



## **Television Industry in the Face of Rising Social Media**

A study on...Threats, Challenges and Coping Mechanism

**MSS Dissertation**

**Submitted by:**

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MSS in JMC 1<sup>st</sup> Batch

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Communication

Daffodil International University (DIU)

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Associate Professor

Department Head of Journalism and Mass Communication

**DATE OF SUBMISSION**

20 May 2020



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Submitted to the Department of Journalism and Mass Communication  
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Dr. Sheikh Mohammad Shafiul Islam

Associate Professor and Head of Department

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Journalism and Mass Communication

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**Sub:** Application for submission of my dissertation for approval.

Dear Sir,

I am pleased to state that ‘**Television Industry in the Face of Rising Social Media**’ as a course requirement for my post-graduation programme.

I have tried my level best to work sincerely to cover all aspects regarding the matter which I have been assigned.

I believe that this dissertation has enriched both my knowledge and experience. I hope you will assess my report considering the limitations of the study. I shall be highly grateful if you kindly accept my project. Your kind approval is solicited.

Sincerely yours,

**Mohammad Salauddin**

ID: 091-28-101

Department of Journalism and Mass Communication

Daffodil International University

## Letter of Approval

This is to certify that Mohammad Salauddin, ID: 091-28-101 has done his Masters dissertation entitled, '**Television Industry in the Face of Rising Social Media**' under my supervision and guidance.

The study has been undertaken in partial fulfillment of the requirements for the degree of Masters in Social Science (MSS) in Journalism and Mass Communication at Daffodil International University

The study is expected to contribute in the field of Journalism and Mass Communication as well as in further study about credibility of online newspapers.



.....  
**Dr. Sheikh Mohammad Shafiul Islam**  
Associate Professor and Head  
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## Declaration of Authorship

I declare that the dissertation entitled “**Television Industry in the Face of Rising Social Media**” submitted to the JMC Program of Daffodil International University, Bangladesh for the Degree of Master in Journalism & Mass Communication is an original work of mine. No part of it, in any form, has been copied from other sources without acknowledgement or submitted to any other university or institute for any degree or diploma. Views and expressions of the thesis bear the responsibility of mine with the exclusion of JMC for any errors and omissions to it.

Sincerely,

Mohammad Salauddin

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## Acknowledgements

By the grace of almighty the thesis has come to the level of completion. It's a great pleasure for me to express my heartiest gratitude to my esteemed supervisor, Dr. Sheikh Mohammad Shafiul Islam, Associate Professor Department Head of Journalism and Mass Communication, Daffodil International University for his support and scholarly guidance throughout the research work. His suggestions were so precise and derived from vast experience that those proved to be fruitful every time. The door to Mr Islam's office was always open whenever I ran into a trouble or had a question about my study. He consistently allowed this paper to be my own work, but steered me in the right the direction whenever he thought I needed it.

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**Mohammad Salauddin**

## Abstract

The study titled “**Television Industry in the Face of Rising Social Media**” was designed to know about how social media dominating Television media now a day. Here is no doubt about the fact that social media is more viral than anything on T.V. In fact most of the news on television involves the happenings of social media. For this reason many television stations started their own YouTube channel and facebook page. Most of these televisions are trying to broadcast uncut news on their YouTube channel and facebook page before on air. In Bangladesh now the leading youtube channel is somoy TV. Another 5 TV channels also on top ten youtube channel in Bangladesh.

The kind of reach and accessibility that social media offers are ideal for advertisements. However the old school method of Television commercials are still not easily going to fade away as a large chunk of audience still watches T.V.

Even though social media and advertising on this channel represent the clear winner of this battle, TV advertising will still be around for a while. To some extent, these two channels complement one another, as 64% of users access a social media website or app during a TV show and TV ads drive 20% of social media brand engagements.

The media industry is rapidly changing, and PR must keep up to survive. However, that doesn't mean all of the old ways are obsolete. Depending on the situation, the goal or the strategy, one method may work better than another for your brand.

Keywords: Social Media, Traditional Media, Public Relations, Advertising

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# CHAPTER ONE

## Background

### 1.1. Introduction

Bangladesh is a South Asian nation with around 163 million (est.) individuals in a region of 148,460 sq km (World Factbook: 2020). The proficiency rate is 73.9% regarding the populace age 15 or more being able to peruse and compose. Like other creating nations, Bangladesh has been encountering the ascent of broad communications, particularly the TV stations. TV is viewed as a huge mode of correspondence in the nation particularly for the 26.1% percent of individuals who are denied instruction. The advancement among the south Asian nations is striking. With the development of ventures and corporate associations, broad communications, particularly the satellite stations are extending quickly in the nation. In June 1996 the primary web base information circuit in the nation was appointed and the Bangladesh Telegraph and Telephone Board (BTTB) allowed licenses to two Internet Service Providers (ISPs). From the earliest starting point of the 21st-century web, clients are quickly developing in Bangladesh.

**Number of Internet users in Bangladesh: February - 2020**

S L	Operator	Subscribers (Million)
01	Mobile Internet	94.236
02	WMAX	0.005
03	ISP+PSTN	5.743
<b>Total</b>		99.984

Source: BTRC (<http://www.btrc.gov.bd>)

### Television

The main TV signal communicates in Bangladesh was in 1964 by the then state-possessed telecom company Pakistan Television Corporation (PTV). It was renamed Bangladesh Television after the freedom in 1971. From that point onwards Bangladesh Television (BTV) had a virtual restraining infrastructure until the late 1990s. From that point forward various stations have shown up. Some have likewise closed down all the while (Wikipedia). ATN Bangla is the principal satellite station in Bangladesh. The direct begun to communicate in South Asia on 16 July 1997. Ekushey Television the primary private earthbound station in Bangladesh. Official transmission started on 14 April 2000. Presently there are 34 TV directs in Bangladesh including 4 government channels. Another 11 Television stations are coming soon too.

