

Promotional Strategy of Electronic Media in Bangladesh: A Comparative Study on Three Televisions



M.Phil Thesis

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LETTER OF TRANSMITTAL

To

The Supervisor
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Dear Sir,

I got an opportunity for preparing a thesis on **“Promotional Strategy of Electronic Media in Bangladesh: A Comparative Study on Three Televisions”** I think the knowledge that I have gathered during practical work and preparation of the thesis has enlarged my learning to the field significantly.

I have tried my best. There may be some shortcomings. I would be grateful if you consider those as excusable points.

I pray and hope that you would be kind enough to accept my thesis for evaluation and oblige thereby.

Yours Faithfully,

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Md. Emran Hossain
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Executive Summary

Media industry in Bangladesh is the most important sector in our country. It contributes a lot in our economy in each year. At present Television is one of the most popular electronic media among the natives of this country and important sector for our national economy. This sector is turning into profitable day by day. Now Television is available at everywhere in Bangladesh. Bangladesh is a country with 155 million people; 70 per cent of them live in rural areas, and the rest in cities and towns, including 6 major metropolitan areas (metros). Currently their per capita income is 1,466/- in US\$ which is increasing with rapid growth in their purchasing power. Currently, we have a national literacy rate of 75.4%, which was 20 per cent three decades ago. As expected, the urban population (86 per cent) is more literate than the rural people. Current access to electricity is 70%. Growth of access to television media in our country is impressive. In 1995, there were 31% people watched TV of the total number of the population. This has reached 72% in 2016 because of expansion of power supply and awareness of public in the rural area of Bangladesh. According to the media practitioners, Bangladesh media is ranked at 136th out of 178 countries of the world on the reporters without borders press freedom index.

The country is now experiencing ‘media boom’ dominantly by the prevalence of electronic media, i.e. the satellite television channels. But, even before 1990s, Bangladesh media was strongly dominated by the print media. The privatization policy of the government has created a congenial environment for expanding the private television channels and FM Radios. In the early 1990s, Cable TV was introduced and it became popular quickly. As such growth of private television channels has tremendously increased over the last 20 years. There are about 29 television channels airing in Bangladesh including terrestrial channels and the broadcast of Channel 16, Diganta TV, Islamic TV, CSB news and Channel 1 has been suspended as per BTRC circular.

The main reason behind the increasing of the TV Channels and its viewership is that the economy of our country is expanding rapidly. Therefore, this is the first time South Asia has experienced the phenomenon of a TV media 'boom' in Bangladesh. This unprecedented growth of Television channels brings a dire competition among the channels and try to boost up its image & trust to its viewers to survive in the market. As more competitors join in, the audience becomes larger, but the market is more fragmented. Therefore, In the channel industry each TV tries their level best to beat their opposition in the race of high rise of TRP business. For being strong and to form a brand image each firm form different types of strategic moves, constantly communicate with the audience/viewers and to be innovative as their strategy to sustain or survive in the market.

The study has been conducted applying exploratory methods. The major emphasis in exploratory research is on the discovery of ideas and insights. Exploratory research begins with a review of secondary data, such as published or syndicated data, or trade literature that discuss similar case. Exploratory research may then involve interviewing knowledgeable people or conducting focus groups and case study etc. Both Qualitative and Quantitative research approach method is applied in this thesis. Primary data is collected from interview (E-mail and telephone) and survey, while secondary data is gathered from books, journals, and internet source. This thesis builds on multiple case study so that the research usually takes place at a much more detailed level for which the aim often is to produce comparative analysis & optimal knowledge. Out of 29 TV Channels, three Television namely NTV, Channel-I & ATN Bangla were analyzed. While selecting channels, besides TRP, following aspects were taken into consideration: i. NTV was selected since it is one of the popular satellite channels of second generation. ii. Channels-i was selected for the first

digital Bangla channel. iii. ATN Bangla was selected since it was one of the first generation satellite channels of the country. Throughout the research we gain an understanding of socio economic condition of the country as well as overall electronic media history from its inception to the present in Bangladesh. This study also focuses on promotional strategy of electronic media and what its role and objectives and also came to know how the channel employ effective promotional tools and techniques to create strong brand in the customers mind.

We found from the survey that the selected TV Channels are the most popular channels in our country. The study reveals that 45% respondents are strongly aware about NTV where 51% respondents are strongly aware about Channel i & and 42% respondents are strongly aware about ATN Bangla. This data represents that Channel-1 is the most recognizable brand among the TV viewers.

The findings also reveals that the most of the channels are using promotional mix strategy through blending all the promotional tools including Personal Selling, Advertising, Direct Marketing, Sales Promotion, Internet marketing, Publicity, Sponsorship and events etc but given the most priority on advertising. Researcher found in survey 42 % respondents of NTV think Advertising media is the most powerful media to create strong corporate brand, 46 % respondents of Channel-i thinks where 18% respondents of ATN Bangla thinks so. Hence, advertisements are also significant for TV Channels to promote their programs in the competitive business environment.

They also focus on digital media especially social media is a great concern to them. The finding shows that most of the channels intend to apply more strong promotional campaigns through digital media and social networks. In study reveals that NTV usage social media 63%, Channel-I use 65% & ATN Bangla

use 60% which means that Social Media can be the most efficient and effective e- source of creating brand awareness for TV Channels.

However the study highlights that Public Relations/Publicity is one of the cost effective brand building tools. The respective TV Channels frequently got a wide range of exposure and obtained desired response from the viewers using all kinds of PR activities such as press releases, media interviews/campaigns, press conferences, features articles, interviews, newsletters, photographs, films and tapes, sponsorship, event marketing. This frequent exposure certainly affects to the viewers with a credible way as we see publicity /PR is more effective than any other promotional tools in terms of cost effective, innovative & trustworthy. Because publicity is always highly credible for its news value.

In the study we also found that Channel-I comparatively spent more promotional expenditure than other channels. Especially they emphasize on digital media or web media marketing whereas NTV emphasize on Event/Sponsorship and ATN Bangla spent comparatively lower than others.

The research has also attempted to point out the marketing problems especially in the use of new communication tools & techniques and at the same time researchers have suggested that the electronic media should utilize different promotional tools such as advertisement, sales promotion, direct marketing, personal selling, publicity, digital / internet marketing in a way that address the spectrum of different programs properly and coordinate between the media and its reference people with a view to creating strong brand awareness and make long term relationship with viewers.

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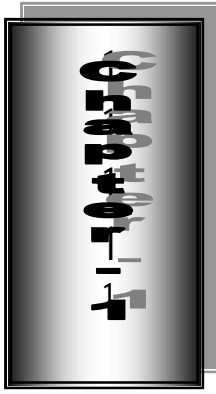
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Introduction

This chapter presented briefly the problem area by describing the background of Electronic Media scenario in Bangladesh and reflects promotional strategy of that business. It describes the problem discussion and identifies the research gap in this area.

1.1 Background:

Mass media are among the most pervasive features of modern life. They inform, amuse, startle anger, thrill but very seldom leave anyone untouched. Television, Radio, internet, record and tapes, newspapers, billboard, books magazines, movies, billboards- all of these are mass media because they reach many people at one time. (Beckert:1992). Mass media have an enormous impact. They have become so important, in fact, that they are often called simply “The Media”.

Television is an important electronic media that stands today a dominant force, the primary source of news and entertainment. Television is considered as the most vital electronic communication medium that informs, entertains, and influences people. Because of its pervasiveness, impact and targeting abilities, television also plays significant role in creating and raising mass awareness and shaping social and public policy agenda and priorities.

Television media have an important role in modern democratic society as the main channel of communication. The population relies on the media specially Television as the main source of information and entertainment program. However Television commercial is a very important means of communication in this electronic world. Now people spent a good amount of his /her time watching TV. Many television commercial features catchy jingles ((Songs or melodies) or catchphrases that generate sustained appeal which may remain in

the minds of Television viewers long after the span of advertising campaign and the basis on which they form their opinions and voting decisions. Completion has become increasingly keen in the areas of mass media as they keep fighting for the attention of the viewers and listeners. The life and death of each TV station is at stake here when the income from advertising and sponsoring is proportional to the number of viewers. The electronic media have problems competing with the printed media as sources of news. In order to survive, they are increasingly turning to other strategies such as entertainment, titillations, candle mongering, and spreading fear and spending fewer resources on serious resourcing on news. This is not only about the survival of the fittest of the electronic media; it is also about cultural selection and political selection. The electronic media are the most important channels for the propagation of culture, ideas and opinions. Most opinion formation takes place when people sit and watch news and debates and enjoy entertainment on television. Analyzing the cultural selection in the electronic information society, an important part of the selection lies in the choice between TV channels. Millions of lazy viewers sit in their comfortable arm-chairs with remote controls in their hands zapping between action films, revivalist preachers and commercials for a new fragrance, hardly realizing that by choosing which cultural and political influences they expose themselves to, they also choose the cultural and political evolution of their country. It is very important to analyze which selection criteria are in effect here. The electronic media are first and foremost pacifying. It is a relaxation machine and the viewers want to be entertained. The faces on the screen are not chosen for their opinions but for their entertainment value. TV stations do not compete on ideologies but on sense impressions.

People watch television to obtain Information about National and International affairs and entertainment. The number of TV viewers is increasing day by day. The need for a proper marketing strategy of the Television marketing has arisen

because of the rapid change in the communication process. However an effective promotional strategy is required to retain the current customers as well as to attract potential ones. Market segmentation can provide information about the characteristics shared by the viewers. Mushrooming of TV Channels in coming years can be depicted by the proper promotional strategy.

Promotion is a form of corporate communication that usages various methods to reach a targeted audience with a certain message in order to achieve specific organizational objectives. Like most marketing decisions, an effective promotional strategy requires the marketer understand how promotion fits with other pieces of the marketing puzzle(e.g. product, distribution, pricing, target markets). Consequently, promotion decision should be made with an appreciation for how it affects other areas of the company. Marketers should not work in a vacuum when making promotion decisions. Rather, the overall success of a promotional strategy requires input from others in impacted functional areas.

In addition to coordinating general promotion decision with other business areas, individual promotions must also work together. Under the concept of Integrated Marketing Communication marketers attempt to develop a unified promotional strategy involving the coordination of many different types of promotional techniques.. The key idea for the marketer who employs several promotional options to reach objectives for the product is to employ a consistent message across all options. A TV as a product can satisfy the need for getting the information and entertainment that helps in decision making process of the social and family life.

Bangladesh is a country of 56,977 square miles; estimated population of the country is 169 millions making it the eight most populous nation in the world.

Its national per capital income is very low. Bangladesh gained its independence from Pakistan in 1971 following a 9- month armed struggle. The country has a deep cultural heritage, including a rich tradition of language freedom to use Bangla began a language movement in 1952, and continued as cultural political base for the War of Liberation. With an impulsive response from the mass people, the country has moved away from the dictatorship of the 1990's towards a more democratic form of political rule.

Regardless of much poverty, corruption and political instability, Bangladesh is the first case in South Asia of the "TV Media Boom" phenomenally 46% of households in Bangladesh own a Television, with 76% ownership amongst urban dwellers and 32% amongst rural people. Above 70% rural and 90% urban people aged 15 and above manage to watch TV at least once a week. This means almost all people, both, rural and urban, have access to television.(Hossain:2010)

Bangladesh entered into Television Broadcasting age with a single TV Station established at Dhaka from where transmission was first beamed in Black & White with effect named Bangladesh Television, now we know this TV Station as BTV. In the last decade, a great deal of support and transnational corporations in the way of advertising revenue and investment endorsement has encouraged the political and business tycoons of Bangladesh to expand their Television outlets, leading to media conglomerations. As such a huge revolution in electronic media sector of the whole world, Bangladesh also takes part in the positive changing manners and introduces different types of TV Channels one by one. At present in Bangladesh there are more than 29 Television channels are broadcasting. NTV, Channel I & ATN Bangla are the main popular channel in Bangladesh. While introducing the sophisticated branch of the electronic media in the country, the broad perspective kept in mind was to inform and educate the

people through wholesome entertainment and to inculcate in them a greater awareness of their own history, heritage, current problems and development as well as knowledge of the world .

This study aims to comparative study how ntv, channel I and ATN Bangla can improve their promotional strategy and fulfill the need of the Viewers to attract current as well as potential customers. Competition is a never-ending process the Television authority may use constant marketing intelligence force to enhance number one TV Channel in Bangladesh. Adequate promotional strategy is required to sustain the upcoming challenging environment with the rapid changes in the competitive world.

1.2. Statement of the Problem

In today's society, electronic media are thoroughly integrated into the fabric of life, with television, movies, videos, music, video games, and computers central to both work and play. Recently the number of Electronic Media like Satellite TV channel, FM Radio Channel, Internet radio etc are getting more popularity day by day in Bangladesh. Since the population is increasing in our country.

Various promotional methods & tools are used in increasing popularity & brand of these TV Stations. In fact, corporate image communicate tangible and intangible advantages and are attractive to a range of feeling. Critical advantage of organizational image is for product identification, and it is also the key element for marketers to differentiate a product from its rivals. Basically Corporate image development started with understanding the key attributes about the product and service in the customer minds by various promotional tools. The proper promotional strategy contributed comprehensively to the creation of strong brand. Promotional tools are the means of marketing communication by which

companies aim to inform, persuade, and remind customers-directly or indirectly-about its products. Therefore, the problem in this research, we investigate the role of various promotional tools in the successful establishment of strong corporate image. With the brand name at home, promotional tools are played vital role to create international brand. Because now a day's global market is quite attractive for high competition environment. First is to reduce risks and uncertainties of the business in their home countries. Second is to exploit the growing global market for goods and services which can lead to economies of scale and the increasing of market share. In order to be visible in global market, promotional strategy can be used to play an important role.

Present media industry specially electronic media i.e Television channels try to give an overt emphasis on promotional activities which cannot bypass the communicational approaches. But there exists an undeniable gap between the rhetoric and reality. To identify the reasons of this inconsistency along with other factors, promotion and its functioning components should be critically researched. Though promoting media industries have been investigated by researchers, only a few of these studies focused on the promotional strategy of electronic media whatever studies found measuring the electronic media's promotional efforts mainly fail to address communications issues in this real perspective. This visibly creates a knowledge gap to understand a major part of media industry's efforts. This certainly needs to be solved through systematic research investigation. It creates the logical ground to conduct this study.

1.3 Objectives of the study

The main objective of the study is to identify and describe the use of various elements of promotional strategy used by Electronic Media and pursuing a proper promotional strategies in the competitive market. However the specific objectives are as follows:

- To know the business and organizational pattern of Electronic Media
- To conceptualize 'what promotional strategy means' through a literature survey.
- To illustrate the promotional activities of Television
- To identify the current marketing problems of a Television Channel.
- To get a overview of the promotional strategy of the entire media industry in Bangladesh

1.4 Research Question:

The research paper deals with knowing the insight about the promotional strategy of Electronic media & making comparative study on the three leading Television channels in Bangladesh. Therefore, the research question we developed for this study is:” What are the promotional strategies company’s uses & overview their comparative analysis.

1.5 Importance of the study:

Media has become a part of the economic & social fabric of a nation. It provides information about the product, service, ideas etc. It influences the choices we make. A descriptive framework has been made in order to understand the promotional strategy of Electronic media specially television channels in Bangladesh. This study adopts with qualitative in nature. This research enables researchers to understand the history, trends and influential aspect of an advertisement in our country. After all these research will unveil the overall promotional activities of electronic media in Bangladesh. Electronic media is the continuously changing, evolving, and adaptive use of technology. Today, the media landscape constantly shifts to accommodate and negotiate the influxes of new technologies, and the social and economic changes that

accompany them electronic media features the processes of both expanding and diminishing access to information on the basis of time and space constraints, and its effects, ripples, and interplay within and between institutions, politics, and social relationships between people. Electronic Media is a multidisciplinary function integrating critical analysis, creativity and communication into strategies for effective business,

In Bangladesh, many TV station have been operating. But there is a visible gap in understanding the effects of socio economic development in flourishing electronic media in Bangladesh due to the lack of systematic study. Whatever studies found in the area are mostly conducted by the company own research staff or persons paid by the company. So, the finding of those researches may come over these biases. Finally, Since promotion has been recognized as a vital areas of enhancing company activities, finding of systematic studies of effectiveness of promotional campaigns.

1.6. Limitations of the Study:

Limitations of the study despite of the level best effort of the researchers; this research is not fully free of certain obvious limitations. Although this study makes several significant and important. It cannot be discuss in details due to time and knowledge limitation. The required data was not available the secondary sources and lack of updated information. Finally, the empirical data were collected from a Bangladeshi Television channel. The basic limitation of this article is its sole dependence on secondary data. Secondly, the sources of secondary data were very limited. Relevant data is not available regarding this field. For this reason the accuracy of this thesis depends on the accuracy of the information furnished by the secondary sources.

1.7 Area of Operation and study period:

This thesis covers only Electronic Media especially emphasizes on the overall promotional strategy of a leading three Television channels in Bangladesh and study period from June 2015 to June 2016

1.8 Operational Definitions:

Electronic Media:

Broadcast or storage media that take advantage of electronic technology. They may include Television, radio, Internet, and any other medium that requires electricity or digital encoding of information. The term “Electronic Media” is often used in contrast with print media.

Television:

An electronic broadcast system in which special providers transmit a continuous Program of video content to the public or subscribers by way of antenna, cable, or satellite dish, often on multiple channels. Television set is a device designed to receive and conversion coming electrical signals into a series of visible images on a screen together with accompanying sound.

Mass Media:

Mass media is a term used to denote, as a class, that section of the media specifically conceived and designed to reach a very large audience (typically at least as large as the whole population of a nation state). It was coined in the 1920s with the advent of nationwide radio networks and of mass-circulation newspapers and magazines.

Satellite Television:

Satellite television is television programming delivered by the means of communications satellite and received by an outdoor antenna, usually a parabolic mirror generally referred to as a satellite dish, and as far as household usage is concerned, a satellite receiver either in the form of an external set-top box or a satellite tuner module built into a TV set. Satellite TV tuners are also available as a card or a USB stick to be attached to a personal computer. In many areas of the world satellite television provides a wide range of channels and services, often to areas that are not serviced by terrestrial or cable providers. Direct broadcast satellite television comes to the general public in two distinct flavors – analog and digital. This necessitates either having an analog satellite receiver or a digital satellite receiver. Analog satellite television is being replaced by digital satellite television and the latter is becoming available in a better quality known as high-definition television.

Mass Communication:

Mass communication refers to a message transmitted to a large audience, the means of transmission is known as mass media. Many different kinds of mass media exist and have existed for centuries. Both have an effect on culture, which is a shared and expressed collection of behaviors, practices, beliefs and values that are particular to a group, organization or institution. Culture and media exert influence on each other in subtle, complex ways.

Marketing Strategy:

The term marketing has changed and evolved over a period of time, today marketing is based around providing continual benefits to the customer, these benefits will be provided and a transactional exchange will take place. According to the Oxford English Dictionary, Marketing is defined as "the action or business of promoting and selling products or services, including market research and advertising" The Chartered Institute of Marketing define marketing

as 'The management process responsible for identifying , anticipating and satisfying customer requirements profitably' Philip Kotler defines marketing as 'satisfying needs and wants through an exchange process' It generates the strategy that underlies sales techniques, business communication, and business developments. Marketing is defined by the American Marketing Association as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing is a product or service selling related overall activities.(AMA:2009)

A marketing strategy is a process or model to allow a company or organization to focus limited resources on the best opportunities to increase sales and thereby achieve a sustainable competitive advantage. A marketing strategy is most effective when it is an integral component of corporate strategy, defining how the organization will successfully engage customers, prospects, and competitors in the market arena. It is partially derived from broader corporate strategies, corporate missions, and corporate goals .Marketing strategy indicates the positioning of products, place, pricing and promotion. The marketing mix is the way in which the marketing strategy is put into action. Therefore we can say Marketing Strategy is long term strategic plan that combines of four Ps in such a way that would be unique compare to other competitors.

Marketing mix:

Marketing mix is the set of controllable variables of marketing. In general it is expressed in 4 Ps: Product, Price, Place and Promotion of a particular Company (Kotler,2003). The marketing mix deals with the way in which a business uses price, product, distribution and promotion to market and sell its product. The marketing mix is often referred to as the “Four P’s” - It is known as a “mix” because each ingredient affects the other and the mix must overall be suitable to

the target customer. in other words, the actions arising from the marketing plan that Marketing Mix contained 4 elements: product, price, place and promotion. These four elements are often referred to as the marketing mix which a marketer can use to craft a marketing plan.

Product:

In a Narrow sense, a product is a set of attributes assembled in an adaptable form. In marketing, we need a broader definition of product to indicate that consumer are not really buying a set of attributes, but rather benefits that satisfy their needs. Product is an umbrella term that covers goods, services, places, persons, and ideas (Stanton 1994).Marketing offer is some combination of products, services, information, or experiences offered to market to satisfy a need or want.

Pricing:

Price is the exchange value of product . Price is the amount of money and /or other items with utility needed to acquire a product.(Stanton 1994). Kotler (2003) explained price as the amount of money charged for a product or services, or the sun of the values that consumers exchange for the benefits of having or using the product or service. Pricing is the critical factor in the successful operations of any organization. Price is the primary element of the marketing mix that generates the revenue.

Place:

Place refers to how the product gets to the customer; for example, point-of-sale placement or retailing. This referring to the channel by which a product or service is sold (e.g. online vs. retail), which geographic region or industry, to which segment (young adults, families, business people), etc. also referring to how the environment in which the product is sold in can affect sales.

Promotion:

Promotion is an attempt to influence the consumers to react in favour of the company. In other word, Promotion is the element of marketing mix that serves to inform, persuade remind the market of a product. The organization is selling it, in hopes of influencing of recipient's feelings ,believe, or behavior.(Stanton:1994). Using the concept of promotion a company carefully integrates and coordinates its many communication channels to deliver a clear , consistent and compelling message about the organization and its products(Kotler:2003). According to Kotler There are five elements of promotion mix: Personal selling, advertising, sales promotion, public.

Advertising:

Advertising is defined as any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor (Keller, 2008).

Direct marketing:

Direct marketing is a system of marketing by which organizations communicate directly with target customers to generate a response or transaction. (Belch & Belch, 2009).

Internet marketing:

Internet marketing can be simply defined as: Achieving marketing objectives through applying digital technologies (Chaffey, 2009).

Brand awareness:

Brand awareness refers to the customers' ability to recognize and recall the brand

E-mail Marketing:

E-mail marketing most commonly used for mailing to existing customers on a house-list, but can also be used for mailing prospects on a rented or co-branded list

Social media:

According to Carlsson (2010), social media are web related services where people can talk, share information, and forge new relationships.

Sales promotion:

Sales promotions are incentives of various kinds that are used to increase the value of a market offering over a specified period of time (Kotler (2006).

Personal selling:

Kotler (2006) Face to face interaction with one or more prospective customers for the main purpose of obtaining orders is generally called personal selling.

