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Media is moving towards digitisation: Prasar Bharati CEO

Ashoke Nag, ET Bureau Jul 27, 2013, 06.02PM IST

Tags: YouTube | Radio | print | new media | films | entertainment

KOLKATA: The future of media is moving in the direction of the digital. Print, films, radio are all heading inexorably towards digitisation of their content and transmission. They would now have to chase their viewers, who are constantly on the move, rather than expect them to watch a fixed TV or sit at a PC desk.



(Print, films, radio are...)

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This is what Jawhar Sircar, CEO, Prasar Bharati, told ET on a recent visit to Kolkata. "Hand-held devices (like smartphones and tablets) as the 'hard' and 'soft' ends of the new game and young Indians are not lagging behind. Like most others of their age all over the world, they have seized every new platform that the 'new media' offered as soon as they appeared, but connectivity often played spoilsport," said Sircar.

He went on to say webs and blogs, Facebook, Google Plus, LinkedIn, YouTube and Twitter are now essential 'oxygen' for the youth, and "elders are also clambering on, for sheer survival".

Sircar said that "sky is the limit" for the size of the India media and entertainment industry. While he did mention that the media "sometimes sensationalised" issues, he was more inclined to dwell on the "brighter" facets of the fourth estate.

"While systems flounder, the media gets results. There is high-decibel reportage which often triggers a hue and cry, resulting in remedial action. Print, TV and the radio have served to unify India in their unique ways and got together the 'Idea of India' The media has stood up for the common man and is the empowering tool of citizens. TV and print have captured the increasingly globalisation of lifestyles through their range of programmes or stories. The media, including AIR and Doordarshan, is the common platform for exchange of ideas and a vital aid for the spread of literacy and knowledge. Significantly, media helps citizen participate in governance," underscored Sircar.

The media stokes public angst and does not shirk away from exposing sordid incidents in society. "Examples are aplenty, including happenings such as the BMW hit-and-run case, Jessica Lal and Ruchika Girhotra suicide case. These prove that the media does not shy away from exposing rich brats, funneling public anger and sometimes helps in the delivery of justice. Media even delves into taboo issues like female foeticide, child sexual abuse and medical malpractices. Satyamev Jayate is not just a show. Media, amongst several other functions, is a movement to change mindsets," Mr Sircar drove home.