

# DYNAMICS OF TELECAST MEDIA LIBRARIES IN INDIA

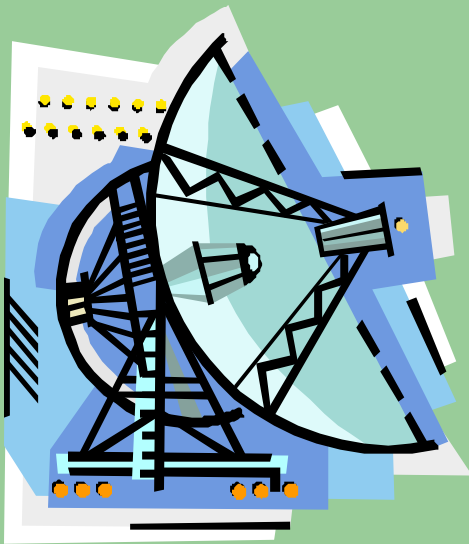
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# Television Programmes are Telecast via:

- Satellite
- Terrestrial Links
- Cable Networks

# Television Programmes can be Categorised as

- News and Current Affairs
- Education and Information
- Entertainment

# Different Types of Agencies involved in TV Transmission

- **Production Houses** (e.g. Balaji Telefilms, BAG film.)
- **Television Channels** (e.g. Star, Zee, Sony..)
- **News Agencies** (e.g. PTI, United News of India,..)
- **Educational Institutes** (e.g. IGNOU, JMI, IIMC.)

# Objectives

The study aimed at to find out the:

3. Growth pattern and general background of telecast media companies vis-à-vis libraries
4. Nature of telecast media libraries in terms of their collection, maintenance, facilities, operations, systems, and services rendered by these libraries
5. Information behaviour and status of the users of television media libraries

# Objectives

3. Relationship between LIS education and TV media libraries
4. Techniques, technologies, systems and equipments being used by these libraries which otherwise are not generally used by traditionally book libraries
5. State and status of television media library personnel

# Scope of the study

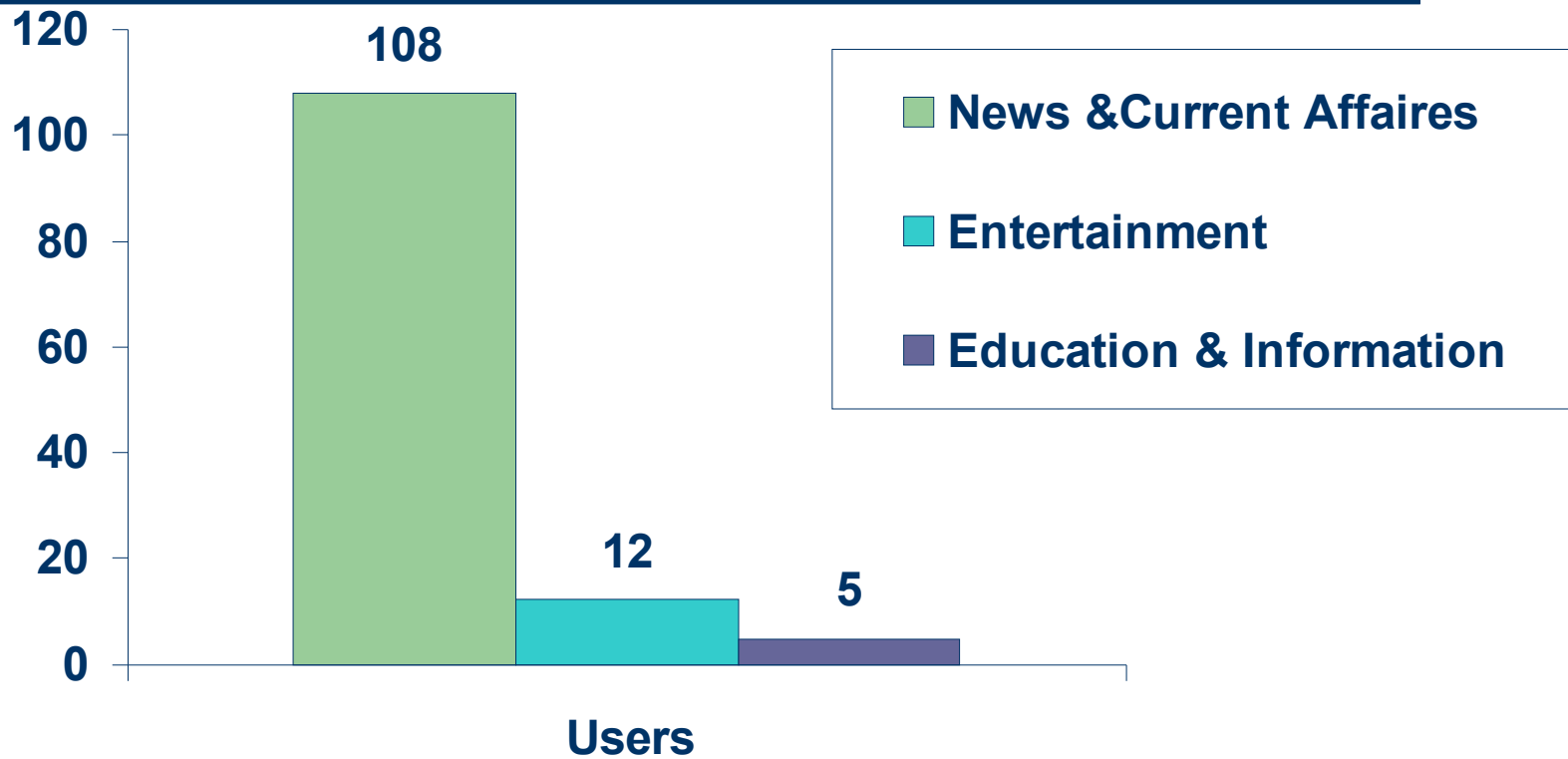
- For the present study only the satellite channels 185 in numbers with operations in India, are taken into considerations
- More emphasis has been laid on television media libraries dealing with “News and Current Affaires” and “Education” instead of “Entertainment”
- Often one group is running many channels. Such groups have only one library. Hence the number of libraries are not corresponding to the number of TV channels