Publicity:

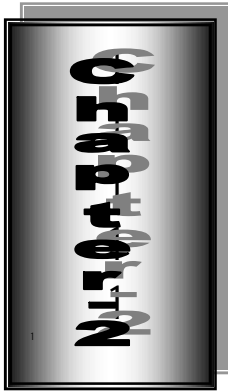
Publicity is non-personal communications such as press releases, media interviews, press conferences, features articles, newsletters, photographs, films and tapes.

Sponsorship:

Sponsorship is a business method for communication and marketing which, in the short and long term, has the aim of contributing to the sponsor's brand awareness and image, as well as increasing the sponsor's sales (Mikael & Magnus, 1999).

Brand:

A name, term, sign, symbol, design or a combination of these that identifies the markers or seller of the product or services (Kotler et al. 2005).



Review of Literature

This chapter presents the review of researches conducted along the line of the major focus of this study which concerned with the promotional strategy of Electronic media in Bangladesh. We observe a good number of satellite televisions are telecasted in Bangladesh from 1996 and from then on many research works have been conducted on various sectors of electronic media. But few researches have given attention to study the promotional strategy of electronic media. So availability of literature in line with the thinking of the present study is very limited and hence the researcher reviews the literatures conducted in areas similar to the present study either in Bangladesh or elsewhere in the developing countries.

2.1 Literature Review:

Mohammed Khalid Alam and Md. Armanul Haque (July-2014) expressed their views in a study entitled “Contribution of Television Channels in Disseminating Agricultural Information for the Agricultural Development of Bangladesh: A Case Study. The author revealed that Different mass media plays an important role to disseminate agricultural information. Television is one of the most popular electronic media among the natives of this country for news and information. Therefore, this paper attempts to analyze the contribution of various TV channels on the dissemination of agricultural information for the farmers for their agricultural enrichment. Findings indicate a positive curve towards the dependency on and contribution of TV channels. (Alam & Haque: 2014)

Sheikh Mohammad Shafiul Islam and Syed Mahfujul Haque Marjan (July 2013) expressed their views in an article entitled “Trends of TV News Coverage in Bangladesh” that The media booming especially the rise of satellite television channels is a significant phenomenon in the landscape of Bangladesh media which was initiated after the fall of autocratic regime in 1990 These satellite channels are presenting hour-round news and views on different events and affair. In spite of this significant change in terms of quantity and ownership pattern, there still lacks a comprehensive broadcast policy to guide day-to-day operations of the channels.(Islam & Marjan : 2013)

Susan Tyler Eastman , Douglas A. Ferguson & Robert A. Kelein (2006) states in an article entitled “Promotion and Marketing for Broadcasting Cable and the Internet” The cable industry has successfully addressed many of the marketing demands of the past decade. Now the digital age allows for the further proliferation of channels and advanced telecommunication services, technological convergence of television and the computer, and the new dynamic of electronic (e-) commerce.(Eastman , Ferguson & Kelein :2006)

Shruty Sharma (2012) expressed his views in the article entitled “Relation between Promotional strategies and organizational success” that electronic medium comprising of TVs, radios and internet is second most accessible medium which is used by housewives, service, businessman and student category its one of the favourite medium and has communication made by this medium has a long lasting impact on its users thus making it most influential medium. In addition to it the medium have the capability to address large masses instantaneously (Sharma: 2012)

In a study entitled “Emergence of Satellite Television and Enigmatic Geo-Political Strategy of Bangladesh government” Zeenat Huda Wahid (2007) unveils that Although the Bangladesh Government highlights the religio-

territorial identity of the people of Bangladesh, it adopts the enigmatic geopolitical strategy in challenging the penetration of Indian culture through satellite television in the country. Although the government is very loud in designing its own Bangladeshi culture by denying the past link with West Bengal and disowning a huge chunk of cultural heritage, its role remains paradoxical in resisting the cultural hegemony of India through the penetration of satellite television in Bangladesh. (Wahid: 2007)

Towhiduzzaman Rocky states in an article entitled “Overall Scenario of the Media industry in Bangladesh” that media industry play a very important role in our society and economy. In Bangladesh Mass media has gradually increased in the last two decades. Today more and more people are exposed to wider options such as TV, radio, newspapers etc. Thus increasingly the need to ensure the information they receive is reliable. Advertisement inside the news bulletins, media advertiser joint programs- this trends are almost similar to the global media market around the world according to the study of political economy, comparative media systems and policies.

Syed Aflat Rahman (August, 2014) states in the research entitled “ Live Telecast and Remote news gathering of a satellite Television Station” that Now-a-days Satellite TV is being considered with utmost significance as it has been contributing to every sector of our society. Certain differences have been brought to our life with a wide array of program ensuring several advantages to our day to day life. Now TV programs, broadcasted both in analog and digital format possessing higher quality of sound and picture, can entertain anyone from anywhere based on the availability of Satellite TV connection. (Rahman: 2014)

Francesco Fiorese, Kristen St. Martin-Lipton & Michelle Verwest (June-2014) expressed their views in a study named “Designing a promotional strategy that

works for apparel retailers” that Retailers can effectively design their promotional strategies to attract customers in today’s challenging competitive environment while maintaining long-run profitability. An effective promotion strategy is especially important for retailers today, considering the importance customers place on promotions and affordable prices when making apparel purchase decisions. By understanding their customer segments and providing a clear structure and communication for promotions, retailers can rise above the clutter and strengthen their business with healthier, more sustainable margins.

In a study on Building international brand through promotional Strategy: A case study of MEC: Active Engagement in Bangladesh, Kamrul Hasan & Rabia Khan (2011) revealed that Brands are important in both consumer and business-to-business situations, where a decision of purchase is needed. A strong brand can create sufficient higher total returns to shareholders than a weak brand. Brands are at the heart of marketing and business strategy. Branding in the field of Country and economy context related to acquisitions, alliances, and ecommerce initiatives can be a further research.

In another study entitled Relation between Promotional Strategies and organizational success Shruti Sharma, Assistant Professor, Abhilashi Institute of Management, found that Promotional strategies are effective and concrete pillar of organizational success. For marketers considering or utilizing electronic media mailings as part of their marketing mix, the findings indicate that this technology can and is a viable business and marketing too. .He also added that There are various promotional tools available for communicating both about the company as well as for boosting up the sales. For increasing up the sales various schemes are launched from time to time and the customers are attracted for trying out the schemes by making use of promotional mix. The maximum coverage is of newspaper (92%) whereas minimum coverage is of magazines (30%) in spite of this fact maximum number of potential customers came to

know about the scheme from electronic medium (78%), hoardings also form a good communicating tool.

J, Karen Wiinkler (1993) expressed in the article entitled "In Electronic Age, Scholars are Drawn to the Study of Print," *Chronicle of Higher Education*," that, to some extent, the ferment is related to the rise of electronic media, whose growing strength is casting print culture in sharp relief. While it may be the case that the rise of electronic media has begun to force historians of print into a more comparative perspective, this perspective has all too rarely been employed in the other direction. (Wiinkler : 1993)

Above review it has been found that few researches have given a little emphasis on study the promotional strategy of electronic media although it has carried out several studied on other fields. So availability of literature in line with the thinking of the present study is very limited and hence the researcher tries to fill in the gap through a systematic investigation.

In every stage of national development, the role of Television is indispensable. In the Western Countries, and even in the neighboring country India, satellite channels are playing pioneer role in promoting socio-economic, political and cultural development. But this practice is still a far cry in Bangladesh. Gap in matured understanding by the political leaders, poor socio-economic development and the absence of a long-term visionary plan about electronic media are the major obstacles to the path of serving the interest of the mass people (Rahman:2004).

Through literature review we found that Promotional strategies launched from time to time by the TV Channels helps in attracting unexplored market segment. Chalking out promotional strategies means nothing unless they are communicated to targeted market and are able to generate, motivate, advertise or disseminate specialized information/programs through the help of print,

audio-visual or any other social media. We also revealed the main gap of the study is that what kind of promotional strategies undertaken by electronic media and which promotional tools is responsible for spreading maximum awareness, secondly which is the most compelling medium which ultimately influences the viewers for watching the programs. Further determining how many programs lead to success of the channels is also covered in the scope of research work through a comparative study of leading TV Channels in our country. Finally reviewing the key concepts of the study and tried to be conceptualized these for better understanding of the thesis.

2.2 Review of the key concepts:

Researchers need clear unambiguous definitions of concepts to develop sound explanations” (Neuman: 2000). After critical review of literature, the researcher then tries to a brief analysis of the following key concepts:

2.2.1 The Promotional Strategy

Promotional strategy refers to such a marketing communication approach by which companies aim to inform, persuade and remind customers directly or indirectly about its product and brands. In a way, they dialog and build relationships with customers.

Promotion has been defined as the coordination of all seller initiated efforts to set up channel of information and persuasion in order to sell goods and service or promote an idea. While implicit communication occurs through the various elements of the marketing mix, most of an organization’s communication with the marketplace take place as part of a carefully planned and control promotional program (Belch & Belch, 2009). Traditionally the promotional mix has included four elements: advertising, sales promotion, publicity and personal selling. In the modern perspective, direct marketing and internet marketing is the major promotional mix elements. Each element has different forms and advantages. Organization uses a variety of tools and media (broadcast, print,

outdoor, in store, digital and others) to engage their audiences and generate brand awareness. The six principles of promotional tools are discussed below.

2.2.2 Advertising:

Advertising is defined as any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor (Keller, 2008). Advertising is commonly defined as paid, one-way promotional communication in any mass media. The American Marketing Association (2015: AMA) defines advertising as the placements of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organization, government agencies and individuals who seek to inform and persuade members of a particular target market or audience about their products, services, organizations or ideas. According to Paul and Kelly (1995), advertising is a non-personal form of communication, where a clearly identifiable sponsor pays for a message to be transmitted through media. Advertising is one of several tools used to communicate an organization's marketing offer. One of the distinctive qualities that advertising brings to the mix is that it reaches large, often mass audience in an impersonal way. Advertising, together with the other tools of the communication mix, is a means of managing demand. At a general level, advertising can be used in one of two main ways. First, it can be used to influence demand for products or service and second it can be used to manage perceptions and understanding about the organization as a whole.

The importance of advertisement ranges from awareness, image enhancement, generating sales leads, as well as identifying and attracting potential customers for the company. Advertising can open doors for an industrial salesperson (personal selling) and at the same time generating awareness and favorable attitudes thereby supporting the sales rather than directly causing them. Advertising opens prospect doors, build product/company image, increase

brand awareness, differentiate a product from competition and generates sales leads.

a) Television Advertising:

According to Keller (2008), Television is generally acknowledged as the most powerful advertising medium as it allows for sight, sound, and motion and reaches a broad spectrum of consumers. The wide reach of TV advertising translates to low cost per exposure. From a brand equity perspective, TV advertising has two particularly important strengths. First, TV advertising can be effective means of vividly demonstrating product attributes and persuasively explaining their corresponding consumer benefits. Second, TV advertising can be compelling means for dramatically portraying non-product-related user and usage imagery, brand personality, and so on. Television is a common medium of information and is very effective in delivering a message or in a wide sense, for effective marketing communication. Belch & Belch (2004) stated that television is considered the ideal medium to advertise as advertisement exposure can showcase the most attractive side of the products. The disadvantage of TV advertising is the higher cost, that fact that it can be highly confusing medium that the audience is selective. In emerging market like Bangladesh, television is the most popular medium for information and entertainment.

b) Radio Advertising:

Radio advertising is available on national networks and on local markets. Radio stations are designated either AM or FM..An FM or frequency modulation, stations differs from AM in that the wavelength (frequency) is adjusted rather than the height (amplitude), which remains constant. Because the signal put out by an FM station follows the line sight, the distance of the signal depends on the height of the antenna. Bangladesh Radio has expanded its FM broadcasting and community radio.

c) Print Advertising:

Print media are media that deliver messages one topic at a time and one thought at a time. Print media offers a stark contrast to broadcast media. Most importantly, because of its self-paced nature, magazines and newspapers can provide much detailed product information (Keller, 2008). In general, the two main print media-magazines and newspaper- have many advantages. Newspaper advertisement is very effective tool to spread the information quickly to a large number of audience Newspaper includes broad market coverage consumer's ability to comparison shop, positive consumer attitudes, flexibility and interaction between national advertisers and local retailers. Magazine advertisements deliver highly qualified targets and are effective in increasing brand sales and market share. The benefits of magazine advertising include the ability to reach specialized audiences, audience receptivity, a long life span, visual quality, and the distribution of sales promotion devices. Effective print materials are the most tangible means of placing company's message firmly in the hands and mind the customers.

d) Outdoor advertising (Billboard):

Outdoor advertising includes all forms of advertising that provide out-of-doors exposure. These forms may be pictured, written or spoken. Prevalent forms of outdoor advertising include billboards, street furniture, transit and alternative forms. Billboards are the predominant form of outdoor advertising and are further classified into bulletins, 8 sheet posters (smaller size), 30 sheet posters (larger size), wrapped 30 sheet posters, squared wrapped posters, spectaculars and wall murals based on size, shape, and placement. Technology has provided outdoor advertisers with myriad options. Most recently, the liberal use of electronics has created "spectacular" billboards that look like giant screen televisions, some even with sound. The term 'billboard advertising' relates to the

usage of signs along the roadways and waysides for the purpose of advertising and promoting a range of products and services.

e) Mobile Advertisement:

Mobile advertising targets users of handheld wireless devices like mobile phones and personal digital assistants (PDAs). The main advantage of mobile advertising is that it can reach target customers anywhere any time. To promote the selling of products or services, all the activities required to communicate with the consumers are transferred to mobile devices. Combining customers' user profile and context, advertising companies provide the target customers with exactly the advertisement information they desire, not just spam them with advertisements.

2.2.3 Direct Marketing:

According to Direct Marketing Association (DMA), defined direct marketing as any direct communication to a consumer or business recipient that is designed to generate a response in the form of an order (direct order), a request for further information (lead generation), and a visit to a store or other place of business for purchase of a specific products or services (traffic generation). According to Belch & Belch (2009) direct marketing is a system of marketing by which organizations communicate directly with target customers to generate a response or transaction. This response may take the form of an inquiry, a purchase, or even a vote. Direct marketing techniques are used to reduce distance between buyer and seller through squeeze intermediary (Jobber, 2007). Immediate response is very important for service provider firms and who are providing service to mass consumers. Direct marketing is one of the most effective promotional tools to get immediate response (Belch & Belch, 2009). Peter Bennett defines direct marketing as the total of activities by which the seller, in effecting the exchange of goods and services with the buyer, directs

efforts to a target audience using one or more media (direct selling, direct mail, telemarketing, direct action advertising, catalogue selling, cable TV selling etc.) for the purpose of soliciting a response by phone, mail, or personal visit from a prospect or customer. One of the major tools of direct marketing is direct-response advertising, whereby a product is promoted through an ad that encourages the consumer to purchase directly from the manufacturer. Direct Marketing is the distribution of products, information and promotional benefits to target consumers through interactive communication in a way that allows response to be measured (Jobber, 2007). According to Kotler (2006) Direct marketing tools include the use of direct mail, telemarketing, fax, e-mail, newsletter, catalog, internet, and others to communicate directly with specific customers and prospects. Direct marketing tools provide companies with several attractive ways of conveying customized messages to individuals.

2.2.4 Interactive/ Internet marketing:

Internet marketing, also known as digital marketing, web marketing, online marketing, search marketing or e-marketing, is the marketing (generally promotion) of products or services over the Internet. Internet actually a multifaceted promotional tool. Advertising on the web, marketers offer sales promotion incentives such as coupons, contests and sweepstakes online and they use the internet to conduct direct marketing, personal selling, and public relation activities more effectively and efficiently (Belch & Belch, 2009). The internet is a global network of interlinked computers operating on a standard protocol that allows information exchange. It is composed of computer networks and individual computers throughout the world connected by phone lines, satellites and other telecommunication systems (Ellsworth & Ellsworth, 1996). Internet marketing can be simply defined as: Achieving marketing objectives through applying digital technologies (Chaffey, 2009). These digital technologies include internet media such as website and e-mail as well as other

digital media such as wireless or mobile and media for delivering digital television such as cable and satellite. Brand building on the internet include web site, online advertising and sponsored, email, web PR, social media networks, intranet and customer extranet.

a) Web site:

Website- accessible on the World Wide Web that is created by a particular organization or individual. The location and identity of a website is indicated by its web address (URL) or domain name. It may be stored on a single server in a single location or a cluster of servers (Chaffey, 2009). Web site dedicated to the brand is potentially the most powerful brand building tool, in part because it can be tailored to the needs of the brand and the customer/brand relationship. Moreover, it can marshal all the power of the web to create and reinforce associations (Aaker, 2000; p.237). Web or home pages are pages of information placed within web sites on the internet. They can contain color, graphics, text, audio, video, and animation.

b) Online Advertising & Sponsored content:

Online advertising- using a range of formats including banners, skyscrapers and graphical or rich media such overlays (Chaffey, 2009). Internet advertising is effective in building brand equity. Banner ads and other paid web placement of creative visuals, messages, and experiences can provide visibility and associations and also stimulate people to click through to particular websites. A brand can also sponsor content (such as category information, games, or other activities) on a third-party site. Ryan & Whiteman (2000) define online sponsorship as: the linking of a brand with related content or context for the purpose of creating brand awareness and strengthening brand appeal in a form that is clearly distinguishable from a banner, button or other standardized ad unit.

Sponsorship provides the ultimate ability to leverage the association of another brand and to gain ownership of a portion of the internet (Aaker, 2000).

c) E-mail Marketing:

E-mail marketing most commonly used for mailing to existing customers on a house-list, but can also be used for mailing prospects on a rented or co-branded list. E-mail can be inbound and outbound. Outbound e-mail marketing- emails are sending to customers and prospects from an organization to encourage purchase or branding goals. Inbound e-mail marketing- management of e-mails from customers by an organization (Chaffey, 2009). An increasingly popular channel for customer service, marketing, and other communications, email is powerful tool for brand builders. An e-mail reminder about company's all marketing activities. These types of email contacts serve to create a connection and, at the same time, reminded the customer about the brand and its relationship with its customers (Aaker, 2000).

d) Web Public Relations:

Web PR involves web communication not controlled by the brand, such as personal home pages, news-or gossip-oriented sites, discussion groups, and chat rooms. Specialized discussion groups and chat rooms organized around brands or brand applications have proven their ability to dramatically influence sales, both positively and negatively (Aaker, 2000). The web has become a very important element of public relations (PR).” Both online and off, the process is much the same when using PR to increase brand awareness, differentiate yourself from the crowd and improve perception. Many offline PR companies now employ staff with specialist online skills. The web itself offers a plethora of news sites and services. And, of course, there are thousands of newsletters and zones covering just about every topic under the sun. The UK institute of PR (IPR, 2003) defines PR as: the management of reputation- the planned and

sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics. IPR (2003) notes that public relation involves activities such as: media relations, corporate communications, community relations, corporate social responsibility issues and crisis management, investor relations, public affairs and internal communications. The public relationships consultant association (PRCA, 2005) defines PR as: the managed process of communication between one group and another is the method of defining messages and communicating them to target audiences in order to influence a desired response.

c) Social Media Networks:

Safko & Brake (2009) state that ‘social media refers to activities, practices and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Social media are web related services where people can talk, share information, and forge new relationships .Examples of social media include blogs, micro blogs, podcasts, wikis, communities and video sites. The essential feature is that social media builds on user generated content. Social media offers endless opportunities for customer service and support. It is an excellent tool to get close with your customers and fans; however, it is by no means intended to be used on its own. Social media works best for brands in marketing if it is used as a complement to other activities. (Carlsson, 2010). Social media is very important to most every company today. This is because the world has become a very technologically driven place that thrives on Facebook, Twitter and YouTube. A strong brand ought to be based on the dialogue you have your customers and prospects- the stronger the dialogue- the stronger the brand. The social web allows companies to have these kinds of dialogues more efficiently and less expensively than in the past (Weber, 2009).

2.2.5 Sales promotion:

The American Marketing Association (2015) defined, sales promotion is media non media marketing pressure applied for a predetermined, limited period of time in order to stimulate trial, increase consumer demand or improve product quality. According to Keller (2008) Sales promotion can be defined as short term incentives to encourage trial or usage of a product or service. Sales promotion are used extensively in consumer markets, especially when launching new brands, and in markets that are mature, where market growth is limited and where price and sales promotion work are the only ways of inducing brand switching behavior and improving performances. Sales promotions are concerned with offering customers additional value, in order to induce an immediate sale (Belch, 2009)

Sales promotion is defined as those marketing activities that provide extra value or incentives to the sales force, the distributors or the ultimate consumers and can stimulate immediate sales (Belch, 2009). Sales promotion is generally broken into two major categories: consumer-oriented and trade oriented activities. Consumer-oriented sales promotion is targeted to the ultimate user of a product or service and includes couponing, sampling, premiums, rebates, contests, sweepstakes and various points of purchase materials. Trade oriented sales promotion is targeted toward marketing intermediaries such as wholesalers, distributors and retailers According to Kotler (2006) sales promotions are incentives of various kinds that are used to increase the value of a market offering over a specified period of time. Its usual purpose is to encourage trial or increased usage of a product or service. As consumers, we are surrounded by a myriad of products that try to seduce us with little gifts and other add-ons to have us make the purchase. In B2B this concept usually does not work since buyers of industrial companies only purchase what the company really needs. In contrast to consumer promotion, trade promotions are targeted at retailers,

distributors and other members of the trade channel. They often come in the form of financial incentives or discounts with the purpose of securing shelf space and distribution for a new brand. Business and sales force promotion at tradeshows, for instance, can be made up by special contests for sales representatives or similar actions (Kotler, 2006)

2.2.6 Publicity/ Public Relations:

According to Belch (2009), publicity refers to non-personal communication regarding an organization, product service or idea not directly paid for or run under identified sponsorship. Public relations and publicity relates to a variety of programs and is designed to promote and protect a company's image or its individual product. Publicity is non-personal communications such as press releases, media interviews, press conferences, features articles, newsletters, photographs, films and tapes. Public relations may also include annual reports, fund raising, and membership drives, lobbying, special event management and public affairs (Keller, 2008). Public relations have been defined as "the management function that evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program to earn public understanding and acceptance (Schultz & Barnes, 1999). Public relations (PR) are about generating coverage in the media that reaches various stakeholder groups. It involves a variety of programs designed to promote or protect the image of your brand. Well-thought out programs coordinated with the other communications elements can be extremely effective. Their appeal lies mainly in the higher Credibility of news stories and features, especially compared to advertising. Because of their authenticity they are more credible to readers. PR can moreover reach potential customers that tend to avoid salespeople and advertisements. Effective public relations have to be managed carefully by continuously monitoring the attitudes

of customers and all other groups that have an actual or potential interest in your company.

PR is one of the most effective ways to get people talking about your brand and it gets them moreover believing. PR therefore is most effective at building and sustaining business. According to Kotler (2006) Proactive publicity can be one of the most powerful and cost effective promotional tools, especially for smaller organizations that can't afford significant advertising. Publicity is free, almost six times as many people read articles as read ads and the articles are more credible as they are perceived to be third party endorsements versus self-promotion.

