

# The Art Of Devising And Revising- A Study On The Products And Target Group Strategies Of Telugu TV Channels

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## PRODUCTS AND TARGET GROUP STRATEGIES OF TELUGU TV CHANNELS

The success of a channel depends on the quality of products offered to meet desired levels of satisfaction of the target groups. The product and target group strategies are evolved on the basis of SWOT analysis, resources available with the channel, products developed by the competitors and ratings of the programmes. The outcomes are dependent on devising the programmes by the TV channels and their revision at regular intervals. As per Christopher Lovelock and Jochen Wirtz, *“All service organisations face choices about the types of products to offer and the operational procedures to use in creating them. In a customer focused organisation, these choices are often driven by market factors, with firms seeking to respond to the expressed needs of specific market segments and to differentiate the characteristics of their offerings against those of competitors. A more radical form of product innovation involves exploiting technological developments to satisfy latent needs that customers have not previously articulated or even recognized.”*<sup>1</sup>

## OBJECTIVES OF THE STUDY

The aim of the study is to examine the products and target group strategies of Telugu TV channels with the following sub-objectives:

- ✿ To know about the process involved in respect of production of TV serials in brief.
- ✿ To examine the products and target group strategies of Telugu TV channels.
- ✿ To know the trends prevailing in the Telugu TV sector.

## METHODOLOGY

Both primary and secondary sources of data have been used for the analysis. The primary data has been collected from the viewers and the private programme producers by administering 8 different sets of questionnaires. The sample size is 835. Secondary data has been taken from websites, fixed point chats, TV guides and journals. 11 Telugu TV channels

**Table 1: Channels Covered Under The Study**

| Sl.No | Channel                                | Type of programmes Covered |
|-------|--|----------------------------|
| 1     | ETV2                                   | News specific              |
| 2     | TV9                                    | News specific              |
| 3     | Gemini News (earlier 'TEJA NEWS')      | News specific              |
| 4     | Gemini Music (earlier 'Adithya Music') | Music specific             |
| 5     | Gemini TV                              | Entertainment specific     |
| 6     | Teja TV                                | Entertainment specific     |
| 7     | ETV                                    | Entertainment specific     |
| 8     | MAA TV                                 | Entertainment specific     |
| 9     | Vissa TV                               | Entertainment specific     |
| 10    | Zee Telugu (earlier 'Alpha Telugu')    | Entertainment specific     |
| 11    | DD 8                                   | Entertainment specific     |

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having sufficiently long standing are covered, out of which 7 are entertainment specific, 3 are news specific and 1 is a music specific channel. The channels covered under the study are tabulated in Table 1.

## ANALYSIS AND FINDINGS OF THE STUDY

The sub-objective wise analysis of the data is presented in the following paragraphs. Both primary and secondary sources of data have been used for analysis.

### STEP-BY- STEP PROCESS OF TELEVISION SERIAL PRODUCTION

The entertainment specific channels produce a wide variety of programmes such as serials, game shows, talk shows, etc. Coming to serials, they are of two types - weekly serials and daily serials. The procedure involved in the production process is almost the same with regard to weekly serials and daily serials. The production and telecast of a tele-serial involves a series of sequential steps.

### THE STEPS IN DETAIL ARE

1. A producer desirous of launching his programme normally contacts the channel authorities with regard to the serial.
2. The programming head of the channel explains to the producer the kind of serial proposed to be telecast.
3. The producer then consults a writer to draft a script of the proposed serial.
4. The director (who is chosen by the producer), with the help of the assistant director, identifies the actor/actress for the lead roles and also selects the crew of technicians.
5. The producer, with his own resources, shoots the first four episodes of the serial referred to as the 'Pilot'.
6. Normally, the remuneration to the actors/actresses is paid per episode (call sheet basis) but the technicians are paid on a day to day basis.
7. The 'Pilot' is then sent to the channel authorities for a thorough review.
8. After the approval, the channel and the producer enter into a revenue sharing agreement.
9. The sponsors provide necessary finances for the remaining episodes.
10. The contract is normally made for a minimum of 13 episodes, after which any further bookings for the remaining episodes are made on the basis of ratings made by the external rating agencies.

