



Impact Of TV Programs In The Society



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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.

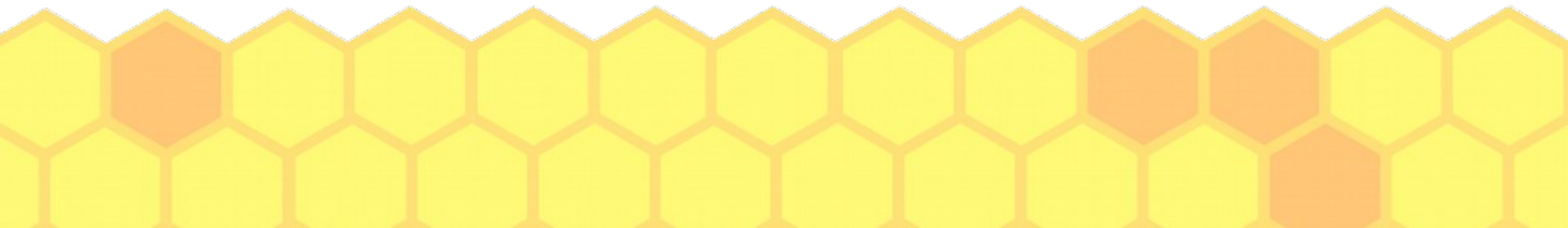


Experiment – A Survey

- 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:

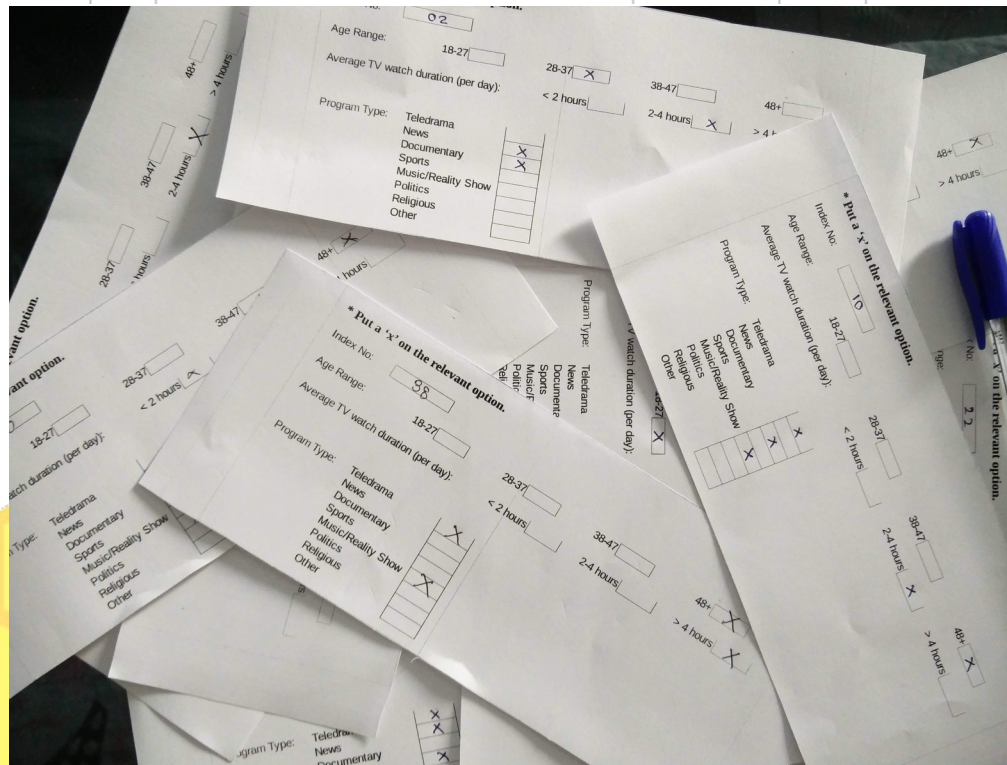
Teledrama News Sport Documentary Political

