Evolution of Worldwide Cable Television and Rating Systems: A Case Study of Pakistan

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ABSTRACT

All around the world, advertisers select a medium that has higher consumer reach and for this context television and cable, T.V is one of the top priorities. Since the advent of cable television globally, this medium has made this process much more convenient because it has vastly available in almost every household and offers content to all age groups and genders. It contains all sorts of information and entertainment genres such as cartoons for children, food, fashion, and entertainment for women, sports and news for men, and religious channels for people who are interested in religion. The ease of use in its operation and the subsequent rise in viewership have also made it a medium on which competition is stiff. Every channel using this medium is in the race to achieve the title of most-watched television broadcaster and to be in the limelight to attract and air the most amount of advertising which translates into higher income and place for advertisers for their products. This demand and supply have given rise to the TRP wars and start the race of No 1. This research paper

discusses the worldwide evolution of television and cable TV, elaborates about TRP, deliberating the rating framework of Television channels especially in Pakistan, also about the institutions that award these ratings, also about People meter and its working.

KEYWORDS:
Television, Cable T.V system, People meter, TRP, rating, media logic, Gallup Pakistan.

Introduction:
In today`s age, consumption of information is unthinkable without the use of Television and Cable T.V. It satisfies the three requisites of communication: Transmission of Information, Education, and entertainment, behind which they have a long story of the evolution of television and cable TV throughout the world.

Contemporary times are comprised of technological advancements seeping into the daily routine of the masses that enjoy its exploits of social change, but this change also comes with the phenomena of time compression. The masses throughout the world do not have time for newspaper reading for knowing about ongoing world affairs and recent happenings in the international system, but now they prefer multitasking, prefers radio, and television for information consumption but prioritize Television over all other mediums. According to Dr, Abdus Salam, Television is more popular because of its ability to combine audio/video into one coherent message.

The word Television was first used by Russian scientist Constantin Perskie during the first international conference on electricity held at the Paris world fair, 1900. Television is a composite word derived from two ancient Greek words tele, which means far, and vision, which means to see (Television, 2021). The invention of television is not credit to one scientist, but the concept was experimented upon by different scientists during different eras. It starts with the invention of the Nipkow Disk by Paul Gottlieb Nipkow in 1884. This disk could scan an image or a live scene using Tarn. This is the first instance when an image was transmitted using wire and genesis for the scanning principle in television. In 1920, John Logi Baired invented the first mechanical television. The mechanical television was an early idea of sending moving pictures over a long distance. John logie baired from Scotland built a mechanical television in 1920. It used a spinning disk that could copy a picture line by line. Then each line could be sent to another disk. That disk would put the image back together. (Marc, & Thompson, 2008)

In 1929, Baired transmitted a two-minute image with audio using a transmitter provided by British Broadcasting Corporation. Apart from John Logi Beard, Denu hall Wakti, C.F Jenkins, J.L Baird, Call Heroine, Welly D`mer, Fellow Tailor, etc, have all contributed to the evolution of television.

TELEVISION IN PAKISTAN:

In Pakistan, an industrialist, Syed Wajid Ali, with the help of Nippon Electric Company Japan signed a mutual agreement in 1961 to carry out a series of experimental transmissions. After several pilot runs, the Ministry of Information took over the project in 1963 which soon after resulted in the formation of Pakistan Television, and on the 26th of November 1964, the first-ever television channel in Pakistan started beaming its Black and White transmission from Lahore. Later, in the year 1965, three more channel stations were developed in Dacca, Rawalpindi, and Karachi "The decision to introduce TV in Pakistan was taken in October 1963 following the enactment of a bill in the National assembly the aim was to set up a general Purpose TV Service with the Participation of Private Capital and Under the Pakistan Government and to inform and educate the people through wholesome entertainment and supervision of inculcating in them the greatest awareness of the world as well as the country's heritage. (Mirza, 1995)

In 1988, the state issued a license to the first semi-private channel to Shalimar recording company. The company launched the People`s Television Network which was renamed STN or Shalimar television network. The government-owned 45% shares in the channel.
In the year 1990, STN collaborated with an ad agency from Karachi, interflow, and founded the first-ever truly private television channel, NTM or Network Television Marketing. This channel combined the content licensed from STN, BBC, CNN, and DW which introduced a new form of entertainment to the Pakistani masses and effectively ended the hegemony which the PTV enjoyed for close to 35 years. NTM kept its operations running until 1999 when the slowdown in the economy resulted in its closure.
Pakistan first launched its satellite in 1972 and operated its ground station from Qundooz, yet it did not start using satellite for broadcast purposes until 1991-1992. PTV2 was Pakistan`s first satellite channel. In the year 2000, the Indus Television network was established as Pakistan`s first private satellite channel.

