the Indian Press. This could see the emergence of new business models with media companies being under pressure to change, innovate and re-examine their existing business models to survive in the new environment. (Business Standard, 2012).

9.1.1 Global Trends

From business perspective some of the global trends noted in WAN-IFRA report need attention. Here is a list of few relevant trends.

1. The number of titles globally is consolidating.
2. The main decline is in free dailies. For free dailies, the hype is over.
3. For advertisers, even today newspapers are more time efficient and effective than other media.
4. Newspapers reach more people than the internet. On a typical day newspapers reach 20 percent more people worldwide than the internet reaches, ever.
5. Digital advertising revenues are not yet compensating for the ad revenues loss of the print.
6. Social media are changing the concept and process of content gathering and dissemination. But the revenue model for news companies, in the social media arena, remains hard to find.
7. The business of news publishing has become one of constant updating, monitoring, distilling and repacking information.
8. The new digital business is not the traditional newspaper business.

Major concern for the print industry is newspapers are lagging behind both television and internet when it comes to growth trends, and internet is outpacing both. Internet advertising grew 22 percent year-on-year in Asia in 2010, compared with 11 percent for television and 3 percent for newspapers.

Though the newspaper Industry in India has remained aloof from the disruptive changes worldwide, it has imbibed some changes to face the recession in the industry and also the growing competition. At present though India's internet penetration is low as compared

to the West, it is gradually increasing. With the spread of smart phones and Tablets Internet threat is more eminent. The Indian Press must be ready to face the challenges.

'More people read newspapers than ever before, thanks to the many ways they now can be read; but publishers have not yet found ways to match that growth with revenues from digital platforms,' states the WAN-IFRA annual update report of World Press Trends.

In this context, Indian newspapers can think about three kinds of business models identified in the report. The likely models are as given below:

1. **Use internet and proliferate on web:** This strategy is used by Schibsted, a prominent Norwegian media house. It has built in Norwegian language portals. It brings readers directly to websites, so web pages are more valuable to advertisers. One third of its revenue comes from the Internet. It's not the case in India. Though more and more youths are attracted towards digital newspapers and news websites, revenue generation from these platforms is not up to the mark.
2. **Build multimedia brand:** Germany's Bild group has built a versatile brand. It provided mobile internet in partnership with telecom service providers. There are many such brands in Indian print industry in English, as well as in Hindi and other regional languages.
3. **Internet only:** The Huffington Post in USA has maintained very limited editorial core staff. Most of its content is user generated. So costs are less and easily covered by advertisement revenues. Though Indian newspapers are increasingly using readers' generated content, the Internet only model for a newspaper is nowhere near the horizon.

9.1.2 Charging the Content!

In this digital media environment charging content is emerging as a new business model. It is successful in the western countries; but it has some limitations in India. A comment in a report is relevant here. It says, 'In 2011 media houses were thinking about how to charge. In 2012, they are thinking about how much to charge?'

In this case also various patterns are being experimented.

1. **Pay wall:** In which visitors of news websites has to pay for the content. As put in place recently by The Times of London, this model would demand a full subscription to access any online content. On the mobile platform, the paid content model is well-established, since users accept monthly contracts, pre-paid phones and paid-for apps. But here too, new players – Apple and the mobile operators – take a large share of the revenue.
2. **Premium Content:** The prime example of paying for premium content would be the Wall Street Journal, where the primarily business focused news is available for a cost; but a limited amount of generic news is available for free.
3. **Freemium:** In which content is free. Many publications, for instance like 'The Guardian', are relying on providing content for free, increasing audience size and trying to garner proportionate advertising revenues.
4. **Hybrid:** The New York Times is the prime example of 'hybrid model', where the 'Pay wall' becomes effective only when one has accessed complimentary 20

articles. After this visitor is required to subscribe, or read only articles directed via social networking or online searches.

