



Promoting Community TV

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Need for Community TV



Community Media*

- **Community media, whether broadcast or online, are:**
 - Crucial to ensuring media pluralism, freedom of expression
 - Indicator of a healthy democratic society
 - Alternative to public, commercial, social media
 - Accountable to communities they serve
 - Greater focus on local issues of concern
 - Facilitate public platforms for debate, discussion
- **UNESCO:**
- Recommendations for Community Media Sustainability,



Key Issues



Key Issues in Community TV

- **What is Community TV**
- **Who are the stakeholders**
- **What are their activities**
- **How can Community TV be self-sustaining**
- **What is the desired outcome, social impact**
- **Is there a need for regulation**



Community TV

- A form of 'mass' media
- TV station is owned, operated / programmed by a community group
- Provide local TV content of local interest
- Community TV stations mostly run by non-profit groups or cooperatives
- Institutions, universities, local govts., etc



Stakeholders, their Functions

- **Ideally stakeholders comprise the target local community**
- **Their activities:**
- **Content: Devise, produce**
 - **Select publically available content from other sources**
- **Distribute content to community**
- **Overall control, sustainability**



Sustainable Community TV

- **Sustainability is most important aspect**
- **Start up capital**
 - Running expenditure, expenses on content
 - Expenses on distribution to community (if applicable)
- **What are the revenues**
 - Subscription?
 - Sponsorship
 - Govt. funding / subsidy
 - Local advertisement?



Social Impact of Community TV

- Many people in Asia have no 'media-voice'
- Big media has simply by-passed them (e.g. 400 mil people in India)
- Such people forced to be consumers of media produced for them by others
- Community TV is the answer
- By the community, for the community concept
- Sense of ownership
- Connects the disconnected



Need for Regulation?

- **Countries have different approaches**
- **Technical regulation is easier**
- **Content regulation is more complex**
 - Addressing community, dos and donts
 - News and current affairs
 - Infotainment
 - Advertisement code
 - Distribution: Access to content
- **In dealing with mass media, some sort of regulation is inevitable**



Content Creation



Related Issues in Community TV

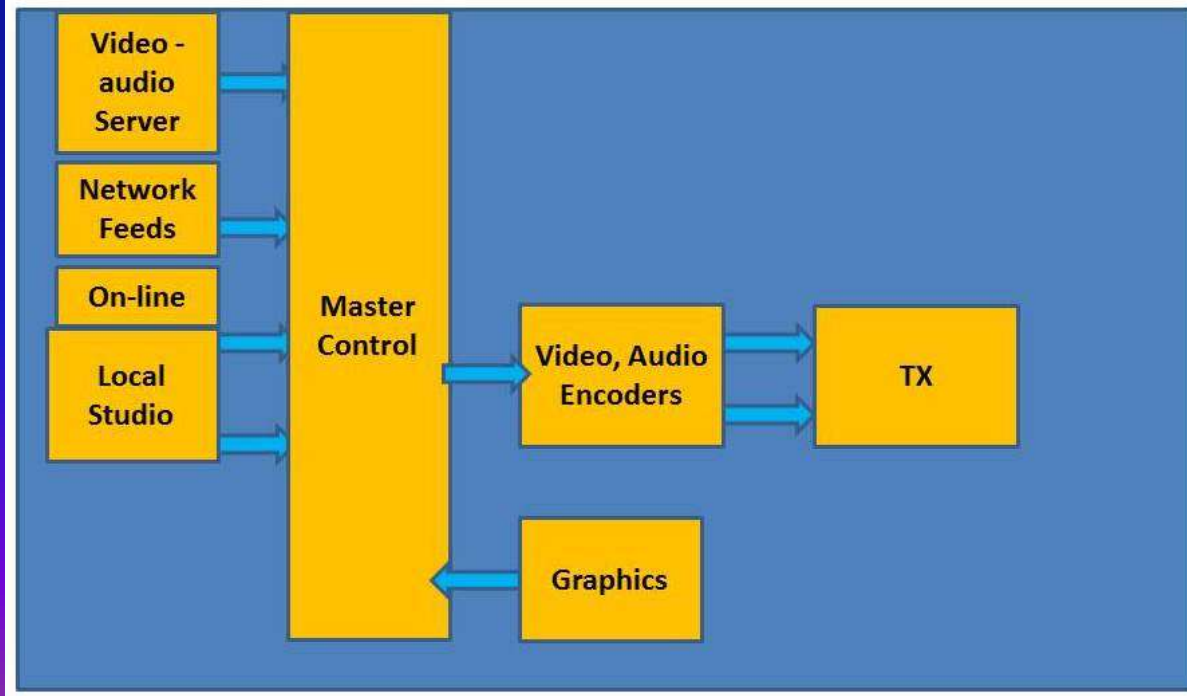
- How is content created for Community TV
- How is content distributed to the 'Community'
- Frequency spectrum and / or other carriage resources