2.2.7 Exhibitions & Trade Shows:

Trade exhibitions-often called business or technical events-are typically aimed at either everyone within a particular trade or industry or to a specific group or groups across a range of different industries (Iain Maitland, 1997). An exhibition is a direct, face to face medium. You can meet past, present, and perspective customers and talk, discuss products and services, ask and answer questions, negotiate, judge reactions, and establish real, human relationship with them. Trade shows and exhibitions are major importance in the brand building tools. They represent a great opportunity of businesses to build brand awareness, knowledge and interest at one place at a time. They also provide customers with access to many potential suppliers and customers in a short period time at relatively low cost compared to regular information gathering methods. Customer can easily compare competitive offerings at one place (Kotler & Proertsch, 2006).

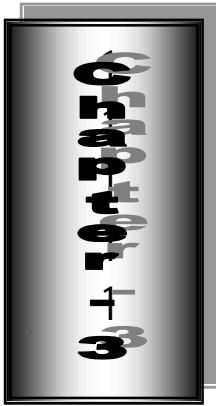
2.2.8 Event Marketing & Sponsorship:

Event marketing refers to public sponsorship of events or activities related to sports, art, entertainment or social causes. Developing successful event sponsorship involves choosing the appropriate events, designing the optimal

sponsorship program, and measuring the effects of sponsorship of brand equity (Keller, 2000). Sponsorship is a business method for communication and marketing which, in the short and long term, has the aim of contributing to the sponsor's brand awareness and image, as well as increasing the sponsor's sales (Mikael & Magnus, 1999). Sponsorship implies that the sponsor provides funds, goods, services and know-how. The sponsee will help the sponsor with communication objectives such as building brand awareness or Reinforce brand or corporate image. Sports, arts, media, education, science and social projects and institution and television program can be sponsored. Events are often linked to sponsorship. A company can sponsor an event or organize its own events, for instance for its sales team, its clients and prospect, its personnel, its distribution network (Patrick, Maggie & Joeri, 2004). Corporate goal for sponsorship can be: increase revenue, create a platform for developing relationships and provide an opportunity to entertain customers in a unique environment as well as to generate benefits for employees (Kotler, 2006).

2.2.9 Personal Selling:

According to Belch (2009) The final element of an organization's promotional mix is personal selling, a form of person-to-person communication in which a seller attempts to assist and persuade prospective buyers to purchase the company's product or service or act on an idea. Personal selling involves direct contact between buyer and seller, either face-to-face or through some form of telecommunications such as telephone sales. Personal selling involves face to face interaction with one or more prospective purchasers for the purpose of making sales. Personal selling represents a communication option with pros and cons almost exactly the opposite of advertising (Keller, 2008). Specifically, the main advantages to personal selling are that a detailed, customized message can be sent to customers where feedback can be gathered to help close the sale.



Methodology of the Study

This chapter provides the methodology of the study. Methodology deserves a careful consideration for conducting a research. Reliability of a scientific research depends largely on the proper and appropriate methodology. In this chapter explain the research methods which are used in this study and, give a discussion of the reason of methods selection.

3.1. Research Methods: Exploratory Studies

Research methods can be defined as “a systematic and scientific procedure of data collection, compilation, analysis, interpretation, and implication pertaining to any business problem” Bajpai, N. (2011) the research methodology has provided us the guideline on how to collect data and analyze them in correct manner. According to W. Lawrence Neuman (2014), there are nearly as many reasons to conduct a study as there are researchers. We can organize the purposes of research into three groups: explore a new topic, describe a social phenomenon, or explain why something occurs. So there are three categories of research: (1) exploratory, (2) explanatory and, (3) descriptive.

Considering the nature of this research work, this study has been conducted applying Exploratory Studies. Exploratory Research is one type of research design, which has as its primary objective the provision of insights into and comprehension of the problem situation confronting the researcher. (Malhotra & Dash : 2010). The major emphasis in exploratory research is on the discovery of ideas and insights. Exploratory research begins with a review of secondary data, such as published or syndicated data, or trade literature that discuss similar case. Exploratory research may then involve interviewing knowledgeable people or conducting focus groups and case study etc. One of the most important characteristics of exploratory research is its flexibility. There are three principal

ways of conducting exploratory research: a search of the literature; interviewing experts in the subject; conducting focus group interviews. Based on these discussions, this research is exploratory nature since the purpose of the study is to explore promotional strategy of electronic media in Bangladesh .

3.2 Research Approach: Qualitative & Quantitative research

Qualitative and quantitative both methods have been used in this thesis to answer the research question and fulfil the research. Research method is created by both quantitative and qualitative. Qualitative research is a research strategy that usually emphasizes words rather than qualification in the collection and analysis of data (Bryman and Bell, 2007). And also analysis conducted through the use of conceptualization. The qualitative research is based on the philosophy that the reality is constructed from observations and understandings obtained in the field.

Quantitative data is in numerical and standardized data while qualitative data is based on results which are not standardized requiring classification into categories. Quantitative studies rely on quantitative information (i.e. numbers and figures), while qualitative studies base their accounts on qualitative information (i.e. words, sentences, and narratives) The basic distinction between quantitative and qualitative research is considered to be quantitative researchers employ measurement and qualitative researcher do not. The qualitative data will be collected by interview with the marketing manager of Television channel in Bangladesh and also more information will be collected from the focus group discussion. Meanwhile, the quantitative data will be collected by customer survey questionnaire. This research paper will analyze these data which will be collected through applying both qualitative and quantitative methods.

3.3. Research Strategy: Case study

To do the research in right track and sort out our research questions, Case Study is a logical choice of our research. In addition, the case study is a good way of addressing processes that have not been thoroughly researched. By definition, a case study is a history of events in past or present and uses information from multiple sources. The case study could include data from direct observation, systematic interviewing as well as information from public or private archives (Yin 1994) Therefore, this thesis will build on case study so that that the research usually takes place at a much more detailed level for which the aim often is to produce comparative analysis & optimal knowledge.

For our study on promotional strategy of electronic media in Bangladesh we require population of study. Here We have conducted our study in two different groups like Television Channels and the people who watch the Televisions. Three TV Channels are selected as cases for comparative analysis. Out of 31 TV Channels, three TV Channels namely NTV, Channel-I & ATN Bangla were analyzed. All these channels were selected based on convenient sampling procedure. We know basically Convenience sampling is used in exploratory research where the researcher is interested in getting an inexpensive approximation of the truth. As the name implies, the sample is selected because they are convenient.

While selecting channels as a case, along with Television Rating Point (TRP) following aspects were also taken into consideration:

- i. ATN Bangla was selected since it was one of the first-generation satellite channels of the country
- ii. NTV was selected since it is one of the popular channels of second generation satellite channels
- iii. Channels-i was selected for the first digital Bangla channel

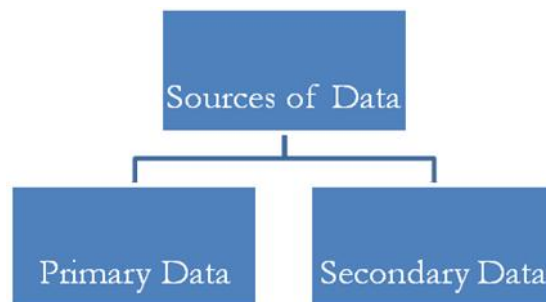
In this case we would perform industry analysis that will be carried out by interviews and secondary data. Customer analysis will be done based on survey. Finally, the competitive analysis will be based on interviews and secondary data. The grounds for selecting this approach is that, using this method we will be able to have better understanding regarding the promotional strategy of TV media. The limitation that guided us to choose this method is that there is limited scope to deal with secondary source of information. That is why the research work is to be done with first hand data collected by our own. In Bangladesh there is no officially published information regarding promotional strategy of electronic media industry and its viewership.

3.3.1 Focus Group Discussion

The focus group is a technique of interviewing that involves more than one, usually at least four, interviewees. The focus group is mainly characterized by its unstructured format. Focus group is used to generate data on groups own experience of a certain issue to explore their views about their operations (Bryman and Bell, 2007). A Focus Group can be defined as an unstructured group interview technique where 8 to 12 people are brought together, under the guidance of a trained interviewer, to focus on a specific concept, product, or subject (Andersen 2002). We have conducted a focus group as research method to gather primary data, The reason for choosing a focus group for this study was to generate data based on participants own experience and how they look at their relationships with management and how it can impact their organizations. The focus group discussion was conducted among eight participants in presence of one of the author for each TV channel as moderator, we composed the focus group of 8 persons who are management authority of television channels. Thus, researcher initiated an empirical research by conducting a focus group.

3.4. Data Collection Method:

It is very important to choose the appropriate data collection method for a particular study in order to complete the research successfully. According to Sekaran (1992), there are two categories of data; primary and secondary. Primary data is collect from interview, e-mail and telephone, mail questionnaire, focus group discussion while secondary data is gather from company website, books, articles, journals, previous research paper and internet source. To make the thesis more meaningful and presentable, two sources of data and information have been used widely.



3.4.1 Primary Data Collection Method

Interviews with some questionnaire the most widely used source for collecting information for evidence. Unlike interviews carried out with respondents to a survey, case study interviews are often unstructured, or even in the form of quite informal discussions with a key informant for the case (Blumberg, Cooper & Schindler, 2005). An interview is a purposeful discussion between two or more people. The use of interviews can help us to gather valid and reliable data that are relevant to our research questions and objectives. These are often referred to as qualitative research interviews. In semi-structured interviews, the researcher has a list of themes and questions to be covered, these may vary from interview to interview. The order of questions may also be varied depending on the flow of the conversation. There are many situations in which the use of non-

standardized research interviews as a method of data collection may be advantageous. These can be grouped into four aspects related to interview: the purpose of the research; the significance of establishing personal contact; the nature of the data collection questions; length of time required and completeness of the process. For interview the researcher contacted directly the marketing manager of selected Television channel.

A direct study has been conducted in the head office of the respective media house during the period from June-2015 to June 2016 to collect relevant information about its marketing practices. The editor, the deputy editors, the news editor, chief reporter, administrative manager, accounts manager, the commercial manager, the press manager and the divisional heads have been interviewed to obtain the required data.

3.4.2 Secondary Data: Books, articles, Internet

This thesis includes secondary data, which can be defined as "existing historical information or data structures which were previously collected and assembled for some earlier research problem or opportunity situation other than the current situation" (Hair, Bush & Ortinou, 2003). Secondary data include both raw data and published summaries. Most organizations collect and store a variety of data to support their operations: for example, payroll details, copies of letters, minutes of meetings and accounts of goods or services. Quality daily newspapers contain a wealth of data, including reports about takeover bids and companies share prices. Government departments undertake surveys and publish official statistics covering social, demographic and economic topics. Consumer research organizations collect data that are used subsequently by different clients. Trade organizations collect data from their members on topics such as sales that are subsequently aggregated and published. Based on these above discussion, we collect secondary data through books, articles, journal, and

internet sources. These sources are important for gather information that helpful for write thesis and draw conclusion.

3.5 Questionnaire Design

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. To meet with the objectives regarding primary data collection, researcher designed two most common types of survey questions that are closed-ended questions and open-ended questions. The researcher developed both Open-Ended & closed ended questions for the research. Open-Ended questions are used for survey to company and closed ended questions are used for survey to customer

3.5.1 Open-Ended Questions

Open format questions or open-ended questions give the audience an opportunity to express their opinions in a free-flowing manner. These questions don't have predetermined set of responses and the respondent is free to answer whatever he/she feels right. By including open format questions in questionnaire, we can get true, insightful and even unexpected suggestions. Qualitative questions fall under this category. An ideal questionnaire would include an open-ended question at the end of the questionnaire that seeks feedback and/or suggestions for improvements from responds. The researcher used this open-ended questions while survey to the company

3.5.2 Closed-Ended Questions

Multiple choice questions where respondents are restricted to choose among any of the given multiple choices should be given; the number can be even or odd. One of the main advantages of including closed format questions in the questionnaire design is the ease at performing analysis. These questions are ideal

for calculating statistical data and percentages, as the answers set is know. Closed ended questions can also be asked to different groups at different intervals to efficiently track their opinion about a product/service/company over time. The researcher used this open-ended question while survey to the customer.

3.6 Sampling Procedures

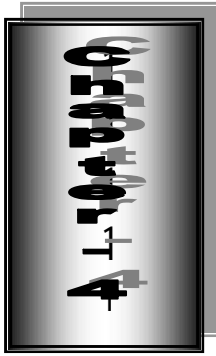
Sampling is the process of selecting units (e.g., people, organizations) from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chose. Sampling methods are classified as either probability or non-probability. In probability samples, each member of the population has a known non-zero probability of being selected. Probability methods include random sampling, systematic sampling, and stratified sampling. In non-probability sampling, members are selected from the population in some nonrandom manner. These include convenience sampling, judgment sampling, quota sampling, and snowball sampling

Convenience sampling is selected for our study. Generally, convenience sampling is used in exploratory research where the researcher is interested in getting an inexpensive approximation of the truth. As the name implies, the sample is selected because they are convenient. This non-probability method is often used during preliminary research efforts to get a gross estimate of the results, without incurring the cost or time required to select a random sample.

3.6.1 Gathering Data

In collecting data for our research, we have adopted non-probability sampling technique. Samples have selected through Convenience sampling. This sampling is used in exploratory research.

A survey in the form of a questionnaire is one of the most prevalent ways in collecting original data, attitude measurements in a large population. We have chosen open ended questions to carry out survey on Television Channels and Closed ended questionnaires for the people who watch TV. We have designed two set of questionnaires for these two groups. From these two groups, we have selected 3 populations for Television channels namely NTV, Channel-I & ATN Bangla and 100 populations for viewers of TV Channels. For the TV Channels, we provide very short questionnaire which only contains 13 questions We have collected our data for TV industry and competitive analysis using semi-structured interviews using questionnaire. Also, we have tried to collect secondary information from published journal, articles. The length of each interview did not take more than 30 minutes. So, the question of the interviews was arranged in a way that interviewer would be able to cover all the necessary aspects within specific time period. For the television viewers, we only ask 6 questions which very straight forwarding and easy to answer. In this regard, a total of 100 questionnaires were administered and collected within the boundaries of Dhaka city. Only the respondents of the age above 16 were considered. Secondly the respondents of only Dhaka city were asked to fill up the questionnaires as the sampling method adopted was convenience sampling. The aim of survey was to investigate effectiveness of the promotional strategies and the fact as which promotional tool is responsible for spreading maximum awareness, secondly the research work aimed at answering the question as which is the most compelling medium which finally influences the TV Viewers for watching programs of the channels.



Socio-economic development in booming media industries in Bangladesh

This chapter presented briefly the overall socio-economic scenario of Bangladesh and traces how it impacts on rapid growth of television media and its viewership in our country.

Throughout history of electronic media there have been several factors that contributed to the historical evolution and development of the various mass media in the world. Print, broadcast, and electronic media have changed drastically since man was first introduced to them. The media sector of Bangladesh has undergone a revolution in the past decade. Quite a big number of new satellite channels & FM radio stations were introduced and the number of internet users has increased drastically during this period. Free flow of information, emergence of social media networks, opinion polls conducted by local TV channels and radio stations have allowed the mass people to voice their concerns and clarify their points regarding noteworthy issues of the country. Due to the emergence of a strong electronic media especially TV media, the common people are never left in the dark about major national and international events. It can be stated that a ‘media boom’ just happened in Bangladesh due to a positive impact of socio-economic development of the country.

4.1 Socio-economic scenario of Bangladesh

Bangladesh comes to existence as a sovereign nation state in 1971 to the world upon coming across nine months of bloodbath brutal combat. May she is a new born state in the world but she has a long legacy of experience of being part of different states and state affairs. At ancient period, sometimes she was under Buddhist kingdoms, sometimes as Hindu kingdoms and so forth. In Medieval period, she was recognized to be a branch of the Muslims territory. In her recent

past, it was a wing of Pakistan (1947-1971) and was identified as East Pakistan. Prior to this, the constituency of the present Bangladesh was under the British India (1765-1947).

Bangladesh is one of the biggest delta plain of the world. Besides this she is covered with of one of the largest river systems in the world. Just in the southeastern area some part is hilly. In spite of the evident physical homogeneity and small territorial size of the country, Bangladesh does show regional variations in physical infrastructural and socio-economic development. Since its Independence, the development planners of Bangladesh have given consideration to the importance of regional balance for integrated national development. And yet, regional imbalances do exist. These imbalances are among macro-regions, micro regions and urban and rural regions (Islam 1997).

Since Bangladesh achieved independence from Pakistan in 1971, socio-economic and political development has faced various challenges. Although she resumes her political journey with democracy, military or quasi-military forces toppled the democracy and have ruled the country for 15 years out of the 41 years since independence. Hence, most of the time she struggled continuing the development process in a full swing in all sectors of the country. The past few years we have witnessed a determined endeavor to sustain the socio- economic and political development in Bangladesh by improving health, economic growth, agricultural productivity, promoting independence of judiciary, human rights, women empowerment, institutional performance, promoting greater transparency and almost free and fair elections and so forth.

Bangladesh is a country suffering from immense social, political, economic and environmental issues and these issues need to be addressed for the overall development of this country. However, the economic development is one of the prime factors, which can resolve many of its current problems. The growth of businesses the market economies have created great opportunities for

Bangladesh for further development. Economic Development refers to changes that affect a local economy's capacity to create wealth for local residents (Kane & Sand 1988) Kane, M & Sand, P 1988, Economic Development: What Works at Local Level, National League of Cities, Washington D.C)

Socio-economic development for a country means simultaneous development in both social and economic aspects of that country. Socio - economic development for Bangladesh can be identified through number social and economic indicators, including GDP growth, Life expectancy rate, poverty issues, employment, healthcare, environment, education, trade and commerce etc.

4.1.1 Life Expectancy Rate

Life expectancy is the expected (in the statistical sense) number of years of life remaining at a given age. The life expectancy rate is moving upward in Bangladesh. The average life expectancy of Bangladeshi citizens is now 71 years and six months, while the figure is 71 years and four months for the rest of the world. This means that Bangladesh is able to reduce the infant mortality rate, control various epidemics or plagues and finally improve the overall quality of life in Bangladesh.

Table- 4.1 : Life Expectancy Rate

Country	2010	2011	2012	2013	2014	2015	2016
BD	69.44	69.75	70.06	70.5	70.80	70.9	71.60

Source: survey of the Bangladesh Bureau of Statistics (BBS) as of April 24, 2017

4.1.2 Education Rate:

Bangladesh has already fulfilled the Millennium Development Goal (MGD) regarding school enrollment at both primary and secondary levels. Primary enrollment for both genders is almost universal and secondary enrollment has

been doubled since independence. Her estimated national literacy rate is 75.4%. . Literacy rate is at 77.1% for males and 71.5% for females as per source of Ministry of Education.

4.1.3 Income Index:

Without the growth of per capita of income no state can think about progress and development. In the last few years Bangladesh has made a considerable growth in her per capita of income. Let's put a view on the per capita income of people of Bangladesh in the last few years in the following table.

Table-4.2, Per capita Income of People of Bangladesh in last few years

Year	2013	2014	2015	2016
Per Capita Income in US \$	1,190	1,180	1,314	1,466

Source: www.tradingeconomics.com / World Bank

From the above figure we can say that the income level of Bangladesh is on the rise which also attributed her in poverty reduction. This development in the income sector helps Bangladesh to develop her place in the world HDI. Nevertheless, still the income level of Bangladesh is not up to the mark to achieve the Millennium Development Goal by 2015.

4.1.4 Population Rate:

The growth rates of the countries are not uniform. This is a populous country of the region, would grow at a faster rate (1.8). The population growth rate of Bangladesh has been reduced but still comparing to other South Asian countries it is high. We know that population is one of the big assets for any country. But when a country fail to meet the demand of the population then it becomes a

curse. For Bangladesh this population has become a big burden unless she can't make this huge population productive. So without any doubt we can say that Bangladesh has to go long way to control her population rate or to make it productive. Otherwise she will not able to bring her out from the list of developing countries.

4.1.5 Economic Growth Rate

Bangladesh is considered as a developing economy. Yet, almost one-third of Bangladesh's 150m people live in extreme poverty. In the last decade, the country has recorded GDP growth rates above 5 percent due to development of microcredit and garment industry. The Gross Domestic Product (GDP) in Bangladesh expanded 7.05 percent in 2016 from the previous year. GDP Growth Rate in Bangladesh averaged 5.72 percent from 1994 until 2016, reaching an all time high of 7.05 percent in 2016 and a record low of 4.08 percent in 1994. actual data, historical chart and calendar of releases - was last updated on June of 2017.

Figure- 4.1: Bangladesh GDP - real growth rate (%)



Source: Tradingeconomic.com, Bangladesh Bank

From the above table we can easily realize that Bangladesh has improved her GDP rate may here are some ups and downs but finally we can say that she is running toward progress.

4.1.6 Freedom of Forth Estate:

In recent time, we can not think about successful democracy without the freedom of forth estate or press. Some scholars regarded that it is not less important than the three organs of the government. As the three organs of the government maintained the check and balance of the government same way forth estate also guides the government by criticizing its public policies. Not only this but also the rank and file of the country get a clear view about the working of the government.

4.1.7 Present Electricity Situation

Bangladesh is a country of 147,570 km² with a population of 159 million. The country has shown tremendous growth in recent years, and has attained an average gross domestic product growth rate of 6 per cent. Booming economic growth, rapid urbanization, and expanding industrialization and development have increased the country's demand for electricity. It is recognized that energy is the key ingredient to alleviate poverty and to improve the socioeconomic condition of the people of Bangladesh. The vision of the Government is to make electricity available for all by 2021. In order to fulfill the vision, the Government has given topmost priority to the power sector and has prepared short-, medium- and long-term power generation plans using gas, coal, duel fuel, nuclear and renewable energy resources. The Government has set a target to generate 5 per cent of the total electricity supply from renewable energy resources by 2015 and 10 per cent by 2020. To achieve this goal, the Government has taken up a number of renewable energy programs.

Due to the relentless efforts of the Government, commendable achievement has been made in the power sector in the recent past. The Government has been able to reduce the gap between supply and demand for electricity. Power generation capacity (including captive) has been increased from 4,942 Megawatts

(MW) in 2009 to 13,883 MW in 2015. At present, 74 per cent of the population has electricity coverage and the per capita power generation has reached 371 kWh. The following table shows the power sector at a glance:

Table-4.3, the power sector at a glance

Item	June 2015
Power Generation Capacity (including captive)	13,883 MW
Transmission Line	9,695 circuit km
Distribution Line	341,000 km
Access to Electricity	70%

Source: UN Chronicle: The Magazine of United Nations Vol. LII No. 3
2015, December 2015

4.2 Booming of Satellite Television channels in Bangladesh:

According to Faria Naeem, country economist (2015) said in a report “Over the past three decades, economic growth has been robust in South Asia, making it one of the fastest growing regions in the world.” Human Development in South Asia 2015, 23 December, 2015, The Independent

In line with that progress Bangladesh has made a tremendous growth over the last decades. Economic progress has been achieved mainly because of continuous increase in GDP and a concurrent gradual decrease in population growth. Similarly, while there has been an improvement in social outcomes, including in the fields of education and healthcare Per capita GDP also improved at a higher and sustained rate during this period. Over the last four years, the growth rate of Bangladesh’s economy has been about 6.2 per cent. This shows the remarkable progress of our socio economic condition. During

this period, phenomenal rate of economic growth in Bangladesh has resulted Booming in media industries in Bangladesh.

