

रेडियो (Radio)

मनुष्य सदा से अपना मनोरंजन करता आया है । मन की शान्ति के लिए वह नई-नई खोज करता गया । नए-नए आविष्कार करने में वैज्ञानिकों को होड़ लग गई । मानव ने प्रकृति को अपने हाथ का खिलौना बना लिया । आज घर में बिजली से बनी प्रत्येक वस्तु वैज्ञानिक आविष्कार का चमत्कार है ।

रेडियो भी उन्हीं आविष्कारों में से एक है । इटली के मार्कोनी और भारत के जगदीशचन्द्र बसु, दोनों ने ही ध्वनि तरंगों को एक स्थान से दूसरे स्थान पर भेजने का प्रयास किया । मार्कोनी को 1901 में सफलता मिली जब उन्होंने एक समाचार इंग्लैण्ड से न्यूजीलैण्ड भेजा ।

जगदीश चन्द्र बसु ने 1859 में छोटे पैमाने पर यह प्रयास किया था । परंतु भारत उनकी इस खोज को कोई महत्वपूर्ण स्थान न दे पाया और वे इस वैज्ञानिक दौड़ में पीछे रह गए और मार्कोनी अमर हो गए । भारत का प्रथम रेडियो स्टेशन 1927 में स्थापित हुआ और आज हर प्रान्त में कई-कई रेडियो स्टेशन हैं । रेडियो की आवाज हम तक कैसे पहुँचती है ? इसकी एक प्रक्रिया है- पहले आकाशवाणी केन्द्र बिजली द्वारा ध्वनि को बिजली की लहरों में परिवर्तित कर देता है ।

फिर इन लहरों को आकाश में छोड़ दिया जाता है । इन लहरों को रेडियो रिसीवर पकड़ लेते हैं और सुनने वाले रेडियो के बटन दबाकर मनचाहे कार्यक्रम सुन सकते हैं । रेडियो अनेक प्रकार के होते हैं लेकिन मुख्य रूप से हम इन्हें तीन भागों में वर्गीकृत कर सकते हैं- स्थानीय, अखिल भारतीय और विदेशों से सम्बन्धित ।

स्थानीय रेडियो पर केवल प्रान्त विशेष के कार्यक्रम, अखिल भारतीय रेडियो पर पूरे भारत के कार्यक्रम और विदेशी रेडियो से विदेशों के कार्यक्रम सुनने को मिलते हैं । रेडियो के अन्दर एक सुई होती है जिसे बटन की सहायता से इधर-उधर घुमाया जाता है । जिससे उस केन्द्र से सम्पर्क जुड़ जाता है और आवाज आने लगती है ।

रेडियो के अनेक लाभ हैं । घर बैठे देश ओर विदेश के ताजा समाचार मालूम हो जाते हैं । क्रिकेट इंग्लैण्ड में हो और आखों देखा हाल हिन्दी और अंग्रेजी में बारी-बारी से प्रस्तुत होता है । इसके अतिरिक्त पुराने नए फिल्मी गाने, कलाकारों से वार्तालाप, शास्त्रीय संगीत, नाटक, महत्वपूर्ण वार्ताएं, स्त्रियों के घरेलू कार्यक्रम, जिनमें उन्हें-खाना बनाने की विधियाँ, कपड़ों की देखभाल, घरेलू चिकित्सा के उपाय आदि के बारे में जानकारी दी जाती है ।

किसानों के कृषि से सम्बन्धित कार्यक्रम जिसमें उन्हें कौन सी फसल किस मौसम में बोनी चाहिए, फसल को कब बोना और काटना चाहिए, कब और कहाँ बेचना चाहिए आदि जानकारी मिलती है। इसके अतिरिक्त सामाजिक, राजनैतिक, आर्थिक परिस्थितियों की जानकारी, पर्वों पर विशेष कार्यक्रम, बच्चों के लिए शिक्षाप्रद कहानियाँ आदि अनेक कार्यक्रम प्रसारित होते हैं:

रेडियो-जहाज, पुलिस, सेना के वाहनों आदि में लगा होता है। जिसके द्वारा वह अपना संदेश मुख्य कार्यालयों तक पहुँचाने हैं। हवाई जहाज यदि उड़ता हुआ किसी विपत्ति में फँस जाए जो रेडियों द्वारा ही कार्यालय में सूचित किया जाता है। रेडियों का एक रूप ट्रांजिस्टर भी है।

जिसे लोग कानों पर लगाकर सुनते हैं। विशेष कर जब क्रिकेट मैच हो तब लोग कमेंटरी सुनने के लिए उसका उपयोग करते हैं क्योंकि छोटा होने के कारण लोग उसे अपनी जेब, बैग या अटैची में रख लेते हैं। रेडियो क्षण भर में विश्व में घटित महत्वपूर्ण सूचनाएं हम तक तुरन्त पहुँचा देता है।

व्यापारी वर्ग के विज्ञापन भी रेडियों से प्रसारित होते हैं। जिससे आकाशवाणी को अतिरिक्त आय होती है और व्यापारियों को ग्राहक मिल जाते हैं और ग्राहकों को अपनी पसन्द का सामान। मनोरंजन के इस साधन में कोई बुराई नहीं है। हर कला का दृष्टिकोण इस में समाहित है। मनोरंजन का यह साधन पहले भी लोकप्रिय था, आज भी लोकप्रिय है और भविष्य में भी रहेगा।

All India Radio (AIR), officially known since 1957 as Akashvani ("Voice from the Sky"), is the national public radio broadcaster of India and is a division of Prasar Bharati. It was established in 1936.[2] It is the sister service of Prasar Bharati's Doordarshan, an Indian television broadcaster. Headquartered in the Akashvani Bhavan building in New Delhi, it houses the Drama Section, the FM Section, the National Service, and is also home to the Indian television station Doordarshan Kendra, (Delhi).

ALL INDIA RADIO

The Directorate General, All India Radio functions under Prasar Bharati. Director General is the Head of the Department and is responsible for the overall administration

and supervision of the entire AIR network. In performance of his duties and functions, the Director General, AIR is assisted by officers of the following wings.

PROGRAMME WING

Additional Director Generals (ADGs) at the Headquarters and in the Regions assist the Director General in proper supervision of the stations. The Headquarters of the Regional ADGs are situated at Kolkata (Eastern Region), Mumbai (Western Region-I), Lucknow (Central Region-I), Bhopal (Central Region-II) and Guwahati (North Eastern Region), Chennai (South Region-I), Bangalore (South Region-II), Delhi (North Region-I) and Chandigarh (North Region-II). Another office of ADG is to be set-up at Ahmedabad (Western Region-II).

