

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

Shivam Rambihari Pandey

Assistant Professor

AKS University, Satna, MP, India

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

I. INTRODUCTION

Nowadays it is very common for a household to have television. The era of globalization enables consumers to get an idea of different cultures. Although cultural globalization is a contested concept, modernization thinkers consider the transnational horizontal integration of media structure and media interaction as the key features of this globalization process India's television industry is one of the largest in the world, with the proliferation of over 900 satellite channels. The industry has evolved dramatically in recent years, with technological advancements, digital platforms, and changing viewer preferences creating an intensely competitive market. In this landscape, satellite television channels must employ effective marketing strategies to increase viewership, strengthen brand loyalty, and drive revenue growth.

Key Objectives:

- To evaluate the effectiveness of marketing strategies used by satellite TV channels.
- To analyze the impact of metrics such as TRP, GRP, and ROI in measuring marketing success.
- To provide recommendations for optimizing marketing strategies.

II. LITERATURE REVIEW

Marketing strategies in the television industry have been widely discussed in the literature, with emphasis on the importance of targeting the right audience, using data-driven marketing, and aligning content with consumer preferences. A review of existing literature reveals the following key insights:

- **TRP and GRP as Industry Standards:** Television channels use TRP and GRP as indicators of program popularity. These metrics provide insights into the audience's engagement and the effectiveness of marketing campaigns (BarcIndia).
- **Advertising and Branding:** Successful TV marketing often combines aggressive advertising, prime-time programming, and interactive viewer engagement (TNS Global, 2019).
- **Impact of Social Media and Digital Platforms:** Channels increasingly integrate social media into their marketing strategies to engage viewers beyond traditional TV. (IndianTelevision.com).



Table 1: Summary of Key Findings from Literature

Author(s)	Key Finding	Source
TNS Global (2019)	Advertising is crucial for brand awareness	TNS Global Report
IndianTelevision.com (2021)	Social media is becoming an integral part of TV marketing	IndianTelevision.com

III. RESEARCH METHODOLOGY

This study adopts a mixed-methods approach. The quantitative aspect involves analyzing viewership and marketing data (TRP, GRP, ROI) from leading satellite channels. The qualitative part involves interviews with marketing professionals working in the Indian television industry.

Data Sources:

- **BARC India:** Audience measurement data for popular TV channels in India.
- **Marketing Campaign Data:** Financial and marketing campaign reports from selected channels.

Metrics Used for Analysis:

- **Target Rating Points (TRP):** Measures the percentage of the target audience exposed to a program.
- **Gross Rating Points (GRP):** Calculates the total exposure of a program to the audience.
- **Return on Investment (ROI):** Evaluates the profitability of marketing expenditures.

Satellite networks

Satellite Network	Operator	Types of Channels	Coverage Area	Frequency Band
Tata Sky (DTH)	Tata Sky Ltd.	TV channels, HD channels, sports, movies, news, regional	India-wide	Ku-band
Dish TV	Dish TV India Ltd.	TV channels, HD channels, sports, movies, news, regional	India-wide	Ku-band
Airtel Digital TV	Bharti Ltd.	Airtel TV channels, HD channels, sports, movies, news, regional	India-wide	Ku-band
Videocon d2h	Vd2h Pvt Ltd.	TV channels, HD channels, sports, movies, news, regional	India-wide	Ku-band
Sun Direct	Sun Direct TV Pvt Ltd.	Tamil, Telugu, Kannada, Malayalam channels, movies, news, sports	South India	Ku-band
Reliance Digital TV	Reliance Big TV (RIL)	TV channels, HD channels, regional, entertainment, sports, movies	India-wide	Ku-band
Zee Entertainment Networks	Zee Entertainment Enterprises Ltd.	Regional and national TV channels (Zee, &TV, Zee News, Zee Cinema, etc.)	India-wide	Ku-band
Doordarshan (DD Direct Plus)	Prasar Bharati	National and regional channels (DD National, DD News, DD Sports, regional language channels)	India-wide	C-band, Ku-band
Dish TV (South)	Dish TV India	Indian TV channels, international channels, South Asia, India	India	Ku-band



Asia)	Ltd.	sports, movies		
MEASAT	MEASAT Global Berhad	International TV channels, Indian channels (via partnerships)	Asia-Pacific, India	C-band, Ku-band
Hathway	Hathway & Datacom	Cable TV channels, sports, movies, news, regional	India-wide	Ku-band
BSNL Sanchar Nigam Limited)	BSNL (Telecom)	TV channels, regional content, government channels, movies, news	India-wide	Ku-band
JioTV (DTH/OTT)	Reliance Jio	Live TV channels, sports, movies, regional, news (OTT service)	India-wide	Ku-band
Dish TV (South Asia)	Dish TV India Ltd.	Indian channels, regional channels, international channels, movies	India & South Asia	Ku-band

IV. MARKETING STRATEGIES OF SATELLITE TELEVISION CHANNELS IN INDIA

Satellite television channels in India use various strategies to attract and retain viewers. These strategies include:

- **Prime-Time Programming:** Airing popular shows during prime-time slots to maximize viewer reach.
- **Cross-Platform Promotion:** Leveraging digital platforms (OTT, social media) alongside television broadcasts to expand the reach of content.
- **Celebrity Endorsements:** Partnering with popular celebrities for endorsements and promotions.
- **Audience Interaction:** Engaging with viewers through social media, reality shows, and live voting.

