



Queen Mary College

Service With Simplicity

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Cable Television

Inventor:

John Walson Sr. (1915–1993), from Mahanoy City, Pennsylvania, is recognized by the U.S. Congress and the National Cable Television Association as having invented cable TV in the spring of 1948.

Definition:

Cable television is a system of delivering television programming to paying subscribers via radio frequency (RF) signals transmitted through coaxial cables, or in more recent systems, light pulses through fiber-optic cables.

Introduction:

Cable television has come a long way since its origins in the late 1940s, when it was used exclusively as a way to expand the reach of traditional over-the-airwaves television broadcasts. In the Museum of Broadcast Communications article "Cable Television," Sharon Strover described cable as a "cultural force" that changed people's concept of television. Far from being a simple retransmission service, cable came to be considered an important form of communication in its own right, and its development led to profound changes in the overall television industry.

With its growth, it has brought about revolution in every household. People are not only aware of the global trends but also have them implemented at the best possible forms in their personal lives. It will not be an understatement to call media influence a Life Changer.

History of CATV :

The history of community Antenna Television is very interesting. Johan Walson was the man who introduces the CATV first time in 1948. Walson have a sale store of TV sets in Mahanoy city, Pennsylvania

where he sale the TV sets. This is a hilly area where reception of TV signals Cable TV & Direct to Home was poor. So he was facing a lot of problem regarding the sale of TV set. One day he installs an antenna on a mountain near the city and lays a coaxial cable from antenna to his shop. Now he got good picture on his TV set. That day, in June 1948 was first CATV setup displayed on the shop of Johan Walson. He also laid a cable from shop to the home of his costumer to satisfy about reception of TV set. To provide good quality reception of TV signal to his costumer he added an amplifier in cable and charged 100\$ for installation and 2\$ per month.

Milton Jerrold Shapp, who later was elected governor of Pennsylvania during the 1970s, developed a master antenna television system to eliminate the forest of antennas for city department stores and apartment buildings. Mr. Shapp's system used coaxial cable and signal boosters, capable of carrying multiple signals at once.

At about the same time in the nearby town of Lansford, another appliance salesman named Robert Tarlton experienced the same problem as Mr. Walson. He read about Mr. Shapp's new system and thought if it worked for apartment houses and department stores, it could work for his own town as well. Mr. Walson in the early 1950s and later other system owners like Joseph Gans of Hazleton and Claude Reinhard of Palmerton soon began to experiment with microwave to bring the signals from distant cities. Pennsylvania systems that only had three channels--one for each network--soon had six, seven or more channels as operators imported programs from independent stations in New York and Philadelphia. Because of the variety it offered viewers, cable became more attractive and eventually moved into cities as people recognized it provided clearer reception (free of shadows and ghosts caused by signals reflecting off downtown buildings) and wanted more viewing choice.

TV in Pakistan:

- **Started:**

Television in Pakistan started in 1964, and the first live transmission of Pakistan Television began on November 26, 1964, in Lahore.

- **Purpose:**

In Pakistan, television broadcasting has established an intrinsic relation with the public. On the one hand State television lacks research on the audience to uncover its viewing tastes and preferences, while on the other, both public and private means of organizing television feedback on a global, national and regional issues, through drama and entertainment, and the political information necessary for the functioning of democracy has remained absent for almost 25 years till the time, the satellite TV arrived in 1990s.

- **History of Television in Pakistan:**

In Pakistan the Government television channel Pakistan Television (PTV) started its first black & white transmission in 26 November 1964, and make an advancement to color transmission in 1976. In 1991-92 PTV takes a valuable step and started its satellite transmission. In 1999 this satellite transmission converts into digital satellite broadcasting technology. Now PTV has 6 on-air channels.

The private broadcasting era starts in 1990 when Network Television Marketing (NTM) starts its transmission and former name of its channel was Shalimar Television Network (STN). It was a joint project of government and private sector, in which government holds 45% share. Pakistan Electronics Media Regularity Authority (PEMRA) came into being in 2002, and resulting the revolutionary change in broadcast domain of the country.