ENGINEERING WING

In respect of the technical matters, Director General is assisted by an Engineer-in-Chief and ADG (Engineering) at the Headquarters and by the Zonal Chief Engineers in zones. In addition, there is a Planning and Development Unit at the Headquarters in respect of the Development Plan Schemes of All India Radio. For the civil construction activities, the Director General is assisted by the Civil Construction Wing (CCW) of AIR, which is headed by a Chief Engineer. The CCW caters to the needs of Doordarshan also.

ADMINISTRATIVE WING

Additional Director General (Administration) and Additional Director General (Finance) assist the Director General on all matters of the administration and finance. One Director each looks after the Engineering Administration, Programme Administration and financial matters.

SECURITY WING

The Director General is assisted by a Deputy Director General (Security), an Assistant Director General (Security) / Deputy Director (Security) on the matters relating to the security and safety of AIR installations viz., transmitters, studios, offices, etc. The Security requirements of Doordarshan are also looked after by these officers.

AUDIENCE RESEARCH WING

There is a Director (Audience Research) to assist the Director General in carrying out feedback studies on the programmes broadcast by the stations of All India Radio. Director (Audience Research) is assisted by a Joint Director (Audience Research).

ACTIVITIES OF SUBORDINATE OFFICES OF AIR IN BRIEF

There are a number of subordinate offices of All India Radio performing the distinct functions. The broad activities of these offices / divisions are summarised as under:

NEWS SERVICES DIVISION

The News Services Division works round-the-clock and it broadcasts over 607 news bulletins both for Home and External Services. The bulletins are in Indian languages and various foreign languages. The Division is headed by the Director General (News). There are 46 Regional News Units in AIR. The bulletins vary from region to region according to the news worthiness of national, regional and local affairs.

EXTERNAL SERVICES DIVISION

The External Services Division of All India Radio broadcasts in 27 languages i.e., 15 foreign and 12 Indian languages. These services are radiated for an aggregate duration of 72 hours daily and are projected to over 100 countries.

TRANSCRIPTION & PROGRAMME EXCHANGE SERVICE

This service looks after the exchange of programmes among the stations, building up and maintenance of sound archives and also the commercial release of prestigious recordings of music maestros.

RESEARCH DEPARTMENT

The functions of the Research Department include Research and Development of equipment required by AIR and Doordarshan, investigation and studies relating to AIR and Doordarshan, development of prototype models of R&D equipment for limited use field trials in AIR and Doordarshan network.

CENTRAL STORE OFFICE

AIR's Central Store Office, located at New Delhi, performs the functions relating to procurement, stocking and distribution of the engineering stores required for the maintenance of technical equipment at All India Radio Stations.

COMMERCIAL BROADCASTING SERVICE CENTRES & VIVIDH BHARATI SERVICE (VBS)

There are 41 Vividh Bharati-cum-Commercial Broadcasting Service (CBS) Centres including the exclusive VB Centres. The work relating to CBS is performed by two Wings i.e. Sales Wing and Production Wing. An independent Central Sales Unit along with 15 main Commercial Broadcasting Service Centres looks after the marketing of broadcast time in AIR.

Three-tier Broadcasting System

AIR has a three-tier system of broadcasting. These three levels of programmes are the National, Regional and Local each having distinct audiences.

National programmes are broadcast from Delhi for relay by the Capital, Regional and Local Radio Stations. Some of these are the National Programme of Talks and Features in Hindi and English, the National Programmes of Drama and Music.

The **National** Channel of All India Radio located in Delhi broadcasted programmes which were heard on Medium Wave and also on Short Wave. Started on 18th May 1988, this channel worked as a night service from 6.50 PM to 6.10 AM the next morning. Broadcasting in Hindi, Urdu and English, the programme composition of the channel had been designed to make it representative of the cultural mosaic and ethos of the country. It has been closed on January, 2019

The **Regional** Stations in different States form the middle tier of broadcasting. They originate programmes in the regional languages and dialects. Regional Channels are located in the major linguistic-cultural region of every state. 116 Regional Channels are spread over 29 states & 6 Union Territories including the North-Eastern Service at Shillong that projects the vibrant cultural heritage of the North-Eastern region of this country. The Regional Channels, broadcast largely on the Medium Wave frequency, follow a composite programme pattern comprising of music - classical, light, folk and film, News and Current Affairs, Radio plays, features, Farm and Home programmes, programmes on Health & Family Welfare and programmes for Woman, Children etc.

Local Radio is relatively a newer concept of broadcasting in India. Local radio stations serve small communities, showcase local culture and broadcast area specific programmes for the benefit of the community. The transmission is in the FM mode. The programming is flexible and spontaneous and the stations function as the mouth piece of the local community. At present there are 86 Local Stations spread across the country.

Growth & Development

Broadcasting in India actually began about 13 years before AIR came into existence. In June 1923 the Radio Club of Bombay made the first ever broadcast in the country. This was followed by the setting up of the Calcutta Radio Club five months later. The Indian Broadcasting Company (IBC) came into being on July 23, 1927, only to face liquidation in less than three years.

In April 1930, the Indian Broadcasting Service, under the Department of Industries and Labour, commenced its operations on an experimental basis. Lionel Fielden was appointed the first Controller of Broadcasting in August 1935. In the following month Akashvani Mysore, a private radio station was set up. On June 8, 1936, the Indian State Broadcasting Service became All India Radio.

The Central News Organisation (CNO) came into existence in August, 1937. In the same year, AIR came under the Department of Communications and four years later came under the Department of Information and Broadcasting. When India attained independence, there were six radio stations in India, at Delhi, Bombay, Calcutta, Madras, Tiruchirapalli and Lucknow. There were three in Pakistan (Peshawar, Lahore and Dacca). AIR then had a coverage of just 2.5 % of the area and 11% of the population. The following year, CNO was split up into two divisions, the News Services Division (NSD) and the External Services Division (ESD). In 1956 the name AKASHVANI was adopted for the National Broadcaster. The Vividh Bharati Service was launched in 1957 with popular film music as its main component.

The phenomenal growth achieved by All India Radio has made it one of the largest media organisations in the world. With a network of 262 radio stations, AIR today is accessible to almost the entire population of the country and nearly 92% of the total area. A broadcasting giant, AIR today broadcasts in 23 languages and 146 dialects catering to a vast spectrum of socio-economically and culturally diverse populace.

