

DYNAMICS OF TELECAST MEDIA LIBRARIES IN INDIA

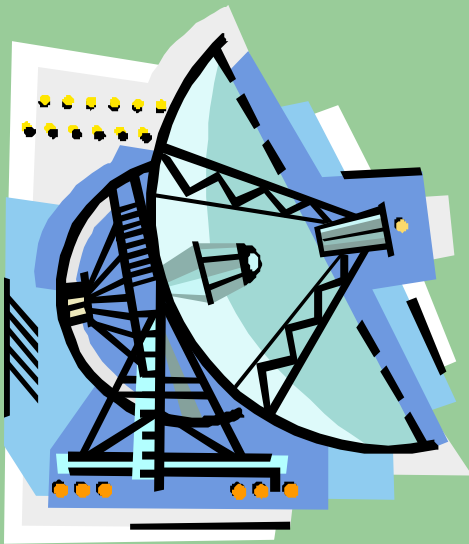
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Television Programmes are Telecast via:

- 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

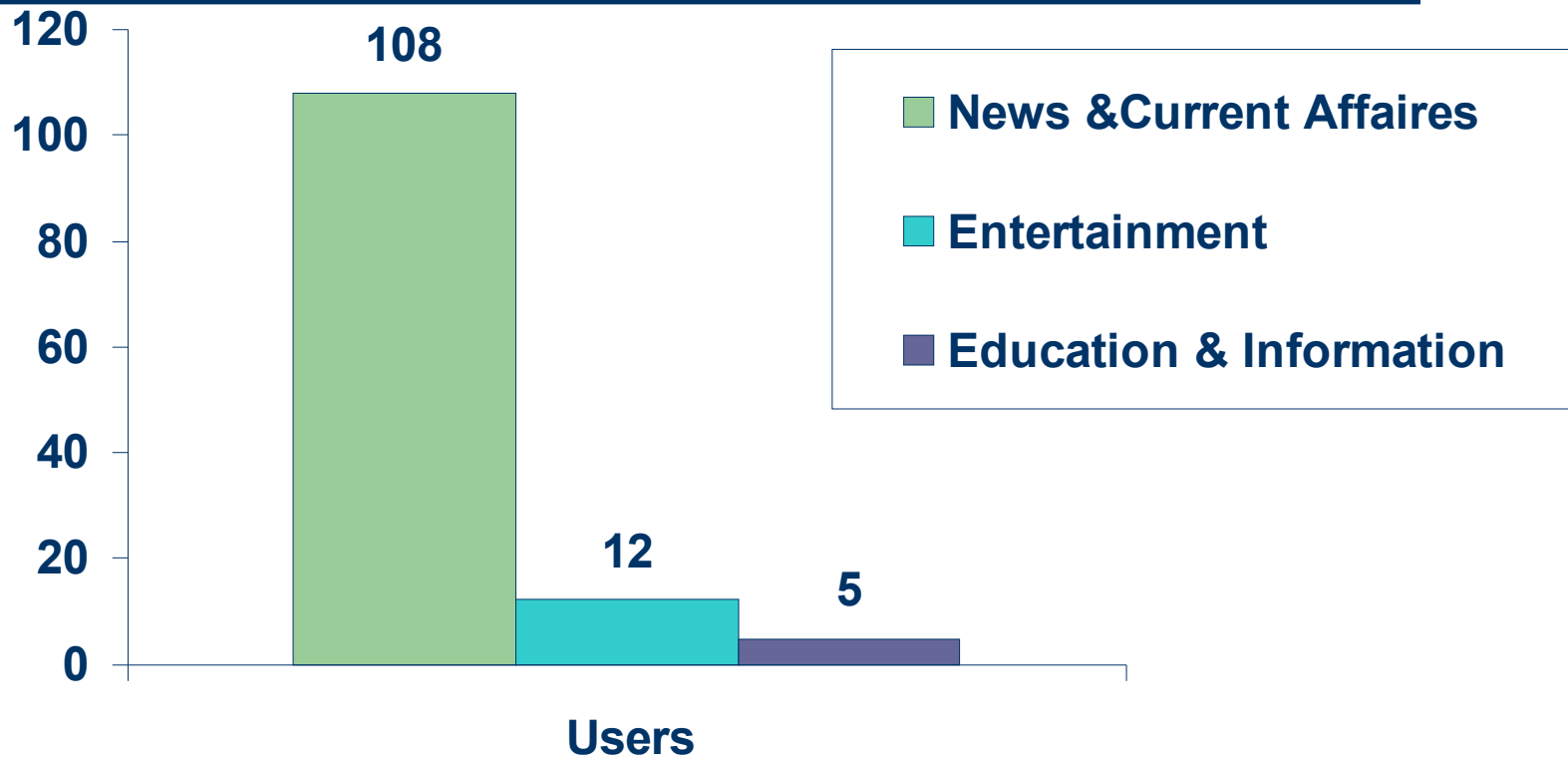
- For the present study only the satellite channels 185 in numbers with operations in India, are taken into considerations
- More emphasis has been laid on television media libraries dealing with “News and Current Affaires” and “Education” instead of “Entertainment”
- Often one group is running many 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