Cable TV

• History of Cable TV in Pakistan:

The Cable TV CATV introduced in Karachi in early 80's. This was a small scale network in basement of a building, providing only 3 to 5 channels including PTV. In 1990 many broadcast channels started Satellite transmission which made the cable TV more attractive for the viewers. With the passage of time cable TV spreads to many cities, but all these cable operators were not registered by the government of Pakistan.

• Cable TV Network :

There are two types of CATV networks are providing services in Pakistan.

One is analog CATV network and other is Digital CATV network. Both are discussed below.

• Analog CATV network:

In this network operators obtain the channels from different sources like satellite TV, terrestrial TV and from CD/DVD VCR player in form of AV signal and feed these signals to the modulators. Modulator provides RF modulated signal at its output. The RF output of all modulators is combined in RF mixer and provide to an amplifier which transmit this signal on a coaxial cable. This is a very simple type of network.

➤ Disadvantages:

- This network can expand within a limited area.
- If the expansion of network is increased the quality will be low and cost will be increase.
- The main problem of this network is maintenance of quality.

• Digital CATV:

In digital CATV network all setup is same like in analog CATV setup. The operator collects programs from different sources like

Satellite Channels live local TV channels, or CD/DVD player. They achieve the signals through Digital satellite Receiver or cameras or CD/DVD player in Audio Video form. This AV signal is then provided to the MPEG-Encoders which converts these signals in MPEG-2 format, these encoders are also called MPEG encoders. All encoder's outputs are combined in a MUX, this multiplexer single output is provided to Modulator and then one amplifier/converter is used to transmit this signal on optical fiber. All these encoders Multiplexer and Modulators are controlled and monitored through a NMS (Network Management System).

At user end a set top box is used to convert this signal in RF form to view the signal on television set. This set top box has some important functions like online recording video games and request for VOD.

- **DTH Network:**

The DTH service provider collects the TV programs from different sources for example: satellite news, entertainment and sport channels or terrestrial channels, combine these channels to make a package and transmits this channel package to their user via satellite link. This transmission is digital and encrypted so user receives superb video result. This is a conditional access transmission. There is another option for user and that is video on demand. The main difference in this setup is Program monitoring system. This is system where contents of programs, coming from different sources are checked according to policy of that organization. This transmission is DVB-S transmission in MPEG-2/4 compression format so user can get a DVD quality video. The service provider takes the satellite transponder on lease for different type of packages. The uplinks station is like DVB-S earth station. The NMS is used for monitoring, network controlling, encryption and link management purpose. At user end a small dish antenna and set top box is used to receive the signal. This set top box has some important functions like online recording video games and request for VOD.

➤ Advantages of DTH:

- The core advantage of the DTH is that you will pay only for those channels which you have subscribed; it is not like CATV that you are getting bulk of unwanted channels.
- The second advantage of DTH is picture and audio quality of a channel,
- DTH provides program recording options for subscriber
- DTH is not much expensive as compared to CATV because it costs according to the number of channels subscribe by the user.
- For live matches DTH provides selectivity option to view matches from different camera angle.
- Coverage on remote areas where wired transmission is not possible.

➤ Reasons to preference of DTH in Pakistan:

There is one immense reason of selecting the DTH TV in Pakistan is censoring of channel contents. In Pakistan the peoples are more religious than any other reign of word. In Pakistan the family setup is very typical and peoples like to watch TV with their families for entertainment, and in cable TV there is no arrangement of program censoring, While DTH service provider block vulgar contents of the program and viewer can watch decent program.

Another aspect of DTH preference for Pakistani which is Distance Learning Education through TV and this would be the most approachable way to literate the nation even to the remote areas.

