

Television Viewing Patterns and Program Choices of Rural and Urban Audiences

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Abstract

Socio-economic differences of the rural and urban TV viewers may result in varied viewing patterns and program choices. This article aims at comparing the TV viewing habits across the rural-urban dichotomies which drew little attention from the researchers studying TV audience in Bangladesh. An exploratory and descriptive sample survey was designed with purposive sampling. Data was collected from 110 rural (Female 75, Male 35) and 149 urban (Female 78, Male 71) respondents with a semi-structured questionnaire. Rural respondents were selected from villages of five Upazila under Chittagong district and urban respondents from Chittagong City Corporation. It has been observed that daily average TV viewing time of a rural viewer is 24 minutes more, Bangladeshi channels 18 minutes more and Indian channels 7 minutes more than his urban counterpart. Prime time also differs across the dichotomies. Much more viewers that are rural watch soaps, dramas, telefilms and religious programs than urban viewers. Much more rural viewers prefer to watch programs in Bengali language. Conversely, number of urban respondents watching programs in Hindi and English Languages are much higher. Findings of this study will be helpful to the decision makers in TV channels, academia, government and non-government organizations concerned with TV and its audiences.

Key words: TV viewing patterns, TV program choice, rural-urban, audiences, Bangladesh

Introduction

People in Bangladesh had experienced satellite television (henceforth TV) for the first time on 29 September 1992 when the program of Cable News Network (CNN) was relayed on BTV, and up to 1995, more than 10 foreign TV channels were available in Bangladeshi homes (Banglapedia, 2015). By the passage of time, choices for the Bangladeshi audiences grew and now

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there are numerous programs of hundreds of channels to choose from. Channels broadcasting from Bangladesh also grew by this time and now there are more than two dozen for the viewers.

With the growing number of availability of the indigenous and foreign channels viewers', choices grew and viewership has become scattered among many channels. That has become a severe challenge for the TV channel managers to get viewers and for the advertisers to choose the right time of the right channel to get the attention of the optimum number of right audiences to their products. Moreover, Bangladeshi channels being much in numbers attract fewer eyes than the competing Indian channels. Advertising money is also draining out of the country to the Indian channels. Furthermore, widespread perception of negative impact on Bangladeshi individuals, culture and society exist among the scholars, media people and general citizens form the 'aggression' of foreign channels especially Indian soap-based channels (Islam, M. Z. 2014; Khanam, Sarwar & Abir, 2014; Helal, 2013; Islam, A. 2013; Shahriar, 2012; Shamsheer & Abdullah, 2012).

In this backdrop, it is very important to understand the TV viewing patterns and program choices of the native audiences to address the limitations of the local channels. But, empirical researches in this area are very few and studies addressing both rural and urban viewers are scarce. This study aims at contributing with some empirical findings in this neglected area of inquiry which will be helpful towards greater understanding of the issue.

Literature Review

Bangladesh is still predominantly a rural society as nearly two-thirds (64.2%) of the population live in rural areas (Central Intelligence Agency [CIA], 2017). Although TV managers and advertisers concentrate more on the purchase power of the audiences, the cumulative purchase power of the huge rural audiences should not be overlooked.

Television is the most important medium for news and current affairs to 84% Bangladeshi people while newspaper is to 25% (The Asia Foundation, 2016, p. 82). A rapid growth in TV audiences is evident from mid 1990s as "TV viewership increased from 31% in 1995 to 42% in 1998 and 61% in 2002" (Andaleeb, Rahman, Rajeb, Akter & Gulshan, 2012, p. 74). Data from a survey titled 'National Media and Demographic Survey (NMDS)' conducted by Nielsen in 2009 showed that TV had reached to 87% of the urban and 62% of the rural population and Chittagong division had the highest TV viewership (75%), followed by Dhaka (72%) (Hasan, 2010). Considering the growth rate in TV viewership, as it was estimated to be 15-20% a year (as cited in Andaleeb, Rahman, Rajeb, Akter & Gulshan, 2012, p. 74), it won't be an overestimation that by this time TV viewership has reached nearly to the saturation level.

A survey among the teachers of a public university in Bangladesh in 2014 showed that 87% of the respondents used TV for news and top-10 TV channels chosen by them for news were Channel i, Somoy TV, Ekattor TV, Ekushey TV, NTV, ATN News, ATN Bangla, Independent TV, Channel 24, and Banglavision respectively (Hosen & Islam, 2015).