### PROCESS FOR THE MODE OF PAYMENT

The following process is involved in making the final remittance to the producer:

1. Once the episode is telecast by the channel, the producer obtains a certificate from the channel authorities.
2. The certificate states the date, day, time of advertisement, the advertisements to be placed in the mid break position and so on and then, the billing is done.
3. The bill is then sent to the advertising agency for remittance.

**Table 2: Proposal For Sponsorship**

|                             |   |
|-----------------------------|---|
| PROGRAMME                   | : Reality show                                  |
| CATEGORY                    | : Sponsorship                                   |
| TIME OF TELECAST            | : 10:00 - 10:30 pm                              |
| DAY                         | : Sunday, repeat programme on Wednesday at 11pm |
| COST PER EPISODE            | : ₹ 1,50,000/-                                  |
| MIN. COMMITMENT             | : 13 Episodes                                   |
| FCT (Free Commercial Time)  |   |
| PER EPISODE                 | : 90 Secs                                       |
| FCL ( Free commercial Line) |   |
| PER EPISODE                 | : 6 secs X 2                                    |
| BOUNS PER EPISODE           | : 15 Secs on weekdays                           |
| PROPOSED BUDGET             | : ₹ 19,50,000/-                                 |

4. The agency forwards the bill to the channel, that in turn pays the agency.

5. The agency pays the producer.

The ad agency has a greater share in the revenues. It is because, irrespective of the TRP or the viewer ship of the programme, the ad agency usually gets a commission @15%. The Table 2 is an example of a proposal made by a TV channel to the advertisement agency. The amounts in ₹ are imaginary figures. On the basis of the details provided in the proposal, the ad-agency selects a client who is willing to pay the proposal price for the sponsorship.

## PRODUCTS AND TARGET GROUP STRATEGIES

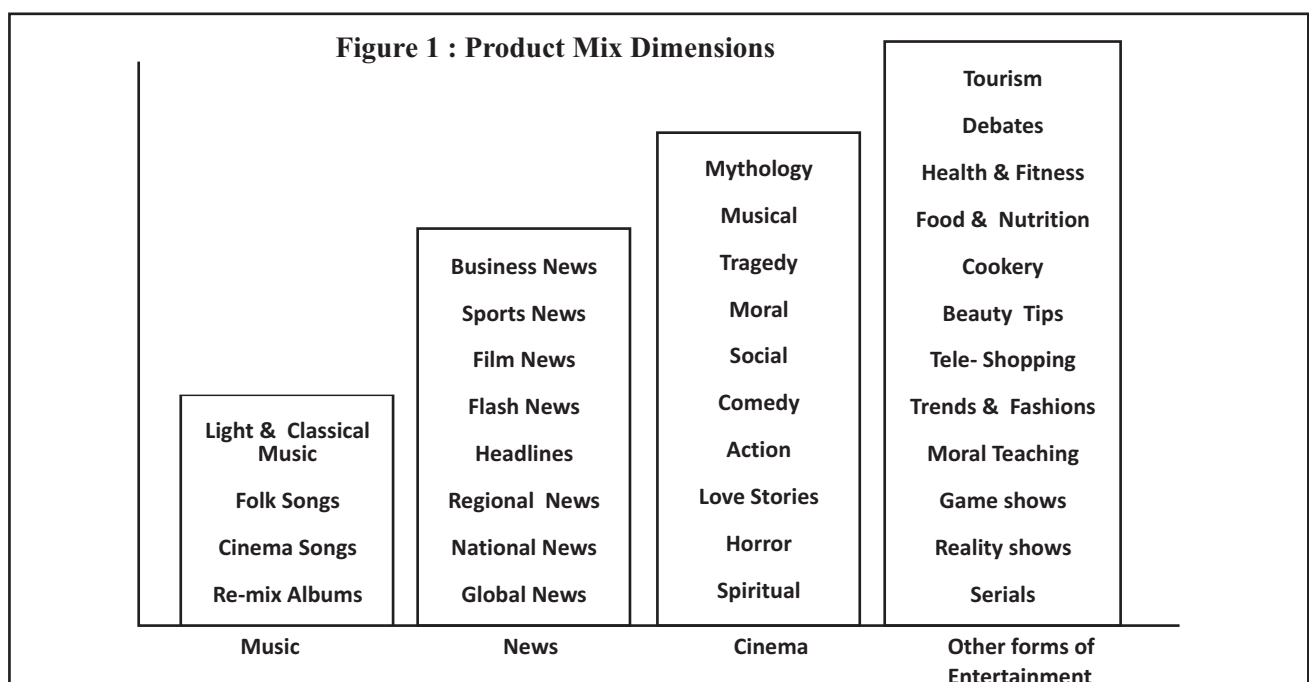
The strategies of the channels with regard to their products are analysed as under. Fixed point charts, Views of the producers and viewers form the basis for the analysis.

