



8. To study the Media ownership and monopoly

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Abstract

The present time in India is of corporate and capital. The corporate world knows very well how to use politics and media to fulfill its commercial interests. With the rise of economic liberalism in India, mediaOrCommercialization also started taking place. The corporate world started establishing its monopoly on the media also. Big media houses are acquiring smaller media groups. Multiple editions of newspapers are being publishedDue to which local newspapers are closing down and big media groups are continuously moving towards monopoly by acquiring smaller groups. Cross-ownership, political nexus, private treaties etc. are increasing in the present media. The biggest thing is that there is no control of any kind on the media industry. It has been largely influenced by neo-liberal policies and the market. Media plays an important role in forming public opinion. In such a situation, the question arises that how and for whom it is currently engaged in creating public opinion. The nature of media has changed rapidly in the last two decades. The business of media industry is continuously increasing. This media industry is continuously growing in India. In such a situation it becomes necessary to analyze it. Then the question is whether the media is playing its expected role in the current environment? Or merely fulfilling its business objectives.

Introduction

Media is considered very important in any democratic country. The role of media becomes important in any democratic society because it is also a medium to raise the voice of common citizens. There is such a belief. In a diverse country like India, the strength of media is as important as politics. The first and basic condition of democracy is that different ideas and opinions should get equal space. For this, it is important that various media units are not



dominated by any particular person or group. An independent and diverse media is a right in any democracy. If Indian media has to be judged on these criteria then its investigation becomes necessary. What is the current state of media, How is it working? For whom and to achieve what objectives is it working? To find answers to all these questions, it is necessary to study the current structure of media ownership.

Here (India) people have a very different attitude towards media. Here it is recognized as the fourth pillar of democracy. Perhaps that is why our society has high expectations from the media. After independence, a new era of media started in India. After the phenomenon of globalization, in this era the media has expanded itself from print media to electronic media and now to the world of web i.e. internet. Along with this expansion of media, along with some right things, some wrong things also expanded in it. The media that was once the voice of the last person standing in line Today, he is in collusion with the industrial houses (groups) or rather, he is being operated by them. In such a situation, there are many flaws in it. The freedom that the media has got here has come through the freedom of expression of the common man and by taking advantage of this, the media has also established itself as the guardian of democracy.

If we look at the background of media ownership, some business houses already owned the media. The Birla family owned Hindustan Times and Searchlight. The Sahu-Jain family owns Bennett & Coleman Pvt. Ltd. (times of India, Economic Times etc.). Tata had a stake in the company that published Statesman. The Indian Express Group was owned by Ramnath Goenka, who at that time also owned the National Jute Mill and was also trying to take control of the Indian Aryan and Steel Company. Some people in these groups were also associated with jute and steel industries, hence at that time they were also called by the phrases 'Jute Press' and 'Steel Press'.

Objectives of the study

To analyze the nature and status of media ownership and monopoly.

Technique

In this study, secondary sources have been used to collect data. Under this, TRAI working and published Paper on Media Ownership of Analytical methodology has been used keeping in mind PWC Outlook (E&M), 2014-2015 Report etc.



Limitations of the study

The study of the presented research paper is mainly based on secondary material. It mainly focuses on issues related to media ownership and monopoly.

Media Market

Before discussing the ownership and monopoly of media in India, According to the FICCI KPMG 2015 report, the compound growth rate (CAGR) over the next five years will be 13.9 percent. Then this figure will reach Rs 1964 billion. Today, television remains the single largest medium of communication, whether in terms of revenue or representation. TV accounts for 45 percent of the media industry. In such a situation it becomes necessary to analyze it. “The entire structure of corporate media has been built according to class interests. The success of the corporate media is not only that it works in accordance with class interests, but that it is not seen doing so. That is, he succeeds in creating confidence in a large section of the public that he is working in their interest (Samayantar 2011, p. 74).”

The profit graph of Indian media business is continuously increasing. In the last two decades, along with the multidimensional expansion of media, monopolistic tendencies have also increased. In such a situation, the question arises whether its role is the same as before or has some change taken place., After liberalization, Foreign Capital Investment (FDI) was allowed in the media, as a result, along with multinational companies, big corporate houses also started investing in the media and a trend of concentration started in the media. Due to which earning profit became the main objective for the media.