There are currently three terrestrial television station in Bangladesh.

- Bangladesh Television (BTV) – state-owned, founded in 1964 as Pakistan Television, but renamed BTV after 1971
- BTV World – state-owned, available worldwide.
- Sangsad Television – broadcasts live scenarios of Bangladesh's politics and also live telecasts National Parliament Assemblies.

Infect BTV runs a TV channel BTV World which broadcasts by satellite 24 hours a day to Asia, Australasia and the Middle East. BTV has emerged as a powerful and effective mass medium since its inception in 1964 as it is first ever TV station in the country. At present BTV is the only Television station that the overwhelming majority of Bangladeshis can watch.

Basically Bangladesh entered the era of Satellite broadcasting in 1992 by giving access to CNN and the BBC to broadcast on the government regulated channels-BTV. In the contents of a dominance of foreign satellite channels in the country, ATN Bangla came into being on July 15,1997. The first Bangla private satellite channel, ATN Bangla aimed at telecasting program in Bangla for viewers in more than hundred counties across the world. Channel-i established in 1999, runs 24 hours a day and launched as the first-ever digital Bangla channel. Since then it has grown in popularity as one of the best educational and entertainment TV channels in Bangladesh. This live Bangladeshi TV channel is mainly aimed at Bangla speaking individuals and provides programming that the entire family can enjoy. Ekushey Television (ETV) became the first Bangladeshi channel to broadcast all its content live to viewers around the globe, through its

official website as well as viewer's world. The channel is popularly acknowledged as the voice of the nation and considered the most popular TV channel in Bangladesh due to its news and other innovative programs. One of the newer Bangladesh TV channels to come onto the scene is Bangla Vision. The objective of the private channel is to build up the nation by means of wholesome entertainment. Bangla Vision is determined not to be politically biased and to offer objective news.

In a short span of five years the country has witnessed a massive spurt in the number of TV channels and FM Radio stations in the private sector which is, unmatched in the South Asian region and perhaps elsewhere. This boom is owed to the government's unequivocal commitment to a free media and the proactive role in facilitating the growth of the electronic media. The unprecedented growth of TV channels, Cable TV and launch of FM Radio stations has indeed contributed remarkably in raising the standards of public awareness and literacy. A glance at the following facts and figures on licensing of media amply substantiates the massive growth which has taken place in electronic media in the private sector in the last decades.

There are about 29 television channels including Terrestrial channels currently airing in Bangladesh. The broadcast of Channel 16, Diganta TV, Islamic TV, CSB news and Channel 1 has been suspended as per BTRC circular. Below is a list of Bangladesh's live TV channels:

4.2.1 Terrestrial Television Stations in Bangladesh














SL. No.	Name of TV	Type /Category	Description
1		Entertainment	BTV is the state-owned Television network in Bangladesh started broadcasting as 25 December 1964..
2		Entertainment	In 2004, BTV started worldwide broadcasts through its satellite based branch, BTV World.
3		News & Documentary	Sangsad Bangladesh Television is a government-owned TV channel of Bangladesh started journey on 25 January 2011. <i>Sangsad Bangladesh Television</i> also telecasts national Parliament programs live <i>form</i> the <i>Jatiya Sangsad</i> ..

Table: 4.4 ; The Name and status of Terrestrial television stations

4.2.2. Private TV Channels (Satellite TV)

SL. No.	Name of TV	Type /Category	Description
<u>1</u>		Entertainment	A private television station in Bangladesh that is transmitted from its studio in Dhaka, Bangladesh.
<u>2</u>		News Channel	A quest to become the first 24-hour live Bangla news channel run .
<u>3</u>		Entertainment	Bengali-language digital cable television channel that transmits from its studio in Dhaka, Bangladesh, as well as throughout South Asia, the Middle-East, Europe, and North America. The channel offers a wide variety of programming that includes news, movies, dramas and talk shows.
<u>4</u>		News Channel	A 24/7 news channel in Bengali. The channel transmits from its studio in Dhaka, Bangladesh, and is also transmitted throughout South Asia, the Middle-East, Europe, and North America.

<p><u>5</u></p>		<p>Entertainment</p>	<p>A satellite TV channel broadcast from Dhaka, Bangladesh</p>
<p><u>6</u></p>		<p>Entertainment</p>	<p>A private television station in Bangladesh, and is transmitted from its studio in Dhaka, Bangladesh.</p>
<p><u>7</u></p>		<p>Entertainment</p>	<p>A private satellite TV channel in Bangladesh</p>
<p><u>8</u></p>		<p>News Channel</p>	<p>A private television station in Bangladesh that is transmitted from its studio in Dhaka, Bangladesh.</p>
<p><u>9</u></p>		<p>Entertainment</p>	<p>A private television station in Bangladesh that is transmitted from Dhaka, Bangladesh. It is the official broadcaster of Bangladesh Premier League.</p>
<p><u>10</u></p>		<p>Entertainment</p>	<p>A privately owned television network in Bangladesh and the country's first digital channel. It is owned by the Impress Group.</p>

<p><u>11</u></p>		<p>Entertainment</p>	<p>Started operation in November 2015. Owned by Kazi Media Limited.</p>
<p><u>12</u></p>		<p>Entertainment</p>	<p>Started operation in 2009. DeshTV aims to stand out from other stations, with the objective of serving "desh", which means the country, and the people. It has a motto of bringing a change, creating new paths, new thoughts and help seeing the world with a new eye.</p>
<p><u>13</u></p>		<p>News Channel</p>	<p>The first full HD 24/7 news and current affairs channel in Bengali that is transmitted from its studio in Dhaka, Bangladesh.</p>
<p><u>14</u></p>		<p>Entertainment</p>	<p>The first private terrestrial channel in Bangladesh. Official transmission began on 14 April 2000.</p>
<p><u>15</u></p>		<p>Entertainment</p>	<p>A music channel in Bangladesh that started on 16 December 2013.</p>
<p><u>16</u></p>		<p>Entertainment</p>	<p>A private television station in Bangladesh that is transmitted from its studio in Dhaka, Bangladesh.</p>

<p><u>17</u></p>		<p>News Channel</p>	<p>A 24/7 news channel in Bengali that is transmitted from its studio in Dhaka, Bangladesh</p>
<p><u>18</u></p>		<p>Entertainment</p>	<p>A private television station in Dhaka, an associate company of Jamuna Group, has been launched on 5 April 2014, as a 24x7 news channel to provide national and international news and information.</p>
<p><u>19</u></p>		<p>Entertainment</p>	<p>A private television station in Bangladesh that is transmitted from its studio in Dhaka, Bangladesh. It is a part of Square Group.</p>
<p><u>20</u></p>		<p>Entertainment</p>	<p>A private television station in Bangladesh that is transmitted from its studio in Dhaka, Bangladesh.</p>
<p><u>21</u></p>		<p>Movie & Entertainment</p>	<p>A private entertainment television channel in Bangladesh.</p>
<p><u>22</u></p>		<p>News Channel</p>	<p>A new 24 hours HD news channel owned by East West Media Group in Bangladesh. It was launched in 28 July 2016.</p>





23		Entertainment	A private television station in Bangladesh that is transmitted from its studio in Dhaka, Bangladesh.
24		Entertainment	Started operation on 26 December 2005, ^[1] and mainly broadcasts programs in Bengali.
25		Entertainment	A private HD and 3G television station in Bangladesh that is transmitted from Dhaka, The channel started its full commercial run on 19 January 2013.
26		News Channel	A 24-hour Bengali news-based private satellite television channel in Bangladesh known for its news presentations.

Table: 4.5 ; The Name and status of Private television Channels

4.2.3 Suspended TV Channels as per BTRC circular:

As per BTRC circular the broadcast of the following channels has been closed/banned in Bangladesh.

1.		News Channel	News is Bangladesh's first 24-hour news & current affairs channel broadcasting from April 9, 2007. On Thursday, September 6, 2007, BTRC officially shut down transmission of the channel.
2.		Music	A music channel from Bangladesh, produced and operated by Insight Telecast Limited. The channel was stopped on 2nd December 2014 after not renewing broadcast license for more than a year
3.		Entertainment	A private satellite TV channel in Bangladesh, founded in 2008. This is a project of Diganta Media Corporation. Diganta TV started formally broadcasting on 28 August 2008, with 16 hours of news and 8 hours of entertaining programs. Its operation has been temporarily suspended by BTRC..
4.		Religious	A 24-hour Bengali news-based private satellite television channel in Bangladesh known for its news presentation. The first Islamic television station in Bangladesh. The owner of the channel is Said Iskandar, the younger brother of the Ex-Prime Minister Khaleda Zia. By the order of Government, its broadcast has


			been temporarily closed.
5.		Entertainment	A 24-hour Bengali-language satellite television channel from Bangladesh. It started broadcasting on 24 January 2006 from its studio in Uday Tower, Gulshan, Dhaka. the BTRC shut down the channel on 27 April 2010 at about 6:40 pm

Table: 4.5 ; Suspended TV Channels as per BTRC circular

Landing rights permission have been given to 29 channels operating from abroad. These include BBC, CNN, Sky News, HBO, Cartoon Network, Ten Sports, ESPN, Fox News, Al Jazeera, Star Channels. In addition applications from a large number of foreign TV channels for landing rights permission are being processed.

Due to the government's investment friendly policies the country has witnessed a remarkable economic growth particularly over the last five years. This overall national growth has been conducive for the development of the electronic media industry in the private sector. According to estimates there has been a cumulative investment of approximately U.S. dollar one and half billion in the electronic media industry. New jobs to more-than 50,000 people of diversified skills and qualifications have been provided. In addition, over 7 million people have been accommodated through indirect employment.

It is estimated that the cumulative investment in the electronic media industry increase day by day. This expansion in investment would in turn have a

multiplier effect on increasing job opportunities for skilled media personnel and journalists, expanding work of media production houses, advertising agencies and proliferation of the performing arts.

The mushroom growth of media left an impression that the media industry must be very profitable. The Media industry in Bangladesh had not been much capital intensive till the early 90s when two business houses - the Beximco Group and the Globe Group - made the industry capital intensive. Beximco Group, one of the country's leading business houses, established the Beximco Media Publications in 1995, apparently to build a media empire. It first brought out the daily Independent introducing high quality foreign newsprint and colour pictures then Independent TV, The Hamim group brought out the Daily Samakal publishing it simultaneously from Dhaka then Channel 24 and now Now Jamuna Group, Bashundhara Group, SA Group, Gazi Group, Square follow their footsteps.

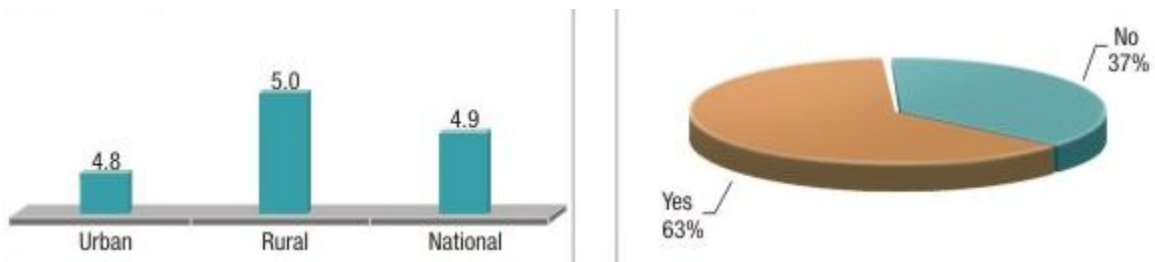
4.3 Growth of Television Viewership in Bangladesh

In recent years, Bangladesh has experienced phenomenal growth in the ownership of durable and electronic products, especially televisions and mobile phones. In fact, most families aspire to own a television set and a mobile phone as a means to climb the social ladder.

In Bangladesh, the reach of mass media has gradually increased in the last two decades. Today, more and more people are exposed to wider options, such as, TV, radio, and mobile phones, thus increasing the need to ensure that the information they receive is reliable. Media research helps determine the reach of various mass media vehicles and ascertains the media habits of people from different backgrounds. Currently TV has penetrated 70 % of the population across the country. Similarly, with more than 60% of the population using a mobile phone, penetration through SMS advertising is also high.

According to a recent qualitative survey by Nielsen Bangladesh, the majority of text messages sent are actually read by people, as opposed to the number of emails that are actually opened, which are often deleted or sent directly to the spam box.

Figure: 4.2; Average Size of the Householders Figure: 4.3; Remote Control with TV



Source: National Media and Demographic Survey (NMDS) 2009

Clearly, SMS advertising is here to stay. This study will focus on the TV habits among the adult population, both males and females, across the country. It is mainly based on a survey conducted by Nielsen .

Bangladesh is a country with 155 million people; 70 per cent of them live in rural areas, and the rest in cities and towns, including 6 major metropolitan areas (metros). Their per capita income is increasing with rapid growth in their purchasing power. Currently, we have a national literacy rate of 70 per cent, which was 20 per cent three decades ago. As expected, the urban population (86 per cent) is more literate than the rural people (64 per cent).

4.3.1 Television Habits

Globally, television has emerged as the most powerful media. Television ownership and reach are increasing day by day. The global trend has also influenced viewers in Bangladesh. The following section will focus on some important findings on TV viewership and their habits. Ownership of TVs Bangladeshis are allured by the television. At present, 46 per cent of households

own a television, with 76 per cent ownership amongst urban dwellers and 32 per cent amongst rural ones. In comparison to the figures of a media survey, it is apparent that the ownership rate has increased considerably over the past fourteen years. Within this period, the overall ownership of TVs nationally has gone up by around six times from 8 per cent to 46 per cent; and it is seven times as much in the rural areas -- from 3 per cent to 32 per cent. At present, TV is available to 83 per cent of the households in metro areas.

4.3.2 Types of TVs

Among current television owners, 62 per cent of them have colour TVs and 37 per cent have black and white sets. The scenario was quite different three years ago. Back then 63 per cent had black and white TVs and 36 per cent had colour TVs. Today there are more colour TVs in urban households (77 per cent) than in rural households (47 per cent). One percent of the households have both colour and black and white TVs.

Figure-4.4: Types of TV

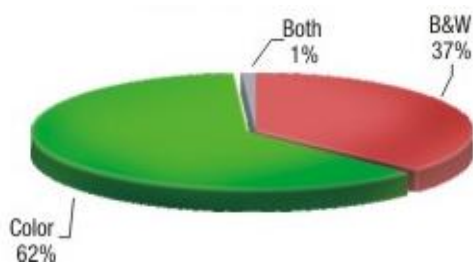
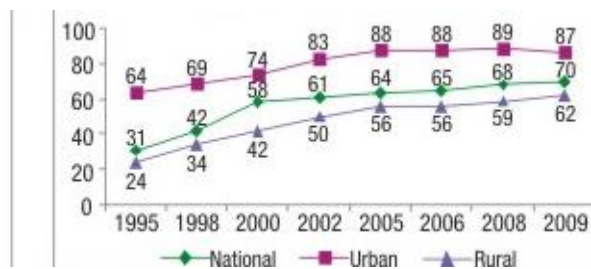


Figure: 4.5: Reach of TV(%)



Source: National Media and Demographic Survey (NMDS) 2009

4.3.3. Reach of TV

At present, 70 per cent of the population aged 15 and over watch TV at least once in seven to ten days, which is two percentage points higher than in 2008. The reach of TV has increased more rapidly in rural areas -- from 24 per cent to 62 per cent -- over the last decade and a half. Among urban dwellers, TV programs have reached 87 per cent of them. As expected, 89 per cent of the

metropolitan dwellers have access to TV. The reach of TV to female viewers (63 per cent) is still behind that of males (76 per cent).

The viewership rate is highest in Chittagong division (75 per cent) and the lowest in Barisal division (60 per cent). The rates in other divisions are Dhaka: 72 per cent, Khulna: 70 per cent, Sylhet: 63 per cent; and Rajshahi: 67 per cent.

The number of the viewers of the state-run BTV has declined in the last five years, i.e., from 98 per cent to 83 per cent. It is most likely as a result of the availability of a wide range of local and foreign satellite channels, all of which offer various programs, such as music, sports, etc.

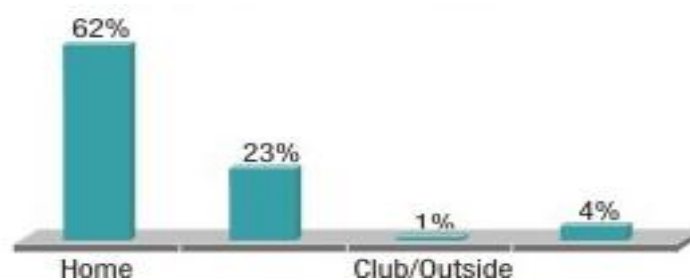
4.3.4 Place of Watching TV

Across the country, most people watch TV at home (62 per cent). In the urban areas, the majority of the people watch TV in their own homes (84 per cent), followed by the neighbors' houses (11 per cent). In rural areas, more people watch TV in their own homes (49 per cent) rather than going to their neighbors' houses (30 per cent).

4.3.5 Time of Watching TV

8.00 pm to 10.00 pm is the peak time for watching TV. The second peak period is 10.00 pm onwards (max 11.30 pm). During the weekly holidays (Fridays), people prefer to watch TV between 3.00 pm and 5.30 pm (max 6 pm) returning to watch between 8.00 pm and 11.00 pm (max 11.30 pm).

Figure: 4.6, Place of Watching TV



Source: National Media and Demographic Survey (NMDS) 2009

4.3.6 Viewership of Different TV Channels

According to a recent qualitative survey by Nielsen Bangladesh, The viewership of BTV has declined in the last five years, i.e. from 98 per cent to 83 per cent. It is most likely as a result of the availability of a wide range of local and foreign satellite channels all of which offer various entertainment programs.

However, nationally, BTV is still the most watched TV channel (83 per cent). The viewership of BTV is higher in the rural areas (92 per cent) than in the urban areas (69 per cent). Among private satellite channels, Channel-i (36 per cent), ATN Bangla (36 per cent), ntv (30 per cent), and Channel One (20 per cent) are generally watched by viewers.

In urban areas, Channel-i is watched by 62 per cent of the TV viewers, followed by ATN (61 per cent) and ntv (52 per cent). The viewership of other major Bangladeshi channels are Bangla Vision (29 per cent), RTV (24 per cent), Ekushey TV (24 per cent), and Baishakhi (18 per cent). As expected, viewership of these channels in the rural areas is quite low. However, the viewership in the metropolitan areas is quite different from the above figures, stated below:

* BTV (67 per cent)

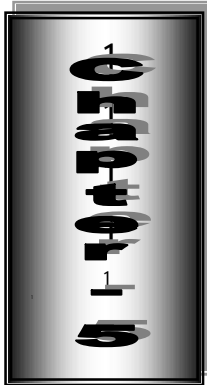
* Channel-i (61 per cent)

* ATN Bangla (57 per cent)

* NTV (48 per cent)

Among the top five Indian channels, ETV Bangla of Kolkata (36 per cent) and Star Plus (36 per cent) are the most popular channels here, followed by Zee Bangla (16 per cent), Zee Cinema (14 per cent), and Star Gold (10 per cent). Although there has been a significant shift in the media in the last decade, there are still large numbers of people who have no access to media such as TV, radio and mobile phones. Overall, 20 per cent of the population is without any form of media. After all, Television continues to emerge as the most powerful mass medium; it is followed by the radio. The reach of TV has gone up in both rural

and urban areas. In addition to BTV programs, a large number of programs telecast by the local satellite channels such as Channel-i, ATN Bangla, ntv, and foreign channels like Zee Cinema, Sony, ETV Bangla, Star Plus, Star Sports, etc have become popular with TV viewers. Among the local satellite channels, Channel-i and ATN Bangla have got the highest viewership. (Forum: 2010)



Organizational Overview of Three Television Channels

This chapter mainly describes the organizational overview of NTV, Channel I & ATN Bangla. The presented information will be based on interview with Media manager and focus group discussion of selected TV Channels and their web site and other publications.

Over the past decade television has emerged as the most powerful channel news and entertainment in Bangladesh. It has displaced radio and newspapers to become the country's main source of reliable information. The 2011 Nielsen Media and Demographic survey found that 84% of urban households and 43% of rural households in Bangladesh owned a television set. The same surveys that 74% of Bangladeshis aged 15 and over watch television at least once every seven to 10 days.

The rise of television has been stimulated by a boom in private TV channels, and now almost a dozen on air in the country. The present Ranking of Bangladeshi TV Channels as per TRP General Performance Index are as follows:

1. NTV
2. Channel i
3. ATN Bangla
4. Ekushe TV
5. RTV
6. Masranga TV
7. Bangla Vision
8. Channel 24
9. Digonto TV

10. Boisakhi TV

Source: TRP General Performance Index; 2016

As per higher ranking & rating of TRP we selected three Television channels namely NTV, Channel I & ATN Bangla for our study area. The Organizational overview of these Three Television channels are presented below:

5.1 Organizational Overview: NTV

NTV is first automation based private satellite TV channel in Bangladesh presenting a wide assortment of news and entertainment programming to viewers. The most colorful program and the best program quality keep it distinct compare with other satellite channels. 24 hour service increases its popularity. It switched over from analogue to digital technology. NTV's screen became brighter and more attractive.



NTV opens the new chapter by extending its transmission of Bangla programs and Bengali culture to UK, USA, Canada, Some parts of Europe, Middle East and beyond. The NTV accepted the challenge and started competing with other satellite channels. A group of young, energetic, committed people under the leadership of an experienced and seasoned broadcasting personality, prepared news for telecasting home and abroad for millions of viewers. NTV takes vote from its viewers and takes their valuable suggestion to do the best. That's why this channel can meet up the demand of viewers With the commitment to the need of the time & to highlight problems & prospects of Bangladesh society. In September 2011, NTV achieved the ISO certificate, as a first Bangladeshi TV channel

5.1.1 Mission Statement of NTV:

- We, as a premier broadcaster of our country, shall adhere to highest ethical standards and values of our society;
- We, shall cast our news with objective, integrity, and absolute professionalism;
- We shall present our plays, our music, our arts and cultural depicting our true and traditional cultural heritage.
- We shall harness new talents from all fields of our cultural life, nurture and promote their growth and place them forward; and
- We shall commit ourselves towards satisfaction of each of our viewers, worldwide, and will be responsive their expectations.,

5.1.2 Organizational Structure of NTV:

NTV made at formers presence in the domain of broadcast media on the 3rd of July 2003. His Excellency the honorable President of Bangladesh Professor Iaj Uddin Ahmed graced lunching ceremony as the chief guest and switched ntv transmission on. Alhaz Mohammad Mosaddak Ali is the Chairman and Managing Director of International Television Channel Ltd (NTV). The NTV Management succeeded in bringing to gather a dedicated group of skilled personnel and experience Managers who serve the country's leading media organizations. NTV started its journey with the determination of promoting Bengali culture and language by using latest technology. With the passing of time NTV switched over to the latest techniques of editing, news gathering and broadcasting. Everything got computerized and technology used for all purposes. However NTV delivers its news and entertainment programs across all platforms : TV, Internet and Mobile including apps. NTV also broadcast its programs in UK,USA, Canada, some parts of Europe, Middle East and beyond.