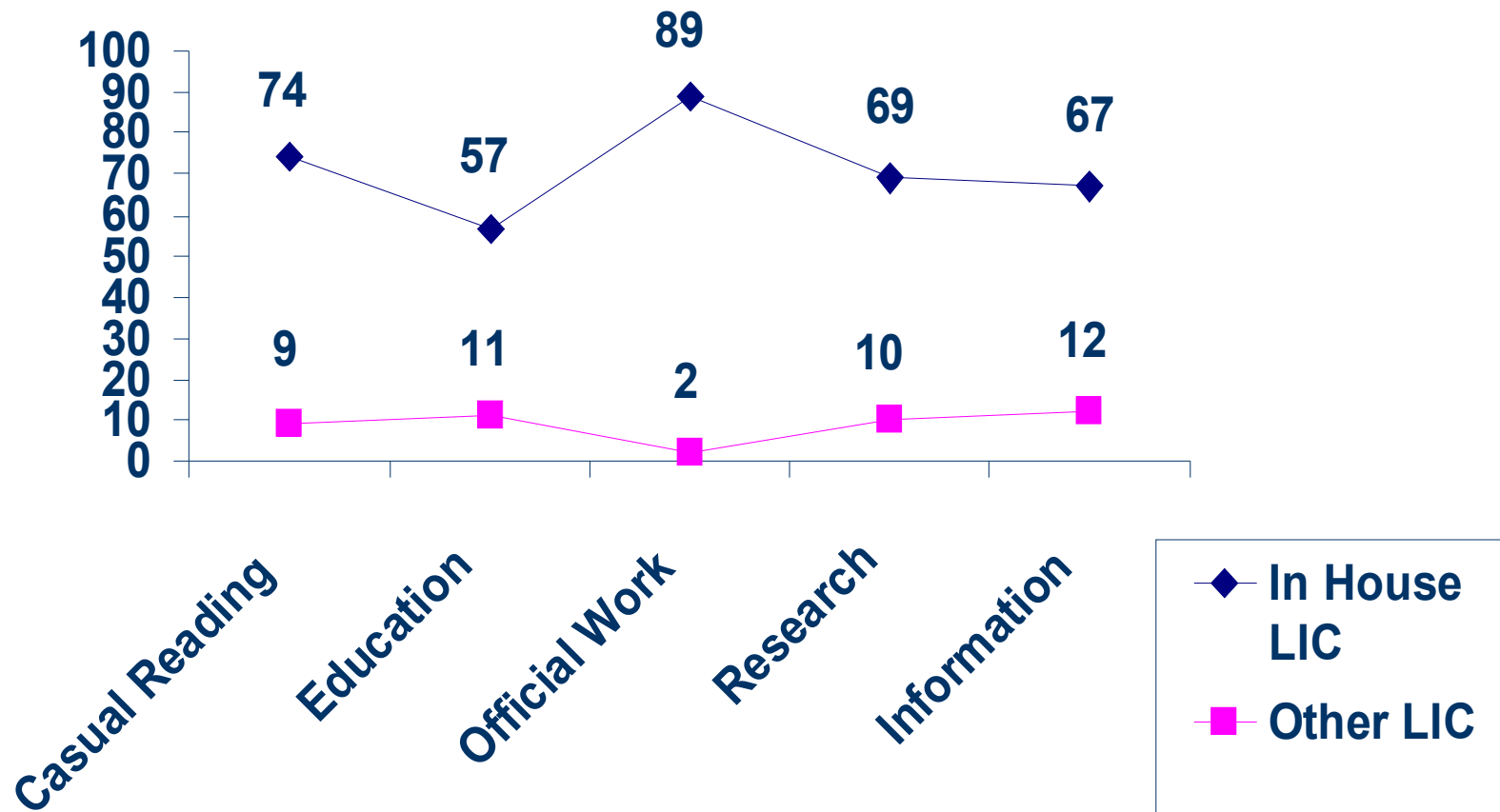
Data related to -

- 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.