Media ownership structure and monopoly,

If we look at the status of ownership of Indian media, today more or less the situation is that the entire media is falling victim to the monopolistic tendencies of some houses and groups. Hundreds of newspapers are being published in every city. TV channels are opening but these newspapers and channels will be controlled by only a few media companies. With the relaxation of foreign capital in the Indian media industry, concentration and monopolistic tendencies have also increased. This trend has increased in recent years. In a diverse democracy like India, the monopolistic tendency in the media is worrying. (Bagdikian: 1997) According to modern democracy, there should be many types of politics and ideas, so that people can choose between them. It is essential that they receive news, literature, entertainment and folk culture from diverse



and competitive sources. The first condition of such an idea is that there should not be concentration or monopoly in the media. Cross media ownership, i.e. control over different media platforms by the same company or group or individual, also hinders this pluralism.

Media is like no other business. It is a medium to inform and educate the society, hence it is important that there remains diversity in it. Various corporate groups are using media as a tool to further their interests. "A major change in the ownership of the Indian media industry has been that on the one hand, media groups or foreign companies have started emphasizing on the strategy of tie-up with foreign media groups or foreign capital, while on the other hand they are also looking at other non-media industries like They have also started expanding their presence in sectors like real estate, cement, mining, energy and electricity. (Prime, Anand: 2011 p. 27)." Media is a major vehicle for spreading ideas and values. It not only entertains but also disseminates information. It also helps in communication between people and brings out different ideas.

For some time now, the processes of mergers and acquisitions in Indian media have intensified. Large media groups are becoming bigger by acquiring smaller groups. And small media groups are disintegrating. For example, recently the big Hindi newspaper Dainik Jagran acquired a newspaper named Nai Duniya. This deal is almost worth 200 crores. Earlier, this group had also purchased Urdu daily Inquilab and famous English daily Mid-Day. Jagran Group, in partnership with Yahoo and Bada Hindi newspaper, runs the largest Hindi web portal and FM channel and also distributes a free tabloid called City Plus in different cities.

If we look at Bennett & Coleman, the country's largest media group, its Times of India is the large English daily. Economic Times is the biggest business newspaper under the banner of this company. Mumbai Miter is the largest tabloid newspaper and Maharashtra Times is the largest newspaper in Marathi language. Times Now is the largest English channel of this group. In this, Sanmati Properties 9.75 percent, Bharat Nidhi Ltd. 2.41% of & Industry Ltd. has 9.25 shares, Vineet Jain has 8.591 shares and Meera Jain has 0.45 shares. Apart from this, Ashoka Viniyoga Ltd. 18.2, Jainendra Corporate Service also has 8.93 percent share. If we talk about other media units of Bennett Coleman Company i.e. Times of India, they are as follows.

Times of India, Economic Times, Navbharat Times, Maharashtra Times, Mirror, Sandhya Times, Vijay Karnataka, ETWealth, Broad Capital, Radio Mirchi, India Times, Femina, Men's X



P. BBC Gold Home, Times Now, Mirror Now, ET Now, Movie Now , Zoom, Vijayanex Kannada Weekly etc. are prominent, along with this it also has many associated companies. In which this group has up to 100 percent stake. Anando Bazaar Patrika (ABP) Group has 19.50 per cent shares owned by Avik Sarkar, 19.50 per cent shares by Arup Sarkar, along with this, Shishti Sarkar from his family also has 19.50 per cent shares and Atidev also has 19.50 per cent shares. Their subsidiary company ABP Holding Pvt. Ltd. Has 22 percent share. ABP is the biggest media group of the country. Its other media units are as follows. The Telegram, Anando Bazaar Patrika (Bagla language newspaper), Ibela, Desh, Sannanda, Anandmela, Anandlok, Unis Kuti, etc. are prominent. Similarly, a total of 79 people have shares in Malayala Manorama Group, including Peter Philip's 5.67 per cent stake and Memon Philip's 5.42 per cent stake. It is the largest media group of South India. Other media units related to this are the following: Ru Malayalam Manorama, The Week, Manorama Weekly, Balarama, Balaram Amar Chitra Katha, Cast Attract, Magic Port, The Main, Arogyam, Smart Life, Traveller, Vanitha, Watch Time India etc.