Programmes of the External Services Division are broadcast in 11 Indian and 16 foreign languages reaching out to more than 100 countries. These external broadcasts aim to keep the overseas listeners informed about developments in the country and provide a rich fare of entertainment as well.

The News Services Division, of All India Radio broadcasts 647 bulletins daily for a total duration of nearly 56 hours in about 90 Languages/Dialects in Home, Regional, External and DTH Services. 314 news headlines on hourly basis are also being mounted on FM mode from 41 AIR Stations. 44 Regional News Units originate 469 daily news bulletins in 75 languages. In addition to the daily news bulletins, the News Services Division also mounts number of news-based programmes on topical subjects from Delhi and its Regional News Units.

AIR operates at present 18 FM stereo channels, called AIR FM Rainbow, targeting the urban audience in a refreshing style of presentation. Four more FM channels called, AIR FM Gold, broadcast composite news and entertainment programmes from Delhi, Kolkata, Chennai and Mumbai. With the FM wave sweeping the country, AIR is augmenting its Medium Wave transmission with additional FM transmitters at Regional stations.

In keeping with the Government decision for transition to the digital mode of transmission, AIR is switching from analog to digital in a phased manner. The technology adopted is the Digital Radio Mondiale or DRM. With the target of complete digitization by 2017, the listeners can look forward to highly enhanced transmission quality in the near future.

ऑल इंडिया रेडियो (AIR), जिसे आधिकारिक रूप से 1957 से आकाशवाणी ("वॉयस फ्रॉम द स्काई") के रूप में जाना जाता है, भारत का राष्ट्रीय सार्वजनिक रेडियो प्रसारक है और प्रसार भारती का एक प्रभाग है। इसकी स्थापना 1936 में हुई थी। [2] यह प्रसार भारती के दूरदर्शन की बहन सेवा है, जो एक भारतीय टेलीविजन प्रसारक है। नई दिल्ली में आकाशवाणी भवन में मुख्यालय, यह नाटक अनुभाग, एफएम अनुभाग, राष्ट्रीय सेवा, और भारतीय टेलीविजन स्टेशन दूरदर्शन केंद्र, (दिल्ली) का भी घर है।

ऑल इंडिया रेडियो

प्रसार भारती के तहत महानिदेशालय, अखिल भारतीय रेडियो कार्य करता है। महानिदेशक विभाग का प्रमुख होता है और संपूर्ण AIR नेटवर्क के समग्र प्रशासन और पर्यवेक्षण के लिए जिम्मेदार होता है। अपने कर्तव्यों और कार्यों के प्रदर्शन में, महानिदेशक, आकाशवाणी को निम्नलिखित पंखों के अधिकारियों द्वारा सहायता प्रदान की जाती है।

कार्यक्रम विंग

मुख्यालय और क्षेत्र में अतिरिक्त निदेशक जनरलों (ADG) स्टेशनों की उचित निगरानी में महानिदेशक की सहायता करते हैं। क्षेत्रीय ADG का मुख्यालय कोलकाता (पूर्वी क्षेत्र), मुंबई (पश्चिमी क्षेत्र- I), लखनऊ (मध्य क्षेत्र- I), भोपाल (मध्य क्षेत्र- II) और गुवाहाटी (उत्तर-पूर्वी क्षेत्र), चेन्नई (दक्षिण क्षेत्र) में स्थित हैं -I), बेंगलूर (दक्षिण क्षेत्र- II), दिल्ली (उत्तर क्षेत्र- I) और चंडीगढ़ (उत्तर क्षेत्र- II)। ADG का एक अन्य कार्यालय अहमदाबाद (पश्चिमी क्षेत्र- II) में स्थापित किया जाना है।

इंजीनियरिंग विंग

तकनीकी मामलों के संबंध में, महानिदेशक को मुख्यालय में एक इंजीनियर-इन-चीफ और एडीजी (इंजीनियरिंग) द्वारा और जोनल चीफ इंजीनियर द्वारा जोनों में सहायता प्रदान की जाती है। इसके अलावा, अखिल भारतीय रेडियो की विकास योजना योजनाओं के संबंध में मुख्यालय में एक योजना और विकास इकाई है। सिविल निर्माण गतिविधियों के लिए महानिदेशक, आकाशवाणी की सिविल कंस्ट्रक्शन विंग (CCW) द्वारा सहायता प्रदान की जाती है, जिसका प्रमुख मुख्य अभियंता होता है। CCW दूरदर्शन की जरूरतों को भी पूरा करता है।

सहायक विंग

अतिरिक्त महानिदेशक (प्रशासन) और अतिरिक्त महानिदेशक (वित्त) प्रशासन और वित्त के सभी मामलों में महानिदेशक की सहायता करते हैं और प्रत्येक निदेशक इंजीनियरिंग प्रशासन, कार्यक्रम प्रशासन और वित्तीय मामलों की देखरेख करता है।

सुरक्षा विंग

महानिदेशक को एक उप महानिदेशक (सुरक्षा), एक सहायक महानिदेशक (सुरक्षा) / उप निदेशक (सुरक्षा) द्वारा AIR प्रतिष्ठानों की सुरक्षा और संरक्षा से जुड़े मामलों में सहायता प्रदान की जाती है।, ट्रांसमीटर, स्टूडियो, कार्यालय आदि। दूरदर्शन की सुरक्षा आवश्यकताओं को भी इन अधिकारियों द्वारा देखा जाता है।

दर्शक अनुसंधान विंग

ऑल इंडिया रेडियो के स्टेशनों द्वारा प्रसारित कार्यक्रमों पर प्रतिक्रिया अध्ययन करने के लिए महानिदेशक की सहायता के लिए एक निदेशक (ऑडियंस रिसर्च) है। निदेशक (ऑडियंस रिसर्च) को एक संयुक्त निदेशक (ऑडियंस रिसर्च) द्वारा सहायता प्रदान की जाती है।

BRIEF में आकाशवाणी के सरकारी कार्यालयों की गतिविधियाँ

ऑल इंडिया रेडियो के कई अधीनस्थ कार्यालय अलग-अलग कार्य कर रहे हैं। इन कार्यालयों / प्रभागों की व्यापक गतिविधियों को निम्नानुसार संक्षेपित किया गया है:

समाचार सेवा प्रभाग

समाचार सेवा प्रभाग चौबीसों घंटे काम करता है और यह 607 से अधिक समाचार बुलेटिनों का प्रसारण घर और बाहरी सेवाओं के लिए करता है। बुलेटिन भारतीय भाषाओं और विभिन्न विदेशी भाषाओं में हैं। इस प्रभाग की अध्यक्षता महानिदेशक (समाचार) करते हैं। आकाशवाणी में 46 क्षेत्रीय समाचार इकाइयाँ हैं। बुलेटिन राष्ट्रीय, क्षेत्रीय और स्थानीय मामलों की समाचार योग्यता के अनुसार एक क्षेत्र से दूसरे क्षेत्र में भिन्न होते हैं।