# Sample: Selection and Size

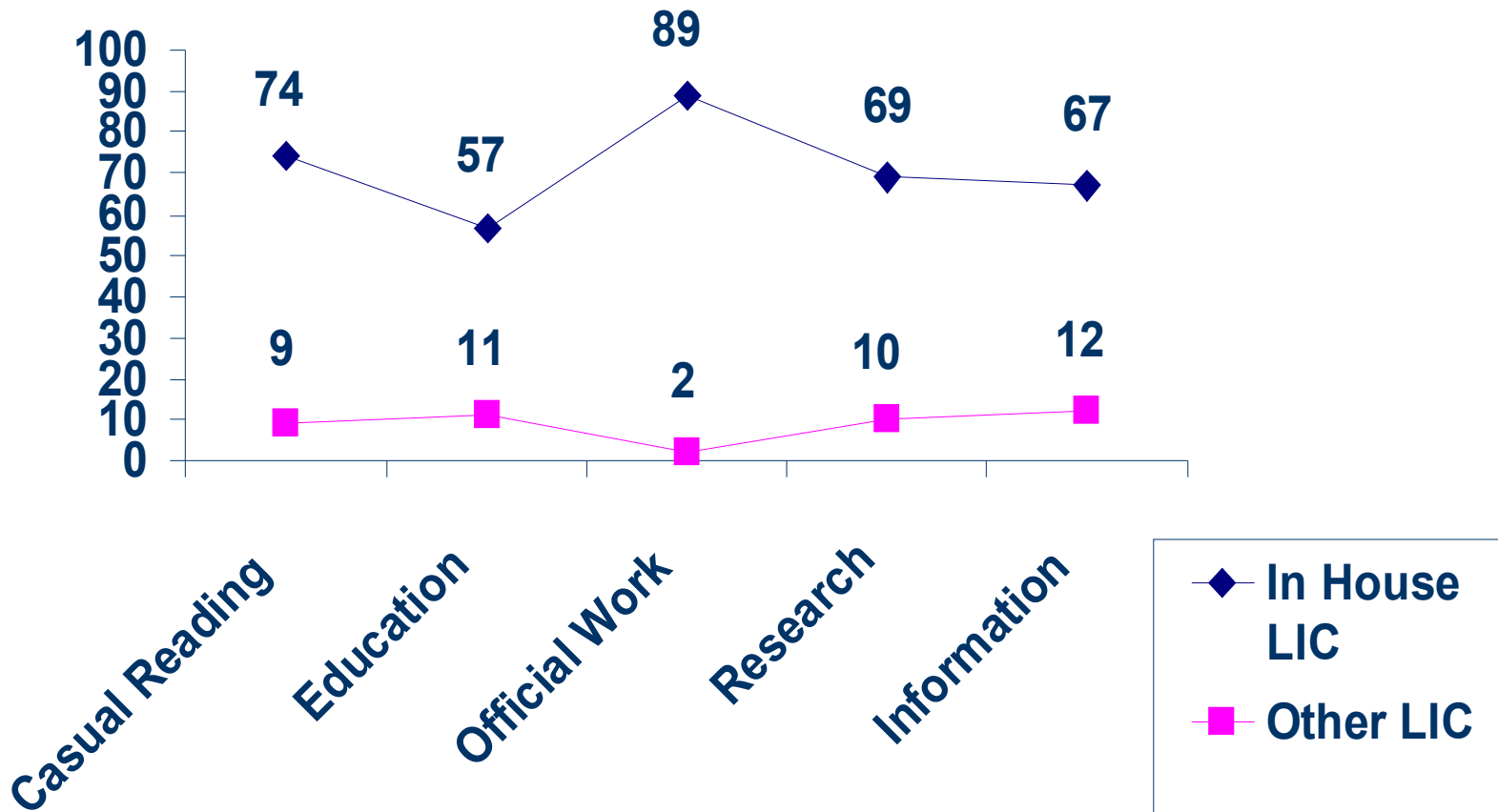
Data related to -

- 57 out of 81 Television Media Libraries and
- 113 of 215(10% of 2154 users working in 57 Libraries )Television Media Library Users have been collected and analysed using various statistical tools.

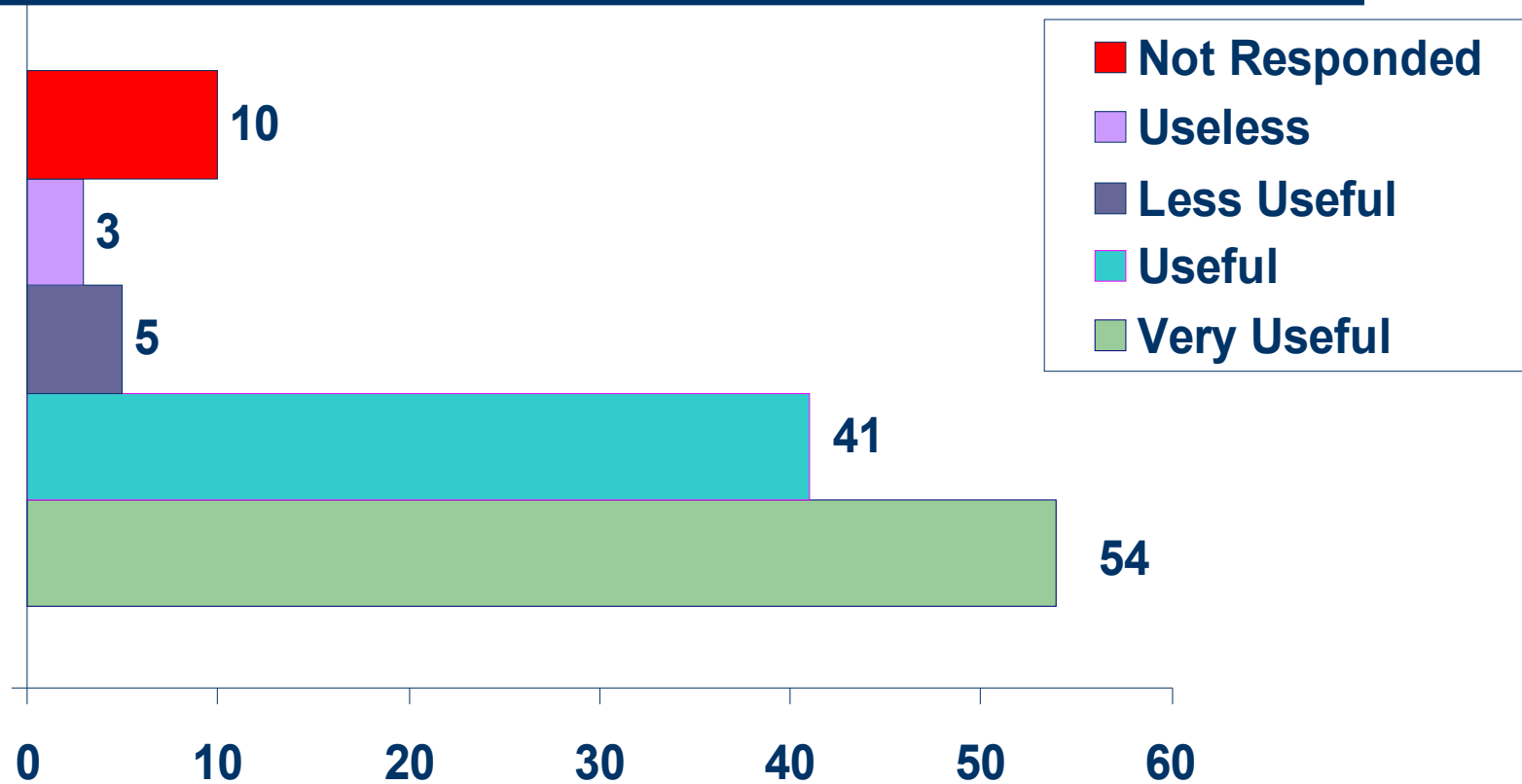
# Main Thrust of the Users' Organisation



