

**The Status of Training and Application of
Digital Technology in the Television Industry
of
Sri Lanka**

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Abstract

The television industry is a highly competitive worldwide commodity these days and like in any other industry the customer base for Television programs are directly related to the level of its customer satisfaction. Very high level of program production quality is expected by customers who will in return facilitate television stations to remain in the eternally growing competitive market. Due to this reason, television broadcasters are trying to improve their programs using new technologies.

Analog technology was in use from the inception of television but in many aspects the digital technology is more advanced, efficient with better sound quality and clear picture.

With the transform from analog to digital, Sri Lankan television stations utilize many Indian programs for which they have hired Indian Technical crew and as a result our own Technical personnel do not have much opportunity to enter the field or by chance if they did, they have very minimal prospects to use new digital equipment resulting in the unrest in the television industry as its adverse outcome.

In addressing the above, this study exploits the status of training and application of Digital Technology in the television industry. It will help to improve the productivity and creativity of Technical personnel in the TV field.



Training and appropriate application of Digital Technology in the Television Industry could increase self-recognition as well as social recognition due to job related new skills. These two are considered as the independent variables. Improved job performance will increase productivity. Job performance is considered as the dependent variable.

The analysis presents the value, status of training and the importance of application in Digital Technology. Finally, some recommendations are forwarded for improvements in training for both the Technical personnel as well as the management in the television industry in Sri Lanka.