Media companies today have started investing in other sources also. Many newspaper groups and media houses have invested in real estate. Apart from education, fashion, food market and other sectors, Reliance, Birla and other business houses are also moving towards monopoly through cross ownership in media. As a result, trends like paid news, private treaty, lobbying are expanding in the media. In this context, Dilip Mandal writes, “Many types of alliances are now emerging between big media groups. Times of India and Hindustan jointly run a tabloid-sized newspaper named Metro Now in Delhi (now closed). Zee and Bhaskar Group jointly run a newspaper named DNA in Mumbai. An agreement was signed between Dainik Jagran and TV 18 Group to run the channel and both these groups have also signed an agreement to jointly publish a business newspaper in Hindi. Many media houses are sharing content among themselves...The nature of media business is such that only a few media groups are delivering information, news and views to the people and these media groups are quite big (Mandal ,2011).”

n the current time, the impact of ideological groups and lawmakers in the field of media is far reaching and expanding. This has likewise been kept in many reports connected with proprietorship. ideological groups lawmakers papers, accordingly controlling TV slots and



appropriation frameworks. A large portion of the instances of political proprietorship and impact on media will be found in South India on the grounds that the media there has been laid out and created for the sake of pioneers. For instance, 'Kalaingar television' is claimed by Dayalu Amaal, spouse of M. Karunanidhi. 'Jaya television' is constrained by AIADMK. 'Skipper television' is claimed by entertainer turned-legislator Vijayakanth. 'Makkal television' is constrained by Pattati Makkal Kati (PMK). As detailed in (The Procession: 2013), five significant ideological groups in the state in Tamil Nadu have somewhere around one Television slot and run basically an extended news program. With this, the AIADMK government presently supplies satellite television in the state for close to thirty minutes. The circumstance is comparative in different states moreover.

Assuming we take a gander at the circumstance in different states, the group of the previous Boss Priest in Punjab 'PTC News' claims three news channels specifically PTC Punjabi and 'PTC Chakde'. While in Karnataka a previous Boss Pastor has put resources into Kasturi Channel through a privately owned business show to his better half, in Odisha the prevailing presence of a politically claimed news media house across the state is no confidential. As the narrative, 'Making it known Ru Media, Cash and the Center Man' shows, 'Janasree' television is possessed by the Reddy siblings of Vellari. In Kerala, the CPM-supported Malayalam Correspondence claims 'Kerala Individuals' and 'V Diverts' notwithstanding the distributions referenced before. Though Congress controls 'Jai Hindi' television and Muslim Association claims 'India Vision' Station. Like Assam's 'News Live', numerous media bunches in the North-East are controlled by political associations.

It is much of the time seen that not just major political associations have interest in the media yet numerous lawmakers, MPs and MLAs control the media associations in their particular regions. The interest of political associations in the media isn't generally destructive, rather it very well may be contended that political associations serve the public interest by communicating their perspectives in their space. In any case, because of such proprietorship, the media frequently turns into a device of promulgation and serves the tight political and financial matters of the proprietors and unfavorably influences the progression of precise and impartial data to people in general. Such proprietorship, rather than satisfying the obligation as the fourth



point of support inside a majority rules government, has on many events prompted the decrease in editorial principles and media general sets of principles.

Cross proprietorship

To comprehend cross media proprietorship and imposing business model, one needs to initially comprehend the geological media market here. The circumstance in India is not quite the same as some other country on the planet. Since there is huge semantic variety here and numerous media houses and establishments are dynamic. In spite of the fact that there are numerous news sources, India is generally overwhelmed by huge players who can extraordinarily impact popular assessment. Boundary of the applicable market of media utilization is important to decide the genuine capability of media fixation as of now. This will assist with recognizing those market players who can act freely without any compelling cutthroat tensions, i.e., impact majority. Not all media houses or associations present in the market are applicable to all customers. For instance, for a main individual Kannada, there is compelling reason need to observe any Kannada television., Papers and radio stations are significant. The individual doesn't consume media in different dialects regardless of whether it is accessible to him. In this way it becomes vital to characterize the concerned market. This idea has two aspects. An important geographic market alludes to a market where the states of rivalry for supply of labor and products and interest for labor and products are unmistakable and homogeneous and are particular or unique in relation to the circumstances winning in the adjoining region. The meeting paper suggested language as a reason for deciding the significant geological market. For this reason it was proposed that English and eight provincial dialects 'Bengali, Hindi, Kannada, Oriya, Malayalam, Marathi, Tamil and Telugu' be saved in the computation for this reason.