बाहरी सेवा प्रभाग

ऑल इंडिया रेडियो का बाहरी सेवा प्रभाग 27 भाषाओं में, अर्थात् 15 विदेशी और 12 भारतीय भाषाओं में प्रसारण करता है। इन सेवाओं को प्रतिदिन 72 घंटे की कुल अवधि के लिए विकीर्ण किया जाता है और 100 से अधिक देशों को प्रस्तुत किया जाता है।

परिवर्तन और कार्यक्रम अतिरिक्त सेवा

यह सेवा स्टेशनों के बीच कार्यक्रमों के आदान-प्रदान, साउंड आर्काइव्स के निर्माण और रखरखाव और संगीत मैक्रोज़ की प्रतिष्ठित रिकॉर्डिंग की व्यावसायिक रिलीज़ के बाद लगती है।

अनुसंधान विभाग

अनुसंधान विभाग के कार्यों में आकाशवाणी और दूरदर्शन द्वारा आवश्यक उपकरणों का अनुसंधान और विकास, आकाशवाणी और दूरदर्शन से संबंधित जांच और अध्ययन, आकाशवाणी और दूरदर्शन नेटवर्क में सीमित उपयोग क्षेत्र परीक्षणों के लिए आर एंड डी उपकरणों के प्रोटोटाइप मॉडल का विकास शामिल है।

सेंट्रल स्टोर कार्यालय

नई दिल्ली स्थित आकाशवाणी का केंद्रीय स्टोर कार्यालय, ऑल इंडिया रेडियो स्टेशनों में तकनीकी उपकरणों के रखरखाव के लिए आवश्यक इंजीनियरिंग स्टोर्स की खरीद, स्टॉकिंग और वितरण से संबंधित कार्य करता है।

व्यावसायिक प्रसारण सेवा केंद्र और विभा भगत सेवा (VBS)

अन्य VB केंद्रों सहित 41 विविध भारती-सह-वाणिज्यिक प्रसारण सेवा (CBS) केंद्र हैं। CBS से संबंधित कार्य दो विंग्स यानी सेल्स विंग और प्रोडक्शन विंग द्वारा किया जाता है। 15 स्वतंत्र वाणिज्यिक प्रसारण सेवा केंद्रों के साथ एक स्वतंत्र केंद्रीय बिक्री इकाई मा के बाद देखती है

मील के पत्थर

ऑल इंडिया रेडियो द्वारा दशकों के दौरान हासिल की गई अभूतपूर्व वृद्धि ने इसे दुनिया के सबसे बड़े मीडिया संगठनों में से एक बना दिया है। आज AIR 262 प्रसारण केंद्रों के माध्यम से लगभग 91.85% क्षेत्र में फैली 99.18% आबादी तक पहुँचता है। अक्टूबर 1, 1885 को टेलीग्राफ अधिनियम को लागू करने के पीछे इस धारणा का पता लगाया जा सकता है। प्रसारण के प्रमुख स्थल निम्नानुसार हैं:

1920 के दशक

जून, 1923: रेडियो क्लब ऑफ़ बॉम्बे द्वारा कार्यक्रमों का प्रसारण।

नवंबर, 1923: कलकत्ता रेडियो क्लब ने कार्यक्रम तैयार किए।

31, 1924 जुलाई: ब्रॉडकास्टिंग सर्विस की शुरुआत मद्रास प्रेसिडेंसी रेडियो क्लब ने की।

जुलाई 23, 1927: इंडियन ब्रॉडकास्ट कंपनी (IBC), बॉम्बे स्टेशन का उद्घाटन भारत के वायसराय लॉर्ड इरविन ने किया।

26, 1927 अगस्त: IBC का कलकत्ता स्टेशन का उद्घाटन।

1930 के दशक

1 मार्च, 1930: IBC परिसमापन में चला गया।

अप्रैल 1, 1930: उद्योग और श्रम विभाग के तहत भारतीय राज्य प्रसारण सेवा प्रायोगिक आधार पर शुरू हुई।

मार्च, 1935: "ब्रॉडकास्ट कंट्रोलर ऑफ़ ब्रॉडकास्ट" का पदभार।

अगस्त 30, 1935: लियोनेल फील्डन ने भारत में प्रसारण का पहला नियंत्रक नियुक्त किया।

सितंबर 10, 1935: आकाशवाणी मैसूर, एक निजी रेडियो स्टेशन, जिसकी स्थापना की गई।

जनवरी 19, 1936: आकाशवाणी से पहला समाचार बुलेटिन प्रसारित।

8 जून, 1936: भारतीय राज्य प्रसारण सेवा ऑल इंडिया रेडियो बनी।

अगस्त 1, 1937: केंद्रीय समाचार संगठन अस्तित्व में आया।

नवंबर, 1937: आकाशवाणी संचार विभाग के अंतर्गत आया।

अक्टूबर 1, 1939: पुश्तैनी प्रसारण के साथ बाहरी सेवा शुरू हुई।

1940 के दशक

अक्टूबर 24, 1941: AIR I & B विभाग के अंतर्गत आया।

जनवरी 1, 1942: आकाशवाणी मैसूर को मैसूर के महाराजा ने संभाला था।

फरवरी 23, 1946: AIR सूचना और कला विभाग के अंतर्गत आया।

सितंबर 10, 1946: सूचना और कला विभाग सूचना और प्रसारण विभाग में बदल गया।

1947 (विभाजन के समय): भारत में छह रेडियो स्टेशन (दिल्ली, बॉम्बे, कलकत्ता, मद्रास, तिरुचिरापल्ली और लखनऊ) और पाकिस्तान में तीन रेडियो स्टेशन (पेशावर, लाहौर और डक्का)।

सितंबर, 1948: केंद्रीय समाचार संगठन (CNO) को दो प्रभागों, समाचार सेवा प्रभाग और बाहरी सेवा प्रभाग (ESD) में विभाजित किया गया।

