

## **A Comparative Study on Changes in Media Consumption among Millennials and GENX Generations with Reference to Public Service Broadcasting in India**

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### **ABSTRACT**

Public service broadcasting has played an essential role in the dissemination of news and information in various countries for decades. Public service broadcasting (PSB) is currently faced with a number of difficulties, including the requirement to establish its legitimacy in an increasingly digital media landscape. The aim of this study is to find what public perceptions of PSB are in the digital age, as well as how they view PSB's function in contrast to other digital media offerings. A standardized questionnaire was used to conduct an online survey. The findings shows that respondents attribute a clear role to PSB and distinguish it from other media offerings in the increasingly digital media environment. Respondents are more likely to value social media platforms for entertainment purposes than PSB.

This study provides an overview of the growing research literature on the impact of millennials' changing media consumption in the digital era on Doordarshan, India's public service broadcaster, and its implications for the future of Doordarshan. The study will also look at the impact of various media platforms on millennials. This proposed research looks into how Doordarshan, deals with the problem of reflecting an avalanche of user-generated content created on social media by a large younger audience. In this study, key factors for attracting, managing, and retaining young audiences, particularly millennials, will be examined. Researchers and operators in related fields should be able to use the findings of this study to identify various factors that explain Millennials' media consumption.

**Keywords:** Millennial Generations, Multi platforms, New media, Public Service Broadcasting.

### **INTRODUCTION**

Since 1990, television broadcasting in India has changed dramatically. Due to advancements in communication technologies, as well as changes in ownership and media content rules, new players have entered the broadcasting sector. The introduction of new powerful players altered the dynamics of the media market, resulting in privatisation and commercialization. Because of the convergence of communication sectors as a result of digitalization, new market structures and competition for market share and revenue emerged. Because of the digital revolution, traditional PSB models are being challenged by new media [31] To stay relevant in the digital age, the government should rethink PSB's role and how the PSB's remit can meet the needs of citizens in the twenty-first century, particularly millennials. PSB's main challenge is to attract and retain young people and millennials, the country's future citizens. These generations spend more time on social media platforms than previous generations.

"PSB faces new challenges in the current media environment, which is characterised by information overload and empowered users. Consumers, who were previously passive audiences, are increasingly using social media, blogs, and other digital tools to develop practical news and conversations about it" [8]

The changing modes of media consumption among millennials has been highlighted in recent studies. Consumption is changing rapidly in comparison to previous generations, but it is found

to be stable across this group's various life stages [33]. Other forms of media, such as on-demand services, video games, and social media, are displacing radio and television. As a result, PSB in India must alter its survival strategy.

The study's main context is the advancement of technology, particularly digital technology and the internet. Even though live television is still very important, internet-based catch-up television is becoming more popular [3]. The number of people aged 16 to 35 who watch television has decreased dramatically [22]. New digital players like Netflix and Amazon Prime are giving consumers more options and making the landscape more user-friendly and competitive.

The percentage of young people watching broadcasting programs has been dropping continuously in the USA and the UK. The majority of the youngsters are watching TV via subscription services like Netflix or online streaming. There exist severe concerns about how millennials distinguish public service program content from others. The research shows that younger audiences find it very difficult to distinguish between PSB and non-PSB programs. The attitudes towards online and on-demand content are increasing ([33]. Due to rapid changes in audience behaviour, the current PSB system is likely to struggle more.

Millennial is the name given to the generation born from 1981 to 1996, dates now clarified by the Pew Research Centre, although some have seen them as starting in 1980 and being born as late as 2004. Also known as Generation Y (Gen Y), the millennial generation follows Generation X (Gen X).

In addition to the techno-logical, political, and economic factors, social and cultural changes are affecting the functioning of Doordarshan. Globalization, migration from other continents and the free movement of capital, goods, and services are all forces that have changed our social cohesion.

India faces numerous socio-cultural and economic challenges, including socio-economic paradoxes such as high illiteracy rates, lack of computer literacy, power outages, poverty, under-utilized human resources, and underdevelopment [27].

The following technological waves have an impact on the above: (1) The Digital India (DI) initiative, which is a policy-driven project aimed at digitally empowering Indian society in order to enable the digital economy and promote the information society. (2) Digital switch-over (DSO) to enable broadband communication and narrowcasting, and (3) mobile broadband - the exponential growth of cellular phone networks as the ultimate platform for combining personal and business communication [27]

The broadcasting sector is an integral part of a democratic country like India. It is a mixture of public service broadcasters, private broadcasters, pay-tv providers, and online video services providers. Doordarshan has been the most important cultural institution in India. Doordarshan played a crucial role in India by communicating and educating useful values in society and maintaining a national culture.

