

Presidential Address

Mr. Sameer Manchanda,
President
News Broadcasters Association
at its 3rd Annual General Meeting
held on September 15, 2010
at Maharani Hall, The Claridges,
12, Aurangzeb Road
New Delhi- 110 011

NewsBroadcastersAssociation



Presidential Address

Dear Members,

On behalf of the Board of Directors of the News Broadcasters Association (NBA) I extend a warm welcome to all of you to the 3rd Annual General Meeting of the Association. The audited statement of accounts for the year 2009-10 along with the Auditor's Report and Directors' Report have already been sent to you and with your permission, I regard them as read. The Management Report details the NBA's accomplishments and initiatives during the last one year.

➤ **The Indian Media Industry**

The past year marked a remarkable turnaround in the India story with the country returning on a trajectory of high GDP growth. The Indian media industry was also a beneficiary of this growth. Television broadcasters, both existing and new, are lining up to launch more channels today. New genres are entering the market to cater to the growing demands and evolving preferences of India's aspiring population.

➤ **Industry Developments**

■ **Self Regulation**

The NBA's model of self-regulation through the News Broadcasting Standards Authority (NBSA), chaired by Justice (Retd.) J. S. Verma, has proven to be a success and has demonstrated how content regulation in a vibrant democracy like India can be effectively achieved while upholding the freedom of the news media.

The purpose behind setting up the Authority was to provide a mechanism for self-regulation of member broadcasters in accordance with specific codes and standards drawn up by them. It gives me immense satisfaction to inform you all that the self-regulation initiatives nurtured in the last two years have been a resounding success. It has demonstrated the commitment of news broadcasters in making themselves accountable to society and



ensuring that content aired caters to audience preferences while serving the public interest.

This initiative could not have been such a success without the invaluable contributions of the Chairperson, Justice Verma, and members representing eminent citizens and Editors. Their guidance and counsel has raised the standards of the news broadcasting industry. We hope that the Government adopts the NBA's Code of Ethics and Redressal Regulations as a part of the Programme Code under the Cable Television Networks Rules.

The accomplishments of the Authority are detailed in the Annual Report.

► Digitalisation

The TRAI has recently announced a timeline for full conversion of the Indian television market to digital over the next three years. This is bound to revolutionise the entire television landscape, giving consumers more choice and a better quality of service. It will also address problems resulting from the current low addressability and transparency on the areas of subscription and carriage fees. All stakeholders of the Indian media industry will benefit from this.

► Acknowledgement

As we look ahead for the year ahead, the NBA wishes to record its sincere thanks to the Ministry of Information & Broadcasting for its support and encouragement of the NBA's various endeavours.

On behalf of Board of the NBA, I would like to place on record our gratitude to the Chairperson and Members of the NBSA for their wholehearted support and time. I would also like to express my appreciation to the Board of Directors, Members of the NBA, Secretariat and our Consultants for their support.

Thank you,

15th September 2010

Sameer Manchanda
President

NewsBroadcastersAssociation



News Broadcasters Association
Registered Office: 101-103, Paramount Tower
C-17 Community Center, Janakpuri
New Delhi - 110 058
Email: nba@nbanewdelhi.com
Website: www.nbanewdelhi.com