

Internship Report

On

Viewers' Perception of Independent Television

Submitted to:

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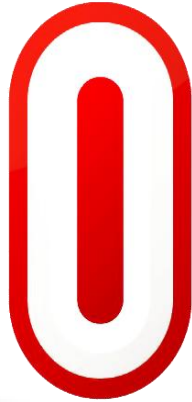
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School of Business and Economics
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Viewers' Perception of Independent Television



INDEPENDENT

Noyayead Islam Nahid

This report is submitted to the school of Business and Economics (SoBE), United International University (UIU) as a partial requirement for the degree fulfillment of Bachelor of Business Administration (BBA)

Letter of Transmittal

November 11, 2025

Dr. Md. Kaium Hossain

Associate Professor

School of Business and Economics

United International University

United City, Madani Avenue, Dhaka-1212

Subject: Submission of Internship Report.

Dear Sir,

With due respect, I would like to submit my internship report titled “Viewers’ Perception of Independent Television” in partial fulfillment of the requirements for the BBA program under your supervision.

I am grateful for your continuous guidance and supervision in completing my report. It was an excellent opportunity to gain practical knowledge and experience that I can apply to the skills I have learned throughout my last chapter of my journey to United International University. In this report, I have analyzed the viewers' perception of Independent Television, aligning with my department's focus on Independent Television. I extend my heartfelt thanks to you and to everyone who invested time and trust in me during this internship. This report also presents the work I completed, the experiences I gathered, and the skills I developed during the internship period at Independent Television. I give my best efforts to complete the report according to your instructions and guidelines.

I hope you find this report insightful. I would be pleased if you have any queries regarding my report, I am more than willing to discuss it at your convenience.

Sincerely,

Noyayead Islam Nahid

ID: 111201033

School of Business and Economics

United International University

Declaration of the Student

I do hereby declare that the internship report titled “Viewers’ Perception of Independent Television” has been prepared by me as a partial requirement for the completion of the Bachelor of Business Administration (BBA) degree at the School of Business and Economics (SoBE), United International University (UIU).

I also declare that this report has not been submitted for any other degree at UIU or at any other institution, either in part or in whole.

Noyayead Islam Nahid

ID 111201033

BBA Program

School of Business and Economics

United International University

Acknowledgement

First and foremost, I am grateful to the One and Only Almighty God for his enormous kindness. I couldn't complete the report without the strength and knowledge that Allah has granted me.

I would like to extend my sincere appreciation to my supervisor, Dr. Md. Kaium Hossain, Assistant Professor, United International University. His instructions and guidance throughout my internship period helped me to complete the entire process successfully. His mentorship was essential in shaping the report.

I am also thankful to the entire team at Independent Television Ltd., whose cooperation and kindness made my internship a meaningful learning experience. In particular, I express my heartfelt thanks to Mr. Emran-UI Anwar, Department Manager of Independent Television (ITV), for his encouragement, mentorship, and for allowing me access to valuable departmental insights.

I am also grateful to my family, friends, and all the well-wishers for their unconditional support and motivation during this journey. This report is a reflection not just of my work, but of the people whose presence, support, and wisdom carried it forward.

Executive Summery

The television industry is one of the most influential forms of mass communication worldwide. In Bangladesh, competition among private satellite channels is very high. For the channel's long-term growth and sustainability, understanding and addressing viewer perceptions is crucial. The primary objective of the study is to understand viewers' perceptions of Independent Television. This study examines how Independent Television is perceived by the general public and their level of satisfaction with its service. The study is descriptive in nature and follows a quantitative research approach. The SERVQUAL model is employed through a structured questionnaire that assesses five dimensions of service quality to conduct the survey. This report consists of six chapters: Introduction, Company and Industry Profile, Methodology, Analysis and Findings, Internship Experience, and Conclusion and Key Facts. The study shows that Independent Television is appreciated for professional appearance, breakless news, and up-to-date coverage. In contrast, the study reveals that viewers feel less emotionally connected when political neutrality and trust remain an issue. Independent Television should improve the relevance of its content, reduce the frequency of advertisements, and promote transparency in its reporting. In the competitive media environment, maintaining news reliability and accuracy is essential for Independent Television to build credibility.

Keywords: Perception; SERVQUAL Model; Independent Television; Bangladesh.

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List of Acronyms & Abbreviations

SL	Abbreviation	Full Form
1	ITV	Independent Television
2	TRP	Television Rating Point
3	CTC	Commercial Time Consumption
4	PTC	Promo Time Consumption
5	FPC	Fixed Program Time
6	TVC	Television Commercial
7	MCR	Master Control Room
8	PCR	Program Control Room
9	Panel	A group of experts or commentators in a TV discussion
10	Newsroom	Central place for news planning and production
11	DOG	Digital On-screen Graphic
12	TBP	Traffic Broadcast Presentation
13	BMS	Broadcast Management System
14	OTT	Over-The-Top (Streaming Platforms)
15	DTH	Direct-To-Home (Satellite TV Service)
16	BTRC	Bangladesh Telecommunication Regulatory Commission
17	SERVQUAL	Service Quality (Model by Parasuraman et al.)
18	CAGR	Compound Annual Growth Rate

Chapter 1

Introduction

1.1. Background of the Study

The Television industry is one of the most influential medium of mass communication worldwide. In Bangladesh, competition among private satellite channels is very high. In today's fast-pace of changing industry dynamics people's interest is changing fast. Peoples habit of watching various content is now changing. People are now moving to streaming sites where people choose what we want to watch. Retaining the television viewers are now more difficult when they have many choices. With this intense competition of television channels, it is important to know the Viewers' perspective and satisfaction of content and quality of the channels. Audience perspective is also influencing the effectiveness of the company's advertisement on this channel. Although companies place advertisement based on the Television Rating Point (TRP) reports. TRP doesn't consider the audience perspective which is also a factor that will influence the effectiveness of the commercial. The viewership size of each television depends on the Viewers' perspective that shape the overall experience.

Independent Television is a private satellite news channel in Bangladesh that provide 24/7 news to the audience. The channel starts its operation in 2010, after that the channel gaining very fast popularity because of its in-depth reporting, trusted source of news and impartial journalism.

This study is undertaken to evaluate and understand the audience perceive Independent Television content quality, credibility and overall satisfaction. So that it can adapt to the changing needs and expectations of the audience. Although Independent television is a prominent news channel in Bangladesh, but there is limited data on to measure or understand audience perception and expectation that shape the overall satisfaction. Understanding the evolving expectations of the audience is not only relevant for the content development but also for strategic decision making and sustainability. This study intends to give relevant insights about the factors by focusing Independent Television as a case.

I worked in the Traffic Broadcast Presentation department at Independent Television where my internship experience enriched the study. The practical experience enhanced my understanding of the channel internal operations and provides valuable context for evaluating viewers' perception.

1.2. Objectives of the Study

There are two types of objectives: General objective and Specific objective.

General Objective: To understand the Viewers' perception of Independent Television.

Specific Objectives:

1. To know the perception of the viewers about Independent Television.
2. To know the departmental activities of Independent Television.
3. To access the SWOT analysis of Independent Television.
4. To make some recommendations on Independent Television.

1.3. Rationale of the Study

The Television industry in Bangladesh is facing significant challenges such as high competition, changing consumer's preferences and the rapid rise of digital platforms. Marketers are now moving toward digital media for its more specific targeting and real time tracking of consumer behavior. In Bangladesh, only a few major brands are continuing to invest in traditional broadcast media for marketing activities.

Companies making their marketing decision on broadcast media based on solely on Television Rating Point (TRP) reports. The TRP report typically focus on quantitative metrics like total monthly viewers and average viewing time of a channel. But TRP data doesn't consider the Viewers' perception of a channel. As audience perception significantly effects the credibility of the advertisement message.

For the Television channels understanding and maintain a positive viewer perception is very crucial for sustainability and long-term objectives. A positive perception helps channel retain its viewership and enhance the credibility. Channel must consider the viewers interest when developing the contents. Somewhere, it will also affect the credibility and trustworthiness of the advertisement message.

This study is undertaken to explore these issues by examining how viewers perceive Independent Television and how that perception affects both viewer loyalty and the channel's appeal to advertisers.

1.4. Scope and Limitations of the Study

Scope: The study is mainly focused on the Viewers' perception and satisfaction level of Independent Television. The scope of evaluating the audience perception is basis of some key factors such as news content, service/broadcast quality, presentation and credibility of Independent Television. With these factors, how consumer perceive the channel and shape the viewing satisfaction.

The study is solely on Independent Television channel and it doesn't include any other comparative analysis with any other television channel. The insights gained will be used to drive content development, audience engagement, and strategic decision-making within the organization.

Limitation: The Study has few limitations that are mentioned below:

1. The Study is conducted in a limited time constraint. Limitation of time restricts the depth and breadth of the data collection and it also limiting the small size to a relatively small number of respondents.
2. Because of the limited resource, the data was collected based on survey and observation.
3. The respondents are mainly from on urban areas, which may not reflect the perspective of the rural consumers.

Despite of all the constraints, the study provides a useful insight into how audience engage with Independent Television and which factors should develop to maintain viewer loyalty in a competitive media landscape.

1.5 Definition of Key Terms

Perception: In marketing, perception is the process through which consumers select, organize, and interpret sensory information to form a meaningful picture of a brand, product, or service, influencing their awareness, opinions, feelings, and ultimate decisions and actions.

Television Rating Point (TRP): Television Rating Point is a metric that is used to measure the popularity of a television channel. It measures the audience size, monthly viewers and average viewing time of a channel. Advertisers use this TRP data for their campaign to target most receptive audience.

SERVQUAL Model: SERVQUAL model is a framework to measure the perception of the service quality. In 1985, the SERVQUAL questionnaire was first introduced by A. Parasuraman, Valarie Zeithaml, and Leonard L. Berry, to provide a systematic method to assess service quality experience in the service sector. It has five core factors: Tangibles, Reliability, Responsiveness, Assurance, Empathy.

Tangibles: Tangibles dimension of the SERVQUAL model refers to the physical appearance of the service environment that includes facilities, equipment, studio and staff appearances. As Independent Television is a news channel so the tangibles will be the studio design, presenter appearances, video and audio quality, and other visuals.

Reliability: Reliability dimension refers to the ability of the service firm to perform their operation effectively and accurately. In simple words, it reflects ability to provide the services as promised. Independent Television reliability dimension focused on the accuracy, consistency, and truthfulness of news reporting.

Responsiveness: Responsiveness dimension refers to the ability and willingness to respond to the audience and provide prompt service as promised. For Independent Television the dimension focuses on how quickly the channel delivers breaking news and responds to social concern.

Assurance: Assurance dimension refers to the employee's skills to produce trust and credibility among the customer that require proper knowledge, courtesy and professionalism. This dimension will assess the trustworthiness, neutrality, and professionalism of journalists and presenters of Independent Television.

Empathy: Empathy dimension refers to the priority an organization gives to the customers' needs and how well they understand their needs. For Independent Television the dimension measured how well the channel understands and reflects the needs and relevance of viewers.

Chapter 2

Company and Industry Profile

2.1. Company Analysis

2.1.1. Overview of Independent Television

Independent Television is one of the most prominent satellite channel in Bangladesh. It is a private news channel in Bangladesh. The news channel started its journey back on October 20, 2010. After that it became one of the leading television channel for its reliable and credible news coverage. Independent television is a sister concern of Beximco Group. Independent Television is a part of Beximco Media Complex, which is a subsidiary of Beximco Group.

Independent Television is a news channel that broadcasts 24/7 news coverage including national, international, political, economic updates. It has built a strong reputation for its reliable and credible news reports with breaking news updates, live news. Independent Television is located at Beximco Media Complex, Tejagaon, Dhaka. Independent Television has earned the trust of a large number of audiences for its unbiased, diverse, reliable news. The channel was the first in Bangladesh to start its operation with MPEG-4 technology in Bangladesh. The Editor-in-Chief of Independent Television is Shamsur Rahman who is a reputed journalist in Bangladesh. He has rich experience working in various leading media organizations in the country. Its emphasis on objectivity, responsiveness, and accuracy makes it an essential player in influencing public opinion and informing its audience.

2.1.2. Brief History of Independent Television

Beximco Group is one of the largest conglomerates in Bangladesh. In October 2009, Bangladesh Telecommunication Regulatory Commission (BTRC) granted the channel to operate with a broadcasting license. Independent Television began its trial broadcast on 20 October 2010 and officially began broadcasting on 28 July 2011.

At first Toufique Imroz Khalidi was appointed as the Editor-in-Chief. He is the prominent journalist of the country. However, prior to the company's commercial debut, M Shamsur Rahman, the current CEO and editor-in-chief took his post.

It was the first television channel in Bangladesh to start broadcasting using MPEG-4 technology. Under the direction of Chief Technology Officer Anowarul Azim, the technology team developed a workflow utilizing Media Asset Management (MAM) to facilitate the sharing of information

across many platforms and formats. In December 2018, Independent TV started airing through the Bangabandhu-1 satellite, Bangladesh's first communication satellite. This change was a significant technological breakthrough, increasing coverage and enhancing signal quality.