**a) Target Group:** The Entertainment channels are devising different types of programmes to cater to the requirements of different age groups. However, the focused target group(s) of TV9 appears to be youth and women of all age groups. The focused target group(s) of ETV2 appears to be the viewers of the age groups 35-54, 55+ and women of all age groups. The focused target group of Zee Telugu appears to be the viewers of the age group 15-34 and women of all age groups. The focused target group of Gemini music is youth of both male and female segments.

**b) Demographic Segmentation:** Almost all the Telugu TV channels are trying to catch the attention of Telugu speaking Diaspora in US, Singapore, Malaysia and Middle East. Most of the Telugu TV networks are telecasting programmes in other Indian languages. While ETV network is concentrating on the Northern part in addition to its two Telugu TV channels, SUN network is expanding its base in the southern part of India. Very recently, a Telugu TV channel has produced a programme in association with TANA in order to draw the attention of telugu speaking Diaspora in USA.

**c) Product Mix:** Like any other service, the product mix of a Telugu TV channel is three dimensional with product breadth/ width, depth and consistency. For example, DD8 produces variety of programmes such as serials, news, youth oriented and women oriented programmes, literature etc. It shows the breadth of their programme mix. Again, among these, different sub-groups/variants are found. When literary programmes are taken, they may be related to Padyam, Kavyam (poetry), Gadyam (prose) etc. It shows the depth of their programme / product mix. The channel produces all those programmes which fall under the category 'Entertainment', which speaks of the consistency of their programme/ product mix.

**d) New Product Development Strategies:** Maa TV has changed the back ground and title of its News. Earlier, it was 'Maa News'; now it appears as 'News at 1 P.M.', 'News at 10 P.M.' and so on. Gemini TV has introduced a radically new



offering 'Band' to attract youth.ETV is airing game shows and reality shows and has shifted from its long term method of telecasting and relying more on serials. These are new product development strategies of the channels. Now, Zee TV is concentrating on game shows, reality shows and acquisition of new Telugu movies as a part of their product development strategy. DD8 has introduced a quiz programme for farmers, which is a *new to the world product*.

## **SOME OF THE NEW PRODUCTS DEVELOPED BY THE CHANNELS ARE ENTERTAINMENT SPECIFIC**

- ✿ Mini Movies
- ✿ Dance Shows
- ✿ Music Contests
- ✿ Joke Shows
- ✿ Muvvala savvadi, a dance show
- ✿ Quiz for farmers
- ✿ Black- a music contest for visually challenged

## **NEWS SPECIFIC**

- ✿ Film News
- ✿ Quiz for Children
- ✿ Joke shows

**e) Product Diversification:** Sun Network, Doordarshan, ETV and TV9 are trying to offer different products through their channels. This is a part of their product diversification. Though it is risky, the networks found it convenient to distribute different programmes / products among themselves to cater to the requirements of different genres.