1950 के दशक

जुलाई 20, 1952: आकाशवाणी से संगीत का पहला राष्ट्रीय कार्यक्रम प्रसारित।

जुलाई 29, 1953: आकाशवाणी से शुरू हुआ वार्ता का राष्ट्रीय कार्यक्रम (अंग्रेजी)।

1954: पहला रेडियो संगीत सम्मेलन आयोजित।

15, 1956 अगस्त: प्ले का राष्ट्रीय कार्यक्रम शुरू हुआ।

अक्टूबर 3, 1957: विविध भारती सेवा शुरू हुई।

1 नवंबर, 1959: दिल्ली में पहला टीवी स्टेशन AIR के हिस्से के रूप में शुरू हुआ।

1960 के दशक

नवंबर 1, 1967: विविध भारती पर विज्ञापन पेश किए गए।

21 जुलाई, 1969: दिल्ली से युव-वाणी सेवा शुरू हुई।

15 अगस्त, 1969: 1000 किलोवाट सुपर पावर मीडियम वेव ट्रांसमीटर कलकत्ता (मोगरा) में चालू किया गया।

1970 के दशक

जनवरी 8, 1971: 1000 किलोवाट सुपरपावर मीडियम वेव ट्रांसमीटर राजकोट में कमीशन किया गया।

1974: आकाशवाणी वार्षिक पुरस्कारों की स्थापना की गई।

1 अप्रैल, 1976: दूरदर्शन आकाशवाणी से अलग हो गया।
1977: राजनीतिक पार्टी के प्रसारण का परिचय।
23 जुलाई, 1977: पहली बार एफएम सेवा का उद्घाटन मद्रास से किया गया।

1980 के दशक

मई, 1983: AIR बड़ौदा एक CBS स्टेशन बना।
14, 1984 सितंबर: अलीगढ़ में दो हाई पावर 250 किलोवाट के शॉर्टवेव ट्रांसमीटरों का उद्घाटन।
30, 1984 अक्टूबर: नागरकोइल में पहला स्थानीय स्टेशन शुरू हुआ।
26, 1985 जनवरी: प्राइमरी चैनल पर विज्ञापनों की शुरुआत हुई।
15, 1985 अगस्त: प्रति घंटा समाचार बुलेटिन का परिचय।
1985: सभी AIR स्टेशनों को 5 चैनल उपग्रह रिसीवर टर्मिनलों के साथ प्रदान किया गया।
18, 1988: राष्ट्रीय चैनल का परिचय।
अप्रैल 8, 1989: एकीकृत उत्तर पूर्व सेवा का गठन।

1990 के दशक

2 मार्च, 1990: वारंगल (ए.पी.) में आकाशवाणी का 100 वाँ स्टेशन।
मार्च 10, 1990: बंगलौर में दो 500 किलोवाट की सुपर पॉवर शॉर्ट वेव ट्रांसमीटर का उद्घाटन किया गया।
1990: AIR ने राष्ट्रीय एकता के विषय पर सर्वश्रेष्ठ उत्पादन के लिए लासा कौल पुरस्कार की शुरुआत की।
1990: AIR ने वर्ष के सर्वश्रेष्ठ समाचार संवाददाता के लिए पुरस्कार पेश किया।
अक्टूबर 2, 1991: विविध भारती पणजी एक सीबीएस चैनल बना।
2 अक्टूबर, 1992: जालंधर में एफएम चैनल का गठन।
जनवरी 10, 1993: आकाशवाणी दिल्ली में फोन-इन-प्रोग्राम का परिचय।
जनवरी 28, 1993: वाराणसी में वीबी चैनल का गठन।
1 अप्रैल, 1993: एआईआर का 150 वां स्टेशन बेरहामपुर (उड़ीसा) में उद्घाटन किया गया।
अगस्त 15, 1993: दिल्ली - मुंबई में निजी पार्टियों को एफएम चैनल पर टाइम स्लॉट की बिक्री का परिचय।
सितंबर 1, 1993: चेन्नई में निजी पार्टियों को एफएम चैनल पर टाइम स्लॉट।

1 अप्रैल, 1994: स्काई रेडियो चालू हो गया।

जुलाई 25, 1994: कोलकाता में निजी पार्टियों को एफएम चैनल पर टाइम स्लॉट।

सितंबर 10, 1994: मुंबई में मल्टी ट्रैक रिकॉर्डिंग स्टूडियो कमीशन।

सितंबर 28, 1994: बैंगलोर में चार 500 किलोवाट सुपरपावर शॉर्टवेव ट्रांसमीटरों का उद्घाटन किया गया, जिसने बैंगलोर को दुनिया के सबसे बड़े प्रसारण केंद्रों में से एक बना दिया।

नवंबर 13, 1994: पणजी में निजी पार्टियों को एफएम चैनल पर टाइम स्लॉट।

15, 1995 जनवरी: रेडियो पेजिंग सेवा का उद्घाटन।

अगस्त 5, 1995: चेन्नई में मल्टी ट्रैक रिकॉर्डिंग स्टूडियो का उद्घाटन।

1995: AIR ने सर्वश्रेष्ठ ऑडियंस रिसर्च एस के लिए आकाशवाणी पुरस्कार की शुरुआत की

Milestones

The phenomenal growth achieved by All India Radio through decades has made it one of the largest media organizations in the world. Today AIR reaches out to 99.18% of the population spread over about 91.85% of the area through 262 broadcasting Centres. The inception can be traced back to the enforcement of the Telegraph Act on October 1, 1885. Major landmarks of broadcasting are as below:

1920s

June, 1923 : Broadcast of programmes by the Radio Club of Bombay.

November, 1923 : Calcutta Radio Club put out programmes.

July 31, 1924 : Broadcasting Service initiated by the Madras Presidency Radio Club.

July 23, 1927 : Indian Broadcast Company (IBC), Bombay Station inaugurated by Lord Irwin, the Viceroy of India.

August 26, 1927 : Calcutta Station of IBC inaugurated.

1930s

March 1, 1930 : IBC went into liquidation.

April 1, 1930 : Indian State Broadcasting Service under Department of Industries and Labour commenced on experimental basis.

March, 1935 : Post of "Controller of Broadcast" instituted.

August 30,1935 : Lionel Fielden appointed the first controller of Broadcasting in India.

September 10,1935 : Akashvani Mysore, a private radio station, set up.

January 19,1936 : First news bulletin broadcast from AIR.

June 8, 1936 : Indian State Broadcasting Service became All India Radio.

August 1,1937 : Central News Organisation came into existence.

November,1937 : AIR came under Department of Communication.

October 1,1939 : External Service started with Pushtu broadcast.

1940s

October 24,1941 : AIR came under the Department of I&B.

January 1,1942 : Akashvani Mysore was taken over by Maharaja of Mysore.

February 23,1946 : AIR came under the Department of Information & Arts.