PSB has received strong and continuing support for the aims and characteristics of its viewers. As per Human Capital, (2008), commissioned by Ofcom, television remains more popular compared to any other media. But audiences prefer the other benefits offered by the digital media [21]. Despite the reported decline of PSB, there are persuasive arguments to support its relevance as the time-tested concept that cannot be done away with by technology. What is the justification for PSB in the digital age? Academic research in several countries demonstrates its need [4]

Many academics, including Humphreys and Jakubowicz, have argued that PSB should thrive in the digital age. They argue that, while "the case for maintaining a strong PSB sector in the new media technologies is compelling," "continuing the traditional far-reaching kind of regulation of electronic media into the digital age is inconceivable" [11]. PSB, it could be argued, is more relevant in the digital era to counterbalance broadcasting law and regulation. In the face of globalisation, PSB will ensure the society's communication needs, maintain a high-quality programme, counter powerful private media players, and promote national and socio-cultural identities [2].

### **Objectives:**

The aim of this research was to understand the change in media consumption among millennials and gen X.

### **Research Questions**

1. What are the reasons for the changing media consumption habit among millennials over genX?
2. How millennials and genX use PSB today, and how they plan on using it in future?
3. What PSB should do to attract and retain millennials?

### **LITERATURE REVIEW**

#### **The Use and Relevance of PSB Among Different Generations**

PSB is used and relevant in different ways by different generations. While genX prefer PSB shows, younger audiences are more likely to use online services. Younger audiences are more likely to remember the programmes they watch on streaming services. The millennial generation is more comfortable with technology and more adaptable to new technologies than previous generations. As a result, millennials prefer media that allows for more flexibility in use and provides constant feedback [22]

The millennial generation is unique, because, they are the first generation to have grown up completely immersed in the digital age [7]. They grew up in a diverse community, so they are less likely than previous generations to perpetuate stereotypes about others [35]. This generation of millennials is very familiar with technology and social media [26],[35]. Being technologically connected almost from birth can have far-reaching consequences for millennials' futures in school and at work. This distinct feature of millennials makes them extremely valuable in terms of their habits."

Millennials process information and communicate differently compared to genX generations. Internet and social media platforms are at their fingertips. They expand the use of social media and other online platforms due to the continuous interconnectedness of the Internet [9]. The continuous use of new media can vary by age, education, and other demographic and social factors. Online sources such as Facebook, Twitter, etc. are more attractive for millennials to gather information whereas aged persons give more attention to traditional media. The rise of social media, and some video-sharing online platforms enhance the focus from traditional to mobile media. Social media play an important role as sources of news and other important information. These biggest platforms are widely used to share personal interests and experiences with friends and family members.

Millennials can use multiple devices simultaneously. "Browsing the internet- video, emailing, texting, social network, shopping, music, watching some program on another device, reading" etc. are very common among millennials [9].

The development of digital media platforms gives media users more opportunities to interact and engage with others. New media is offering immense opportunities to comment on media content along with options for posting, sharing, and discussing. The millennials are different from their parents and their predecessors. The millennial generation is more open-minded and is willing to take more responsibilities than previous generations [29]. These younger audiences are not enjoying the same relationship with PSBs as that of older audiences [21]

"The millennial generation, according to [9], is less formal in the workplace and prefers to spend their free time on the Internet and interacting on social media networks. Millennials prefer a work environment that allows them to balance their work and personal lives [29]. Millennials expect to be able to use a variety of technologies as well as the most up-to-date computer and communication systems [9]. Millennials want to make a positive impact not only at work, but also in the communities where they live [9].

Some viewers believe that family bonding is an important feature of PSB in a country like India, where Doordarshan is watched by family members together. PSB content has intrinsic value in terms of societal cohesion. PSBs' programme is universal, which allows them to communicate with people of various ages in ways that on-demand content cannot [22].