## Social Media

Internet-based life is the group of online interchanges channels committed to network-based info, connection, content-sharing, and cooperation. Sites and applications committed to gatherings, micro blogging, long-range informal communication, social bookmarking, social curation, and wikis are among the various kinds of online life.

### Types of Social Media

Here are some examples of popular social media platforms:

**Facebook** is a well known free long range interpersonal communication site that permits enrolled clients to make profiles, transfer photographs, and videos, send messages, and stay in contact with companions, family, and partners.

**Twitter** is a free small scale blogging administration that permits enrolled individuals to communicate short posts called tweets. Twitter individuals can communicate tweets and follow other clients' tweets by utilizing different stages and gadgets.

**Google plus** was Google's long-range interpersonal communication venture intended to imitate the manner in which individuals collaborate disconnected more intently than is the situation in another person to person communication administrations. This site is no longer offered to new clients and plans to close down outstanding records in 2019.

**Wikipedia** is a free, open substance online reference book made through the synergistic exertion of a network of clients known as Wikipedia's. Anybody enlisted on the site can make an article for distribution; be that as it may, enrollment isn't required to alter articles.

**LinkedIn** is a long-range informal communication site structured explicitly for the business network. The objective of the site is to permit enrolled individuals to set up and archive systems of individuals they know and trust expertly.

**Reddit** is a social news site and gathering where stories are socially curated and advanced by site individuals.

**Pinterest** is a social site for sharing and sorting pictures discovered on the web. Pinterest requires brief depictions yet the fundamental focal point of the site is visual.

### **Importance of Television in Bangladesh**

TV can contact the crowd with news, sees sports, instruction, diversion, and persuasive projects. Because of its various media qualities, it can draw the consideration of the individuals broadly even those having practically no formal instructive foundation.

The most useful asset of TV is utilizing the 'representation' of reality or occasion. It very well may be said that the perception of reality is more impressive than a huge number of words. What can't be depicted with a great many words may be directed to comprehend the crowd with a single video film of TV news. After the innovation of TV, print media, even Radio are losing advance to the crowd.

Of the multi-dimensional substance of TV, the news is one of the most impressive and appealing ones. The TV has the force and the capacity to carry the crowd to the spot of an occasion as though the crowd may think they were encountering the equivalent even from the spot of an episode. The TV news presents some key parts of an occasion with the goal that the crowd can comprehend the essentialness and the components of the reality. Because of the various media impacts of TV news, the realities get vivacious introduced to the crowd and they engage with the news. Accordingly, TV news fulfills the curiosity of the crowd's psyche by introducing video film and sound depiction. The TV news is a perilously incredible and persuasive political organization serving the interests of the ground-breaking class of society.

From the point of view of Bangladesh, TV is an amazing asset of correspondence having the capacity and access to reach about a portion of that populace who is denied of formal instruction. As the TV messages are conveyed with discourse, music, words, sentences, and video film, they can without much of a stretch be open and reasonable to the individuals who can't peruse or compose. As a mass medium, TV has some different advantages, which include: various sizes and movability, reasonableness, works on batteries and sun based vitality, and low arrangement costs. The TV can be utilized as an instrument to illuminate huge masses regarding broadly scattered rustic and semi-proficient or ignorant individuals about new thoughts, administrations, or items that can improve their lives.

## **Impact of Social Media in Bangladesh**

The web and online life give youngsters a scope of advantages, and chances to enable themselves in an assortment of ways. Youngsters can keep up social associations and encouraging groups of people that in any case wouldn't be conceivable, and can get to more data than any time in recent memory. The people group and social collaborations youngsters' structure online can be significant for reinforcing and creating youngsters' fearlessness and social abilities.