To cite an example, *Sun Network* launched five channels to cater to the requirements of Telugu TV viewers. They are:

- ✿ Gemini TV: Complete entertainment; Teja TV Cinema specific;
- ✿ Gemini news News specific; Gemini music Music specific;
- ✿ 'Navvula channel' (recently launched) Comedy specific.

Similarly, ETV network offers ETV and ETV2 for entertainment specific and News specific segments respectively. Maa TV network has Maa TV and Maa music (recently launched) for entertainment specific and music specific segments respectively.

**f) Product Modification Strategy:** All the channels are observing the quality of competitors' products through which they are trying to gauge the extent of quality to be improved. They are also trying to fix an appropriate rate for the improvised product. This is a part of their product modification strategy. Maa TV is learnt to have appointed an expert to take care of their serials. The channel has entered into an agreement with about ten Telugu cine producers for cinema rights. This is a part of their product modification strategy. ETV now is encouraging external / outside producers to produce serials for the channel in the non- prime band. This is another example of product modification strategy. The channel is also spending heavily on reality shows. Gemini TV, which was concentrating on cinema and serials, is now concentrating on News during the prime time.

**g) Two-way Stretch:** The channels are adding both high priced and low priced products to the existing line. Ruthu Ragaalu, which was a super hit serial in Telugu and the first daily serial, is again being aired on Gemini channel. This is because the revenues are assured as it was rated high by the external rating agencies. Some channels are telecasting a repeat run of their super hit serials in a time band on which it was not aired earlier. The channels are also telecasting interviews with not so popular personalities and programmes held at different auditoriums as a part of their down market stretch. Almost all the entertainment specific channels are allocating very huge sums for the sets and studios for their reality and game shows and also film and TV awards, which form a part of their up-market stretch. This shows that the entertainment channels are opting for two way stretch as they are adding both high priced and low priced products to the existing line.

**h) Line Modernization and Line Pruning:** Most of the entertainment channels, as a part of their line modernization strategy are trying to acquire latest technology. The channels are also resorting to line pruning by dropping the programmes/ products which are not in demand and streamlining the product line. Maa TV, as a part of its line modernization, has acquired WASP3D graphic solutions. Similarly, DD8 and ETV have purchased digital Beta cameras and other sophisticated equipment. Majority of the channels have purchased out door broadcasting vans for

their news. Getting connected to VSNL teleport and Indian satellites by private channels is also a part of line modernization. ETV, Zee Telugu and DD8 have dropped many of their programmes, which were not in demand, as a part of their line pruning process.

