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## A Report On The Era Of Television And Social Media

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**ABSTRACT:** Television industry in India is vibrant and diverse, producing a multitude of programs in various Indian languages. October 1951, when the first-ever TV transmitter would be installed in the Jabalpur Engineering college. Early 1980's, Indian television programming took off with the establishment of Doordarshan. The growth of digital TV households has seen a remarkable increase since 2013. CAS or conditional access system is a digital mode of transmitting TV channels through a set-top box (STB). Television broadcasting landscape is diverse, with over 1500 satellite television channels airing in India. This on-demand nature of OTT platforms proved to be a game-changer, particularly among the young internet users in India. Shipment of made - in – India television (TV) sets grew 33% sequentially to reach a total of five million units in three months ended September. There were 467.0 million social media users in India in January 2023. Updates to Google's advertising resources indicate that YouTube had 467.0 million users in India in early 2023. LinkedIn's ad reach in India was equivalent to 14.3 percent of the local internet user base (regardless of age) at the start of the year. Numbers published in Twitter's advertising resources indicate that Twitter had 27.25 million users in India in early 2023. Twitter in India decreased by 850 thousand (-3.0 percent) between October 2022 and January 2023.

**KEY WORDS:** Indian Television, 1950s-1980s: India's introduction to television, Foundation of Doordarshan, Evolution of Television Industry in India, Terrestrial television- Cable and Satellite Television, Conditional Access System in India, 2000s: Introduction of LCDs and Plasma TVs in India, Social media in India: FACEBOOK, TWITTER, YOUTUBE, LINKEDIN, INSTAGRAM, SNAPCHAT etc.

## INTRODUCTION:

Indian Television: Television industry in India is vibrant and diverse, producing a multitude of programs in various Indian languages. With national and regional broadcasters, and a majority of Indian households owning a television, it remains a significant medium for entertainment and information.

National channels operate in Hindi and English, in addition to channels in several other regional languages including Telugu, Tamil, Kannada, Malayalam, Bengali, Marathi, Odia, Punjabi, Assamese, Gujarati, Urdu, Bhojpuri, Kashmiri, Konkani and Haryanvi, among others. The Hindi, Telugu and Tamil language television industries are by far the largest television industries in India.

1950s-1980s: India's introduction to television: India conducted its very first experimental TV demonstration in January 1950, when B. Sivakumaran, an electrical engineering student displayed the image of a scanned letter on a cathode-ray tube, or CRT screen. However, it wouldn't be until October 1951, when the first-ever TV transmitter would be installed in the Jabalpur Engineering college, kicking off the development of television networks in India.

In 1959, Doordarshan, then a part of the AIR (All India Radio) network, would conduct its first experimental telecast in Delhi. Regular transmission of news and information around topics like health and rights would only begin in 1965. In 1972, the television service would extend to Mumbai and the network would cover only seven Indian cities till 1976, when the Doordarshan, still the only TV channel in India, would finally separate from the AIR. At the time, televisions were largely limited to large institutes and communities. However, the 1980s would change that, and a major push in TVs becoming family devices would begin in 1982 with the introduction of color TV during the 9th Asian Games held in Delhi. With color TVs gradually becoming affordable, and the Indian economy booming, more families would invest in a TV for their home. Doordarshan took the opportunity to begin airing programs like Ramayana and Mahabharata in the late 1980s, which would grow exponentially in popularity.

Foundation of Doordarshan: During the early 1980's, Indian television programming took off with the establishment of Doordarshan as the sole national channel. Notably, the television series based on Indian epics, "Ramayana" and "Mahabharata," gained immense popularity and set world records for viewership. As television ownership increased in the late 1980's, the programming on a single channel reached saturation point. Consequently, the government introduced another channel, DD Metro (formerly DD - 2), which offered a mix of national and regional programming. Both channels were broadcasted terrestrially.

American satellites PAS-1 and PAS-4 played a crucial role in transmitting and telecasting Doordarshan programs. DD International, an international channel, was launched in 1995 and offered programming for 19 hours a day to foreign countries, reaching Europe, Asia, Africa, and North America.

Throughout the 1980s, Doordarshan dominated Indian television with iconic shows like "Hum Log" (1984-1985), "Wagle Ki Duniya" (1988), "Buniyaad" (1986-1987), and comedy programs like "Yeh Jo Hai Zindagi" (1984). The immensely popular dramas "Ramayan" (1987-1988) and "Mahabharata" (1989-1990) captivated millions of viewers. Other notable programs included Hindi film song-based shows like "Chitrahaar" and "Rangoli," as well as crime thrillers like "Karamchand" and "Byomkesh Bakshi." Several shows catered to the children, such as "Divyanshu ki Kahaniyan," "Vikram Betaal," "Malgudi Days," and "Tenali Rama." It is worth mentioning that Bengali filmmaker Prabir Roy introduced color television coverage in India during the Nehru Cup in February-March 1982, before Doordarshan's debut of color broadcasts during the Delhi Asian Games later that year.

Evolution of Television Industry in India: The television industry would see a host of reforms in the 1990's, beginning with new policies that let private and foreign broadcasters run limited operations in India. In 1991, under the leadership of Prime Minister P V Narasimha Rao, the central government initiated economic and social reforms, allowing private and foreign broadcasters to engage in limited operations in India. Satellite broadcasts were started by domestic channels and this liberalization continued under subsequent administrations, leading to the introduction of foreign channels like CNN and STAR TV, as well as private domestic channels such as Zee TV, ETV, Sun TV, and Asianet also began broadcasting in India. By 1995, television had reached more than 70 million Indian homes, with over 100 channels catering to a viewing population of over 400 million individuals. In 1997, an autonomous body named Prasar Bharati was established, and it would serve as the public service broadcaster of the country, using Doordarshan and the AIR network for its objectives. The television viewing experience would continue to grow on the shoulders of other channels.