### **This will help to:**

See a portion of the advantages of the web and internet-based life

Comprehend why innovation is so alluring to youngsters

Comprehend the positive employments of internet-based life and online spaces

Converse with youngsters about what they use innovation for

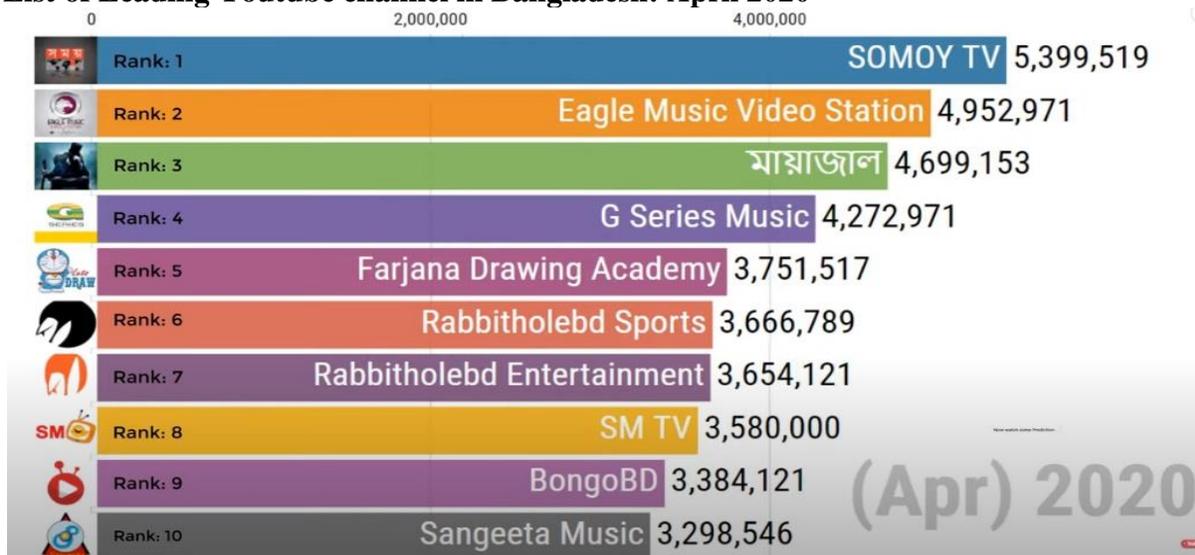
The utilization of web-based life and systems administrations, for example, Facebook, Twitter, Instagram, and Snapchat have become a fundamental piece of Australians' day by day lives. While many partner online life with the debasement of youngsters' informal organizations and relational abilities, a writing survey distributed by the Young and Well Cooperative Research Center found that interpersonal interaction benefits really assume an imperative job for in youngsters' lives - conveying instructive results; encouraging strong connections; personality development; and, advancing a feeling of having a place and confidence. In a joint effort with youngsters, we've reported a portion of the constructive advantages of web and internet-based life for youngsters.

**List of Bangladeshi top 10 TV channels youtube subscribers and daily average view:**

S L	TV Channel	Subscriber	Avg View/Day
01	Somoy	5.91 M	4000K-5000K
02	Jamuna	4.41 M	5000k-9000k
03	Rabbithole Entertainment (GTV)	3.68 M	200k-400k
04	RTV Drama	3.32 M	900K-1400K
05	Independent	3.26 M	3000K-5000k
06	Ntv Natok	3.08 M	1000K-2000k
07	Ekattur	2.20 M	3000K-5000k
08	Channel 24	2.08 M	900K-1100k
09	ATN News	1.33 M	200k-400k
10	Channel i news	1.05 M	400K-800K
11	News 24	Hidden	600K-1000K

This experiment was conducted to focus mainly on the ‘**Television Industry in the Face of Rising Social Media**’ Senior Journalist, Digital content maker, Marketing Personals and Advertising Agencies in Dhaka city, Bangladesh. This investigation recognized Instead of intuition as conventional versus social as in one is gradually supplanting the other, consider rather how the two strategies can cooperate to assist you with accomplishing your general objectives.

One significant thing to recollect in the case of fusing customary or web-based social networking (or both!) Into the extent of work is that the system needs to change contingent upon the medium. Conventional media advertising strategies will be totally different from the strategies you take via web-based networking media.

**List of Leading Youtube channel in Bangladesh: April 2020**

Source: Social Blade

## **1.2 Objectives of the Study**

This thesis on the previously stated title '**Television Industry in the Face of Rising Social Media**' is prepared to fulfill the particular requirement of the thesis program as 3 credits of the MSS program of the university. The specific objective of this thesis is to know social media dominating mainstream media.

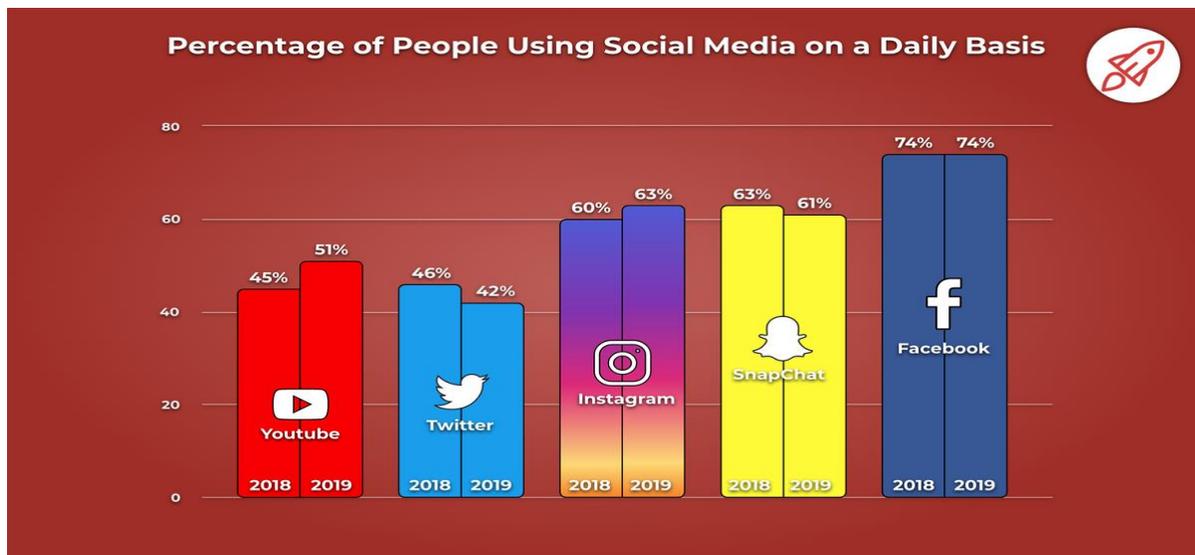
**The specific objectives of the study were to understand:**

1. Which types of content they should develop and reach to the audience.
2. What is the TV channels doing to maintain credibility/popularity?
3. How they are coping with the media transition in social media booming?
4. What is the situation of revenue? How they are planning to sustain?