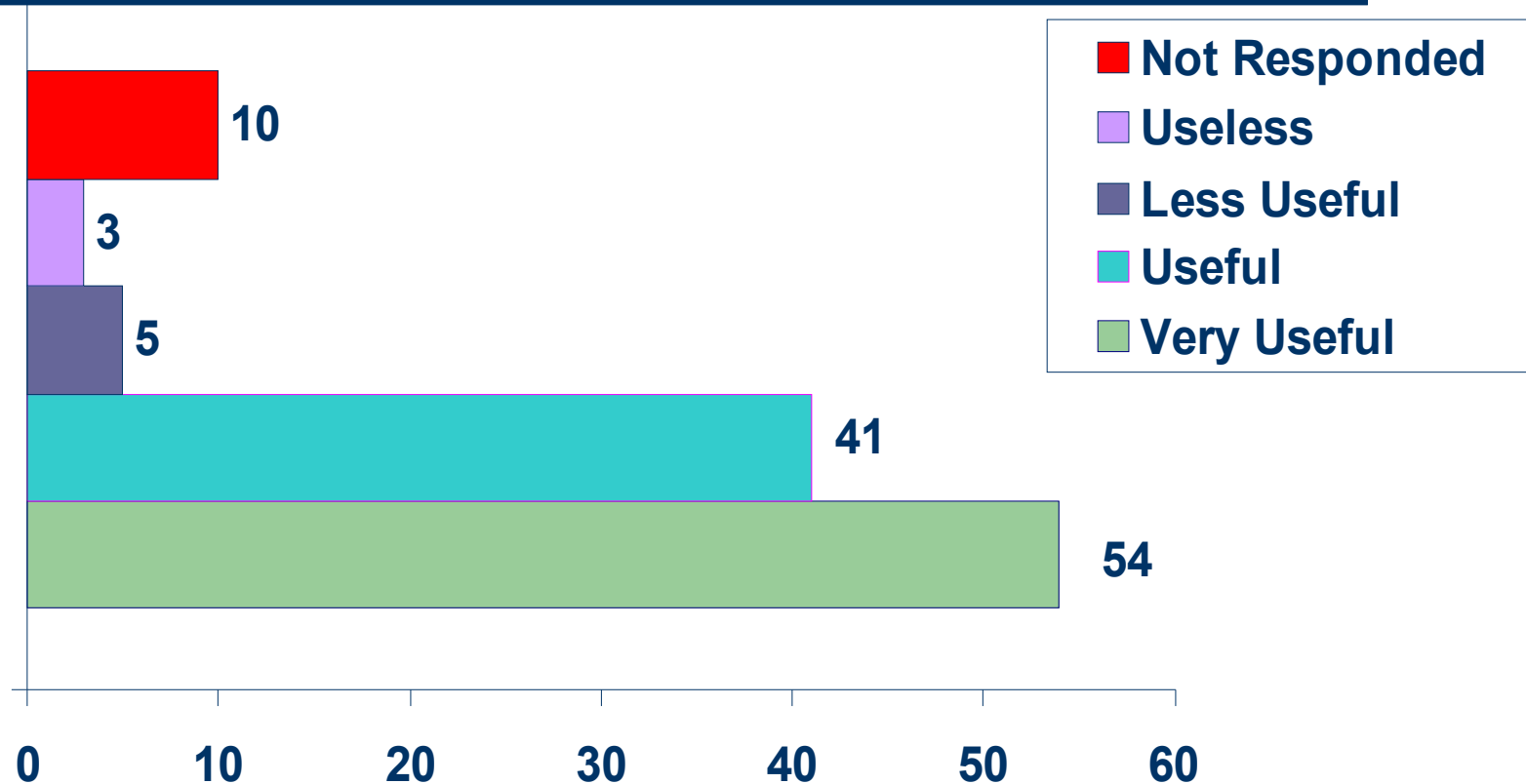
Main Thrust of the Users' Organisation



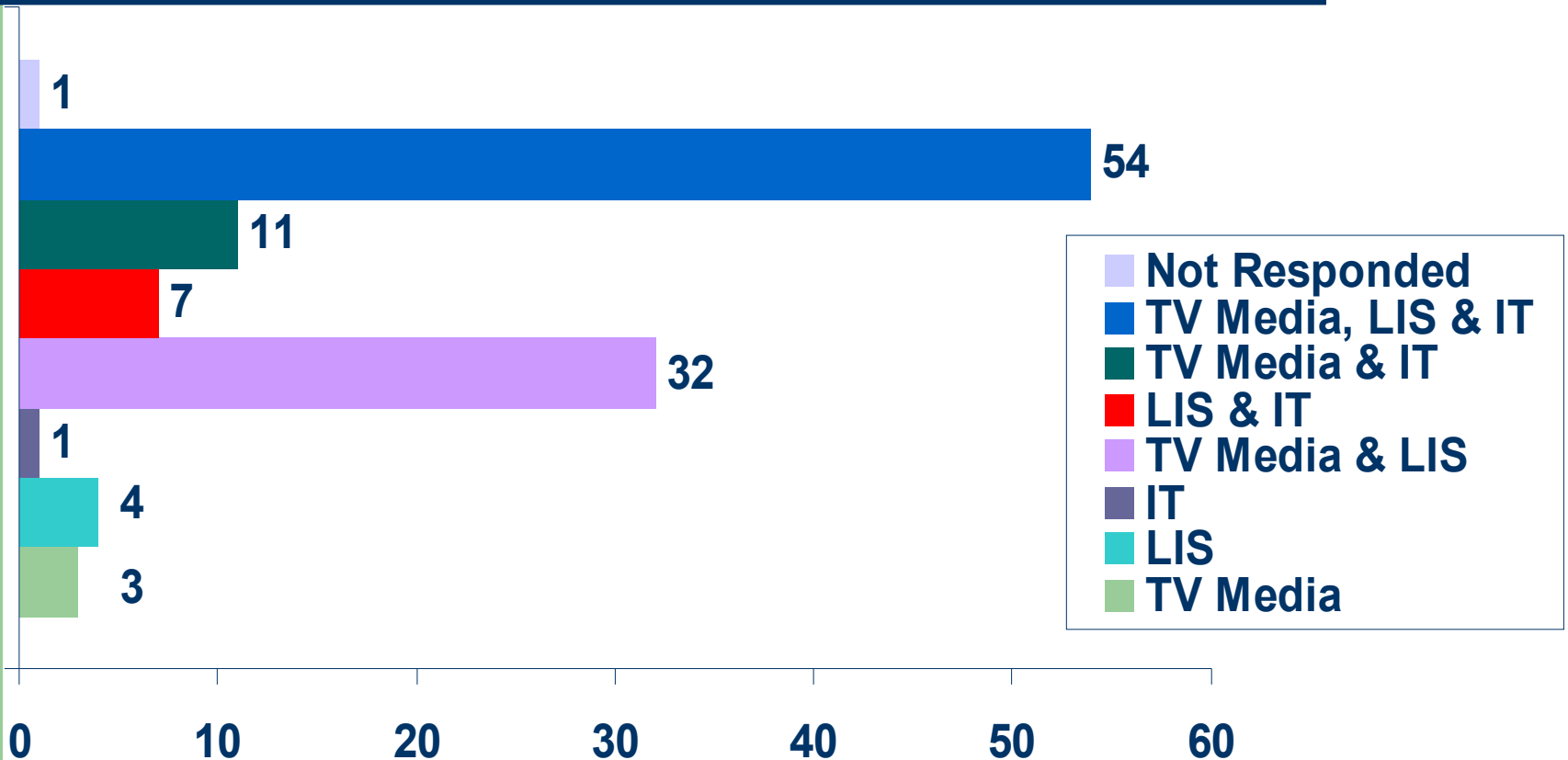
Purpose of Using Library