## **THEORETICAL FRAMEWORK**

In India, where Doordarshan is closely watched by mass communication and other media researchers, the Uses and Gratification (U&G) theory is being used to examine, explain, and provide answers to why people use certain media and what benefits or gratifications they receive as a result of their use of media utilities. The (U&G) theory explains why viewers prefer one medium over another to meet their social and psychological needs [12]. (U&G) theory focuses more on the audience, emphasising the selective nature of the audience and the media, which is a good fit for the topic of our research. The introduction of new media technologies revolutionised the way people consume media. As a result, online media users differ significantly from traditional media audiences who relied on specific media content. Li stated that they frequently use online media to meet a variety of needs, including cognitive, affective, social, personal, and medium appeal needs. As a result, media usage has become an important research field, demonstrating the (U&G) theory's direct relevance to its participants [16]. In this study, the goal of (U&G) theory is to explain how people use a medium to meet their specific needs. (U&G) theory emphasises the functions and consequences of mass media use as a way to better explain and comprehend the influence of mass communication.

'A few decades ago, motivations for television use and consumption of television programs were inseparable in a single platform era. Now audiences have more choices on platforms for watching video content at a given time. Computers with an Internet connection or mobile phones are some options to watch television programs or other video content [5]. Some viewers still consider television as the dominant video platform. Today, the content available on television can be accessed on multiple devices. As a result, in a multiplatform era, the motivations for using television and watching TV programs are separate and can be different. Cha and Chan-Olmsted (2013) compared television with online platforms. They found that these platforms differ in the degree to which they fulfil timely learning and relaxing entertainment motives. "According to them, the majority of people use online media sources for interaction, entertainment, seeking and sharing of information, socialization, education, self-expression, surveillance, and communication". The (U&G) theory perfectly fits in our research because this theory does not assume a set of pre-defined gratifications factors. But factors are to be generated from the data.

This led us to ask some questions such as how and why such media is used as well as how each type of media serves each user.

### RESEARCH METHOD

When studying the characteristics of a large population, the survey method is useful. The survey method can provide a more accurate sample from which to draw conclusions and make critical decisions. The judgmental sampling method was used in this study because the researcher can communicate directly with members of the sample who have adequate knowledge and understanding of the subject.

The survey was distributed via the internet. Several statistical tools were used to analyse the data, including the "Chi-square test, t-test, independent sample t-test, and ANOVA test."

Only 176 of the 200 people who received questionnaires completed them, and their responses were recorded. Respondents came from a variety of backgrounds, including students, employed, unemployed, and middle-aged people. Using various statistical tools, the demographics of the respondents and their media viewing habits were analysed based on their responses. The cross-sectional survey allows for the evaluation of the cause-and-effect relationship between different age cohorts and media preferences and viewing habits.

### RESULTS

Respondents were asked about the attention given to different media outlets for consuming media content. A Chi-square test was conducted to determine if there exists an association between the age of the respondents and their media preferences.

Table1

*Chi-Square Test for association between age and media preferences*

Age	Media Preferences		Total	Chi square value	P Value
	New Media	Traditional media			
20-40	74 (74.75) [73.27]	25 (25.25) [33.33]	99 (100) [56.25]	14.642	<0.001**
Above 40	27 (35.06) [26.73]	50 (64.94) [66.67]	77 (100) [43.75]		

Total	101 (57.39) [100]	75 (42.61) [100]	176 (100) [100]
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Note: 1: The value within () refers to row percentage

2: The value within [] refers to column percentage

3: \*\* denotes significant at 1% significant level

Based on row percentage. In the age group 20-40, 74.75% of the people prefer new media and only 25.25% prefer traditional media. In the second category, where the age is above 40years, only 35.06% prefer new media whereas 64.94% prefer traditional media. From the above table, 57.39% of the total viewers are preferring new media and only 42.61% prefer old media. The data also shows that 73.27% of the total viewers who like new media were millennials.

As a result, we can deduce that the majority of people in the 20-40 age group (millennials) prefer new media to traditional media. Because millennials prefer new media to traditional media, we investigate why they prefer new media. We asked them several questions about their decision and came up with a few key reasons. The main reasons for this preference are the flexibility in watching, interesting programmes, variety and choice, and the availability of high-quality programmes.

Table 2 Statements on media preferences

Statements on Media Preferences	Mean	SD	T value	P value
Specific Program	4.70	1.974	4.277	<0.001**
Variety and Choice	4.96	1.920	6.080	<0.001**
Interesting Program	4.87	1.887	5.569	<0.001**
Quality Program	5.03	1.901	6.550	<0.001**
Flexibility	4.55	2.028	3.152	<0.001

Note: \*\* denotes significant at 1% level

The above findings show that there is a clear distinction in media selection and consumption between different age groups. When it comes to watching media content, millennials prefer online media. This shift could be due to a variety of factors. Our research shows that the main benefits viewers get from the online medium are the flexibility of watching, the availability of high-quality original content, and the programme selection. These are the advantages of online media over traditional media. As a result, the (U&G) theory can explain why young people prefer new media to traditional media due to the benefits it provides. Furthermore, our research shows that over 90% of millennials enjoy using the internet and digital media devices such as smartphones.

