

What's on TV?

Everything, thanks to satellites. AsiaSat-1, launched in 1990, was the first broadcasting satellite for Asia Pacific. Soon after, Star TV, based in Hong Kong, was making its way into middle-class homes in South Asia. Zee Telefilms, or Zee TV, India's biggest private broadcaster, airing programming in Hindi, offers strong competition to Star TV. In addition, regional broadcasters are appealing to smaller audiences, such as the Tamil language entertainment channel of Sun TV. They have been so successful that neighbouring countries, which have been importing programmes and movies from India, are starting to comment on its cultural dominance.¹³

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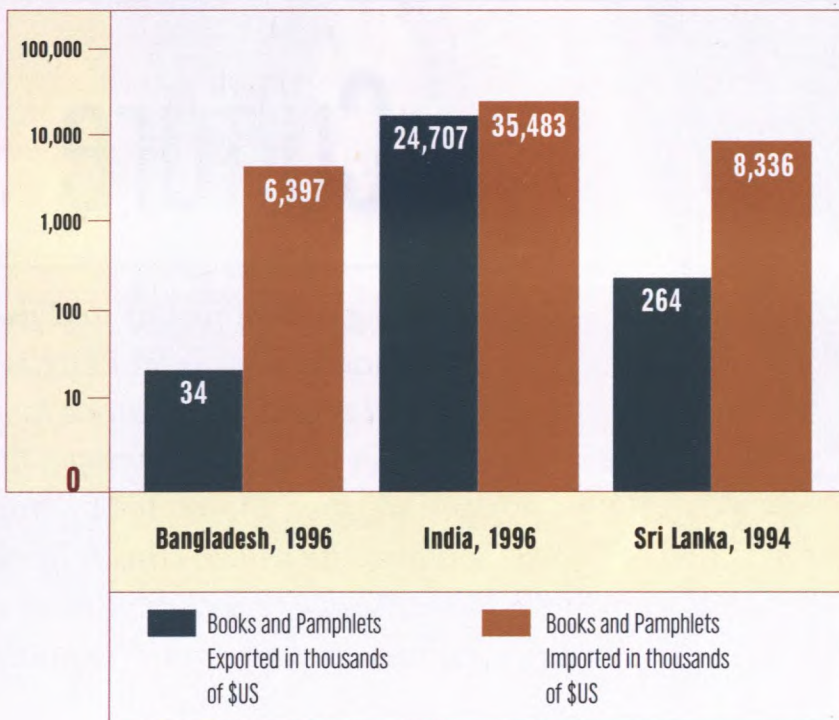
TV shop in India CIDA Photo: Nancy Durrell McKenna.

Facts on Reading and Watching

	Bangladesh	India	Pakistan	Sri Lanka
Cinemas or film screens	946	13,000	600	259
Feature films	130	683	49	-
Newspapers dailies & weeklies	179	41,000	876	52
Book production, number of titles	1,258	11,903	-	4,115

Source: *The Statesman's Yearbook 2001*

Books and Pamphlets Imported and Exported



Source: *UNESCO Statistical Yearbook*