**i) Time Preferences:** The timing preferences of the core programmes of Telugu TV channels respondents are as follows:

**Table 3: Time Preferences**

| Programmes      | Age groups           |                       |                  |                      |                      |
|-----------------|----------------------|-----------------------|------------------|----------------------|----------------------|
| Working days    | 5-14                 | 15-19                 | 20-34            | 35-54                | 55 +                 |
| 1. Cinema       | 3 p.m. - 9 p.m.      | 3 p.m.- 9 p.m.        | 3 p.m. - 12 p.m. | 12 noon- 12 p.m.     | 9 a.m. - 9 p.m.      |
| 2. Cinema based | 6 a.m. - 9 a.m.      | 9 a.m. - 12 noon      | 3 p.m. - 9 p.m.  | 3 p.m. - 9 p.m.      | 3 p.m. - 6 p.m.      |
|                 | 3 p.m. - 9 p.m.      |                       |                  |                      |                      |
|                 | 9 p.m. - 12 p.m.     |                       |                  |                      |                      |
| 3. News         | 6 -9 a.m. & 6-9 p.m. | 6 -9 a.m. & 6-9 p.m.  | 6 p.m. - 12 p.m. | 6 -9 a.m. & 6-9 p.m. | 6 -9 a.m. & 6-9 p.m. |
| Weekends        | Age groups           |                       |                  |                      |                      |
|                 | 5-14                 | 15-19                 | 20-34            | 35-54                | 55 +                 |
| 1. Cinema       | 3 a.m. - 9 p.m.      | 3 p.m. - 9 p.m.       | 3 p.m. - 9 p.m.  | 12 noon - 12 p.m.    | 3 p.m. - 9 p.m.      |
| 2. Cinema based | 12 noon - 6 p.m.     | 6 - 9 a.m. & 6-9 p.m. | 3 p.m. - 9 p.m.  | 3 p.m. - 9 p.m.      | 3 p.m. - 9 p.m.      |
| 3. News         | 6 -9 a.m. & 6-9 p.m. | 6 -9 a.m. & 6-9 p.m.  | 6 p.m. - 12 p.m. | 6 p.m. - 12 p.m.     | 6 p.m. - 12 p.m.     |

Source: Primary data

**j) Type Of Programmes Expected By Viewers - News Specific Channels:** The survey reveals that the optimal mix with regard to the programmes of news specific channels is different for different age groups.

**Table 4: Programme Mix For News Specific Channels**

| Age group | Percentage |         |               |        |
|-----------|------------|---------|---------------|--------|
|           | News       | Debates | Regional News | Others |
| 5-14      | 30         | 20      | 30            | 20     |
| 15-19     | 50         | 20      | 10            | 20     |
| 20-34     | 50         | 30      | 10            | 10     |
| 35-54     | 50         | 30      | 10            | 10     |
| 55 +      | 50         | 10      | 20            | 20     |

Source: Primary data

The table shows that the majority of the respondents wanted the news specific channels to allocate 50 percent time on news.

**k) Marketing Strategies In Various Time Slots:** ETV and Gemini were the non government satellite channels in early 1990's. At that particular point of time, the focus of these two channels was on cinema and serials respectively in prime time band. Maa TV brought out revolution by introducing a non-fiction programme "Brain of Andhra". Later, ETV succeeded with its game show "Yahoo". A game show titled "Gold rush" anchored by famous Telugu TV anchor Udaya Bhanu earned a good name and ratings for Zee Telugu. Since then, almost all the entertainment specific channels started telecasting game shows, reality shows, music contests and dance shows in the prime time band on normal working days too. However, Gemini TV channel, in order to have its own mark, is continuing with its serials in the prime time band on normal working days. The channels are trying to improve the ratings of their serials by telecasting them immediately after their top rated reality and game shows. Almost all the channels are telecasting fill in programmes in the afternoons on all normal working days. The programmes are usually devised in such a manner that each half an hour slot is devised into three parts - 24 minutes are earmarked for the programme, 2 minutes for the self promos and 4 minutes for advertisement insertions. But now, there are certain programmes in the super prime band where the duration of the advertisements go much beyond 4 minutes. The entertainment specific channels are using the titles of popular Telugu movies for their serials (as the title of the serials) as a part of their programming and target



group strategies. Some of the examples are *Pandanti kapuram*, *Toorpu velle railu*, *Dr Chakravarthi*.

According to Mr. Adivi Srinivas, a senior media consultant, “*The channels are evolving strategies only for prime time bands and in case of other time bands, it is not so*. Mr. Srinivas also stated that due to the changed life styles, the viewers prefer to watch news between 9 pm and 10.30 pm on normal working days. Further, it is felt by Mr. Srinivas that ETV is the best brand for news among the entertainment specific channels. Based on the brand loyalty, ETV plans its colour combinations, graphics and anchors, he said.