The focus then shifted to demographic characteristics of millennials, such as gender, marital status, educational attainment, and place of residence, among other things. To investigate this, an ANOVA test was used to investigate these factors. With regards to sex, marital status, educational qualification, and place of residence, there is no significant difference in millennials' attitudes toward media.

Table 3

Factors	F value	P-value
Sex	4.40	0.020*
Marital Status	1.278	0.310
Educational Qualification	2.708	0.016*
Place of Residence	1.146	0.347

*Millennials attitudes towards media with different factors*

Note: \*\* denotes significant at 5% level

A series of PSB characteristics were presented to the respondents, and they were asked to comment on them. Many respondents believed that PSB's high-quality programming would naturally draw in more viewers. The findings backed up this assertion, with roughly 60% of respondents giving each of the characteristics a score of at least 7 out of 10.

### Public-Service Broadcasting Attitudes

Female respondents have a positive attitude toward PSB, based on the mean score. Female respondents think PSB benefits like "reflects India's diversity," "family viewing," and "the importance given to regional programmes" are more important. Male respondents, on the other hand, have a higher rating for 'trusted and accurate news.'

Table 4. Attitudes to public service broadcasting

Most Valuable PSB Benefits	Gender				t Value	P-value
	Male		Female			
	Mean	SD	Mean	SD		
Trusted & Accurate News	4.85	2.167	4.73	1.867	0.331	0.038*
High-Quality Programs	4.09	1.806	4.51	1.605	1.408	0.267
Reflects the Diversity of India	4.65	1.965	4.91	1.617	0.862	0.017*
Programs that brings the nation together	4.73	1.918	4.95	1.469	0.730	<0.01**
Family viewing	4.68	1.999	5.12	1.620	1.416	0.013*
Innovative Ideas & Approach	4.05	2.023	4.65	1.778	1.829	0.069
Importance to Regional Programs	4.53	1.969	4.95	1.737	0.264	0.040*

Note: 1. \*\* denote significant at 1% level

2. \* denotes significant at 5% level

There is no significant difference between male and female respondents with regard to the statements of 'high-quality programs' and 'innovative ideas and approach' since the P-value is greater than 0.05. This clearly indicates that PSB in India is not producing innovative programs with high quality. This is one of the major problems faced by Doordarshan.

The goal of this study is to look into people's perceptions of PSB and their effectiveness in achieving public service goals. Even though they were watching video clips on the internet, the majority of survey participants did not think of it as a source of audio-visual content on par with television. The use of the internet to access television or radio programmes was generally low among the elderly. Few people preferred the 'more commercially appealing' schedule because it provided more entertainment options. However, many participants believed it provided lower-quality programming than the other schedules.

The study looked into the respondents' attitudes toward PSB as well as their perspectives on the goals and characteristics of public service programming. More than 75% of those polled thought PSB was a good thing.

The study's main finding was that most respondents regard broadcasting as an important part of their lives because it allows them to stay connected to the rest of the world. The most frequently mentioned programmes were news and current affairs. Only a small percentage of respondents said they no longer get their news from the television or radio. For information and news, they have already migrated to the internet.

Doordarshan has fulfilled its role as a national broadcaster by providing universal access to its services in order to reach all viewers. In addition, the majority of respondents (78%) believe that PSB has a bright future in India in the digital era. However, as online media channels and content have grown in popularity, Doordarshan programme has become less appealing to millennials.

According to the data, approximately 70% of respondents believe that multiplatform telecasting will be beneficial to PSBs in attracting millennials.

Millennials now use streaming services more than PSB services, with some only using PSB services on rare occasions. Furthermore, millennials are unaware that the programme being watched on a streaming service was originally a PSB production. In the digital era, there is also a minority of respondents (14%) who are not in favour of PSB.

The research explored the attitudes of the respondents towards PSB and studied their views on the aims and characteristics of public service programming. More than 75% of the respondents had a positive attitude towards PSB.

The main observation in the study was that for most respondents, broadcasting was regarded as an important part of their lives since it helps them in keeping in touch with the world. News programming was most often mentioned, as well as current affairs programs. Very few respondents no longer used the television or radio for news. They already migrated to the internet for information and news.

