

***“Study of Growth, Investment, Employment Opportunities and Trends in the Broadcast Sector in India”. Sponsored by RRTD, M/o I&B. 2012-13.***

The study aimed to assess media/broadcasting industry for framing and implementing policies for sustainable business model, greater employment opportunities, appropriate and quality media education and sustainable and technological operative systems in the private and public sectors.

Broadly, the report discussed the current trends in Employment, Education & Training in Broadcasting Industry, Revenue Generation in public and private sectors and future projections. Specifically the study i) describe the existing demand for manpower in broadcasting sector, employment opportunities in areas of production, transmission and programme development, ii) assess growth and expansion of radio, especially FM service in non-metro cities, scope of employment in new FM phase III, iii) identify scope of employment in distribution, maintenance, support network, customer services, projections for growth within DTH segment, existing education and training facilities in the area of broadcasting offered by universities and institutions, and recommend measures to fill any gaps, iv) assess present and future Advertising-revenue in radio and TV industry, and v) describe past growth pattern in audience/listener-ship for radio and TV and projections for future.



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