RISHABH GULATI JOINS AS EDITOR-IN-CHIEF, NEWSX

Rishabh Gulati, Managing Editor of NewsX, has been appointed as the Editor-in-Chief of the English news channel.

A multifaceted personality, Gulati is not only a respected journalist but also a published poet, showcasing his creative prowess. His outstanding contributions to the field of journalism were recognized with the prestigious enba award, a testament to his dedication and excellence in the media industry.

Moreover, Gulati's global perspective is enriched by his participation in esteemed international platforms such as the Australia India Youth Dialogue (AIYD 2016) and the Asian Forum on Global Governance (AFGG 2014), where he engaged in meaningful discussions and collaborations on global issues.

NTO 3.0 SEEKS LESS SUBSCRIBERS

TRAI’s New Tariff Order (NTO 3.0), which has been the bone of contention between broadcasters and Cable TV industry ever since its announcement, may have allowed media companies to hike channel prices but, in the hindsight, it seems they are losing subscribers ever since it was implemented in February this year.

The execution of the Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff (Third Amendment) Order or the NTO 3.0 allowed broadcasters to hike the prices of their linear TV channels by 10-15%.

The industry has a mixed response to share on the impact of NTO 3.0, with some saying it has been positive and others saying it has shrunk the number of subscribers and has no good impact. However, the financial statements of various broadcasters paint a different picture, showing that the subscription revenues are up in Q1 and Q2 of FY24 compared to the same periods last fiscal.

A senior industry source said that NTO 3.0 led to price hike per channel which has definitely led to an increase in subscription revenues of broadcasters and they are expected to further go up in the second half of the current fiscal.

NYUJAAKES KES PANJAAAD KES RUPEE KE AMIL HEE

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NTO 3.0 will only have a negative impact on subscription revenues of broadcasters for linear TV because of the growth of OTT platforms and loss of subscriber base.

DIGITAL AD POLICY APPROVED

The Ministry of Information and Broadcasting has approved the Digital Advertisement Policy, 2023 to enable and empower the Central Bureau of Communication which is the advertising wing of the Government of India to undertake campaigns in the Digital Media Space.

The ministry said in a press statement, “This policy marks a pivotal moment in CBC’s mission to disseminate information and create awareness regarding various schemes, programs, and policies of the Government of India in response to the evolving media landscape and the increased digitalization of media consumption.”

The huge subscriber base in the Digital Universe, coupled with technology-enabled messaging options through Digital advertisements will facilitate the effective delivery of citizen-centric messages in a targeted manner, resulting in cost efficiencies in public-oriented campaigns. The Policy will enable CBC to empanel agencies and organisations in the OTT and Video on-demand space. CBC will also be able to leverage the growing number of listeners to Podcasts and Digital Audio platforms through the empanelment of Digital Audio platforms.

PRIYA SAHGAL PROMOTED AS EDITORIAL DIRECTOR, NEWSX

Priya Sahgal, Senior Executive Editor at NewsX, has been promoted to the position of Editorial Director. With an illustrious career spanning three decades, Sahgal has established herself as a prominent TV Talk Show Host and Political Journalist, earning recognition for her outstanding work in the field.

Sahgal is widely acclaimed for her role as the anchor of two award-winning shows, namely ‘The Roundtable’ and ‘Cover Story’. Over the course of her career, she has contributed significantly to renowned media outlets including India Today, The Outlook, and Sunday magazines.

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**Digital Advertising**