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# Media Concentration

and what it means in the Indian context

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**What is media  
concentration?**

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# What it means

Defined as “an increase in the presence of a company or a reduction in the number of media companies in any market as a result of several possible processes: acquisitions, mergers, agreements with other companies or even the disappearance of competitors.” (UNESCO)

Refers to the idea that one individual, or a corporate body, exercises control over an important part of an overall media market.

Corona ki wajah se sbke  
business band ho rahe h

Le ambani

**Mujhe Ghanta farak nahi padta**



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# Correlation with other aspects of media

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# Media Convergence

Refers to the blending of various media forms, also includes technological convergence.

For example, cases of merging the written and oral, reading magazines online, etc.

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# Media Pluralism

Internal pluralism: plurality of voices, of analyses, of expressed opinions and issues.

External pluralism: plurality of media outlets, of types of media (print, radio, TV or digital) and coexistence of private owned media and public service media.

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Companies  
owning  
multiple  
businesses  
across  
different  
Media  
forms:  
Print  
Radio  
TV  
Internet

# Understanding the market: Integration of the market and ownership

Companies owning more than one  
business/fields(also includes in different  
geographical regions)



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# Why are these of relevance?

“Concentration is traditionally measured in defined markets and, in the past, it was possible to separate out various media markets, such as daily newspapers, radio and television. While divisions still exist, convergence is starting to trench on them, with newspapers providing audio-visual content and broadcasters providing increasing amounts of written material.” -brings about vertical and horizontal integration.  
(UNESCO)

Pluralism plays a vital role in terms of shaping public opinion, accessibility, and increasing concentration leads to a decline in media pluralism.

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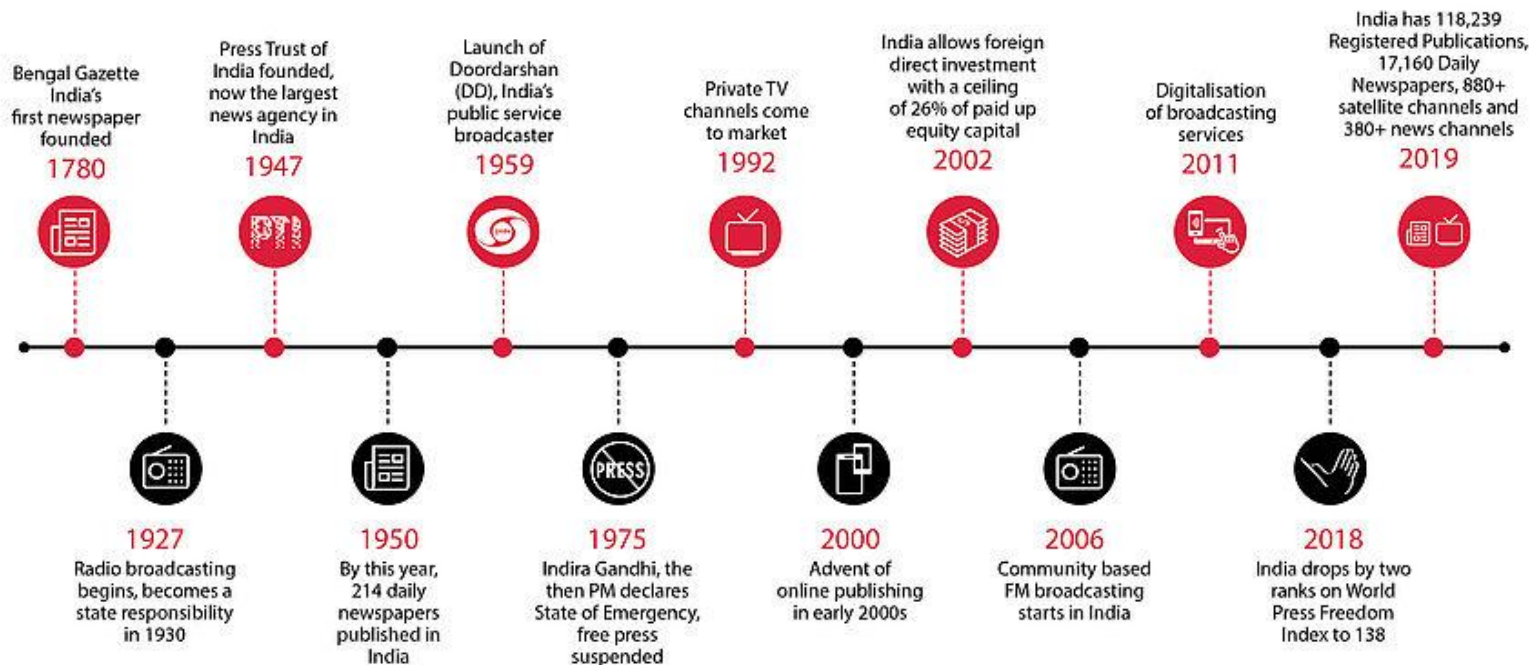
# In the Indian context

But first, stats.