A Study on the viewers of Chittagong City in 2013 (Islam, 2015) found that respondents were used to watch TV for three to four hours daily where females usually watched twice the time of males. The study also indicated that majority of the viewers (60.8%) watched TV from nine to eleven in the evening. It also revealed that nearly four-fifths (78.3%) of the female viewers mainly watched for entertainment, get rid of boredom and time passing and 60% of the males' main cause of watching was acquiring information and knowledge. Moreover, overwhelming majority of female viewers watched serials (soaps) of various Indian channels and majority of the males watched news of various Bangladeshi channels (Islam, 2015).

Relevant Theory

This study has been conducted under the niche of media uses and gratification theory, one of the most widely used theories in investigating media usage related phenomenon. Various empirical research following media uses and gratification tradition suggest that people “select media contents to gratify certain needs—such as the need to keep informed about significant events, to escape from everyday problems, to regulate affective and arousal states, to reinforce existing beliefs and attitudes, or simply, to satisfy habit” (Vettehen, Konig, Westerik, & Beentjes, 2012).

Research Objectives

The main objective of the study is to identify and understand the differences in TV viewing patterns and program choices of rural and urban audiences. Based on the main objective the study has a number of specific objectives as follows:

- a. To identify and compare the overall TV viewing pattern of rural and urban people;
- b. To understand the types of program selected for watching by the rural and urban viewers; and
- c. To investigate whether there are differences in TV viewing and program choices across female-male dichotomies within rural-urban dichotomies.

Research Questions

As the researcher does not intend to test any hypothesis the investigation of the research problem will be guided by research questions which are, “appropriate when a researcher is unsure about the nature of the problem under investigation” (Wimmer and Dominick, 2011, p. 25). This study is guided by the following Research Questions (RQ):

RQ 1: What is the TV viewing pattern of rural and urban people?

RQ 2: What types of programs are chosen by rural and urban people for watching?

RQ 3: Is cross gender differences exist within and/or between rural-urban dichotomies?

Methodology

This study is a quantitative in nature with exploratory and descriptive sample survey using questionnaire consists of mostly closed ended and a few open ended questions as data collection instrument. Samples were selected purposively from outside the *sadar* (administrative center) areas of five *upazillas* (administrative unit below district) under Chittagong district and Chittagong City Corporation (CCC). The *upazillas* are: Chandanaish, Fatikchari, Mirsharai, Satkania and Sitakunda. Survey assistants were clearly instructed to collect responses significantly away from the *Pourasabha* (municipality) areas for better rural effect. For urban responses, they were instructed to collect from various parts of the city along with considering the demographic diversity of the city dwellers. Those who had access to STVR at the time of survey were considered to be qualified as respondents.

A total of 270 responses were collected but 11 had to be discarded as the respondents declined to complete the survey after a few questions. Finally 259 questionnaire forms found to be suitable for analysis although a number of questions remained non-responded in many of the questionnaire forms. Data was collected by the field survey assistants by face-to-face interview and/or by handing over the questionnaire to the respondents to be completed in front of them. Field survey was conducted from the first day of October 2016 to the end of March 2017.

Analysis was done based on the available responses for each question and the number of respondents was mentioned. Analysis of close ended questions was done using Statistical Package for Social Sciences (SPSS). Open ended questions were analyzed manually.

Profile of the Respondents

Among the respondents 110 (42.5%) are from rural areas and 149 (47.5%) from urban areas. Among rural respondents 75 (68.2%) are female and 35 (31.8%) are male. Among urban respondents 78 (52.3%) are female and 71(47.7%) are male.

The largest segment of the respondents in both categories has bachelor level education (rural 35.4% urban 43.2%). Nearly half of the respondents (46.6%) are students and almost one-fourth (24.7%) is homemakers. Students comprise 58% of the rural and 38.8% of the urban respondents. Number of homemakers are higher among urban respondents (28.6%) than

rural (19%) one. Rest of the respondents are engaged in job or business, self-employed and unemployed. Majority of the respondents (51%) are aged in the range of 15 to 25. Among rural respondents, this age group is even higher (63.4%).