Types of Broadcast Media: There are at least five basic types of television in India:

- Broadcast or "over-the-air" television
- Unencrypted satellite or "free-to-air"
- Direct-to-Home (DTH)
- Cable television
- IPTV and OTT

Over-the-air terrestrial and free-to-air TV is free with no monthly payments while Cable, DTH, and IPTV requires a subscription that varies depending on how many channels a subscriber chooses to see (pay) for and how much the provider is charging for the packages. Channels are usually sold in groups or separately. All television service providers are required by law to provide specific selection of channels.

Terrestrial television- Cable and Satellite Television: The growth of digital TV households has seen a remarkable increase since 2013, primarily driven by the transition from terrestrial and analog broadcasts. Presently, there are over 800 TV channels in India, catering to the diverse languages spoken across the nation, and approximately 200 million households own televisions. The substantial growth in digital broadcasting can be attributed to the multi-phase digitization policy implemented by the Indian government. A crucial step was the introduction of an ordinance mandating the digitization of cable services. This amendment made it mandatory for the viewers to access digital services through a set-top box (STB).

The Indian broadcasting landscape experienced a significant shift in December 1991 when Star, a private company, introduced five major television channels, breaking the monopoly previously held by the government-owned Doordarshan. This was followed by the launch of Zee TV, the first privately owned Indian channel to broadcast over cable. Asia Television Network (ATN) also entered the market during this time. Subsequently other news and entertainment channels entered Indian broadcasting network.

In 1993, Sun TV marked the birth of South India's first private television channel in the Tamil language. Sun TV network has since expanded its reach with over 20 channels in various South Indian languages and even launched a DTH service, making its channels available in several countries beyond India. In India, the broadcast of free-to-air television is governed through state-owned Prasar Bharati Corporation, with the Doordarshan group of channels being the only broadcaster. As such, cable television is the primary source of TV programming in India.

During the 1990's, alongside a plethora of Hindi-language channels, numerous regional and English-language channels flourished across India. By 2001, international channels such as HBO and History Channel began to provide their services. From 1999 to 2003, more international channels entered the Indian market. The early 2000s witnessed an explosion of news channels in various languages.

A stroll through a nearby electronics store this weekend landed me in the television section. In 2023, that translates to walls of vivid colors and sound coming at you from every direction. However, I couldn't help but think back to a time when TVs were neither so large nor this flat. Instead, they were boxes so big that we could probably fit an entire office desk inside it. Such bulky TV's would have also made the retailer's store itself look smaller, unlike modern slim LED's that practically stick to the wall. Just how did people, back in the day, save up large sums to buy these monstrous televisions? What did a TV mean for those families? With the country celebrating 77 years of independence later this year (month), now is the perfect opportunity to take a glimpse into the history of the television in India. It is a beautiful journey from the bulky TVs of the old to the modern slim smart TVs.

2000s: Introduction of LCDs and Plasma TVs in India: During this time, TVs were still large boxes, still referred to as 'television sets'. Due to limitations of the cathode ray tube technology, these sets would require large spaces and dedicated tables in the living room. That would change with the introduction of LCD and Plasma TVs in the country. And for the first time, Indians would get to see flat TV, something we are used to now. These flat screen TVs – no longer limited by weight – could now be mounted on the walls. LCDs were also available in much larger sizes than the common 14-inch CRT TVs, and prices for 20-inch LCD panels quickly halved in the first couple of years. Meanwhile, Plasma TVs offered a premium large-screen experience, like 40-inch panels, for people who could afford to spend more on televisions. While the world was introduced to flat screen LCD TVs in the late 1990s, India would only get the technology in the mid-2000s, with brands like Samsung pioneering the flat screen revolution in the country.

Late 2000s: LED TVs and the onset of the smart TV revolution: In 2009, Samsung would announce the first LED TV in India. These newer TVs would use a backlight layer of LEDs (Light Emitting Diodes) instead of the Liquid Crystal technology that powered LCDs at the time. These TVs would also be much slimmer than LCD TVs, making them an even more aesthetically pleasing option for households. By 2011, the first Smart TV was launched in India, as connecting to the internet quickly started gaining momentum. Unlike conventional TVs, which were connected to either cable networks or set-top-boxes, smart TVs could directly connect to the internet. They could stream content directly from applications, which freed them from the shackles of cables.

Conditional Access System in India: On 11th November 2011, the Ministry of Information and Broadcasting issued a notification, establishing 31<sup>st</sup> March 2015 as the deadline for a complete transition from analog to digital systems in India. To facilitate this transition, the Cable Television Networks (Regulation) Amendment Act was passed by Parliament in December 2011, aiming to digitize the cable television sector by 2014.

CAS or conditional access system is a digital mode of transmitting TV channels through a set-top box (STB). The transmission signals are encrypted and viewers need to buy a set-top box to receive and decrypt the signal. The STB is required to watch only pay channels. It was decided by the government that CAS would be first introduced in the four metros. It has been in place in Chennai since September 2003, where until very recently it had managed to attract very few subscribers. It has been rolled out recently in the other three metros of Delhi, Mumbai and Kolkata.