The reality and game shows go beyond half an hour time slot and the advertisements that appear in the mid break position during the prime time news slots are aimed at attracting the A+ segments. In reality shows, some of the channels are trying to bank heavily on the emotions of the contestants and also on the fictitious arguments between the contestants. They are also trying to drag the length of the shows by encouraging unnecessary discussions in their game shows and reality shows.

**l) Revenues:** Ratings made by external agencies such as TAM, TRP, etc., play a significant role in generating revenues. The major sources of revenues for Telugu TV channels are advertisement revenues (around 50%), broadcast fees (around 20%), income from pay channels (around 3%), cable distribution revenue (around 15%) and programming license fees (around 10%). Spot-buy revenues form a major portion of advertisement revenues. According to a website “*Sun TV Channels i.e; Gemini TV, Teja TV, Teja News, Aditya are commanding over 40% market share in the Telugu Television market.*”<sup>1b</sup> The revenue generation is dependent on the ratings and the ratings are dependent on the channel's ability to strategize its programming pattern which requires the art of devising and revising the programmes.

**m) Star Appearances:** Star appearances in various programmes have become an order of the day. Star appearances in the TV channels are either in the form of a star anchoring the programme or a star appearing as a guest in the programme. The programmes anchored by the TV anchors became monotonous and thus the channels have shifted to use of stars as the anchors and actors as a part of their programming and target group strategy. Popular cinema stars Radhika, Jayasudha, Bhanupriya, Khushboo, Simran, Ramya Krishna, Meena, Ranganath, Sarathbabu, Sivakrishna, Narasimharaju et al., have participated in various serials and game shows. Game shows such as '*Bangaram Bangaram*' anchored by Radhika, '*Bommarillu*' by Suhasini, '*Kala nijamaithe*' and '*Chal mohana ranga*' by Dharmavarapu Subrahmanyam, '*Vow*' and '*Deal or no deal*' by Sai kumar, '*Paadalani undi*' by Dr. S P Bala Subrahmanyam have earned good TRP ratings for the channels. Stars participating as judges have also helped the channels in improving their ratings. Stars such as Junior NTR, Prabhudeva and Allu Arvind have appeared as guests in the dance show '*Dhee*', as a result of which the TRP ratings for the programme have further improved. Mere stardom does not ensure success. The success also depends on the theme, time slot identification, popularity of the channel, novelty and quality of the programme.

**n) Rating By External Agencies:** The Quality of the programme should be such that it is liked by majority of the viewers. The TRP and/or TAM ratings help the channel in enhancing its revenues. The advertisers prefer a programme with good ratings. The details pertaining to TAM ratings for selected few channels at different points of time.

**Table 5 : TAM Ratings**

| TAM Ratings from 31.01.2010 - 06.02.2010 (CS 15+ years) |           |                           |       |
|---|-----------|---------------------------|-------|
| Channel   | Market    |                           |       |
|   | Hyderabad | Rest of AP (0.1 to 1 min) | AP    |
| TV9   | 5.46      | 2.91                      | 4.01  |
| ETV2  | 2.24      | 1.08                      | 1.53  |
| ETV   | 8.36      | 10.96                     | 9.96  |
| Gemini  | 12.94     | 19.63                     | 16.35 |
| Teja  | 9.00      | 11.33                     | 10.12 |
| Maa   | 9.69      | 8.55                      | 8.84  |
| Zee Telugu  | 8.17      | 7.89                      | 7.94  |

Across all channels, 25 programmes telecast by Gemini TV, 3 programmes by Maa TV and 2 programmes by Zee Telugu appeared in the top 30 listed in the TAM ratings during the period 21<sup>st</sup> to 27<sup>th</sup> February, 2010. In spite of

divergent views on the accuracy of TAM and TRP ratings, the advertisers seem to rely heavily on these ratings, as there is no better alternative mechanism.

## TRENDS

The following trends have been identified. The trends speak about some of the competitive strategies of Telugu TV channels. Websites, fixed point charts and views of the respondents form a basis for analysis.