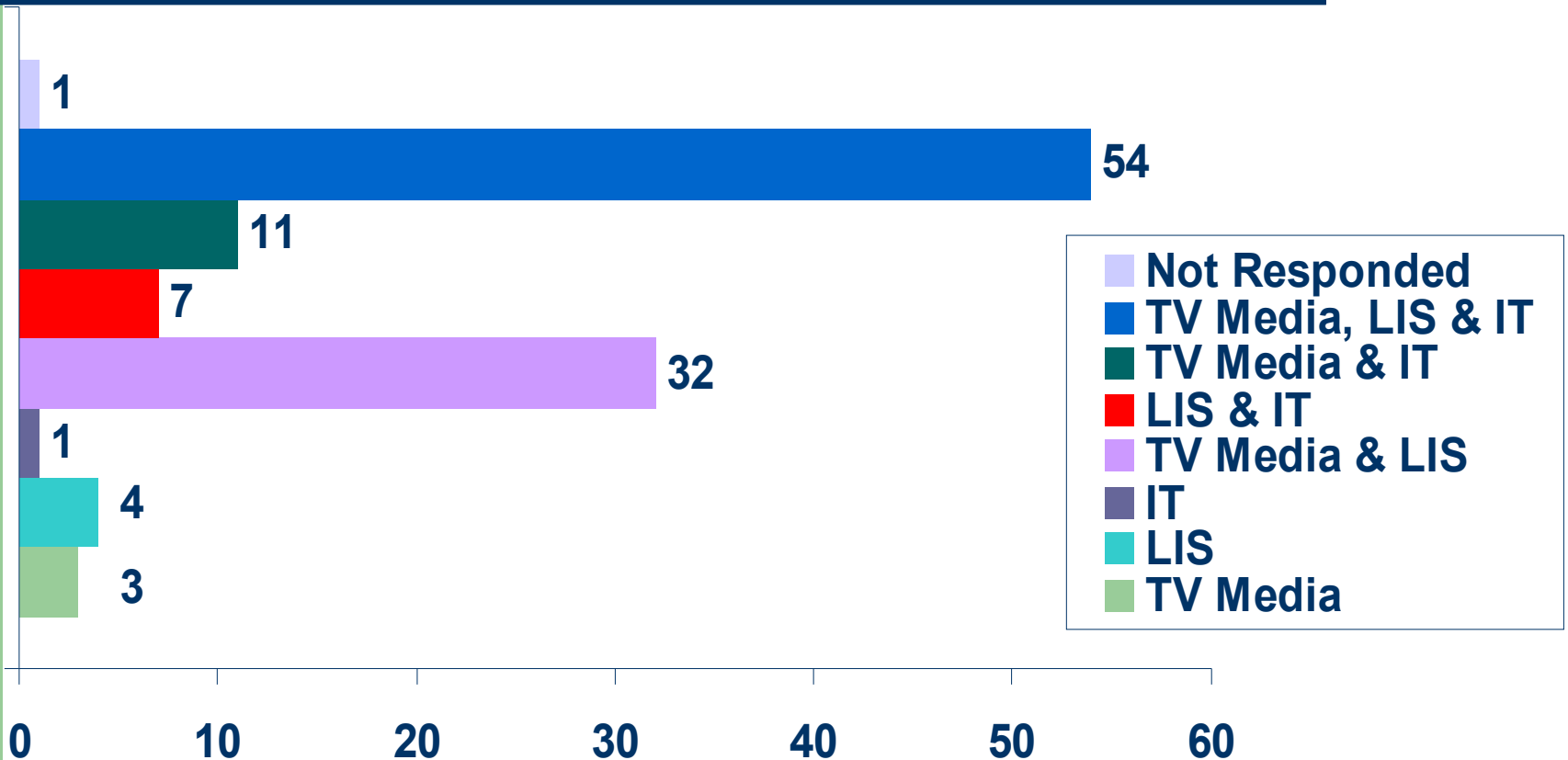
# Purpose of Using Library



# Users' viewpoint on Usefulness of LIS Qualification



# Users' opinion on Training of TV Media Librarians



# Rank list of Usefulness of Information Materials in LIC

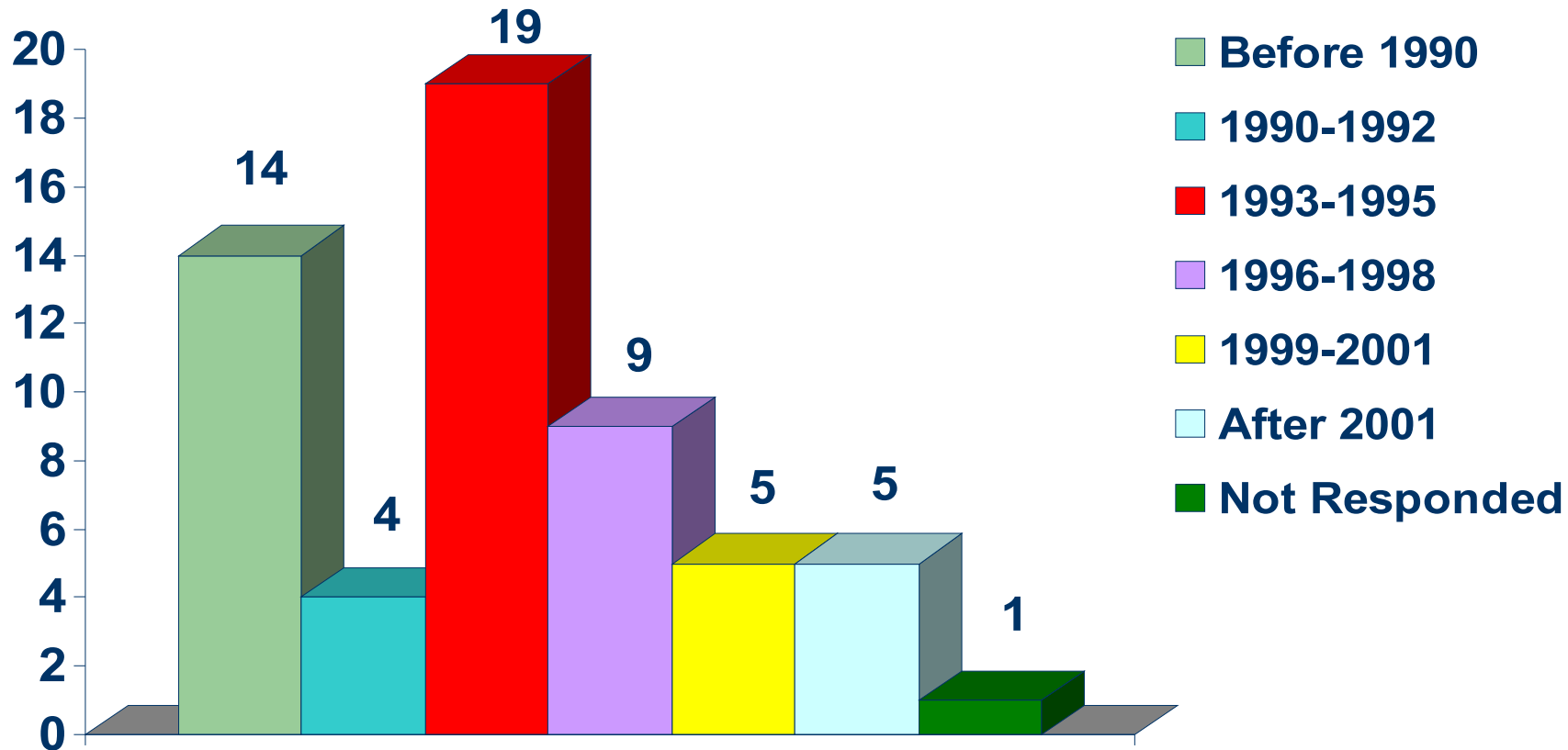
<b>Types of Information Material</b>	<b>Rank</b>
<b>Newspapers</b>	<b>1</b>
<b>Journals and Magazines</b>	<b>2</b>
<b>Books</b>	<b>3</b>
<b>Reference Books</b>	<b>4</b>
<b>Videotapes</b>	<b>5</b>
<b>Press Clippings</b>	<b>6</b>
<b>Audiotapes</b>	<b>7</b>

