

Measurement of Effectiveness of Marketing Strategies of Satellite Television Channels in India

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Abstract: *In today's modern world television is not only a medium of entertainment, it has become edutainment. Satellite channels have enabled people to get knowledge and entertainment together. Realizing the need of people for edutainment different organizations have come forward and tried to meet the unsatisfied need. It has brought the world to our palms. This research paper examines the effectiveness of marketing strategies employed by satellite television channels in India. With over 900 channels operating in the country, broadcasters are competing for limited viewer attention and advertising revenue. This paper explores key metrics such as Target Rating Points (TRP), Gross Rating Points (GRP), and Return on Investment (ROI) to assess the success of marketing efforts. By analyzing industry reports, viewership data, and marketing tactics, this study provides actionable insights into how these strategies influence audience behavior and channel profitability.*

Keywords: Satellite channels, Edutainment, Marketing Strategy, Current market situation, Marketing tools, Rate card, Infotainment

