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<th>Socio cultural and economic impact of broadcast advertising in the region.</th>
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<tr>
<td><strong>Author(s)</strong></td>
<td>R. B. Adhikari.</td>
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<td><strong>Date</strong></td>
<td>1993</td>
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<td><a href="http://hdl.handle.net/10220/3051">http://hdl.handle.net/10220/3051</a></td>
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Socio Cultural and Economic Impact of Broadcasting Advertising in the Region

by

R B Adhikari
Introduction

Nepal is a developing country with China situated on its north and India to the west, south and east encompassing a total area of 5,613,691 miles. Though the country is a Hindu nation there are other religions that are practised with communities and groups from different ethnic diversities forming its population.

The country has a agro based economy with about 70% of the population dependent on agriculture. Having a population estimated at 20 million more than 40% of this population fall below the poverty line. Literacy rate is just 39% and per capita income in the country is put at US Dollars 180. Majority of the literate people reside in urban areas making print media the main medium of communication. But in a country like ours where majority of the people are illiterate, more than print media, electronic media can play an important role because it takes into consideration both the literate and the illiterates. That is why the broadcast medium (electronic media) of communication Radio Nepal and Nepal Television became popular in Nepal. It can reach the people faster, provide most recent information in simple and easy to understand language.

Radio Nepal and Nepal Television are more commonly referred to as the communications medium of Nepal even though they are operating as autonomous bodies. Both fall under the Ministry of Information and Communications/His Majesty’s Government and broadcast their programmes in line with the National Communication Policy formulated by the government from time time.

The present National Communication Policy outlined by the government with respect to Radio Nepal and Nepal Television is as follows:

OBJECTIVES

a. To inform the public about economic and social activities of the country and promote democratic culture so as to safeguard and promote the freedom of expression and the right of information of the people as guaranteed by the Constitution of Kingdom of the Nepal 1990 and to ensure the institutional development of democracy while upholding the sovereignty, territorial integrity and national independence as well as the dignity of the Kingdom of Nepal.

b. To make the communications media efficient so as to make citizens conscious by creating an environment of equality, mutual goodwill and harmony among the various tribes, languages, classes and religious communities in such a manner as the people in general may, on the basis of the rule of law, enjoy the benefits of democracy peaceably.
c. To make the communications media active so as to facilitate the protection and consolidation of the basic norms and values of the Constitutional Monarchy, the Multi-party Democracy and the National Unity while according top priority to the national interest.

d. To make the information and communications sector active so as to preserve the various aspects of national identity and significance, as well as to secure peoples participation, international cooperation and goodwill in the process of all-round development of the nation by creating public awareness.

Policies on Broadcasting

1. Radio and Televison broadcasting shall be managed by enacting a separate Act relating to broadcasting.

2. Satellite and cable television shall be regulated and managed by enacting and framing laws and regulations relating thereto.

3. Programmes to be aired on the government-owned broadcasting agencies shall be divided into two services, namely the national service and the commercial service.

4. Programmes shall be broadcast in the various national languages in gradual manner under the concept of regional broadcasting.

5. Participation of the private sector shall be increased in the production of programmes to be aired on radio and television.

6. Broadcasting time may be made available to the private sector at their request for beaming educational and recreational programmes on radio and television on the basis of fixed criteria.

7. Without prejudice to the national interest and on the basis of fixed criteria and procedures, foreign communications media, if they so wish, may be made available time for broadcasting educational and recreational programmes.

8. Subject to the Broadcasting Act, corporate bodies from the private sector shall also be permitted to set Frequency Modulation (FM) broadcasting system in any defined area and broadcast educational and recreational programmes.

9. The Nepal Television and Radio Nepal shall be provided assistance to expand their broadcasting.
The revolution launched by the Nepalese to remove the Ranas from power succeeded in 1931 culminating in the establishment of Nepal Radio in the capital Kathmandu. Even though the initial broadcasting capacity of the station was just 250 watts, its broadcasts were centred around programmes directed towards raising public awareness. It started the broadcast of educational, children’s, student’s police and army programmes, along with programmes on songs and music. Besides this, it also aired programmes that familiarised people with the culture and agriculture programmes informing farmers on ways to increase production and providing information on new and appropriate technology. The lack of experienced manpower was mainly why the radio station started on a trial basis with only 4 and 1/2 hours of air time per day covering the morning, afternoon, and evening transmission. The commercial service had already commenced in the afternoon broadcasts though on a small scale, from the initial stage covering government notices only and not product ads. It is from then that Radio Nepal broadcast the National Service and the Commercial Service.