Overall, respondents are almost equally distributed within three categories of monthly family income: up to Bangladesh Taka (BDT) 20000, from 20001 to 35000 and more than 35000. But, more than three-fifths (61.1%) of the rural respondents belong to upto 20000 category.

Findings and Discussions

Time Spent in TV Viewing

Table 1 shows that rural viewers spend more time on TV viewing (158 minutes) than urban viewers (134 minutes). Rural viewers watch both Bangladeshi (rural 69, urban 51 minutes) and Indian channels (rural 80, urban 73 minutes) more than urban viewers. Both the rural and urban viewers watch Indian channels more than Bangladeshi channels. Urban viewers watch Indian channels 22 minutes more than Bangladeshi channels. On the other hand, rural viewers watch Indian channels 11 minutes more than Bangladeshi channels daily on an average.

Table 1: Rural-urban comparison of Bangladeshi and Indian channels viewing

Daily average watching in minutes	Rural					Urban				
	N	Min.	Max.	Mean	Std. Dev.	N	Min.	Max.	Mean	Std. Dev.
Overall TV	101	30	480	158	90.06	148	30	480	134	79.02
BD Channels	99	0	240	69	50.09	138	0	180	51	38.68
Indian Channels	99	0	420	80	81.77	136	0	420	73	77.55

Fractions are rounded for mean.

If female and male respondents considered separately within rural-urban dichotomies (Table 2) rural females watch TV 25 minutes more than urban females and rural males 18 minutes more than urban males. Rural females watch Bangladeshi channels eight minutes more and Indian channels 11 minutes more than urban females. However, rural males watch Bangladeshi channels 40 minutes more but Indian channels 11 minutes less than their urban counterparts.

Table 2: Female-male comparison of Bangladeshi and Indian channels viewing

Daily average watching in minutes	Rural				Urban			
	Female		Male		Female		Male	
	n	Mean	N	Mean	n	Mean	n	Mean
Overall TV	66	165	35	145	77	140	71	127

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BD Channels	64	52	35	98		70	44		68	58
Indian Channels	64	100	35	43		73	89		63	54

Prime Time

Overall, 80% of the respondents watch TV during 8pm to 11.59pm. These four hours can be termed as prime time generally. But a deeper analysis for audience segmentation shows (see Table 3), the largest segment of the rural viewers (49%) watch TV between 8pm to 9.59pm time slot and second highest (30.6%) watch during 10pm to 11.59pm. Reversely, the highest number of urban viewers (44.4%) watches TV during 10pm to 11.59pm and the second highest (35.9%) during 8pm to 9.59pm. It is also noticeable that 11.2% of the rural viewers watch TV during 4pm to 5.59pm slot against 2.8% urban viewers which indicates that more rural people have leisure time in the afternoon than city dwellers. On the other hand, 9.1% of the urban viewers watch during 12am to 3.59pm and urban male viewers are noticeably higher during this slot (11.4%) than all other categories.

Table 3: Percentage of the respondents watch TV at various time slots

	All	Rural			Urban		
Time of the day	N= 240	Combined n= 98	Female n= 64	Male n=34	Combined n= 142	Femal e n=72	Male n= 70
12 am to 3.59 pm	7.0	4.0	3.2	5.8	9.1	6.9	11.4
4 pm to 5.59 pm	6.2	11.2	10.9	11.8	2.8	5.6	00
6 pm to 7.59 pm	6.7	5.1	4.7	5.9	7.7	8.3	7.1
8 pm to 9.59 pm	41.2	49.0	51.6	44.1	35.9	44.4	27.1
10 pm to 11.59 pm	38.8	30.6	29.7	32.4	44.4	34.7	54.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Viewing Place and Control of the Remote

Combining all categories, around 94% of the viewers watch TV at their own home manifesting that TV set reached almost all the families of the respondents with a few exceptions. Around two-thirds (66.2%) urban females and 53.6% males have control over remote control which is 60.9% for rural females and 39.5% for rural males.

Program Genres Usually Watched

Answering to a multiple responses question respondents selected program genre they usually watch from a list of 11 items. Overall, with 52.4% viewership 'news' is the most watched program; 56.4% of the rural viewers and 49.7% of the urban viewers watch news. But, female-male viewership of news within both dichotomies is totally different. As Table 4 shows, 100% of the rural males and 67.1% of the urban males watch news compared to 33.3% and 33.8% of the rural and urban females respectively.