Satellite Television in India: The television broadcasting landscape is diverse, with over 1500 satellite television channels airing in India. These television services utilize both domestically developed satellites from the Indian Space Research Organization (ISRO) and also private satellites. DTH refers to the reception of satellite programs through a personal dish installed in individual homes. India has millions of DTH subscribers. In 2012, India emerged as the world's largest Direct-broadcast satellite market with seven operators.

Internet Protocol Television (IPTV) in India: India offers various IPTV platforms for subscription, particularly in major cities and areas with broadband connectivity. These platforms provide a range of services including:

- iControl IPTV:** Collaboration between MTNL, BSNL, and Aksh Optifiber, iControl IPTV is available in cities like Mumbai. It offers around 200 television channels with Time Shift TV, allowing viewers to catch up on missed programs.
- Airtel IPTV:** Airtel offers IPTV services in cities such as New Delhi and Bangalore. Subscribers gain access to approximately 175 television channels with Time Shift TV. A variety of TV packages are available, and a few channels can be accessed through premium subscriptions.
- Smart TV Group:** Smart TV Group operates an IPTV platform based on Sea-Change International and Cisco IPTV standards across many regions in India. The platform offers 185 TV channels in basic and premium packages.
- APSFL:** APSFL is a provider of IPTV services launched in 2016. It operates in Andhra Pradesh and offers over 250 channels.

**Audience Metrics in Television Industry in India:** Audience metrics in the Indian television industry have evolved over the years, experiencing phases of fragmentation and consolidation. One notable distinction in Indian culture is the tendency for families to traditionally limit themselves to owning just one television screen.

DART (Doordarshan Audience Research Team) emerged during the era of Doordarshan's monopoly as the sole metric available. Employing the notebook method of recordkeeping across 33 cities in India, DART continues to provide independent audience measurement information, particularly in rural India.

In 1994, ORG-MARG (Operations Research Group - Multiple Action Research Group) introduced INTAM (Indian National Television Audience Measurement), claiming to address the heterogeneous and fragmenting television market. In 1997, TAM (Television Audience Measurement) was appointed as the official record-keeper of audience metrics by a joint industry body, backed by Nielsen Corporation. TAM and INTAM, with their differing methodologies and sample sizes, often yielded conflicting results for the same programs. In 2001, TAM and INTAM merged into TAM, which became the dominant player in audience metrics despite reservations about the process, sample, and other parameters. In 2004, a rival ratings service named Audience Measurement Analytics Limited (AMAP) was launched with funding from American NRI investors. Although initially met with caution from clients, AMAP successfully broke the TAM monopoly.

Broadcast Audience Research Council (BARC) India was established as an industry body to develop, supervise, and own an accurate and reliable television audience measurement system. BARC currently measures the TV viewing habits of millions of households in India. BARC India aims to bring together key stakeholders in television audience measurement, including broadcasters, advertisers, advertising agencies, and media agencies, through their respective apex bodies. It is committed to establishing a robust, transparent, and accountable governance framework that provides essential data points for more effective media planning and spending.

**National Television Broadcaster in India:** The national television broadcaster is Doordarshan, owned by Prasar Bharati. There are several commercial television broadcasters such as Disney Star, Zee Entertainment Enterprises, Culver Max Entertainment (Sony Pictures Networks) and Viacom18 (owned by Reliance Industries through Network18 Group) at the national level, and Sun TV Network and ETV Network at the regional level. Since 2019, free-to-air Hindi channels like Dangal and Goldmines have drastically increased in popularity due to their availability on DD Free Dish. Other language channels like Star Maa and Zee Telugu (Telugu), Sun TV and Star Vijay (Tamil), Asianet (Malayalam) and Star Pravah (Marathi) are also among the most popular television channels by viewership.

**Threats to Television Industry in India:** The rise of online video streaming platforms, also known as Over-the-top (OTT) services gained significant popularity in India since 2015. These services posed a threat to the traditional Indian television industry, as they offered a more flexible and convenient viewing experience for audiences. Unlike traditional TV channels where viewers had to adhere to fixed schedules to watch their favorite programs, OTT service providers allowed users to access their desired content at their convenience. This on-demand nature of OTT platforms proved to be a game-changer, particularly among the young internet users in India.

Furthermore, the increasing penetration of internet access across India played a crucial role in the success of OTT services. With easy access to the internet, users could stream content from anywhere, adding to the convenience and appeal of these platforms. As a result of this shift, people spending on traditional TV services experienced a notable decline, as they allocated more of their viewing time to OTT platforms. The popularity of OTT services continued to grow, with audiences appreciating the vast content libraries, personalized recommendations, and the ability to binge-watch entire series at their own pace.

**Present day: LEDs ruling the roost:** Over a decade on, LEDs continue to be the most popular TV technology, especially in budget segments. However, improvements in the LED TV segment since 2009 also meant larger TVs like 43-inch, 50-inch and 55-inch panels would become even more affordable. Features like HDMI connectivity also made them more usable with all kinds of media players, gaming consoles, and PCs. LED TVs also became the base for more new technologies like QLED, mini-LED and OLED TVs, all of which feature their own strengths, and make up a large chunk of the market today.

