

Impact Of TV Programs In The Society









Rajapaksha R. P. I. U. - 189342U Indatissa C. - 189323M

Introduction

- People like to watch teledramas, documentaries, reality shows, sports etc in the leisure time to get entertained or to be informed.
 - Television broadcasting stations in the country tend to try all kinds of methods to attract people more and more to their channels.
 - They need increase the profit margin to survive in the business and may not select programs that really could bring a value.
- It is the people's choice that decides TV channels to really invest on broadcasting meaningful programs to the society.

Experiment – A Survey

- Sample Size: 54
- A questionnaire to capture key information in interest of the viewers.
 - Age Range: 18-27, 28-37, 38-47, 48+
 - Duration per day: < 2 hrs, 2-4 hrs, > 4 hrs
 - Programs of interest:

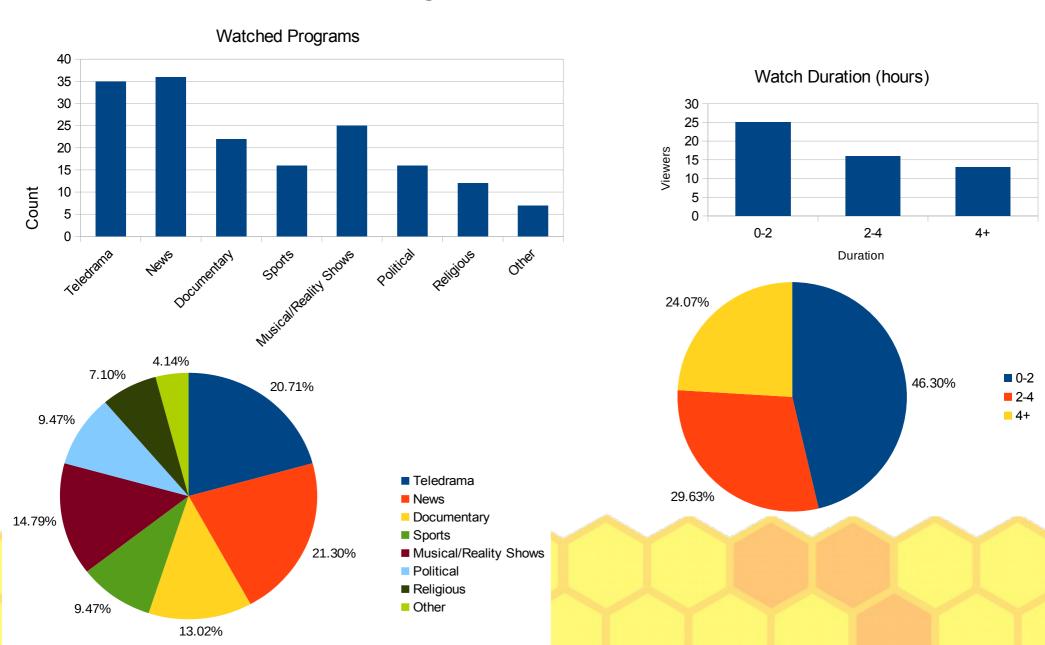
Teledrama News Sport Documentary Political Religious Music/Reality Show Other