9.1.3 Pay Wall or Pay Meter?

The Economist asked on its cover in 2006, 'Who killed the newspaper?' Even after then the print industry in developed markets, especially in USA is on decline. Since readers are moving to online, revenues of newspapers are having free fall. As per the Economist report, newspaper revenues in America dropped to \$ 34 billion in 2011, that is about half of what they were in 2000. But an article 'News adventures' in Dec 8, 2012 issue, predicts that, 'After years of bad headlines the (print) industry finally has some good news.' (Economist, Dec. 2012)

The article cites that, 'at some papers, such as the New York Times are forecast to offset the decline in advertising for the first time in at least five years.' Reasons outlined for this turnaround are raising the price of subscriptions and newsstand copies and 'Pay walls', charging readers for online content. 'Newspapers have been heartened by evidence that pay system can work', is a critical statement made in the article. New York Times adopted a paid access model in March 2011 via 'Pay meter'. But newspapers like the Washington Post are still opposing a pay wall as they worry that it will not woo enough paying readers. (Economist, Dec. 2012)

9.1.4 Complexity Advantage

International News Media Association (INMA) organized a South Asia conference in New Delhi in August 2012. The theme of the conference was 'Complexity Advantage'. It discussed various facets of newspaper business. It suggested following ways to be successful in news business:

- Converting newspaper organization into content organization
 - Going hyper local with customized content (Niche products)
 - Creating collaborations
 - Giving due importance to curation & archive (Digital asset management)
 - Monetizing data and services
- (INMA Con., All About Newspapers, Sept. 2012)

In this conference, Earl J. Wilkinson, CEO of INMA argued discussing 'Future of news', that, 'Newspaper shall persist due to expertise in content generation, with making changes in content presentation (thali of news) as per the need of the day.'

In a separate interview Wilkinson stressed the need of relevant and quality journalism. He warned the newspapers can't take audiences for granted. Stressing the need of carefully choosing the target audience he said, 'Success to a newspaper's newsroom in 2012 is about: the reach of the target audience, and the level of engagement of the audience they have.' In new 'catch 22' situation Wilkinson deliberated further on necessity of engagement. He said, 'Newspaper industry has changed internationally with increasing use of mobiles and tablets. With this no one can avoid to rely upon combined models of 'Print+Digital'. While print gives an appeal in the hands of readers, digital provides an opportunity to engage with multi-media audience.' (Interview, All About Newspapers, Sept. 2012).

9.1.5 Cross media ownerships

In changed scenario many print organizations are venturing into other media platforms. Such cross media presence and ownership is visible in established media organizations in India. Bennet Coleman and Company is an excellent example of it. It owns print products in English as well as Hindi and regional languages, a range of websites, television news and entertainment channels, radio FM station, mobile apps, event management wing, etc. This is not an exception. Other English, Hindi and regional language newspapers are converting themselves from 'Mono Media' to 'Multimedia' groups. This is a distinct form of media convergence. Indian media houses are fine tuning their business models with changing times.

Jehil Thakkar of KPMG (India) while participating in a session 'Media 2020', of INMA conference suggested that, 'Newspapers should move towards a consolidated industry from a fragmented one by collaborating in a big way, and shifting from newspaper organization to content organization.' He further stated in a separate interview that, 'Understanding consumer behaviour, monetization of content through mobile and internet, and positioning content in a world of cross media phenomenon are major challenges before the news publishing industry.' (All About Newspapers, Sept. 2012)

But there are certain arguments against this trend of cross media ownership. A panel from Sectorial Innovation Council, headed by Asha Swarup (former secretary of I&B Ministry) had taken note of these arguments. In the report submitted in 2011 it stated that 'unregulated cross media ownership may affect plurality of views that are essential for democracy.' Another dissenting view is that the guidelines or regulations in this respect are a farce as companies find ingenious ways of circumventing the provisions. (All About Newspapers, Sept. 2012)

9.1.6 Mergers and Acquisitions

To strengthen position in established market, to enter into new markets, to spread business and harness revenue opportunities many media companies in India are going for acquisitions and mergers. Global media players are also interested in Indian media sector.

As per the panel report, 'while the print industry is not getting any immediate threat, the question arises as to how the industries momentum could be accelerated for achieving higher growth. The panel finds that new and innovative business models are being adopted in print media. The regional newspapers have become the centers of innovation which attract new readers to them. Because of this, some of the big newspapers have started acquiring small newspapers in vernacular languages. In this process, the regional newspapers get technical assistance from the big newspapers and are able to improve the quality of their presentations and content. The regional newspaper space is likely to grow further.' For example, Vijay Karnataka, leading Kannada daily has been acquired by the Times group.

