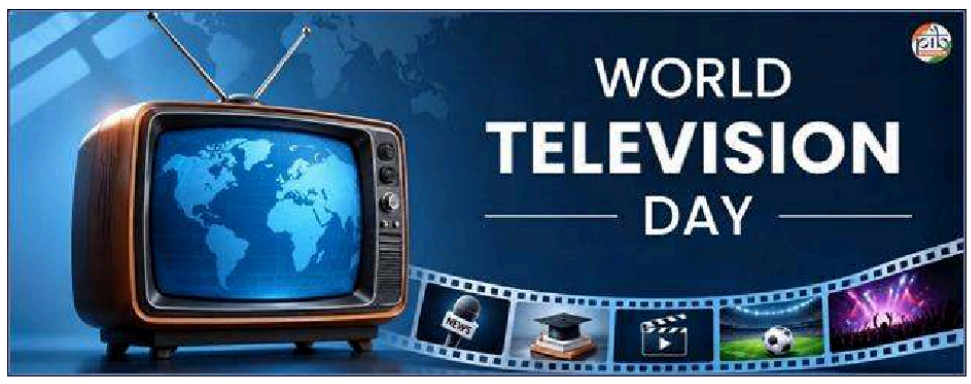
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India's Television Broadcasting Shift



CHENNAI – 21 Nov, 2026 Setting the Context: World Television Day

Broadcasting is the systematic transmission of audio and video content to a large audience through electronic communication networks. Television broadcasting combines sound and moving images to deliver news, information, education and entertainment. Over the decades, technological advancements have expanded its reach through terrestrial, satellite, cable and internet-based platforms. This has made television an important medium of mass communication.

In India, television broadcasting has transformed communication by connecting diverse communities across geographical and linguistic boundaries. It has supported socio-economic development through educational programmes, agricultural information, health awareness and public service campaigns. It has also emerged as a major source of entertainment, bringing films, television serials, and sports etc. into millions of households, while also promoting India's cultural and linguistic diversity. It has further strengthened public administration by enabling the dissemination of government policies, welfare schemes, development initiatives and emergency information, thereby improving public awareness and access to essential information.

Recognising television's growing influence on public opinion, global communication and cultural exchange, the United Nations General Assembly proclaimed 21 November as World Television Day in 1996. The observance recognises television's role in informing, educating and connecting societies. It also highlights the importance of responsible broadcasting in addressing contemporary challenges and supporting informed public discourse.

A television screen can bring distant events, new ideas and different perspectives into people's homes. It connects audiences with developments beyond their immediate surroundings. Over the decades, television has become an important medium for entertainment, information, education and public communication in India.

The Changing Technologies of Television

Television broadcasting in India has evolved alongside advances in communication and transmission technologies. Each technological advancement transformed the transmission and distribution of television programmes, expanding their reach and accessibility.

The Early Broadcast Era: Terrestrial Television (1959–1975)