1. National Service

Under the National Service programmes on education, children, agriculture, culture, women’s development, and news, were broadcast.

2. Commercial Service

Under this service, the main thrust was given to entertainment programmes with insertions of notices and public awareness programmes.

As the country progressed through various development stages, the capacity of Radio Nepal was expanded leading to the starting of broadcast with 100 kilowatt transmitter on the short-wave frequency and 10 kilowatt transmitter in the medium wave with assistance from the governments of the United Kingdom and the United States of America. In the meantime, a 100 kilowatt transmitter in the medium wave was installed in Pokhara and a 10 kilowatt transmitter in Kathmandu so as to ensure that the reception of the programmes of Radio Nepal were good. As a result of this, the reception was good and well received in the central and western regions of the country. At a later stage, in view of the country’s geographical location and terrain, the government established a 10 kilowatt medium-wave transmitter in far-western Nepal and 100 kilowatt medium-wave transmitter each in mid-western, eastern, and central Nepal. The proposed studio at Darakuta in eastern Nepal will assist in producing programmes on local languages and dialects, culture, education, agriculture, and health.

Nepal can be classified into the following three geographical regions: 1. Terai region: 2. Hilly region: 3. Himalayan region occupying 17%, 68%, and 15% of the total area respectively. The habits, culture, religion, traditions, and castes of the people in the three regions differ from region to region. Normally, Nepalese are traditional and are superstitious. Such population is mainly concentrated in the hilly and Himalayan regions and the most effective medium to remove the existing superstitions and traditional beliefs is the radio.
After the restoration of democracy following the people's movement for the restoration of democracy in 1990, Radio Nepal and Nepal Television made necessary changes in its programmes in tune with the prevailing situation in the country. With the advent of multi-party democracy, news broadcasts were made in other languages in line with people's expectations. Accordingly, two news bulletins in English were made; one in Hindi since the entire people in the Terai region spoke the Hindi language and since it was the national language of our friendly neighbour India, one in the local dialect Nepali were broadcast taking the total number of news bulletins to 14 per day. The major programmes currently being broadcast by Radio Nepal as follows along with the percentage of broadcast time covered by the programmes:

1. News: 1120 minutes per week - 17.33%
2. Informative/Educational programmes: 790 minutes per week - 12.25%
3. Developmental programmes: 700 minutes per week - 10.83%
4. Entertainment programmes: 3850 minutes per week - 59.55%

Informative/educational programmes mainly take into account programmes on education, religion, child welfare, disabled, women's development, water resource development, environment, tourism, police, army, health and family planning, drug abuse and banking programme informing farmers on services and investment opportunities.

Under commercial service, mainly entertainment programmes covering songs, dramas, music, science and technology with insertions of commercial advertisements assisting manufacturers to relay the message of their products to the consumers with popular and attractive jingles. Organisations can also buy time and sponsor programmes of their choice. His Majesty's Government in 1984 dissolve the Department of Broadcasting and established the development committee under the Development Committee Act constituting Radio Broadcasting Service Development Committee with a view to making Radio Nepal sustain itself with its earnings.

Recently, the government has liberalised its industrial policy, enabling foreign investors to establish industries in the country. Presently, industrial establishments are few in the country but the existing medium and small-scale industries regard radio and television as the main medium to inform consumers about their products. In line with the National Communications Policy 1992, Radio Nepal and Nepal Television have formulated the following commercial policies:
Policies and Procedures of Commercial Service

a. Commercial service programmes will mainly be entertainment oriented.
b. Broadcast advertisements that promote national unity, preserve and consolidate regional harmony reflecting special features of parliamentary democracy as well as those that raise social awareness and economic standards.
c. Broadcast ads for firms and social organisations that are legally incorporated.
d. Industrial and commercial ads will not be broadcast for more than 1 minute at a time. However, notice of the government, government agencies and constitutional bodies will not be subject to this time limitation.
e. To avoid broadcasting ads simultaneously for similar products with the objective of removing the possibility of misinforming the listeners/consumers.
f. To avoid airing ads that criticize other products.
g. To avoid the broadcasts of ads that may have adverse affects on religion of others and their way of thinking.
h. To delete such sentence in ads that are vulgar, assist in raising superstition thus having adverse affect in the society.
i. To avoid the broadcast of ads that have exaggerated, unclear messages with misleading price figures guaranteeing the product along with those that have copied the name and ad of another product.
j. To avoid individual ads but to consider ads that are balanced with social discipline and tradition and those that are related to family publication, workshop, group social functions like marriage etc.
k. To avoid ads crossing the social acceptance barrier.
l. Ads with political objective will not be broadcast. But notices inviting political parties, organisations to attend party meetings, conventions and parliament meetings, however, will be broadcast.
m. Ads of only those medicines recommended by His Majesty's Government, Department of Drug Administration will be broadcast.
n. Ads will be broadcast in the Nepali, Hindi and English languages only.