**Television sets to Smart TVs:** A look at how TVs in India have evolved: Looking back at the television sets from decades ago is nostalgia for some, and sheer amazement for others. Despite the nuclear nature of personal entertainment today, largely fuelled by smart phones, TVs continue to be popular agents of social watching, encouraging entire families to enjoy a new episode of their favorite soap opera together, or simply giving a group of friends the push to come together and catch an iconic movie on Blu-Ray. To be honest, we've lived in just the right era to watch TVs go from rare, rich-family luxury to one of the most common pieces of technology in our homes. India statistically had about 226 million TV households in 2022 after all,

a number that's expected to rise to 248 million by 2026. More and more people continue to cancel pay-TV services and go elsewhere for entertainment. A recent global survey of individuals up to 48 years old when asked whether they plan to give up cable or satellite television in the near future; almost one-quarter answered "yes." Many channels' ratings have begun to plummet as well.

**TV's Decline:** During late 2014 and early to mid 2015, overall television viewing dropped by around 8 percent. The shift was more dramatic among people ages 18 and 24. Ratings data revealed that these viewers watched one-fifth less TV than they did a year earlier. Television's popularity keeps shrinking because of several different trends. Face book Live has made it possible for anyone to upload live video on the Web, and some of these broadcasts have attracted viewers by the millions. Internet companies recently started to transmit live sporting events as well.

**Major Problems:** However, people aren't only giving up TV because new alternatives have appeared. They also feel dissatisfied with the performance of television networks. A 2015 Gallup poll indicated that public confidence in mass media outlets had dropped to an all-time low. Only 40 percent trust the media to deliver fair, accurate news reports.

Many Americans want to escape the high cost of pay-TV services. As Time magazine pointed out in February? Cable rates rise nearly four times as fast as the average product or service's price (based on inflation statistics). Major Cable and satellite companies have introduced additional rate hikes during 2016. Despite the skyrocketing cost of TV, viewers receive less content and more commercials. Advertising increased one-tenth during the 12 months leading up to July 2015. As ratings drop, and people find more ways to skip ads, the value of a television advertisement continues to fall. The switch to digital broadcasting may have hastened TV's demise. When the transition took place during 2009, this technology added more free channels in some cities. However, many rural Americans saw most or all over-the-air stations disappear. This prompted numerous people to give up television or watch it less.

**Alternatives:** Various companies offer a wide range of substitutes for conventional TV. Some viewers opt to sign up for internet streaming services that supply well-known channels, such as AMC and ESPN. Users can watch shows through specialized apps for devices ranging from desktop PCs to tablets. DVD rentals via mail or vending machines, Streaming traditional television networks, Recorded or live user-generated videos, Streams of series and motion pictures. Many people prefer to save money by paying for specific shows and movies rather than entire channels. Netflix offers a tremendous assortment of streaming content to view on computers or TVs that have the right equipment. Americans without high-speed internet access can rent DVDs from Redbox vending machines. A few individuals have gone a step further by entirely giving up television, movies and streaming video, which provides them with more time for other activities. People report that they enjoy reading, exercising, having longer conversations and cooking more complex meals. Some believe this reduces stress and prevents depression.



Manufacturing of television in India report: New Delhi: Shipment of made - in – India television (TV) sets grew 33% sequentially to reach a total of five million units in three months ended September, as per an industry report by Counterpoint released Tuesday. The share of locally made TVs out of the entire TV shipments in India in Q3 2023 was 100%, the report added. Analysts at Counterpoint attributed the growth to festival season sales that spurred demand for TVs. “The TV market showed high QoQ (quarter-on-quarter) growth due to the festive season, which drove the consumer demand, increasing the local manufacturing shipments as well,” said Prachir Singh, senior research analyst at Counterpoint. Singh pointed out that top five manufacturers accounted for more than 55% of the locally made TVs during the quarter. Dixon, Radiant, and Bhagwati were the top TV manufacturers in India.

In September, Dixon became the first Indian company to get a sub-licence from Google to make LED TVs on Android TV platforms. Radiant, which makes TVs for multiple Indian and global brands, announced plans to invest ₹100 crore to double manufacturing capacity last year. Bhagwati makes TVs for brands such as Realme. The Counterpoint report also noted that shipment of made-in-India wearables, including smart watches and truly wireless stereo (TWS) headphones, also showed robust growth. For instance, the share of locally made TWS grew to 37% in Q3 from 16% in the previous quarter. Foxconn subsidiary Bharat FIH, Padget, Avishkaran, and Optiemus were the top four TWS manufacturers with a combined market share of close to 90% of locally made TWS devices. In the smart watch segment, Optiemus was the number one local manufacturer accounting for more than 90% of the shipments. Optiemus makes TWS and smart watches and its customers include home grown brand Noise and Samsung subsidiary Harman.

In the tablet segment, locally made tablets accounted for 31.5% of the overall shipments during the quarter. Samsung, Dixon (makes tablets for Lenovo) and Wingtech (makes tablet for Lemovo and Samsung) accounted for more than 90% of tablet manufacturing in India. Electronics manufacturing in India is still not on the same scale as in China. Most Smartphone and wearable manufacturers in India are assembling products from semi-knocked down (SKDs) kits that are imported from China, Taiwan, and other regions. However, many wearable manufacturers are working to change that. For instance, Optiemus told Mint last October informed that it will start PCB assembly in 2023 and later expand to batteries, displays, and microphones.

The Indian government’s production-linked incentive (PLI) scheme which provides tax exemption on local manufacturing has also led many brands in the Smartphone and PC segment to expand local assembly. India is mulling a separate PLI for wearable’s and Internet of Things (IoT) devices. “Under the Made-in-India theme, local manufacturing aims to even go beyond smartphones to cover segments like audio products, wearable, and EVs. More and more efforts are being made to make the country a significant player in the global value chain,” said Priya Joseph, research analyst at Counterpoint. Counterpoint has forecast that more companies in the wearable segment will increase their capacities as new brands also want to take advantage of local manufacturing.