'Soap/serial' is the second most preferred genre (39.5%) considering all the respondents together. But for the urban viewers it is at the fourth position (29.9%) although it is at second position for the rural viewers (53.5%). But when considered female-male separately, a different scenario comes out as 71.2% of the rural females and 49.4% of the urban females watch it against 20% of the rural males and 8.6% of the urban males. Soap/serial is the most preferred program genre among females irrespective of rural-urban variation.

'Cinema' is the third most popular genre among both rural (37.6%) and urban (36.1%) respondents. It is also at third position among male viewers of both rural (42.9%) and urban (41.4%) areas. But among rural females it is at the second position (34.8%) and among urban females at the fourth (31.2%).

'Sports' is at the fourth position (35.9%) of the overall viewership with 33.7% of the rural and 37.4% of the urban viewership. But a totally different scenario is visible among female-male dichotomies as 62.9% of the rural males and 60% of the urban male watch it compared to 18.2% of the rural females and 16.9% of the urban females.

Although 'music video' is at fifth position (30.6%) overall, it is at fourth position among rural viewers (33.7%) and fifth position among urban respondents (28.6%). It is mentionable that urban males watching music video are much lower in numbers (24.3%) than three other categories. It is also mentionable that music video is at third position among rural and urban females and fourth position among rural and urban males.

More urban females (24.7%) and rural males (22.9%) watch reality shows than urban males (8.6%) and rural females (12.1%). Much more rural viewers watch 'single episode drama' (29.7%), 'telefilm' (24.8%), and 'religious programs' (23.8%) than their urban counterparts which are 12.2%, 15%, 8.2% respectively. Much more rural males (34.3%) than rural females (12.1%) and urban males (22.9%) than urban females (14.3%) watch 'talk show'.

Table 4: Program genres usually watched by the respondents

Program Genres	Combined	Rural		Urban	
	(N=248)	Female (n=66)	Male (n=35)	Female (n=77)	Male(n= 70)
News	52.4	33.3	100	33.8	67.1
Single episode drama	19.4	31.8	25.7	14.3	10.0
Soap/serial	39.5	71.2	20.0	49.4	8.6
Cinema	36.7	34.8	42.9	31.2	41.4
Telefilm	19.0	24.2	25.7	20.8	8.6
Music video	30.6	33.3	34.3	32.5	24.3
Reality show	16.5	12.1	22.9	24.7	8.6
Sports	35.9	18.2	62.9	16.9	60.0
Religious program	14.5	22.7	25.7	10.4	5.7
Talk show	19.0	12.1	34.3	14.3	22.9
Comedy	21.4	22.7	20.0	26.0	15.7
Multiple Responses					

Program Doesn't Want to Miss

In an open ended question respondent was requested to mention the name of a specific program which s/he does not want to miss along with the name of the channel that broadcast the program. Among the respondents, 148 (57.14%) responded to the question.

As a specific program (see Table 5), *Sultan Suleiman* a dubbed-in-Bengali Turkish soap opera (known as serials among the audiences here) has turned out to be the most popular TV program as 15 (10.14%) respondents have mentioned its name. Next to it another soap in Bengali of Star Jalsha (a channel from Kolkata owned by Star India Network), *Kiranmala* (4.05%); followed by another soap of Star Jalsha in Bengali, *Milon Tithi* (3.38%) and a comedy show of Sony Entertainment Television of India *The Kapil Sharma Show* (3.38%). At fourth, there are three programs: *Ittadi*, a magazine program of Bangladesh Television (2.70%), *Didi No.1* (2.70%), a reality show in Zee Bangla (an Indian channel in Kolkata owned by Zee Entertainment Enterprises) and *Shavdan India* (2.70%) in Life Ok (now Star Bharat owned by Star India Network). At fifth there are also three programs: *Jarowar Jhumko*, a serial in Zee Bangla (2.03%), *Crime Petrol*, a crime based TV serial of Sony TV (2.03%) and *Saath Nibhana Saathiya* another TV serial in Hindi in Star Plus (2.03%).