2.1.3. Mission, Vision & Goal of Independent Television

Mission: Achieve world class standards in the country's broadcast industry, putting people high on the agenda.

The mission of Independent Television Limited is to maintain very high-quality standards in the broadcasting industry of Bangladesh. The channel is committed to accurate, ethical and people centered journalism with the people at the core of its value. The mission is very strong for both the journalistic integrity and public service.

Vision: To be the number one 24-hour news channel in Bangladesh, where viewers will find a full spectrum of news and analysis.

Independent television vision is to be the number one 24-hour news channel in Bangladesh. The channel wants to be the most trusted source of news contents by providing the in-depth analysis to support informed decision making by the public. In the country's media landscape, the channel seeks to set a benchmark for news transparency, timeliness and innovation.

Goal: Independent Television Ltd will carry news, break news, unearth news through investigative reporting in innovative ways.

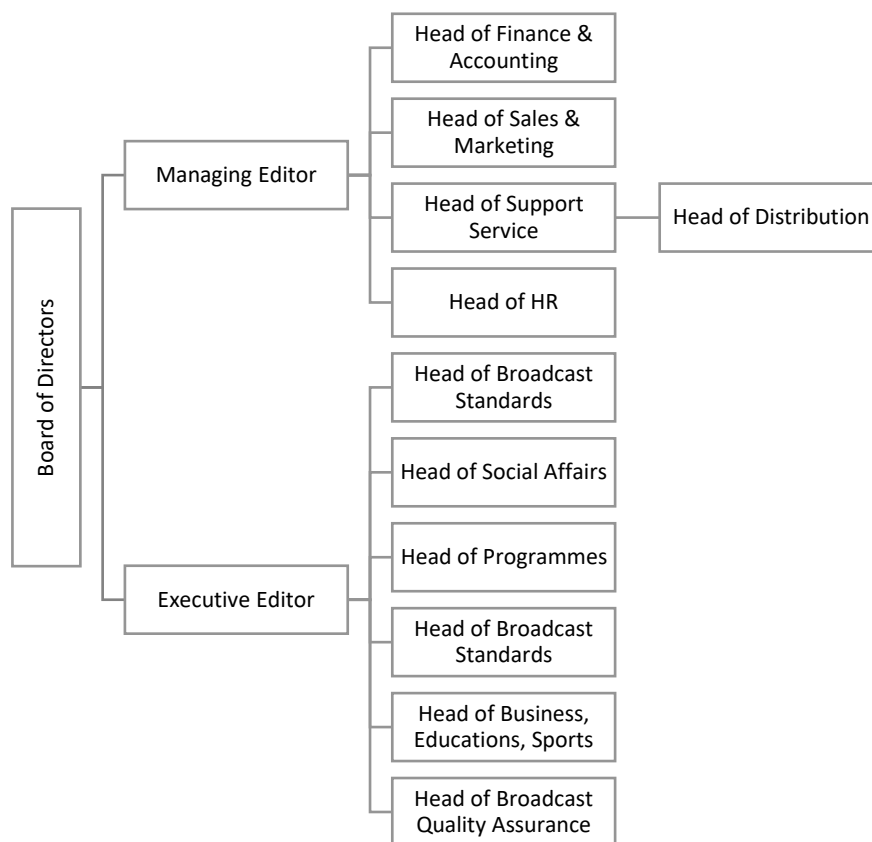
Being a leader in breaking news, investigative reporting, and responsible journalism is the goal of Independent Television Limited. The channel uses creative storytelling approaches and thorough investigation to find significant tales. In doing so, it supports social justice and democratic principles in Bangladesh.

2.1.4. Departments of Independent Television

Independent Television is structured into eight departments:

1. News
2. Digital Media
3. Broadcast Operations
4. Broadcast Technology
5. Finance & Accounting
6. Human Resources
7. Sales & Marketing
8. Support Service

2.1.5. Organizational Hierarchy of Independent Television Ltd



2.1.6 SWOT Analysis of Independent Television

Strengths

1. Strong brand identity: Independent Television is known as one of the most popular and trusted news channels in Bangladesh.
2. First MPEG-4 broadcaster: It established as an innovative channel due to its technological advancement.
3. Extensive news network: It has a strong news coverage system in every region of the country.
4. Variety of programs: Independent Television broadcasts a variety of programs including news, talk shows, current affairs.
5. Relatively independent news: It has created a loyal audience by broadcasting relatively independent and critical reporting.
6. Qualified journalists and presenters: Independent Television has renowned journalists, news presenters and producers working, which increases the channel's acceptance.
7. Active digital presence: It is active on various digital platforms including YouTube, Facebook, which attracts young and expatriate viewers.

Weaknesses

1. Not HD Broadcast: Not yet broadcasting in high definition (HD), so it lags behind in terms of visual quality.
2. Talent Retention Issues: It face challenges in retaining top journalists and producers amid strong market competition.
3. Accusations of political bias: Sometimes it faces criticism of political bias, which can reduce credibility.
4. Lack of entertainment content: Lacks programming diversity compared to mixed-content or entertainment-based channels.
5. Extreme competition: There is intense competition with Channel 24, Somoy TV, Ekattor TV, ATN News, etc.

Opportunities

1. Expansion on digital platforms: It is possible to increase the digital audience through YouTube, OTT, mobile apps.
2. Content diversity: It is possible to attract new audiences by launching documentaries, explainer videos or citizen journalism programs.
3. English news broadcasting: Launching English news bulletins will make it easier to reach international audiences and expatriate Bangladeshis.
4. Partnership with international organizations: Working with international news agencies can further increase quality and credibility.
5. Increase regional coverage: Increasing the amount of news from districts and rural areas will help to reach a larger audience.

Threats

1. Political and regulatory pressure: The channel may face censorship, fines, or closure due to politically sensitive time periods or opinions.
2. Economic uncertainty: As it relies on advertising revenue, revenue may decline in recessions or inflation.
3. Digital disruption: The younger generation is watching news on mobile and on-demand, which is leading to a decline in TV viewership.
4. Audience fragmentation: With the proliferation of social media, YouTube channels, and online news outlets, it is becoming increasingly difficult to retain a single audience.
5. Increased competition in the market: With so many channels offering similar content, it is becoming increasingly difficult to gain new viewers and ad revenue.

2.2. Industry Analysis

2.2.1. Bangladesh Television Industry

The television broadcasting industry in Bangladesh is an important part of the country's mass communication system. It serves as an effective medium for reaching a huge number of people with various forms of content and information. The television industry is crucial for shaping the culture, opinion and public awareness. In Bangladesh, the television started with the Bangladesh Television (BTV) channel in 1964 and renamed after the Liberation war. The state-owned channel BTV, by 2003 the only terrestrial broadcasting channel covering more than 90% of the territory through 14 relay stations and it was the first channel in South Asia to provide full-time color broadcasting in 1980. BTV enjoyed the monopoly until 1997, when ATN Bangla started its journey as the first private satellite channel in Bangladesh. After that the number of television channels in Bangladesh has increased to 40, creating a free, competitive, and diverse broadcasting environment. From 40 channels there are 36 channels that are privately owned and 4 are state-owned. These channels broadcast a variety of programs, including news, entertainment, drama, religious programs, educational and cultural programs. The industry is important economically, as it is a major source of advertising revenue and provides employment to a large number of people. Moreover, the rapid advancement of digital streaming platforms, OTT services, and DTH technology has brought about changes in viewer behavior.

2.2.2. Size, Trend, and Maturity of Television Industry in Bangladesh

Size: In Bangladesh, government has approved licenses of a total 46 private channels. Among them 40 active channels are operating in Bangladesh, comprising 36 privately owned channels and 4 state-owned channels. According to the Statista Market Forecast, the industry's total market value is projected to reach approximately US\$446.83 million in 2025. The advertisement market of the industry is estimated around 1200 to 1500 crore.

Trends & Maturity: Almost 64% of the households have access to television in Bangladesh. However, the growth of OTT platforms and digital streaming services has had a considerable influence on audience behavior. Viewers, particularly among the younger demographic, are

increasingly turning to on-demand and online content, posing a growing challenge to traditional broadcast television. This trend is indicative of market saturation and intensifying competition to traditional broadcasting.

The television industry has reached a mature stage. The projected annual growth rate (CAGR) of 2025 to 2030 are at -0.87%, suggesting a slight but steady decline in overall revenue.

2.2.3. SWOT Analysis of the Bangladesh Television Industry

Strengths

1. Television has a wide audience and reach.
2. Television channels offer diverse programming to its viewers like news, entertainment, religious, educational, and cultural content.
3. The industry contributes significantly to the country's economy and employment sector.

Weaknesses

1. Most channels rely solely on advertising revenue, making them financially vulnerable.
2. Similar programming contents and lack of innovation reduce audience interest.
3. It struggles to maintain high operating costs.
4. The digital presence of most TV channels remains limited and underdeveloped.

Opportunities

1. Expansion into digital platforms like websites, mobile apps, and social media can attract audiences.
2. Tailor programs and content for regional and specific audiences can help increase viewer engagement.
3. Technological advancements like HD broadcasting, digitization, and interactive TV can enhance the viewing experience.
4. Bangladeshi shows and documentaries have potential for international distribution and cultural export.

Threats

1. Online services are drawing viewers away from traditional television.
2. The industry is experiencing limited growth and signs of market stagnation.
3. Government control, censorship and licensing complications often hinder operations of channels.
4. Rapidly changing viewer behavior poses a continuous challenge for traditional broadcasters.

Chapter 3

Methodology

3.1. Introduction

Methodology is a systematic approach to conduct a research study. It is an outline of step-by-step process to collect the data and analyze the information. It also allows others to evaluate the study's validity and reliability. It ensures the study is systematic, rigorous and gives reliable results. Thus, readers can assess the quality and potential impact.

The methodology outlines research design, Sampling plan, data collection and analysis techniques for understanding viewers' perception of Independent Television. To ensure the study objectives are met and findings are reliable, the methodology provides a structured approach.

3.2. Research Design

The objective of the study is to find out the viewers perceive value of Independent Television Bangladesh. As it tries to the viewers describe the perceive value of the news content, the research design is based on **Descriptive Research design**. The study follows a **Quantitative research approach** by collecting numeric data to analyze and understand the perception and satisfaction of viewers toward Independent Television based on specific service quality dimensions. The research is based on **SERVQUAL model** which evaluated the viewer perception throw a structured questionnaire across five service quality dimensions. Those five dimension are Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

3.3. Sampling Plan

A sampling plan is an outline to select a subset of individual that representative sample from a large population to conduct the study. A sampling plan is required to ensure that a representative group of the population is chosen for the study, and the result is reliable and relevant.

Sampling Unit: For this study, general television viewers who are familiar with Independent Television are considered. Among them Male and female viewers of all ages, professions and educational backgrounds that primarily residing in Dhaka city.

Sample Size: A survey is conducted with the participation of total N=51 respondents.

Sampling Procedure: A sampling procedure is a method that is used to select a subset from a large group of population to collect data and draw conclusion about the entire population. The data was collected by **Non-probability** technique. Under non-probability technique **Convenience Sampling** method is used.

3.4. Questionnaire Development

For this study a structured questionnaire is developed based on SERVQUAL model. The questionnaire is developed in three sections:

1. Demographic Information: This section collected basic data such as gender, age, occupation, and viewing frequency.
2. SERVQUAL Dimensions: the main objective of measuring viewers' perception of Independent Television's service quality. These five dimensions are directly linked with the elements of television broadcasting.
 - Tangibles: Measured visual quality, graphics, presenter appearance, and overall studio presentation.
 - Reliability: Focused on the accuracy, consistency, and truthfulness of news reporting.
 - Responsiveness: Evaluated how quickly the channel delivers breaking news and responds to social concerns.
 - Assurance: Assessed the trustworthiness, neutrality, and professionalism of journalists and presenters.
 - Empathy: Measured how well the channel understands and reflects the needs and relevance of viewers.

3.5. Data Collection

The study is conducted through only using **primary data**. This primary data is collected directly through respondents with a structured questionnaire. No secondary data is used for this study.

3.6. Measurement

To measure the dimension effectively, a structured questionnaire is developed. These variables were measured using nominal and ordinal scales. 5-point Likert scale is developed to assess the Viewers' perception. The Likert scale used in this study is as follows:

1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly Agree
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Chapter 4

Analysis and Findings

4.1. Service Mix of Independent Television

Product: Independent television offers 24/7 news to its viewers. The news content is its core product. They broadcast live news and updates on national and international events. Independent Television also shows breakless news that has no advertisement breaks. Also they have breaking news scrollbar and breaking news updates for its audience. They also offer specialized programs:

- Talash a crime base investigation program
- Joto Khela a sports news program
- Purbo Poschim is an international news

Price: As Independent Television is a news channel in Bangladesh that broadcasts news, the viewers can watch their news for free of cost. That means the viewers don't pay directly to watch the channel. Instead, the channel generates revenue from advertising slots by selling time to many companies to show their product/service to its viewers. They generated revenue from TVC's, DOG, Branding, Program Branding etc.

Place: Independent Television serves its news mainly via satellite and major cable networks. They broadcast nationwide news by Bangabandhu-1 Satellite. Also they are available in DTH service. They also live stream online from their own website and mobile apps. Digitally They present their news from Facebook, YouTube and other social media platforms.