The Results

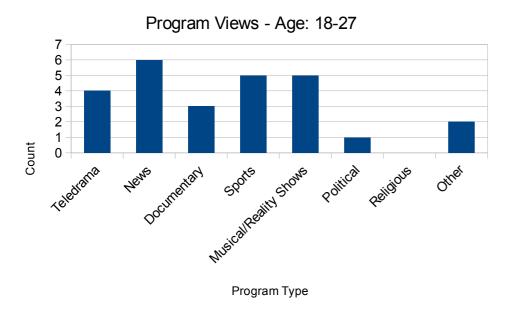
Hours per day			Age				Drogram Type	Program Type (Matrix)							
<2	2-4	4>	18-27	28-37	38-47	48+	8+ Program type 7	Teledrama	News	Documentary	Sports	Musical	Political	Religious	Other
Х				X			Teledrama, News, Documentary	1	1	1	0	0	0	0	0
	X			X			Teledrama, Musical/Reality, News	1	1	0	0	1	0	0	0
Х				X			News, Documentary	0	1	1	0	0	0	0	0
Х					Х		Teledrama, News	1	1	0	0	0	0	0	0
	X					X	Teledrama, News, Documentary, Musica	1	1	1	0	1	1	1	0
		Χ		X			Teledrama, Musical/Reality Shows	1	0	0	0	1	0	0	0
	X					X	Teledrama, News, Musical/Reality Shows	1	1	0	0	1	0	0	0
	X					X	Teledrama, News, Political, Sports	1	1	0	1	0	1	0	0
Х						Х	News, Documentary, Political	0	1	1	0	0	1	0	0
	Χ					X	Teledrama, Documentary, Musical/Realit	1	0	1	0	1	0	0	0
	x x x	x x x x x x x x x x x x x x x x x x x	x x x x x x x x x x x x x x x x x x x	2 2-4 4 > 18-27 x	2 2-4 4 > 18-27 28-37	2 2-4 4 > 18-27 28-37 38-47	2 2-4 4 > 18-27 28-37 38-47 48+	Teledrama, News, Documentary X X X Teledrama, News, Documentary X X X Teledrama, News X X X Teledrama, News X X X Teledrama, News, Documentary, Musical X X X Teledrama, News, Documentary, Musical X X X Teledrama, News, Musical/Reality Shows X X X Teledrama, News, Musical/Reality Shows X X X Teledrama, News, Political, Sports X X X News, Documentary, Political	Teledrama, News, Documentary X X X Teledrama, News, Documentary X X X Teledrama, News, Documentary X X Teledrama, News, Documentary X X Teledrama, News, Documentary, Musical X X X Teledrama, News, Documentary, Musical X X X Teledrama, News, Musical/Reality Shows X X Teledrama, News, Political, Sports X News, Documentary, Political X News, Documentary, Political	Teledrama News X	12 2-4 4 > 18-27 28-37 38-47 48+ Program Type Teledrama News Documentary X X X Teledrama, News, Documentary 1 1 1 0 X X News, Documentary 0 1 1 1 X X Teledrama, News 1 1 0 1 X X Teledrama, News, Documentary, Musical 1 1 1 1 X X X Teledrama, News, Documentary, Musical/Reality Shows 1 0 0 0 X X X Teledrama, News, Musical/Reality Shows 1 1 0 0 1 1 0 X X X Teledrama, News, Musical/Reality Shows 1 1 0 0 1 1 0 1 1 0 1 1 0 1 1 0 1 1 0 1 1 0 1 1 <td>X X X Teledrama, News, Documentary 1 1 1 0 X X X X News, Documentary 1 1 1 0 0 X X X News, Documentary 0 1 1 0 0 X X X Teledrama, News 1 1 0 0 X X X Teledrama, News, Documentary, Musical 1 1 1 0 X X X Teledrama, News, Documentary, Musical 1 1 1 0 X X X Teledrama, News, Musical/Reality Shows 1 0 0 0 X X X Teledrama, News, Musical/Reality Shows 1 1 0 0 X X X Teledrama, News, Political, Sports 1 1 0 1 X X News, Documentary, Political 0 1 1 0</td> <td>12 2-4 4 > 18-27 28-37 38-47 48+ Program type Teledrama News Documentary Sports Musical x x x x Teledrama, News, Documentary 1 1 1 0 0 x x x News, Documentary 0 1 1 0 0 x x x Teledrama, News 1 1 0 0 x x x x Teledrama, News, Documentary, Musical 1 1 1 0 1 x x x x x Teledrama, News, Documentary, Musical 1 1 1 0 0 1 x x x x x x Teledrama, News, Documentary, Musical/Reality Shows 1 1 0 0 1 x x x x x x x x x x x x x x</td> <td> Teledrama News Documentary Documentary Documentary Sports Musical Political </td> <td> Teledrama News Documentary Sports Musical Political Religious </td>	X X X Teledrama, News, Documentary 1 1 1 0 X X X X News, Documentary 1 1 1 0 0 X X X News, Documentary 0 1 1 0 0 X X X Teledrama, News 1 1 0 0 X X X Teledrama, News, Documentary, Musical 1 1 1 0 X X X Teledrama, News, Documentary, Musical 1 1 1 0 X X X Teledrama, News, Musical/Reality Shows 1 0 0 0 X X X Teledrama, News, Musical/Reality Shows 1 1 0 0 X X X Teledrama, News, Political, Sports 1 1 0 1 X X News, Documentary, Political 0 1 1 0	12 2-4 4 > 18-27 28-37 38-47 48+ Program type Teledrama News Documentary Sports Musical x x x x Teledrama, News, Documentary 1 1 1 0 0 x x x News, Documentary 0 1 1 0 0 x x x Teledrama, News 1 1 0 0 x x x x Teledrama, News, Documentary, Musical 1 1 1 0 1 x x x x x Teledrama, News, Documentary, Musical 1 1 1 0 0 1 x x x x x x Teledrama, News, Documentary, Musical/Reality Shows 1 1 0 0 1 x x x x x x x x x x x x x x	Teledrama News Documentary Documentary Documentary Sports Musical Political	Teledrama News Documentary Sports Musical Political Religious