Users' viewpoint on Usefulness of LIS Qualification



Users' opinion on Training of TV Media Librarians



Rank list of Usefulness of Information Materials in LIC

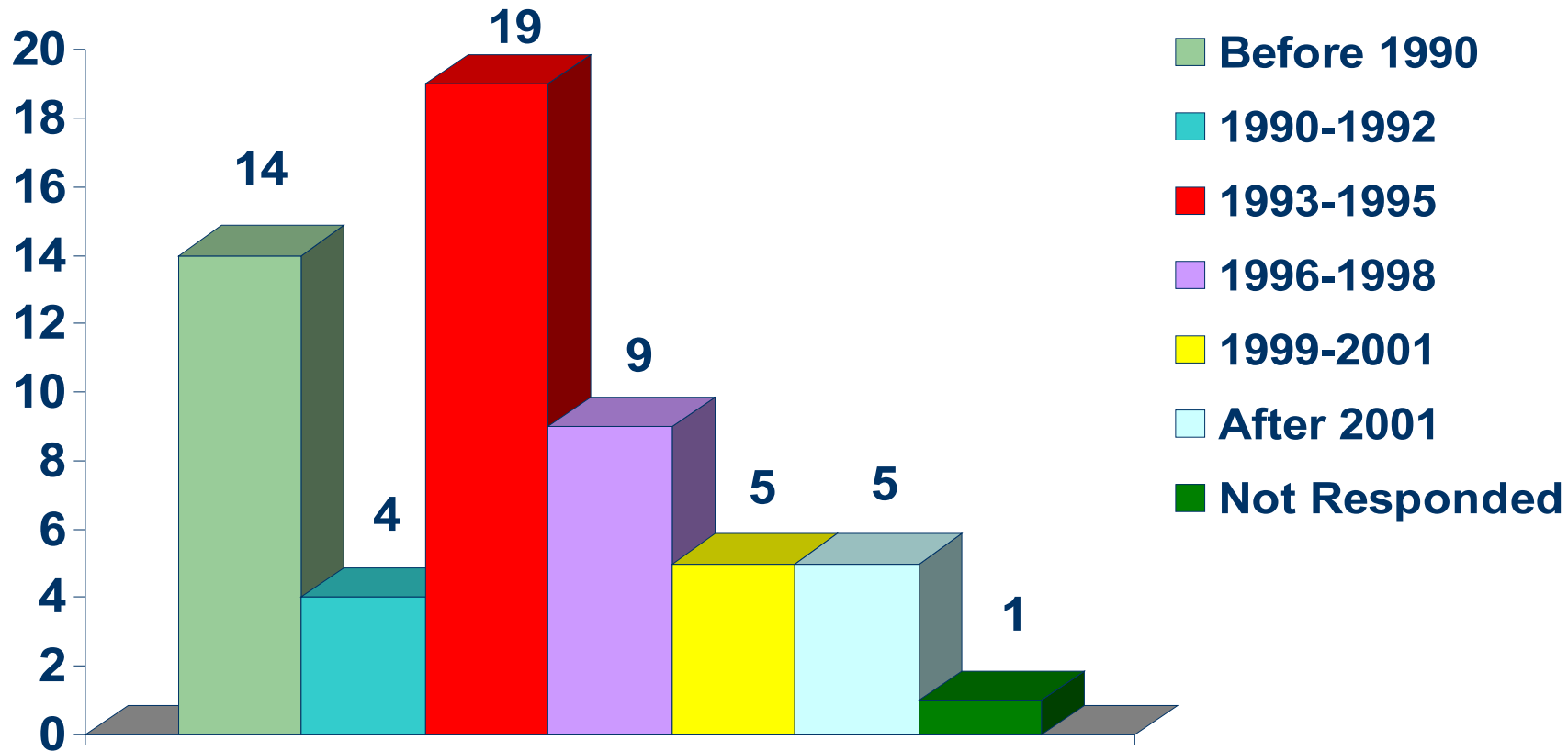
Types of Information Material	Rank
Newspapers	1
Journals and Magazines	2
Books	3
Reference Books	4
Videotapes	5
Press Clippings	6
Audiotapes	7