Promotion: Independent Television channels promote their different programs that offer to the audience by promo during the advertisement breaks. To build viewership they actively promote its services by their key promotional methods like Program Teasers and trailers on TV and online, Social media campaign to drive traffic, Special reports and event coverage to draw public attention.

People: A skilled and professional team works to manage the activities of Independent Television. This team includes reporters, news presenters, news editors, producers, cameramen and technical staff. Reporters are stationed in different parts of the country and quickly collect news of any incident. The presenters and editors in the newsroom present the

news in a professional manner. The production and technical team ensure that everything is broadcast uninterruptedly. With the combined efforts of all these people, the channel has been providing credible and quality news.

Process: Independent Television collects, prepares and broadcasts their news through a specific and organized process. Field reporters first collect the news and it is verified and sent to the newsroom. Then the newsroom finalizes the package with editing, voiceover, graphics and video footage. Each program and news bulletin are broadcast according to a predetermined schedule. Through this process, they deliver accurate, fast and professional quality news.

Physical Evidence: Although Independent Television provides news service, they express the quality and professionalism of their service through some visible elements. Independent Television creates the impression of a credible and quality channel to the audience through their modern news studio, advanced lighting and camera management, attractive graphics and professional set design. In addition, their official website, mobile app and social media pages such as YouTube and Facebook use a unified design, logo and color theme — which further strengthens their brand image. All these visible elements create an atmosphere of professionalism and trust in the minds of the audience.

4.2. Operations, Products or Services of Independent Television

Independent Television is a news channel of Bangladesh. Independent Television provide 24/7 news contents to its audience. It is one of the most popular news channel in Bangladesh. The channel prides itself on high technical standards – it was the first TV station in Bangladesh to use MPEG-4 compression and a modern Media Asset Management workflow. Today it transmits nationally via the Bangabandhu-1 communications satellite (since 2018) as well as through cable and BEXIMCO's Akash DTH service.

Operations of Independent Television:

- Broadcasting Infrastructure:** The Head Office of Independent Television located at Tejgaon Industrial Area, Dhaka. From the Head Office the channel has operate and broadcasts all over the country through Bangabandhu-1 satellite, Akash DTH and cables.
- News:** The channel has a network of journalists, reporters and stationed in every division and district for news gathering and field reporting.
- Platforms:** The channel provide news updates to digital and multiple platforms like Facebook, Instagram, X (Twitter), YouTube etc. It also has its own online news portals www.itvbd.com where people gets updates news continuously.

Services of Independent Television: Independent Television is a service-based media organization.

- News Bulleting:** The channel offer news Bulletins scroll for updated breaking news of National & International politics, Economics & Business, Crime, Sports, Weather etc. to its audience. It has double scroll bar which one is for English language bulletins and one is for Bangla bulletins.
- News Programs:** The channel provides 24/7 up to dated live news through satellite, cable and DTH. The channel offers various news program to its audience. The FPS (Fixed Program Chart) is given below.

FPC of Independent Television:

Time	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
6.00	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad
6.30	Shantir bani	Shantir bani	Shantir bani	Shantir bani	Shantir bani	Shantir bani	Shantir bani
7.00	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad
8.00	Shangbad	Shangbad	Shangbad	Shangbad	Shangbad	Shangbad	Shangbad
8.30	Shokal	Shokal	Shokal	Shokal	Shokal	Shokal	Shokal
9.00							

9.30	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad
10.00	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad
10.30		Taalash ®					
11.00	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad
12.00	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad
13.00	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad
13.30	Taalash ®						
14.00	Shangbad	Shangbad	Shangbad	Shangbad	Shangbad	Shangbad	Shangbad
14.30	Dupur	Dupur	Dupur	Dupur	Dupur	Dupur	Dupur
15.00	Purbo Pashchim	Purbo Pashchim	Purbo Pashchim	Purbo Pashchim	Purbo Pashchim	Purbo Pashchim	Purbo Pashchim
16.00	Samagra Bangladesh	Samagra Bangladesh	Samagra Bangladesh	Samagra Bangladesh	Samagra Bangladesh	Samagra Bangladesh	Samagra Bangladesh
17.00	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad
17.30	Arthoniti Sharadin	Arthoniti Sharadin	Arthoniti Sharadin	Arthoniti Sharadin	Arthoniti Sharadin	Arthoniti Sharadin	Arthoniti Sharadin
18.00	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad
19.00	Shangbad	Shangbad	Shangbad	Shangbad	Shangbad	Shangbad	Shangbad
	Shandhya	Shandhya	Shandhya	Shandhya	Shandhya	Shandhya	Shandhya
20.00	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad
21.00	Rat Noytar Bangladesh	Rat Noytar Bangladesh	Rat Noytar Bangladesh	Rat Noytar Bangladesh	Rat Noytar Bangladesh	Rat Noytar Bangladesh	Rat Noytar Bangladesh
21.30	Taalash						
22.00	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad
22.30							
23.00	Shangbad Raat	Shangbad Raat	Shangbad Raat	Shangbad Raat	Shangbad Raat	Shangbad Raat	Shangbad Raat
23.30	Joto khela	Joto khela	Joto khela	Joto khela	Joto khela	Joto khela	Joto khela
0.00	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad
1.00	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad	Independent Shangbad

1.30	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®
2.00	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®
3.00	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®
3.30	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®
4.00	Independent Shangbad	Independent Shangbad®	Independent Shangbad ®	Independent Shangbad ®	Independent Shangbad®	Independent Shangbad ®	Independent Shangbad ®
4.30	Taalash®						
5.00	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®
5.30	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®	Independent Shangbad®
Time	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday

Table 1 FPC of Independent Television

Independent Television provide various news programs like National news (Samagra Bangladesh), International news (Purbo Poshchim), Economic & Business news (Aurthoniti Sharadin), Crime Investigation program (Talash), Sports News (Joto Khela) to its audience.

- c. Advertising and Sponsorships: For commercials the channels has mid, after/before breaks for advertisement of different companies. Companies book their time slots for their TVC during programs. Advertisements are broadcast nationwide, offering wide audience reach and high visibility of their product or services. There is two type of time slots for advertisements. One is called the Off-Peak hour which is between 06 am to 18 pm and another is Peak which is 18 pm to 24 am. Most of the viewers are watch television of Peak hour and the rate of the time slots vary based on the timing. Also companies sponsor different programs on the channel based on their marketing objective.
- d. On Screen Graphics: The channel has offer different placement on the screen for the companies who has different marketing objective like L-Shape, Pop-Up, DOG, Break-Bumpers etc.
 - o L-Shape: L-Shape is a banner that appear on the screen on the bottom and left side. It allows viewers to continue watching the news program and the

companies promotional message is shown. Companies use this often on the live program and breaking news to maximize the screen time.

- Pop-up: It is also same as L-Shape but it appears only on the bottom of the screen.
- Break Bumpers: Break-bumpers are 3–5 second sponsor messages played right before or after commercial breaks.
- DOG: Digital On-Screen Graphics (DOG) are small logos, icons, or watermarks placed usually on the top-left or top-right corner of the screen. They run continuously or intermittently throughout a show, helping with brand recall without interrupting content.

4.3. Analysis of Demographic Information

i. Gender

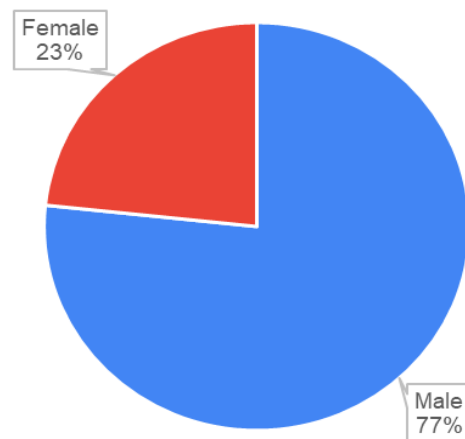


Figure 1 Gender

The survey data shows that the majority of respondents are male which is 77% of the respondents are male, while 23% are female. The main objective of this study is to understand the general public's perception of the service quality of independent television. In this context, gender is not a key analytical variable, but rather the purpose of this study is to reflect the collective views of all categories of viewers. Although the number of males is higher, it does not reflect the actual viewership ratio of television.

ii. Age: The survey data reveals that, the highest number of respondents falls in the age group of 25–34 years, which is 50% of the total participants. This is followed by the age group of 18–24 years at 36.7%. On the other hand, the respondents aged 35–44 years were only 10%, and the participation of those aged 45 years and above was only 3.3%. This age distribution suggests that most of the respondents are young and working aged people, which indicates a strong presence of youth and working-age viewers in the sample.

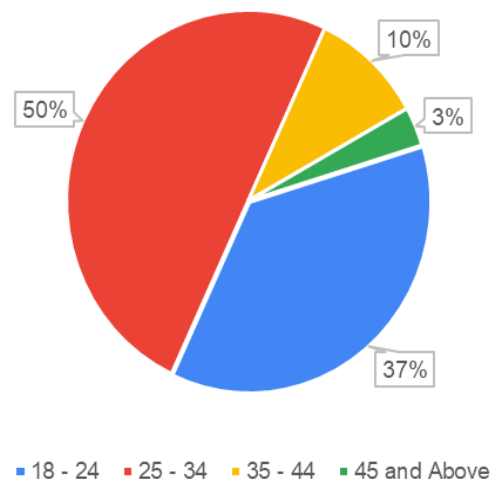


Figure 2 Age

iii. Occupation

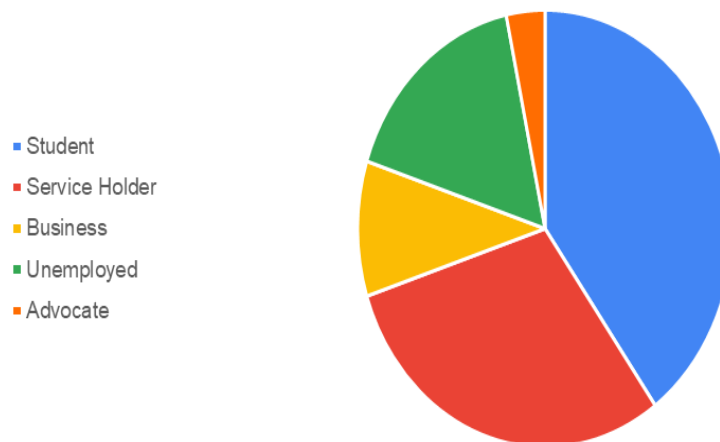


Figure 3 Occupation

According to the survey data, the highest number of respondents were students, which was 40% of the total participants. Next were service holders at 30%, unemployed at 16.7%, businessmen at 10%, and others at 3.3%. This occupational classification suggests that the participation of young students and employed people was high in this study.

iv. Cross-tabulation of Age Group and Occupation

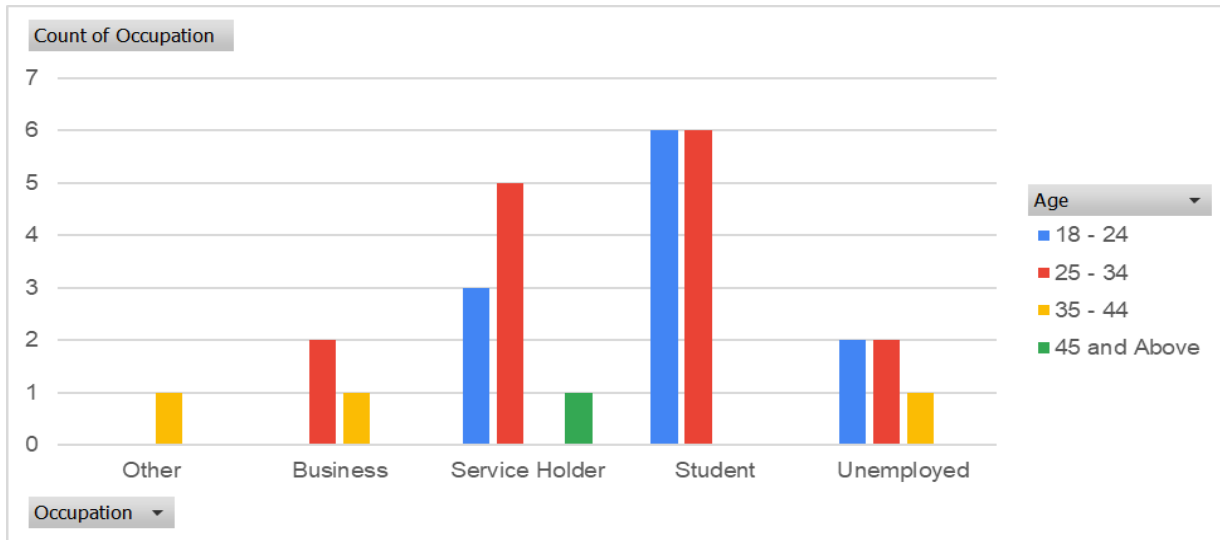


Figure 4 Cross-tabulation of Age Group and Occupation

Occupation	18–24 (%)	25–34 (%)	35–44 (%)	45 & Above (%)	Grand Total
Other	0%	0%	3.30%	0%	3.3%
Business	0%	6.70%	3.30%	0%	10.0%
Service Holder	10%	16.70%	0%	3.30%	30.0%
Student	20%	20%	0%	0%	40.0%
Unemployed	6.70%	6.70%	3.30%	0%	16.7%
	36.7%	50.1%	9.9%	3.3%	100%

Table 2 Cross-tabulation data of Age Group and Occupation

Interpretation: This percentage distribution shows that the majority of students (40%) and employees (30%) are in the 18-34 age group. Business professionals and lawyers are underrepresented and mostly in the 25-44 age group. The "45 and above" category is extremely underrepresented, with employees contributing only 3.3%, highlighting the youth-dominated sample in this study.