<b>Types of Information Material</b>	<b>Rank</b>
<b>Reports</b>	<b>8</b>
<b>Video CDs/DVDs</b>	<b>9</b>
<b>Programme Scripts</b>	<b>10</b>
<b>Product Catalogues and Brochures</b>	<b>11</b>
<b>Audio CDs/ DVDs</b>	<b>12</b>
<b>Still Photographs</b>	<b>13</b>

# Rank list by Type of Organisation

Type of Organisation	Number of Organisations	Rank
Broadcaster	32	1
Production Houses	21	2
News Agencies	10	3
Educational Media Centres	4	4
Multi System Operators	2	5
Others	1	6

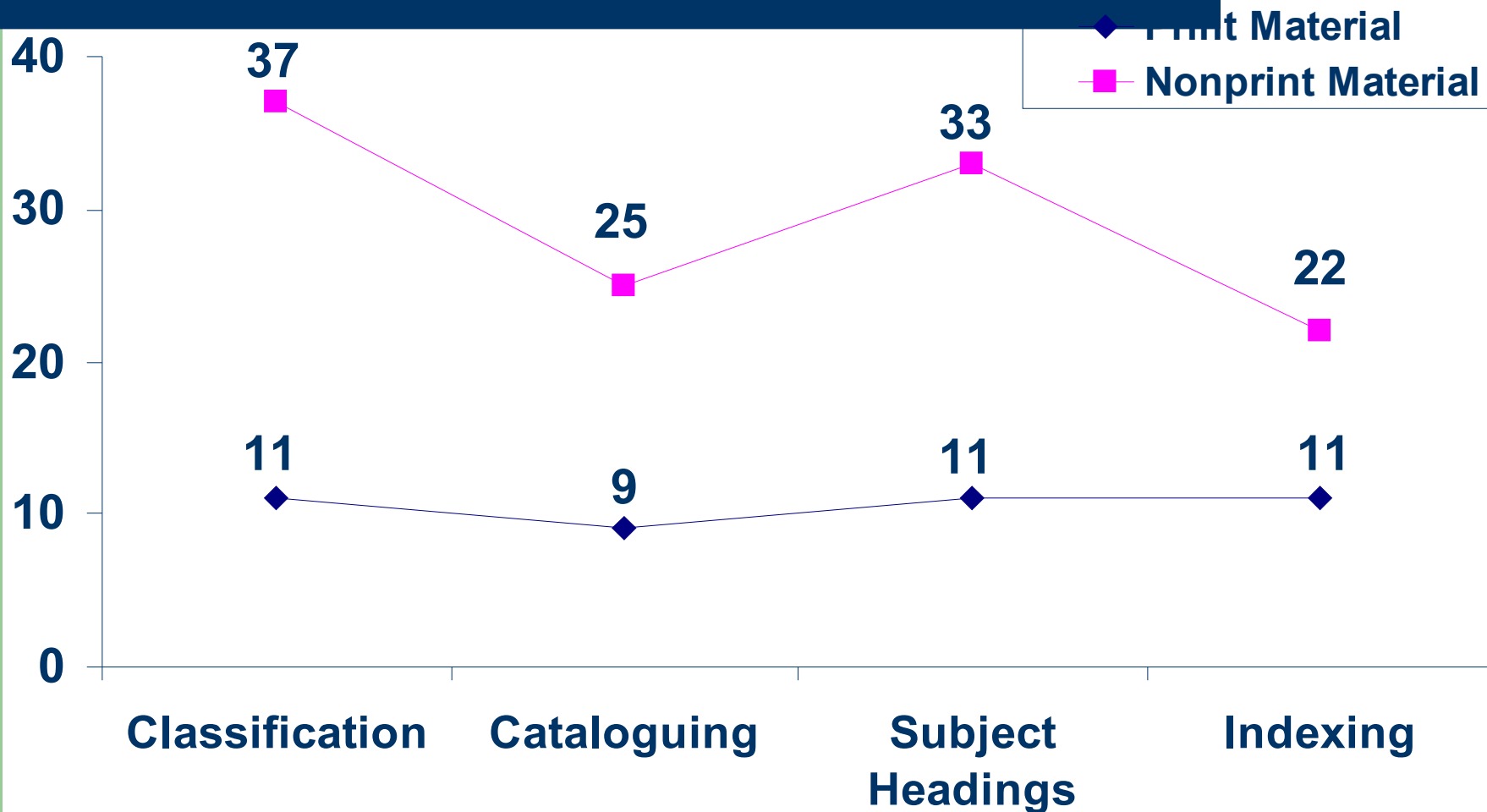
# Year-of-start of the Media Organisations