In 2002, the Government of Pakistan established PEMRA, a regulatory authority for electronic media, which issued licenses for news and current affairs broadcast to private investors; something which was not allowed for NTM. This was the turning point for a whole wave of private channels and the liberalization of the right to information. The first time since 1964 when Pakistan Television (PTV) was launched, private television

channels were granted licenses to broadcast news and current affairs in 2002 that opened the floodgates. Between 2002 and 2005 the number of satellite and cable channel tripled Advertising spending on them increased 17 fold (from RS 200 million to Rs 3.5 billion). (Khan, & Rahman, 2013).

Khan and Rahman (2013), said this was the starting point of Pakistani broadcast entertainment transforming into an industry that enabled advertisers to display the products in between more than one genre of information, other than whatever PTV has to offer. This increase in frequency also increased the revenue and capital flow in general. According to the numbers mentioned on the PEMRA website, Pakistan has more than 90 satellite channels in operation, 29 of which are Urdu language news and current affairs channels, 2 Sindhu news channels, 2 Pushto news channels, and one Baluchi and English news channels. There are 21 channels in the category of entertainment and 8 in the religious content category. In the regional category, there are 12 channels, 3 in sports, 5 in music, and 1 each for food, health, and business. This all translates into more revenue generated through advertisement.

The paper aims in reviewing the motivations behind the invention of television. Finding out the beginning and evolution of cable television throughout the world. Explore different types of cable television systems in Pakistan and examining people's meters with the analysis of rating system and the role of rating agencies especially in Pakistan (Rehman, 2020, December 13).

RESEARCH METHODOLOGY:

This study is based on the qualitative research method. Where researchers have looked over various books and websites to find out how cable TV started and grown in internationally and in Pakistan and how rating systems are done through cable TV.

LITERATURE REVIEW:

The definition of CATV, Community Access Television or Community Antenna Television,(Britannica, Editors of Encyclopaedia, 2019, February 27), describes cable TV that generally a system that distributes TV signals using coaxial or fiber optic cable. The term also includes a system that distributes signals solely via satellite.

Cable Television was pioneered by George Gardner, who sold television sets found it difficult to do so because the area in which his shop was situated had a mountainous terrain to which the signals grew weak and resulted in low demand for television sets (Britannica, Editors of Encyclopaedia, 2019, February 27). He experimented with the

concept of relay and successfully adapted it for television transmission. George Gardner builds a small stone shack to house the equipment run an antenna wire down the mountain boosting the signals along the way with specially made amplifiers and hook up a demonstration TV set in town then with a lot of hard work people would begin buying TV sets and singing up of his new services, The community antenna TV service. He would call it Lewistown Antenna Television (Parsons, 2008).

On the other hand, Dr. Walter Cicero states in 1948, Ed Parson of Astoria, Oregon built the first CATV system consisting of twin-lead transmission wire strung from housetop to housetop. In 1950, Bob Tarlton built a system in Lansford, Pennsylvania using coaxial cable on utility poles under a franchise from the city. (Britton, 2004). Bob used to charge 125 dollars for the cable and monthly service charges were 3 dollars. John Walson an appliance store owner in the small town of Mohanoy had difficulty selling TV sets to residents because reception in the area was poor and the location of the town in a very and nearly go air miles from the Philadelphia television transmitters to solve this problem. Mr. Welson put an antenna on the top of a large utility pole and installed it on the top of a hilly mountain. (Zia, 2007).

John hooked a coaxial cable from this antenna and `wired` it near a T.V set sitting at his shop. By placing the wire near to Television, the quality of the signal significantly increased. He also provided the cable connection from his shop to the customers by placing a signal amplifier for eliminating signal loss. He also charged a cable fee, which was hundred dollars, and two-dollar monthly subscription charges.

Dr. Walter and Anjum Zia agree on the starting point for CATV being Robert Talton`s use of coaxial cable. (Zia, 2007)

References provided by these specialists make it safe for us to generalize that regardless of who kick-started the cable revolution, it was the 40`s which saw the experimentation with the idea of a localized repeating system of sorts by communities that were facing the problems of signal reception. Although at first, it was all amateur electronics and radio enthusiasts, it was later worked upon by the research and development sector which developed it into a standardized system of transmission.

