Economic reforms of 1991, and the liberalised access to communication technology, allowed foreign media companies entry into the country and Indian companies’ entry into television. And, as if by magic, our lives were transformed, utterly as the space invasion colonised our homes. Consider this: television was introduced into India in 1959, but we had only one national channel for over 30 years, which sporadically burst into life. Twenty-five years later, weonly have 24×7 TV. We’ve gone from 1.2 million TV homes in 1992 and 14.2 million in 1996 to 168 million and 149 million C&S homes in 2014, according to KPMG.

And that TV set in a wooden cabinet with beetle antenna for grainy black-and-white pictures from terrestrial towers? Banished. Vanished. Now it’s LCD, satellite transmissions with cable and DTH HD telecasts, online, mobile, laptops and tablets. We’ve left Nukkad’s cronies’ corner for Netflix’s House of Cards, pay per view, streaming, etc.

are now over 800 licensed channels — there was one in 1991 — with every genre of programming and some we didn’t know: entertainment, music, sports, news, lifestyle, spirituality, property, etc. The first 24×7 news channel began in 1998; by 2014 there were 400 and counting in more than 15 languages.