# Distribution by Number of Staff Members

No. of Staff Members	No. of Media LICs
1	17
2	8
3	10
4	7
5	4
6	3
7	1
8	3
10	2
15	1 (TV Today)

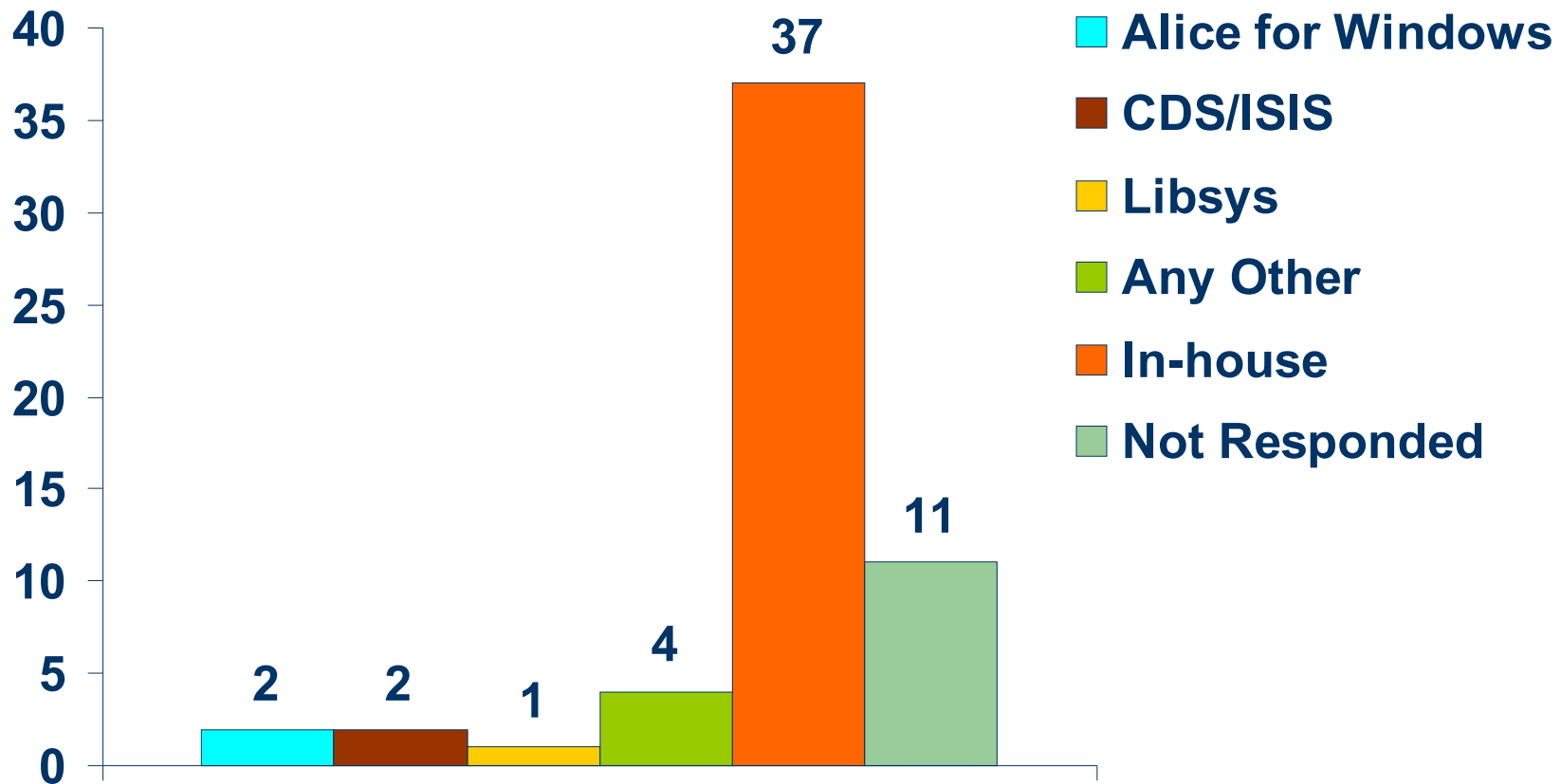
# Technical Processing of Documents



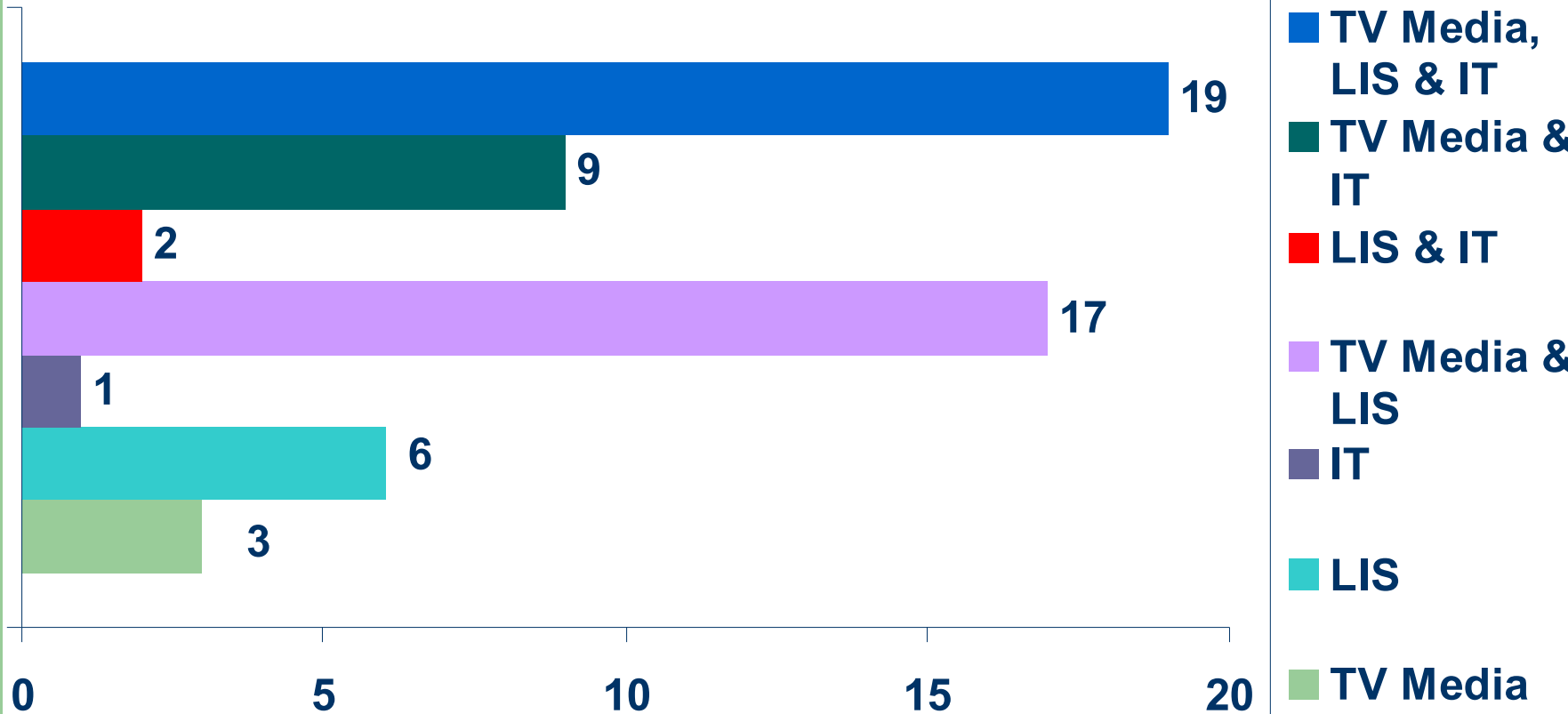
# Systems of Information Processing

Systems	Classification	Cataloguing	Sub Heading
<b>DDC</b>	<b>2</b>		
<b>CC</b>	<b>1</b>		
<b>UDC</b>	<b>2</b>		
<b>AACR II</b>		<b>5</b>	
<b>CCC</b>		<b>0</b>	
<b>Sears</b>			<b>2</b>
<b>LC</b>			<b>1</b>
<b>Thesaurus</b>			<b>0</b>
<b>In-house</b>	<b>36</b>	<b>23</b>	<b>33</b>

# Software Packages Used by TV Media LICs



# Librarians' opinion on Training of TV Media Librarians



# Some Observations

- Organisations dealing in News and Education have a good library & staff
- Similarly, Broadcasters, Educational Media Centres and News Agencies have a good LIC
- Library services, in many libraries are not up to the mark

# Thanks



Dr. S. Singh  
Kumar

Ranjeet Singh  
Thakur