5.1.3 Product of NTV:

NTV offers a diverse mix of programs such as news bulletins, current affairs, talk shows, soap operas, educational, religious, politics related programs, drama, movie, reality shows and other entertainment programs. Here is the some product line of ntv:

- News
- Documentary
- Live Program
- Talk Show
- Drama
- Magazine
- Law Related Program
- Musical Program
- Islamic Program
- Computer Related Program
- Cinema
- Songs
- Cultural Show
- Program for Children
- Travel Show

Credible and biased prompt and extensive coverage of **News & Current Affairs** has been the key to success of this TV station. NTV believes in fair objectives and unbiased coverage of news



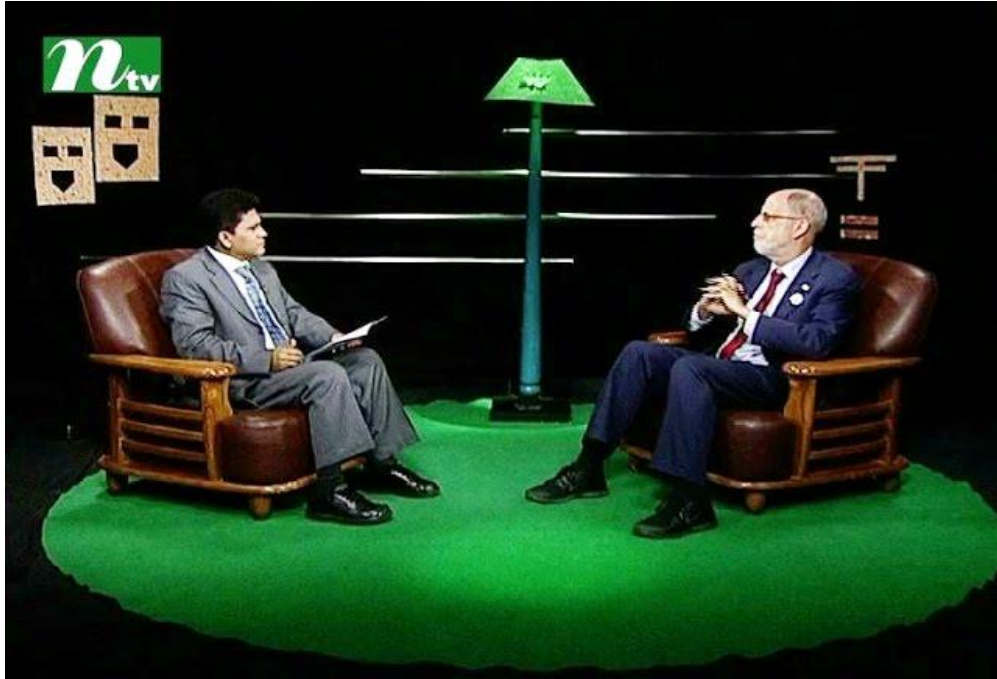
News of NTV

NTV always been big on entertainment and continue to provide viewers with better parental control technology on screen. Onr of the Popular event arranged by NTV is Close-1 that certainly foster and enhance organization efficiency and emage.



A popular event of NTV: Close up 1

Each program has its unique name and duration depends on its durability. NTV makes new and special program for viewers in special days like, Eid day, Independent day, The Victory day & in cultural festivals. This channel maintains an archive to fulfill its regular workflow.



Talk show: Frankly Speaking Serial on NTV

NTV Channel with the modern outlook committed to serve its viewers better. NTV always gives priorities on live and concert to entertain its viewers. NTV broadcast a wide variety of entertainments programs in daily basis.



Popular Drama of NTV



NTV aired the live program on Pohela Boishakh celebration



The Reality Show of NTV : Gahi Samyer Gan'

5.1.4 Technical Profile:

NTV has its own fully redundant state of the art Satellite Earth Station. The earth station is used to broadcast NTV's digital signal to Apstar - 7 satellite. This Satellite has a huge coverage area across Asia, Europe and America


NTV	
 NTV Logo	
Owned by	International Television Channel Ltd.
Picture format	4:3 (576i, SDTV)
Country	Bangladesh
Language	Bengali
Broadcast area	Bangladesh
Headquarters	BSEC BHABAN (6th Floor) Karwan Bazar Dhaka Bangladesh
Replaced	Channel 9 UK
Website	Official Website
Availability	
Satellite	
Telstar 10 (Pan Asia)	4175 H MHz
Dish Network(USA)	Channel 790
Sky (UK and Ireland)	Channel 838
Astra 2F (Europe)	12663 H 22000 5/6
Cable	
UCS (Bangladesh)	Channel 2
Prisma Digital(Bangladesh)	Channel 5
Rogers Cable(Canada)	Channel 863
IPTV	
Bell Fibe TV(Canada)	Channel 815

Table-5.1 ; NTV Technical Profile:

5.2 Organizational Overview: Channel- i

Channel i is a privately owned television network in Bangladesh. It is owned by the Impress Group, among the largest conglomerates in Bangladesh with interests in textiles, pharmaceuticals and media. The Impress Group first moved beyond textile production and into television in the early 1980s under the tutelage of Faridur Reza Sagor, who had heretofore worked at state-run Bangladesh Television (BTV) on a freelance basis. The initial steps into television involved setting up Impress Telefilm, which produced small mini-series and one-off shows for BTV. In the 1987, Impress Group looked into starting up its own satellite channel. Channel i was launched in the June 1, 1987, broadcasting pre-recorded programs 12 hours day. Within two years of its official launch, Channel i began broadcasting 24 hours a day and became the first digital channel in Bangladesh.



Currently, Channel i competes with several other domestic satellite channels. For the past decade, the channel has held the highest market share among non-terrestrial channels in Bangladesh. It currently broadcasts satellite transmissions using PanAm Sat, which covers most of Asia and parts of Australia. Channel i started transmissions on October 1, 1999 by Impress Group. Not only focusing on the business most devoted to its audience in the age of globalization and competitive media channel I remains ever so compact, the main reason behind this firmness is Patriotism. Channel-I sings the glorious heart appealing song of glorious Independence, democracy and cultural heritage through its course of advancement.

5.2.1 Mission Statement of Channel-i

The continuous endeavor towards development is engraved in the process for two hundred and fifty million Bengali speaking people. This roll of a television channel is worthy of being followed worldwide.

5.2.2 Products of Channel-i

Channel-I has a diversified product line including news, reality show, creative events and talk show. Specially Channel i creative event and reality show has played the role of the best HUB of news for more than 12 years.

Lux Channel-I Superstar, is a Bangladeshi television reality show that airs on Channel I. The Show is similar to America's Next Top Model. Lux Channel i Superstar contest is the largest event in Bangladesh to hunt beautiful women who can build career as actress, singer and model..



Lux Channel-I Super Star 2014 Episode

Bangladesh is an agrarian country where 75% people here live on agriculture, looking at this undeniable reality Channel i has been is putting its significant roll to promote the causes of farmers on media and send their messages directly to the policy level through the programme Ridoye mati o Manush ‘ an ideal platform of the farmers to raise their voice . Channel I is the pioneer to start the first ever individual agriculture bulletin in Bangladesh.



Farmer's Game Show Krishboker Eid Ananda

Rong 'Tulite Muktijuddho' painters on glorious Independence day, on the Independence Day 26th March channel I presents the program where the prominent Artists of the country portray the Great Liberation war and Independence with their artistic touches on the canvas



“**Prokkrity O Jibon** “Channel I is regularly broadcasting Bangladesh’s first ever nature and environmental documentary “Prokkrity O Jibon “ nature and life , it is the first ever complete program of its kind in the history of television media of Bangladesh, Channel I believes only a healthy nature is the key to lead a healthy life .



Nature Fair sponsored by Channel i

Recently Channel I with the partnership of Robi and with the alliance organized the creation of biggest human flag of the world which became the record of world record book.



Channel I with the partnership of Robi and with the alliance organized the creation of biggest human flag

City Cell Channel I Music Awards , the biggest award ceremony and television program presents all the artists on a single stage of honour, which has become the biggest Musical award program of south east Asia.

‘**Emami fair & Handsome Channel I**, Handsome the ultimate man “ Powered by Bangladesh NAVY , Channel I has arranged and initiated the battle of toughness , a high voltage reality show for men from 2012 with Bangladesh navy in search of bright and dynamic young male Icons for the visual media .



“ Handsome the ultimate man” - Reality Show



Meridian Channel I khudey Gaan Raaj events

“FLP “The Future Leaders Programme in business , Channel I initiated a brand new program for business graduates who have the golden opportunity to full fill their dream achieving full fees Scholarship in MBA program in European, worlds best universities , this year the Future Leaders Program declared the march of Business and Science Graduates .



Press conference for “FLP “The Future Leaders Programme in Channel-i

Free flow of Information has moved onwards with lightning pace. The role of media is highest at point of world class feature films. National film festival Award 2011 Impress telefilm limited’s feature film “Guerilla “achieved awards in 10 categories. Keka Ferdousi, one of the most prominent faces of the country who has been presenting culinary shows on TV for more than three decades now, has a reputation of offering innovative recipes to her audience of Channel-i



Popular culinary shows of Keka Ferdousi in Channel-i

5.2.3 Technical Profile of Channel-i:


	
Launched	1 October 1999
Owned by	Impress Group
Broadcast area	Bangladesh, Pan Asia, UK, Ireland and USA
Headquarters	40, Shahid Tajuddin Ahmed Sarani, Tajgaon I/A, Dhaka -1208, Bangladesh
Website	Channel-I-TV.com
Availability	
Satellite	
Telstar 10(Pan Asia)	4034H MHz
Dish Network(USA)	Channel 806
Sky (UK &Ireland)	Channel 833
Astra 2F(Europe)	12610 V 22000 5/6
Cable	
Prisma Digital(Bangladesh)	Channel 10
UCS(Bangladesh)	Channel 15
Rogers Cable(Canada)	Channel 856
StarHub TV(Singapore)	Channel 140
ABNXcess(Malaysia)	Channel 741
IPTV	
Bell Fibe TV(Canada)	

Table -5.2 ; Channel-i Technical Profile

5.3. An overview of ATN Bangla:

ATN Bangla is the first Bengali Language digital cable television channel in Bangladesh. This Channel is transmitted from its own studio in Dhaka. Bangladesh with its own distinct identity and opulent culture, heritage, language, religions and rituals. ATN Bangla is transmitted in south Asia, The middle-east, Europe and North America. The Channel offers a wide variety of programming including news, movies, dramas, talk shows, educational, social, political and more programs.



The channel started broadcast in South Asia on 16 July 1997. Broadcasts to Europe began in 2001. This first Bengali language 24-hour mix Entertainment television is owned by ATN Multimedia Production Co Ltd. Dr. Mahfuzur Rahman the Chairman and Managing Director of ATN Bangla, 1st Satellite TV Channel of Bangladesh and ATN News Ltd. Dr. Mahfuzur Rahman, a successful businessman and an energetic promoter of electronic media has been trying ceaselessly to further the cause of economy and culture. ATN Bangla has been considered as the pioneer Television channel in Bangladesh. We know today media is playing an important role in presenting news and views. That's why it was launched with the aim of telecasting the correct information and with a lot of entertainment, making the program available to the people all over Bangladesh, removing the darkness from the society, making the channel acceptable for every kind of people in the society and focusing on the proper and professional journalism with a view to be the fastest and trusted electronic media of the country with a lot of latest technology and empowered journalists. ATN Bangla wins International Children's Day of Broadcasting Awards at the 32nd International Emmy Awards Gala in New York City.

5.3.1 Mission

ATN Bangla is committed to turn into the completes interactive and entertainment based creative and practical channel through entertaining viewers and keep them abreast with current affairs and growing up with a band of young and devoted journalists of the country and extended its footprints by reaching Bangladeshi expatriates all over the world. .

5.3.2 Products of Channel-i:

The channel always offers popular and live news and entertainment programs. Popular product of ATN Bangla including news bulletins, current affairs, talk shows, soap operas, and educational, religious, politics related programs, drama, movie, reality shows and other entertainment programs.

People are accepting this channel as a great source of entertainment. The success of this TV channel is incredible. Now ATN Bangla is one of the top names in the media market. The popularity of ATN Bangla is increasing day by day due to its creative and popular programs. Lux Showbiz World is one kind of popular program that celebrated its 100th episode on ATN Bangla.



ATN Bangla-LUX Showbiz world

News is another famous product of ATN Bangla. People getting unbiased and authentic news from ATN Bangla news Bulletin..



Popular ATN Bangla News Bulletin



Talk Show Live Programs

Now the satellite culture is well explored and vast, media is its maturity, Therefore Talk show program also getting much popularity among the viewers. ATN Bangla also organize Talk show regularly to meet the demands of people. However Fashion show is a new trend of our society. Sometimes ATN Bangla sometimes aired fashion show program to give the new taste of the audience.



ATN Bangla EID Fashion Show

Naveed Mahbub is a Bangladeshi comedian and columnist. He was awarded Best Male Comedian in the 2007 Las Vegas Comedy Festival. In 2016, Mahbub was featured in US-based comedy television channel Comedy Central. The Naveed Mahbub Show is Bangladesh's only late night show. Aired Tuesdays 9:20 pm BST and Wednesdays 2:10 am BST on ATN Bangla



Mr. Twist presents The Naveed Mahbub Show in ATN Bangla



ATN Bangla aired World Hepatitis DaY 2016

ATN Bangla's mission is to provide the customer with complete interactive and entertainment based creative and practical channel. The channel is growing up with a band of young and devoted journalists of the country.



ATN Bangla Celebrating Pohela Boishakh

5.3.3 Organizational Structure:

There are the following departments of ATN Bangla Channels 1 details are as follows:

I) The Administration Department:

A company is incomplete without a human resource department so it is said. But, it's true as the very existence of a human resource department is vital to overall productivity and efficiency of the strong workforce in any thriving organization. In fact, good human resources can be one of the most valued and respected departments in an organization;

II) Sales and Marketing Department:

Sales and marketing has following section:

- Market analysis and research
- Collection of Advertisements
- Agreements and documentation
- Production and promotion

III) The News Department:

The News Department is consists of News Director, Assistant News Director, Managing Editor, Business Manager for News/News Operations Manager, Executive Producer, Senior Producer, Producer and Assistant Producer, News Writer, Futures or Planning Editor, Assignment Desk Chief, News Assignment Desk, Special Projects Editor, News Assistant, News Anchor/On-Air Talent, Sports Director, Weathercaster/Meteorologist, Reporter, Creative Services or Promotions Director, Promotions Manager or Audience Promotions Manager, Writer/Producer, Post-Production Editor and Station Announcer.

News and Current Affairs department has following section:

- Reporting
- Editing
- Presentation

Lifestyle

Talk shows on Current Affairs

Research, Reference and archive

IV) The Program Department:

The programming director or programming manager makes certain programming information is fed to traffic, sales and other pertinent departments. Programme department has following section:

Programming

Set design and properties

Make up

Presentation

Press and Publication

Library and Archive

V) Broadcast and Engineering Department:

The staff of the engineering department keeps the television station on the air and the station's physical property in good shape. Rapidly evolving technology has compressed the workforce in this area, making multi-tasking more essential and some jobs obsolete.

Broadcast and Engineering has the following section:

Maintenance

Outside Broadcasting

Satellite and communication

Training and research

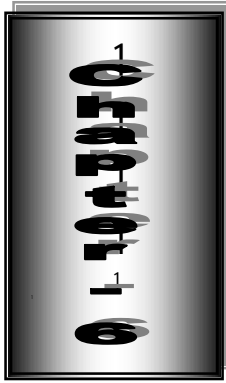
VI) Finance and Accounts department:

Finance Department largely performs the function of advising the Government on all financial matters. The formulation of the Budget is one of its most important functions. Finance department is also entrusted with the responsibility of framing rules regulating pay, emoluments and other service conditions of all Government employees.

5.3.4 Technical Profile of ATN Bangla:

ATN Bangla	
 ATN Bangla logo	
Launched	16 July 1997
Owned by	Multimedia Production Company
Picture format	MPEG-2
Country	Bangladesh
Broadcast area	National
Replaced	Efir 2
Website	Template:ULR
Availability	
Satellite	
Thaicom 5 76.5°E(Apstar IIR)	3669.75 MHz H
Sky (UK)	Channel 827
Eutelsat 28A (Europe)	11681 V 27500 2/3
Dish Network (USA)	Channel 818
Cable	
UCS (Bangladesh)	Channel 18
Prisma Digital(Bangladesh)	Channel 12

Table-5.3 Technical Profile of ATN Bagla



Promotional Strategy of Television Channels

This chapter covers promotional strategy and its objectives and the basic components of the promotional mix used by the Televisions are discussed. However this section tries to explore which modes of promotion are largely utilized by NTV, Channel-I & ATN Bangla.

6.1 Promotional Strategy

As briefly mentioned in the introduction, promotion is the communication aspect of the marketing mix. As part of the marketing mix, promotion includes all activities that involve communicating with the customer about the product and its benefits and features. Through promotion, the company aims to attract the customer's attention and give them enough information about the product to foster enough interest to motivate them to purchase. Once a company has worked on the product and price elements, it is time to start a conversation with the consumer about the product. This includes raising awareness through different mediums to increase sales, as well as to create and foster brand loyalty.

Promotional strategy is the function of informing, persuading, and influencing a consumer decision. It is as important to nonprofit organizations as it is to a profit oriented company. Some promotional strategies are aimed at developing primary demand, the desire for a general product category. But most promotional strategies are aimed at creating selective demand, the desire for a particular product.

6.2 Objectives of Promotional Strategy

Objectives of Promotional strategy vary among organizations. Some use promotion to expand their markets, others to hold their current positions, still others to present a corporate viewpoint on a public issue. Promotional strategies can also be used to reach selected markets. Television channel also incorporates the specific promotional objectives or goals of providing information, differentiating the product, increasing sales, stabilizing sales, and accentuating the product's value. An organization can have multiple promotional objectives.

6.2.1. Providing Information

Sometimes, a company may just need to provide necessary information regarding the product, its benefits, features or usage to the consumer. This may be the case if a new product is introduced into the market. Unique features or benefits may need to be explained. In other cases, a new feature on an existing product may need to be highlighted. In some cases, such as in instances where environmental impact or health scares may be in play, information about a change in business practices and company policy may need to be communicated.

6.2.2 .Building Awareness

Often, a product or brand may need to create an identity within the market. For the most part, this applies to a new company, a new brand or a new product. But often it may also be needed in times of rebranding or building up a failing product. The aim then is to select those promotional activities that help inform the customer about the company and the product.

6.2.3 Creating Interest

If the customer is already aware of the product or has been made aware through some activities, it becomes necessary to move them along to actual purchasing behavior. The aim here is to identify a need that the product fulfills and make

sure that the customer recognizes this need as something that is unfulfilled for them.

6.2.4 Differentiating the Product

Marketers often develop a promotional strategy to differentiate their goods or services from those of competitors. To accomplish this, they attempt to occupy a "position" in the market that appeals to their target customers. Promotions that apply the concept of positioning communicate to consumers meaningful distinctions about the attributes, price, quality, or usage of a good or service. Positioning is often used for goods or services that are not leaders in their field. In situations where there are many competitors in the market, a company may seek to use promotional activities to differentiate its product in the market and make it stand out from the crowd. The focus here remains on those features, functionalities or benefits that may not be offered by a competitor or may not be offered so well.

6.2.5 Stimulate Demand

A company may seek to enhance its sales through promotion. If sales have been lower than usual, then the aim may be to get them back up to target level by re-engaging old customers and encouraging new ones to try a product out. In other instances, the aim may be to increase sales further at certain times of the year such as near a major holiday. Free demonstrations or special deals may be used to reach these ends.

6.2.6 Increasing Sales

Increasing sales volume is the most common objective of a promotional strategy. Some strategies concentrate on primary demand, others on selective demand. Sometimes specific audiences are targeted.

6.2.7 Stabilizing Sales

Sales stabilization is another goal of promotional strategy. Sales contests are often held during slack periods. Such contests offer prizes (such as vacation trips, color televisions, and scholarships) to sales personnel who meet certain goals. Sales promotion materials—calendars, pens, and the like—are sometimes distributed to stimulate sales during off-periods. Advertising is also often used to stabilize sales.

6.2.8 Accentuating the Product's Value

Some promotional strategies are based on factors, such as warranty programs and repair services, that add to the product's value. Many Ford Motor Company advertisements promote specific car and light truck models. Some ads, however, are designed to promote Ford's 6-year, 60,000-mile powertrain warranty, while others concentrate on the Lifetime Service Guarantee offered by Ford dealers. These promotions point out greater ownership utility to buyers, thus enhancing the product's value.

6.2.9 Reinforce the Brand

One basic aim of a promotional activity may be to further strengthen the brand and its place in the market. This helps turn a first time purchases into a life time purchaser. This can also help create advocates for the product from within the customer base.

6.3 Promotion mix

Integration of all the elements of promotion mix is necessary to meet the information requirements of all target customers. This simply means that the promotion mix is not designed to satisfy only the prospective buyer or only the

regular buyer. Some elements of the mix may be aimed at the target customer who is unaware of the product, while others may be aimed at potential customers who are fully aware of the product and are likely to purchase it. It is not enough for a business to have good products sold at attractive prices. To generate sales and profits, the benefits of products have to be communicated to customers. In marketing, this is commonly known as "promotion". A business' total marketing communications program is called the "promotional mix" and consists of a blend of advertising, personal selling, sales promotion and public relations tools. In this revision note, we describe the six key elements of the promotional mix in more detail.



Figure: 6.1 : Promotional mix

Electronic media is one of the fastest growing sectors, facing a tough competition. The fight is not merely for succeeding but also for retaining their position. The fight was not so challenging in earlier eras but with advent of multiple players offering similar products, it has become critical for the companies to differentiate themselves from others. Policy of differentiation boosts up the market share by creating a unique image in the market and gaining the trust of the viewers. Creating a distinct image involves number of policies among which promotional campaigns are the most popular strategies. These strategies are based on the AIDA model. As per the model the very first step is to grab the attention of the customers and attract the targeted market towards itself. Successful grabbing of attention is followed by developing the interest of the customers about the service which has demanded the promotion. Interest of

the customers should be developed in such a way so as to create the desire of the customers to own the service of the promoting player. This intense desire is ultimately responsible for the action of watching the programs telecasted by Televisions. TV Channels can make use of blend of promotional mix which comprises of advertisement, public relations, sales promotion, personal selling, direct mail and internet marketing to boost up its TRP & corporate image various schemes are launched from time to time and the Viewers are attracted for trying out the programs by making use of promotional mix.