As per the information available in IEMO, 2011 report Jagaran Prakashan acquired Mid-Day Multimedia's print business, in the form of 2:7 share swap deal of INR 1.75 billion. With this Jagran got access to markets such as Mumbai, Delhi, Bangalore and Pune and also to English print market. In another deal, Jupiter Media and Entertainment Ventures

(JMEV) picked up 26 percent stake in Express Publications (Madurai) Ltd.'s regional daily, Kannada Prabha. (IEMO, 2011)

9.1.7 Foreign Investment in Print Media

Government of India in June 2002 decided to allow 26 percent foreign direct investment (FDI) in news and current affairs print media. Technical and medical publications are allowed a higher FDI of 74 percent. This decision of the government reversed the 1955 Cabinet Resolution prohibiting any foreign investment in print media. However foreign investments in news agencies are still banned. With this policy decision the government attempted to address the fear that FDI in print might lead to foreigners controlling the Indian media. (India Juris, ___)

At the same time the government laid some preconditions to FDI in print media. These are listed below.

- At least three fourth of the board of a print media company with FDI must be Indians.
- All key editorial posts must lie with resident Indians.
- Any print media company wishing to change its share holding pattern must get prior government approval.

An argument against the FDI in print is that foreign forces might begin dominating the content of Indian publications. The argument was stretched so far that the foreign monopolies may impose their agenda of ultimately controlling Indian politics. Most of the English language media resisted FDI in print fearing competition from players having money might.

Arguments in favor of FDI includes that the experience of TV broadcasting, where foreigners can buy 49 percent shares, suggests takeover fears are overblown. It is also argued that FDI could enrich the quality of Indian dailies and probably make them more able to compete.

9.1.8 Raising the FDI bar?

Foreign direct investment in media, particularly in the print is also an important issue. The SIC panel suggested enhancing the FDI cap for the newspapers from existing 26 percent to 49 percent. (All About Newspapers, Sept. 2012). An US based company, Blackstone recently acquired 12.75 percent of Jagran Media Network for INR 2.25 billion. (IEMO, 2011)



9.2 Changing HR Practices

To gauge the shifts in the human resource (HR) practices in print media organizations in last five to six years, some of the managers, editors, senior journalists from English and regional language newspapers and of course recruits were interviewed. The material in this regard was very scarce.

9.2.1 Centralized Policy

The common and most important thing that emerged from all the discussions with the HR managers and editors, was the fact that all the newspapers now have a centralized HR policy, which until few years used to be a localized one. But this is not something that has happened in last few years. The process had started in the beginning of the 2000. A senior HR manager with an English daily however said that this centralized HR policy helped a lot of media houses to survive through the economic slowdown in 2008-09.

A centralized HR policy has also helped media in coping up with the changing trends, thinks an editor with a Marathi daily. He said that the newspapers also have web editions. Some of them even want their reporters to record videos, when they go on an assignment and almost all newspapers and magazines have their Facebook and Twitter pages. He further said that in the era of scientific management techniques, an institutionalized HR system has helped editorial captains to share their burden of hiring people.

9.2.2 Economizing Operations

An HR manager said that a centralized HR system has helped organizations in economizing their operations very efficiently. And a new generation of HR managers has given the management a new perspective. He said in all big media houses employees, especially those who have spent some time within the organization, are now being allowed to take up study tours, fellowships and even sabbaticals. He said that as far as possible people from diverse educational background are recruited, particularly at the entry level. Some of the media houses are now having media schools of their own and many more are planning to come up in the future, said a senior editor with Hindi daily. He said these schools provided media houses young journalists trained in their own 'types' of journalism.

A management professional who had earlier worked as HR manager said that many media houses especially news channels and magazines have now started hiring journalists for doing background research on news and content.

9.2.3 Appraisals & Attrition

Though national media houses have been particular with the yearly appraisals since late 1990s, even the language newspapers have started following the system since last five to six years. A very high attrition rate is also one of the features that HR managers have to deal with. Attrition rate was high among those with less than 10 years of experience, said an HR manager.

Talking about the recent row over recommendations of the Majithia Wage Board, all managers said that the system was outlandish in the era of scientific management and would be better if they were never accepted. An editor pointed out that media houses had approached the court against the recommendations.



9.3 Journalism Education at Crossroads

Journalism education at present is at crossroads. It is experiencing sweeping qualitative and quantitative changes. It has become difficult to know the exact number of journalism or media courses offered in India in any given year, because the number is ever changing. With new universities opening, or old universities launching new media courses, and media organizations establishing their own media schools there is an explosion of sorts in media education.