Religious Music/Reality Show Other



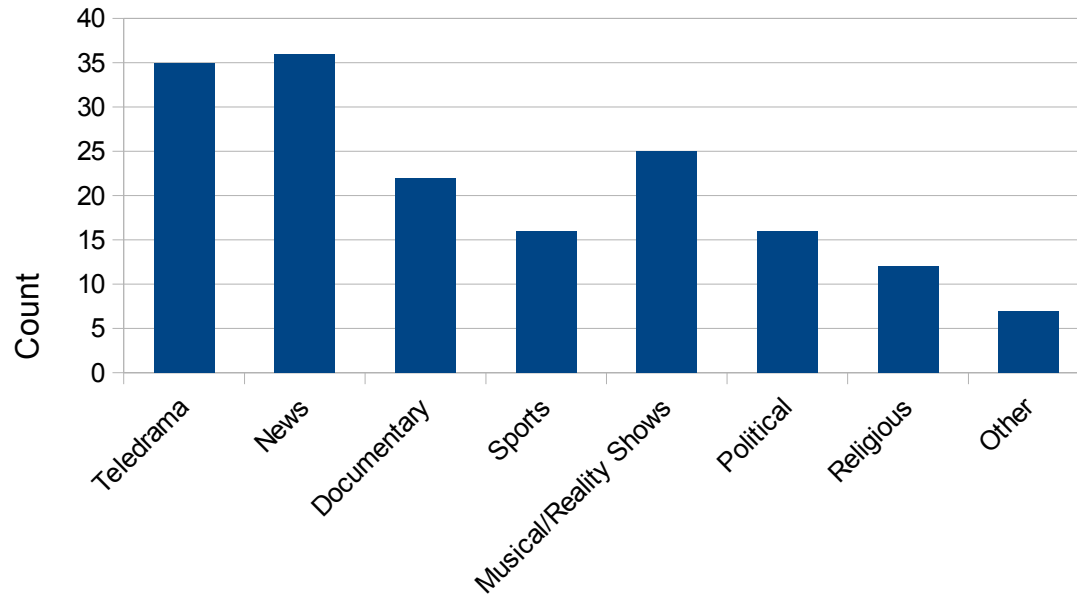
The Results

Index	Hours per day			Age				Program Type	Program Type (Matrix)							
	< 2	2-4	4 >	18-27	28-37	38-47	48+		Teledrama	News	Documentary	Sports	Musical	Political	Religious	Other
1	x				x			Teledrama, News, Documentary	1	1	1	0	0	0	0	0
2		x			x			Teledrama, Musical/Reality, News	1	1	0	0	1	0	0	0
3	x				x			News, Documentary	0	1	1	0	0	0	0	0
4	x					x		Teledrama, News	1	1	0	0	0	0	0	0
5		x					x	Teledrama, News, Documentary, Musical	1	1	1	0	1	1	1	0
6			x		x			Teledrama, Musical/Reality Shows	1	0	0	0	1	0	0	0
7		x					x	Teledrama, News, Musical/Reality Shows	1	1	0	0	1	0	0	0
8		x					x	Teledrama, News, Political, Sports	1	1	0	1	0	1	0	0
9	x						x	News, Documentary, Political	0	1	1	0	0	1	0	0
10		x					x	Teledrama, Documentary, Musical/Reality	1	0	1	0	1	0	0	0

