

1. 가

- : (The Republic of India)
- : (New Delhi)
- : 328.7 km²(15 , 7)
- : 10 9100 (2004)
- : (72%), (25%).
- : (82.4%), (11.7%), (2.3%), (2.0%), (0.8%)
- : (), ()
- 18 (2004 / 4 1 3 31)
- GDP : 6,588
- : 6.9%
- 1 GDP : 610

(2004 10 9100) ' (The Republic of India)' , (New Delhi)'.
18 가

가

가

1999 (Marathi) 2001 가 (Bengali)

1973 , , , .

2004 50 , 3~4 100 .

가 가

1976~77 가

Janata Bharati Bill National Front Government 가 Prasar 가

1990 가 가 , 1990 가 가 .

TV가 CNN 가 , Star

1991 TV 가 .

1996 50 가 , 가 TV

PAL TV , 2 가 1

1200 가 가 TV 가 59% .

TV 2011 22% 5,190 (1 380)



(출처: 2007년판 FICCI-PwC 보고서)

2.

Doordarshan

MIB(Ministry of
Informaton and Braodcasting)가
Prasar Bharati¹⁾ 2).

2004

(TRAI)³⁾

1) Prasar Bharati Board(PBB) 11 1 1
1 4 , 1 1
Doordarshan 1 , I&B . 2004 4 1
2005 2 10 PBB 5 가
10 . (1) , (2)DD
, (3) , (4) 가 DD , (5)DD
Ku-band , (6) , (7) , (8) ,
, (9) 가 , (10)

ANNUAL REPORT 2004-2005, Ministry of Information & Broadcasting
government of india

2) TV 2005

-
Doordarshan Prasar Bharati Act 1990
Cable Television Network Acts 1995,
Networks
Amendment Bill 2000 가
Indian Company Act 1956

- 가 .
AIR ,
Cable Act .

.
. , 가
. 가
. , , , 가 , ,
. , ,
. , .
-

3) The Telecom Regulatory Authority of India:

<FDI() 4)>

1.

a) TV : 100%

i) 가

ii) 가

b) , HUB :
HUB()
FDI 가 FDI 가 49%)
FII/NRI/PIO

c) : (FDI 가
49% TV
(1994)
51%

d) (DTH): FDI/NRI/FII 49%
가 DTH 가
FDI 20%

e) FM : 가
FII/NRI/PIO/OCB
가 , NRI
OCBs
20% 가 가

f) TV: TV

2.

a) : FDI 100%

b) : (, ,)
FDI 100%)

,
Doordarshan 90%

가

TV가 7 6 , 19 9 ,
TV Software가 3 8 , TV가 8 4 , 5),

가

가

(1)

- TV

DDI(Doordarshan India)가

23

-

DD1 DDNews . DD1
90%

5) TV 가

, 60%

24
 DDNews 1993
 43%
 - 1980 가 DD 1982
 TV

< 1 > Doordarshan

(5)	DD1 National Channel	DD
	DD News Channel	DD
	DD Bharati	2002 . 24
	DD Sports	1999 3
	DD - Gyandarshan	. 4 가
(11)	DD - 4 (DD Nalayalam)	Malayalam Region
	DD - 5 (DD Tamil)	Tami for Madras
	DD - 6 (DD Oriya)	Oriya Region
	DD - 7 (DD Bengali)	Bengal for Calcutta
	DD - 8 (DD Telugu)	Telugu/ Punjabi
	DD - 9 (DD Kannada)	Kannada
	DD - 10 (DD Marathi)	Marathi/Kashmiri for Bombay
	DD - 11 (DD Gujarati)	Gujarati
	DD - 12 (DD Kashmir)	Kashmiri(Time sharing)
	DD - 13 (DD Punjabi)	Assamese(and the North-east)
	DD - 18 (DD Punjabi)	Punjabi
H i n d i B e l t Kendras (8)	DD - 14(DD Rajasthan)	Rahasthan
	DD - 15(DD Madhya Pradesh)	Madhya Pradesh
	DD - 16(DD Uttar Pradesh)	Hindi for Uttar Pradesh)
	DD - 17(DD Bihar)	Hindi for Bihar
	DD - 19(DDHimachal Pradesh)	Regional service
	DD - 20 (DD Jharkhand)	Regional service
	DD - 21(DD Chhatisgarh)	Regional service
	DD - 22 (DD Haryana)	Regional service
	DD - india	1995 3 . 148
(2)	DD - Lok Sabha	
	DD - Rajya Sabha	