Creating Content for Community TV

Methods of content creation are the same as for broadcast TV, but much more basic

Typical workflow layout





Content Creation

Basic Community TV production methods





Content Creation

Broadcast TV studio facility





Content Creation

Typical portable TV camera





Content Distribution



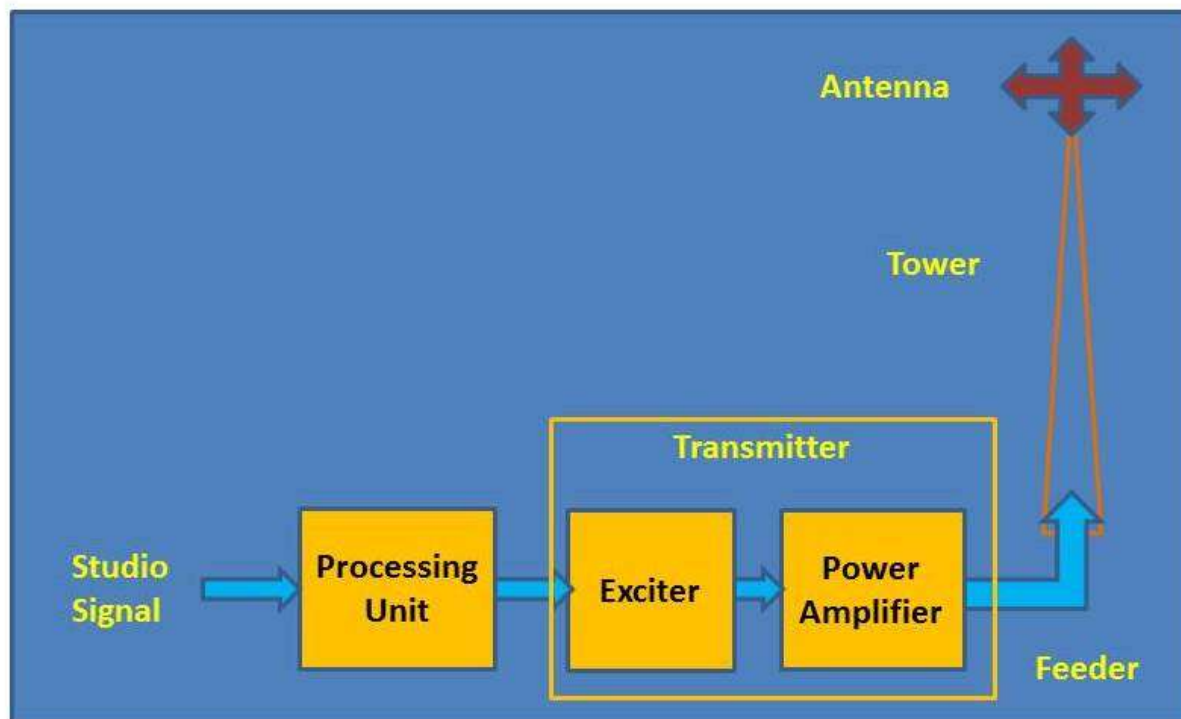
Content Distribution

- **Many ways of distributing Community TV programs**
- **Broadcast**
- **Internet streaming (OTT)**
- **Using social networking platforms**
- **By cable TV networks**
- **All of these have implications on definition of “Community”**



Broadcast Distribution

TV Transmitting Station





Internet Distribution

- Internet streaming (OTT)
- Anybody accessing the stream becomes part of the community
- Access on mobile phones
- Generally no geographical limitations on coverage
- Completely changes the basic idea of a small-knit community
- Limitations can be put in
 - User access protection
 - Geographical restrictions