## **1.3 Literature Review**

Presently a day online networking clients are quickly developing. Facebook is the most mainstream social media in Bangladesh. Instagram, Twitter, Snapchat, Youtube are another famous internet based life in this nation. From the earliest starting point of the 21<sup>st</sup> century internet based life clients are quickly expanding.

**Percentage of People using social media on a daily basis**



Source: BTRC (<http://www.btrc.gov.bd>)

Dhaka has been positioned second among the urban communities with the most elevated number of dynamic Facebook clients. The Bangladesh capital has 22 million dynamic Facebook clients, which is 1.1 percent of the all out month to month dynamic clients of the long range informal communication site over the globe, as indicated by an examination directed by We Are Social and Hootsuite.

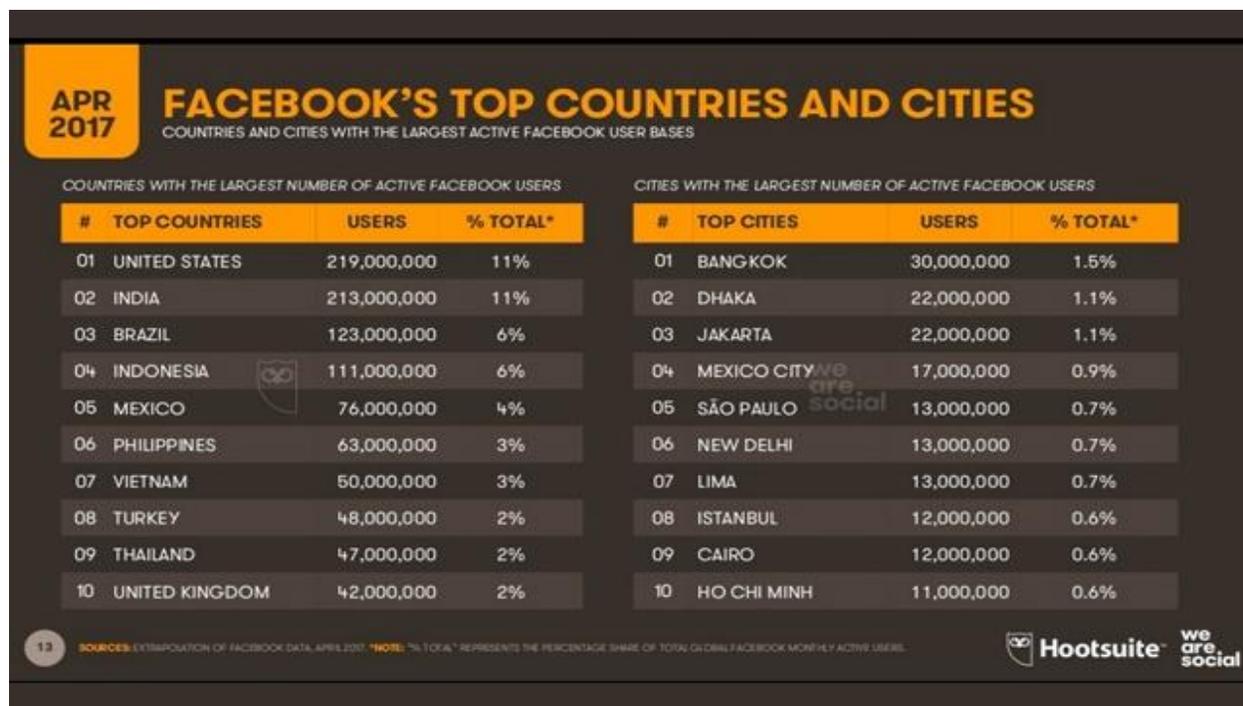
Bangkok bested the rundown with 30 million dynamic Facebook clients while Jakarta, set third, had almost a similar measure of dynamic clients of the site in Dhaka.

Among the nations, the US has the most elevated number of dynamic clients of the long range interpersonal communication site - around 219 million. India is positioned second with 213 million dynamic Facebook clients.

The report additionally said the web stretched around a large portion of the worldwide populace with 3.77 billion clients.

They incorporate 2.78 billion who are dynamic in any event one of the internet based life stages. The quantity of online life clients rose by 11 million in Bangladesh in the previous one year, which is the eighth quickest as far as development, as per the report.

## Facebook Top Countries and Cities



Source: Hootsuite

## CHAPTER TWO

### Methodology

In this section, I have talked about the system and structure, zone of study, populace, test of the populace, inspecting strategy, and instrument for information assortment, approval of the poll, organization of the instrument and technique for information investigation.

Conventional TV seeing has dropped drastically since 2012, especially among 18-29-year-olds. In the following scarcely any years, we're going to keep on observing a decrease of TV seeing - and with it, a lofty drop-off of conventional TV publicizing for utilizing advanced media as the favored promoting stage.

#### Percent of Bangladeshi people who use Social Media network by age:

S L	Age	Percents
01	18-29 years	88%
02	30-49 years	78%
03	50-65 Years	64%
04	65+ Years	37%

## 2.1. Research Discussions:

1. The Decline of TV Advertising
2. The Rise of Digital Advertising
  - a. Computerized media is less expensive
  - b. Advanced advertising takes into consideration better division
  - c. Modernized exhibiting is progressively agile
  - d. Video promotions are online now, as well
  - e. Publicizing follows consideration
3. Why TV is still around?