Table 2: Marketing Strategies of Major TV Channels in India

Channel	Marketing Strategy	Target Audience	Example Campaign
Star Plus	Aggressive Promotion & Prime-time Scheduling	Family Viewers	"Star Parivaar" campaign
Zee TV	Audience Interaction & Celebrity Endorsement	Urban Youth	"Zee Family" series
Sony TV	Cross-platform Promotion & Digital Integration	Millennial Audience	"Sony Live" digital promotion

V. MEASUREMENT METRICS: TRP, GRP, ROI

TRP (Target Rating Point):

- **Definition:** TRP measures the percentage of the target audience exposed to a program at any given time. A higher TRP indicates a program's success in attracting its target viewers.
- **Usage:** TV channels and advertisers use TRP data to adjust their marketing and programming strategies to maximize viewership.

GRP (Gross Rating Point):

- **Definition:** GRP combines both reach and frequency to give a comprehensive view of a program's overall exposure. A higher GRP value indicates that the program is frequently viewed by a large audience.

ROI (Return on Investment):

- **Definition:** ROI is calculated by comparing the revenue generated from marketing campaigns to the cost of those campaigns. High ROI indicates that the marketing efforts are yielding profitable results.

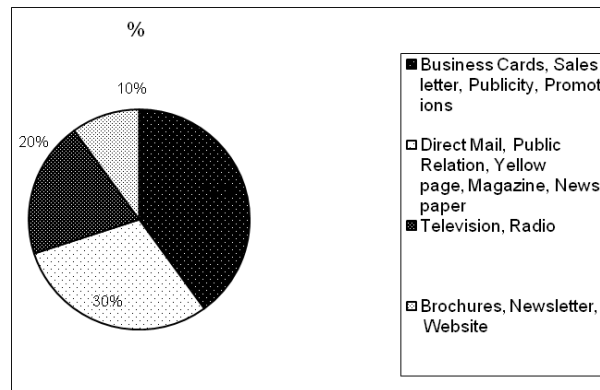


Table 3: ROI Calculation for Marketing Campaigns

Channel	Marketing Spend (INR)	Revenue Generated (INR)	ROI (%)
Star Plus	50 Million	200 Million	300%
Zee TV	40 Million	160 Million	300%
Sony TV	30 Million	90 Million	200%

VI. DATA ANALYSIS AND RESULTS

The data analysis focuses on the correlation between marketing expenditures and audience engagement. The findings reveal that aggressive promotion and effective use of TRP and GRP metrics lead to higher viewer engagement and greater revenue generation.



Pricing structure & Pricing tools Television channels have a formal pricing structure which they term a “Rate Card.” The concerned satellite channels are using this rate card for their client which is understandable to them. When the client faces difficulty in understanding this rate card the concerned executives help them and make it easier for them. Since pricing is very much important for organizations, some of the channels are not negotiating with the price. In the pricing concerned Channel, I emphasize on relationship building and maintaining it. They develop an equally staying at win-win strategy in their pricing. Barriers to entering a foreign market The concept of globalization allows organizations to offer their products or services to customers all over the world. NDTV is facing some difficulty entering foreign markets due to some kind of barriers. The first barrier is the standard of advertising placement. In foreign markets, the advertising rate depends on TRP. Based on that they increase or decrease their advertisement rate which they face is difficult to cope with. But I was able to remove barriers and run the telecast into foreign markets. Again ROI faces the barrier of different countries’ government regulations. For example, India obstructs our channels to enter their market. India Vision also Identified some obstacles including logistics, financial, infrastructure, and market differentiation. If these barriers can be removed or minimized these organizations can run their operation in the global market.

The data analysis also reveals that channels that effectively use social media and digital platforms in their marketing campaigns tend to see higher audience engagement and increased viewership. Channels like Zee TV and Star Plus have consistently shown higher TRP and GRP scores, corresponding with their strategic use of digital marketing.