- DD Metro , Channel 9
Discovery

(2)

- TV 가 2003
4400 15% 20%

- 160 가
가 (subscription fee)
(FTA, Free-to-air)

- 가
TV 3 ~7 가
Siticable INCable, Hathway MSO

< 2> TV (MSO)

TV		가
Siticable	Zee Telefilms td(100%)	6,700,000
INCableNet	IMC(100%)	5,100,000
Hathway	Raheja Group(74%) / Star TV (26%)	2,500,000

- 가
가 가
가

TRAI(the Telecom Regulatory Authority of India)

- TRAI 2010

< 3> TV

TV				()
Zee - Turner	AOL Time Warner - Zee TV	17	Zee TV, Zee News, Zee Cinema, Cartoon Network, Zee MGM	55
STAR	News Corp.	8	STAR(Plus, News, Gold, Movies, World)	30
Sony - Discovery One Alliance	Sony - Discovery	8	Sony TV, SET Max, Discovery, HBO	55
ESPN - STAR sports	ESPN - News Corp.	2	ESPN, STAR sports	27
Modi Entertainment	-	6	Ten Sports, DD sports, Fashion TV, Hallmark	27
Total		41		199 (4.25USD)

(3)

- 가
, 1991
Star TV, Zee TV

DD

- 20%

49%

. 10 가 USD 220 , USD 880

- Zee TV가
Doordarshan Network가
DD 21 TV
가

- 2003 10 TV
2003 10 (DTH)
. Zee TV ASC Enterprise가 DTH
48

< 4 >

DDI	21
Zee TV Network	TV
Star India	STAR Star plus, Star News
SET	Sony가 61% . SET AXN
Sun Network	SUN TV, Gemini TV

- Star TV, Zee TV, Sony Entertainment Television(SET), Sun TV

Star

• Star Network Star India
1991 7 50
, 14 (

8 Star).

- Star Plus
Zee TV SET
100
80

< 5> Star TV India

Star World	
Star Plus	
Star One	
Star Utsav	, Star Plus
Star Gold	
VIJAY	
Channel V India	
National Geographic	
A1	
ESPN	
	Star Sports, Star News, Star Movies, The History Channel

Zee TV

- Zee TV , Siticable

- Zee TV Star TV Star TV가 6

- Zee TV Zee Telefilm , Zee Telefilm

< 6> Zee Telefilm

Zee TV*	Zee Cinema(Hindi films)
Zee English	Zee Movies(English films)
Zee Education	Asia Music*
Zee News*	Zee Sports(2000.10)
Nickelodeon	Zee Marathi(1999 8)
Zee Punjabi(1999 12)	Zee Gujarati
Nila TV(Tamil , 1999 6)	* FTA(free - to - air) .

Sony Entertainment Television(SET)

- 1995 , Discovery (SET Discovery)

- AXN, CNBC SET MAX .

Sun TV

- Sun Network 1993 (kannada) 3 가 Udaya TV 10

< 7> Sun Network

Tamil Channels ()	Sun TV	,	,
	KTV	,	,
	Sun News	,	
	Sun Music		
Telugu Channels ()	Gemini TV	,	,
	Teja TV	,	,
	TejaNews	,	
Malayalam Channels ()	SuryaTV	,	,
	Kiran TV	,	
Kannada Channels ()	UdayaTV	,	,
	UsheTV	,	
	UbayaNews	,	

(4) DTH(Direct to Home Service)

