

Research Paper :

Opinions of the nuclear families regarding their usage of DTH TV

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Accepted : July, 2009

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ABSTRACT

DTH TV is the next significant improvement since the invention of cable television. To know the opinions of the nuclear families regarding their usage of DTH TV, 80 families were selected as a sample of the study. Questionnaire was used as a tool for collection of the data. The majority of the families selected DTH TV because it provides high quality of picture and sound. DTH T.V. has enhanced the TV viewing experience of the families.

Key words : Digital television, DTH TV, Families, Reasons, Usage, Advantages.

Television industry in India has a remarkable history. The history shows how TV industry has grown from terrestrial television to today's satellite broadcasting or digital television.

Digital TV introduced in the late 1990's in the United Kingdom, came much later in India in the month of March, 2001. There are several advantages for the users of DTV. The main advantage is the good resolution. The resolution of the TV controls the crispness and detail in the picture you see. Now-a-days, we have all become conditioned by computer monitors with much better resolution. So, the worst computer monitor you can buy have better resolution than the best analog TV set; and the best computer monitors are able to display up to 10 times more better picture than that TV set. There is simply no comparison between a computer monitor and an analog TV in terms of detail, crispness, image stability and colour. So, to give TV the same crispness and detail as a computer screen, digital television was introduced. It has approximately twice vertical and horizontal resolution compared to existing TVs.

Another reason for introducing digital television is that, in analog TV a customer has to pay for channels even if he does not watch it. The packages are made keeping in mind the taste of majority in a locality. Thus, favourite channel of particular client may not be there. So to solve these problems digital video broadcasting system has been introduced.

The Digital television is a revolutionary new form of television that delivers top quality of digital audio and video

programming to viewers over the air, via cable and satellite. Digital television is the next significant improvement since the invention of cable television. It brought TV, computer, and communication technology together.

Digital TV simply means the information that you are supposed to be seeing and hearing is digitally encoded. This means that when the data gets to your TV, the picture is constructed in exactly the manner the programmer intended. Digital TV is set to provide a completely new television experience.

Beside these as said before, DTH TV has approximately twice the vertical and horizontal resolution compared to existing TVs. Beyond these, DTH TV is all set to revolutionize the Indian entertainment scenario. It promises quality TV reception even in shadow area and many value added services such as internet, data casting for recording the programme, interactive multimedia, respond direct response to the broadcaster, choice of camera angle to watch a sport events and participate in a poll. The Electronic Programme Guide (EPG) which is used to select channels through a menu system, video on demand, pay-per-view content etcetera and DTH companies providing many more other value added services like ACTVE Stories which includes a television based story book that children can read and listen to at their own pace. The service features new stories in English and Hindi everyday like of Panchatantra, Jataka tales and Hitopadesh. ACTVE Learning which includes a quiz based educational service covering Mathematics,