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## TIMELINE: HISTORY OF MASS MEDIA IN INDIA

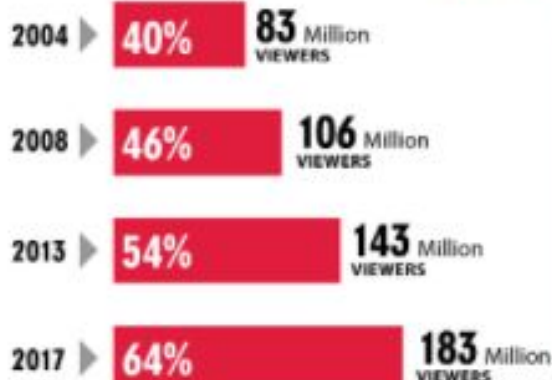
India has one of the biggest media markets in the world. It has come a long way.



## MEDIA PENETRATION IN INDIA

MEDIA  
OWNERSHIP  
MONITOR  
INDIA

### Growth in TV Penetration



**24%**  
Increase  
of TV  
viewers  
in the last  
13 years with  
100 Million  
users.

### Number of Internet Users in Rural and Urban India



RURAL 2018



**187**  
MILLION  
21%

URBAN 2018



**291**  
MILLION  
66%

INDIA



TOTAL POPULATION:  
**1.3** BILLION



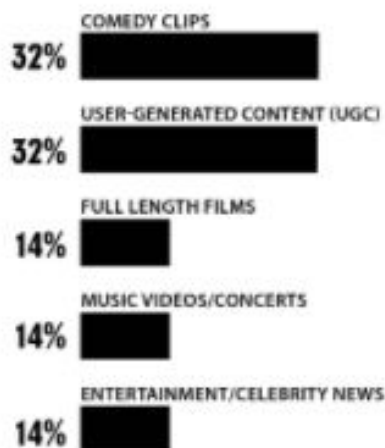
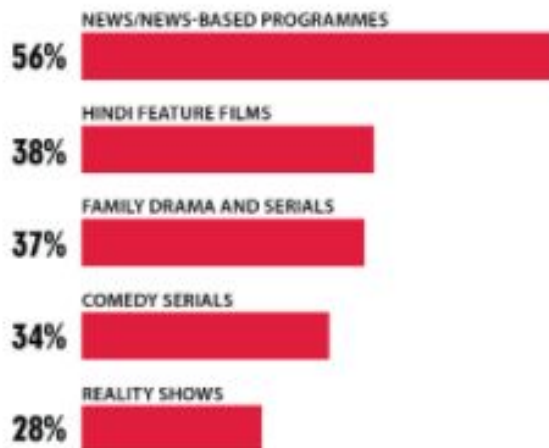
Source: BARC Report, The Changing Face of TV in India, FCCI Frames, 2018, IBEF Media and Entertainment Report, July 2018 & ULTRAXART, India

For more information: [india.mom-ef.org](http://india.mom-ef.org)



## INDIANS PREFER TO WATCH NEWS ON TV THAN ONLINE

MEDIA  
OWNERSHIP  
MONITOR  
INDIA

A black outline icon of a television set.

Top 5  
categories of  
video content  
Indians  
prefer to  
watch on TV  
vis-a-vis  
online  
platforms in  
2017.

Source: Media ecosystems- The walls fall down - KPMG in India's M&E report 2018

For more information: [indiamom-rf.org](http://indiamom-rf.org)



# Indicators of Risks to Media Pluralism

Media Audience  
Concentration  
**HIGH**

Media Market  
Concentration  
**NO DATA**

Regulatory  
Safeguards: Media  
Ownership  
Concentration  
**HIGH**

Cross-media  
Ownership  
Concentration  
**HIGH**

Regulatory  
Safeguards: Cross-  
media Ownership  
Concentration  
**HIGH**

Ownership  
Transparency  
**MEDIUM**

Regulatory  
Safeguards:  
Ownership  
Transparency  
**LOW**

(Political) Control  
Over Media Outlets  
and Distribution  
Networks  
**MEDIUM TO HIGH**

(Political) Control  
Over Media Funding  
**HIGH**

Regulatory  
Safeguards: Net  
neutrality  
**MEDIUM**

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# Overall stats

Numbers as of 31st March 2018:

- 118,239 publications under the Registrar of Newspapers (including over 36,000 weekly)
- Over 550 FM radio stations
- Over 88- satellite TV channel of which over 380 broadcast news and current affairs
- Unfathomable number of news websites operating

Who owns these?

- Individuals, companies, business people with backgrounds in media at national and regional levels.
  - Large number of conglomerates own media outlets
  - Study by MOM: 58 media outlets: 25 print media, 23 TV outlets, 9 online media and 1 radio station. Owned by 39 companies and 45 individual owners.
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## What does this say?

- Reflection of diversity?
- On the superficial level, looks pretty: individuals from media backgrounds, big companies, business people, the government.
- Leading media companies owned by conglomerates are controlled by founding families.
- Mostly private limited companies and the few public companies with 25-35% shares in the ISE are controlled by founding families.
- Complex structures by subsidiary companies.
- Disparities at the national and the regional levels.
- Political affiliations below the surface
- State monopoly on radio

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# Why is it a problem?

- Domination by few players
  - Oligopoly/monopoly of the market
  - Easy abuse of power
  - Poses threat to pluralism
  - Cross-media ownership by conglomerates
  - Political affiliation
  - Increasing business interests
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Thank you.

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