By opening up the capital market to private enterprises, the new economic policies introduced in 1991 resulted in significant reforms. It was a major shift in India's strategy that lasted more than four decades after independence. To aid the industry's growth, a number of policy reforms and deregulations were implemented. International and domestic private media corporations have emerged as significant contributors to the country's economic development. The country's media landscape has changed as a result of changes in media policies and technological advancement. The new media policy is responsible for the start of transnational communication in the digital era. The government's monopoly in the broadcasting media ended in 1991 when CNN broadcast live coverage of the Gulf War via cable. With the introduction of new media



policies, India's mass communication shifted from government-controlled public broadcasting to a massive media and entertainment industry.

Online and social media platforms play an important role in media consumption in the digital age. The choice of media sources and platforms, on the other hand, is influenced by a variety of factors such as age, education, and gender. New media is preferred by Millennials, while traditional media is still valued by the GenX generation. As a result, the study looked into whether there is a link between age and media preferences. It was discovered, that there is a clear link between age and media preferences.

It was also discovered that there is a significant difference in the amount of attention given to various media by millennials and GenX groups. When it comes to media preferences, the study backs up the idea that there is a digital generation gap. Millennials were more reliant on online media platforms like Facebook, YouTube, Netflix, Hot star, and others, whereas GenX people valued traditional media more. Reduced television viewership, increased channel availability, and audience fragmentation all necessitate a new PSB model to attract and engage millennials in the digital age [32]. The new media environment not only provides a massive amount of information from a variety of sources that can distribute their content across multiple channels, but it also gives audience members more control over content creation and selection [17].

According to our study, most viewers supplemented television programmes with new forms of media content such as on-demand and streaming services, recorded television, and so on, this isn't to say that millennials prioritized online media content and genX prioritized traditional media sources. While millennials continued to watch television for information and entertainment, the study discovered that older people also used online sources for news and other useful information.

In comparison to millennials, traditional media has a greater impact on genX people when it comes to communicating information, according to our research. This is unsurprising given that genX peoples pay more attention to traditional media than millennials. "Debrett [6] argues that changing public service broadcaster to a public service media will increase audience interaction and diversity online. Van Dijck and Poell [24] state that "PSM always creates public spaces for citizens to share content of public interest."

When it comes to the future of public service broadcasters, the majority of respondents support keeping PSB commitments. The study discovered that audiences have different feelings about Doordarshan than they do about other private channels. Viewers cared more about Doordarshan because it is a public channel, and they have higher expectations of it than other private channels. According to the findings, television broadcasts will continue to attract a sizable audience for at least the next few years. The majority of broadcasters are considering full transition to the internet and other social media platforms. Broadband networks in India are inadequate to support high-quality programme streaming. Furthermore, the vast majority of existing television sets are not capable of connecting to the internet.

PSB should invest in innovative ways to ensure that their programmes are available on various social media and other online platforms in order to attract and retain fragmented audiences in the digital era. Doordarshan programmes are now available on a variety of devices. This was accomplished by distributing their programmes and clips via online platforms such as YouTube, Facebook, and other social media sites. PSB content can now be delivered in new ways, thanks to the multiplatform service [18]. The importance of public service content being available across all digital media platforms is highlighted by Ofcom's review of PSB [22].

In the eyes of millennials, the most valuable PSB benefit is reliable and accurate news. They also prefer Doordarshan programmes that demonstrate India's cultural diversity. According to this study, millennials prefer to watch media content on online platforms. When compared to traditional media, online platforms provide more flexibility in terms of watching programmes.

New and original content is also available through online media. Most millennials prefer online media for these reasons, regardless of their gender, educational qualifications, location of residence, or family income.

Doordarshan must work closely with audience-engaged social media players who are both trusted and innovative. Today, transnational media players, particularly digital players such as Google, Facebook, and others, have the strongest engagement with audiences" ([14].

The millennial generation is looking for relevant and useful programme content. They recognise that the PSB produces some "must-see" shows, but that was not enough to keep them coming back on a regular basis.

Doordarshan is unable to produce high-quality content based on new ideas. Doordarshan should adopt other public service models, such as the BBC, to ensure its survival. The BBC's innovation model is intentionally open in terms of technical standards, so that others in the industry can learn from it and use it to create their own products. The BBC is able to invest in areas that are not commercially viable in the short term but have strategic long-term potential for audiences and the UK's creative industry by following this open standards model.

