



Daffodil
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**Streaming Media in Bangladesh: A Study on Its Impact on
Bangladeshi Audience**

Submitted to

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Submitted BY

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December 14, 2020

Letter of Approval

December 14, 2020

Dr. Towfique E Elahi

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4/2, Sobhanbag, Dhaka 1207

Subject: Application for project report submission approval.

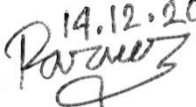
Dear Sir,

I have conducted a project entitled **Streaming Media in Bangladesh: A study on its impact on Bangladeshi Audience** as a course requirement in my graduation.

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 project 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,

14.12.20


Parves Alam

ID: 171-24-598
Department of Journalism and Mass Communication
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Acknowledgements

‘Project’ is an academic process which helps the students to relate their theoretical knowledge to research fields. As an Honours student of Journalism and Mass Communication, I think myself fortunate enough to undergo the process of fulfilling the requirements of my course curricula as per the provision of the Daffodil International University.

I am thankful to Dr. Towfique E Elahi, Assistant Professor, Department of Journalism and Mass Communication for his kind guidance as the supervisor of my project. Without his kind assistance it could not be possible for me to complete the project report. I am thankful to every member of Department of Journalism and Mass Communication of Daffodil International University for their cooperation to make the research seeing the daylights.

A special thanks goes to the participants who participated in the study.

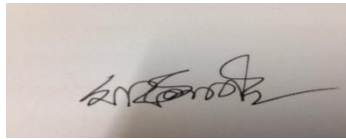
I am especially thankful to my family and my friends who supported my dreams and never let I gave up and kept going forward. I am very grateful to everyone who has made an input on this project and supported me through all the ups and downs - sharing their thoughts and knowledge.

Letter of Approval

This is to certify that Mr. Parves Alam, ID: 171-24-598 has done his BSS (Hons) project entitled **Streaming Media in Bangladesh: A study on its impact on Bangladeshi Audience**' under my supervision and guidance.

The study has been undertaken as a part of the requirements of Bachelor of Social Science (Honours) Degree in Journalism and Mass Communication.

The project is expected to contribute to the field of Journalism and Mass Communication as well as in further study about impact of Social Media.



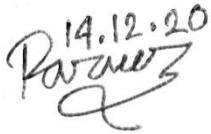
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Dr. Towfique E Elahi

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Declaration of Authorship

I certify that the work presented here is, to the best of my knowledge and belief, original and the result of my own investigations, except as acknowledged, and has not been submitted, either in part or whole, for a degree at this or any other University.

Sincerely,



Parves Alam

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Abstract

Like the other countries of the world, Bangladeshi audience is also start using video streaming platforms. By this technology people change their taste on film, drama, series even songs. That's why our local content can not fulfil their want. The study is designed to identity why local audience like foreign content more than local content. To conduct the study the online survey method was adopted and the sample was video streaming platform users in Bangladesh for the smooth conduction of the study. In the study, it is found that people watch foreign content for better video quality, good screenplay, good cinematography and good storytelling. Bangladeshi creators and provider think they don't hove proper environment and finance for make good content.

Key words: media industry, video streaming media.

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Chapter I

Introduction

At present time, films, Series and Dramas are is recognized one of the ancient forms of entertainment. Before twenty century people watched film and drama on theater, serials on cable TV but now a day's audience prefer to watch all these on digital platform. For today's audience it's all about quickness and mobility, the content they are searching for that should be only a klick away to meet their requirements. And digital platform can make sure this possibility. Suppose you are traveling and you want to watch an episode of your favorite show, or your family members wants to watch something different in a separate room of the house.

Now everyone can play movies, music or watch an episode of their favorite web series easily even any place they might be. Video streaming media fulfilled all of these demands with the help of digital media as well as the multiplication of devices that gives the user access to it.

After digital media audience changed their interest on what they want to watch. Like audience it made an effect on entertainment industry as well. Bangladeshi media industry is one of those industry that effect by streaming media.