9.3.1 The Glam Quotient

The reasons for the boom in media education are many. Massive expansion of the media industry in the past decade is one of the main contributing factors. After the saturation of engineering, computer and management education, one of the lucrative options before established educational institutes is to branch off into media education. The glamour quotient attached to the media profession also has been on the increase. Various universities have launched undergraduate courses in mass communication which has led to increase in the number of media students.

The point to be noted here is that at present the emphasis is on media education and not just journalism education. There is a growing demand from students for 'Mass Comm.' courses which offer training in all aspects of mass media, including advertising, Public Relations/Corporate Communication, programming, research, presentation etc. Even the nomenclature of media courses has been changed from Bachelor's/Master's degree in Journalism to Bachelor's/Master's degree in Mass Media/Mass Communication.

9.3.2 Preparing for Convergence

So it is indeed difficult to ascertain how many such courses offer journalism, especially print journalism, as an elective or specialization. Older journalism courses that were designed primarily as print journalism courses, also, in response to the expansion of TV and online journalism, have included courses in those media. The institutions are trying to train their students for all the media, so that the students have more employment opportunities or they can fulfill the demands of a 'Converged Newsroom', where a single person may have to present the news in multimedia formats.

The challenge before journalism educators today is keeping pace with the changes in media industry. Not only technology, but newspaper journalism itself is changing rapidly. The changed newspaper management practices, the changing style of news writing, growing influence of TV and online media, intense localization of content and others are the issues about which the journalism educators have to keep themselves updated. The ethical values of present day journalism pose a challenge before who have to acquaint the students with principles of journalism as well actual practice.



References:

1. World Press Trends Report 2012. (2012). WAN-IFRA Research SFN. Darmstadt, Germany.
2. World Press Trends Report 2011. (2011). WAN-IFRA Research SFN. Darmstadt, Germany. Retrieved on from <http://www.wan-ifra.org/press-releases/2011/10/12/world-press-trends-newspapers-still-reach-more-than-internet>
3. Press In India 2010-2011. (2012). 55th Annual Report. Jayraj, T. (Ed.). The Register of Newspapers for India. New Delhi.
4. Print Media (Chapter 3). (July, 2011). India Entertainment and Media outlook 2011. PwC India. P 5, 8, pp 15-17, pp 34-41.
5. Print 2011-2016. (July, 2012). India Entertainment and Media outlook 2012. PwC India. Chapter 5. pp 44-57.
6. A Preliminary List of Circulation. Certified for the six monthly audit period ended 30th June 2012. (2012). Audit Bureau of Circulations. Mumbai.
7. Freedom of The Media. National Press Day Souvenir. Nov. 16, 2012. Katju, Justice Markandey (Ed.). Press Council of India. New Delhi.
8. Halan, Y. C., What Makes Media Free in India. (Nov. 16, 2012). Freedom Of The Media. National Press Day Souvenir. Katju, Justice Markandey (Ed.). Press Council of India. New Delhi. P. 35.
9. Katju, Justice Markandey. (2012). Regulating the Media. PCI Review. Vol. 33. July, 2012. No. 3. pp 1-3.
10. Park, Jacqueline (Ed.) (2012). Journalism in India's Maoist Areas Face Multiple Challenges. Situation Report: December 2012. International Federation of Journalists. Retrieved on Jan. 15, 2012 from <http://asiapacific.ifj.org/assets/docs/153/020/d37ed99-1da0814.pdf>.
11. ToI taps retailers with 3D Trendz. General News. RIND Survey. (August, 2012). Nair, Shashi (Ed.). Volume 33. Issue 8. P. 48.
12. Digitization of Communication. (August, 2012). RIND Survey. Nair, Shashi (Ed.). Volume 33. Issue 8. P. 22.
13. Prabhu, K. Silva. 'Readers are not just receivers of messages'. (August, 2012). RIND Survey. Nair, Shashi (Ed.). Volume 33. Issue 8. pp 24-26.
14. RIND Survey. (Nov., 2012). Nair, Shashi (Ed.). Volume 33. Issue 11.
15. Vidura. (Oct.-Dec. 2012). Nair, Shashi (Ed.). Volume 4. Issue 4.
16. Govt appointed panel reports print industry is not facing any immediate threat. (Sep.-Oct., 2012). Report. All About Newspapers. Vol. 7. No. 5. pp 12-14.
17. The 50 fastest growing dailies in India 2012. (Sept. 10, 2012). Indian Printer & Publisher. Vol. 33. Issue 9. pp 52-59.
18. Will the digital wave sink newspapers? (Sept. 10, 2012). Indian Printer & Publisher. Vol. 33. Issue 9. pp 12-14.
19. Newspapers in Bengal: The List. (Sept. 10, 2012). Indian Printer & Publisher. Vol. 33. Issue 9. pp 16-19.
20. News Adventures. (Dec. 8-14, 2012). The Economist. Vol. 405. No. 8814. pp 58-59.
21. Subramanian, Samanth. Supreme Being. (Dec, 2012). The Caravan. Vol. 4, Issue 12. pp 44-65

