



TRACKING ACCESS UNDER DIGITIZATION

A Policy Research Initiative 2013-2015

Centre for Culture, Media and Governance
Jamia Millia Islamia, New Delhi

An Activity Digest

(January-March 2015)

Ongoing Research

1. An analysis of select TRAI Consultation Papers on Cable & DTH (2003-2013), Sandeep Bhushan, Project Fellow
2. Tracing the Legislative Discourse around Digitization of Cable Distribution, Susan Koshy, Project Associate
3. Case studies of select DTH companies , coordinated by Sandeep Bhushan, Project Fellow
4. A comparative study of Airtel & Videocon, Shyamanuja Das, Consultant
5. In-depth Household Interviews on “Digitalisation of Television Distribution: Users’ Perspective” in Delhi, coordinated by Arshad Amanullah, Project Coordinator & Saumya Saloni, Project Associate
6. Case study of YouTube in India, Nikhil Pahwa, Consultant
7. Ownership of Multi System Operators, Devi Leena Bose, Consultant
8. Analysis of the In-depth Household Interviews in Patna on “Digitalisation of Television Distribution: Users’ Perspective” in Patna, Dr. Ratnakar Tripathy, Consultant
9. Quantitative Survey on “Digitalisation of Television Distribution: Users’ Perspective”, coordinated by Susan Koshy, Project Associate

Focus Group Discussion

The project organized a Focus Group Discussion with Local Cable Operators of Patna on “[Television Cable Digitization from the lens of the Local Cable Operators](#)” 23 January 2015 in Patna. Susan Koshy, Project Associate & Arshad Amanullah, Project Coordinator visited Patna to conduct the FGD.



Photo #1 & 2 : Focus Group Discussion being conducted with Local Cable Operators in Patna.

Quantitative Survey in Delhi & Patna

The project conducted Quantitative Survey on “Digitalisation of Television Distribution: Users’ Perspective” in Jan-Feb 2015 in Delhi & Patna. Susan Koshy, Project Associate & Arshad Amanullah, Project Coordinator visited Patna to do spot-check.



Photo #1: Quantitative survey being conducted in Delhi

Photo #2 : Quantitative survey being conducted in Patna

In-depth Household Interviews Patna & Delhi

The project conducted In-depth Household Interviews on “Digitalisation of Television Distribution: Users’ Perspective” in March 2015 in Delhi & Patna. The same in both cities is expected to continue in April & May 2015 as well. Arshad Amanullah, Project Coordinator visited Patna in March 2015 to conduct In-depth Household Interviews. Saumya Saloni, Project Associate conducted and supervised In-depth Household Interviews in Delhi.

GLIMPSES FROM THE IN-DEPTH HOUSEHOLD INTERVIEWS CONDUCTED IN PATNA



Photo #1: Riya kumari and her family sharing their experiences on TV.

Photo #2: Pramila Aggarwal switching on her Television during the interview.

GLIMPSES FROM THE IN-DEPTH HOUSEHOLD INTERVIEWS CONDUCTED IN DELHI



Photo #1: Reena sharing her experience about Pace Set top box.

Photo #2: Manju Devi sharing her experience about TV during interview.