V. Viewing Frequency

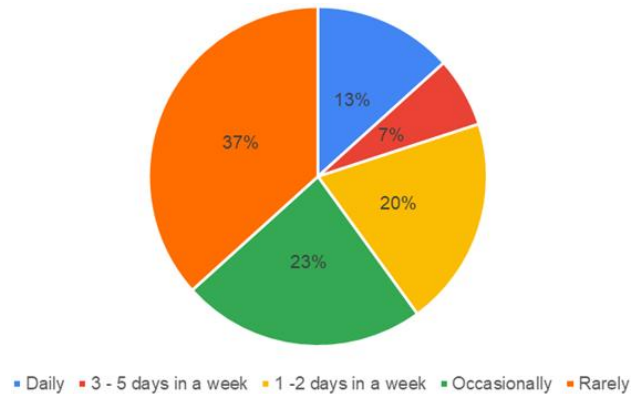


Figure 5 Viewing Frequency

From the respondents 13% claim that they watch Independent Television daily. 7% of them watch 3-5 days in a week and 20% of them watch 1-2 days in a week. We can say that 40% of them are engaged with Independent Television weekly. 23% watch occasionally and the largest group that is 37% barely engage.

4.4. Analysis of Viewers' Perception based on SERVQUAL Model

1. Tangibles

a. The video quality of Independent Television is high and professional.

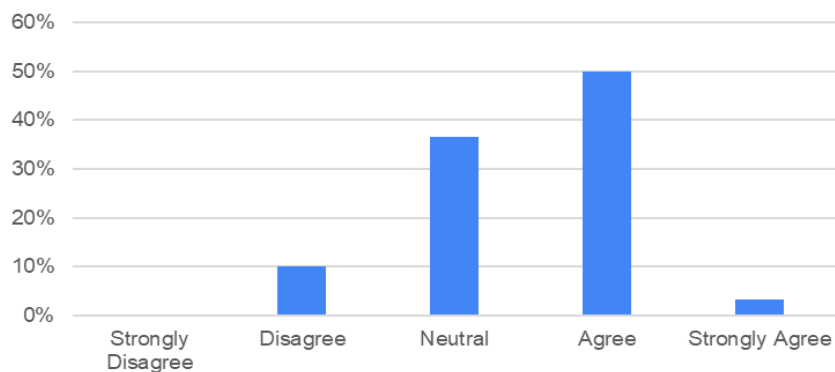


Figure 6 The video quality of Independent Television is high and professional

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
0 (0%)	5 (10%)	19 (37%)	26 (50%)	2 (3%)

Table 3 Frequency of Video Quality

The responses were recorded using 5-point Likert scale, where 1= strongly disagree and 5 = strongly agree. This data suggests that 50% (26 out of 51) of the respondents are satisfied with the technical and visual quality of Independent Television. The high rate of neutral responses 37% indicates that, although there is no clear dissatisfaction among viewers.

b. The audio during broadcasts is clear and noise-free.

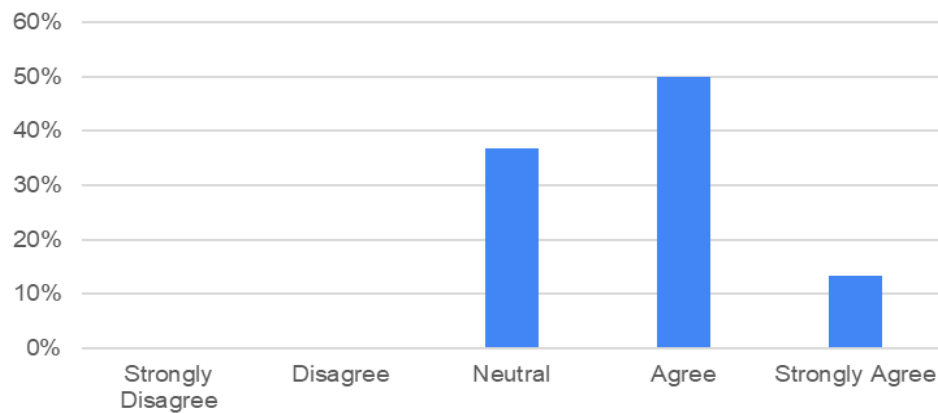


Figure 7 The audio during broadcasts is clear and noise-free.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
0 (0%)	0 (0%)	19 (37%)	26 (50%)	7 (13%)

Table 4 Frequency of Audio Quality

The responses were recorded using a 5-point Likert scale. The data shows that Independent Television's audio quality is a strong aspect of its technical presentation as 50% (26 out of 51) are agreed. The absence of any negative feedback suggests that there is a consistently positive experience with sound clarity and noise control. Although, 37% (19 out of 51) remain neutral that indicate some viewers do not have a strong opinion.

c. The visuals, graphics, and on-screen design are attractive and modern.

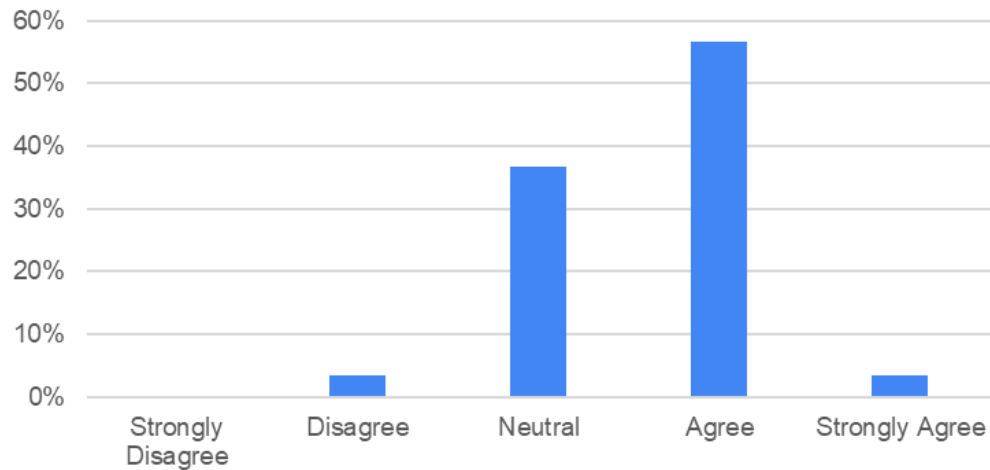


Figure 8 The visuals, graphics, and on-screen design are attractive and modern

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
0 (0%)	2 (3%)	19(37%)	29 (57%)	2 (3%)

Table 5 Frequency of visuals, graphics, and on-screen design

Based on the 5-point Likert scale, the data shows that 57% of the viewers are “Agree” that the visuals, graphics, and on-screen design are modern and attractive, but does not stand out strongly enough to generate strong agreement. 37% of the respondents are neutral and dissatisfaction is minimal.

d. The overall look and feel of the news studio appear professional.

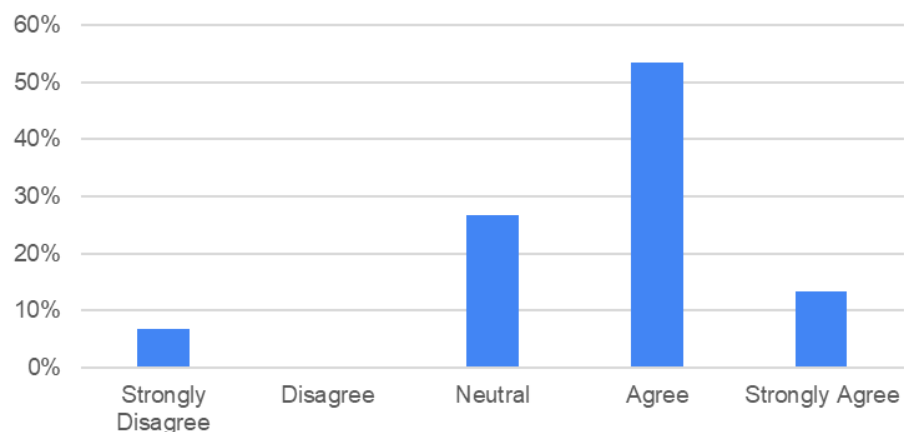


Figure 9 The overall look and feel of the news studio appear professional

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4 (7%)	0 (0%)	14 (27%)	27 (53%)	7 (13%)

Table 6 Frequency of Studio Overall Look

According to the 5-point Likert scale data, the majority of viewers' perceptions of the visibility of the news studio are positive. 53% of the total respondents are “Agree” its professionalism. However, a relatively high number of neutral answers (27%) means that they are uncertain about the studio professional looks and a small but strongly negative group (7%) indicate that the studio does not look professional.

- e. News presenters are well-dressed and maintain a professional appearance.

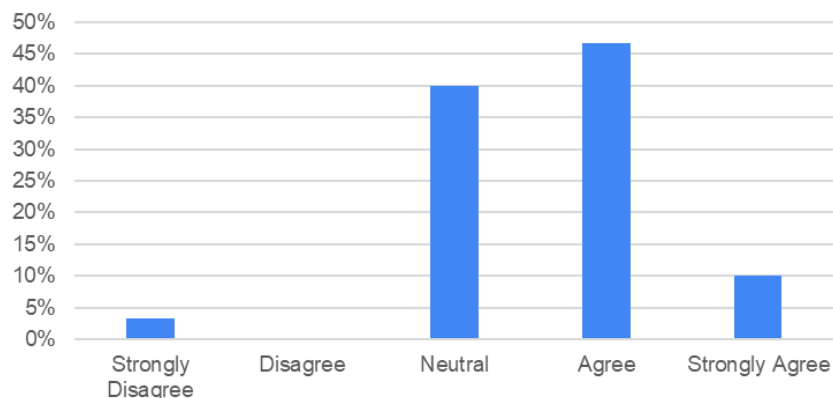


Figure 10 News presenters are well-dressed and maintain a professional appearance

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2 (3%)	0 (0%)	20 (40%)	24 (47%)	5 (10%)

Table 7 Frequency of Presenter professional appearance

Using the 5-point Likert scale, the data suggests that news presenters at Independent Television are generally viewed as maintaining a professional appearance as most (47%) of the respondents are “Agree” with the statement. 40% of the respondents remain neutral or don’t have any opinion about the news presenter’s professionalism and only 3% strongly disagree.

2. Reliability

a. Independent Television provides accurate and factual news.

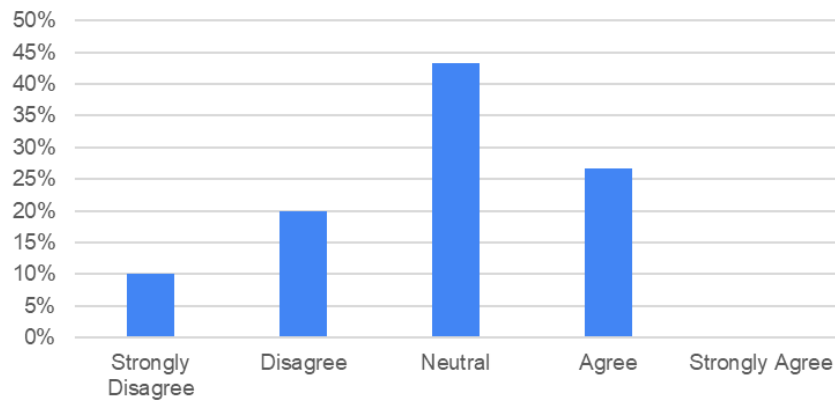


Figure 11 Independent Television provides accurate and factual news

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5(10%)	10 (20%)	22 (43%)	14 (27%)	0 (0%)

Table 8 Frequency of News accuracy

The responses were collected on 5-point Likert scale. The pattern of responses indicate a warning sign of viewers' lack of trust in the credibility of Independent Television's news. 10% of respondents strongly disagreeing and 10% are disagree with the accuracy of the news and none 'strongly agreeing'. 43% took a neutral position, indicating that there is a trust gap—where viewers may be indifferent or undecided. Only 27% (14 out of 51) “agree” with the statement.

b. The channel reports news consistently without missing important updates.