22. Auletta, Ken. Annals of Communications, 'Citizens Jain'. (Oct 8, 2012). The New Yorker. p. 52
23. Ray, G. N. The Challenging Face of Indian Media. (Nov 16, 2009). National Press Day address. PCI.
24. Sardana, C. K. Is Media's Chief Business Business? (Nov 16, 2012). Freedom of the Media. National Press Day souvenir. PCI. New Delhi. p 40.
25. Vaidya, Abhay. Journalists must use RTI aggressively to strengthen it. (2012). Sabade, Rajeev (Ed.). Milestone 7: Journey of RTI Act. Yashwantrao Chavan Academy of Development Administration. Pune. pp 133-139.

Web References:

1. Indian Media & Entertainment Industry to touch INR 1,457 billion by 2016: FICCI-KPMG report. (2012). Retrieved on Dec. 15, 2012 from <http://www.kpmg.com/IN/en/Press%20Release/KPMG-FICCI-Frames-Press-release-2012.pdf>
2. Ayushi. (Oct. 2, 2012). Cumulative readership of top ten newspapers shrinks by 4, 61,000 - IRS 2012 Q2 Retrieved on Nov. 11, 2012 from <file:///H:/Press%20Council%20of%20India/4671-cumulative-readership-of-top-ten-newspapers-shrinks-by-4-61000-irs-2012-q2.htm>
3. Joshi, Mihir. (Oct. 19, 2012). Mihir's Impressions - Newspaper readership in India defies the trend. Retrieved on Nov. 11, 2012 from <file:///H:/Press%20Council%20of%20India/319979,mihirs-impressions---newspaper-readership-in-india-defies-the-trend.aspx.htm>
4. Indian Readership Survey: Times of India reigns supreme. (May 14, 2009). Indian Readership Survey 2009: English Newspapers. Retrieved on Nov. 16, 2012 from file:///H:/Press%20Council%20of%20India/Indian%20Readership%20Survey%202009%20%20English%20Newspapers%20_%20C.R.%20Jayaprakash%20blogs%20on%20Media%20&%20Environment.htm
5. KK, Sruthijith. (May 13, 2009). Indian Readership Survey R1 2009: Some Highlights. Retrieved on Nov. 16, 2012 from <file:///H:/Press%20Council%20of%20India/Indian%20Readership%20Survey%20R1%202009%20%20Some%20Highlights%20%E2%80%94%20paidContent.htm>
6. Vasanti, P. N., (Jan. 22, 2009). Indian newspapers must change ahead of the curve. LIVE MINT. Retrieved Dec. 1, 2012 from <file:///H:/Press Council of India/Indian-newspapers-must-change-ahead-of-the-curve.html>
7. Chandy, Varghese and Thundathil, Tomson. (Nov. 18, 2008). Total Readership played as a fallible readership currency. Retrieved on Dec. 1, 2012 from file:///H:/Press%20Council%20of%20India/irs_r2_new.asp.htm
8. http://www.exchange4media.com/irs/2008/fullstory.asp?section_id=34&news_id=33150
9. Bamzai, Sandeep. (Nov 12, 2008). Guest Column Retrofit: So, who is numero uno? Retrieved on Dec. 1, 2012 from http://www.exchange4media.com/irs/2008/fullstory.asp?section_id=34&news_id=33093