Quarterly Smart Home Devices Tracker, 4.5 million televisions were shipped to India in 1H23, an increase of 8% year-over-year (YoY). The frequent sales by e-tailers, multiple new launches/refresh model portfolio by vendors and clearing of old channel inventory, before the festive season starts, fueled the growth in the first half of the year. Share of the online channel grew by 25% in 1H23 YoY reaching 39% driven by online sales festivals. While the popular screen sizes of 32-inch and 43-inch remain main stream with 71% collective share, the larger screens are gaining popularity. Share of the 55-inch went up to 12% from 9% a year ago in 1H23 resulting in 35% YoY growth in the USD\$400+ price segment. “Due to decreasing prices, consumers are opting to buy an affordable smart TV instead of retrofitting non-smart TV with a streaming stick, which is losing popularity, its shipments declining by 85% in 1H23,” says Upasana Joshi, Research Manager, Client Devices, and IDC India. The average selling price (ASP) of smart TVs stood at US\$380 in 1H23, a 3% YoY decline. Brands are focusing on low priced models in the budget segment with regular price drops, resulting in share increase of sub-US\$200 from 26% to 39% in 1H23. With an array of features and pre-loaded apps, inbuilt storage in the TV is becoming important. 8GB internal storage is most popular, growing by 33% YoY in 1H23. “Apart from core features, visual aesthetics like narrow bezel or bezel-less TVs in the affordable price segments and features like HDR, better DCI-P3 coverage, Dolby certification, improved sound output etc. are in demand” says Debasish Jana, Market Analyst, Smart Home Devices, IDC India.

In 2022, 9.8 million units were shipped to India with a 7% YoY growth. The normalization of panel prices resulting in reducing end consumer prices was the key reason for growth. The low-end price segment (sub-US\$200) is most popular, with almost 45% share of 32” screen size models and an overall ASP of US\$383 in 2022. IDC expects 2023 to remain flat or register single digit growth led by the upcoming festive season. A plethora of offers/discounts across channels will ensure a healthy second half.

1Q23 Top 5 TV Company Highlights: Xiaomi continues to lead the TV market with 14% share in 1H23. Its consistent focus on their TV line up, namely the 5A and Redmi series, cemented their leadership position. In the HD and FHD segment too, Xiaomi leads with 23% share. Samsung stood second with a 13% market share in 1H23. Apart from high-end QLED TVs, its T4000 series within the budget range is high in demand. Samsung is a close second with a 25% share in the 4K TV segment and holds more than 90% share in the 8K TV segment. LG stood third with a 12% share in 1H23. Apart from the budget segment TVs, its Nano cell and OLED TVs are gaining momentum. Nano cell range tends to reduce dependency on the more expensive OLED TV range. Further, LG climbed to top spot in 4K TV segment with 26% share in 1Q23. LG’s in-house manufacturing facility gives it a cost benefit over its competitors. TCL stood fourth with 8% share. Its newly launched S series TV fueled shipment growth in 1Q23. TCL’s Mini-LED TVs are also gaining traction. It has also started panel manufacturing in India. OnePlus stood fifth with 7% share. The budget series Y1 and Y1S have gained significant shipments through the quarters.

Social media in India: As the most populous country with the second-largest number of internet users globally, India’s internet market is both highly attractive and competitive. Although only 43% of Indians

have internet access, a robust social media user base reportedly spends approximately 2.6 hours daily on social media platforms. In recent years, India's social media landscape has experienced significant shifts, including the government's ban on major Chinese apps due to a border dispute with China. Consequently, TikTok is no longer accessible in India, and individuals with ties to China have sought alternatives to WeChat. A notable development occurred in 2022 when the Ministry of Electronics and Information Technology (MEIT) in India established a three-member grievance redressal committee, despite opposition from tech companies. Following the committee's formation, social media firms must comply with the government's content moderation decisions, a move widely seen as part of the government's attempts to exert control over social media companies. Interestingly, according to a study published by the Oxford University, around 54% of Indians go to social media channels to find "truthful" information. The same figure for the global average is just 37% and the US is at 29%. Another emerging trend is the growth of social commerce in India. A study by Bain & Company predicts that social commerce in India will witness a compound annual growth rate of 55-60% between FY 2020-2025, expanding the current market size from \$1.5-2 billion to \$16-20 billion. Over the next decade, India is anticipated to become the largest market for social media advertising spending outside of China and is poised to be the fastest-growing market worldwide.

**Social Media's User Demographics in India:** Given the latest survey available, in India there are about 470.1 million active social media users (Log in at least once in a month) in 2022. This is about 33.4 % of the addressable demographics. Also, throughout 2021 to 2022, the number of users has grown 4.2 %.

**Platforms of the Users in India:** In India, WhatsApp holds the title as the social media platform with the largest user base, closely followed by other Meta-owned platforms such as Instagram and Facebook, according to 2022 data. However, a large user base doesn't necessarily correlate with usage. A recent consumer sentiment survey conducted by AXIS My India in January 2023 revealed that 35% of users considered Facebook their most frequently used social media platform, the highest in the country. Similar to other countries where SMS messaging plans are not widely accessible or there's a limited user base for Apple's iMessage system, WhatsApp has emerged as the primary mode of communication for many citizens.