The Global Legalization of Cable TV:

By 1952, there were around 70 independent cable operators worldwide who provided cable transmission to 14000 households, and within the next decade these numbers expanded into 800 operators and 850000 subscribers. This new transmission mode was

invested in by even big corporate names like the Westing House, Cox, Teleprompter, etc (Marc, & Thompson, 2008). Globally the cable providers started offering more and varied programming and access to local network broadcasting. The draw of cable television became the wide range of not being televised channels available and access to programming by another broadcaster. The worldwide rise in popularity of Cable T.V was not welcomed by the Television industry they saw cable television as competition which was suffering from a drop in business due to this parallel broadcast system and took their fight to the Federal Communications commission due to which FCC – a regulatory authority of communications, banned all forms of cable T.V. This marked the `freeze` in the use and development of the Cable system for the entirety of the 70`s era.

In 1976, FCC relaxed its restrictions on cable TV which saw a rise in its consumers, and it's known as the Blue Sky era in which the first module of Pay-TV was introduced in the market. In 1972, Charles Dolan and Gerald Levin of Sterling Manhattan Cable launched the nation's first Pay-TV network, Home Box Office (HBO). This venture led to the creation of a national satellite distribution system that used a newly approved satellite transmission. Satellites changed the business dramatically, paving the way for the explosive growth of the program network (Hendrick, 2018, March 26).

In 1984, the cable communication act policy was drafted which helped make the industry standardized in practices and implementation of operating frameworks. This move attracted a lot of investors who were wary of investing in cable operations due to its irregular work model but after the formalization of the act, flocked into the market and profited millions. In 2002, CTAM research concluded that two out of three Americans use at least three communication devices; cable TV, computer, and cellphone.

CABLE TELEVISION IN PAKISTAN

Pakistan`s first functional cable television network was started in the basement of an apartment building. This network provided transmissions from 3 to 5 channels in addition to the PTV Cable television network was initiated from Karachi in 1980 by a small entrepreneur who had set up a small control room in the basement of an apartment in the building. Although this system was designed to show English and Indian movies. By 1999 was introduced in almost all the big cities of the country but functioned without rules and regulations. The year 2000 witnessed a mushroom growth of cable television network an over Pakistan after the government legalized cable TV network (Zia, 2007)

During the prime years of VCR culture in Pakistan, a single VCR had connections to several homes, telecasting a single film simultaneously, and known as a lead system. It

was a passive user system that did not allow interactivity. Today`s cable system is based on this old model with the added feature of interactivity in which the consumer can switch the channel without being dependent on the master controller.

Before the arrival of satellite receivers in Pakistan, cable operators were dependent upon VHS cassettes, but the receivers not only revolutionized the way cable operators distributed content to their subscribers, it also made entertainment content from multiple countries, not just India, available to the Pakistani masses. Procurement of satellite receiver and subscription to international channels was an expensive and difficult process for an average Pakistani urbanite and the only solution to it was subscribing to a T.V cable company, which distributed its one-user subscription for several neighborhoods at a fraction of the price. Although this was the most convenient and economical way to get satellite television, it did not come under any existing legal framework. In 1998, during the Government of the then Prime Minister Nawaz Shareef, this phenomenon was identified and in the year 2000, during the regime of General Musharraf, the T.V Cable system was brought into a legal framework of the State of Pakistan through the licensing of cable TV. Therefore in June 2000, cable television networks started functioning legally which initiated a new era of electronic media in Pakistan. This raised several new queries and allowed people to discuss this new system of communication in Pakistan (Zia, 2007)
The legalization of Cable T.V became the reason for its rapid growth since consumers were attracted to the low-cost availability of international content. In addition to the consumers, brands found a low-cost medium for the advertisement of their products which was an expensive way to market the products in the Past, due to higher costs of advertising spots on Television channels. Although some actors operated their systems illegally, the cable revolution was a reason for many jobs. This is clear evidence that Cable T.V not only provided affordable entertainment to the masses but also became an industry that created new employments. At this moment, there are two types of CATV systems present in Pakistan. Analogue CATV and Digital CATV.

ANALOGUE:
In this system, the analog operator converts Terrestrial satellite and CD channels AV signals into RF signals with the use of signal modulators which are then fed into the coaxial cable network connected to subscriber households.

