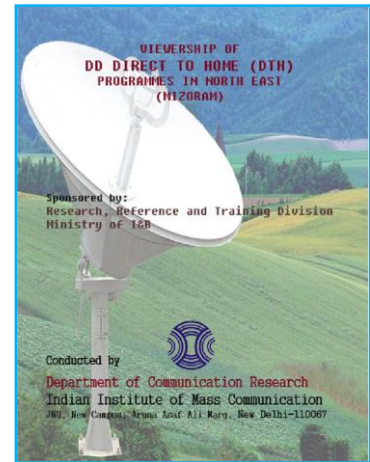


“Viewer-ship of DD Direct to Home (DTH) Programmes in North-East: A Study of Mizoram State”. Sponsored by RRTD, M/o I&B. 2009-10.

The study on “Viewership of DD Direct DTH Platform in North Eastern State” assessed the performance of DTH based Doordarshan service and its programmes in North Eastern States. As part of Doordarshan’s initiative to provide quality transmission in all uncovered areas including remote, border, tribal, hilly and inaccessible areas, Government of India launched the Direct to Home (DTH) service in North-Eastern states in 2004. The service DD DIRECT+ is a free to air Direct-to-Home service with no subscription fee. The service offers about 50 channels which comprises of DD as well as private channels programmes which are free to air (FTA). Broadly, the survey explored factors which would determine the expansion of digital technology based television services in the region and fulfill expectations of the viewers in terms of choice of channels, preference for language and types of programme and performance of DTH based DD service in the North-Eastern region.



The specific objectives were (i) to identify the scope of DD Direct Plus television service in the north eastern region (ii) to describe the issues relating to installation, transmission and viewing of the DD Direct plus programmes in comparison to other such services in the region. (iii) to discuss the preference for channels, specific programmes and choice of language by DD Direct plus viewers in comparison to Cable and Private DTH Television subscribers and (iv) to suggest the measures for improving the DD Direct + viewer ship in the region. A purposive sampling method was used to draw a sample of respondents in Aizwal, where highest number of DD Direct + set-up boxes with facilities were given free of cost in last one year. At the second level, the viewers (302) of DD Direct +, subscribers, private DTH users and Cable /antenna users or mix of these were selected. Questionnaires were administered to the television viewers of three categories of television subscribers and case studies were prepared of families which had different types of TV subscription. In-depth interviews were conducted with cable providers and distributors of DTH to assess their perception regarding the preferences of the viewers in their areas. Descriptive and inferential statistics were used to assess the performance of DD DTH service, opinion of the users and their satisfaction with the services by using correlation and analysis of variance. The findings are based upon (i) Opinion and Level of Satisfaction with DD Direct Plus Service, (ii) Issues of Cost, Installation and Reception of TV signals, (iii) Programmes and Channels Offered, (iv) Time Spent, (v) Content Preference, Preferred Language for TV programmes, (vi) Regional/ Local Language Programmes, (vii) DD Direct Plus and channels and programmes offered, (viii) Programmes of Neighboring Country etc.