During the pandemic, strict social distancing measures prevented India's 1.3 billion-strong population from engaging with others in-person, leading more people to turn to digital channels—specifically, WhatsApp—to stay connected with friends and family. This shift in behavior is also why WhatsApp's search interest (measured by Google Trends) surpassed Facebook in mid-2021. In India, WhatsApp's dominance is unrivaled, with no clear competitors in sight. The introduction of WhatsApp's Business and continuous enhancements to its commerce features has prompted many business owners to adopt the platform as their primary means of managing customer relationships. In January 2023, WhatsApp also announced it will even provide access to users that don't have access to the internet, with servers and other relevant resources setup by volunteers.

Facebook in India: With the latest data published in January 2023, we can see that at the growth rate of 1%, there is now around 448.8 million Facebook users in India. With male users account for around 72.99% and female users account for around 27.01%.

Instagram in India: With the latest data published in January 2023, we can see that at the growth rate of 1.24%, there is now around 252.41 million Instagram users in India. With male users account for around 72.74% and female users account for around 27.26%.

LinkedIn in India: With the latest data published in January 2023, we can see that at the growth rate of 1.14 xs, there are now around 96.79 million LinkedIn users in India.

DIGITAL INDIA: The state of digital in India in 2023 reports the essential headlines for digital adoption and use in India in early 2023: There were 692.0 million internet users in India at the start of 2023, when internet penetration stood at 48.7 percent. India was home to 467.0 million social media users in January 2023, equating to 32.8 percent of the total population. A total of 1.10 billion cellular mobile connections were active in India in early 2023, with this figure equivalent to 77.0 percent of the total population.

These headline stats offer a great overview of the “state of digital” in India, but in order to make sense of how digital trends and behaviors are evolving, we need to dig deeper into the data. Let’s take a closer look at what the latest numbers tell us, starting with some valuable context relating to India’s population. India’s population in 2023 was 1.42 billion in January 2023. Data shows that India’s population increased by 9.7 million (+0.7 percent) between 2022 and 2023. 48.4 percent of India’s population is female, while 51.6 percent of the population is male. At the start of 2023, 36.1 percent of India’s population lived in urban centres, while 63.9 percent lived in rural areas.

India’s population by age: The median age of India’s population is 28.2. Here’s how India’s total population breaks down by age group: 8.0 percent is between the ages of 0 and 4, 13.6 percent is between the ages of 5 and 12, 8.8 percent is between the ages of 13 and 17, 12.6 percent is between the ages of 18 and 24, 16.7 percent is between the ages of 25 and 34, 14.3 percent is between the ages of 35 and 44, 11.1 percent is between the ages of 45 and 54, 8.0 percent is between the ages of 55 and 64, 7.0 percent is aged 65 and above.

Internet use in India in 2023: There were 692.0 million internet users in India in January 2023. India’s internet penetration rate stood at 48.7 percent of the total population at the start of 2023. Kepios analysis indicates that internet users in India remained unchanged between 2022 and 2023. For perspective, these user figures reveal that 730.0 million people in India did not use the internet at the start of 2023, suggesting that 51.3 percent of the population remained offline at the beginning of the year.

However, complexities associated with the collection and analysis of internet user data mean that it can often take several months before research is ready for publication. As a result, the latest published figures for

internet use invariably under-represent reality, and actual adoption and growth may be higher than the figures shown here suggest. Please see our comprehensive notes on data for further details.

Connection speeds in India in 2023: Data published by Ookla indicate that internet users in India could have expected the following internet connection speeds at the start of 2023: Median mobile internet connection speed via cellular networks: 18.26 Mbps. Median fixed internet connection speed: 49.09 Mbps. Ookla's data reveals that the median mobile internet connection speed in India increased by 3.87 Mbps (+26.9 percent) in the twelve months to the start of 2023. Meanwhile, Ookla's data shows that fixed internet connection speeds in India increased by 1.69 Mbps (+3.6 percent) during the same period.

Social media statistics for India in 2023: There were 467.0 million social media users in India in January 2023. This figure might seem quite different to the values that we published in previous years, but please note that the sources we use to inform and calculate our social media user numbers have made important and wide-ranging revisions to their data over recent months. These adjustments to source data mean that our latest numbers are not comparable with equivalent figures that we published in previous years, and readers should not regard any differences in these numbers as an actual change in social media use. Indeed, our analysis of various data points from trusted third parties such as GWI and data.ai shows that there has been no discernible drop in overall social media use, and in almost all countries, social media use continues to increase. As a result, readers should view any such differences as "corrections" in the data, and not as an indication that social media adoption has declined.

The number of social media users in India at the start of 2023 was equivalent to 32.8 percent of the total population, but it's also important to note that social media users may not represent unique individuals (see our detailed notes on data to learn why). Meanwhile, data published in the ad planning tools of top social media platforms indicates that there were 398.0 million users aged 18 and above using social media in India at the start of 2023, which was equivalent to 40.2 percent of the total population aged 18 and above at that time. More broadly, 67.5 percent of India's total internet user base (regardless of age) used at least one social media platform in January 2023. At that time, 26.5 percent of India's social media users were female, while 73.5 percent were male.

Facebook users in India in 2023: Data published in Meta's advertising resources indicates that Facebook had 314.6 million users in India in early 2023. However, Meta has made important changes to the way its advertising resources report audience reaches data over recent months – including making significant revisions to its base audience data for Facebook – so the figures shown here may not be directly comparable with figures published in our previous reports. Figures published in Meta's own tools indicate that Facebook's potential ad reach in India decreased by 15 million (-4.6 percent) between 2022 and 2023. For more recent context, the same data show that the number of users that marketers could reach with ads on Facebook in India decreased by 13 million (-4.0 percent) between October 2022 and January 2023. However,

it's important to stress that these advertising reach figures are not the same as the monthly active users' figures that Meta reports in its investor earnings announcements, and they should not be interpreted as such. As the company states within its ad planning tools, "Estimated audience size is not a proxy for monthly or daily active users, or for engagement. Estimates aren't designed to match population, census estimates or other sources, and may differ depending on factors such as how many accounts across Meta technologies a person has, how many temporary visitors are in a particular geographic location at a given time, and Meta user-reported demographics."