September 10,1946 : Department of Information and Arts changed to Department of Information and Broadcasting.

1947 (at the time of partition): Six Radio Stations in India (Delhi,Bombay,Calcutta,Madras, Tiruchirapalli and Lucknow) and three Radio Stations in Pakistan (Peshawar, Lahore and Dacca).

September, 1948 : Central News Organisation (CNO) was split up into two Divisions, News Service Division and External Service Division (ESD).

1950s

July 20,1952 : First National Programme of Music broadcast from AIR.

July 29,1953 : National Programme of Talks (English) commenced from AIR.

1954 : First Radio Sangeet Sammelan held.

August 15,1956 : National Programme of Play commenced.

October 3,1957 : Vividh Bharati Services started.

November 1, 1959 : First TV Station in Delhi started as part of AIR.

1960s

November 1,1967 : Commercials on Vividh Bharati introduced.

July 21, 1969 : Yuv-Vani service started from Delhi.

August 15, 1969 : 1000 KW Superpower Medium Wave Transmitter commissioned at Calcutta (Mogra).

1970s

January 8, 1971 : 1000 KW Superpower Medium Wave Transmitter commissioned at Rajkot.

1974 : Akashvani Annual Awards instituted.

April 1, 1976 : Doordarshan separated from AIR.

1977 : Introduction of political party broadcasts.

July 23, 1977 : First ever FM Service was inaugurated from Madras.

1980s

May, 1983 : AIR Baroda became a CBS station.

September 14, 1984 : Two High Power 250 KW shortwave transmitters inaugurated at Aligarh.

October 30, 1984 : First Local Station at Nagarcoil started.

January 26, 1985 : Commercials on Primary Channel introduced.

August 15, 1985 : Introduction of hourly news bulletins.

1985 : All AIR Stations were provided with 5 channel satellite receiver terminals.

May 18, 1988 : Introduction of National Channel.

April 8, 1989 : Commissioning of Integrated North East Service.

1990s

March 2, 1990 : The 100th Station of AIR commissioned at Warangal (A.P.).

March 10, 1990 : Two 500 KW Superpower short wave transmitters Inaugurated at Bangalore.

1990 : AIR introduced Lassa Kaul Award for the best production on the theme of National Integration.

1990 : AIR introduced Award for the best News Correspondent of the year.

October 2, 1991 : Vividh Bharti Panaji became a CBS Channel.

October 2, 1992 : Commissioning of FM Channel at Jalandhar.

January 10, 1993 : Introduction of Phone-in-programme at AIR Delhi.

January 28, 1993 : Commissioning of VB Channel at Varanasi.

April 1, 1993 : The 150th Station of AIR inaugurated at Berhampur (Orissa).

August 15,1993 : Introduction of selling of Time Slots on FM Channel to private parties at Delhi - Mumbai.

September 1,1993 : Time Slots on FM Channel to private parties at Chennai.

April 1, 1994 : Sky Radio became operational.

July 25,1994 : Time Slots on FM Channel to private parties at Kolkata.

September 10,1994 : Multi Track Recording Studio commissioned at Mumbai.

September 28,1994 : Four 500 KW Superpower shortwave transmitters at Bangalore,inaugurated making Bangalore one of the biggest transmitting centres in the world.

November 13,1994 : Time Slot s on FM Channel to private parties at Panaji.

January 15,1995 : Radio paging service inaugurated.

August 5,1995 : Multi-track recording studios inaugurated at Chennai.

1995 : AIR introduced Akashvani Awards for best Audience Research Survey Report.

February 1,1996 : Foundation stone laid for new Broadcasting House in Delhi.

May 2,1996 : Launching of AIR on-line Information Service on Internet.

January 13,1997 : Audio in real time on Internet Service started.

November 23,1997 : Prasar Bharati Corporation came into existence.

January 26,1998 : Radio on Demand' Service on 2nd FM Channel.

February 25,1998 : AIR news on telephone, live on internet.

April,1998 : Sale of Time Slots on FM stopped.

August 29,1998 : Prasar Bharati Bill was passed by Lok Sabha on 31.7.1998 made operational through an ordinance.

June,1999 : Shri R.R.Shah, IAS, named officiating Member Executive. Private FM Channels announced by GOI.

August 15,1999 : Radio Station commissioned at Kokrajhar in Bodo Land Autonomous Council Areas.

August 15,1999 : Second FM Channels commissioned at Delhi and Calcutta.

November, 1999 : AIR launched a daily Malayalam Service for the Gulf Region. It consists of a 10 mts. News Bulletins at 2315 hrs. followed by a 5 mts. Commentary on a topical issue.

2000-2007

February 11, 2000 : Introduction of VB Channel at AIR Jabalpur.

March 13, 2000 : Radio Station commissioned at Dhubri in Bodo Land Autonomous Council Area.

March 24, 2000 : Introduction of VB Channel at AIR, Jammu.

June, 2000 : Community Radio Stations commissioned at Nongstoin & William Nagar in (Meghalaya), Saiha (Mizoram), Tuensang and Mon in Nagaland.

July 17,2000 : Regional Staff Training Institute (Tech.) started functioning at Bhubaneshwar (Orissa)

August 15,2000 : Introduction of VB Channel at AIR, Coimbatore.

September 3, 2000 : Introduction of VB Channel at AIR,Jamshedpur.

February 7,2001 : Radio Station commissioned at Gopeshwar (Chamoli) in the newly created State of Uttaranchal.

September 1, 2001 : AIR launched Infotainment channels, FM-II, at the four metro's.,Chennai,Delhi.,Kolkata Mumbai.

November 12, 2001 : This day declared as The Public Service Broadcasting day to commemorate Gandhiji's visit to AIR. Museum of Radio and Doordarshan inaugurated.

February 27, 2002 : AIR launched its first ever digital satellite home service to cater to the Indian sub-continent and South East Asia.

July 2002 : 75 years of Broadcasting celebrated.

April 2003 : Marketing Division of Prasar Bharati inaugurated.

January 26th, 2004 : Bhasha Bharati channel of AIR launched at Delhi.

January 26th, 2004 : Classical Music channel launched at Bangalore.

February 19, 2004 : Shri Brijeshwar Singh, IAS took over as DG:AIR.

March 29th, 2004 : National Artists Awards ceremony held at Hyderabad.

April 1st, 2004 : Launch of Kisan Vani Programme from 12 stations.

May 25, 2004 : 20KW MW transmission at Kupwara Commissioned to strengthen Radio coverage in the border area of J&K.

September 6, 2004 : Min. of Information & Broadcasting laid foundation stone for 10 KW FM transmitter at Vijayawada.