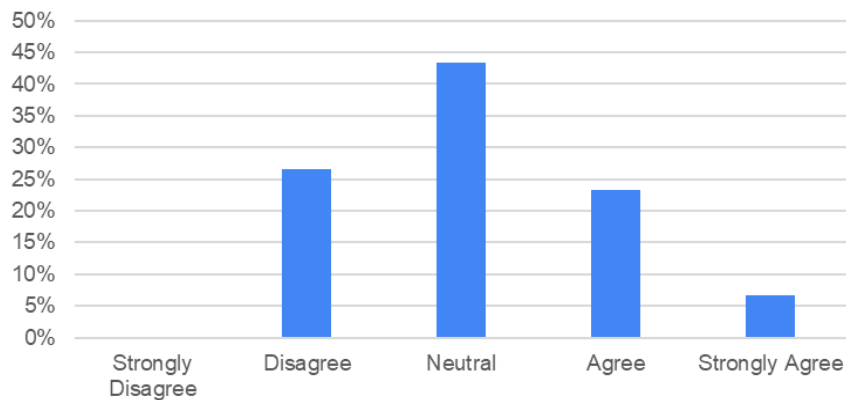


Figure 12 The channel reports news consistently without missing important updates

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
0 (0%)	14 (27%)	22 (43%)	12 (23%)	4 (7%)

Table 9 Frequency of news consistency

The responses were recorded using 5-point Likert scale, the data suggests that viewers are divided on the channel's consistency in delivering news. While some viewers trust the channel, the high level of neutrality (43%) and significant disagreement (27%) indicate that many viewers have doubts about the channel's credibility. This perception may be due to inconsistencies in news coverages. Whereas 23% of the respondents agree that the news is consistent.

c. Independent Television does not present fake or misleading news.

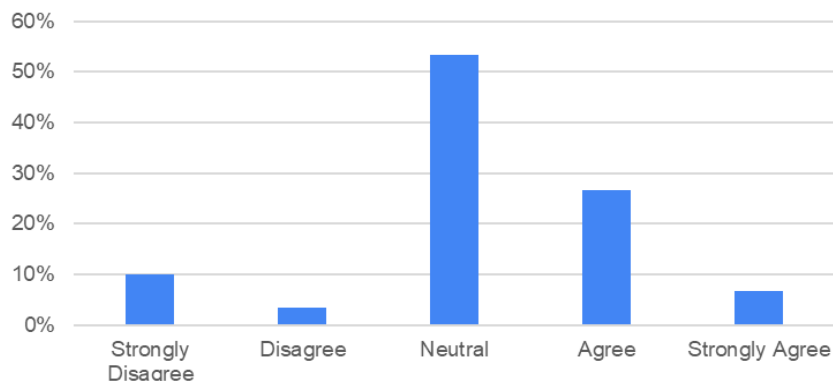


Figure 13 Independent Television does not present fake or misleading news

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5 (10%)	2 (3%)	27 (53%)	14 (27%)	4 (7%)

Table 10 Frequency of fake or misleading news

The 5-point Likert scale data shows that 53% (27 out of 51) respondents are neutral indicates uncertainty. 27% (14 out of 51) of the respondents “Agree” with the statement that Independent Television provide genuine news and 7% strongly agree with the statement. But significant group doubts the channel's credibility.

- d. The information on Independent Television is consistent with what I see from other trusted sources.

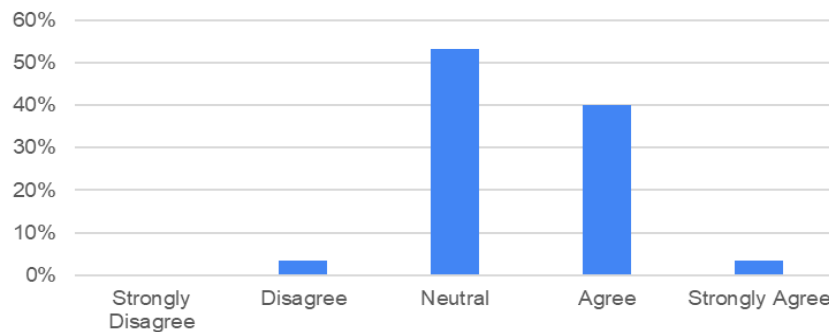


Figure 14 The information on ITV is consistent with what I see from other sources

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
0 (0%)	2 (3%)	27 (53%)	20 (40%)	2 (3%)

Table 11 Frequency of consistency with other sources

This data suggests that while a good portion of viewers (40%) find the content of Independent Television consistent with other reliable sources, the majority of respondents (53%) remain neutral indicate that they might be not aware of the news consistency with other sources and very few 3% disagree with the statement.

- e. Independent Television provides proper evidence and sources to support its reports.

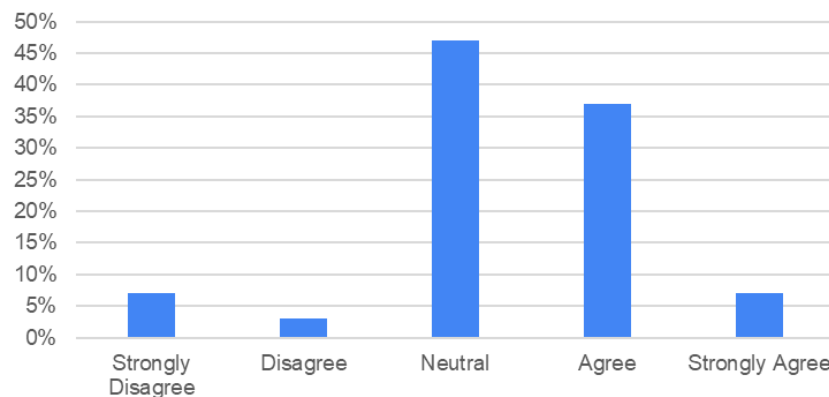


Figure 15 ITV provides proper evidence and sources to support its reports

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4 (7%)	2 (3%)	24 (47%)	19 (37%)	4 (7%)

Table 12 Frequency of reports proper evidence

The data shows that 44% of the participants believe that Independent Television presents its news with accurate evidence and sources, 47% neutral respondents who are unclear or unsure about such journalistic rigor. Clearer evidence may help convert neutrality into agreement.

3. Responsiveness

- a. Independent Television broadcasts breaking news promptly as events occur.

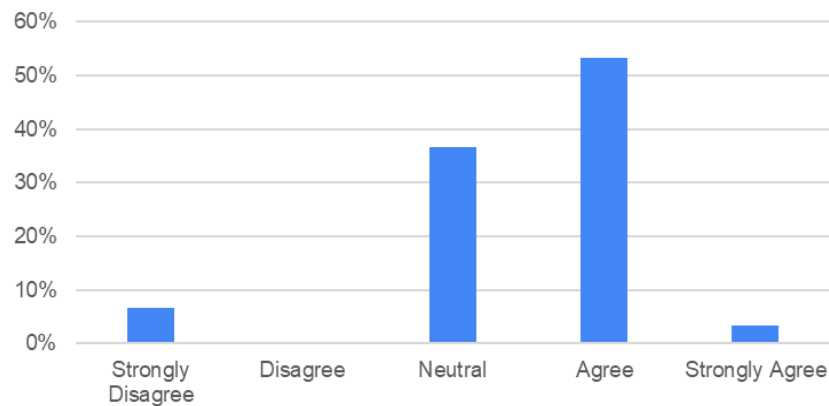


Figure 16 ITV broadcasts breaking news promptly as events occur

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4 (7%)	0 (0%)	19 (37%)	27 (53%)	2 (3%)

Table 13 Frequency of breaking news on events occur

The responses were recorded using 5-point Likert scale, where 1= strongly disagree and 5 = strongly agree. The data suggests that Independent Television is generally seen as responsive and timely in delivering breaking news, 53% viewers “Agree” with the statement. A notable neutral percentage (37%) indicates a space for improvement. Only 7% of the respondents strongly disagree with the statement as some viewers may not follow breaking events closely.

b. The channel is quick to update developing stories.

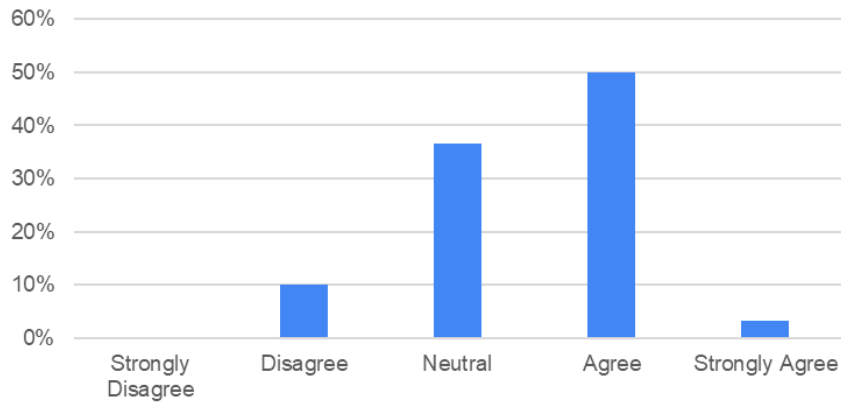


Figure 17 The channel is quick to update developing stories

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
0 (0%)	5 (10%)	19 (37%)	26 (50%)	2 (3%)

Table 14 Frequency of quick update

On the 5-point Likert scale, the data shows that 50% (26 out of 51) agreed that Independent Television channel is very quick to updates the news stories. Independent Television is generally regarded as competent and reasonably quick in updating news as events unfold. While 37% remain neutral.

c. Independent Television responds well to social issues and public concerns in its coverage.

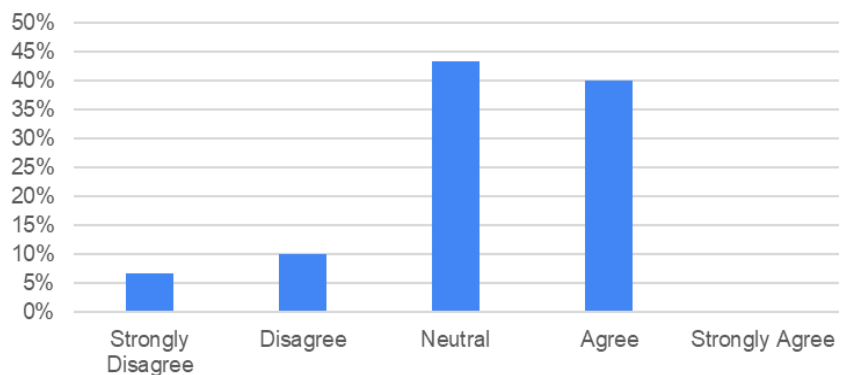


Figure 18 Independent Television responds well to social issues and public concerns in its coverage.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4 (7%)	5 (10%)	22 (43%)	20 (40%)	0 (0%)

Table 15 Frequency of responds to social and public concerns in its coverage

On the 5-point scale, the data shows that 40% of the viewers agreed and certainly considered Independent Television's efforts to cover social issues. The larger part, which is 43% of the people are still uncertain and remains neutral with its effectiveness. 10% of the people disagreed and 7% strongly disagreed.

d. I rarely face interruptions while watching Independent Television.

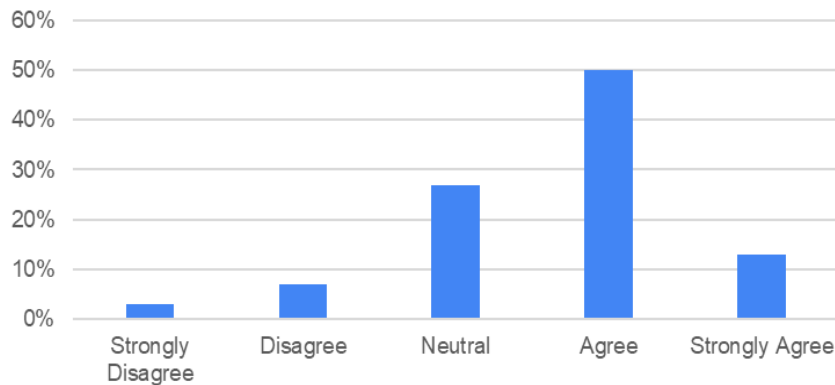


Figure 19 I rarely face interruptions while watching Independent Television

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2 (3%)	4 (7%)	14 (27%)	26 (50%)	7 (13%)

Table 16 Frequency of Interruptions while watching

According to the 5-point Likert scale, the data suggests that 50% (26 out of 51) of the respondents believe that Independent Television generally provides stable and uninterrupted viewing experience. 13% strongly agree with the statement. Although 27% of the respondents are uncertain.

4. Assurance

a. I feel confident in the information presented by Independent Television.

