



MICHAEL KRAFT (C): NEW OPPORTUNITIES



Broadcasting

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It is a form of mass communication that utilizes the technology of radio and television to transmit messages and programs via airspace, an invisible but vital resource in the public domain and natural wealth of a nation.

Broadcasting

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- *“To the broadcaster, radio and television are businesses; their purpose, to earn a profit. But to most of us, radio and television are show business, and their purpose is to present programs that entertain.” (Smith, 1979)*
- *“...a very complex system which has many different facets depending on your perspective.” (Foster, 1979)*

Media

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Why is Broadcasting Such a Big Deal?

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- Anything that commands the attention and courts the affection of millions of people is a big deal, a serious matter and a real concern.
- In the Philippines, radio and television have built a solid reputation for being the most popular sources of news and information, the most reliable vehicle for advertising and marketing efforts, the least expensive pastime or leisure activity, and the best launching pad for many careers including acting, singing, newscasting and politics.

Television History

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- Television arrived in the Philippines after 1950.
- Commercial television was introduced in the Philippines in 1953 with the opening of DZAQ-TV Channel 3 of **Alto Broadcasting System** in Manila. The station operated on a 4-hours-a-day schedule and telecast only over a 50-mile radius.



Television History

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- **Alto Broadcasting System (ABS)** was later bought by the **Chronicle Broadcasting Network (CBN)** owned by the Lopezes.

Television History

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- The acquisition signaled the birth of **ABS-CBN**, now considered one of the major broadcasting companies not only in the Philippines but also in Asia.



Television Today

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- Satellite and cable technologies have virtually made universal access to broadcast media possible. ABS-CBN is linked to **Pan American Satellite (PanAmSat)**, which provides its programs to all cable operators and direct-to-home markets within the satellite's footprint. Through cable television system (e.g. TFC and Pinoy TV), it can reach Filipino communities in other countries.