### **The Decline of TV Advertising**

Television publicizing spends really climbed 16% from 2010 to 2017, but then, alternately, TV seeing diminished in that time by 20%.

In years past, TV was the main type of media you could use to arrive at a huge market during prime hours - yet now, individuals aren't looking so a lot. As far as we can tell, there are a couple of parts to this move.

Rather, they are deciding to see content on fresher gushing stages - Netflix, Hulu, Amazon Prime, and YouTube TV, which have been assuming control over the survey space.

By and large, they're devouring 30 hours of video content on spilling stages every week. This makes these ages "inaccessible" through customary promoting techniques, especially since most gushing stages, like Netflix, don't permit brands to publicize on the site.

Also, when these crowds do watch normal TV, they aren't exclusively occupied with the show - for example, on business breaks they're probably going to pull out their telephones or different gadgets, so they probably won't recollect or stare at the TV plugs by any means.

On the off chance that these misfortunes proceed as anticipated, by 2023 review hours could be not exactly half what they were in 2010, and cut down the middle again continuously 2028.

### Social Media Uses in Bangladesh – July 2018

S L	Social Media Name	Percent
01	Facebook	88.13%
02	Youtube	7.84%
03	Twitter	1.44%
04	Pinterest	1.38%
05	Google+	0.27%

### The Rise of Digital Advertising

Interestingly, web-based spilling stages have been encountering huge development. For instance, YouTube TV expanded its viewership by more than 10X somewhere in the range of 2010 and 2017. Indeed, even informal organizations like Facebook and Twitter are making their own forms of video gushing.

Likewise, in 2019, computerized promotion spending will outperform TV advertisement spend, and conventional promotion spends, unexpectedly. It's additionally anticipated that by 2023, advanced will surpass 66% of all-out media spending.

In any case, why precisely is this incident? Why the move? We should plunge into that further. Here, I'll plot five reasons advanced promotion spending is outperforming customary.

#### 1. Computerized media is less expensive

The cost contrast between TV promoting and advanced showcasing techniques is colossal. A 30-second TV advertisement - which might possibly contact your optimal crowd - will cost you more than 33% of a million dollars ... furthermore arrangement costs.

Conversely, while you have to recruit workers to lead SEO and possibly put resources into SEO items, SEO itself is free and can help you naturally arrive at your intended interest group over the long haul. PPC and email promoting have modest set-ups and could cost anyplace from a couple of pennies for each snap to a couple of dollars.

To be honest, that kind of difference - while it bodes well strategically - is genuinely over the top.

#### 2. Advanced advertising takes into consideration better division

Conventional TV publicizing lets you communicate with any individual who turns on the channel. To contact a particular crowd to whom your item will request, you have to think about what kind of TV programming could engage your optimal segment - it's hard to apply or gather any crowd explicit investigation.

With TV publicizing, the nearest you can get to understanding a TV channel's crowd is through evaluations like Nielsen appraisals or the Gross Ratings Point. These appraisals are utilized to gauge the level of the ideal segment on a specific channel through measurably significant examining.

The drawback to TV evaluations like Nielsen is that, 1) these are gauges, not definite numbers; and 2) as a sponsor, you despite everything need to pay to communicate to any individual who sees that channel, not simply your expected segment. It's a wide-net technique.

Computerized media techniques, be that as it may, can mine own information on a progressively singular level, considering significantly more prominent personalization. You're scanning for a "green Columbia coat?" Well, my organization has that coat, and we've applied the correct channel to get your hunt term on Google in a split second.

In the event that you don't accept the coat today, that is alright - we can utilize retargeting to show you a promotion on your informal communities about our green Columbia coat and help you to remember your enthusiasm for what's to come.

Besides, we can make various promotions for various fragments - explorers searching for solid Columbia coats in the late spring, versus skiers who need athletic chilly climate coats.

Television can't state the equivalent - its assessments and wide-nets all around.

### **3. Computerized showcasing is increasingly spry**

Beginning the last point, advanced media promoting strategies permit you to track, measure, and make changes important to advance your advertisements - continuously. Everything from altering a couple of words, shading, or a channel should be possible rapidly, and economically.

Each change you make to your computerized showcasing efforts or substance can be made quantifiable by following CTRs and transformation rates to recognize precisely where something should be changed, and how - and, once more, you'll see rapidly on the off chance that you settled on the correct decision.

Television promotions, conversely, need time to check whether they'll work out, and they can't be balanced effectively ... or on the other hand reasonably. You can make various variants forthright of a similar notice to air in various locales, yet past that, it's awkward and costly to make changes and alterations.

#### **4. Video promotions are online now, as well**

Television used to be the ruler of narrating - in a limited ability to focus time, you'd get a scene, a hero, an issue, and an answer. Web at first simply utilized pennant advertisements, which, while irritating, were successful - however just for the time being.

In the long run, advanced promoters needed to figure something different out. Gradually, they began to decide increasingly flexible techniques - pictures, pictures in slide decks, and video.

Clients are now progressively moving toward the web and web content as their favored strategy for diversion. Online video promotions are a ground-breaking danger to TV since it's, at last, a recognizable sort of narrating, and on the stage favored by shoppers.

#### **5. Publicizing follows consideration**

As referenced before, seeing has moved from conventional media to advance. What's more, at last, where consideration shifts, publicizing ought to follow. In 2019, brands should consider computerized strategies on the off chance that they need to arrive at their intended interest group, a considerable lot of who are utilizing web-based gushing administrations more than they're utilizing their link box.