The following are the terms, conditions and tariffs of Radio Nepal:

1. Tariffs

<table>
<thead>
<tr>
<th>Time Category</th>
<th>Duration in seconds</th>
<th>Domestic Nepali currency</th>
<th>Other countries Nepali currency</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>currency</td>
<td>currency</td>
</tr>
<tr>
<td>A</td>
<td>15</td>
<td>250. (US $ 5.40)</td>
<td>400. (US $ 8.16)</td>
</tr>
<tr>
<td></td>
<td>30</td>
<td>530. (10.81)</td>
<td>880. (17.93)</td>
</tr>
<tr>
<td></td>
<td>60</td>
<td>1200. (24.48)</td>
<td>2600. (40.81)</td>
</tr>
<tr>
<td>B</td>
<td>15</td>
<td>180. (3.65)</td>
<td>280. (5.70)</td>
</tr>
<tr>
<td></td>
<td>30</td>
<td>410. (8.35)</td>
<td>630. (12.85)</td>
</tr>
<tr>
<td></td>
<td>60</td>
<td>840. (17.15)</td>
<td>1480. (28.60)</td>
</tr>
</tbody>
</table>

.../6
2. Transmission Timings:

A Time - 7.30 a.m. to 11.00 a.m.
B Time - 2.15 p.m. to 5.00 p.m.

3. Fixed Time:

Extra 30% will be charged in addition to the normal rate for each fixed time. But for an advance contract of minimum one year fixed time charges will be only 25% extra on the normal rate.

4. Multiple Effect:

Commercials specifying different places and addresses (people, organisations, corporations, offices) will be considered to have multiple effect and will be charged 50% extra on the normal rate.

5. Special Position (before and after news):

<table>
<thead>
<tr>
<th></th>
<th>Before</th>
<th>After</th>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 a.m. News per minute</td>
<td>3800</td>
<td>2500</td>
<td>6200</td>
<td>3800</td>
</tr>
<tr>
<td>(US$77.)</td>
<td>(51.)</td>
<td>(124.50)</td>
<td>(77.55)</td>
<td></td>
</tr>
<tr>
<td>7 p.m.</td>
<td>3000.</td>
<td>2000.</td>
<td>5008</td>
<td>3200.</td>
</tr>
<tr>
<td>(US$121.25)</td>
<td>(40.80)</td>
<td>(103.)</td>
<td>(65.30)</td>
<td></td>
</tr>
<tr>
<td>Other News bulletins</td>
<td>2400.</td>
<td>1700.</td>
<td>3700</td>
<td>2500.</td>
</tr>
<tr>
<td>((US$49.)</td>
<td>(34.70)</td>
<td>(75.50)</td>
<td>(51.)</td>
<td></td>
</tr>
</tbody>
</table>

If the duration is less or more than one minute the rate will be on the same ratio as the above tariffs.

6. Sponsored Programmes:

a. If any organisation, corporation, industrial or business organisation wants to buy the full broadcast time of the programme such a sale will be made.

b. Any organisation buying sponsor programme can broadcast up to 6 spots/jingle of 30 seconds each or 8 spots/jingle of 15 seconds each in a 30 minutes programme (not exceeding 3 minutes) and in case of 15 minutes programme 4 spots/jingle of 30 seconds each or 6 spots/jingle of 15 seconds each (not exceeding 2 minutes) will be accepted but non-compliance of the above formalities the organisation will have to pay as per the tariffs.

c. Such programmes must be in Nepali or in English language and minimum booking must not be less than 6 programmes. For 15 minutes, 30 minutes studio rate will be 250. (5.10) and 500. (10.20) respectively.
RATE

<table>
<thead>
<tr>
<th>Duration in minutes</th>
<th>Domestic</th>
<th>Other countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>₹3800.(USD77.55)</td>
<td>8200.(167.35)</td>
</tr>
<tr>
<td>30</td>
<td>₹6700.(136.70)</td>
<td>45700.(320.40)</td>
</tr>
</tbody>
</table>

7. Spot advertisements will also be allowed during running commentaries of sporting events. During intervals of any sports, two minutes of advertising time will be allowed with eight types of advertisements each spot not exceeding 15 seconds will be allowed. In addition, 16 spots each not exceeding 10 seconds will be allowed during the entire period of the particular sports events. Rates for such advertisements, depending on the type of spots, will be ₹1000.00(US$ D50.) for a 15 second spots of advertisements.