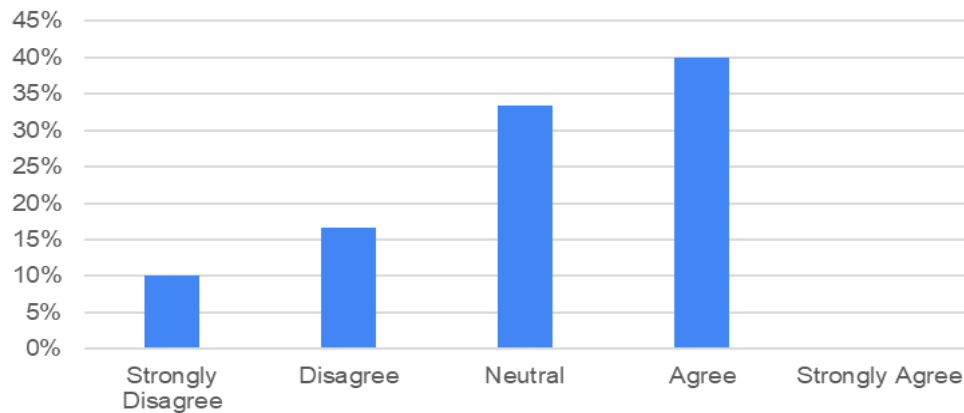


Figure 20 I feel confident in the information presented by ITV

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5 (10%)	9 (17%)	17 (33%)	20 (40%)	0 (0%)

Table 17 Frequency of confidence on its news

Based on the 5-point Likert scale, the data suggests that while 40% (20 out of 51) viewers are agree about the information presented on Independent Television. 33% (17 out of 51) viewers remain uncertain or skeptical. 17% (9 out of 51) disagree and 10% (5 out of 51) strongly disagree with the statement. The response suggests that there is a trust deficit that needs to be seriously considered.

b. The journalists and presenters seem knowledgeable and expert.

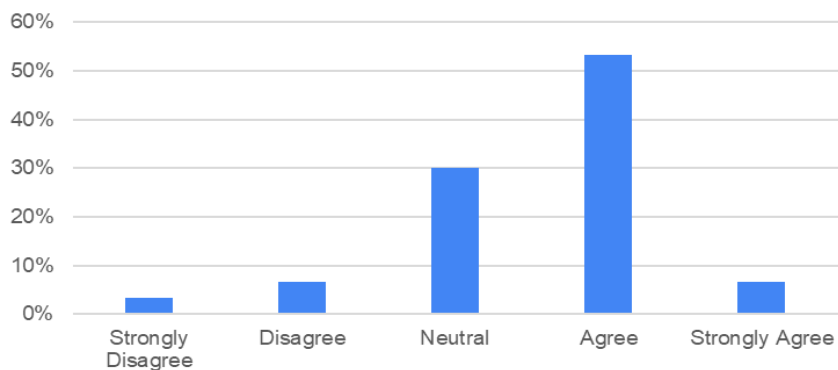


Figure 21 The journalists and presenters seem knowledgeable and expert

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2 (3%)	4 (7%)	15 (30%)	27 (53%)	4 (7%)

Table 18 Frequency of journalists expertise

A combined 53% of respondents agreed and 7% strongly agree with the statement indicating that most viewers perceive the journalists and presenters as competent and professional. 30% of them remain neutral and some do not express a strong opinion.

c. Independent Television maintains political neutrality in its news reporting.

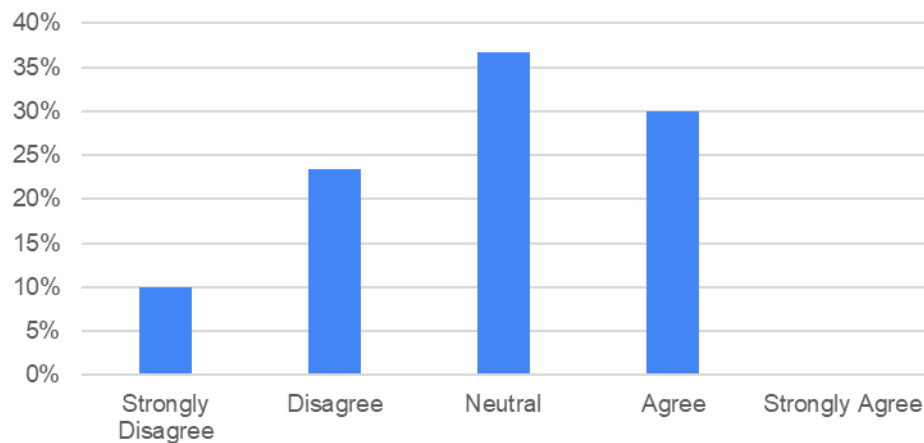


Figure 22 ITV maintains political neutrality in its news reporting

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5 (10%)	12 (23%)	19 (37%)	15 (30%)	0 (0%)

Table 19 Frequency of maintain political neutrality in its reporting

The data shows political neutrality is a potential concern of Independent Television viewers. While 30% agree and none of them strongly agree with the statement. Most of the viewers (37%) remain neutral. 10% strongly disagree and 23% disagree highlight that political neutrality is a potential trust issue among the audience.

- d. Journalists of Independent Television are free to report without external influence or pressure.

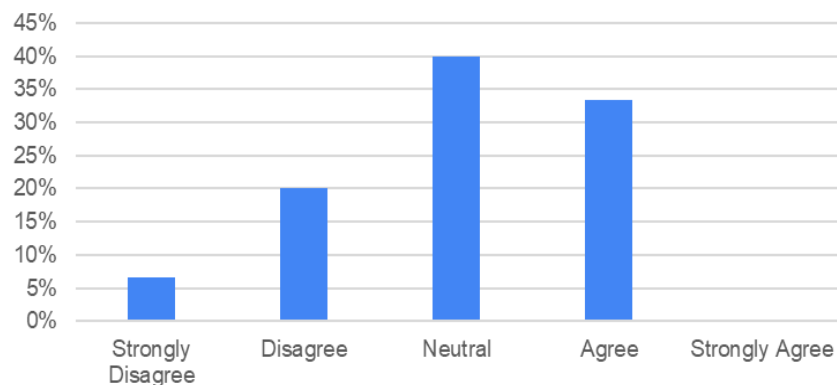


Figure 23 Journalists of ITV are free to report without external influence or pressure.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4 (7%)	10 (20%)	20 (40%)	17 (33%)	0 (0%)

Table 20 Frequency of Journalists free reporting

Only 33% of respondents agreed with the statement, and none strongly agreed. 40% of them are neutral 20% disagreed and 7% strongly disagreed. This indicates that many viewers are uncertain, but there exists a fair level of trust that can be further strengthened through greater transparency and consistent reporting.

- e. Independent Television presents news in a calm, professional, and trustworthy manner.

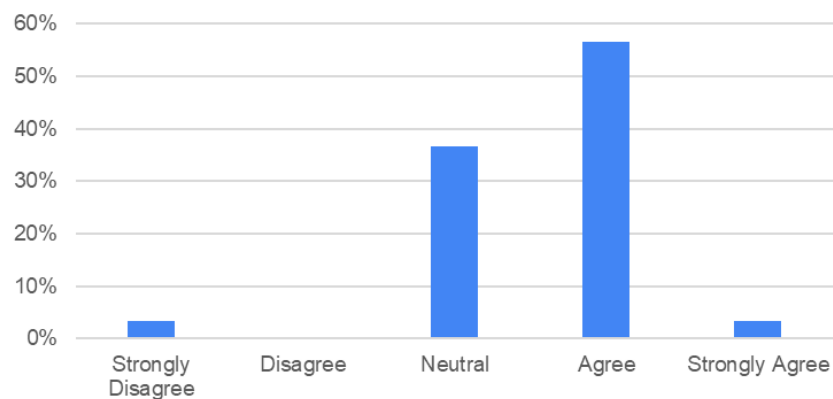


Figure 24 ITV presents news in a calm, professional, and trustworthy manner

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2 (3%)	0 (0%)	19 (37%)	29 (57%)	2 (3%)

Table 21 Frequency of news present in trustworthy manner

From the survey, 60% (29 viewers) of the respondents perceive the channel's news presentation style as calm and professional. 37% (19 viewers) of respondents were

neutral. This data shows that viewers perceive the news are present in a calm, professional, and trustworthy manner.

5. Empathy

a. Independent Television broadcasts news and programs that are relevant to my daily life.

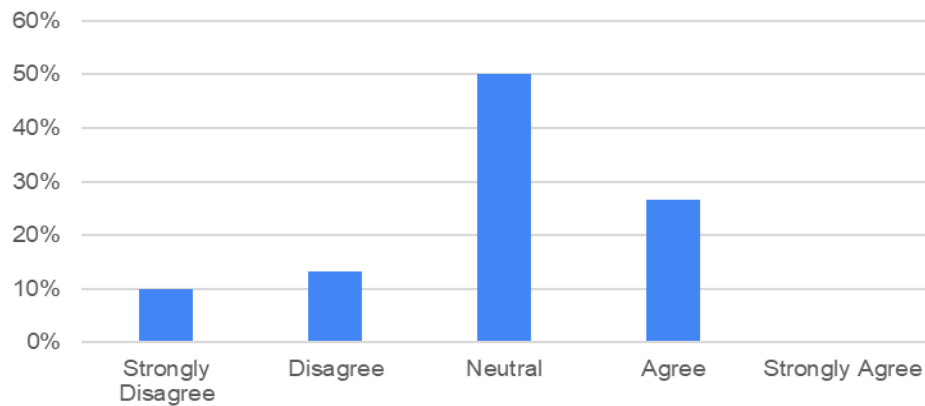


Figure 25 ITV broadcasts news and programs that are relevant to my daily life

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5 (10%)	7 (13%)	26 (50%)	14 (27%)	0 (0%)

Table 22 Frequency of relevancy

On the 5-point scale, the data reveals 50% (26 viewers) remain neutral. Only 27% of the viewers agree that the news is relevant to their daily life. 13% disagree and 10% strongly disagree that indicate the news and programs may lack strong perceived relevance to the daily experiences, needs, or interests of its viewers.

b. I feel engaged while watching the content of Independent Television.

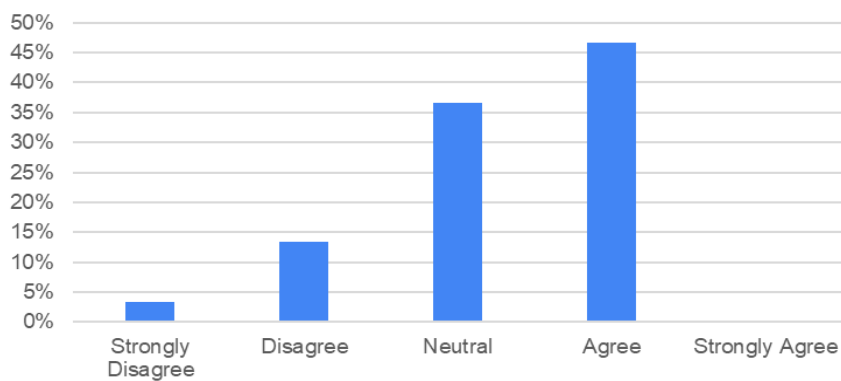


Figure 26 I feel engaged while watching the content of ITV

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2 (3%)	7 (13%)	19 (37%)	24 (47%)	0 (0%)

Table 23 Frequency of viewers' engagements

The data shows that 47% of the respondents claim that they feel engaged with the contents. 16% of the respondents don't feel engaged. 37% were neutral suggests that there is a gap to improve to make the content interesting for the viewers.

c. The channel understands the needs and preferences of viewers like me.

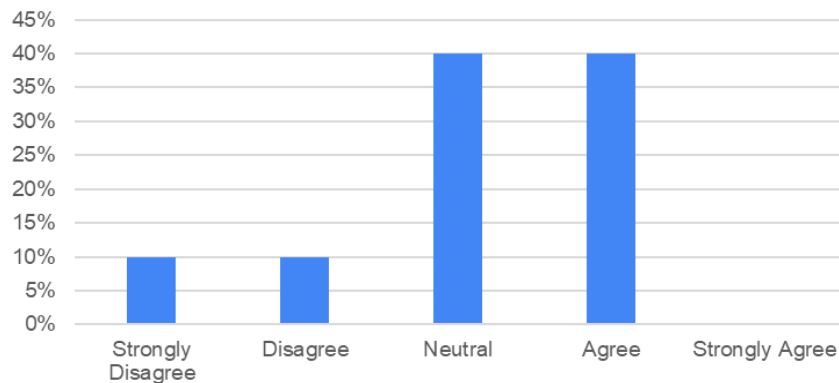


Figure 27 The channel understands the needs and preferences of viewers like me

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5 (10%)	5 (10%)	21 (41%)	20 (39%)	0 (0%)

Table 24 Frequency of understanding viewers preference

The data shows that 39% of the viewers agree that the channel understands their need and preferences. 41% (21 viewers) remain neutral indicates most viewers are uncertain. 10% disagreed and 10% strongly disagreed, underscoring the necessity for the channel to improve its audience's engagement by better meeting their needs and preferences.

d. The length and frequency of advertisement breaks are reasonable.