#### **Why TV Is Still Around**

Computerized media is by all accounts murdering TV publicizing, however perhaps it's not - or, at any rate not so much. The customers really give more consideration to advertisements on TV than they do on YouTube or Facebook. Truth is told, TV held more than double the dynamic review than YouTube and multiple times more than Facebook.

At last, TV despite everything works for promoting. It's frequently compelling to expand the channels on which you advance your items or administrations - and TV is one of those channels. In this way, while advanced media might be slaughtering TV publicizing spot as the #1 channel; it likely won't go altogether by the wayside.

Notwithstanding, we're going to state it again - where consideration shifts, promoting follows. In spite of research recommending things aren't as desperate for TV advertisements as you would suspect, the numbers are still really clear on at any rate one front: more purchasers are moving toward survey content on the web.

This implies, as advertisers, you should dedicate a greater amount of your financial plan to where your crowd is. Television doesn't need to be cut completely - and most likely shouldn't be - however finding the correct blend of computerized and TV is basic for discovering achievement in this new time of online-first review.

## 2.2. Methodology of the Study

The study has been conducted applying discussion method. I have discussed about the audience survey below:

### 2.2. a. TV Personals

I have conducted a survey on 10 senior TV personals considering my time and budget limitations during the study period. The survey was conducted in several private TV channels in Dhaka city. Most of them said they trying to develop their social platform. They develop their content as digital platform. Some TV channels try to upload video as soon as they can.

#### Selection of TV Personals

S.L	Name	Designation	Organization
01	Syed Ishtiaque Reza	Editor in Chief	GTV
02	Iqbal Karim Nissan	Chief News Editor	GTV
03	Komol Siddique	Executive Producer	Somoy TV
04	Rehman Lelin	Producer In Charge	ETV
05	Ellias Bin Quashem	Producer In Charge	Masranga TV
06	Rahela Lipy	Senior News Room Editor	GTV
07	Sayeedul Islam	Senior Reporter	GTV
08	Rezaul Karim Reza	Senior Producer	ETV
09	Aditto Nazrul	Program Manager	GTV
10	Ahsanuddin Russel	Producer	Jamuna TV

### 2.2. b. Advertisement Agencies Personals

Distribution of respondents as per advertisement the ad agencies try to distribute advertisement in both medium. But about 60% advertisement they give social media and the rest to TV. They also said in social media easily count the audience or easily can send to the target audiences.

#### Selection of Advertisement Agencies Personals

S L	Name	Designation	Organization
01	Farhana Jesmin	CEO	Zero Frame Production
02	Rajiur Rahman	Manager	Grey Advertising

### 2.2. c. Digital Content Creator

Content Creator duties incorporate delivering showcasing duplicate to publicize our items, composing blog entries about industry-related themes and advancing our substance via web-based networking media. To be effective in this job, ought to have involvement in advanced distributing and producing traffic and leads for new business.

#### Selection of Digital Content Creator

S L	Name	Designation	Organization
01	Hasibur Reza Kollol	Film Director	BFDC
02	Nazrul Islam	Content Creator	Freelancer

### 2.2. d. Marketing Personals

Individual selling is the place organizations use individuals (the "business power") to offer the item subsequent to meeting eye to eye with the client. The merchants advance the item through their disposition, appearance, and expert item information. They plan to

advise and urge the client to purchase, or if nothing else preliminary the item. Now a Day the marketing personals communicate with the digital content creators and online ad agencies for sell advertisement.

### **Selection of Marketing Personals**

S L	Name	Designation	Organization
01	Mozammel Hossain	Marketing Manager	Dipto TV
02	Ferdous Naim Porag	Marketing Manager	ETV

### **2.3. Study Implementation**

The study was implemented through the following process:

**Developing Questionnaire:** After reviewing relevant literature, a draft questionnaire was developed. The questionnaire contained both the close and open-ended questions.

**Pre-testing:** The draft questionnaire was pre-tested for understanding the weakness of the draft questionnaire.

**Finalizing of questionnaire:** The questionnaire was finalized based on the pre-testing experiences from Televisions personals and Digital content creators.

#### **Developing Data Entry Frame and Data Entry**

With completing data collection, a data entry frame in consultation with my supervisor was developed. The guidelines and codebook prepared was also maintained during the data entry.

#### **Data Cleaning**

Entered data were checked and verified for any error that arose due to oversight or other human errors. It was detected and corrected to ensure accuracy.

#### **Preparing Report**

After analyzing data, the research report was prepared.s

## CHAPTER THREE

### Discussion of Findings

**In this chapter, the findings have been discussed on the basis of the Research Questions.**

#### **1. Why Social Media Ads are better than T.V Commercials?**

Here is no uncertainty about the way that web based life has assumed control over the world by storm and has a more extensive reach and crowd. Anything via web-based networking media is more popular than anything on T.V. Truth be told a lot of news on TV includes the happenings of online life. The sort of reach and openness that web based life offers are perfect for promotions. Anyway the outdated technique for Television advertisements are as yet not effectively going to blur away as an enormous lump of crowd despite everything watches T.V. So how to choose which stage is better than the other. There are sure factors that will take the discussion forward.

Before, conventional types of media were the main ways you could get your message out to the general population. However, in the present advanced scene, there are an assortment of new techniques for arriving at a mass (or specialty) crowd. It makes one wonder, conventional media versus web-based social networking. How would you choose which functions best? Or then again do you have to choose by any stretch of the imagination?

