



Turner-Miditech's Planned Launch of 'Real' Channel in India: Will It Succeed?

STRUCTURED ASSIGNMENT (SA)

SA has a set of logically sequenced questions based on a specific case study. These questions are meant to enhance the logical and analytical skills of the students. Students are advised to attempt a SA only after they have acquired a reasonable conceptual understanding as indicated below.

PREREQUISITE CONCEPTUAL UNDERSTANDING

- (a) Dynamics of the Indian Entertainment and Media industry
- “The Indian Entertainment and Media Industry – Unravelling the potential”, FICCI-Frames 2006, FICCI-PricewaterhouseCoopers’ Report, [http://www.pwc.com/extweb/pwcpublications.nsf/docid/be7e56c3ff8e90a6ca2571850be7e56c3ff8e90a6ca257185006a3275/\\$file/frames.pdf](http://www.pwc.com/extweb/pwcpublications.nsf/docid/be7e56c3ff8e90a6ca2571850be7e56c3ff8e90a6ca257185006a3275/$file/frames.pdf), March 2006
 - “The Indian Entertainment and Media Industry A Growth Story Unfolds”, FICCI-Frames 2006, FICCI-PricewaterhouseCoopers’ Report, [http://www.pwc.com/extweb/pwcpublications.nsf/docid/7CBA381E2AD53D85CA2572F000290722/\\$file/FICCIPwCReport2007ExecutiveSummary.pdf](http://www.pwc.com/extweb/pwcpublications.nsf/docid/7CBA381E2AD53D85CA2572F000290722/$file/FICCIPwCReport2007ExecutiveSummary.pdf), March 2007
 - “Indian Entertainment & Media Industry – Sustaining Growth”, FICCI-Frames 2008, FICCI-PricewaterhouseCoopers’ Report, [http://www.pwc.com/extweb/pwcpublications.nsf/docid/BF27519CD3178AAACA2574210026EFAC/\\$file/ExecutiveSummary1.pdf](http://www.pwc.com/extweb/pwcpublications.nsf/docid/BF27519CD3178AAACA2574210026EFAC/$file/ExecutiveSummary1.pdf), March 2008.

Structure of the Structured Assignment

Section	Title of the Section	Number of Questions
I	Dynamics of Indian Entertainment and Media Industry	2
II	TV entertainment market in India, particularly GECs, their nature of business, critical success factors and segmentation	4
III	Real's Market Entry – the Target Market and Positioning Strategies	2
IV	Possibility of Real's success in the highly cluttered GEC market	5

This structured assignment was written by Sai Prasanna Ragu under the direction of R Muthukumar, IBSCDC. It was prepared to accompany the case 'Turner-Miditech's Planned Launch of 'Real' Channel in India: Will It Succeed?'.

© 2009, IBSCDC.

No part of this publication may be copied, stored, transmitted, reproduced or distributed in any form or medium whatsoever without the permission of the copyright owner.

INSTRUCTIONS TO THE STUDENTS

This assignment should accompany the case on *Turner-Miditech's Planned Launch of 'Real' Channel in India: Will It Succeed?* developed by IBSCDC.

- The learning from this SA can be enriching if it is attempted after having a prerequisite understanding of concepts outlined in the previous page
- Start working on this assignment after carefully going through the case and grasping the significant aspects of the case, including the 'central dilemma'
- Refer to the case as often as needed, when you are working on this assignment. This is an "open book" assignment
- Write your answers in as much detail as possible. Do not write cryptic or too brief answers in telegraphic language
- Attempt to answer all questions in all sections
- For a few questions, there may neither be 'one' answer nor a 'correct' answer. Therefore, give your analysis and logic wherever required. Develop your answers in an integrated manner drawing from your complete understanding of the case
- Use extra sheets, if necessary
- The time limit for completing the assignment and the weightages assigned to each section in this SA for the purpose of grading will be announced by the instructor.

For Use by the Student

Name of the Student :
 Enrolment Number :
 Programme :
 Course :
 Name of the Instructor :
 To be Submitted on :
 Signature of the Student :
 Date :

For Use by the Instructor

Grade Awarded/Marks Awarded :
 Remarks :
 Signature :
 Date :