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

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

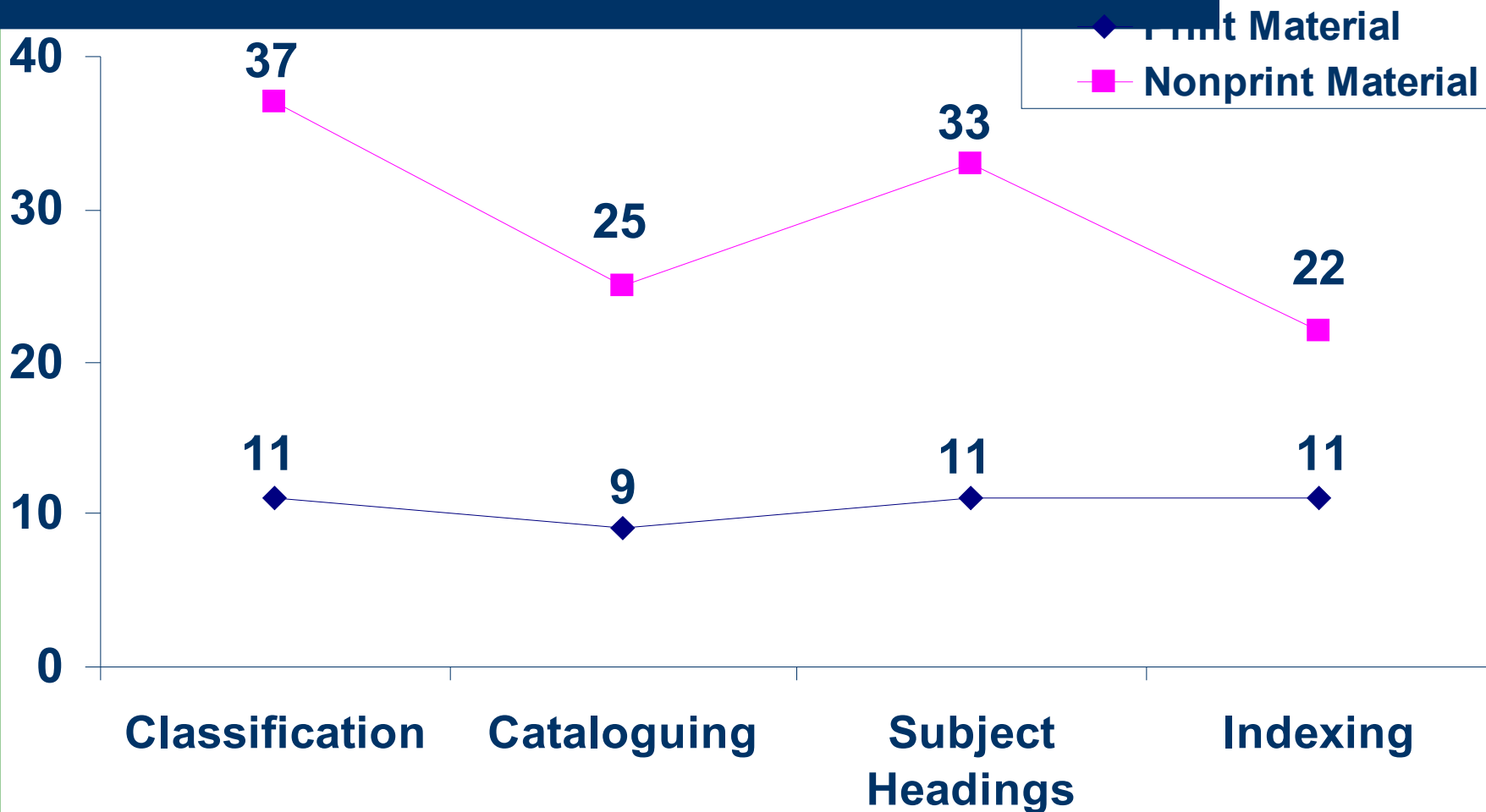
Year-of-start of the Media Organisations