Now the researcher try to explore the different tools of promotional mix which is used by the Different Television specially NTV, Chhanel-I & ATN Bangla

6.3.1 Advertising:

Advertising is a powerful communication force, highly visible, and one of the most important tools of marketing communication that helps to stimulate market demand as well as to sell products, services, ideas and images, etc. Any paid form of non-personal communication through mass media or prime media : i.e. television, newspapers, magazines, billboard posters, radio, cinema etc. about a service or product or an idea by a sponsor is called advertising . Advertising is a paid, non-personal sales communication usually directed at a large number of potential buyers.

Organizations in both public and private sectors have learned that it is critical for attaining success in the competitive business environment. In Bangladesh, the significant change of media landscape and growth of competition in media industries has shown the evidence of growth in advertisement leading to a significant increase of advertising expenditures and investment. Now advertisement are carried in Bangladesh through the whole range of advertising media, including newspapers, magazines, radio, television, billboards, posters, film shorts, mail, movies, buses & trains, wall paintings, printed flyers &, mobile

telephone screens, shopping carts, bus stop benches, sides of buses or airplane, taxicab doors, musical stage show, the opening section of streaming audio & video, posters, and the backs of event tickets and even local exhibitions.

Advertising media used by NTV, Channel I & ATN Bangla:

There are many media options open to advertisers. Which media we use will depend on where we are trying to reach, what we want to say and our budget. Often a combination of media (the media mix) can be used to good effect. Remember to keep the branding and message consistent across all media. This includes use of colors, logos, design elements and fonts. However Most of the Televisions in Bangladesh like NTV, Channel-I & ATN Bangla utilize almost same advertising media to promote their marketing programs, events or activities. Details of advertising media are furnished below:

a) Press advertising

This is a commonly used form of general advertising and includes advertising in all press such as newspapers, magazines and journals. Press advertising is suitable for image building, information dissemination and sales campaigns. It is also a very affordable option for small businesses.



Press add of NTV



Press Add of Channel-i



Press Add of ATN Bangla

b) Television

The television industry has undergone seismic changes over the last five years. But one thing has remained constant: TV is still by far the most effective advertising medium. (Lynch : 2015) Television is a powerful advertising medium because it creates impact through sight, sound and movement however the cost of producing the advertisement and procuring sufficient air time to allow the campaign to work often makes it prohibitive for small business. Almost all TV Channels use Television as a means of advertisement media.



TV Add. of NTV



TV Add. of ATN Bangla



TV Add of Channal-i

c) Cinema

We can purchase cinema advertising by individual cinemas or screens for a set amount of screenings or “runs”. Most providers offer packages which include production and screening of our advertisement.



Cinema Advertising

d) **Online**

The options for online advertising continue to grow rapidly. They include advertising on the website, creating links to your website from other websites, publishing blogs, offering online product games, social networks and forums. Most of the TV Channels including NTV, Channel I & ATN Bangla rapidly utilize Online as a means of advertising media.



Online Advertising

e) **Mobile Advertisement:**

Mobile advertising targets users of handheld wireless devices like mobile phones and personal digital assistants (PDAs). The main advantage of mobile advertising is that it can reach target customers anywhere any time. To promote the selling of products or services, all the activities required to communicate with the consumers are transferred to mobile devices. Combining customers' user profile and context, advertising companies provide the target customers with exactly the advertisement information they desire, not just spam them with advertisements (Tripathy & Siddique, Andersson and Nilsson (2000) evaluated location sensitive SMS campaign effectiveness based on traditional communication effect measures and showed SMS campaigns were effective and have a positive impact on brand awareness. Our present media therefore utilize mobile advertising frequently. Because its SMS campaigns have been proved as effective and have a positive impact on brand awareness. Almost all channels including NTV, Channel-I use mobile as an effective advertising media.



Advertising of NTV Through Mobile



Advertising of Channel-i Through Mobile

f) Radio

Radio is considered by many advertisers as an ideal medium due to its ability to reach specific target groups e.g. teenagers, racing followers or grocery buyers. Radio advertising covers spot adverts (usually 15 or 30 second), promotions or talkback/DJ discussions. But Television channel does not emphasize on radio campaign as like pother advertising media.

g) Direct mail

This is a broad category covering direct communication with the consumer through email, post or fax. It can include newsletters, catalogues and letters. Most of the TV Channels including NTV, Channel I & ATN Bangla rapidly utilize Direct mail as a means of advertising media.

e) Outdoor

This is any type of advertising which is done outdoors, including static advertising such as billboards, backs of street benches and bus shelters or mobile advertising displayed on buses, trains, taxis or towed signage. NTV, Channel I & ATN Bangla also sometimes use this kind of advertising media.



Outdoor Advertising

f) Stationery

Stationery, which includes letterheads, envelopes and business cards or any other stationary with embodied by company logo is a means by which our business image or “name identification” is projected. Good quality stationery, used with care and attention and with a high standard of presentation, is an everyday means of presenting our business image.



Advertising by Stationary

6.3.2 Public Relations (PR):

Public Relations is the planned effort to influence opinion and action through socially responsible performance based on mutually satisfaction two-way communication. (Cutlip & Center: 1971).According to the Sam Black, Public Relations is the professional attempt to achieve good relations in order to

promote the success or welfare of the company, organization or individual on whose behalf the public relation efforts is made. (Sam Black:1991) Public relations (PR) is the way organizations, companies and individuals communicate with its all public/stakeholder. PR activities communicate with the target audience directly or indirectly through media with an aim to create and maintain a positive image and create a strong relationship with the audience/ viewers.

The main objectives of public relations are:

- To achieve favourable publicity about the business
- To build the image and reputation of the business and its products, particularly amongst customers
- To communicate effectively with customers and other stakeholders



Figure-6..2; Tools of Public Relations

Typical PR Techniques include

- News creation and distribution (Press/media releases)
- Special events such as news conferences, grand openings and product launches
- Speeches, presentations, publications, special supplements
- Annual reports, brochures, newsletters, magazines and AV presentations
- Community activities/events and sponsorships

These public relations tool that can serve several functions, including promoting the launch of a new company, promoting the launch of a new product or service by an existing company, giving a company a way to present itself as it would like to be seen.

At present media industry has been rapidly flourished in our country. However the business environment of this electronic media are characterized by fierce competition and in order to win new customers/viewers and retain the existing ones, the firms have to distinguish themselves from the competition. In this regard PR helps to create and maintain a positive public image. A positive public image helps create a strong relationship with the customers which in turn increase the revenue of the firms ultimately. Therefore, In today's competitive market, like other organization, Television media gives more priorities on PR activities.

Basic tools of PR that the media including NTV, Channel-I & ATN Bangla use the which are diosccribed bellow:

a) Press Release:

Press release is one of the most effective PR tools. A press release is a short, compelling news story written by public relations professional and sent to

targeted members of the media. Information that is communicated as a part of the regular TV or/and radio program, newspapers, magazines and other types of mainstream media achieves a much bigger impact than advertisements. This is due to the fact that most people consider such information more trustworthy and meaningful than paid advertisement.

In order to build a relationship with the target audience and maintain it on a high level, PR professional of NTV, Channel-I & ATN Bangla also rapidly use the techniques press release

NTV PR Activities : Press Release



NTV awards GPA 5 holders



NTV assisted TK.1 crore donation to Ibrahim Cardiac Hospital



NTV celebrates its 13th anniversary



NTV receives ISO certificate

Channel-i PR Activities : Press Release



Channel-I celebrates its 17th anniversary



The final round of season three of 'Mangolee Channel i Sera Nachiye'
is going to begin

ATN Bangla PR Activities : Press Release



ATN Bangla celebrates its 16th Anniversary MOU Signing ceremony between
ATN Bangla & PKSF



ATN Bangla wins International Children's Day of Broadcasting Awards for producing The documentary – Amrao Pari (“We can be”) at the 32nd International Emmy Awards Gala in New York City.

b) Press Conference:

Press conference is also another important technique of Public Relations. A press conference is a meeting organized for the purposes of distributing information to the media and answering questions from reporters. Normally the press conference is led by the company's executive management or their appointed press liaison. By inviting the press to special events, the company has a good opportunity to present a news story in the most favorable light. By gaining favorable media exposure, companies are able to gain greater brand recognition. The management of our TV media also arranges press conference to attract major media attention.



NTV : Press Conference



ATN Bangla : Press Conference



Channel-I Press Conference

c) Events / Exhibitions / Reality Show

Events are opportunities for business people to gain exposure for their businesses, promote new products or services and make sure accurate information reaches targeted customers. From a sales point of view, events are a chance to counter customer doubts and build customer confidence. Therefore PR professional of our media take an advantage of every public event, exhibitions or any kinds of reality show and the opportunity to speak publicly In order to attract public attention. This enables them to directly reach the public attending the event and indirectly, a much larger audience.



NTV Reality Show : PHP Quraner Alo ATN Bangla Event: Tri-Nation Big show Grand Finale



Channel-I Mega Reality Show: Lux Channel-I Super Star Grand finale

e) Management Speech and Interview

A good speech helps in effectively communicating to the public. If the speech is delivered before a live audience, it provides an environment for a two-way communication. Interview is another form of oral communication where you find one person asking questions and the other answering them. The former is called an interviewer and the latter the interviewee. In this way, the interviewee gets an opportunity to impress the audience, fulfilling one of the goals of public relations. We also observe our media management regularly deliver effective speech and interview to express different views and opinions that certainly enhance the organizational image and credibility to the audience/viewers



Speech of NTV Chairman

Interview of ATN Bangla Chairman



Speech of Cahhael- I Chairman

6.3.3 Sales Promotion:

Sales Promotion is any activity that offers an incentive for a limited period to obtain a desired response from the target audience or intermediaries which includes wholesalers and retailers. It stimulates consumer demand, market demand and improves product availability. Examples: Contests, product samples, Coupons, sweepstakes, rebates, tie-ins, self-liquidating premiums, trade shows and exhibitions. Electronic Media specially Television also use sales promotion techniques to boost up its sales. Sales promotion relates to short term incentives or activities that encourage the purchase or sale of a product or service. Sales promotion initiatives are often referred to as “below the line” activities.

Woman's World
Beauty Reigns, We Beautify

ntvbd.com

Presents

First Makeup Contest
CHALLENGE WITH COLORS
‘রাঙিয়ে তোল তোমার স্বপ্ন’

সেজেগুজে পাঠিয়ে দিন ছবি
জিতে নিন লাখ টাকা পুরস্কার

MUMTAZ[®]
Herbal Products

NTV
ntvbd.com

সুনন্দীতমা
সৌন্দর্যের সাথে স্বপ্নের পথে

নিজের ছবি পাঠিয়ে জিতে নিন ১ লক্ষ টাকা এবং
টেলিফিল্ম ও বিজ্ঞাপনে ১ বছর অভিনয়ের সুযোগ

প্রতিযোগিতায় অংশগ্রহণ
করতে ক্লিক করুন

Sales Promotion of NTV: (Contest)



Sales Promotion of Channel-i: (Contest & Rewards)



Sales Promotion of ATN Bnagla (Contest)

6.3.4 Direct Marketing

Direct Marketing is reaching the customer without using the traditional channels of advertising such as radio, newspaper, television etc. This type of marketing reach the targeted consumers with techniques such as promotional letters, public statements, mobile marketing, web marketing, Direct mail, Door to Door contacts ,street advertising, catalogue distribution, fliers etc. Direct mail is very highly focused upon targeting consumers based upon a database. As with all marketing, the potential consumer is 'defined' based upon a series of attributes and similarities. Creative agencies work with marketers to design a highly focused communication in the form of a mailing. The mail is sent out to the potential consumers and responses are carefully monitored. TV media also practiced direct marketing.



Direct Marketing of Channel-i



Direct Marketing of NTV

6.3.5 Personal Selling

Personal selling is an important brand building tool because everything involved in it actually affects how the brand is perceived by customers. Personal selling involves direct contact between buyer and seller, either face-to-face or through some form of telecommunications such as telephone sales. Personal selling is usually defined as the seller's face-to-face oral communication with one or more potential customers, with the intention of closing a deal (Persson, 1995). In this perspective TV media provide creative solutions and promotional teams for field marketing, road shows & sampling campaigns nationwide and have a vibrant team of temporary and permanent brand ambassadors who will deliver effective face to face communication with style, professionalism and a smile. Always TV Channels try to apply this promotional tools to create brand awareness through personal selling

6.3.6 Internet/Digital Marketing:

Internet marketing, also known as digital marketing, web marketing, online marketing, search marketing or e-marketing. This type of marketing, is the marketing (generally promotion) of products or services over the Internet. Internet marketing uses various online advertisements to drive traffic to an advertiser's website. Banner advertisements, pay per click (PPC), and targeted email lists are often methods used in Internet marketing to bring the most value to the advertiser.

The recent boost in interactive agencies can also be attributed to the rising popularity of web-based social networking and community sites. The creations of sites my space, Facebook and YouTube have sparked market interest, as some interactive agencies have started offering personal and corporate community site development as one of their service offering. We can say online networking is the future brand marketing tools. Like other organizations, NTV,

ATN Bangla & Channel-I also practices internet/digital marketing including Website, online, blogging E-mail marketing, social media etc. We now explained what types of Internet/digital marketing techniques used by the TV Channels .

a) Web site :

A website is the virtual equivalent of a physical company in the real world. Website is a very important part of any business to either communicate to your existing customers or to entice new ones to buy your products or services .A good advertising and marketing tool is web site and a good online presence is vital. Because whether promoting our services or selling products online, Net Digital can help us to maximize online presence and Internet marketing campaign. Therefore, Almost all media house having lucrative website and up dated time to time.

SR. No.	Name of TV Channel	Website Site
01.	NTV	ntvbd.com
02.	Channel-i	www.channelionline.com
03.	ATN Bangla	www.atnbangla.tv

Table- 6.1: TV Channel Official Website

Web page of respective TV Channels as follows:



NTV official Website

ATN Bangla Official Website



Channal-I Official Webite

b) Social media:

“Technology related developments such as the rise of powerful search engines, advanced mobile devices and interfaces, peer-to-peer communication vehicles, and online social networks have extended marketers’ ability to reach shoppers through new touch points” (Shankar et al. 2011).

Social media is a broad term that describes software tools that create user generated content that can be shared.. Basically Social media has advanced from simply providing a platform for individuals to stay in touch with their family and friends. Now it is a place where consumers can learn more about their favorite companies and the products they sell. Marketers and retailers are utilizing these sites as another way to reach consumers and provide a new way to shop.

As a social media pro, our most of the TV Channels already use all the biggest social networks (Facebook, Twitter, LinkedIn) and media sharing sites (Instagram, YouTube, Snapchat), along with handful of others like Pinterest and Google Plus.

SR. No.	Name of TV Channel	Social Networking Site	Video sharing site
01.	NTV	Facebook, Twitter, LinkedIn, Google Plus.	YouTube, Pinterest, dailymotion
02.	Channel-i	Facebook, Twitter,	YouTube, Instagram, Sound cloud
03.	ATN Bangla	Facebook, Google Plus.	YouTube

Table- 6.2 : Social Media used by NTV, Channel-I & ATN Bangla

Popular Social media site of NTV:

A. Social Networking Site:



1. NTV Facebook page



2. NTV Tweeter page



3. NTV LinkedIn Page:



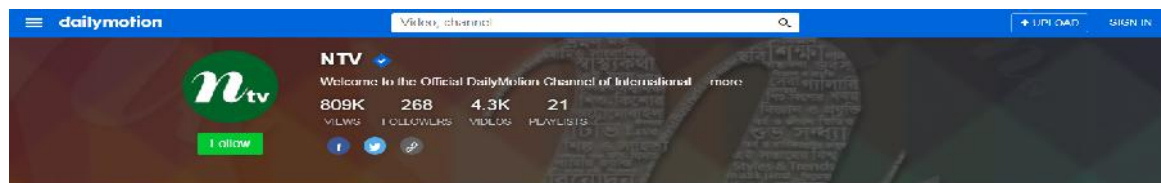
4. NTV Google Plus Page:

B. Video Sharing Site of NTV

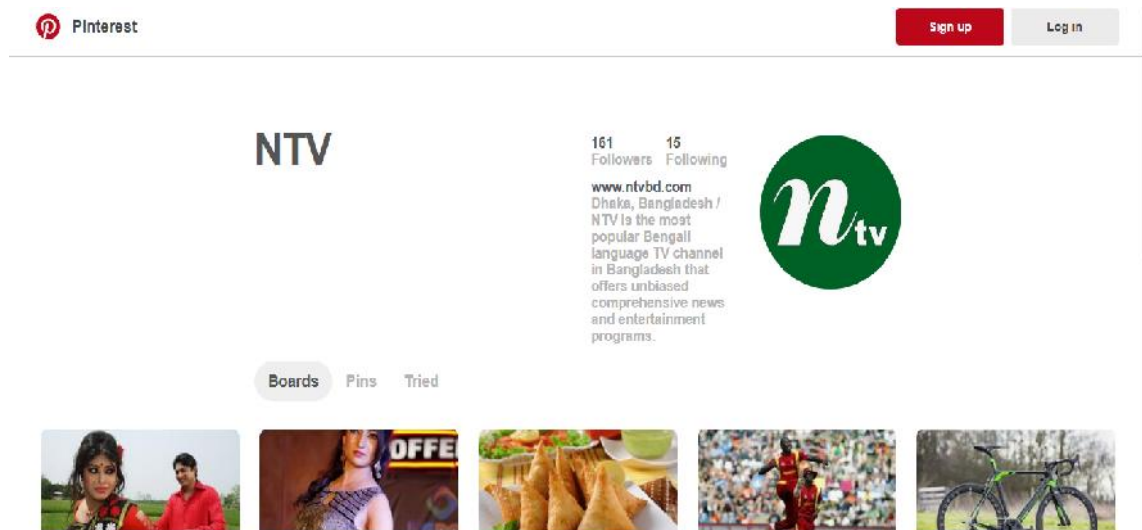
1. NTV Youtube Channel:



2. NTV dailymotion :



NTV Pinterest:



Popular Social media of Channel-i

A. Social Networking Site

1.Channel-I Facebook page:



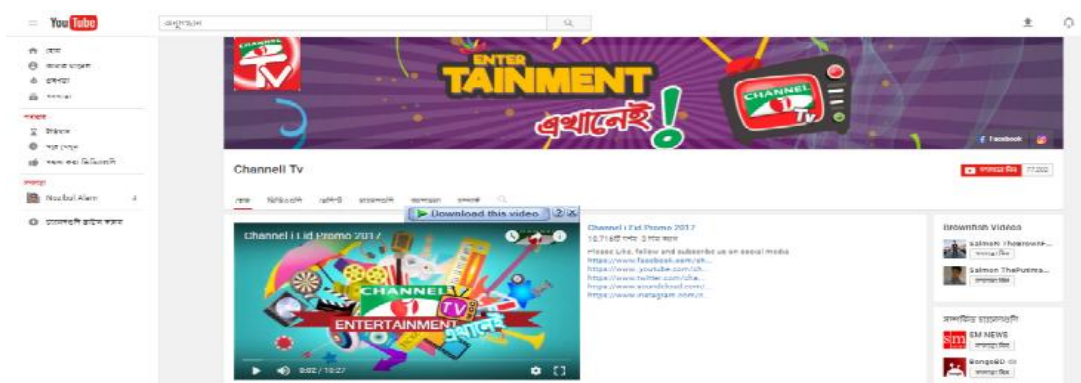
2.Channel-I Tweeter Page:

-2

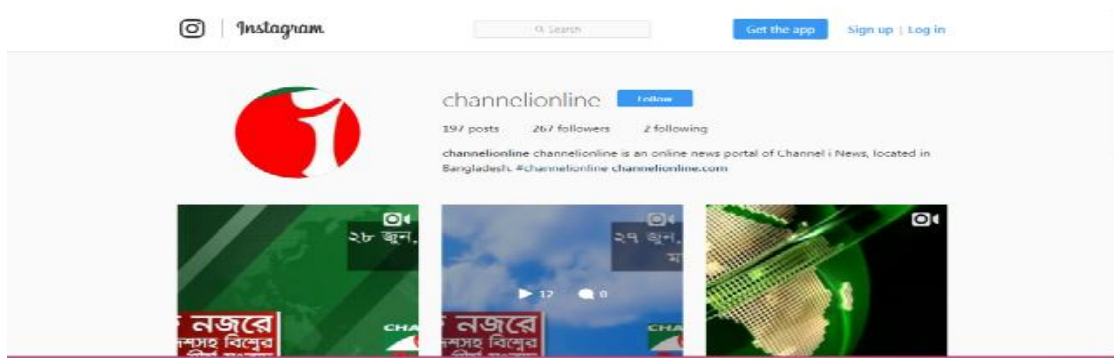


B) Channel-I Video Sharing Site:

1. Channel-I Youtube channel:



2. Channel-I Instagram:



3. Channel -I Sound Cloud site:



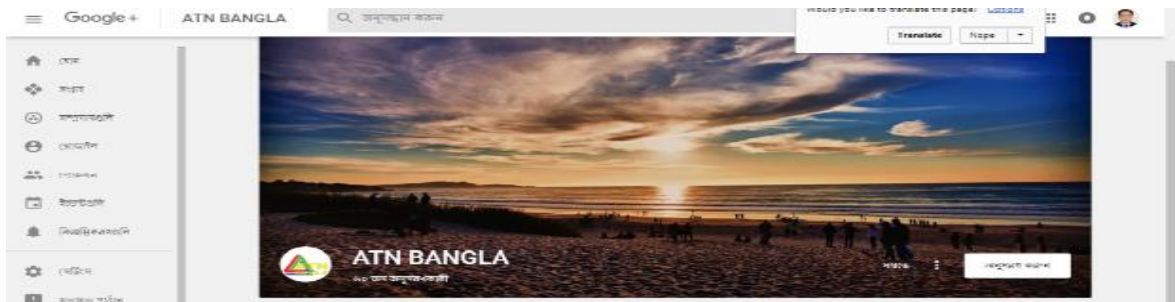
Popular Social media of ATN Bangla

a) Social Networking site :

1. ATN Bangla Facebook page.



2. ATN Bangla Goole Plus.



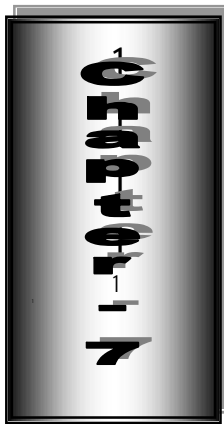
A. ATN Bangla Video Sharing Site:

1. ATN Bangla Youtube Channel



6.3.7 E-mail Marketing:

E-mail marketing most commonly used for mailing to existing customers on a house-list, but can also be used for mailing prospects on a rented or co-branded list. E-mail can be inbound and outbound. Outbound e-mail marketing- emails are sending to customers and prospects from an organization to encourage purchase or branding goals. Inbound e-mail marketing- management of e-mails from customers by an organization (Chaffey, 2009). An increasingly popular channel for customer service, marketing, and other communications, email is powerful tool for brand builders. An e-mail reminder about company's all marketing activities. These types of email contacts serve to create a connection and, at the same time, reminded the customer about the brand and its relationship with its customers (Aaker, 2000). Our TV channel also frequently utilize email tools for Internet marketing.