1. As per a report in a website <sup>2</sup>, *“The best way to increase the viewership is to telecast films with popular heroes, heroines or directors. The entertainment specific channels perhaps are of the same opinion, and thus they are spending around ₹45 lakhs to 1.25 crores on acquiring the cinema rights”*.
2. *“Earlier, only those films which failed at the box office used to be sold to the TV channels. There was also The Andhra Pradesh Film Producers Council's rule, which stated that the satellite rights shouldn't be sold for at least a year, but now within 90 to 100 days of release, the movies can be seen on TV. Producers are announcing projects with much more conviction now-a-days.”*<sup>3</sup>
3. It is expected that *“Television Industry<sup>4</sup> is poised to tilt itself in favour of the broadcasters, who are vibrant to adapt and adapt to the changes evolving in the industry in terms of exploitation of the penetration opportunities through highly sophisticated distribution platforms and supporting greater digitization.”*
4. Uplinking through VSNL teleport and other Indian satellites have led to substantial reduction in the operational costs of the Telugu TV channels.
5. *“Advertisement revenues<sup>5</sup> are received by the sale of time slots to other producers for broadcasting programmes or serials for a fixed fee basis for certain time slots. However, the prime time slots have been retained by the channel for the programmes produced by it. The movie segment continues to attract good viewership.”*<sup>5</sup>
6. *“Subscription revenues<sup>6</sup> are one of the most important revenue spinners for the Indian television industry. With greater transparency in television through CAS (conditional Access System) and DTH, the going will only get better. As CAS will be compulsory by 2010 and implementation in the four major metros of Delhi, Mumbai, Chennai and Kolkata are already underway. The second phase of implementation is expected to cover around 55 cities. New distribution platforms like DTH will only increase the subscriber base and push up the subscription revenues.”*
7. Almost all the channels have built up libraries of religious, health and cultural content in abundance. The channels record the classical programmes, spiritual disclosures, yoga, meditation etc.
8. The entertainment specific channels are telecasting mini movies (edited part of the movie, where the length of a movie would be reduced to around one hour), music contests, dance shows, and other game shows and reality shows.
9. The approximate time allotted by the private entertainment channels per day are as follows.

|                        |       |                            |
|------------------------|-------|----------------------------|
| Serials                | 6–8   | Slots of half an hour each |
| News & News highlights | 3–6   | Slots of half an hour each |
| Cinema                 | 6–8   | Slots of half an hour each |
| Cinema based           | 16–20 | Slots of half an hour each |
| Others                 | 6–17  | Slots of half an hour each |

10. DD concentrates on variety. Some of the programmes telecast by DD8 include: Telugu literary, Folk arts, Health, Long Play, *Tirupathi lo Eevaaram* (a programme covering the events in Tirupathi), *Anjuman* (Urdu), Talk show, *Samasya Pooranam*, Ballet, Parody, Aids awareness, *padyalu* (poetry), in addition to cinema and cinema based programmes. It follows the societal marketing concept.

11. The channels are telecasting one or two movies per day on normal working days. Some of them telecast a movie and a mini-movie on normal working days. In the weekends, the number of movies being telecast is going up to 3. The channels believe in rescheduling the programme time slots. To cite an example, Teja TV which was telecasting news at 8 pm after telecasting one-half of the movie has now changed the timings of the news and also the movie in the prime band.

12. Almost all the entertainment channels consider 6 pm to 10 pm on Normal working days, 4 P.M. to 11 P.M. on

Saturday and 10 A.M. to 10 P.M. on Sundays as prime.

## PERCEPTUAL MAPPING

SWOT analysis has been carried out in two stages. In the first stage, the data has been collected from the producers in an open ended form. On the basis of the commonalities, another set of questionnaire has been administered in a closed ended form in order to carry out the second stage of SWOT analysis. Five point rating scales are used and mean scores have been obtained. Accordingly, grades have been assigned for about 80 parameters. On the basis of the grading, two related attributes have been taken and perceptual mapping has been used for the same.