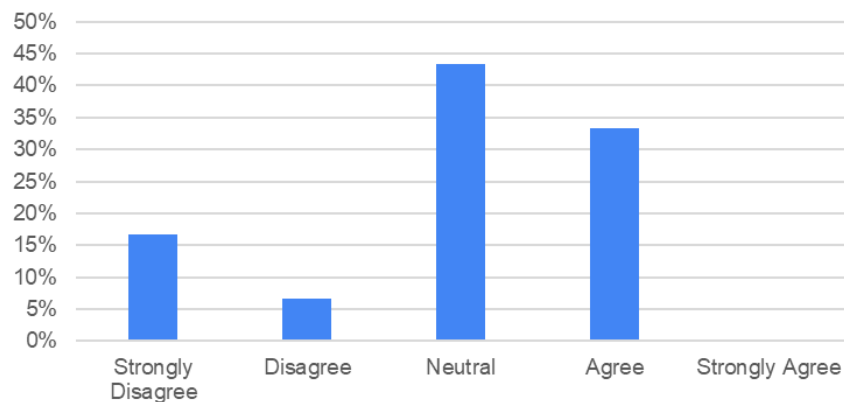


Figure 28 The length and frequency of advertisement breaks are reasonable

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
9 (17%)	4 (7%)	22 (43%)	17 (33%)	0 (0%)

Table 25 Frequency of Commercial break

The responses were recorded using a 5-point Likert scale, where 1 = strongly disagree and 5 = strongly agree. The data shows that 17% of the respondents strongly disagree and 7% disagree with the statement. Most of the respondents remain neutral. While 33% of the viewers agree with the statement. According to the research, a sizable portion of viewers think the commercial breaks are too long, which may have an adverse effect on both viewer retention and the overall viewing experience.

e. I am satisfied with Independent Television's online and digital platforms (YouTube, website, app, social media).

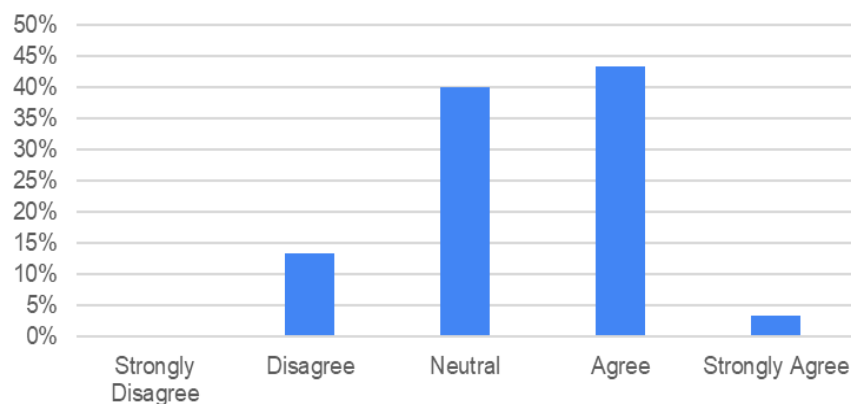


Figure 29 I am satisfied with Independent Television's online and digital platforms

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
0%	7 (13%)	20 (40%)	22 (43%)	2 (3%)

Table 26 Frequency of satisfaction on digital platforms

A total of 46% of viewers find the online and digital platforms satisfactory. Independent Television's digital platforms appear satisfactory and effective to most viewers. Although 40% of the viewers are uncertain or does not engage with the digital platforms of Independent Television. While 13% disagree that they are satisfied with the channels digital platforms.

4.5. SERVQUAL Analysis Summary

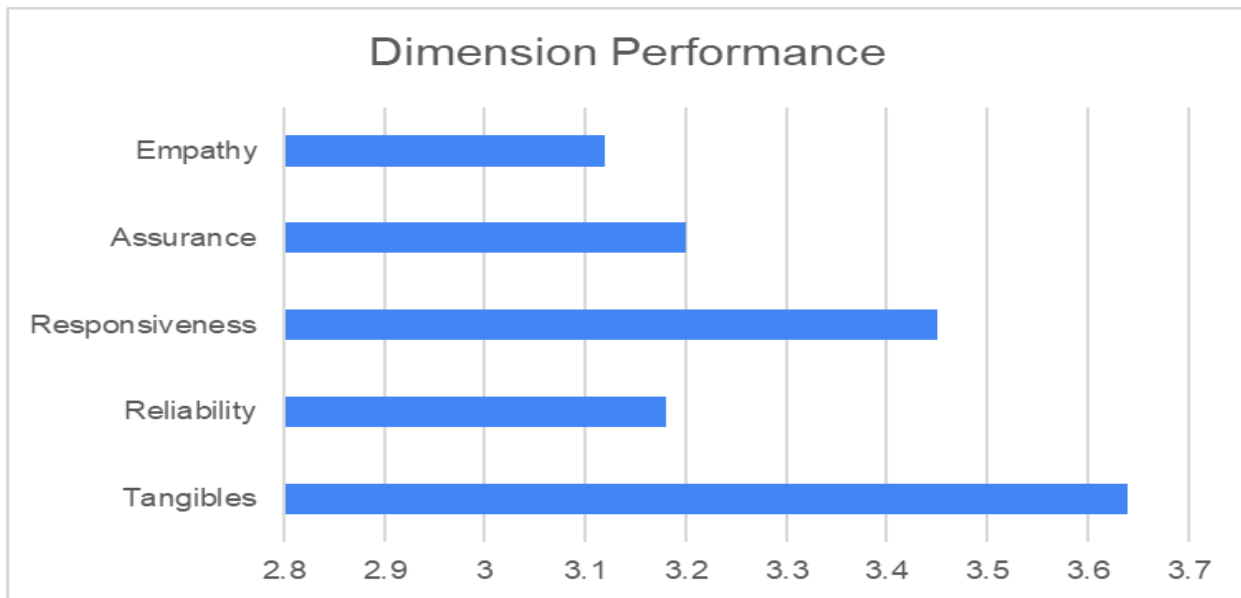


Figure 30 SERVQUAL Analysis Summary

Tangibles	3.64
Reliability	3.18
Responsiveness	3.45
Assurance	3.2
Empathy	3.12

Table 27 Means of Five SERVQUAL dimensions

In the SERVQUAL model, Independent Television demonstrates moderate service quality, which is 3.32. From the data, a significant difference is observed across the five dimensions, indicating that while some aspects of service such as *Tangibles* and *Responsiveness* are

satisfactory. But there is a need for improvement in the areas of *Empathy*, *Reliability* and *Assurance*.

4.6. Key Findings

The key findings section summarizes the most important findings from the survey and data analysis that focus on the pattern, trends, and important insights on how viewers feel about Independent Television. Through the SERVQUAL dimensions and demographic analysis various aspects of Independent Television service quality, programming and overall service performance are measured.

- Tangibles dimension performs well and audience appreciate the channels' modern and appealing presentation. Viewers have a positive perception about its video, audio, graphics, studio design and presenters' professional look. The channel has successfully established a modern and credible look.
- Reliability dimension has slightly positive perception among viewers. Many respondents are concern about news accuracy and show low trust in the news reporting. Also, many respondents are uncertain about accuracy, consistency and truthfulness.
- Responsiveness dimension performs well and audiences appreciate that the channel delivers quick breaking news and updates. Viewers have a positive perception about its fast-breaking news, quick updates and handling interruptions. But viewers feel that social issues and public concern can be improved.
- Assurance dimension has a slightly positive perception, but audiences are concerned about political neutrality and has external influence on its reporting. Viewers feel that Independent Television has knowledgeable journalists and presents its news professionally.
- Empathy dimensions perform the lowest among all other dimensions. Although, it has a slightly positive perception. Viewers feel that the contents are not engaging, and unreasonable ads interrupt their viewing experience. As a result, it doesn't seem to fully meet the audience's preference. Also, their digital platforms have some acceptance but require a strong digital strategy.

Chapter 5

Internship Experience

5.1. Job Description, Position, Duties and Responsibilities

Job Description

The Traffic and Broadcast Presentation Department is responsible for the implementation of commercial advertising schedules, branding integration and maintain broadcast policy, compliance for the entire channel. The main responsibility of this position is ensuring profitability by maximizing the use of commercial breaks, while maintaining on-air standards and regulations. The role requires strong coordination across multiple departments. This coordinator will manage the advertising and promo schedule, with high-value customers being prioritized based on rates and client relationships. This includes maintaining daily inventory updates, tracking revenue, and ensuring smooth coordination between various departments like Sales, Accounts, Programs and MCR departments.

Job Position

In the Broadcast department I worked in a position as Traffic Presenter. Independent Television is among the top news channel in Bangladesh. The organization gives me the opportunity to understand how television channels various departments work and the different objectives of the departments, especially how the broadcast operation works.

Job Duties and Responsibilities

- ❖ The Traffic Broadcast Presenter is responsible for prepare the daily schedule of the commercial playlist.
- ❖ Generate the final schedule to a XML file and deliver the contents to the MCR department for direct on-air.
- ❖ Coordinate with MCR for real-time on-air playout, including L-shape and pop-up graphics based on schedule.
- ❖ Ensure all clients get smooth on-air on time.
- ❖ Maintain a daily dashboard to track commercial orders, airtime, and dropped spots.
- ❖ Upon receiving new Work Orders (RO), create new clients, products, assign CTC numbers, and book commercials in Gen21.
- ❖ Use Aveco to generate RecID for new commercial footage.

- ❖ Monitor live playout status and make quick adjustments in case of changes or errors.
- ❖ Strictly follow company rules and broadcasting compliance policies.
- ❖ Maintain clear records of all approved and rejected content to comply with government broadcasting guidelines and internal regulations.
- ❖ Maintain communication logs and backup copies of schedules and playlists.

5.2 Contribute to the Organization

5.2.1. Working Process with the Commercials:

1. Receiving the Work Orders (RO): The Traffic Broadcast Presentation department received Work Orders from the Sales department through email which include the client name, product details, number of spots, spot type, duration and preferred time bands. After receiving the RO, we evaluate the client's proposed time and spot preferences against the available inventory, checks the client's rate, and reviews the campaign type to ensure it aligns with company policies and broadcasting regulations.
2. Approval of the Clients Spot Position: We cross-check the client's spot position, rate and time Preference and check the clients time with our Fixed Program Chart (FPC). If the proposed commercial advertisement match with Programs and do not conflict with internal policies, we approve the RO.
3. Confirmation to the Clients Schedule: The sales team confirm the client's/media agency. Then the Agency make a schedule in the excel sheet and submit to the Traffic Broadcast Presentation department for the on-airing.
4. Clients and Product Create on Gen21: Upon receiving the final schedule, we go to gen21 BMS, for opening new client RO and open new product based on the campaign name with the duration and other details. A unique CTC (Client Tracking Code) is generated for each product.

MO No.	RO Name	Period	RO Date	RO Type	Bonus	Booking From	Booking To	Agency	Client	Product	Pay Mode	Channel Name
IT/2023/03/0001	ITV/FRESH-21/RAMADAN/03/12/23	202303	03/01/2023	FREE	N	03/01/2023	03/31/2023	FRESH-21	FRESH-21	FRESH-21	PA&	ITV
IT/2023/03/0002	ITV/ISPI/03/25/01	202303	03/01/2023	FREE	N	03/01/2023	03/31/2023	ISPI	ISPI	ISPI INSTANT POWDER	PA&	ITV
IT/2023/03/0003	ITV/UNILEVER/RAMADAN/03/25/01	202303	03/01/2023	FREE	N	03/01/2023	03/31/2023	UNILEVER	UNILEVER	UNILEVER	PA&	ITV
IT/2023/03/0004	ITV/SINGER/RAMADAN/03/24/01	202303	03/01/2023	FREE	N	03/01/2023	03/31/2023	SINGER	SINGER	SINGER	PA&	ITV
IT/2023/03/0005	ITV/PRAN/RAMADAN/03/25/01	202303	03/01/2023	FREE	N	03/01/2023	03/31/2023	PRAN	PRAN	PRAN	PA&	ITV
IT/2023/03/0006	ITV/SQUARE/RAMADAN/03/25/01	202303	03/01/2023	FREE	N	03/01/2023	03/31/2023	SQUARE	SQUARE	SQUARE	PA&	ITV
IT/2023/02/0001	ITV/NESTLE/02-12/25/01	202302	02/01/2023	FREE	N	02/01/2023	12/31/2023	NESTLE BANGLADESH LTD.	NESTLE BANGLADESH LTD.	NESTLE BANGLADESH LTD.	PA&	ITV
IT/2023/02/0001	ITV/NESTLE/02-12/25/01	202303	02/01/2023	FREE	N	02/01/2023	12/31/2023	NESTLE BANGLADESH LTD.	NESTLE BANGLADESH LTD.	NESTLE BANGLADESH LTD.	PA&	ITV
IT/2023/02/0001	ITV/NESTLE/02-12/25/01	202304	02/01/2023	FREE	N	02/01/2023	12/31/2023	NESTLE BANGLADESH LTD.	NESTLE BANGLADESH LTD.	NESTLE BANGLADESH LTD.	PA&	ITV
IT/2023/02/0001	ITV/NESTLE/02-12/25/01	202305	02/01/2023	FREE	N	02/01/2023	12/31/2023	NESTLE BANGLADESH LTD.	NESTLE BANGLADESH LTD.	NESTLE BANGLADESH LTD.	PA&	ITV

Figure 31 Product Opening in Gen21

- Spot Booking as Per Approval Scheduled: Spots are booked according to the approved plan. High-value clients and priority accounts are given preference based on rate and strategic business relationships. The booking ensures optimal placement in available commercial breaks.
- Inventory Monitoring: We also maintain a dashboard to keep tracking the sales. The dashboard is updated daily that shows the number of spots scheduled, total on-air time, total drop time for each client's product. This helps the sales team to keep tracking the inventory, revenue steam and if any available time is there for a new client. With the help on the dashboard and the final log report the Accounts department make the billing.
- Footage Panel: Once the footage is received from the clients, a recld in generated by the Aveco software to connect with the product and then we carefully review the video footage for sound balance, duration and the quality. Then we panel the footage to the MCR department for payout.