Objective:

The main objective of this study is to identify the impact of audience after video streaming media. The specific objectives are,

1. To understand how streaming media changes audience interest.
2. What type of content audience want to watch.
3. Which kind of genres content audience prefer most.
4. To know why audience, prefer foreign platform more than local platform.

Research question:

The main research question of this study is to identify the impact of video streaming media on audience. The specific questions are,

1. Which streaming service audience use most.
2. Which genres content audience like most.
3. Which language content audience like most.
4. Why audience prefer those type of content, which they choose.

Chapter II

Literature Review

According to eMarketer, more than 765 million people worldwide use a subscription-based video streaming service at least once per month this year. This total will represent 10.2% of the global population and 32.1% of digital video viewers worldwide. On other hand according to Cisco, by year 2022 online video streaming service will make up more than 82% of all consumer internet traffic and that will be 15 times higher than it was in 2017. Like others countries, viewers in Bangladesh are also leaning towards video streaming platforms.

Bongo is the first and biggest video streaming service provider in Bangladesh. Barta24 Mentioned, Bongo's network consists of over 87 million users where more than 62 million hours of content are being consumed every month.

Apart from independent platforms like Bongo, Chorki and Cinematic, there are several other video streaming service provider in Bangladesh such as, Bioscope, Robi TV+, Banglaflix by big telecom companies. They host local content and also Bangla dubbed international content. But The Daly Star claimed, In terms of content quality, local streaming platforms are largely similar to local cable TV channels. However, the quality varies from show to show, channel to channel, and platform and platform.

Redoan Rony, filmmaker and COO of OTT platform Chorki (2020) says, "People are paying for international content. People are watching Netflix and you can't pay cash, in fact you can't even pay in local currency, you have to pay in dollars through a credit card. So if people can manage to do that to watch international content, why can't they do that for local content?" This phenomenon could be due in part to the availability of better content with international platforms. Even though these have a higher subscription fee, their range, quality, and relatability may be more appealing to the youth.

Sakib R Khan, Country Director for Hoichoi Bangladesh (2020), speaks about what the platforms think fans want, "Thriller, crime drama and action-packed content is what the audience watches the most, with romantic comedies coming in at a close second.

Chapter III

Methodology of the Study

In this chapter the methodology of the study will be discussed. Quantitative research method was used in this study. Under the quantitative method an online survey was conducted to get the opinion of the audiences as all are staying home due to Covid-19 and live in other cities that's why it is not possible to visit person to person to get their opinion.

Quantitative research – survey

Survey is a widely used research tool to get the data from a large number of populations. It also helps the researcher to analyses data with different variables (Wimmer & Dominick, 2011). The purpose of quantitative research is the selection of a significant number of people who portray a Population section (Creswell & Plano Clark, 2011), with the main objective to be Capable of generalizing and focusing about a larger population (de Vaus, 2002). This survey was designed to gather information on the impact of video streaming platform on Bangladeshi audience.

Survey administration

The survey was designed to get information from the students in Bangladesh. But it is not possible to accommodate all the audience under this project. That is why, the stratified random sampling method has been chosen for this study. An online survey from using the google form was disseminated to the students through different social media platforms and gathered 97 responses to complete the study.

Chapter IV

Result of the Study

In this chapter the result of the study will be discussed based on the findings from the survey. Using a different chart and table the result of the study will be shown and explained.

Survey Result

Overall, 100 students took part in the study who are living in Dhaka.

Ages of Users:

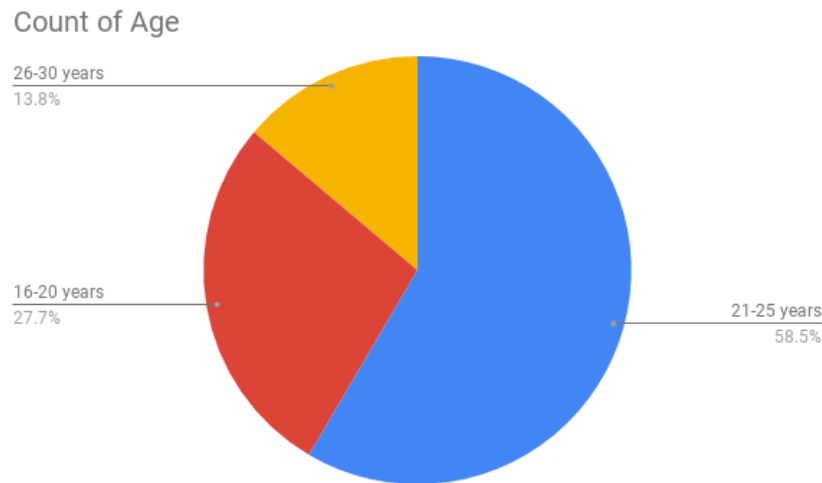


Chart 1. The percentage of ages of Video streaming platform

The chart above shows that the highest 58.5 percent of peoples ar in 21-25 years old while 27.7 percent peoples are 16-20 years old and between 26-30 years old there are only 13.8 percent people are use video streaming platform.

Gender of users:

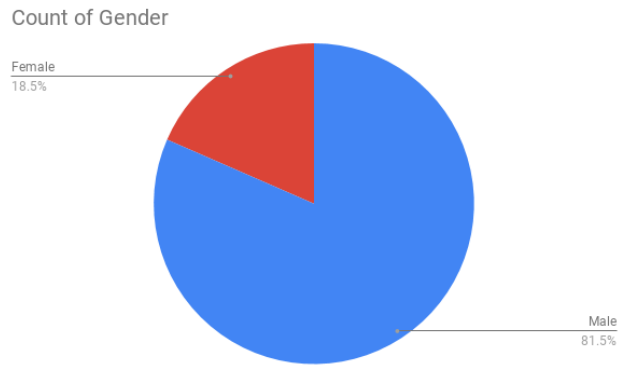


Chart 2: The percentage of gender of using video streaming platform

The chart shows that most users are male. There are 81.5 percent male use video streaming service while female are only 18.5 percent.

The Most uses streaming media:

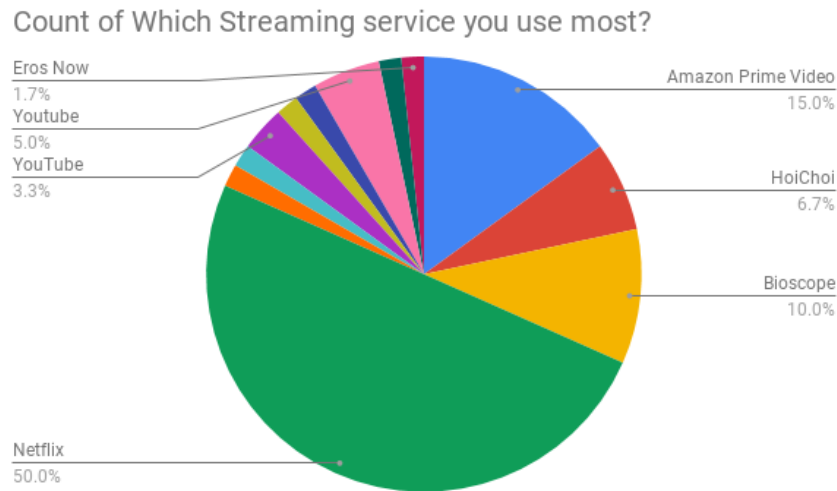


Chart 3: The percentage of most using video streaming platform.

The chart showing exactly 50 percent people use a foreign service Netflix while second position taken by another foreign platform Amazon Prime Video by 15 percent users. Bioscope take top position as local platform by 10 percent users. Kolkata based Bangla platform HoiChoi use 6.7% of people. Indian Eros Now use 1.7 percent while 8.5 percent audience use free platform YouTube and others use such as BongoBD, SonyLiv etc.