DIGITAL CATV
In a Digital cable system, the operator acquires channels through different sources and converts them into a digital satellite AV signal. This AV signal is then encoded into MPEG-2 format using a MPEG encoder. The output of the encoder is collected into a

MUX. This Multiplexes signal is then fed to a modulator and through the signal amplifier, it flows into the optical cables which are connected to subscriber setup boxes which convert this feed into an RF signal recognizable by the Television set. This pre-RF signal process of Encoding, multiplexes, modulation is collectively known as a Network management system.

In the age of post-state media hegemony, every channel is in a tough competition to get the most viewership to be at the top of Ratings, ensuring more revenue generation.

INTERNATIONAL RATING SYSTEM OF TELEVISION:

The rating system is a scale to categorize television content. There are two rating systems in the world employed by television channels: The television content rating system for content and the Target Rating Point for the frequency of viewership.

TV CONTENT RATING SYSTEM

This system categorizes the type of content and the average age of its viewership for suitability of consumption, recognized by a code. This determination of suitability varies from country to country. Television content rating system gives viewers an idea of the suitability of a television program for children or adult many countries have their television rating system and each countries rating process may differ due to local priorities.

This rating system was first proposed on 19th December 1996 and on 1st January 1997 it was implemented in America by making it mandatory for Television manufacturers to place a V-Chip in their sets which informs the viewer about the suitability of consumption categorized by age and content matter. In American following codes are used to inform the viewer: TV-MA, TV-14, TV-PG, TV-G, TV-Y7, TV-Y. In Pakistan, till now, there is no content rating system in place.

TARGET RATING POINT (TRP)

This scale is used to determine the popularity or the amount of viewership of individual television programs which has a high correlation with the advertisement spotting patterns; the higher the viewership, the more adverts will be placed in the time slot of that program. TRP rating is also used to determine the placement of television channels on cable systems. Determined by impressions gathered through devices placed in households of different demographic and geographical sectors as sample collection, the more impression a program or channel gets, the more rating is awarded to that program or channel which translates into more profit through advertisement.

According to Arora fact files 2017, Pakistani advertisers spent 432 million rupees in 1983 which was 87.7 billion in 2017 with an increase of 206321.

TRP helps industries make an informed decision when shopping for channels while placing ads to reach the widest audience possible and an eco-system of new ad agencies thrive on the backbone of this mass-media sophistication. According to a census of November 27, 2017, conducted by APNS, there are 86 ad agencies or media buying groups registered with the regulatory body, not accounting for the unregistered agencies and independent agents which are estimated to be numerous.

To be on top of the TRP wars, some channels resort to unethical practices e.g. Dr. Shahid Masood`s claim of international pedophiliac rings operating in Pakistan in the context of Zainab`s rape and murder case was pure sensationalism to get ahead in TRP ratings. News channels and News entertainment are more prone to this form of malpractice since the cost to produce the content is low and the nature of it can be shaped into oration as we can see in the example of Dr. Amir Liaquat in which he commits slander directed towards politicians on his Bol TV program.

TRP is calculated using a device called People`s meter, but before its invention, the diary system was used as its predecessor. Although, it was not an efficient system to gauge the viewership frequency because it relied on viewer`s memory and since it was written down by hand, it was a hassle Written diaries that participate in the rating process are asked to fill out by hand, which augment and are compared with automatically-collected data- These dairies indicate which member of the family are watching which program they also provide demographic information such as age and sex for the view of various programs. (Perebinossoff, Gross, & Gross, 2005).

These were the reasons for doubting the credibility of the numbers produced using this system. Hence there was a need for a scientific management system that could produce reliable numbers; Peoples meter was invented to fulfill this need. But there was the similar machine before the invention of a people`s meter, called a Frequency-based meter and developed by a British company, Audit of Great Britain. This device was used to identify the frequency of the channel that is being watched, in other words, whether the channel that is being watched is UHF or is VHF. These two frequencies were in use before they were replaced by DTH.

PEOPLES METER:

In this competitive age, broadcasters have this desire to know what sort of programming is popular amongst the viewers and ad agencies want to know the insights of viewership to better understand which timeslot or which program will be more suitable to place their ads. To make this desire a reality, an Audience management system was developed to analyze audience behavior towards different programming and people's meter as a tool to measure the patterns.