As a single channel, Zee Bangla has the largest segment of dedicated audiences (22.3%) who do not want to miss its programs. Among rural females this percentage is highest (36.58%) and lowest among urban males (7.48%). Among rural males it is 26.32% and for urban females 19.61%. Star Jalsha soaps/serials are most appealing to both rural and urban females which are 19.51% and 15.69% respectively. Largest segment of the rural

males (36.84%) find their most appealing programs in Bangladeshi channels excluding *Sultan Suleiman*. On the other hand, highest portion of urban males (43.24%) have their most preferred programs in mainly English language channels.

Overall, 40.54% of the respondents find the soaps/serials of Indian channels as the most attractive ones that they do not want to miss. For rural females, urban females and rural males the figures are 51.22%, 52.94% and 42.11% respectively. But the percentage of urban male is exceptionally low (10.81%) in this respect. Overall, 27.03% respondents find their most attractive programs in Bangladeshi channels. Rural males are the highest in this category (47.37%) and rural females are the lowest (12.2%); urban females are 31.37% and urban males are 27.03%. More than three-fifths (62.16%) of the urban males' most favorite programs are the programs of various foreign channels excluding soaps/serials. Rural males are the lowest (10.53%) in this category.

Table 5: Programs respondents do not want to miss

Programs	Combined N= 148	Rural		Urban	
		Female n= 41	Male n = 19	Femal e n = 51	Male n = 37
Sultan Suleiman	10.14	4.88	10.53	17.65	5.41
All other BD programs	16.89	7.32	36.84	13.73	21.62
Zee Bangla soaps/serials	12.16	17.07	15.79	13.73	2.7
Zee Bangla other programs	10.14	19.51	10.53	5.88	5.41
Star Jalsha soaps/serials	11.49	19.51	0	15.69	2.7
Star Jalsha & Colours' other program	4.05	14.63	0	0	0
Colours & Star Plus soaps/serials	9.46	14.46	0	14.96	0
Soaps/serials of other channels	7.43	0	26.32	7.84	5.41
Other programs of other Ind. chan.	6.08	2.44	0	5.88	13.51
Mainly English channels*	12.16	0	0	3.92	43.24
Total	100	100	100	100	100
Soaps/serials Indian channels	40.54	51.22	42.11	52.94	10.81
Bangladeshi channels	27.03	12.2	47.37	31.37	27.03
Other programs in other channels	32.43	36.59	10.53	15.69	62.16
Total	100	100	100	100	100

* Star Sports, Ten Sports, Discovery, TLC, AXN, MTV, Nat. Geo., Fox Life, Comedy Central

TV News Watching

As Table 6 shows, overall 38.2% of the respondents watch TV news 'regularly', 16.7% 'often', 28% 'sometimes', 8.5% 'rarely' and 8.5% 'not at all'. Rural males are the highest in numbers (74.3%) in watching TV news regularly, followed by urban males (52.2%). Less than one fourth of the female viewers irrespective of their locations (rural female 22.7%, urban female 22.2%) watch TV news regularly. Overwhelming majority of rural and urban males watch TV news regularly or often (rural male 94.3%, urban male 72.5%) where number of females are much lower (rural female 37.9%, urban female 35.4%). Largest segment of female viewers both rural and urban watch TV news sometimes (rural female 39.4%, urban female 36.8%). Moreover, 22.7% of the rural females and 27.7% of the urban females watch rarely or do not watch TV news at all.

Table 6: TV news viewing among rural and urban respondents

Types of viewing	Combined	Rural		Urban	
	N= 246	Female n= 66	Male n= 35	Female n= 76	Male n= 69
Regularly	38.2	22.7	74.3	22.2	52.2
Often	16.7	15.2	20.0	13.2	20.3
Sometimes	28.0	39.4	2.9	36.8	20.3
Rarely	8.5	10.6	2.9	13.2	4.3
Not at all	8.5	12.1	00	14.5	2.9
Total	100.0	100.0	100.0	100.0	100.0

Channels Most Watched for News

Answering to another open ended question respondent mentioned the name of a channel s/he watches the most for news. As Table 7 shows, overall Somoy TV is the most watched channels for news to 33.33% of the respondents, followed by Channel 24 (11.48%), ATN News (9.84%), NTV (8.2%), Channel i (7.65%) and Independent TV (7.65%). From sixth to ninth position there are five channels: Ekattor TV, GTV, ATN Bangla, Jamuna TV and Banglavisision . Altogether, these five channels have 18.03% viewership as the most watched channel for news. Rest of the seven channels mentioned by the respondents have one respondent for each. These channels are: BBC, BTV, CNN, DBC, Ekushy TV, RTV and SATV. Together these channels have been mentioned by 3.83% of the respondents.