December 16,2004 : Prime Minister Dr. Manmohan Singh inaugurated DTH Service of AIR & Doordarshan.

:12 AIR channels in different regional languages from various state capitals made available countrywide through the KU Band on DTH platform of Prasar Bharati.

15th June,2005 : FM transmitter commissioned at Port Blair, Himmatnager, Saraipalli, Mandla, Rajgarh, Agartala and Imphal.

9th July,2005 : 1 kW FM transmitter commissioned at Shimla.

15th Aug, 2005 : FM transmitter commissioned at Udaipur, Rohtak, Gulbarga, Aurangabad and Madurai.

23rd Aug, 2005 : New Broadcasting House equipped with digital studio setup for News Service Division, External Service and Home Service inaugurated by Hon'ble Minister of I&B and Culture.

2nd Sept, 2005 : 1 kW FM transmitter commissioned at Gorakhpur.

23rd Decmeber,2005 : 1 kW FM transmitter commissioned at Deogarh in Orissa.

25th December,2005 : 5 kW FM transmitter commissioned at both Hyderabad in Andhra Pradesh and Kurseong in West Bengal.

27th December,2005 : 10 kW FM transmitter commissioned at Shillong in Meghalaya and 1kW transmitter commissioned at Darjeeling in West Bengal.

15th & 16th Feb-06 : Commonwealth Broadcasting Association conference held at Delhi.

17th June, 2006 : 1 KW FM transmitter commissioned at Vijayawada (AP).

30th June, 2006 : Uplinking of DTH channel increased from 12 to 20.

11th July, 2006 : 1KW FM transmitter commissioned at Kanpur (UP).

1st Sept, 2006 : 200 KW MW transmitter commissioned at Kargil (J&K).1KW MW transmitters commissioned at Drass & Tiesuru (J&K).

2nd October, 2006 : 20 KW MW transmitter commissioned at Kota (Raj.)

Jan-2007 to Dec-2007

1. New Stations with FM Transmitters commisioned at Tamilnadu),Dharampur(Macherla(AndhraPradesh) and Aurangabad (Bihar).
2. FM Transmitters commissioned at existing stations at Itanagar (ArunachalPradesh),
3. Aizawl (Mizoram), Kohima (Nagaland), Baripada (Orissa), Varanasi (Uttar Pradesh) and Puducherry.
4. Existing FM Transmitters at Chennai i.e. 5 KW FM Tr. of FM Gold and 10 KW FM Tr. of FM Rainbow replaced by 20 KW FM Transmitters.
5. Existing 5 KW FM Tr. of FM Gold service at Kolkata replaced by 20 KW FM Transmitter.
6. New station with 1 KW MW Transmitter commissioned at Soro (Orissa).
7. Existing 100 KW MW Transmitters at Delhi & Raipur (Chhatisgarh) replaced with new state-of-the art technology transmitters.
8. As part of J&K special package for boosting border coverage, new Stations with 1 KW MW Transmitters at Nyoma & Diskit in Leh region commissioned.

Jan-2008 to Dec-2008

1. FM Transmitter at Leh (J&K) commissioned.
2. A 200 KW MW Transmitter commissioned replacing 100 KW MW Transmitter.at Najibabad.
3. As part of J&K special package for boosting border coverage, a new station with 1KW MW Transmitter commissioned. at Padum in Kargil. With this all the 12 projects included in J&K special package Phase-1 commissioned.
4. Digital Captive Earth Stations at Leh, Varanasi, Rohtak and Aurangabad commissioned. New uplink stations at Dehradun and Silchar under implementation.
5. A new DTH Channel, Radio Kashmir, Srinagar added in the Direct to Home Service of AIR. There are now 21 radio channel available countrywide through the KU Band DTH Platform of Prasar Bharati (DD +), benefitting the listeners all over India.

Jan-2009 to Dec-2009

1. New station with 5 KW FM Transmitter commissioned at Oras (Sindhudurganagry) in Maharashtra.
2. Computerization of AIR stations and offices in progress to facilitate online exchange of information and improvement of efficiency.
3. Permanent studio facilities equipped with Digital equipment and computerized Hard Disc Work Stations for recording, dubbing, editing & playback provided at Jaipur (Raj) & Tawang (Arunachal Pradesh).

Jan-2010 to Dec-2010

1. An exclusive dedicated FM channel "AIR FM DILLI" with one KW transmitter installed at AIR Broadcasting House Delhi. This channel was available on 100.1 MHZ in National Capital Region.
2. The following new transmitters were installed:
 - i. Churachandpur (Manipur)-6 KW FM Tr., Studio & S/Qrs.
 - ii. Bharmour (Himachal Pradesh)- 100 W FM Tr.,
 - iii. Keylong (Himachal Pradesh)- 100 W FM Tr.,
 - iv. Ooty (Tamilnadu)- 100 W FM Tr.,
 - v. Thanjavur (Tamilnadu)- 100 W FM Tr.
3. AIR 'News on Phone' Service made available at 14 places i.e. Delhi, Mumbai, Chennai, Patna, Hyderabad, Ahmedabad, Jaipur, Bangalore, Thuvananthapuram, Imphal, Lucknow , Raipur, Guwahati, and Shimla.

Jan-2011 to Dec-2011

1. Coverage of World Cup Cricket.
2. FM Gold started 24 Hours Service from 2nd October, 2011.

2012

1. Bangladesh recognizes Akashvani for its contribution in Bangladesh Liberation War on 27th March, 2012 at Dhaka. Sh. L. D. Mandloi, DG, AIR received the award at a special ceremony in Dhaka.

Government organisation

Country

India

Headquarters

Sansad Marg, New Delhi – 110001, India

Motto

Bahujanahitaya Bahujanasukhaya / बहुजनहिताय बहुजनसुखाय[1]

Ownership

Owner

Prasar Bharati, DD National (responsible for Hindi songs, Serial Audios)

History

Launch date

23 July 1927; 93 years ago

Coverage

Availability

National

International

Links

Webcast

AIR

All India Radio, News on AIR

All India Radio is the largest radio network in the world, and one of the largest broadcasting organisations in the world in terms of the number of languages broadcast and the spectrum of socio-economic and cultural diversity it serves. AIR's home service comprises 420 stations located across the country, reaching nearly 92% of the country's area and 99.19% of the total population. AIR originates programming in 23 languages and 179 dialects.

10 Types of Advertising With Brands Example

Advertising is a form of communication that is sponsored and has a message promoting or selling or trying to sell a product or service or an idea. It is classified as a form of marketing communication.