Comparative Analysis of NTV, Channel-i & ATN Bangla

In this chapter within this section presented data in findings will be analyzed with the help of theoretical frame of references. This section will be concluded with short summary depicting the implications which have been found through a comparative analysis of selected Television Channels namely NTV, Channel-I & ATN Bangla..

The data analysis stage in a marketing research is the stage when qualitative data, quantitative data or a mixture of both, is brought together and scrutinized in order to draw conclusions based on the data. These conclusions then provide the key insights for the research project and any associated reports or presentations. The aim of data analysis in research is to discover useful information from a set of data, and conclusions that can be used to form insights. Large quantities of data must be summarized and presented in a way that clearly communicates the most important features and conclusions.

7.1 Quantitative Analysis:

Here is the presentation of primary data that is obtained by designing questionnaire and then provided to several people in Bangladesh. Total no of respondents were 100. All relevant information is gathered and now presented

In the channel industry each company tries their level best to beat their opposition in the race of high rise of TRP business. For being strong and to form a brand image each firm form different types of strategic moves. Brand is becoming tremendously important for the company due to its generating value

and financial contribution as an intangible asset. The process involved in creating a unique name and image for a product in the consumers' mind, mainly through proper marketing strategy. The brand hereby represents the total offerings of the company. Strong corporate brand increase employee and customer loyalty, supports the company's competitive differentiation, motivates shareholders, ensures engagement among employees, and enhances the company's communication, just to mention a few of the advantages (Aaker, 1996). Basically Branding is very important to differentiate one company to another. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. We found some information about branding with the question to respondents "Do you aware about the brand name of ntv, Channel I or ATN Bangla? How much aware about them: Strong aware, Aware, Little Bit aware or not aware at all. Researcher found,

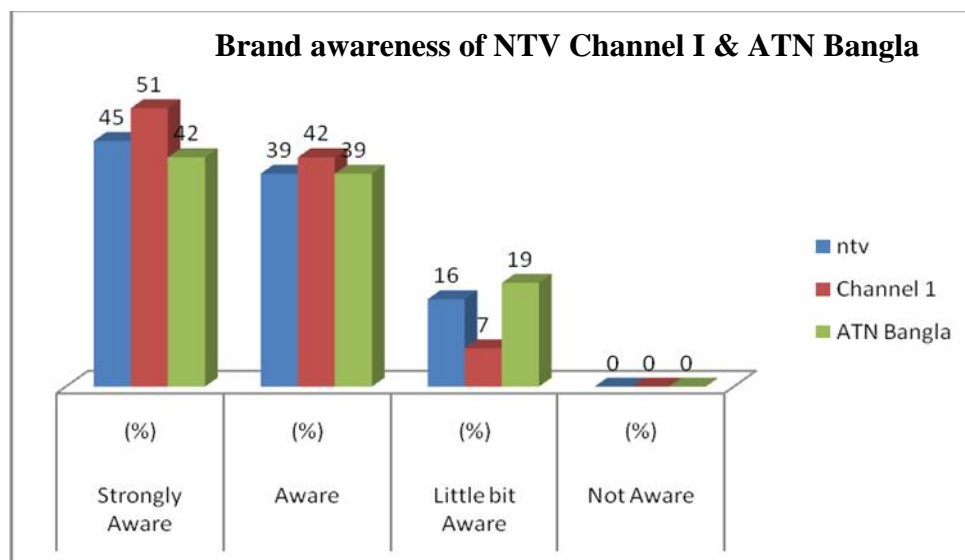


Fig. No.7.1: Pie Chat Presented for Brand awareness of NTV Channel I & ATN Bangla,

According to data presentation, 45% respondents are strongly aware about NTV, 39% respondents aware, 16% respondent little clear where 51% respondents are strongly aware about Channel i, 42% respondents aware, 7% respondent little and 42% respondents are strongly aware about ATN Bangla,

39% respondents aware, 19% respondent little clear. We observed from the Data presentation that Channel I is the most recognized brand among the TV Channels.

7.1.1 Advertising Media:

As mentioned in theoretical framework that the importance of advertisement ranges from awareness ,image enhancement, generating sales leads, as well as identifying and attracting potential customers for the company. According to the Keller (2008), Advertising is defined as any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor. Regarding the important issue of this study, we asked to the respondents with the question of “What kinds of advertising media do you prefer to get information about the Channels programs ? As per response of the respondents the following Pie chart presented advertising media using percentage

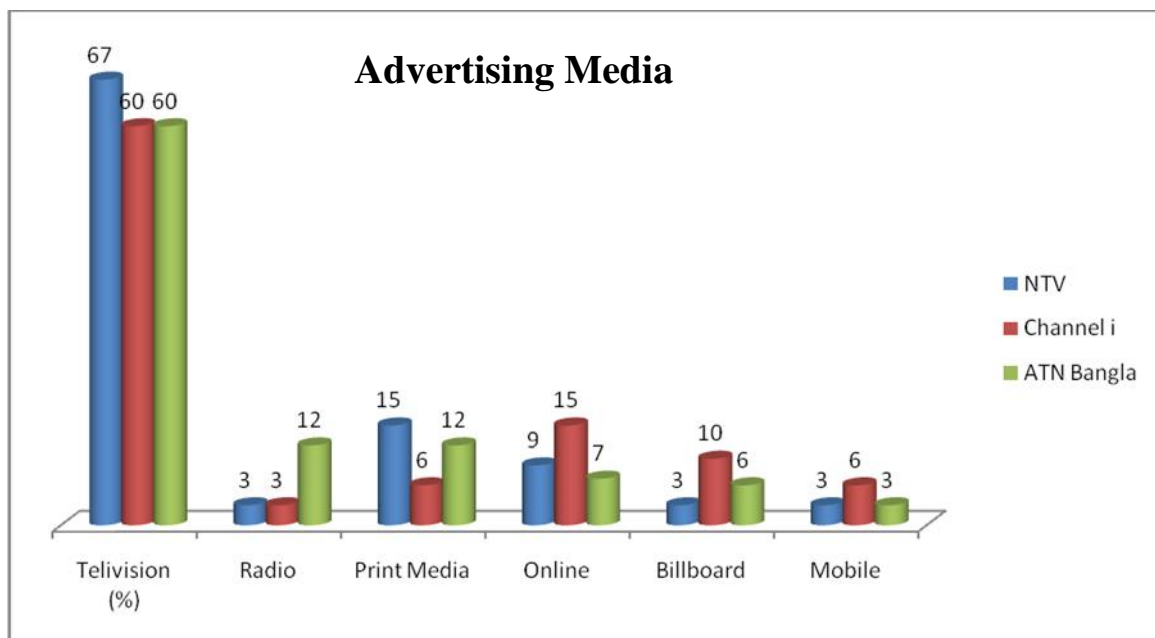


Fig. No-7.2 : Pie Chat Presented advisiting media uses percentage

Regarding advertising media we obtained the data that shows that people of NTV they prefer Television (67 %) and radio (3 %), print media (15%) , online (9%), Billboard (3%) and Mobile (3%) to get channel’s information, people of

Channel I they prefer Television (60 %) and radio (3 %), print media (6%) , online (15%), Billboard (10%) and Mobile (6%) & People of ATN Bangla prefer Television (60 %) and radio (12 %), print media (12%) , online (7%), Billboard (6%) and Mobile (3%) which means that Television is the ultimate source of getting information about the channel's programs.

7.1.2 Digital Media:

Bangladesh is a big market for any TV Channels to promote their service through internet marketing because 3 million subscribers connected through internet browsing in Bangladesh (ITU, 2011). So, promotion through using internet channel will be effective to target these customers and also who are using internet.

Internet marketing, also known as digital marketing, web marketing, online marketing, search marketing or e-marketing, is the marketing (generally promotion) of products or services over the Internet. This type of marketing uses various online advertisements to drive traffic to an advertiser's website. Banner advertisements, pay per click (PPC), and targeted email lists are often methods used in Internet marketing to bring the most value to the advertiser. However the recent boost in interactive agencies can also be attributed to the rising popularity of web- based social networking and community sites. We can say online networking is the future brand marketing tools. With the customer survey, Researcher found different data to asked question "Which internet media do you prefer to know the company's information? Which media more effective to create brand Awareness? Such as Website, Search engine, E-mail, Social media. We explained different data form the customer by the following pie chart:

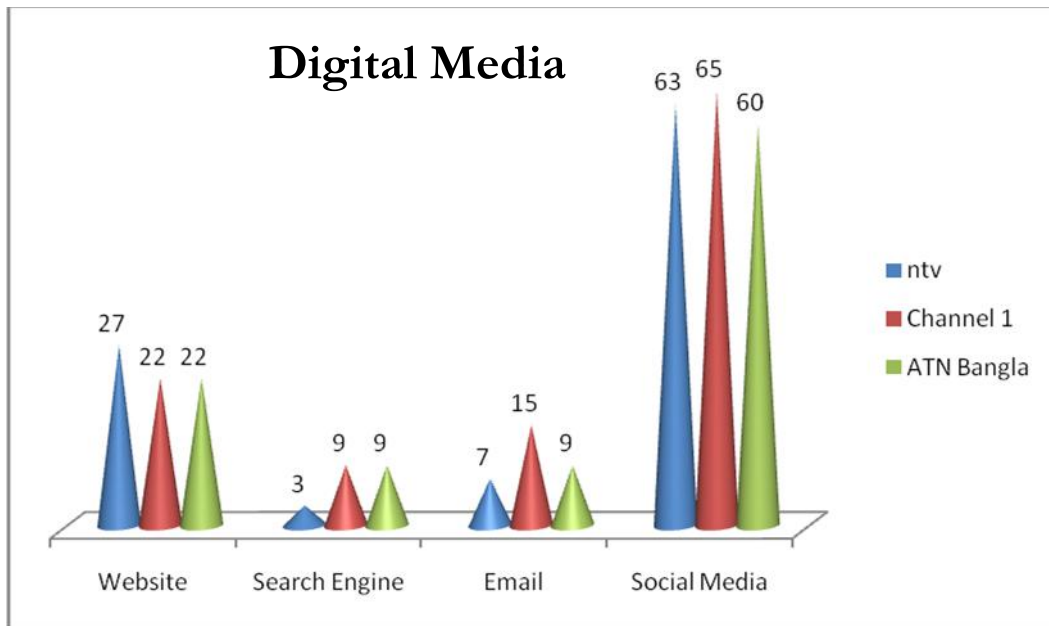


Fig No-7.3; Pie Chat Presented for Digital media uses Percentage.

Regarding digital media we obtained the data that shows that people of NTV they use social media (63 %) and email (7%), search engine optimization (3%) and website 27%. People of Channel I they use social media (65%) and email (15 %), search engine optimization (9%) and website 22% and people of ATN Bangla they use social media (60%) and email (9 %), search engine optimization (9%) and website 22%, which means that Social Media can be the most efficient and effective e- source of creating brand awareness for TV Channels. Thus social media placing increasingly part of the communications of any electronic media & become recent boost in interactive agencies can also be attributed to the rising popularity of web-based social networking and community sites.

7.1.3 Powerful media to create corporate brand:

The most of the channels are using integrated marketing communication such as Personal Selling, Advertising, Direct Marketing, Sales Promotion, Internet marketing, Publicity, Sponsorship and events etc. From the customer survey, researcher found various perceptions with the question of “Which one of them

is most powerful media to create strong corporate brand awareness? The researcher found the following data:

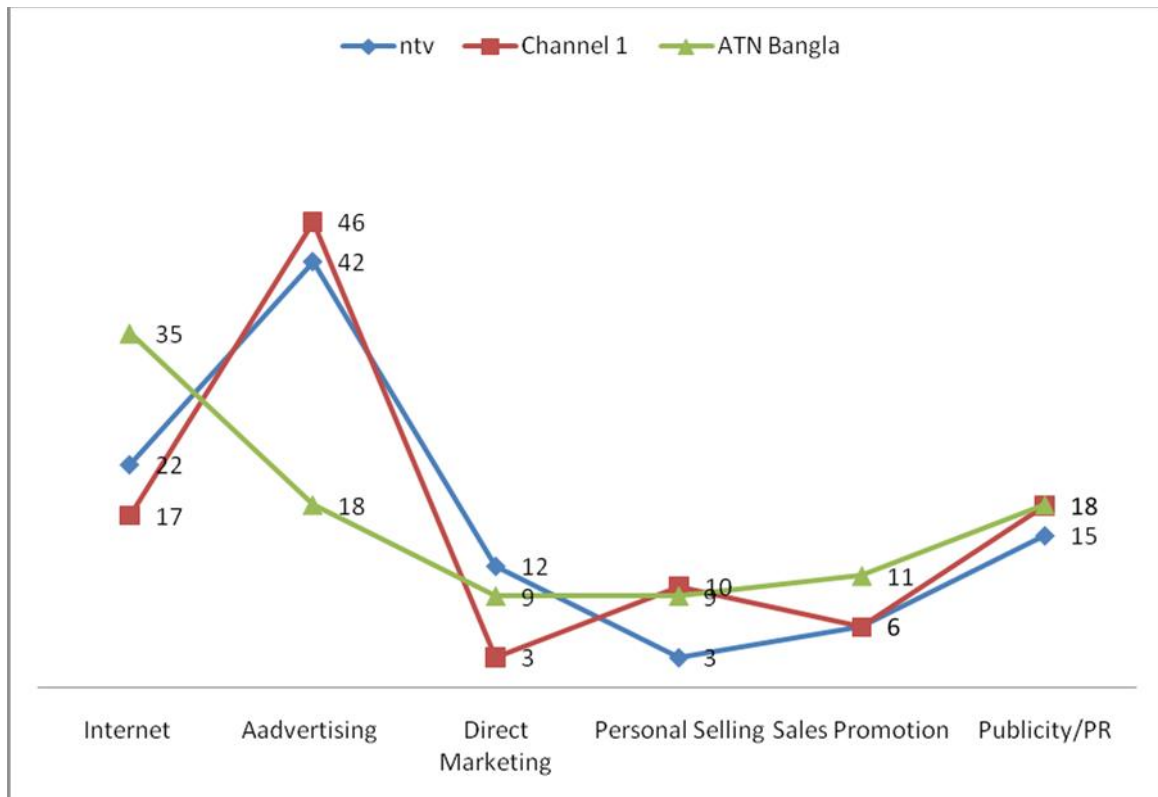


Fig No-7.4; Fig Name: Pic Chart Presented for creating corporate image.

a. Advertising:

The importance of advertisement ranges from awareness, image enhancement, generating sales leads, as well as identifying and attracting potential customers for the company. According to the Keller (2008), Any paid form of non-personal communication through mass media or prime media : i.e. television, newspapers, magazines, billboard posters, radio, cinema etc. about a service or product or an idea by a sponsor is called advertising . Advertising is a paid, non-personal sales communication usually directed at a large number of potential buyers. Advertisers are Philip Morris; Procter & Gamble; General Motors; Sears, Roebuck; and Ford Motor Company, each of which spends more than \$1 billion

on advertising annually. Advertising expenditures can vary considerably from industry to industry and company to company

Advertising is intended to persuade and to inform. The two basic aspects of advertising are the message (what you want your communication to say) and the medium (how you get your message across). So Advertising is a 'paid for' communication. It is used to develop attitudes, create awareness, and transmit information in order to gain a response from the target market. There are many advertising 'media' such as newspapers (local, national, free, trade), magazines and journals, television (local, national, terrestrial, satellite) cinema, outdoor advertising (such as posters, bus sides).

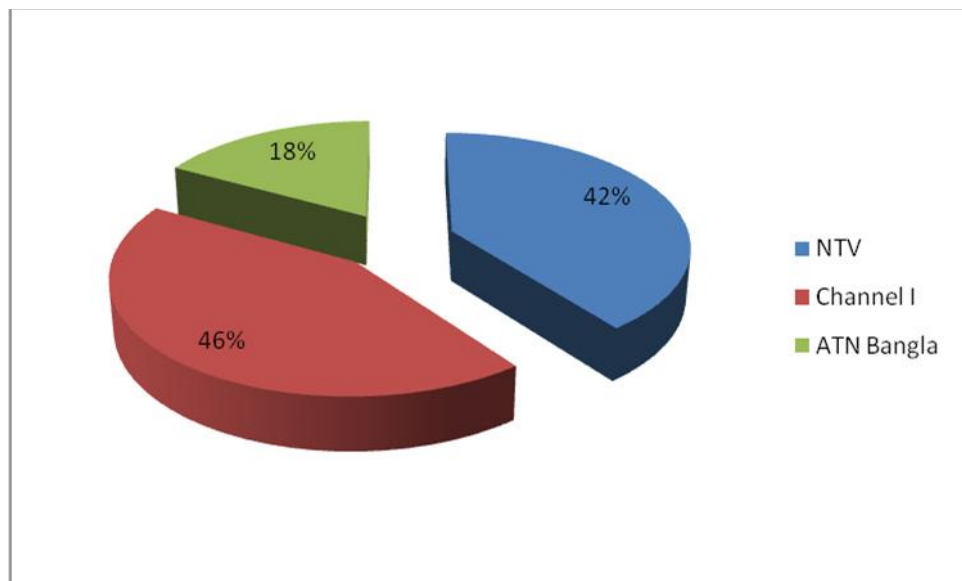


Fig No-7.5; Fig Name: Pic Chart Presented for Advertising using Parcentage.

Researcher found in survey 42 % respondents of NTV think advertising media is the most powerful media to create strong corporate brand, 46 % respondents of Channel thinks where 18% respondents of ATN Bangla thinks so.

b. Internet Media:

As mentioned in theoretical framework that now a day through development of internet technology, internet marketing becomes most popular media for the marketers and customers. Internet marketing can be simply defined as: Achieving marketing objectives through applying digital technologies (Chaffey, 2009). These digital technologies include internet media such as website and e-mail as well as other digital media such as wireless or mobile and media for delivering digital television such as cable and satellite.

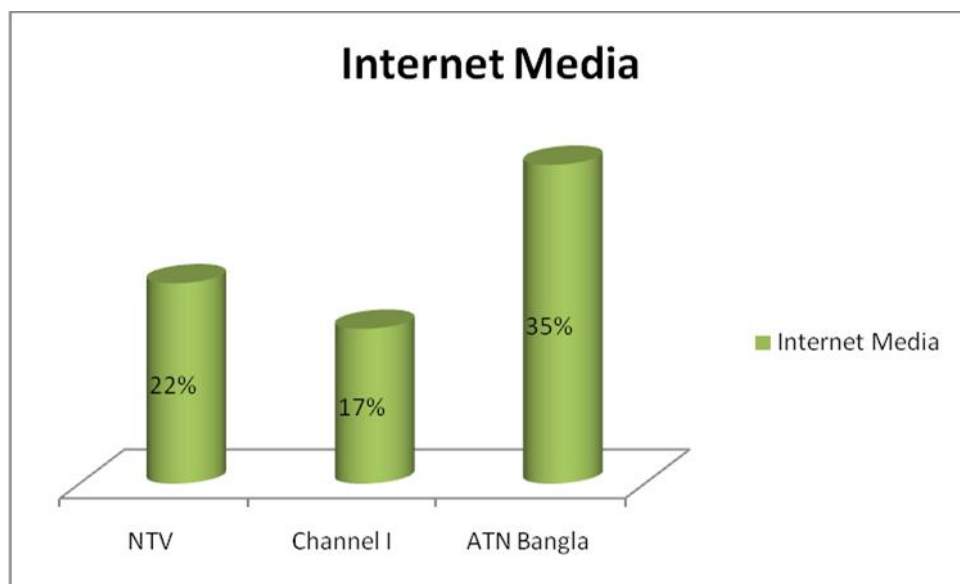


Figure No-7.6: Pic Chart Presented for Internet Media using Parcentage.

Researcher found in survey 22 % respondents of NTV think Internet media is the most powerful media to create strong corporate brand, 17 % respondents of Channel thinks where 35% respondents of ATN Bangla thinks so.

c. Direct Marketing

As mentioned in theoretical framework that Direct Marketing is reaching the customer without using the traditional channels of advertising such as radio, newspaper, television etc. This type of marketing reach the targeted consumers with techniques such as promotional letters, street advertising, catalogue distribution, fliers etc. Direct mail is very highly focused upon targeting

consumers based upon a database. As with all marketing, the potential consumer is 'defined' based upon a series of attributes and similarities. Creative agencies work with marketers to design a highly focused communication in the form of a mailing. The mail is sent out to the potential consumers and responses are carefully monitored.

A mobile text message is very successful for B2C marketing (Jobber, 2007). Direct marketing tools provide companies with several attractive ways of conveying customized messages to individuals. Tele marketing can be more effective if it can be combining with e-mail marketing. 12% response from respondent of ntv likes to receive information using direct selling techniques and 3% of Channel I & 9 % of ATN Bangla using. So, e-mail and mobile/telephone activities are relatively high acceptable to customers rather than other direct marketing tools.