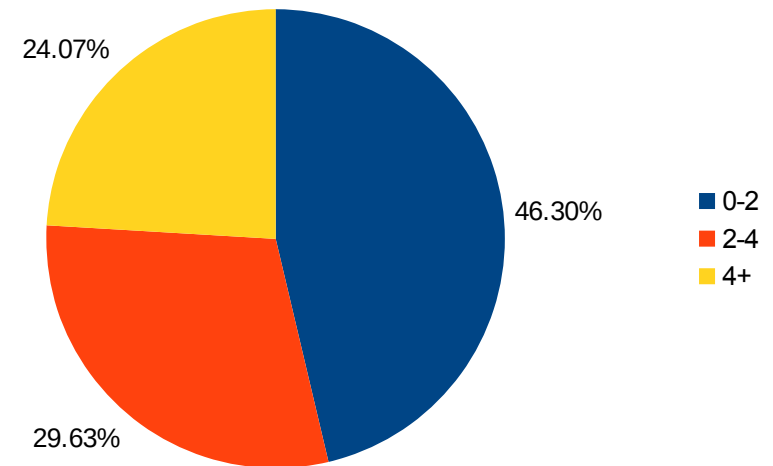
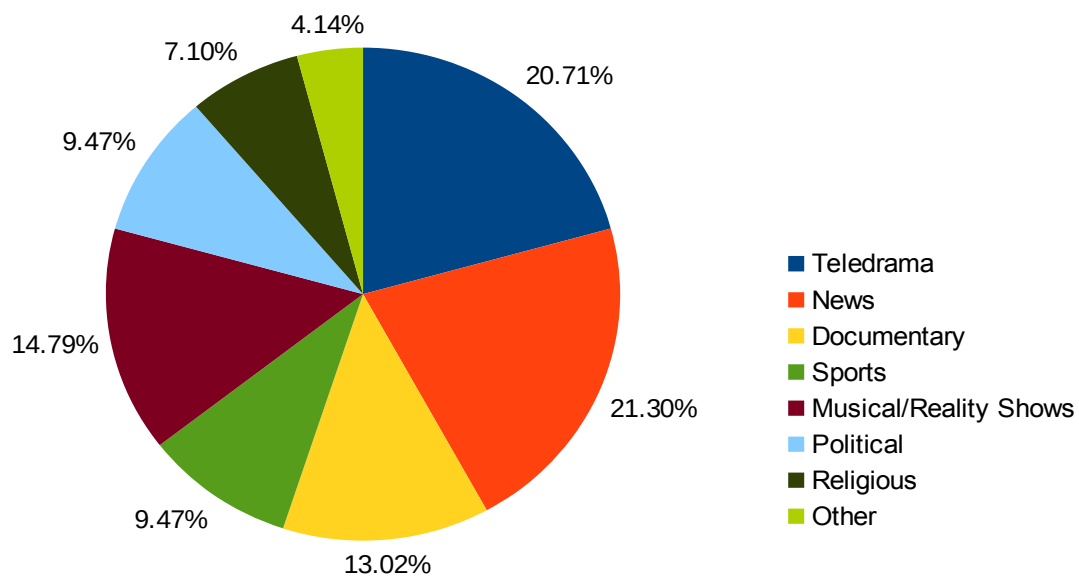
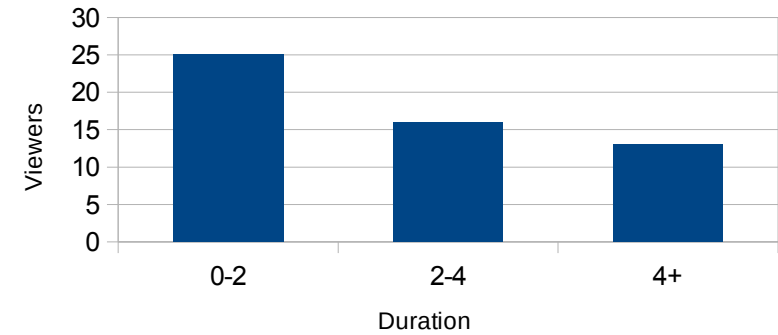


Analytic - Overall

Watched Programs

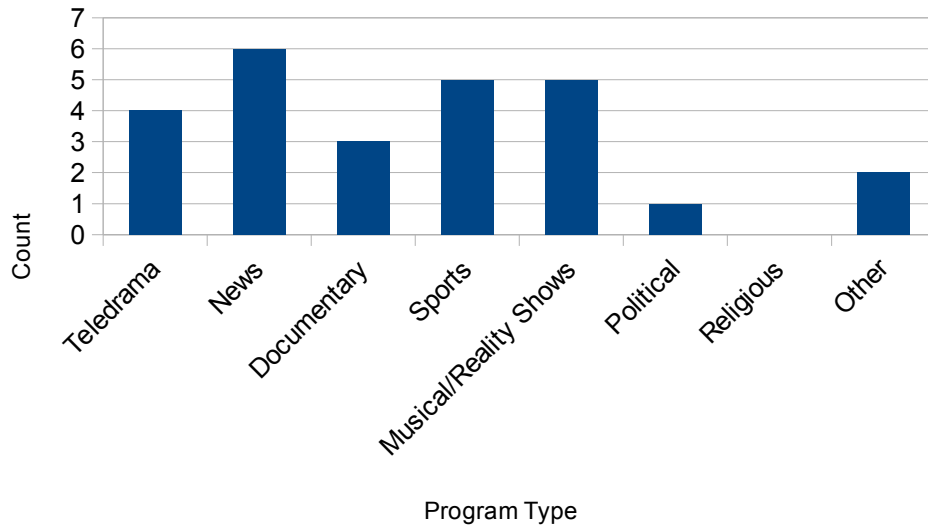


Watch Duration (hours)