As a result, changes in ad reach may not necessarily indicate any change in the platform's overall user base. But despite these caveats, Meta's ad reach data still offers valuable insights into how Facebook use is evolving.

**Facebook adoption in India:** Facebook's ad reach in India was equivalent to 22.1 percent of the total population at the start of 2023. However, Facebook restricts the use of its platform to people aged 13 and above, so it's worth highlighting that 28.2 percent of the "eligible" audience in India uses Facebook in 2023. For additional context, Facebook's ad reach in India was equivalent to 45.5 percent of the local internet user base (regardless of age) in January 2023. At the start of 2023, 23.7 percent of Facebook's ad audience in India was female, while 76.3 percent was male.

**YouTube users in India in 2023:** Updates to Google's advertising resources indicate that YouTube had 467.0 million users in India in early 2023. It's important to stress that these advertising reach figures do not necessarily represent the same thing as monthly active user figures though, and there may be meaningful differences between the size of YouTube's ad audience and its total active user base. However, the company's own data suggests that YouTube's ad reach in early 2023 was equivalent to 32.8 percent of India's total population at the start of the year. To put those figures in perspective, YouTube ads reached 67.5 percent of India's total internet user base (regardless of age) in January 2023. At that time, 31.2 percent of YouTube's ad audience in India was female, while 68.8 percent was male.

**YouTube user growth in India:** Data published in Google's own ad planning tools show that YouTube's potential ad reach in India remained unchanged between the start of 2022 and early 2023. Meanwhile, the same data show that the number of users that marketers could reach with ads on YouTube in India also remained unchanged between October 2022 and January 2023.

**Instagram users in India in 2023:** Numbers published in Meta's advertising tools indicate that Instagram had 229.6 million users in India in early 2023. The company's recently revised figures suggest that Instagram's ad reach in India was equivalent to 16.1 percent of the total population at the start of the year. However, Instagram restricts the use of its platform to people aged 13 and above, so it's helpful to know that 20.6 percent of the "eligible" audience in India uses Instagram in 2023. It's also worth noting that Instagram's ad reach in India at the start of 2023 was equivalent to 33.2 percent of the local internet user base (regardless of

age). In early 2023, 26.7 percent of Instagram’s ad audience in India was female, while 73.3 percent was male.

Instagram user growth in India: Data published in Meta’s planning tools show that Instagram’s potential ad reach in India decreased by 700 thousand (-0.3 percent) between 2022 and 2023. On a quarterly basis, the company’s data also reveal that the size of Instagram’s ad audience in India decreased by 19 million (-7.7 percent) between October 2022 and January 2023. As we noted in the Facebook section above though, changes in the audience reach figures published in Meta’s ad planning tools do not necessarily correlate with overall changes in its platforms’ active user bases.

Facebook Messenger users in India in 2023: Data published in Meta’s advertising resources indicate that ads on Facebook Messenger reached 117.6 million users in India in early 2023. The company’s recently revised audience numbers suggest that Facebook Messenger’s ad reach in India was equivalent to 8.3 percent of the total population at the start of the year. Facebook Messenger restricts the use of its platform to people aged 13 and above though, so it’s also worth highlighting that ads reach 10.5 percent of Facebook Messenger’s “eligible” audience in India in 2023. For additional context, Facebook Messenger’s ad reach in India is equivalent to 17.0 percent of the local internet user base (regardless of age). At the start of 2023, 23.3 percent of Facebook Messenger’s ad audience in India was female, while 76.7 percent was male.

Facebook Messenger user growth in India: Data published in Meta’s planning tools show that Facebook Messenger’s potential ad reach in India decreased by 5.0 million (-4.0 percent) between 2022 and 2023. On a quarterly basis, the company’s data reveal that the size of Facebook Messenger’s ad audience in India decreased by 3.1 million (-2.6 percent) between October 2022 and January 2023. However, as we noted in the Facebook section above, changes in the audience reach figures published in Meta’s ad planning tools do not necessarily correlate with overall changes in its platforms’ active user bases.

LinkedIn users in India in 2023: Figures published in LinkedIn’s advertising resources indicate that LinkedIn had 99.00 million “members” in India in early 2023. However, note that LinkedIn’s advertising tools publish audience reach data based on total registered members, rather than the monthly active users that form the basis of the ad reach figures published by most other social media platforms. As a result, these LinkedIn figures are not directly comparable with the figures for other social media platforms published on this page, or in our Digital 2023 reports. The company’s advertising reach figures suggest that LinkedIn’s audience in India was equivalent to 7.0 percent of the total population at the start of 2023. LinkedIn restricts the use of its platform to people aged 18 and above though, so it’s also helpful to know that 10.0 percent of the “eligible” audience in India uses LinkedIn in 2023. For additional context, LinkedIn’s ad reach in India was equivalent to 14.3 percent of the local internet user base (regardless of age) at the start of the year. In early 2023, 29.8 percent of LinkedIn’s ad audience in India was female, while 70.2 percent was male.