Small business firms and young people who would otherwise struggle to find opportunities to develop their productions are also given training and mentoring by the BBC. The BBC can also reap the benefits of its investments. The benefits that the BBC brings to the United Kingdom are endless. From promoting foreign direct investments to showcasing the country's talents and culture[1].

. Since its inception, the BBC has played a significant role in British life. The British public recognises and admires this role, and extensive public consultation on the BBC's future has revealed that the public wants it to continue. Because of the enormous benefits it provides to individual licence fee payers, wider society, and the industry of which it is a part, successive governments have recognised the importance of the BBC and have chosen to keep a strong and independent publicly-funded broadcaster. It is a part of the national culture that is widely trusted and appreciated. It contributes significantly to the fact that we have the best broadcasting in the world. [28].

People are also very clear about their expectations of the BBC. They recognise that there is a lot of competition in the marketplace, but they believe that the BBC is more important now than it has ever been because of the speed of change and the rapid expansion of choice. Rather than withering away, most people regard the BBC as a solid foundation for the rest of the UK's broadcast media. People see it as a safe and secure environment where they and their families can rely on high-quality programming and internet content. As a result, the BBC is seen as having clear goals and serving the public in a unique way. They agree, as does the Government, that the BBC's first Director General, Lord Reith, set the original objectives of informing, educating, and entertaining the public.

The BBC produces a diverse range of content in a variety of genres in order to reach as many people as possible. It is making subjects accessible to new audiences whenever possible. Its programmes, particularly in news, set the bar for other broadcasters to follow. Programmes should strive to be excellent, unique, and entertaining, which means they should be: • of high quality; • challenging; • original; • innovative; and • engaging. At least one of the above qualities of excellence and uniqueness should be present in every programme.

Technology is progressing at an unprecedented, and frequently perplexing, rate. If we want India to remain at the forefront of these developments, with all the benefits that entails for society and industry, we need to involve the general public. This is where Doordarshan plays an important role and looks forward like BBC

Broadcasters try to make audiences react, comment, and contribute to a variety of genres and arrangements of programs, be they locally circulated archives, raw material available online, news, fiction with specific platforms, or others [4]

It is, however, certain that PSB will not survive unless it fundamentally transforms itself. Public service media need to mobilise public support for the institution and their programme of transformation. [15].

Survival of Doordarshan is critical in a democratic country like India. DD should do this by providing original content on various platforms in order to re-engage the youth and millennials. Doordarshan should modernise its infrastructure to meet the demands of the digital age. It should also invest in new and original content to drastically change the program's content. In order to accomplish this, the company's human resource policy must be completely overhauled. A highly motivated young blood with new and innovative ideas who is capable of producing a variety of programmes is critical to Doordarshan's survival.

## CONCLUSION

According to the study, broadcast television is still popular in the digital era, but audiences are shifting to digital platforms due to the opportunities these platforms provide. Millennials and other younger generations are increasingly turning to online platforms instead of traditional media. The shift in emphasis from traditional to new media poses a threat to PSB's survival. PSB must develop new strategies to attract and retain millennials if it is to survive. This requires a rethinking of PSB's mission and the development of relationships with citizens, without which PSB's visibility, social relevance, audience support, and economic viability may be jeopardised. Doordarshan's survival depends on technological advancements and the configuration of a multiplatform adaptation.

Millennials want to be able to access information at any time and from any location. They also require media flexibility. As a result, they will benefit from the delivery of information and other media content via various digital platforms. They are up to date on the latest technologies that will allow them to communicate more effectively on social media platforms. When it comes to delivering information to others, millennials prefer the same technologies.

In our research, we discovered that Doordarshan lacks innovative programmes with high-quality content. In today's world, content reigns supreme. People who used to watch linear television are now more likely to watch private television channels. As a result, Doordarshan should place a greater emphasis on high-quality content and innovative programming. People will not watch programmes if the content is poor, regardless of the platform.

The Doordarshan is the first and foremost broadcaster in India. –its main job should be to make top quality content across a wide range of genres available to a mass audience, primarily through television, radio and new media services

For the next decade, adapting new and improved technology will be critical in the media industry. Different digital and online platforms will be used to consume media. PSB faces a difficult task in transitioning to new digital media technologies and platforms. It will present

new difficulties. However, as a result of social changes and new technologies, the PSB is now required to provide information and content to all citizens via a variety of platforms [18]. The PSB system in India can meet new and complex challenges and play a vital role in society with proper strategies and action to adapt to the new environment, as well as continued support from the government and viewers. The findings of this study make recommendations to the government and media executives in India for the betterment of Doordarshan.

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