#### **Target Ads**

Target promotions are a help for the sponsors as they can associate with their intended interest group by and by. Web based life accounts like Facebook has individual data of its clients and this data serves the publicists to know and comprehend their clients. Promotions focused to the clients are as per their inclinations and preferring. Target promotions are viewed as exceptionally powerful as they straightforwardly manage their intended interest group and target them with their present prerequisites and inclinations. Isn't it energizing to get advertisements about things you as of now need or are searching for? It additionally spares you from seeing promotions that are not focused at you.

**Less expensive than T.V. Ads**

The creation cost of a T.V. Business is exceptionally high. As the creation includes the camera team and other important types of gear, the cost ends up being a lot higher and furthermore occupies a ton of time. Most definitely they are anything but difficult to structure and are less expensive to run as a battle via web-based networking media. Then again, T.V. Plugs cost a ton to run on TV. Online life promotions end up being financially savvy and furthermore spare time as they are simple and speedier to structure.

**No Extra Costs**

Internet based life showcasing is far more affordable. Extra expenses and accuses that tag along of a T.V. You'll pay a small amount of the conventional media cost to arrive at a similar number of individuals (or more) and you'll be contacting the crowd you need. What's more, you have the numbers to demonstrate it.

**Precision**

Conventional media utilizes gun to shoot its message planning to hit anybody that will tune in (read, watch, and so forth.). Online networking can focus with laser exactness. Internet based life advertising permits you, on the off chance that you so want, to showcase carefully to ladies more than 60 who live in Cleveland, are keen on skydiving, and were as of late wedded. This may not actually speak to your optimal client however it gives you a thought of how explicit you can make your advertising.

**Something beyond Video Advertising**

TV Commercials are constrained to recordings as they are assembled with an incredible content alongside music and the important message however the configuration of introduction continues as before, while a web based life advertisement can be introduced in various manners. It very well may be in a picture design or in a movement banner arrangement. These promotions can be considered as a speedy portion for their watchers and furthermore effectively catches the consideration of an individual while looking down their feed.

## **Wide Reach**

Internet based life is considered to have more extensive arrive at with regards to the numeric estimation of the crowd. Advertisements are confined to an unmistakable arrangement of crowd while web based life is utilized by the whole gang nowadays. The utilization of web based life is so wide and above all the spread of the message via web-based networking media is quick to such an extent that it barely takes few moments to make a substance viral via web-based networking media.

## **No Unwanted Ads**

How regularly we run over specific advertisements on T.V. that isn't even applicable to us as a group of people or a client. Internet based life makes it a point to show promotions that we need to see as a client. Such promotions are progressively relatable and successful and prompt activity from the client can be normal. The planning of these advertisements is impeccable to the point that they make the client need to investigate about it or think about it as an alternative.

## **Viral Content**

The substance via web-based networking media gets viral without any problem. The viral substance is generally shared by all the clients who effectively advertise in each way. The more popular the substance is the more viable it ends up being.

## **Make the Transition to Social Media**

Web based life versus customary media. The outcomes are in. Social destroys customary in all cases. Changing from conventional media to internet based life can be one of the most significant things you choose to accomplish for your business.

## **Input**

Web-based social networking promoting is a two-way road. You recover the special reward of got notification from your clients. Do they lean toward that your item work in an unexpected way? Would it be a good idea for it to look a specific way? You can utilize web based life to measure enthusiasm for new geographic markets also.

Online networking gives you different outlets to advertise your image proficiently and adequately. You may find that you need a full-scale Facebook Ads technique actualized and persistently tried and advanced. Possibly you're prepared for master level substance showcasing.

### **Online life as a Marketing Tool**

As indicated by new research, more youthful crowds expend more internet-based life than TV. Recent college grads spend a normal of five hours out of every day on client produced content. Web-based life has gotten probably the greatest vibe of the new thousand years to where it's elusive somebody who doesn't have in any event one internet based life account. It's nothing unexpected that bloggers discover the greater part of their devotees through online networking. Probably the most ideal approaches to advertise yourself and your blog are by picking up devotees on any of these web-based social networking stages and sharing posts.

As web journals become progressively well known and increase more supporters, it shouldn't be unexpected that huge organizations begin to contact these web-based social networking influencers to showcase their items. An ongoing review bolsters that utilizing web-based life influencer showcasing is gainful for brands and associations, and it costs practically nothing. With organizations currently including content showcasing and social influencer techniques in their advertising financial plans, bloggers have significantly a greater amount of a motivating force to expand their crowd with the expectations of making sure about more members.

### **Web-based life as a Networking Tool**

Not exclusively would bloggers be able to utilize internet based life to fabricate their image, increment client commitment, and even increase deals, however, it very well may be a significant systems administration instrument. Prior to web-based life, organizing comprised exclusively of going to gatherings for similar individuals, associating with individuals through shared contacts, or approaching partners for referrals. It tends to be substantially more tedious than systems administration from the Internet.

Today, bloggers can connect with peers who have indistinguishable interests from themselves via looking hashtags, joining a gathering or visit, or perusing different online journals that arouse their inclinations. Some internet-based life stars have a large number of supporters or watchers, many increased through online life organizing. In the present day and age, web-based life is as solid a systems administration device like some other.