8. Time Check: Time check before the news at 7.00, 8.00, 9.00, 14.30, 19.00, and 21.30 hours will be available for sale. Spots will be limited in duration from 3 to 5 seconds. Time checks will be available for sale for up to four months and watch companies or manufacturers will be given priority.

The rate for one broadcast of time check will be as follows:

<table>
<thead>
<tr>
<th>Per spot</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>₹3,000.00</td>
</tr>
<tr>
<td>Other countries</td>
<td>USD 16425.00</td>
</tr>
</tbody>
</table>

9. For Tobacco, Beer, Bidi, Alcohol and Pan products, the rate will be fifty percent (50%) extra on the normal rate.

Instructions to Agencies /Advertisers

1. Payment in full must be made in advance of transmission on time to time basis. Payments are to be made in cash or by demand draft of Bank Voucher.

2. Radio Broadcasting Service reserves the right to rotate spots through the relevant time period for which the charge is made unless they are fixed spots and special position of broadcast are pre-arranged.

3. All materials and scripts for commercial time must confirm to the requirements of the censor. The decision of Radio Nepal will be final and will not be contested by the Agency/Advertiser. The agency and advertiser will be responsible for all material transmitted under the contract and agree to indemnify Radio Nepal against all action, claims and demands brought or made against Radio Nepal by reason of the said transmission or transmissions including but not obstructing the...
generality of the foregoing: all liable or slander actions or claims brought or made against Radio Nepal by reason of the sad transmissions.

4. Radio Nepal reserves the right to refuse to transmit any advertisement material without assigning any reason.

5. Radio Nepal reserves the right to change the rates and conditions without prior notice.

6. Radio Nepal reserves the right to change the rates and conditions without prior notice.

7. Commercials tending to praise one's own product while running down the products of competitors or commercials with such an intention will not be accepted for broadcast.

8. Advertisements tending to have an adverse impact on the society or those that contain obscenity words or those tending to perpetuate superstitions will not be broadcast.

9. Advertisements which give false confusing prices or guarantee or advertisements of goods whose name and format is copied from other products will not be broadcast.

11. Commercials of goods carrying foreign trade marks and brand names but manufactured in Nepal must be submitted with a copy of the Industrial Department.

13. Advertisements relating to matrimony or death will not be broadcast.

14. Commercials recorded outside of Radio Nepal will be subject to quality test before acceptance.

The condition of tape:

a. The margin from the start of the tape to the beginning of the recorded material should be at least fifteen seconds.

b. Spacing in between two advertisements should be 10 to 13 seconds.

Tape not copying to the above specification will be rejected.

All communication to be addressed to:

Commercial Department
Radio Broadcasting Service (Radio Nepal),
P.O.Box no.634, phone no. 220896, 233910,
Singha Durbar, Kathmandu.
Nepal Television

The establishment of Nepal Television was not long ago. It was established about seven to eight years ago in 1985. Though the history of television broadcast in Asia is new, Nepal Television made colour television broadcast for the first time in an experimental basis for half an hour. It has now installed a 100 watt transmitter in Kathmandu and covers two-thirds of the total population. During those days, Nepal Television used to broadcast all imported programmes. But very soon, they also started to broadcast their own programmes like Nepali drama, telefilms, children programmes, women development programmes, environment programmes, police news in English and Nepali.

Now, Nepal Television makes 75% of its own programmes covering various subjects and in local dialects with 25% of the programmes imported from outside which are mainly entertainment programmes. The Nepal Television has divided its programme into three parts and broadcasts for about 4 and half hours daily covering educational (23.2%), entertainment (38.7%) and informative (38%) programmes. Its programmes presently reach out to only 23% of the population of the country and has been effortful in expanding its broadcasting capacity. Presently, it has a 2 kilowatt transmitter by which it links Pokhara and Biratnagar covering mainly urban areas. Like Radio Nepal, Nepal Television's policies and procedures on broadcasting materials on all its programmes including its commercial service are in line with the National Communications Policy 1992.