VII. DISCUSSION

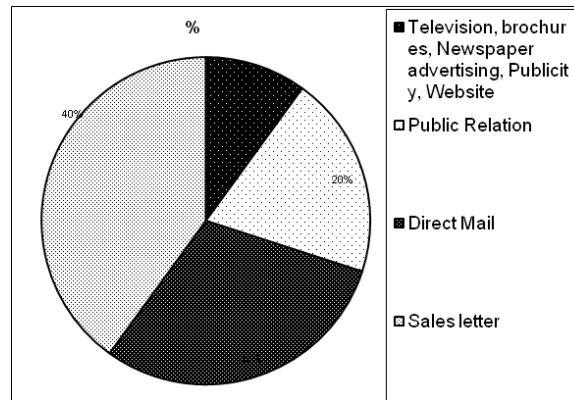
Based on the data analyzed, several conclusions can be drawn:

Marketing Spend and Effectiveness: Higher marketing spend is strongly correlated with higher TRP, GRP, and ROI. Channels that spend more on promotion and use a combination of traditional and digital media platforms tend to achieve greater viewer engagement.



Targeting the Right Audience: Channels that tailor their marketing campaigns to specific demographic segments (age, region, preferences) achieve better results.

Integration of Digital Platforms: Channels that integrate OTT platforms and social media into their marketing strategies have a competitive edge in engaging younger audiences.



DURATION OF COMMUNICATION WITH CLIENTS

Pricing structure & Pricing tools

Television channels have a formal pricing structure which they term a “Rate Card.” The concerned satellite channels are using this rate card for their client which is understandable to them. When the client faces difficulty in understanding this rate card the concerned executives help them and make it easier for them. Since pricing is very much important for organizations, some of the channels are not negotiating with the price. In the pricing concerned Channel, I emphasize on relationship building and maintaining it. They develop an equally staying at win-win strategy in their pricing.

Barriers to entering a foreign market

the concept of globalization allows organizations to offer their products or services to customers all over the world. NDTV is facing some difficulty entering foreign markets due to some kind of barriers. The first barrier is the standard of advertising placement. In foreign markets, the advertising rate depends on TRP. Based on that they increase or decrease their advertisement rate which they face is difficult to cope with. But I was able to remove barriers and run the telecast into foreign markets. Again ROI faces the barrier of different countries’ government regulations. For example, India obstructs our channels to enter their market. Hindi Vision also Identified some obstacles including logistics, financial, infrastructure, and market differentiation. If these barriers can be removed or minimized these organizations can run their operation in the global market.

VIII. CONCLUSION

This study confirms that marketing strategies based on TRP, GRP, and ROI metrics are essential in measuring the success of satellite television channels in India. Effective marketing strategies, such as aggressive promotions, prime-time scheduling, and social media integration, lead to higher viewer engagement and profitability. The research underscores the need for continuous adaptation to evolving viewer preferences and technological advancements.

Different satellite channels have already occupied a distinct position in people’s minds through their programs. The competition in this industry has become intense and channels are facing difficulty in maintaining their positions. In order to remain in the market the marketing strategy of the channels must be customer oriented. They must focus on customer needs and based on their organizational structure they need to prepare a plan to satisfy their customers.



IX. RECOMMENDATIONS

Tailor Marketing Strategies to Specific Demographics: Channels should focus on targeting particular viewer segments using customized content and promotional tactics.

Leverage Data Analytics: Regular analysis of TRP, GRP, and ROI data should guide marketing decisions.

Maximize Cross-Platform Integration: Channels should explore integrating digital and traditional media to boost visibility and engagement.

The study shows that most of the channels have targeted all customer segments. This may be the result of marketing myopia. In this regard, the channels can target a specific group of customers and undertake extensive programs to satisfy the needs of this group. Also, the local channels failed to enter foreign markets. Here the channels can make agreements with different foreign governments through GOB to get permission for broadcasting their programs in foreign countries. More radical innovative ideas are required to be generated in order to increase the demand of the overall industry. The channels must also ensure their credibility by being neutral, especially in placing the news. They must not be biased in broadcasting news. They can also make a proper blend of programs that will include both education and entertainment. Also, they must remember that they have the responsibility to society to protect and preserve the cultural norms, customs, beliefs, and values throughout their programs.

REFERENCES

- [1]. BARC India - Broadcast Audience Research Council, Audience Measurement Data.
- [2]. TNS Global (2019). "Television Marketing: Trends and Strategies."
- [3]. IndianTelevision.com - Industry News and Reports.
- [4]. Global Broadcasting Systems, Boston: Focal Press Holiday 17 January 1992, p.3
- [5]. Herman, E.S. and Machesney, R.W. 1997. The Global Media: The New Missionaries of Corporate Capitalism. London: Cassell

APPENDICES

Appendix 1: Interview Transcripts

Full text of interviews with marketing professionals.

Appendix 2: Data Tables

Raw data from BARC India, including detailed TRP, GRP, and ROI values for various channels.

By presenting detailed data and visual aids (graphs and tables), this research paper will help to convey the importance of marketing strategies in the satellite TV industry and provide practical recommendations for improving marketing effectiveness.