LinkedIn user growth in India: Data published in LinkedIn's planning tools show that LinkedIn's potential ad reach in India increased by 16 million (+19.3 percent) between 2022 and 2023. On a quarterly basis, the company's data reveal that the size of LinkedIn's ad audience in India increased by 4.0 million (+4.2 percent) between October 2022 and January 2023. However, because LinkedIn's ad audience figures are based on total registered members rather than monthly active users, it's unclear whether these trends might reflect changes in active LinkedIn use too.

Snapchat users in India in 2023: Data published in Snap's advertising resources indicate that Snapchat had 172.5 million users in India in early 2023. This figure means that Snapchat's ad reach in India was equivalent to 12.1 percent of the total population at the start of the year. However, Snapchat restricts the use of its platform to people aged 13 and above, so it's also worth noting that 15.5 percent of the "eligible" audience in India uses Snapchat in 2023. For additional context, Snapchat's ad reach in India was equivalent to 24.9 percent of the local internet user base (regardless of age) at the start of the year. In early 2023, 37.2 percent of Snapchat's ad audience in India was female, while 61.8 percent was male.

Snapchat user growth in India: Data published in Snap's own ad planning tools show that Snapchat's potential ad reach in India increased by 46 million (+36.9 percent) between the start of 2022 and early 2023. Meanwhile, the same data show that the number of users that marketers could reach with ads on Snapchat in India increased by 27 million (+18.7 percent) between October 2022 and January 2023.

However, it's important to stress that these advertising reach figures do not represent monthly active user figures, and there may be meaningful differences between the size of Snapchat's ad audience and its total active user base.

Twitter users in India in 2023: Numbers published in Twitter's advertising resources indicate that Twitter had 27.25 million users in India in early 2023. This figure means that Twitter's ad reach in India was equivalent to 1.9 percent of the total population at the time. However, it's important to stress that these advertising reach figures are not the same as monthly active user figures, and there may be meaningful differences between the size of Twitter's ad audience and its total active user base. It's also worth noting that Twitter restricts the use of its platform to people aged 13 and above, so these figures suggest that 2.4 percent of the "eligible" audience in India uses Twitter in 2023. For additional context, Twitter's ad reach in India was equivalent to 3.9 percent of the local internet user base (regardless of age) at the start of the year. In early 2023, the company's own data indicated that 14.7 percent of Twitter's ad audience in India was female, while 85.3 percent was male. However, it's worth noting that Twitter infers its users' gender, by analysing signals such as the name that users enter in their profile, and their broader activity on the platform. This contrasts with the gender data offered in the advertising tools of platforms like Facebook, which relies on the gender that users themselves enter in their own profile.



Moreover, our analysis suggests that Twitter's inferences may not be particularly reliable in determining users' gender, especially in countries where English is not the dominant language. For example, consumer research findings published by GWI often offer quite a different picture of Twitter use by gender compared with Twitter's own audience data. But the apparent distortions that frequently appear in Twitter's inferred gender data may be due in large part to the high number of "non-human" accounts that feature in Twitter's active user data (e.g. accounts that represent businesses, animals, musicians, etc.), especially because Twitter doesn't currently separate these accounts out from "real" human individuals in the ways that Facebook and Instagram do. Regardless of the cause of these anomalies though, we advise caution when analysing or interpreting Twitter's reported figures for use by gender.

Twitter user growth in India: Data published in Twitter's own ad planning tools show that Twitter's potential ad reach in India increased by 3.7 million (+15.5 percent) between the start of 2022 and early 2023. Meanwhile, the same data show that the number of users that marketers could reach with ads on Twitter in India decreased by 850 thousand (-3.0 percent) between October 2022 and January 2023. However, please note that the figures published in Twitter's planning tools appear to be liable to significant fluctuation – even over short periods of time – and these anomalies may impact the reliability and representativeness of this change data.

Mobile connections in India in 2023: Data from GSMA Intelligence shows that there were 1.10 billion cellular mobile connections in India at the start of 2023. However, note that many people around the world make use of more than one mobile connection – for example, they might have one connection for personal use, and another one for work – so it's not unusual for mobile connection figures to significantly exceed figures for total population. GSMA Intelligence's numbers indicate that mobile connections in India were equivalent to 77.0 percent of the total population in January 2023. The number of mobile connections in India decreased by 22 million (-1.9 percent) between 2022 and 2023.

## CONCLUSION:

The society today demands for the best updated smart features in tv with support to use social media and new version applications on their own home theatre or television set. The customer values for his money with reference to the cost as well as the durability of the money paid to purchase the television set. The flexibility of all kinds of social media approach is available to the customer in the television set as it's OLED. The features in television are added as per the updated society choice. The television is uploaded with GOOGLE, GOOGLE TV, GOOGLE PLAY, AMAZON, YOUTUBE, NETFLIX, PRIME VIDEO, GAMING APPS,

STORAGE CAPACITY, MOBILE SCREEN SHARE, WI-FI, VOICE CONTROL, CONNECTING TO ALEXA, SPOTIFY, BYJU’S, ETC. Apart from these apps, the television software also allows to download and store the different kinds of apps related to education and entertainment from Google home and play store.

Nevertheless, TV isn’t likely to disappear overnight. Television’s convenience and familiarity will almost certainly keep it in many homes and businesses for years to come. Even the CEO of Netflix told Business Insider that “broadcast TV will probably last until 2030.” He pointed to on-demand internet video as its successor. Entertainment has become a major source of life in the present scenario. As Television and other social media satisfies the needs and interests of the society. These modes lead to big business, enjoyments, fame, knowledge, employment, recognition to the people of the society.

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