**Table 6: Novelty, Creativity and Telugu TV Channels**

|                    | High in novelty                                    | Low in novelty |
|--------------------|--|----------------|
| High in creativity | ETV, Gemini, Maa, Zee Telugu, DD8, Teja, TV9, ETV2 | -              |
| Low in creativity  | Gemini news  | Vissa          |

Source: Primary data

With respect to creativity and novelty channels, ETV, Gemini, Maa, Zee Telugu, DD8, Teja, TV9 and ETV2 fall in the same bracket. They are above average or excellent. Vissa is poor in both and has to thoroughly haul itself up to compete with other channels. Gemini News is high in novelty and low in creativity.

**Table 7: Debates, News and Telugu TV Channels**

|              | High in debates              | Low in debates             |
|--------------|------------------------------|----------------------------|
| High in news | DD8, Gemini news, TV9 , ETV2 | Maa, Zee Telugu, Teja, ETV |
| Low in news  | -                            | Vissa and Gemini           |

Source: Primary data

News and debates are the strengths of DD8, Gemini news, TV9 and ETV2. Maa, Zee Telugu, ETV and Teja are in the same brackets telecasting satisfactory news programmes but being less than satisfactory when it comes to debates. Vissa and Gemini are poor in both news and debates.

**Table 8: Cinema, Serials and Telugu TV Channels**

|                 | High in cinema | Low in cinema          |
|-----------------|----------------|------------------------|
| High in serials | Gemini         | -                      |
| Low in serials  | Maa, ETV       | Vissa, DD8, Zee Telugu |

Source: Primary data

Gemini is doing well in both cinema and serials. Maa and ETV are telecasting movies for the satisfaction of the viewers, but their serials are less than satisfactory. DD8, Zee Telugu and Vissa are not able to convince viewers on both the fronts. Teja Telecasts only movies and thus, it does not feature in the grid.

**Table 9: Clarity, Originality And Telugu TV Channels**

|                     | High in clarity                   | Low in clarity                              |
|---------------------|-----------------------------------|---|
| High in originality | ETV, Gemini, Maa, Teja, TV9, ETV2 | DD8   |
| Low in originality  | -                                 | Gemini music, Vissa, ZeeTelugu, Gemini news |

Source: Primary data

The Table 9 shows that ETV, Gemini, Maa, Teja, TV9, ETV2 fall in the same brackets. They are doing well on both originality and clarity. DD8 has to improve its quality. Gemini music, Vissa, Zee Telugu and Gemini news need to



**Table 10: Entertainment, Quality Of Programmes And Telugu TV Channels**

|                 | High in entertainment  | Low in entertainment |
|-----------------|------------------------|----------------------|
| High in quality | Gemini, ETV, Maa, Teja | DD8                  |
| Low in quality  | Zee Telugu             | Vissa, Gemini music  |

Source: Primary data

improve on both the fronts.

Vissa and Gemini music are low in quality of programmes while DD8's performance is low with regard to entertainment. The other entertainment channels are performing satisfactorily in respect of both entertainment and quality of programmes. Here, only entertainment specific channels are considered.

## CONCLUSIONS

It is concluded that the programme pattern and the expectations of the viewers are matching to the maximum extent. However, the focus of the private channels appears to be on pleasing immediate needs and wants of the target audience. TV channels are quite conscious about the marketing models in choosing target group, adapting their programmes accordingly. It can be concluded that it is market orientation rather than societal marketing concept as advocated by Philip Kotler.

The marketing mix consisting of product classification, new product development strategies, product modification strategies, line modernization, line pruning, two way stretch are all being designed by TV channels in accordance with the marketing theory.

***Strategizing with regard to products and target group strategies require the art of devising and revising.***

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