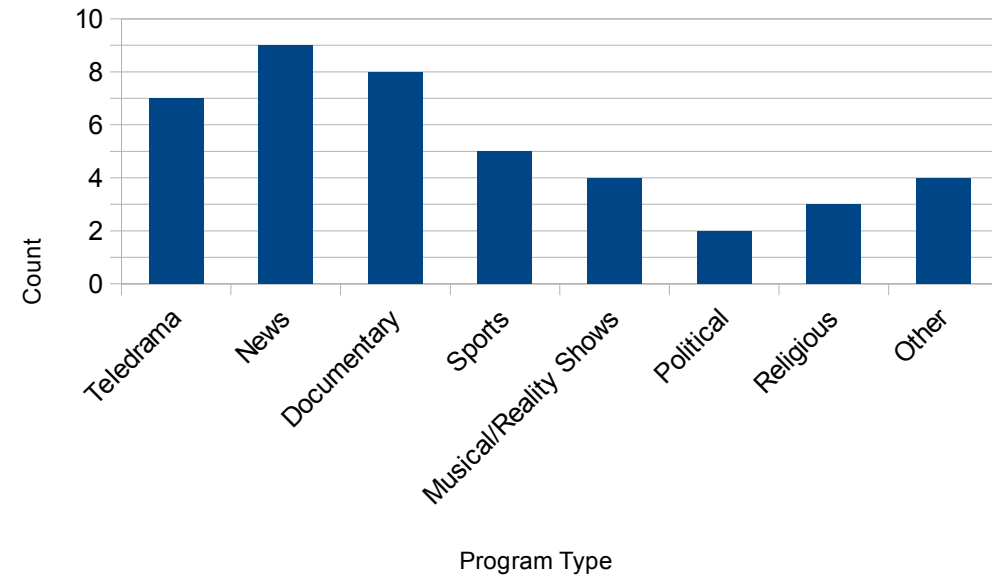


Analytic - By Age Range

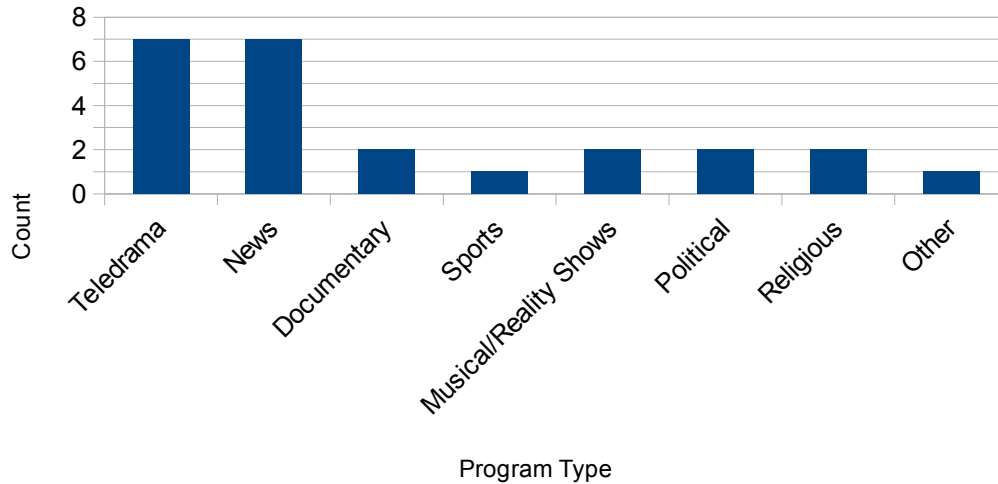
Program Views - Age: 18-27



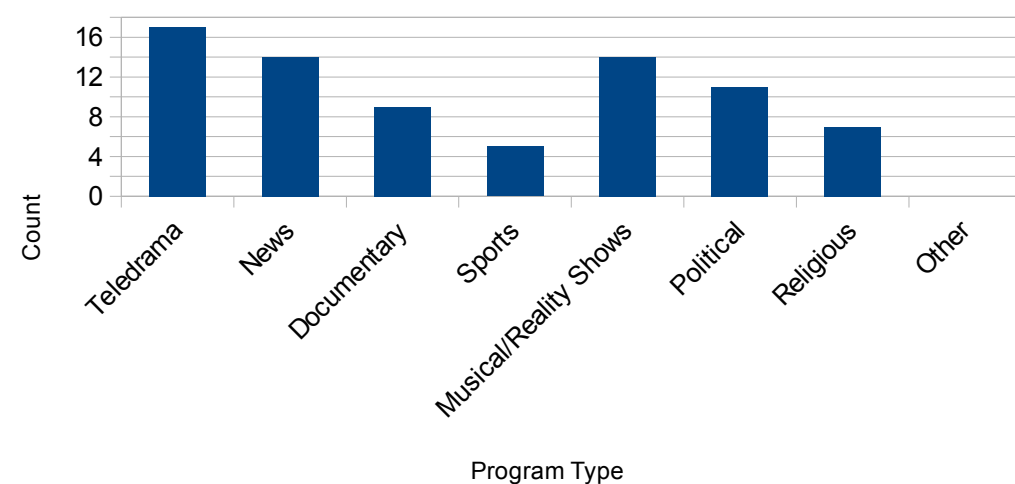
Program Views - Age: 28-37



Program Views - Age: 38-47



Program Views - Age: 48+



Analytic – Per Group Category