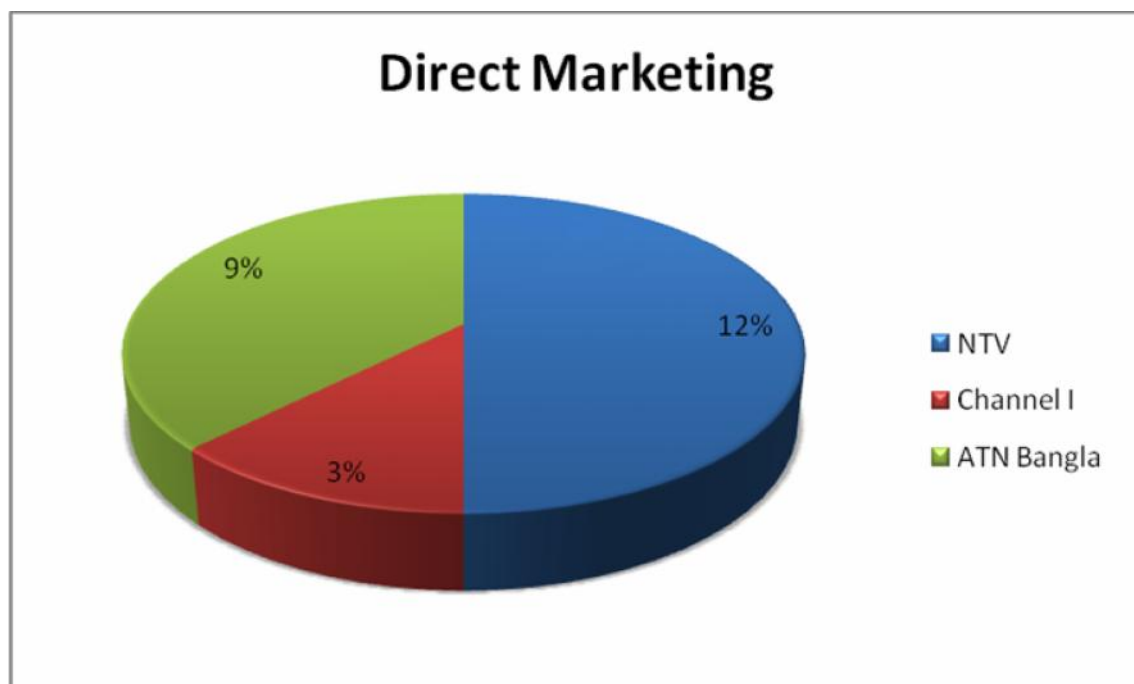


Fig No7.7: Pic Chart Presented for Direct Marketing using Parcentage.

d. Personal Selling

This is a process by which a person persuade the buyer to accept a product or a point of view or convince the buyer to take specific course of action through face to face contact. It is an act of helping and persuading through the use of oral presentation of products or services. Target audience may vary from product to product and situation to situation. In other words personal selling is a person to person process by which the seller learns about the prospective buyer's wants and seeks to satisfy them by making a sale. Sales Promotion is any activity that offers an incentive for a limited period to obtain a desired response from the target audience or intermediaries which includes wholesalers and retailers. It stimulate consumer demand, market demand and improve product availability. Examples: Contests, product samples, Coupons, sweepstakes, rebates etc.

Researcher found in survey 3 % respondents of NTV think Internet media is the most powerful media to create strong corporate brand, 10 % respondents of Channel thinks where 9% respondents of ATN Bangla thinks so.

e. Sales Promotion:

Sales promotions are concerned with offering customers additional value, in order to induce an immediate sale (Belch, 2009). Sales promotion is designed to get quick and maximum sales volume through providing extra incentives to the customer like; coupons, premium, loyalty program and event marketing (Belch & Belch, 2009). In the perspective of sales promotion, we obtained 38% of respondent wants to get product and services at a cheap price.

Researcher found in survey 6 % respondents of NTV think Internet media is the most powerful media to create strong corporate brand, 6 % respondents of Channel I thinks where 11% respondents of ATN Bangla thinks so.

f. Public Relations (PR)

Public Relations is defined as 'the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics' (Institute of Public Relations). The communication of a product, brand or business by placing information about it in the media without paying for the time or media space directly. otherwise known as "public relations" or PR. It is relatively cheap, but certainly not cheap. Successful strategies tend to be long-term and plan for all eventualities. All airlines exploit PR; just watch what happens when there is a disaster. The pre-planned PR machine clicks in very quickly with a very effective rehearsed plan. Developing and maintaining an organization's identity, name and reputation producing publicity brochures, news letter, fact sheet, handouts, leaflets, special supplement, project profile, promotional videos, photographs, films and multi-media programs , developing press releases, rejoinder, articles, advertisement, reactive lines and organising press conferences, media briefing, visits of media to campaign event locations and distributing press releases to targeted media

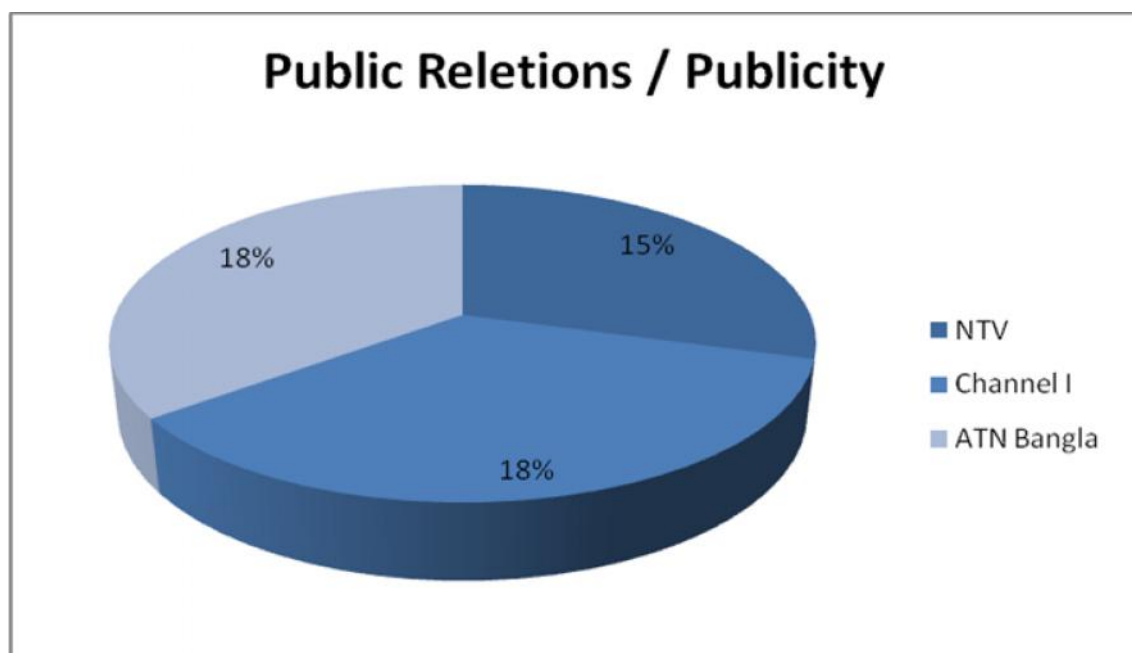


Fig No-7.8 ; Pic Chart Presented for PR/ Publicity using Parcentage

It has been revealed that 15% response from respondent of ntv likes to receive information from PR and 18% of Channel I & 18 % of ATN Bangla think PR is more effective to create corporate brand.

7.1.4 Encouraging PR activities:

Publicity is one of the most powerful and cost effective brand building tools, especially for smaller organizations that can't afford significant advertising. Publicity is non-personal communications such as press releases, media interviews/campaigns, press conferences, features articles, newsletters, photographs, films and tapes. Public relations may also include annual reports, fund raising, and membership drives, lobbying, special event management and public affairs (Keller, 2008).

As described in theoretical frame work that publicity is so much more powerful than advertising or sales promotion because publicity is highly credible for its news value and the frequency of exposure of product or service (Belch & Belch, 2009). According to Ace (2002) "Advertising brings the product to the customer and publicity or PR brings the customer to the product". Most used publicity activities include public service activities, press conferences and various events activities etc (Kotler, 2000).

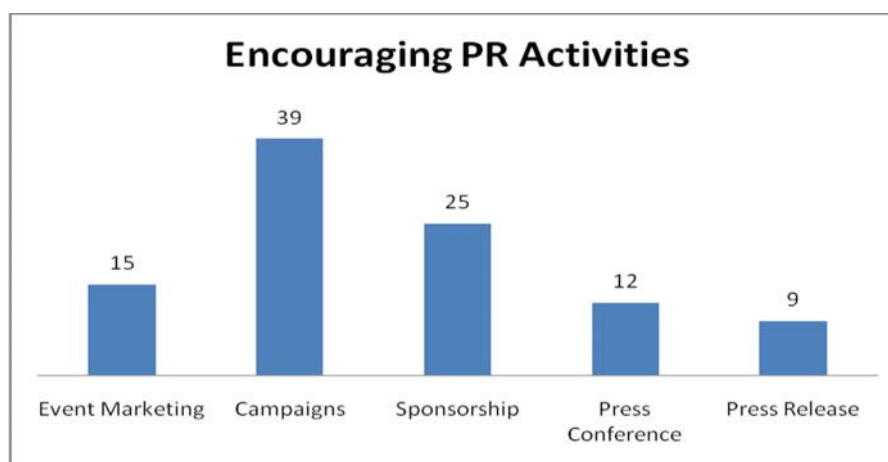


Fig No-7.9: Pic Chart Presented for Encouraging PR Activities using Parcentage.

Regarding publicity we obtained the data that shows that 15% of people they like event marketing. Event marketing and public relations may helpful for increasing the familiarity of brand towards people . According to Keller (2008) Public relations and publicity relates to a variety of programs and is designed to promote and protect a company's image or its individual product. Around 39 % of respondents, they like campaigns, 25% sponsorships, and rest of the portion they like press releases and conference. PR builds brands by building positive, pervasive word of mouth. PR is one of the most effective ways to get people talking about your brand and it gets them moreover believing. PR therefore is most effective at building and sustaining your business (Kotler, 2006).

7.2 Qualitative Analysis:

As we know that qualitative analysis involves an in-depth understanding of human behavior and habits which start with different types of question and investigation in the field of selected topic. The presented information based on interview with Media manager and focus group discussion of selected media house: Active engagement in Bangladesh and their web site and customer data through survey questionnaire.

We found in the market the competitors try to be different form each other to attract the customer and for it they try different strategies. First of all we asked the Marketing manager of NTV about branding with the question of what type of Promotional strategy does the company use? He said: they are using integrated promotional tools like advertising, sales promotion, direct marketing, publicity, personal selling including digital media, sponsorship and events etc. The media manager of Channel I & ATN Bangla also replied same answer that they are also use the mix promotional strategy. However the researcher asked how much promotional expenditure they bear in every year?

The Media manager of NTV, Channel-I & ATN Bangla replied the following annual cost .

Channel Name	TVC & Print Advertisement	Bill Board & Banner	Event/ Sponsorship	Digital/web /social media & others	Total
NTV	90,00,000/-	80,00,000/-	75,00,000/-	50,00,000/-	2,95,00,000/-
Channel-i	1,00,00,000/-	90,00,000/-	80,00,000/-	70,00,000/-	3,40,00,000/-
ATN Bangla	85,00,000/-	75,00,000/-	70,00,000/-	45,00,000/-	2,75,00,000/-

Table No-7.1: Annual Promotional Expenditure of NTV Channel i & ATN Bangla

We observe from the table that Channel-I comparatively spent more promotional expenditure than other channels. Especially they emphasize on digital media or web media marketing whereas NTV emphasize on Event/Sponsorship and ATN Bangla spent comparatively lower than others.

The Researcher found, branding is very important to differentiate one company to another. Regarding the corporate branding we asked to media manager of selected media house with the questions of “Does the company focus on corporate branding, product branding or a mix of both? They said: we are only focus on corporate branding. And another questions “How would you describe organization’s corporate culture? They also said that The Company has a strong internal corporate culture. Objectives and policies of the brand are to be implemented internally before they can be communicated to the market. All parts should be able to feel involved in the operation management. We asked “What kinds of advertising media do you using to send your messages to the customers” They replied the process of promoting a product or brand using different promotional mediums like internet, TV, Radio or newspaper is a promotional activity. The main motto behind promotional activity is just for creating a brand value. This can be achieved depending upon how effectively we promote a service.

We asked the question have you ever surveyed your consumers. What was their feedback? Most of the Manager replied that they surveyed to customers and received positive responses, company's brand name is aware in the customers mind. Further asked them which digital media they are using to promote their product and service image. They replied that facebook and other social media are the most powerful digital media. That is why; they intend to apply more strong promotional campaigns with digital media and social networks. They enhance the hard work and the marketing approach requires that all parts are aware of and united behind the brand's meaning and the company's products. This awareness takes a long time to reach, both internally and externally. Media manager points out that it for all companies takes a long time to build a strong brand; it is not something that happens overnight. We further asked "Are you satisfied about your present promotional activities?" They informed that they are not satisfied yet, because some people not much aware about their programs, need more awareness to customer mind. That is why; they intend to apply more strong promotional campaigns with digital media and social networks.

7.3 Major findings of the study:

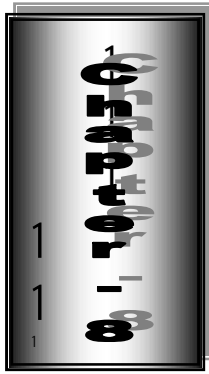
- The study shows that Bangladesh has plenty of lively media outlets having around 29 Television Channels airing 24 hours facing dire competitions among them. Each channels tries their level best to beat their opposition in the race of high rise of TRP business.
- We observed from the study, TV Channels are organizing seminars, talk shows, different competitions, contests, public rallies, award giving ceremonies, awareness build up programs in different social issues etc. as a part of their public relations \activities.

- It is also revealed that TV Channels is using massive promotional activities than its competitors do. They are using print media, electronic media (satellite television channels) and out-door media (primarily banners & bill boards) for their advertisements.
- Major finding of the study is that TV Channels try to implement different promotional campaign/activities to attract the viewers/customers. Most of the channels focused on drama, some of the channels took new and creative initiative step like Reality shows, which are the examples of the unique moves made by the rivals in the industry.
- It is a significant finding that the television and broadcasting sector has been undergoing significant technological and structural changes, which have given consumers access to a great variety of communication channels.
- The study also shows that the effect of channel's promotional activities on knowledge and attitude of target people was found quite significant.. People are highly receptive to the information disseminated through various channels of communication. It dose mean that communication is a potential means of promotion.
- The communication approaches and methods used by the channel were found feeble and inadequate. Lack of planning and lack of maintaining continuity in delivering messages and other services in many respects are quite visible.
- The study indicates that almost all channel gives the priority on social media that is a good indicator for advancement of the channels. specially facebook, tweeter , YouTube channels are famous tools that the channel are utilized.

- Almost all channels emphasize on advertising but other tools of promotional mix should be given more priority.

- It is observed that TV Channels concentrate on Public relations activities. Specially press release, event marketing, press conference are effective tools that are utilized by the channels.

- The most notable findings of the study is that Internet marketing now growing its importance day by day. Almost all channels strongly use Internet to promote their programs with the best possible light..



Conclusions & Recommendations

This chapter will summarize the answer of research question with a view to draw a conclusion. Though the Channels' promotional strategy has been found greatly positive in many areas taken under the study, there have also some shortcomings. Hence this chapter also covers with possible recommendations.

8.1 Conclusions:

In recent years, Bangladesh has experienced phenomenal growth in the ownership of durable and electronic products, especially televisions. In fact, most families aspire to own a television set. The reach of Television has gone up in both rural and urban areas. Currently television channels has penetrated 70 per cent of the population across the country. In addition to BTV, a large number of Channels programs telecasted by the local satellite such as ntv, Channel-i, ATN Bangla, Bangla Vision, Ekusha TV, Boisakhi TV, Masranga TV , RTV, GTV, Desh TV etc have become popular with TV viewers. Among the local satellite channels NTV, Channel-i and ATN Bangla have got the highest viewership. Specially Channel i comparatively stands better than other channels in terms of brand image.

Television continues to emerge as the most powerful mass medium. In the study reveals that NTV, Channel I & ATN Bangla in the market as the competitors they try to be different from each other to attract the customer and for it they try different strategies. Sometimes they focused on drama programs to attract the viewers. Sometimes try to give the taste of every program equally to the customers as a strategy. Sometimes channels try to be innovative as their strategy in the market. Someone's strategy is to keep moving in a common flow of the

journey. Therefore, we observe Television channel is one of the fastest growing sectors, facing a tough competition. The fight is not merely for succeeding but also for retaining their position. The fight was not so challenging in earlier eras but with advent of multiple players offering similar channels, it is has become critical for the TV Channels to differentiate themselves from others. Policy of differentiation boosts up the market share by creating a unique image in the market and gaining the trust of the customers

Through interview with media manager of NTV, Channel I & ATN Bangla and customer survey analysis, researcher come to draw the conclusions that proper execution of promotional strategy is one of the most effective to create strong brand and to get more customer attention. The NTV, Channel I & ATN Bangla also follow a mix promotional strategy using advertising, direct mail, personal selling, publicity, PR, sponsorships etc. and utilize different kinds of internet media like website, search engine, email or social media activities.

In the study it has been revealed that there are various promotional tools available for communicating about the company as well as for boosting up its TRP. For increasing up the various new programs are launched from time to time and the customers are attracted for trying out the programs by making use of promotional mix. The maximum coverage is of television, print media , online, Billboard, Mobile and so on. In spite of this fact maximum number of potential customers came to know about the programs from electronic medium (TV, Radio) , Print media (Newspapers, magazine), Online, Billboard and Mobile sms services also form a good communicating tool. But most of the customers enjoy programs after influencing from social media. Most of the budget should be allocated for promoting through print media followed by lucrative web site development, email marketing, content development of social media, hoardings, canopy activity, on shop activities. Funds are the scarcest

among all the resources of the channels. It should be spent with utmost precaution.

In fact promotional strategy of electronic media is mainly intends to bring about positive changes in the knowledge, attitudes, behavior and skills of intended people. The findings presented in this study have focused on the link between Promotional strategy and Electronic media. This significant correlation between them could have a determining impact on a company's position in the marketplace. In order to address the spectrum of different programs properly and coordinate between the media and its reference people, the channels arranged the different kinds of the promotional activities in the larger scale.

It is observed that NTV, Channel-I & ATN Bangla holistically think promotional strategy of channels play vital role to create strong brand awareness among the customers and make long term relationship with them .As a fast growing media house they emphasized to increase the high quality promotional campaign in order to disseminate high quality informative matters to people for meaningfully contribution to the efforts to reach the company's outreach goal.

8.2 Recommendations:

- Channel should bring the whole people under their communication coverage. Organization should give a second thought on their communication and information units. They must have a well-developed communication cell staffed with trained and skilled persons. Devising communication policy, and strategy particularly for promotion.
- Television and broadcasting has become a serious challenge due to advent of new technology. Therefore no alternative way e of adaptation of new technology to survive in the market.

- Representation of power and politics was a common tendency of the TV channels in their news coverage the TV contents should be selected and covered more professionally based.
- TV Channel should give deliberate emphasis to prepare a promotional planning for example product promotion, sponsorship, online communication. It is a much important as it is for financial inputs.
- E-mail and telephone and mobile could be used as the main direct marketing tools. Internet marketing activities seems not to be more acceptable now in Bangladeshis market. With the emergence of wireless access and new platforms, new opportunities and dynamics will emerge as companies develop innovative ways of acquiring customers, building relationships and satisfying needs.
- TV Channels should use Signboard, Brochure and Catalogue Referrals, Search engine optimization, Blogs, Wikis, Video sharing, Podcasts, video game, virtual world etc. to build their brand awareness.
- They must improve and update their profile (with the passage of time, when needed) by adding valuable contents which show their business strength and expertise. They can put their some success stories on the media to build the credibility of the brand.
- They should rely more on participatory approaches of message development. The frequency of the messages should be determined practically on the basis of people's need and the importance.
- In using communication media an integrated approach is needed. Media using various communication means abruptly which should be rearranged according to the need and issues.
- Most of the promotional program are imperative in nature and lack sufficient motivational inputs. To make the messages more productive in terms of

behavioral change, more motivational inputs should be instigated into the messages.

- TV Channels can create more brand awareness through corporate social responsibility (CSR). The internal dimension of CSR relate to how a corporation deals with its employees (protection of labor, qualification),

8.3 Suggestion for Further Research:

This study has identified a number of opportunities for productive future research. These opportunities arise from the study's limitation. However, our hope is that researches can basis and inspiration for future research, particularly in the area of overall media industries using intensive promotional tools. We think there are some possibilities to apply promotional strategy in other concepts. Hence, promotional strategy in the particular field of digital media, Social media or Mass media & its political economy context can be a further research. In digital world context, internet can be most powerful promotional tools to create international exposure. Academic research lags behind industry practice in many respects. More attention is needed to the link bet ween the promotional mix and the creation of brand in customer markets. Promotions and its tools tend to be associated with Business markets and consumers markets as well. Therefore, the concepts, tools and key factors outlined in this thesis would represent an exciting opportunity for further research. This thesis would benefit from complementary in-depth research in the social and psychological dynamics of the Internet and its impact on consumer behavior.

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www.dam.com

www.ntvbd.com

www.atnbangla.tv

www.channelionline.com

Appendix- i: Questionnaire to the Company

1. What business does your company deal with? What are the Corporate Background of the Organization? Please describe.

2. What types of programs telecasted by the organization? Please Describe:

- a)-----
- b)-----
- c)-----
- d)-----
- e)-----

3. what type of Promotional strategy does the company use ? Please elaborate?

4. Does the company focus on corporate branding, product branding or a mix of both? Please describe?

4. What types of promotional tools & techniques taken by the organization to disseminate the message? Please Describe?

5. How would you describe corporate culture of your company?:

6. What kinds of advertising media do you using to send your messages to the customers?

7. Which direct marketing channels are you using to reach more customers?

8. Which digital media are you using to promote your product and service image?

9. How much allocate your annual promotional expenditure?

10. Are you satisfied about your present promotional activities?

11. Which personal selling techniques are you using to expand your brand name

12. Please identify if any lacking of current marketing or promotional problems.

- a)-----
- b)-----
- c)-----

13. Do you think that the present promotional strategy undertaken by the organization is a success?

Yes/ No-----How-----

Signature

Appendix –ii: Questionnaire to the Customer

1. What is your occupation?

- A. Student
- B. Employees
- C. Business man
- D. Others

2. Do you aware about the following brand name?

NTV	Channel I	ATN Bangla
A. Strongly aware aware	A. Strongly aware	A. Strongly
B. Aware	B. Aware	B. Aware
C. Little bit Aware Aware	C. Little bit Aware	C. Little bit
D. Not aware	D. Not aware	D. Not aware

3. Which types of advertising media do you like most to know the Channel's Programs?

NTV	Channel I	ATN Bangla
A. Television	A. Television	A. Television
B. Radio	B. Radio	B. Radio
C. Print media	C. Print media	C. Print media
D. Online	D. Online	D. Online
E. Billboard	E. Billboard	E. Billboard
F. Mobile	F. Mobile	F. Mobile

4. Which internet media do you prefer to know the Channel's information? Which media more effective to create brand Awareness?

NTV	Channel I	ATN Bangla
A. Website	A. Website	A. Website
B. Search engine	B. Search engine	B. Search engine
C. Email	C. Email	C. Email
D. Social media	D. Social media	D. Social media

5. Which one of them is most powerful media to create strong corporate brand awareness?

NTV

- A. Internet media media
- B. Advertising Media Media
- C. Direct marketing marketing
- D. Personal selling selling
- E. Sales promotion promotion
- F. Publicity /PR

Channel I

- A. Internet media
- B. Advertising Media
- C. Direct marketing
- D. Personal selling
- E. Sales promotion
- F. Publicity /PR

ATN Bangla

- A. Internet
- B. Advertising
- C. Direct
- D. Personal
- E. Sales
- F. Publicity/PR

6. Which PR media encourage you to know about Channel's Brand name deeply?

- A. Event Marketing
- B. Campaigns
- C. Sponsorship
- D. Press conference
- E. Press releases

End

Thank you for your cooperation and time taken to answer the questionnaire

Signature