Somoy TV is the most watched for news among all categories which is 53.06% for rural women, 34.38% rural males, 31.11% urban females and 17.54% urban males. Category wise there are different channels at second position. It is Independent TV among rural females (12.24%), ATN news among rural males (12.5%), NTV among urban females (13.33%) and both Channel24 and ATN news among urban males (15.79% each). Channel24 is at third among rural females (10.2%), rural males (9.38%) and urban females (8.89%). For urban males it is Channel i (14.04%).

Table 7: Respondents' most watched channels for news

TV Channels	Combined	Rural		Urban	
	N = 183 (%)	Female n = 49(%)	Male n = 32(%)	Female n = 45(%)	Male n = 57(%)
1.Somoy TV	61 (33.33)	26 (53.06)	11 (34.38)	14 (31.11)	10 (17.54)
2. Channel 24	21 (11.48)	5 (10.20)	3 (9.38)	4 (8.89)	9 (15.79)
3. ATN News	18 (9.84)	2 (4.08)	4 (12.50)	3 (6.67)	9 (15.79)
4. NTV	15 (8.2)	1 (2.04)	2 (6.25)	6 (13.33)	6 (10.53)
5. Channel i	14 (7.65)	1 (2.04)	2 (6.25)	3 (6.67)	8 (14.04)
5. Independent TV	14 (7.65)	6 (12.24)	1 (3.13)	2 (4.44)	5 (8.77)
6 th to 9 th *	33 (18.03)	7 (14.29)	8 (25.00)	11 (24.44)	7 (12.28)
Other channels**	7 (3.83)	1 (2.04)	1 (3.13)	2 (4.44)	3 (5.26)
Total	100	100	100	100	100

*Ekattor (10), GTV (8), ATN Bangla (6), Jamuna TV (6), Banglavisision (3), **BBC (1), BTV(1), CNN (1), DBC(1), Ekushy TV (1), RTV (1), SATV(1). No. of responses are shown in brackets.

Respondents' Top-10 Channels

Respondents were requested to mention the name of maximum three channels they watch the most. A total of 689 responses received from 246 respondents. As Table 8 shows, overall, top-10 channels are: Star Jalsha (10.74%), Zee Bangla (8.42%), NTV (6.68%), Somoy TV (5.95%), Discovery (5.66%), Star Plus (5.37%), Channel i (3.63%), Deepto (3.34%), Channel24 (2.90%) and HBO (2.76%).

If considered category wise, different scenario comes out across female-male dichotomies irrespective of location. Star Jalsha, Zee Bangla and Star Plus is at first, second and third position respectively among rural females (21.58%, 14.21% and 8.42%) also among urban females (12.44%, 11% and 8.61%). These three channels cover the 44.21% of the rural females' and 32.05% of the urban females' choice. Top three channels for rural males are NTV, Somoy TV and Discovery (10.78%, 10.78% and 7.84% respectively); and for urban males NTV, Channel i, Discovery and Somoy TV, Star Sports (7.98%, 6.91%, 6.38%, 6.38% and 6.38% respectively).

Four sports channels (Star Sports, Ten Sports, Ten Cricket and ESPN) are among the most watched channels of the rural males (12.75%) and urban males (13.3%) but not to any one of the female respondents. Significant number of urban males (17.02%) and also urban females (9.09%) prefer

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channels that broadcast mainly documentary, movie, comedy, news, and cartoon programs most of which are in English language. 9XM and MTV, two India-based music channels are significantly popular (6.7%) among urban females. A significant portion of them also watch Deepto (6.22%) and Discovery (6.22%).