What kind of content audience to watch most:

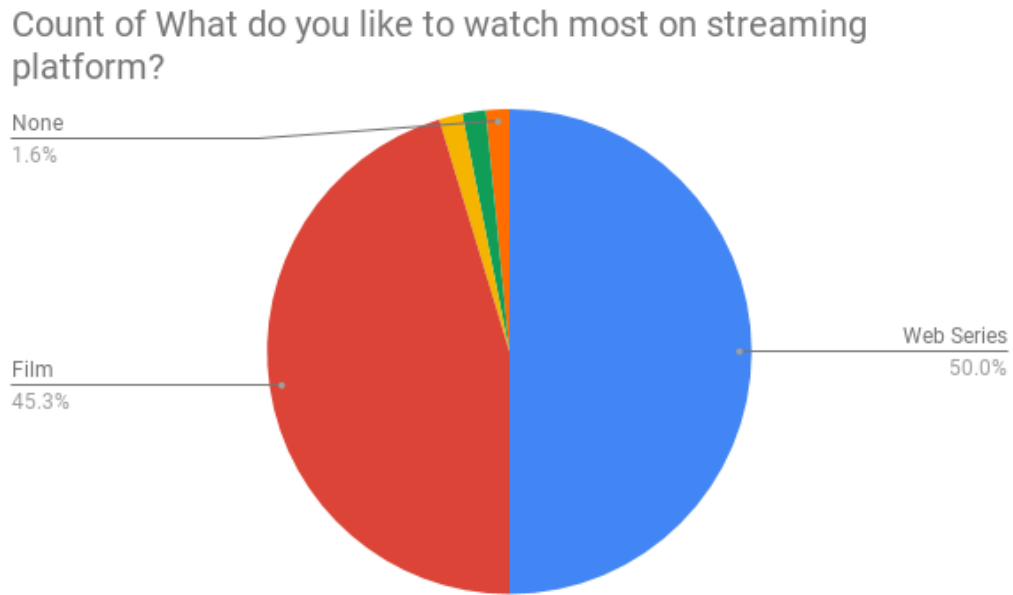


Chart 4: The percentage of likeable content

The chart shows 50 percent of audience like to watch web series on video streaming platform while 45.3 percent of audience like film. And other 4.7 percent people like to watch sports reality shows.

The most likeable films genres

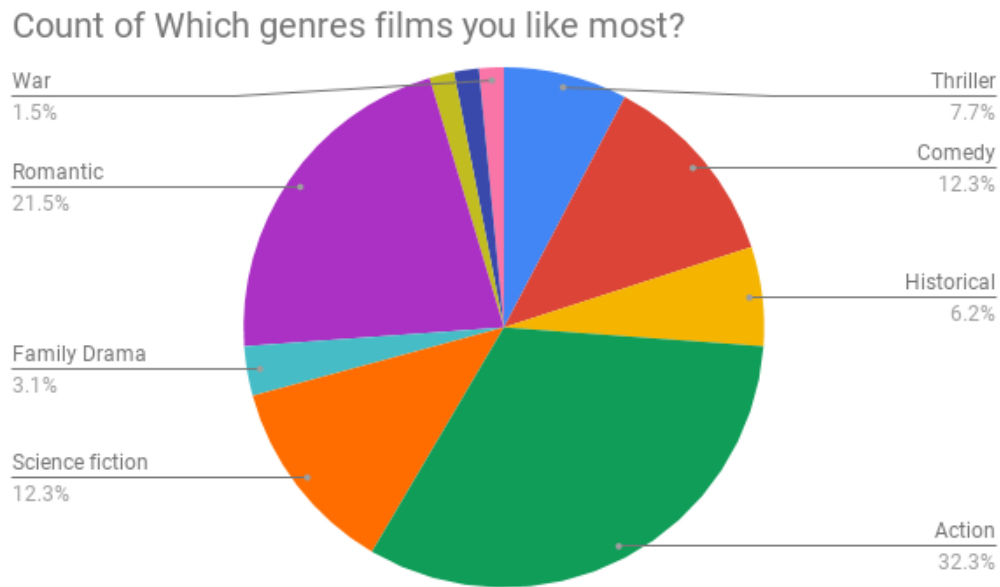


Chart 4: The percentage of likeable film genres

The chart showing most of the audience like action film and they are 32.3 percent. 21.3 percent audience like to watch romantic film while equal 12.3 percent people like science fiction and comedy. 7.7 percent audience like thriller, 6.2 percent like historical and 3.1 percent prefer family drama. Only 1.5 percent audience like war film and others like crime, mystery etc.