At present the Indian media is going through a sort of change period. Media organizations are running with the assistance of unfamiliar capital, for whom benefit no matter what is the main objective. Progressively solid corporate gatherings are seen controlling the nation's legislative issues and economy. As of now, these gatherings are amassed in one medium and their strength is expanding because of cross media venture. This pattern isn't just stressing for opportunity of articulation yet in addition for variety. For instance, Sun, Easel, Zee, Star India, Eenadu, India Today, ABP, Malayala, Organization 18 and HT are media bunches that have put resources into



different mediums (print, television, link and so on.). This straightforwardly reflects cross possession. This is likewise referenced in the TRAI report. As the media has moved towards imposing business model in the final remaining one and a half many years, questions have likewise begun being raised on the issues connected with its guideline and control.

Presence of business houses/cross ownership in different sectors of media:

serial number	company group	Broadcasting			Distribution channel	
		print	TV channels	radio station	direct-to-home(DTH)	Malati System Operator(MSO)
1	sun tv	✓	✓	✓	✓	✓
2	Isal Group	✓	✓	✓	✓	✓
3	star india	✓	✓	✓	✓	✓
4	Usodaya (Enadu)	✓	✓	✓		
5	India Today	✓	✓	✓		
6	The Times of India	✓	✓	✓		
7	ht media	✓	✓	✓		
8	AVP Group	✓	✓	✓		
9	Bhaskar Group	✓	✓	✓		
10	Jagran Prakashan Limited	✓	✓	✓		
11	Sakal Media	✓	✓	✓		
12	Malayala Manorama	✓	✓	✓		



13	DB Corporation	✓	✓	✓		
14	Anil Dhirubhai Ambani	✓	✓	✓	✓	
15	Asianet Communication Group	✓	✓	✓		

Table:1.2 (TRAI, Consultation Paper on Media Ownership, February, 2013 p. 15-16)

(Thakurta, Paranjoy Guha and Chaturvedi, Subi: 2012) write in Economic and Political Weekly that like in the whole world, in India too, big media corporates are playing a big role in the political economy. Big companies consider it necessary to invest in the media so that they can respond to attacks on them and pursue their business interests. According to a report by (Ajoy, Ashirwad: 2014).

In February 2013, the TRAI's consultation paper on media ownership revealed how the entire media industry is under the control of a few groups and the dominance of some groups in the media market is continuously increasing. Along with corporate ownership, media ownership by religious individuals, institutions, and politicians is also discussed. This is not the first study of TRAI related to media, many studies have been done before this also. In February 2009, TRAI submitted its report to the government which contained information on questions of direct and indirect involvement, cross ownership, etc. TRAI said in its recommendation that “It has become necessary to make rules related to mergers and acquisitions, because monopolistic tendencies have increased in the media. At present only a few media houses are running all types of mediums (TV, radio and print etc.). It has also talked about legal restrictions to prevent monopolistic tendencies (TRAI, Consultation Paper, February 2013).” The report said that regulation of media houses is necessary and is in the interest of the public. This ensures diversity of views and objectivity. At present, the area of diverse media in which there are policy rules for the companies running DTH and private FM in India, but there are no policy rules for broadcasters, cable operators and publishing companies. Therefore it becomes necessary to make policies and rules. Such a rule has become necessary because TV broadcasting, internet and radio are also being operated by print companies.



For some time now, the process of acquisition and merger has been going on in Indian media in different ways. While big media houses are continuously expanding and moving towards monopoly, small media are either struggling or dying under the pressure of big capital."Bennett Coleman Group, the country's largest media house, is on the verge of monopoly and is continuously expanding its reach. Today, corporate houses like Reliance are coming into the media, from this you can easily guess what is the condition of the media? In the last Lok Sabha elections, the media published news by taking huge amounts of money. To investigate these allegations, the Press Council formed a two-member committee in July 2009, whose report was not published by the Council in its final report, which shows its helplessness. It is clear from this that its regulation should be considered and regulatory institutions should be strengthened. (Personal interview: Singh, Bhupen, August 14, 2016)." In its report, TRAI has also discussed the rules related to cross-media ownership and media ownership present in countries like United Kingdom, America, South Africa, France, South Korea, Canada and Australia. For example, "In the US, there are limitations or certain laws regarding ownership and control of broadcast, i.e., TV and radio channels in a particular area (TRAI, Consultation Paper, February 2013)."