The rates for advertisement of Nepal Television are as follows:

RATE STRUCTURE FOR ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Time category</th>
<th>Spot duration</th>
<th>NCh</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Ordinary time</td>
<td>10 sec</td>
<td>1800. (USD 36.75)</td>
</tr>
<tr>
<td></td>
<td>20 sec</td>
<td>2700. (55.10)</td>
</tr>
<tr>
<td></td>
<td>30 sec</td>
<td>3750. (76.50)</td>
</tr>
<tr>
<td></td>
<td>60 sec</td>
<td>7500. (153.00)</td>
</tr>
<tr>
<td>b. Fixed time</td>
<td>10 sec</td>
<td>2400. (49.)</td>
</tr>
<tr>
<td></td>
<td>20 sec</td>
<td>3600. (73.50)</td>
</tr>
<tr>
<td></td>
<td>30 sec</td>
<td>5100. (104.)</td>
</tr>
<tr>
<td></td>
<td>60 sec</td>
<td>10200. (208.15)</td>
</tr>
<tr>
<td>c. Prime time</td>
<td>10 sec</td>
<td>3600. (73.5)</td>
</tr>
<tr>
<td></td>
<td>20 sec</td>
<td>5400. (110.)</td>
</tr>
<tr>
<td></td>
<td>30 sec</td>
<td>7500. (153.)</td>
</tr>
<tr>
<td></td>
<td>60 sec</td>
<td>15000. (306)</td>
</tr>
<tr>
<td>d. Super prime time</td>
<td>10 sec</td>
<td>5000. (102.)</td>
</tr>
<tr>
<td></td>
<td>20 sec</td>
<td>7500. (153.)</td>
</tr>
<tr>
<td></td>
<td>30 sec</td>
<td>9000. (184.)</td>
</tr>
<tr>
<td></td>
<td>60 sec</td>
<td>18000. (367.35)</td>
</tr>
</tbody>
</table>

Greeting per spot 2000. (40.), 100. (20.) on special occasion.

a. Ordinary time - spots placed anywhere during regular programmes as per NTV's convenience.

b. Fixed time - spots before and after the programmes as per advertiser's release order (except prime time).

c. Prime time - spots released within five minutes immediately before the news in Nepali.
d. Super prime time - spots before special programmes.

RATES OF STUDIO AND OTHER SERVICES:

- High-band camera set with crew for single shift:
  - Winter season 6 hours: US $ 300.
  - Summer season 7 hours: US $ 300.
- High-band editing set with crew for 1 hour: 50.
- Studio rate for 1 hour: 200.
- Transfer charge: High band to VHS, VHS to high band per minute: 1.
- Celluloid to video cassette per minute: 2.
- NTSC to PAL system per minute: 2.
- Programme telecast: Educational and Developmental programme per minute: 300.
- Commercial programme per minute: 600.
- Satellite transmission service for 10 minutes: 50.

TERMS AND CONDITIONS:

- Advertisements are accepted in Nepali and English only.
- Payment in full must be made in advance of transmission on time to time basis.
- All materials for commercial time must conform to the requirement of the censor. The decision of NTV reserves the right to refuse to transmit any advertisement material of programmes without assigning any reason. In such cases, NTV will refund to the agency/advertiser any money paid for the particular commercial time not utilised. NTV will allow advertisers 10 days from the date of the announcement of change in rates and conditions to cancel or amend their contracts.
- 15% commission will be allowed to advertising agencies.

Its earnings from broadcast of advertisements is 30 million Nepali rupees per year helping it to cope with its administrative costs.

It has a programme to broadcast via satellite in the next 3/4 years covering the whole country, which if successful can contribute tremendously in the educational, cultural and economic area.

In this way, the programmes of the Radio Nepal and Nepal Television have been effortful to develop and promote different aspects of the community like the socio culture, economic art and other areas of national interest in line with the National Communications Policy. It has been the policy to discourage the broadcast of programmes and commercials that may have negative impact in our society. It has also been the policy of both the broadcasting units to involve the private sector in programme production as far as practicable bringing about a positive impact in getting access to finances. In this way, the radio and television have contributed in raising economic, social and cultural standards in the country and hope to extend this with the expansion in capacity of both Radio Nepal and Nepal Television.