Thomas J. Barratt is known as the father of modern advertising. When in London he was working for Pears Soap Company. He devised an effective advertising campaign for the product which involves the use of images slogans phrases and catchphrases possibly the first time.

One of the slogans "Good Morning! Have you used Pears' soap?" was very popular in its day. Since then advertisement has expanded and grown exponentially. Today there are different forms and methods of advertisement which are utilized by marketers to promote or sell their product or service. Let's take a look one by one.

10 Types of advertising



1) Online Advertising

Online **advertisings** or **digital advertisings** as a form in which the message is conveyed via the internet. For every website ads are a major source of revenue. **Advertising** online has become very popular in the last decade and has surpassed the expectations of most of the advertising experts. 60% revenue of [Google](#) is generated from ads and the same goes for [Facebook](#).

Online advertising has become so effective that a particular ad can be targeted to a specific person of specific age of a specific location on a specific time. In terms of [pricing](#) advertising online is very cheap compared to all other forms of advertising.

The major disadvantage of online advertising is at times [people](#) do not click on the ads and the message does not reach the targeted audience. Also setting up online and requires technical expertise which may not be possible for everyone. **Digital Advertising** and Online Advertising is one of the fastest growing Type of Advertising.

Ads on [youtube](#), [Facebook Ads](#), Ads displayed on Google search results page are an example of Online Advertising.

a) SMS advertising

SMS marketing is the major source of mobile advertising. Users are informed about the product or service in 160 or fewer characters. This was when the internet was not available on mobile phones. Once mobile phones got access to internet all internet advertising flowed to mobile and experts suggest that mobile advertising will be the only major advertising [strategy](#) for almost every company in near future.

The reach from mobile advertising is fast personalized and effective and just like online advertising it comes for a very little cost. The difference between online ads and mobile advertising is that online ads can be accessed from any device like computer or laptops, mobile advertising is only via mobile.

2) Television Ads

About a decade ago television was the most popular form of advertising. Events like the super bowl, international cricket games, Olympics where the top attractions for advertisers to advertise about their products. To some extent, it still is effective for most advertisers but with the advent of online streaming of television on mobiles, marketers have now moved from television to online as their preferred advertising medium.

Another form of television and infomercial. An infomercial is a specially designed advertisement for information and awareness of the public. The term information comes from the combination of words information and commercial. Ads of almost all products are shown on television. Although it is costly, Television Ads are till date one of the best type of advertising and have the most fantastic reach for a large audience.

3) Ads in Theatres

The advertisements in movie theatres before all the movies start or during the intimation are called movie ads. These are one of the costliest forms of advertising since people cannot skip it change the channel or move away. Many of the companies have started opting for movie ads since it ensures that the entire message reaches the audience and unlike online advertising, the audience cannot interfere till the advertisement is over. Movie ads are different from placement ads.

4) Product Placement

Product placement is called covert advertising wherein a product is quietly embedded in the entertainment media. Most of the times there is no mention of the product although the audience sees the product. Movies are the major places where product placement is done.

They could be a few TV shows where product placement has been used but the effectiveness is observed more in movies than TV shows.

Will Smith is seen playing with his Converse shoes in the movie I Robot. Several brands of beer are advertised in How I met your Mother. In popular shows like Family Guy, humorous advertisements are placed all over the TV show like Red Bull, Sony, Apple, Microsoft, Samsung and many more.

With so many people subscribing to Netflix and Amazon prime, Product placement is increasingly being used and is one of the popular Types of advertisement.

5) Radio

Radio advertisements are the ones that are broadcast it through radio waves and heard on radios all over the place. These mostly consist of audible advertisements or jingles. While some consider this to be an ineffective form of advertising there are still many followers listen to the radio every morning.

Advertisement for almost every product can be found on the radio. Every single feature and benefit of the product have to be explained on the radio, unlike other sources where the customer can see the product for inside.

6) Print



Printing is the slowly decreasing form of advertising. There were days before the evolution of television when printing was a major source of advertising and considered to be one of the most effective media. But since the explosion of television usage, print advertisements have taken a backseat.

The main disadvantage of print advertising is the shelf life of the ads is short . However, because its reach is solid, Print advertising is one of the most expensive and most effective types of advertising. Following are the few Print Types of Advertising:

A) Magazine advertising

These are also known as periodical advertisements in which a weekly fortnightly or monthly magazine are used for advertising. Ads are printed in the corners or on the entire page of the magazine and sometimes even an extra page might be inserted simply for advertising. Ads are categorized and segregated according to the magazine category for example

business magazines will feature ads from [Rolex](#) watches, while entertainment magazines will feature ads from high branded apparels.

B) Brochures or handouts

Brochures are specific advertising materials used to promote a particular product usually given at a point of sale are handed out at different locations. Brochure advertisings do not use any base like magazine advertising and are independent.

C) Newspaper

Newspapers display a huge number of ads in them, right from matrimonial services to job hunt, to the notifications and circulars from the Governments. Newspapers were the extremely popular form of advertising in the early 20th century and to some extent it still is. But with the advent of the Internet and [digital advertising](#) newspapers have moved to tablet pcs and that is where the advertisements are now being displayed.

7) Outdoor

Outdoor adv. consists of displaying large posters banners or hoardings with the advertisement. These are displayed on the side of the road, on the glass of large buildings, or on specifically targeted places that have huge inflow from the public. While earlier printed ads were used for [outdoor advertising](#) recently, they have been replaced by digital boards. These boards display the advertising without the hassle of getting ads printed.

8) Global

Google advertising is more of a [strategy](#) than the type of advertising but some have classified these as a separate type of advertising. In Global Advertising, a single Ad runs throughout all the countries where the product is present, irrespective of the audience and their language. Apple ads are known to be the most effective global ads. They also are known for not endorsing any [celebrities](#) to promote the product. The ads are homogeneous and run through the entire world in the English.

9) Outdoor Blank Space Advertising

It is a newer form of advertising which ensures a large reach of audience. Occupying the empty spaces for advertisements is known as space advertising. Examples include the spaces of metros, buses, cabs, flight seats & movie theatre seats (where advertising is done on the removable seat covers) etc. Since a huge number of people use these facilities and they have a long shelf life, they have proved very effective.

10) Online E-mailers

While some have classified this under internet advertising E-mailers have gained a separate category owing to the fact of personalization. The emails sent from companies have a personalized message including a personalized greeting makes E-mailers more effective than most of the forms of advertising. Companies work hard so that mail reaches the inbox of the customer rather than junk mail and thousands of dollars are spent to ensure that.