- Ku - band

DTH

. DTH

가

가 가

가

가 가

DD Direct Plus

• Doordarshan

2 가 16

Ku - band

. 30

가

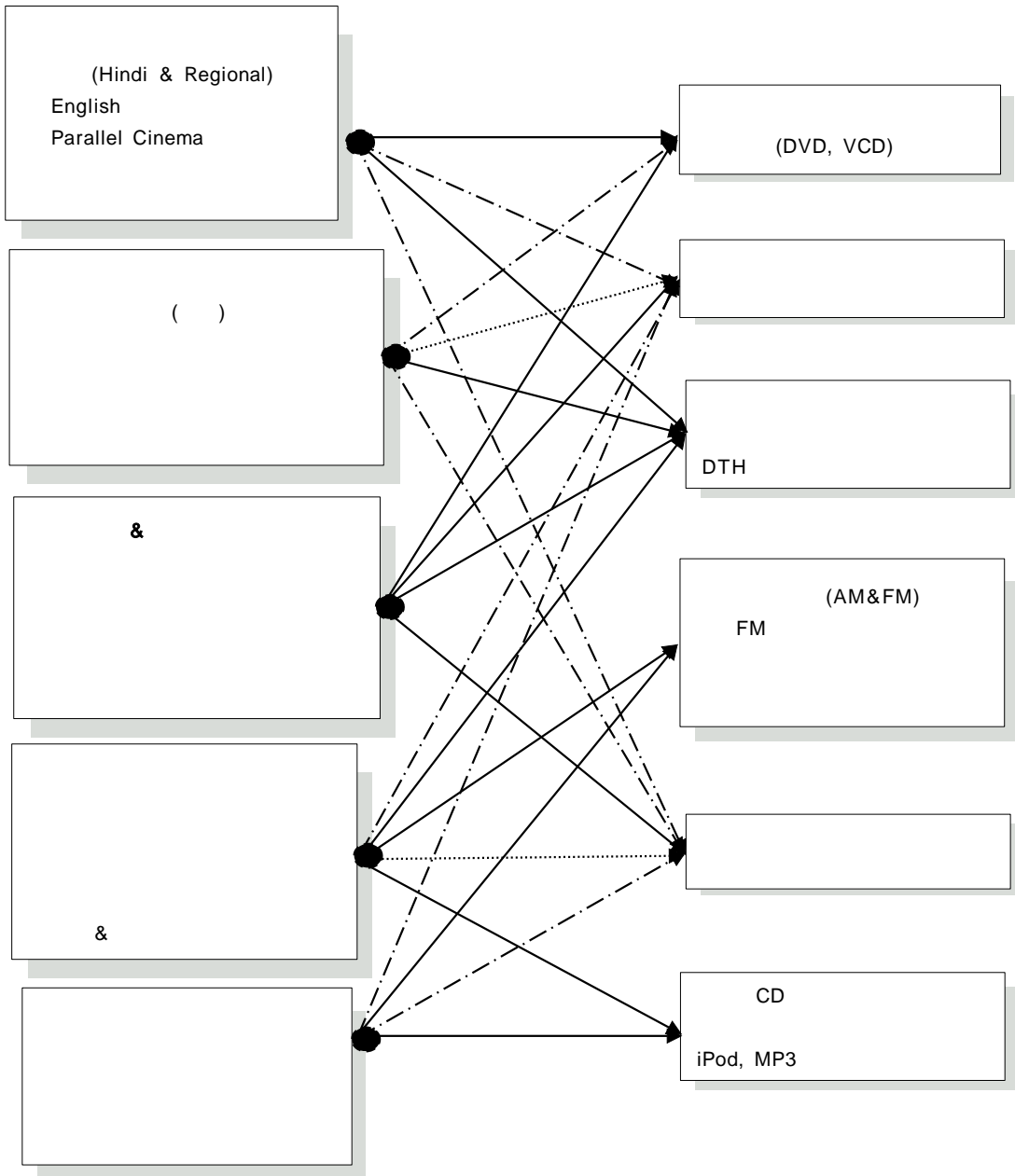
- DD Direct Plus 33 10

Dish TV

- DTH Dish TV 2003 10
 . 100 117.70
 , Doordarshan 가 .

3. _____

< 1>



: PwC Research

1)

1999
InCableNet
.6)

TV
TV
274

2005 " KBS < > "TV
2005 " KBS < > Doordarshan
가 .
2006 1 1 DD1 ~ 4:00~4:30
2000 < >, < >, <
>, < >, 2001 < >, < >, 2003
< >, 2004 < > , 2005 <
>

2)

21 BRICs 가
가

6) TV 2005

가
. 7 가
가 가 .

4. _____

1)

,

2)

가?

가 , 가 .
(가) 가

3)

18 ,
가 ,
가 ,
가 ,
() .

4)

가 ,
MTV 가 ,
가 ,
가 TV ,
가 .

:

:

DTH 가 .
TV가 ,
TV 가 ,
가 ,
가
가