List of cable operator in Pakistan

This article only contains the most known Cable TV Operators, IPTV Providers etc. There are more than 2000 cable and other types of media services in Pakistan. Cable TV operators are regulated by a government body P.E.M.R.A. (Pakistan Electronic Media Regulatory Authority).

PEMRA was established by the Pakistani government under PEMRA Ordinance 2002 to facilitate and regulate the private sector electronic media in the country.

Name	City	Type	POC
NayaTel	Islamabad	Cable TV	NayaTel
Worldcall	Karachi & Lahore	CATV	Worldcall
PTCL	Nation wide	IPTV	PTCL
Wateen	Lahore	Cable TV	Wateen

Cultural and Ethical Dimension:

○ **Cultural dimension:**

Culture is symbolic communication. Some of its symbols include a group's skills, knowledge, attitudes, values, and motives. The meanings of the symbols are learned and deliberately perpetuated in a society through its institutions.

- **Promote culture domestically:**

It tell the public about the country one own culture. How there ancestors save it and used to do it how intense devotion.

Way of transferring ones culture to generations.

- **Promote culture internationally:**

It is way to tell the world one culture for promotion and also way to connect with the whole world as a village.

- **Development:**

Cable TV is the way of development of a state in the globe. Now, the Key of success of the culture is cable TV

- **Culture vary:**

Every society culture varies from each other. So, it informs and influences the other society mind. To some extent which is injurious to one society. It damage the roots of one society.

- **Liberation:**

Some societies are more liberal and some are less. So, more liberal societies create bad or negative effect on less liberal societies.

For example:

In Pakistan the peoples are more religious than any other reign of word. In Pakistan the family setup is very typical and peoples like to watch TV with their families for entertainment, and in cable TV there is no arrangement of program censoring.

- **Ethics:**

Moral principles that govern a person's behavior or the conducting of an activity.

- **Education:**

It educates the masses about moral values of a society. How one should interact with other peoples.

- **Promote peace:**

It is way to promote peace between two states or societies.

For example:

Pakistan promotes peace through TV to show it to India public or official's .Doing shows on promote relationship between two countries i.e. Aman ki Asha. ... Aman ki Asha (Urdu: آشا کی امن, Hindi: अमन की आशा, translation: "Hope for Peace") is a campaign jointly started by two leading media houses, The Jang Group of Pakistan, and The Times of India in India.

- **Awareness:**

Provide awareness to the masses within a country or internationally. According to Bloomsburg University of Pennsylvania, global awareness is a conceptual understanding of global and cultural perspectives with social, political, economic, cultural and environmental components. Global awareness is key

to the understanding of commonalities and differences among people.

For example:

Gender equality, Cancer awareness, Global warming.

Effects of cable TV

➤ **Positive Effects:**

- The Cable T.V is not only a means of recreation, but also means of knowledge.
- There are many programs which are educative, informative and constructive.
- Many serials like “Discovery”, “Animal Kingdom Life”, “Under Sea Life” are educative and for the enhancement of knowledge.
- There are some serials which throw light upon the corrupt nature of modern society.
- Awareness on different issues worldwide.
- Like other industries, it has also become a small industry. It provides employment to people, though on a very small scale.
- They are also a source of income to the government. Through taxes the cable operators have to pay to the income tax department. The Ministry of Information and Broadcasting rent out the channels to different T.V productions and this earns money.

➤ **Negative effects:**

- Losing one own identity.
- Time wasting i.e. students
- Great influence on one country Cultural, religious values.
- Wrong adaptation.
- Health issues.
- Negligence of outdoor activities.

Conclusion:

History shows the development of cable TV brought major changes to the television industry. As other players evolved to take advantage of these changes, however, cable companies unexpectedly found themselves struggling to keep up. "The cable industry remade the television world of the 'Big Three' networks, upsetting their hold on programming and viewers and initiating a 24-hour ... domain," Strover noted. "As the larger video media industry changes, the cable industry's boundaries, roles, and influences will likewise be reshaped, but the historical legacy of its accomplishments will surely continue to be felt."

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