Table 8: Respondents' relatively more watched Top 10 channels

TV Channels	Combined	Rural		Urban	
	N = 246 Responses (689)	Female n = 66 (Resp. 190)	Male n = 35 (Resp. 102)	Female n = 75 (Resp. 209)	Male n = 70 (Resp. 188)
1. Star Jalsha	74 (10.74)	41 (21.58)	4 (3.92)	26 (12.44)	3 (1.60)
2. Zee Bangla	58 (8.42)	27 (14.21)	4 (3.92)	23 (11.00)	4 (2.13)
3. NTV	46 (6.68)	11 (5.79)	11 (10.78)	9 (4.31)	15 (7.98)
4. Somoy TV	41 (5.95)	10 (5.26)	11 (10.78)	8 (3.83)	12 (6.38)
5. Discovery	39 (5.66)	6 (3.16)	8 (7.84)	13 (6.22)	12 (6.38)
6. Star Plus	37 (5.37)	16 (8.42)	2 (1.96)	18 (8.61)	1 (0.53)
7. Channel i	25 (3.63)	6 (3.16)	4 (3.92)	2 (0.96)	13 (6.91)
8. Deepto	23 (3.34)	4 (2.11)	2 (1.96)	13 (6.22)	4(2.13)
9. Channel 24	20 (2.90)	4 (2.11)	3 (2.94)	3 (1.44)	10 (5.32)
10. HBO	19 (2.76)	2 (1.05)	4 (3.92)	4 (1.91)	9 (4.79)
Other BD channels	101 (14.66)	24 (12.63)	24 (23.53)	24 (11.48)	29 (15.43)
Other Indian Soap/ serial based channels	76 (11.03)	28 (14.74)	3 (2.94)	31 (14.83)	14 (7.45)
Ten & Star Sports, Ten Cricket, ESPN	38 (5.52)	00	13 (12.75)	00	25 (13.30)
Music Channels*	28 (4.06)	4 (2.11)	3 (2.94)	16 (7.66)	5 (2.66)
All other channels**	64 (9.29)	7 (3.68)	6 (5.88)	19 (9.09)	32 (17.02)
Total	100	100	100	100	100

(Multiple responses)* 9 XM, MTV, Sangit Bangla, Tara and Music Bangla. ** 21 channels that include documentary, movie, comedy, news, cartoon channels. Most of them are in English, rest are in Hindi.

Top-10 Bangladeshi Channels

If Bangladeshi channels are analyzed separately, it is observed that 256 responses have been received in favour of 21 Bangladeshi channels accumulating 37.16% of the total responses received. Table 9 shows that top-10 Bangladeshi channels are: NTV (17.97%), Somoy TV (16.02%), Channel i (9.77%), Deepto TV (8.98%), Channel24 (7.81%), ATN News (7.03), Gazi TV (6.25%), Independent TV (4.30%), Ekattor TV (3.91%) and Banglavisision (3.52%).

Category wise, NTV is at first position among three categories: rural females (18.64%), rural males (20%), urban males (18.07%) and at second position among urban females (15.25%). Somoy TV is also at first position among rural males (20%), second position among rural females (16.95%) and at third position among urban females (13.56%) and males (14.46%). Channel i is at second position among urban males (15.66%) and at third position among rural males (7.27%) along with Banglavisision (7.27%). Deepto TV is at first position among urban females (22.03%) unlike other categories. Gazi TV is at second position among rural males (9.09%) and at third among rural females (15.25%). But as one of the most watched channel its viewership is very low among urban respondents. Unlike other categories a significant portion of urban males watch Channel24 (12.05%) and ATN news (9.64%).

Table 9: Respondents' relatively more watched top-10 Bangladeshi channels

Bangladeshi Channels	Combined N = 256	Rural		Urban	
		Female n = 59	Male n = 55	Female n = 59	Male n = 83
1. NTV	46 (17.97)	11 (18.64)	11 (20.00)	9 (15.25)	15 (18.07)
2. Somoy TV	41 (16.02)	10 (16.95)	11 (20.00)	8 (13.56)	12 (14.46)
3. Channel i	25 (9.77)	6 (10.17)	4 (7.27)	2 (3.39)	13 (15.66)
4. Deepto TV	23 (8.98)	4 (6.78)	2 (3.64)	13 (22.03)	4 (4.82)
5. Channel 24	20 (7.81)	4 (6.78)	3 (5.45)	3 (5.08)	10 (12.05)
6. ATN News	18 (7.03)	3 (5.08)	3 (5.45)	4 (6.78)	8 (9.64)
7. Gazi TV	16 (6.25)	9 (15.25)	5 (9.09)	1 (1.69)	1 (1.20)
8. Independent	11 (4.30)	2 (3.39)	2 (3.64)	1 (1.69)	6 (7.23)
9. Ekattor	10 (3.91)	00	1 (1.82)	4 (6.78)	5 (6.02)
10. Banglavisision	9 (3.52)	00	4 (7.27)	4 (6.78)	1 (1.20)
Other Channels* ¹¹	37** (14.45)	10 (16.95)	9 (16.36)	10 (16.95)	8 (9.64)
Total	100	100	100	100	100