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)

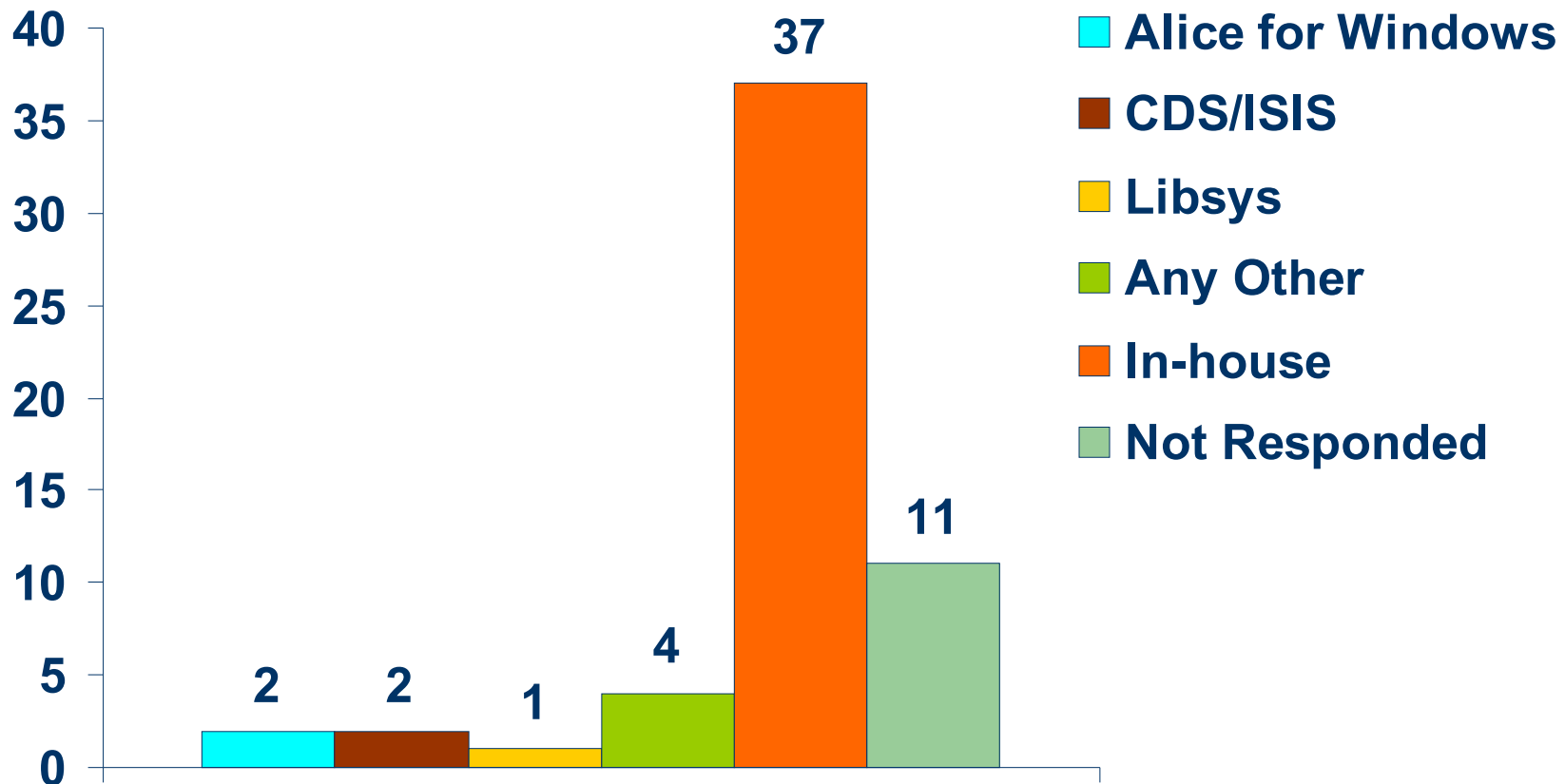
Technical Processing of Documents



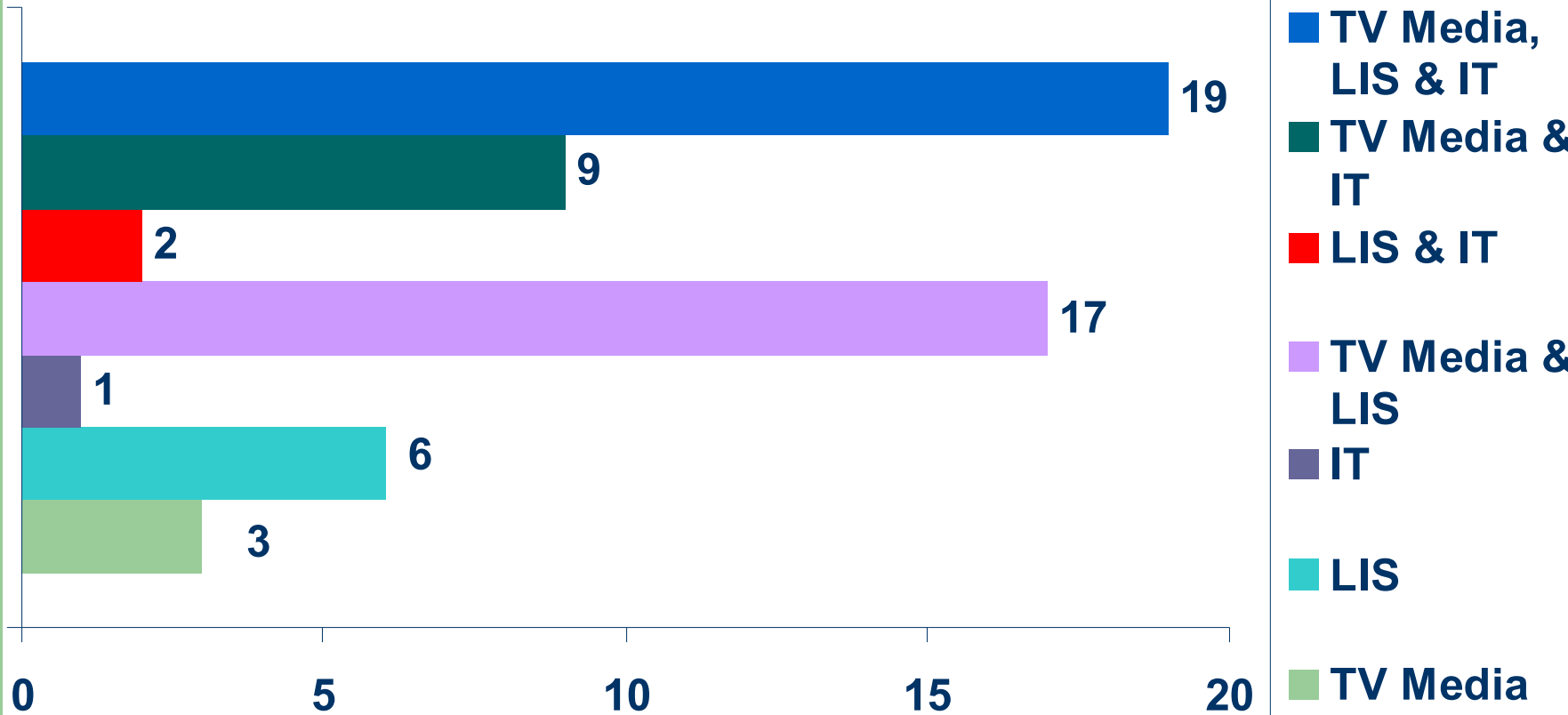
Systems of Information Processing

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

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