The most likeable web series genres.

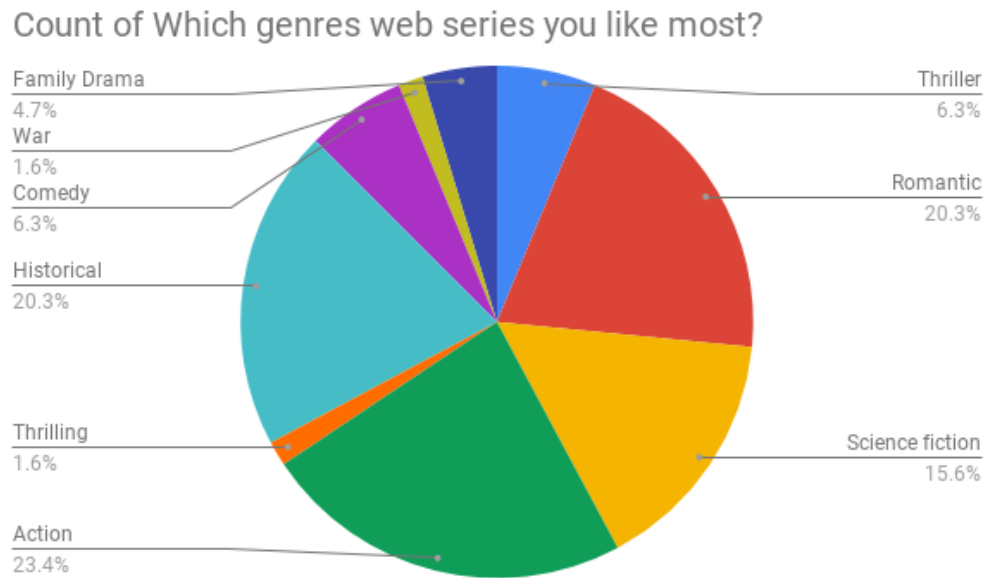


Chart 5: The percentage of likeable web series genres

The chart showing, like film most of the audience like action related web series like and they are 23.4 percent. Then equal 20.3 percent audience like to watch romantic and historical series while 15.6 percent audience like science fiction. Again equal 6.3 percent people like comedy and thriller genre. 4.7 percent like family drama and 1.6 percent like war.

Most likeable film language:

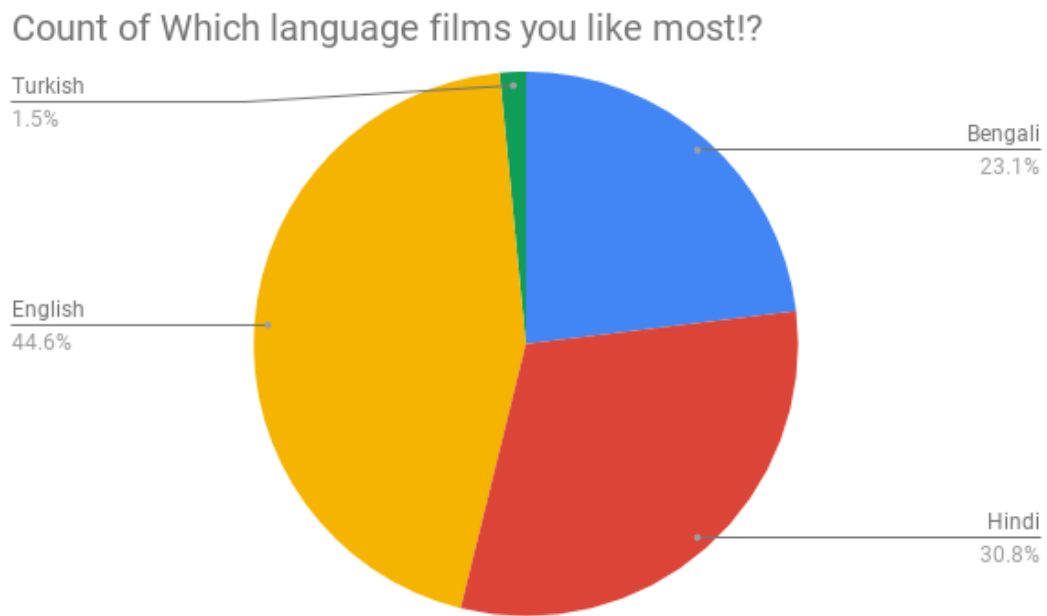


Chart 5: The percentage of likeable film language

The chart showing highest 44.6 percent people like English language film, than second is Hindi, 30.8 percent audience like to watch Hindi film. While 23.1 percent people like Bangla as their favorite and only 1.5 percent people like Turkish.

Most likeable web series language:

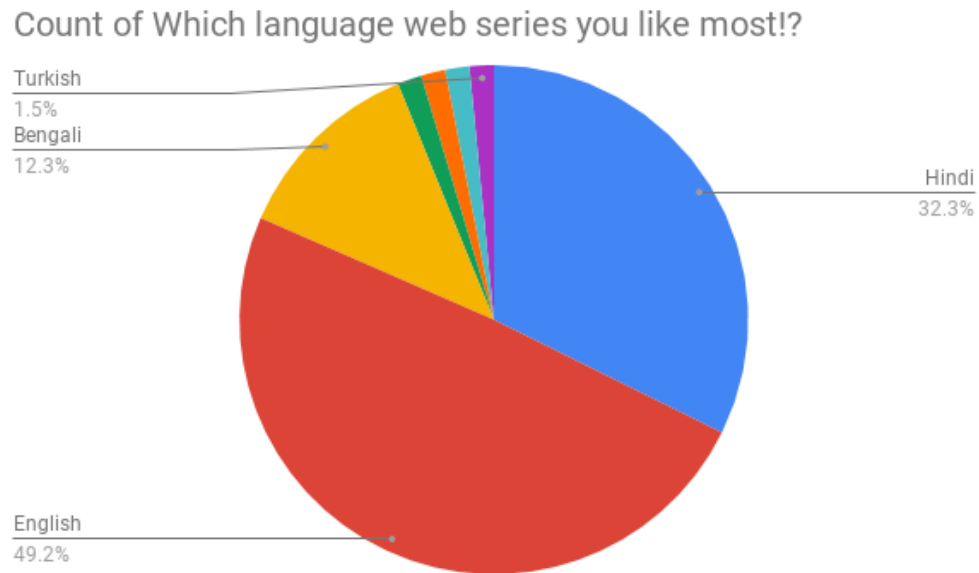


Chart 5: The percentage of likeable web series language

As like film this chart also showing highest number of people like English language and their percentage is 49.2 while 32.3 percent audience like Hindi language web series. 12 percent people like Bangla and only 1.5 percent like Turkish. Others like Korean and Indian local language.

Chapter V
Discussion and Conclusion

Now a days Video streaming service is most popular entertainment platform of the world including Bangladesh. People of all ages mostly young and all gender are shifting into this. It plays a huge effect on audience and influence them to change their test on choosing content to watch. In these platform audience mostly watch foreign content and after watching they realize these are far better than local content. For better storytelling, cinematography, video quality local audience prefer foreign content more than local. People prefer foreign content because local creators doesn't have proper environment, enough financial support for make global standard content (Baskar Abedin, BongoBD).

Keeping in mind the interest of audience, foreign platforms streaming dubbed version of foreign content. Such as K-drama, TV series, movies, and more. But Bangladeshi entrepreneurs and content creators cannot do this, because the limited resources available. Exactly this is why they catch up to the larger platforms.

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