10. Pattnaik, S. N. (July 5, 2012). Changing Face of the Indian Press. Media Watch. Vol. 3, Issue 1. Retrieved on Dec. 8, 2012 from Press Council of India\ijor.aspx.htm
11. 46 MEDIA EMPLOYEES KILLED IN 2012. Retrieved on 20 Nov. 2012 from <http://www.wan-ifra.org/articles/2012/01/12/46-media-employees-killed-in-2012>
12. 2013 World Press Freedom Index: Dashed hopes after spring. Retrieved on Jan. 30, 2013 from <http://en.rsf.org/press-freedom-index-2013,1054.html>
13. Heslop, Andrew. (2012). IPI/WAN-IFRA Editorial: At times like these, media freedom and independence are more important than ever. Retrieved on Nov. 20, 2012 from <http://www.wan-ifra.org/articles/2012/09/24/ipiwan-ifra-editorial-at-times-like-these-media-freedom-and-independence-are-mor>
14. Patil, Dhanshri. (Dec. 2011). Recent Trends of Print Media in Development Communication. Retrieved on Nov. 14, 2012 from Commentary Global Media Journal – Indian Edition/ISSN 2249-5835 Winter Issue / December 2011 Vol. 2/No.2.
15. Thakur, Kiran. (May, 2009). New trends in Indian Newspapers: A case study of Marathi dailies in Maharashtra. Retrieved on Dec. 12, 2012 from Press Council of India\new-trends-in-indian-newspapers-case.html
16. Content continues to rule supreme. Report on World Newspaper Congress. (Nov-Dec 2012). E-magazine Vol. 7, No. 6. Retrieved on Jan 3, 2013 from <http://www.allaboutnewspapers.com/nov12/article5.htm>
17. Mukhopadhyay, Nilanjan. (Apr 5, 2012). The Q.E.D of the “C” word story – deciphering the Indian coup report. Downloaded on 26th Nov. 2012 from <http://asiancorrespondent.com/79839/the-q-e-d-of-the-c-word-story-deciphering-the-indian-coup-report/>
18. Jagannathan, R. (Apr 4, 2012). Army and the ‘C’ word: How to read between the denials. Downloaded on 26th Nov. 2012 from <http://www.firstpost.com/india/army-and-the-c-word-how-to-read-between-the-denials-266182.html>
19. Face of Corruption in News Media. (2010). CMS Media Lab Report 2010. Downloaded on Nov. 23, 2012 from www.cmsmedialab.org.
20. Front Page Coverage. (2008). CMS Media Lab Report 2008. Downloaded on Nov. 23, 2012 from www.cmsmedialab.org.
21. Gender Pay Gap in Journalism. (March 2012). Wage Indicator Global Report 2012. Downloaded on Jan 2, 2013 from www.wageindicator.org
22. Who makes the news? (2010). Global Media Monitoring Project 2010. National Report on India. Accessed on Jan 5, 2013 from www.whomakesthenews.org
23. 28 Journalists Killed in India/Motive Confirmed. (2012). Downloaded on 12 Dec. 2012 from <http://cpj.org/killed/asia/india/>
24. Prato, Lou. Contract Clause Comes Under Fire. (Jan-Feb, 1999) American Journalism Review. Retrieved on Feb 13, 2013 from http://www.ajr.org/article_principle.asp?=3335
25. Wage Board: make interim arrangement, suggests court. (Sept 21, 2012). The Hindu. Retrieved on Feb 13, 2013 from <http://www.thehindu.com/news/national/wage-board-make-interim-arrangement-suggests-court/article3922839.ece>

26. Wage Board for Journalists. (2012). Retrieved on Feb 13, 2013 from <http://labour.nic.in/content/division/wage-board.php>
27. Contract system curbs journalistic freedom: Justice Katju. (Apr 25, 2012). DNA. Pune. Retrieved on Feb 13, 2013 from http://www.dnaindia.com/india/report_contract-system-curbs-journalistic-freedom-justice-katju_1680731
28. Park, Jacqueline & Murthy, Laxmi. Strengthening the independent organisation of journalists and promoting quality media in India. (June 2003). IFJ (Asia Pacific) Project. Retrieved on Feb 12, 2013 from actrav.itcilo.org/english/calendar/2003/.../ifj_laxmi_jacqueline.doc
29. Moudgil, Manu. A frenzied media fails to use the RTI Act. (May 23, 2011). Retrieved on Feb 12, 2013 from <http://thehoot.org/web/AfrenziedmediafailstousetheRTIAct/5308-1-1-33-true.html>
30. Patil, Gangadhar. A journalist discovers the power of RTI: The Right way to break stories. Retrieved on Feb 12, 2013 from <http://www.rtiformedia.com/2010/12/a-journalist-discovers-the-power-of-rti-the-right-way-to-break-stories/>

Websites

1. <http://www.presscouncil.nic.in/HOME.HTM>
2. www.wan-ifra.org/wpt
3. www.pwc.com/india