People`s meter is an electronic device through which Television watching behaviors of viewers can be analyzed. This device is shaped like a box that integrates with the television set of the viewer; provided with a remote control that records the actions of the viewer in real-time. A special button on the remote is used to initiate the recording sequence which records the duration of channels that are being watched, the time code, and which program is being watched by what age group, is all recorded in the meter. This remote also records when the television is switched off.

This detailed information about which age group was interested in watching which program and what was the viewer retention of it i.e. what was the duration of the said program`s consumption. Through this sampling, channels get information about what sort of programming was generating the most viewership and advertisers use this information to select the timeslot which has the most viewership recorded to present their product to as many audiences as possible.

NEILSON PEOPLE`S METER:

The decade of the 20s, with its growing competitiveness among Television and Radio broadcasters, is known for the introduction of rating systems in America. In 1922, New York radio broadcasted its first radio advertisement after which it commissioned Harvard professor Daniel Starch to devise a system to identify the number of listeners tuning into their channel band (Ciciora, 1990) To assume numbers, professor Starch used different ways to collect the data which included posts sent to the station and phone calls were used to conduct detailed interviews, but these methods remained inefficient in determining the numbers of listeners. A similar system for audience management was developed by surveyor Archibald M Crossley in collaboration with the Association of National Advertisers in 1929. Archibald M Crossley, the man who developed the first rating system for network broadcasting. Started in 1929 and called the Cooperative Analysis of Broadcasting (CAB) the services used the telephone to identify listeners of CBS or NBC Radio Program (Roman, 1998, Aug 20). Crossley used to provide data on seventy thousand listeners to advertisers in the form of a yearly subscription.

James further writes that the system operators used to telephone the listeners and ask them whether they listened to the program or not. This method was time taking because not all listeners were tuned into the program for which the system was collecting data.

In 1934, Crossley`s system faced a competitor by the name of Clark Hooper ratings developed by researcher Clark Hooper. This was a slightly different method than Crossley`s; both systems required telephoning the listeners but in Hooper`s variation, the call was made during the broadcast which eliminated the reliability on listener`s memory. This rating system became famous and Hooper`s ratings were widely used by advertisers until the introduction of Nielson`s Audi-meter system.

Arthur Charles Nielson was an American electrical engineer who, after completing his education, became a sales data collector for a manufacturing company. He used to interview consumers but was skeptical about the efficiency of this method in figuring out accurate buying trends. In 1932, he founded his company, A-C NIELSON, as the first company of its type which provided market research services. Nielson acquired the rights to Audiometer in 1936, which was used to mechanically record radio usage data Broadcast research firm A.C Nielson introduced a hovel electronic audience data collection device in 1942 knows as the audiometer the device was connected to a radio receiver and automatically recorded whether a set was on and which channel it was turned on, by 1950 Nielson heel adopted his audiometer technology to television. (Roman, 1998)

In 1942, Nielson Company started a Radio rating service that surveyed a thousand homes daily to find out which radio station was listened to by how many households. This data was later sold to manufacturers who wanted to about such information in the context of the advertisement. This was the genesis of the Audience Management system. Later, in 1950, Nielson media research adapted their systems for radio in Television technology and started collecting information about Television viewership. In 1953, Nielson Company sent devices accompanying a special log diary to sample houses to better their metering system.

Hooper`s rating system for television predates Nielson`s TV ratings to 1948 but Hooper sold his company to Nielson who not only sent specialized diaries to listeners but also sent Audimeters to them. At the start, Nielson collected data from 17,000 households, although his company was not the only one that provided Audience data. Pulse, Arbitron, Trendex were some of the companies which provided audience survey reports, but

Nielson ratings were considered more reliable because of the high frequency of reports, four, per month compared to three per year by others.

Nielson`s system was not without its flaws; its data sample was criticized to be too small and was limited to only middle-class sections of society, excluding lower-income and elite groups from its sampling. Also, the diary logging had a high level of mistakes.

Nielson, to stay relevant in a changing technological landscape, tested its new device in 1974 at the city of Tamper, Florida. They named it People`s meter which was similar to the Audiometer but was different in the way it collected the data, unlike audiometer, it specifically pinpointed which channel was viewed by which member of the family and how long did that program retained the attention and the time duration of the viewed program.

At first, Nielson failed to implement people`s meters in America. In 1987 Audience of Great Britain successfully entered the American market with its own people`s meter technology but later was given tough competition when Nielson succeeded in re-entering the market, So Nielson, spurred by competition from a British company, Audit of Great Britain, develop a device that combined the functions of the meters and the diary in the little box that sits on top of the television sets and can be operated from a hand-held remote control. The meter function is the same as before-it counts how many households are tuned to which programs. The diaries will keep electronically, with each member of the household, demographically profiled in advance, pushing an assigned button whenever he or she watches television. (Boyer, 1987, June 1).