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* ATN Bangla (8), Ekushey TV (6), Channel 9 (4), Masranga (4), Jamuna (4), RTV (3), DBC (3), Desh TV (2), SATV (1), Mohona (1), BTV (1). ** Frequency of responses for each channel is shown in parenthesis.

Programs in which Language Watched Most

Respondent was requested to select a language, programs in which s/he watches the most. As Table 10 shows that 81.2% of the rural respondents and 52.7% of the urban respondents watch programs in Bengali language the most. Much more urban viewers watch programs in Hindi language (25.3%) and English language (21.9%) the most then their rural counterparts (Hindi 15.8%, English 3%). Rural males are at the top (91.4%) in watching programs in Bengali, urban females are in Hindi (37.7%) and urban males are in English (34.8%).

Very few rural females (1.5%) watch programs in English the most and very few rural males in Hindi (2.9%). Rural females are much more in numbers (75.8%) in watching programs in Bengali than urban females (51.9%) and the reverse is true for Hindi where urban female is 37.7% and rural female is 22.7%. Rural males are much ahead in watching Bengali (91.4%) than urban males (53.6%) but much behind in Hindi and English which 2.9% for rural males in Hindi against 11.6% of the urban males and 5.7% for rural males in English against 34.8% of the urban males.

Table 10: Programs in certain language watched most by the respondents

Language	All	Rural			Urban		
	N= 247	Combine d n= 101	Fema le n= 66	Male n= 35	Combine d n= 146	Femal e n= 77	Male n= 69
Bengali	64.4	81.2	75.8	91.4	52.7	51.9	53.6
Hindi	21.5	15.8	22.7	2.9	25.3	37.7	11.6
English	14.2	3.0	1.5	5.7	21.9	10.4	34.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Option 'others' was not selected by any one.							

Limitations and Suggestions

This study has been conducted with a non-probability type sampling due to resources restraint which is not suitable for generalization across population. But the study is helpful in providing useful insight on the issue. The number of male respondents from rural settings is disproportionately low and majority of the respondents are young and educated segment of the society which should also be considered while reading and using the report. Further studies with larger, representative sample size are suggested for better understanding and generalization.

Conclusion

Findings of the study suggest that TV viewing patterns and program choices of rural and urban people differs significantly in many aspects although female-female and male-male similarities are also observed across rural and urban dichotomies. The general trend is rural people spend more time in watching TV than their urban counterparts. Largest segment of the rural viewers watch TV during 8-9.59pm but for urban people it is 10-11.59pm. Rural males having control over the remote control are much less in numbers than other three categories.

Overall, news is the most viewed program genre. But female viewers of news are much less in numbers than males. Soap/serial is the most viewed genre among females. Generally, rural viewers watch most of the program genres more than urban respondents. As a specific program *Sultan Suleiman* has turned out to be the most popular among the respondents. For watching news, Somoy TV is the most popular. Overall, Star Jalsha is the most popular channel among the respondents although its male viewers are very few (2.41% of the male responses). NTV is the most popular among Bangladeshi channels.

Star Jalsha, Zee Bangla and Star Plus are the three most popular channels among both rural and urban females accounting 22% of the all respondents' and 38% of the females' choices to be as most watched channels. Among rural males, top-3 channels are NTV, Somoy TV and Discovery. For urban males, NTV and Channel i are first and second respectively; Discovery, Somoy TV and Star Sports are at third jointly.

Remarkably more urban viewers watch programs in Hindi and English languages than rural respondents. Rural males watching most of the programs in Hindi or English are very few (8.6%) and rural females watching in English even fewer (1.5%).

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