In which area radio in Britain Only three different companies can do the work of TV broadcasting and newspaper selling. That is, there is no exemption for any one company to simultaneously broadcast from a TV station in any area, publish newspapers and run radio. Whereas if a person has twenty percent of the national circulation of newspapers, then he cannot take more than twenty percent ownership in any channel. Similarly, a newspaper owner cannot run a radio station where fifty percent of the total circulation of newspapers is under his control. TRAI has acknowledged in its report that most of the countries in the world exercise some kind of control over media ownership and cross ownership. Media groups are asking the government to avoid taking action on this report. He believes that if the government does this then freedom of expression will be affected. Earlier, when TRAI was preparing its report, the Ministry of Information and Broadcasting "decided to conduct a study from the Administrative Staff College of India (ADSC), Hyderabad". It also had to examine what was the reality of cross-ownership, the regulatory structure currently in place and the market associated with it, etc.

traï Gave its report in 2009 and recommended that necessary laws should be made for broadcast, print and news media (channels) from the point of view of cross media ownership, because only



one media dominates a particular market and it is continuously increasing. Stayed. “Apart from this, the report of the Standing Committee on Information Technology constituted regarding 'paid news' prevalent in the media has been presented”. The committee has found that during the last two decades, corporate houses have been formed in “the media and they are moving only towards profits. Due to this, the independence and autonomy of media has decreased.”

Almost all media groups in India want to stay away from the rules of ownership and control imposed on them. “There have been many instances in which there is nexus between media companies and corporate houses and politicians try to influence policy decisions by harnessing the power of media. Especially those decisions which are in the interest of corporate houses, hence regulation of media houses is necessary and in the interest of the public. This ensures diversity of views and objectivity (Personal interview: Thakurta, Pranjay Guha, 2016).” The question is whether the media can be left free or whether it also needs regulation. Media regulation has been debated for a long time but it is necessary to give due time to establish the credibility and acceptability of this process. These days the media is working for the corporate houses. We know that these families are driven by the same goal. That is profit, hence there is a need to see whether the media motivated by profit is able to do its basic work properly. If he does his basic work then the citizen will be helped in taking decisions. Regarding media, senior journalist Ram Bahadur Rai says, “The recent report given by TRAI has revealed the monopolistic dominance of media. Its report also reveals the size and type of media profits. Today, paid news, paid channels, corporate and political lobbying, political bias in news, irresponsible reporting, increasing inequality, influence of foreign capital and the arbitrary will of monopoly houses etc. are going on in the media. Indications of all these are also in the TRAI report, hence its complete disclosure is necessary and only the Third Press Commission can do this work (Personal Interview: Ram Bahadur Rai, 2016).” It was expected that as democracy strengthens, the media will also become autonomous and will help in strengthening the truly democratic system. This process continued for some time but the present scenario is completely different.

Conclusion

The main pressing concerns of media possession are connected with and emerge from political and corporate responsibility for. paid news, self-restriction, restricted article opportunity,



infringement of protection and so on are the consequences of such free proprietorship and extraordinary commercialization that has assumed control over the media because of political and corporate possession. Assuming we take a gander at the standards connected with possession in contrast with different nations, nations like America have forced limitations on cross media responsibility for claimed media present on the lookout. In spite of the fact that there are numerous news sources, India is generally overwhelmed by influential individuals who have the ability to impact popular assessment extraordinarily.

As of late, many such cases have become exposed in which gigantic installments were made to media associations in political and corporate associations as money or merchandise to print positive substance as news as opposed to publicizing. the motivation behind the news is exact, To give honest and impartial data though the distribution of ad is finished on installment premise. The central matters of concern connected with the media are connected with and emerge from its political and corporate proprietorship. Paid news, self-restriction, restricted article opportunity, infringement of security, and so forth are the aftereffects of such unreasonable possession and extreme commercialization. Which has caught the media because of political and corporate proprietorship. Today there is a need that the media ought to go about as a connection between the general population and the public authority alongside data, instruction and diversion and assume the part of public government assistance. Reinforce the voice of the people who have been taken advantage of, enduring and powerless in our general public for quite a long time. Simultaneously give right data to general society. Yet, the current circumstance is totally unique. Today the media is seen discussing corporate houses for the sake of social concern. The media has become cut off from the significant part of the general public which is taken advantage of, powerless and isolated from the standard. Today, in the race for benefit the media is by all accounts going amiss from its liabilities.

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