The transparency of People meter reading was heavily criticized for its interactive nature and in response, Nielson introduced the Passive people`s meter reading system in June 1989 with the help of David Sarnoff research center. This device was capable of facial expression recording in accompaniment to traditional actions, The Second part of the people meter is another larger box off in a closet somewhere that identifies to which channel the set is tuned and send the data by telephone to Nielson computer in Tarida the active-passive or A/P meter identifies the station being watched with an inaudible code embedded in its audio signal (The "Active" Part) A wire carries the signal from each set's loudspeaker or audio output jack to the meter passive digital signal matching used to identify the channel that is not uncooled together they achieve almost 100% accuracy in identifying what the viewers are Watching.

In Pakistan, the People`s meter was installed on channels that broadcast on cable TV networks for providing TRP or rating of these channels. It was placed in more than 2000 households across Pakistan to record watching habits upon which the TRP report was prepared. There are two institutions which provide channel rating for Pakistani markets: Gallup Pakistan and Medialogic.

MEDIA LOGIC:

Medialogic started its operations in 2007 Media logic was set up in 2007 to address the data requirements of burgeoning television industries in Pakistan. Media logic is an overnight TV rating provider in the country. The initial panel covering three cities was expanded initially to five cities in 2010 and currently, the panels cover the top thirty cities with approximately 2,050 households, enabling robust coverage of Pakistan's urban population. Media logic data today forms the basis of media decision taken by broadcasters, Advertiser and media agencies across Pakistan (Medialogic, June 2018)

In the beginning, Media logic introduced Direct Frequency Measurement with the help of GFK and Telecontroller which was a viewership measurement technology. In 2014, Media logic provided GFK telecontrol technology to nine Pakistani cities in 2013, Medialogic entered into a licensing agreement with Kanter media to introduce their cutting-edge rapid meter technology through a brand new panel comprising more than 2,050 households having geographical footprint across the top thirty urban towns of Pakistan. (Medialogic, June 2018).

This rapid meter technology was first introduced in 2011 at the ASI TV symposium. These new panels are functional since 1st January 2015 in 30 cities across Pakistan.

THE RATING SYSTEM IN PAKISTAN:

Those houses which are equipped with rapid meters are recorded with an audio signature for every one second. During the night, the central calling server contacts the device and collects these audio signatures with individual time stamps and saves audio from all the channels into the central data center, in the time frame of 24 hours, and the collected audio signature is then matched with an existing audio record which identifies the channel that was being watched on that timestamp. The Rapid Meter measures all types of television sets, across all television media platforms including analog, terrestrial and digital formats, DVB-T, DVB-With added simplicity, the Meter has been specially designed to be easily installed by the panel members themselves. Yet the Rapid Meter uses audio-matching technology making it an innovative way to either measure TV audiences. (Medialogic, June 2018).

Media logic uses software, Instar Analytics, for this process. In this technique, a remote handset is used to record the behavior of people sitting in front of the television set. People`s meter device contains individual profiles for every family member of the participant house and whenever someone watches the television, they press a certain button assigned to them which functions as a `login` for that profile and all activity is recorded for that profile for the entirety of televisions usage until the `logout` of that profile followed by the switching off. This process is the same for each member.

Through this process, data is recorded categorized by age group, and later the analyses of it are used to determine the rating of a particular channel or program. This TRP is later distributed with the industry professionals and advertisers which results in substantial profit generation for the channels.

CONCLUSION

Television was a revolutionary invention that turned the communication landscape on its head but the credit to turn it into a mass industry goes to Cable Television Networks, ensuring its wide usage, popularity, and affordable availability to the masses. It enabled advertisers to present their products at cheaper rates and created new jobs for local communities, since this network expanded exponentially so it required large number of people to support the running environment. It also helped the advertisers to reach mass public within les time as the number of user increases day by day with the passage of time. But the Cable system comes with its own set of flaws, Rating wars, unethical broadcast practices, etc. This air of competitiveness was the reason behind the development of rating systems to better understand viewership trends and behaviors, which helps channels to adjust their programming according to popular trends in the masses and advertisers used this data to improve their product placement practices enabling channels to make significant profits.

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