Device	Jobid	Name	Format	Duration	Crit. 1	Crit. 2
RW	1	CTC20741	WEATHER UPDATE 25	4:3	00:00:25:01	Commercial MCR
RW	1	01032025_HOME_ADVISOR	01032025_HOME_ADVISOR_0V080Y	00:01:18:23	---	---
RW	1	12032025_TRADE_DEFICITS	12032025_TRADE_DEFICITS_0V080Y	00:00:37:05	---	---
RW	1	2024-09-05_2024-09-04	2024-09-05_2024-09-04_Stdly Adhe	00:00:06:10	---	---
RW	1	20240112_TAALASH EP-258	20240112_TAALASH EP-258 PART 1	4:3	00:13:53:07	PROGRAM
RW	1	20240112_TAALASH EP-258	20240112_TAALASH EP-258 PART 2	4:3	00:05:31:20	PROGRAM
RW	1	20240126_TAALASH EP-259	20240126_TAALASH EP-259 PART-1	4:3	00:12:44:17	PROGRAM
RW	1	20240126_TAALASH EP-259	20240126_TAALASH EP-259 PART-2	4:3	00:08:26:05	PROGRAM
RW	1	20240216_TAALASH EP-260	20240216_TAALASH EP-260 PART-1	4:3	00:14:04:12	PROGRAM
RW	1	20240216_TAALASH EP-260	20240216_TAALASH EP-260 PART-2	4:3	00:06:57:02	PROGRAM
RW	1	20240308_TAALASH EP-261	20240308_TAALASH EP-261 PART-1	4:3	00:15:37:15	PROGRAM

Figure 32 Aveco Footage Processing and Paneling

8. Prepare Schedule Playlist: The Traffic Broadcast Presentation use Gen21-BMS for preparing the schedule. While making the schedule we carefully manage the time for both News Program and commercials. We also make the schedule in a way that every client get priority and get maximum benefits from the spot and time. We have 2 different type of Spot in the schedule.

Scheduling considers:

- Peak Time (6 PM to 12 AM): High TRP hours with premium ad rates.
- Off-Peak Time (6 AM to 6 PM): Lower TRP and reduced ad rates.

We have Peak timing, where most of the people watch television channel at that time. People mostly watch television on this time. And the other is Off-Peak time where the TRP is usually low on that time. The rate is vary based on the spot type.

Figure 33 Gen21 Schedule for Commercial Breaks and Programs

During scheduling, special attention is given to:

- Avoid placing competing brands back-to-back.
- Ensuring fair exposure for all clients.
- Maximizing the effectiveness of each commercial break.

Then we finalize the schedule and generate a XML file and share it with MRC for on-air payout through the Aveco automation system. L-shape, pop-up graphics, and promotional branding are also included in the schedule.

9. Compliance Check: Promos and branding elements are scheduled along with commercials. All content is reviewed to ensure compliance with company and government guidelines
10. Branding Coordination: The MCR triggers the L-shape, pop-ups, and commercial breaks as per the schedule. Any last minute changes are communicated immediately for real-time updates.
11. Reporting and Reconciliation: After playout, the team reconciles the actual aired spots with the scheduled list. Any wrong or missed spots are flagged by the Reconciliation Team and adjusted in coordination with the Accounts Department for billing accuracy.

The working process flow is very smooth for day to day operation and maximizing the revenue potential of every available commercial slot.

5.2.2. Coordination with Other Departments

To ensure smooth broadcast workflow, the following departments are constantly working together:

- i. Sales Department: The Sales Department receives Work Orders (RO) and client instructions. The TBP department informs Sales about the current status of inventory, time slot availability and booking approval information.
- ii. Accounts Department: The Accounts Department uses the commercial logs after on-air and dashboard updates received from Traffic Broadcast Presentation and communicate to prepare bills for clients, which are based on spot broadcasts. Traffic Broadcast Presentation, in collaboration with the Reconciliation Team, ensures that billing is done correctly.
- iii. MCR Department: The MCR department completes on-air playout using XML playlists prepared by Traffic Broadcast Presentation. It also triggers L-Shape and Pop-up as per Traffic Broadcast Presentation's branding schedule. This coordination is very important for quick resolution of issues during live broadcasts.
- iv. Reconciliation Department: This team notifies Traffic Broadcast Presentation if any wrong spots, missed spots or time overlaps occur. Traffic Broadcast Presentation then

makes the necessary changes to the schedule and updates the accounts department so that billing is accurate.

- v. Program Department: Traffic Broadcast Presentation liaises with the program department to ensure that each program is scheduled at the correct time, so that commercial breaks are properly aligned and there is no disruption to the program broadcast.

The success of the Traffic Broadcast Presentation (TBP) department depends on effective coordination with various departments.

5.3. Evaluation

My performance during the internship was continuously guided and evaluated by my supervisor. Some of the evaluation highlights include:

1. Performance: I have completed my assigned duties and responsibilities properly that support the daily operations of my department. My work is considered efficient and effective for the team.
2. Professionalism: I was always respectful to all the other employees, and I also tried to communicate clearly and behave in a professional manner. They are pleased with my behavior and attitude.
3. Timeliness: I always tried to be punctual with my work and attended the office on time. I also have completed my assigned task within the deadlines.
4. Knowledge and Skills: My knowledge and skills that I gain from my university that I have applied to my work. My theoretical knowledge and skills like business analytics, Excel and Computer proficiency have helped me complete my task on time and my supervisor is impressed with my work.
5. Quick Adaption and Learning: I learn about their work process and departmental activities very quickly. I adapt the broadcasting software, tool and operational tasks very quickly with my guidance of my supervisor.
6. Work Ethics: I always obey their company rules, discipline and showed responsibility in my assigned task.

7. **Accuracy and Attention to Details:** I always make sure of the schedule, logs and the reports to make it error free. Accuracy is important and my attention to details of my work helped me reduce mistakes.
8. **Problem-Solving Approach** – I learned to handle sudden challenges, such as schedule changes or technical issues, with a calm and solution-focused mindset.

Overall, my contribution to the organization is significant and I have completed my internship program successfully.

5.4. Skills Applied

In my Internship at Independent Television, I can apply my skills that I learn from my university. Those skills are essential for my internship, mostly I learn from my academic course.

- **Communication:** I gained professional and clear communication skills from my Business Communication course. This made it easier for me to do daily chores while collaborating with many departments, including Sales, Accounts, MCR, and Program.
- **Technical Skills:** My technical skills like MS Office, especially MS Excel that I use daily in my internship period to maintain reports dashboard. I have gained computer proficiency from my computer course.
- **Time Management:** I worked under pressure on a lot of assignments. I successfully met deadlines by prioritizing and arranging my work, two abilities I honed throughout academic assignments.
- **Teamwork:** I develop my teamwork skills in my academic projects. This key skill helped me to work closely with my team and other departments in my internship period.
- **Problem Solving:** When sudden challenges come up, my problem-solving skills help me to find quick and smart solution in my work.

Chapter 6

Conclusion and Key Facts

6.1. Recommendations

Based on the analysis of viewers' perceptions using the SERVQUAL model, the following recommendations are proposed to enhance the overall service quality of Independent Television:

- Independent Television should focus on improving its news reliability. Accuracy, neutrality, and proper sourcing must be ensured to reduce doubts about political bias and increase credibility.
- The channel needs to make content more relevant and engaging for viewers. Programs can be designed to focus on social issues, explainers, and community needs. Reducing the frequency of advertisement breaks will also improve the viewing experience.
- Independent Television should move towards HD broadcasting and further develop studio visuals and graphics. This will help the channel maintain its strong presentation and compete effectively with other leading news channels.
- To reach a broader audience, the channel can include documentaries, infotainment, and English news bulletins. Expanding regional coverage will also make the channel more inclusive.
- Independent Television should address talent retention issues by providing proper training, incentives, and career growth opportunities for journalists and staff.
- The channel should invest more in online and social media platforms to attract younger audiences. Short video content, live updates, and interactive posts can improve digital presence and keep Independent Television competitive in the digital era.

6.2. Key Understanding

Below is the summary of the key understanding focusing on ITV service quality and audience opinion:

- The viewers' perception is not only shaped by visuals but also shaped by building trust, neutrality and relevance of the content.
- There is a concealed risk to long-term loyalty since neutral responses to several SERVQUAL items imply that a large portion of the audience is unsure or disinterested.
- The viewing behavior has a generational shift where the younger audience are less likely to traditional TV and more interested in digital media.
- In the competitive media environment, maintaining news reliability and accuracy is important for Independent Television to build credibility.
- For media organization, If the external factors like digital disruption and political pressure handled properly, it could change the audience trust faster than internal improvements.

Overall, Independent Television future expansion and sustainability depend on establishing credibility and adjusting to shifting media trends.

6.3. Conclusion

In this competitive industry, channels must focus on the audience preferences making the content. Viewers' expectations and habit are rapidly changing with the rise of the on-demand streaming services and OTT platforms. To retain the viewers, channels must diversify their programs and prioritize viewer perception and satisfaction in order to enhance the overall viewing experience. As we study Independent Television and find out that the channel has a slightly positive perception among viewers. For long-term sustainability, the channel must grow a strong positive perception among the audience and address general peoples concern concerns regarding political influence and a lack of trust, which can significantly undermine credibility in the channel. To stay competitive and sustainable, Independent Television must increase transparency, reduce perceived bias, and actively engage with its viewers. In the shifting media world, the channel must boost credibility, increase viewer loyalty, and position itself for long-term success

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Appendix - A

Survey on Viewers' Perception with Independent TV News

- ❖ This questionnaire is part of an internship research project aimed at understanding viewer satisfaction with the news content and delivery of Independent Television.
 - ❖ Your responses will be kept confidential and used solely for academic purposes.
 - ❖ The survey should take about 4 minutes to complete. Your feedback is valuable.
 - ❖ Thank you for taking the time to participate in this survey.
-

Demographic Information

Gender:

- a) Male
- b) Female
- c) Other

Age:

- a) Under 18
- b) 18-24
- c) 25-34
- d) 35-44
- e) 45 and Above

Occupation:

- a) Student
- b) Service Holder
- c) Business
- d) Unemployed
- e) Other: _____

How often do you watch Independent Television?

- a) Daily
- b) 3–5 days a week
- c) 1–2 days a week
- d) Occasionally
- e) Rarely

1. Tangibles (Visuals, presentation, physical elements)

Items	1=Strongly Disagree	2=Disagree	3=Neutral	4=Agree	5=Strongly Agree

a) The video quality of Independent Television is high and professional.					
b) The audio during broadcasts is clear and noise-free.					
c) The visuals, graphics, and on-screen design are attractive and modern.					
d) The overall look and feel of the news studio appear professional.					
e) News presenters are well-dressed and maintain a professional appearance.					

2. Reliability (Consistency, accuracy, unbiased reporting)

Items	1=Strongly Disagree	2=Disagree	3=Neutral	4=Agree	5=Strongly Agree
a) Independent Television provides accurate and factual news.					
b) The channel reports news consistently without missing important updates.					
c) Independent Television does not present fake or misleading news.					
d) The information on Independent Television is consistent with what I see from other trusted sources.					
e) Independent Television provides proper evidence and sources to support its reports.					

3. Responsiveness (Speed, availability, willingness to adapt)

Items	1=Strongly Disagree	2=Disagree	3=Neutral	4=Agree	5=Strongly Agree
a) Independent Television broadcasts breaking news promptly as events occur.					
b) The channel is quick to update developing stories.					
c) Independent Television responds well to social issues and public concerns in its coverage.					
d) I rarely face interruptions (technical or scheduling) while watching Independent Television.					

4. Assurance (Trust, competence, professionalism of journalists)

Items	1=Strongly Disagree	2=Disagree	3=Neutral	4=Agree	5=Strongly Agree
a) I feel confident in the information presented by Independent Television.					
b) The journalists and presenters seem knowledgeable and expert.					
c) Independent Television maintains political neutrality in its news reporting.					
d) Journalists of Independent Television are free to report without external influence or pressure.					

e) Independent Television presents news in a calm, professional, and trustworthy manner.					
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5. Empathy (Understanding viewer needs, care for audience relevance)

Items	1=Strongly Disagree	2=Disagree	3=Neutral	4=Agree	5=Strongly Agree
a) Independent Television broadcasts news and programs that are relevant to my daily life.					
b) I feel engaged while watching the content of Independent Television.					
c) The channel understands the needs and preferences of viewers like me.					
d) The length and frequency of advertisement breaks are reasonable.					
e) I am satisfied with Independent Television's online and digital platforms (YouTube, website, app, social media).					

Appendix - B

Internship Certificate

Certificate of Internship

This Certificate is Presented to

Noyayead Islam Nahid

In recognition of outstanding accomplishments and contributions.

Department: Broadcast Operations

Duration: 7th January, 2025 - 7th July, 2025



INDEPENDENT

Date : 13th August, 2025


Human Resources Department

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