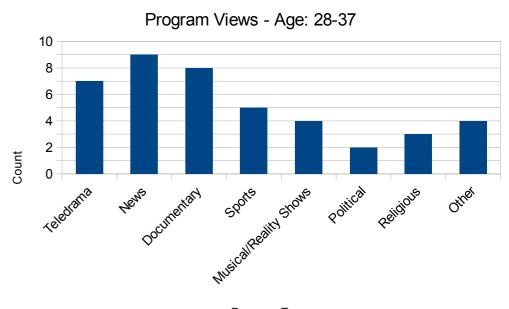


Analytic - Overall

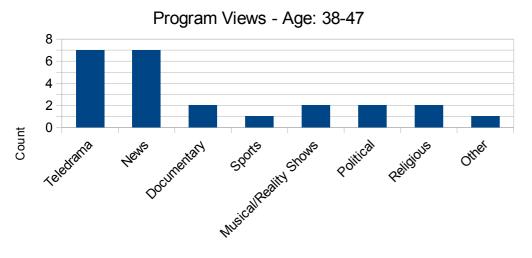


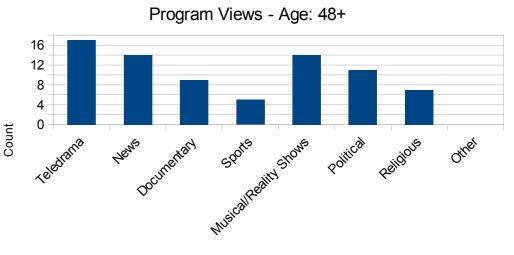
Analytic - By Age Range





Program Type

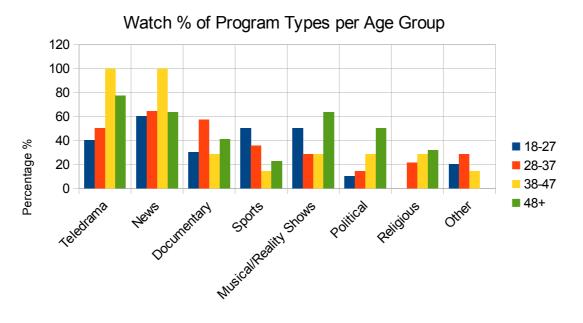




Program Type

Program Type

Analytic – Per Group Category



% of Watch Hours per Age Group