## **Online life as a Way to Stay Connected**

Giving quality substance your crowd needs to peruse is absolutely critical with regards to blogging. The most ideal approach to recognize what individuals are searching for is via looking for inclining themes via web-based networking media. Online networking makes the world a littler spot by interfacing everybody with the snap of a mouse, so both national and worldwide points are anything but difficult to track down. In the event that you need to make a top-notch blog entry, give the individuals what they need to peruse by checking web-based life's slanting themes.

## **Internet-based life as a Distractor**

On the off chance that you were beginning to think online life sounded unrealistic, you may be correct. Web-based life is an incredible method to remain associated with the world, increase a group of people to develop your blog, and market yourself, however, when does the accentuation become excessively extraordinary via web-based networking media and insufficient on composing your next post?

Posting via web-based networking media possibly works on the off chance that you have an enormous enough after and the best way to get heaps of devotees is to invest energy in web-based life. Here and there this can take hours every day to elevate yourself to where individuals can discover you without any problem. When you're set, you might not have any desire to take a gander at a PC screen any longer. So when would you be able to discover time to compose a post? Slackers may postpone it until a month has passed by and their blog hasn't seen anything new. Presently they have the accompanying however not the quality substance to keep their crowd locked in.

Finding harmony between composing inventive substances and promoting it via web-based networking media can be an elusive incline. A decent method to battle disregarding one territory is to join internet based life and websites, ensuring that for every web-based social networking post, you additionally compose a blog entry and the other way around. Furthermore, there are some online networking assistants that will plan posts for you, leaving you an opportunity to compose your valuable innovative substance.

## **Internet-based life as an Inhibitor**

Another issue with internet-based life is that each eye-snatching web based life and blog entry requires at any rate one great picture, and bloggers begin to see life through a camera focal point. This interpretation of life can some of the time prevent the attention from being on the current theme and gotten about how to get the best picture with the best lighting from the best edge. Blogging transforms into photography, and when you can't get that ideal shot, the blog may fall behind.

While a pretty picture is ideal to take a gander at and causes to notice the words, it's significant for bloggers to understand that perusers are seeking the substance, not simply the photos. Recall not to let web-based social networking occupy you from your actual reason: blogging.

Blogging and online life have become options in contrast to customary media. With the capacity to get the online social world together with a PC snap or telephone tap, it's simpler and quicker than at any other time to remain associated. More individuals are looking toward online internet based life and blogging nearness for data than to TV or radio, as they did before. As web journals and online nearness keep on developing, it's essential to investigate how internet-based life influences blogging.

Internet-based life can have beneficial outcomes like being a quick, simple, and free showcasing outlet, utilizing time proficiently to network, or staying up with the latest with current patterns. It can likewise make scholars dismiss the drawn-out objective of composing sites. With online networking and websites getting progressively mainstream in this time of innovation, journalists must figure out how to adjust these advantages and disadvantages with regards to blogging.

## Chapter Four

# Conclusion and Recommendations

### 4.1 Conclusion

Individuals are investing immense measures of energy in web-based life now conceivably on the grounds that they are exhausted, hoping to be engaged or they are simply snared on being carefully associated. A pass in the discussion prompts the unavoidable web-based life registration on your cell phone or tablet which is in every case close by.

Things being what they are, I don't get this' meaning for the present internet based life advertisers and experts? You should be engaging and add some enjoyable to your online life content blend. Advancing just your item, book or blog relentless won't be intriguing to anybody, probably, not even you. Keeping your proportion of substance at 80% others' substance (OPC) and 20% of your own substance will support you yet don't be too dry or stodgy when you make your publication schedule.

I'm not proposing that you railroad your image or water down your strong substance, simply that you likewise ensure that you're fascinating and worth after via web-based networking media. You need your substance to stay important and rich.

### 4.2-Recommendation

- The programs should allocate more time for providing information on social media and TV.
- The program should show how social media dominating Television.
- Easy words and short language should be used for conveying message.

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## **Annex- Questionnaire**

### **Annex -1**

Semi-Structured Interview Guideline for TV Personals:

(This information will be only used for research so privacy and confidentiality is Ensured)

Title: Television Industry in the Face of Rising Social Media

Name:

Designation:

Organization:

1. What types of news do you think?
2. What types of program do you think?
3. What is your business plan to maintain popularity?
4. What do you think about social media?
5. How the investments take place usually?
6. How do you deal with Advertisement Firms?
7. How do you deal with Add Agencies?
8. What is your future plan?

## **Annex -2**

Semi-Structured Interview Guideline for Freelancers & social media content creators:

(This information will be only used for research so privacy and confidentiality is Ensured)

Title: Television Industry in the Face of Rising Social Media

Name:

Designation:

Organization:

1. What types of content do you think?
2. What types of program do you think?
3. What is your business plan to maintain viewers?
4. What do you think about Broadcast Media?
5. How the investments take place usually?
6. How do you deal with Advertisement Firms?
7. How do you deal with Add Agencies?
8. What kind of content do you think for you subscribers?
9. What is your future plan?

### **Annex -3**

Semi-Structured Interview Guideline for Add Firms & Add Agencies:

(This information will be only used for research so privacy and confidentiality is Ensured)

Title: Television Industry in the Face of Rising Social Media

Name:

Designation:

Organization:

1. What types of media do you choose for advertisement?
2. What types of program do you think first to give advertisement?
3. What is your business plan about media?
4. What do you think about social media?
5. What do you think about Broadcast media?
6. How do you deal with the broadcast media?
7. How you deal with the social media?
8. Which media is your first choice to give advertisement?
9. What is your future plan?