Using Social Networks

- Popular social network platforms very useful for ‘Community’ TV distribution
- Wide distribution, pull mode
- Access on mobile phones
- Completely changes basic concept of a small-knit community
- Again:
 - No geographical limitations on access
 - Anybody accessing the networks becomes part of the community



Cable TV Networks

- **Many Community TV services on Cable networks**
- **The network defines the ‘community’**



Spectrum Needs

- From among all these systems, broadcast community TV needs frequency spectrum
- Many countries have earmarked spectrum for Community TV, similar local services
- Spectrum also needs its rules and regulations
- Internet streaming, social networking do not need any spectrum, only Internet access
- Cable TV does not need any spectrum, only connectivity



Community TV Modelling



United States

- **Local TV channels, Public Access TV, forges community identity, offers a range of local programming through Cable TV**
- **A form of non-commercial mass media where ordinary people can create TV content**
- **Channels are for free or at a minimal cost**
- **Local TV content addresses community interest, developed by individuals, non-profit organisations**



United Kingdom

- **Community Channel is the only TV channel for communities**
- **Available to all TV households in UK**
- **Free-to-air channel, owned by a trust, supported by major broadcasters**
- **Channel broadcasts new programmes, community stories**



Canada

- **Community TV services were initially owned, operated by Cable TV companies**
- **Majority of Canada's broadcast TV stations (owned by national media groups) offer little local programming**
- **Broadcast Community TV emerged around 15 years ago in smaller cities**
- **These are generally operated by local non-profit groups**



Australia

- **Community TV facilitates media production, involvement by private citizens**
- **Station are not-for-profit, subject to specific provisions of Broadcasting Services Act**
- **Some programs are broadcast on multiple Community TV stations**
- **Since 2010, all Community TV stations are broadcasting on digital**



Thailand

- **For community TV, the Thailand Broadcasting Master Plan (2012-16) asked for:**
 - Criteria for radio frequency spectrum usage for Community TV broadcasting (not less than 20% in each licensing area)
 - Criteria to support eligible communities to obtain broadcasting licences for Community TV
 - In each of the 39 service areas, 12 channels have been kept for Community services



Bangladesh

- **Community Radio on the rise**
- **NGOs (BNNRC) promoting advocacy with Govt. to open up Community TV for development**
- **BNNRC has been addressing Community Television access issue for over a decade, helping to bridge the information gap**



India: Examples from Community Radio

- **Community radio has done well in India**
- **Communities produce programs which are:**
 - **Cablecast (using wires)**
 - **Broadcast locally**
 - **Broadcast from local All India Radio stations**



India: Women Speak to Women

- In Machnoor village, a team of under-privileged women create thousands of programs on women's issues like empowerment, agricultural, health, hygiene, indigenous knowledge systems, biodiversity, food security, local song, drama
- In rural Gujarat, community radio focusses on the participation of women in political processes, village-level councils, female literacy, female foeticide, dowry harassment, unnatural death of brides, maternal mortality, disregard of mother's health



India: Community Development

- **A tiny hamlet in Bihar has 14 houses, 4 FM radio sets**
- **A nearby village has 10 radios among 30 households**
- **All are keen listeners of a 30 minute radio programme produced by a group of village reporters, broadcast on a far-off FM station of AIR**
- **An assessment revealed positive effect the program had on their lives**

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India: Covering Local Elections

- **During village council elections, the local community radio (cablecast) put out special programs on the local elections**
- **Helped ensure a free, fair election, greater transparency, community participation in voting process**
- **Village reporters went out recording people's views on ensuring a good election, corruption, election violence**
- **During vote counting, a reporter at the counting centre provided live updates through a mobile phone, carried live to homes, shops**



The Philippines: Tambuli Approach

- Each community media and training centre has a low-power radio station
- A publication
- Training centre provides income generating opportunities economic, social well-being of community
- Radio station is central to community
- Newspaper, caters to better-off in the community, complements the radio station



My Introduction



Former Director Technology, Asia-Pacific Broadcasting Union (20 years)

GM, TCIL, India

Senior Director Engineering, Doordarshan India, Public TV broadcaster (23 years)

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THANK YOU
FOR YOUR ATTENTION