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VIEWERS' PERCEPTION ABOUT INDIAN TELEVISION CHANNELS: A STUDY WITH SPECIAL REFERENCE TO KOLKATA

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Abstract

The growth of Television industry for the last decade was very impressive. The steady growth of this industry can be attributed to many factors, such as rise in the number of television households, growth of regional markets, increasing advertisement expenditure etc. The Indian Television market is expected to grow at a compound annual growth of 15.5% to reach US $15.2 billion in 2019 according to KPMG India Report, 2016. The main objective of this paper is to highlight the type of programs that are aired in Indian television channels, penetration of these channels in the minds of the consumers and the perception of consumers regarding different television channels. This study is based on the response of 122 viewers selected from the different wards of the city of Kolkata. This papers analyses the findings on the basis of charts and graphs and finally concludes that most of the television viewers are spending time on watching news, soap advertisements and serials and people are prepared to pay more for quality content and high definition viewing.

Keywords: IPTV (Internet Protocol Television), Direct-to-Home (DTH), Head-end-in-the-sky (HITS), STB

I. INTRODUCTION

The television industry witnessed healthy growth during the last decade driven by increasing advertising spends, rise in the number of television households, robust growth in DTH and expanding regional markets. The Ministry of Information and Broadcasting (MIB), Government of India, says that with the growth of television channels from 130 in 2004 to 800+ channels in

2016, India has become the third largest TV market with close to 154 million TV households, next to China and the United States. At the same time, the size of the TV industry has witnessed an exponential growth as well. The value of the TV industry is valued at Rs 50,140 crore in 2014 from Rs 18,300 crore in 2006.
The digitization process has brought transparency in the system with 30 million STBs being installed in the first two phases. The television and broadcasting industry has grown almost to 100 million viewers in 2010 to reach a total of above 600 million viewers by the start of 2015.

Some of the highlights of the decade have been the implementation of various guidelines including policy guidelines for up linking and down linking of TV channels (amended in 2011), policy guidelines for HITS broadcasting services (2009), policy guidelines for IPTV (2008), Revision of FDI Policy in five segments of broadcasting sector (2012), policy guidelines for TV rating agencies in India (2014) and policy guidelines on direct to home services (2001).

Each of the segments in television like television distribution, advertising and content, registered robust growth during 2010 to 2016; the distribution industry grew by 16.4% in the year 2016 aided by high growth rates of the DTH industry and advances in digitization. This sector is expected to maintain steady growth and keep adding to the overall television pie. The segment stood at an estimated INR 250 billion in 2016 up from INR 165 billion in 2012 as per BCG-CII Report in the year 2016.The other two segments i.e., television advertising and television content also grew by 14% and 13% in the year 2016 respectively.

II. OBJECTIVES OF THE STUDY

The objectives of this study are:

- To Understand and compare Indian Television channels and the type of programs that are aired.
- Penetration of these channels in the minds of the consumers and how they perceive the different categories of channels and programs on Television.

III. LITERATURE REVIEW

The volume of literature that has so far developed on the theme is scanty. There are a few number of Journals, Articles and text book materials which account for the whole of the literature that currently exist in relation to this subject.

Inspite of that from the available literature, it has been observed that by Mohana Krishnan, (2014) regarding viewer's perception towards watching national English news channels in Kerala (India) and found that almost all the segment of population were eager to watch news updates on local news channels ahead of others. But their perception towards watching other news channels especially English was unknown. Parul N. et al (2014) mainly studied reality shows hosted by famous actors. 'Satyamev Jayate' and revealed that television shows backed by sound research and clarity of message can act as potential change agents in modifying the perceptions of the audience and generating increased sensitivity towards various social discords. Rajagopal (2002) reported that TV shows have a stronger impact on shaping gender images in people, female oriented serials influence women to become self conscious about their manifestation as a measure of their worth. Since the 1960s, communication scholars have examined television's contributions to viewers' perceptions of a wide variety of topics and issues. Valaskakis (1983) examined television viewing tastes and habits among the Indians of the Eastern and Southern India. He found that programmes that are aired were very different between two regions and also the viewing tastes and habits are significantly different between the people of two regions.

Unfortunately, little/no effort has been made to investigate the viewers' perception and penetration of Indian TV channels in the minds of the consumers and how they perceive the different categories of channels and programs on Television. The above identified gap provided the basis for this research work.

According to Media Partners Asia (MPA) Report 2016, India will remain the key pay-TV market in Asia as the penetration rate of digital TV grows to encompass half the population by 2016 and 61% by 2020. Just 20% of India's homes had digital television in 2011, but the mandatory drive to digitize the cable TV network, as well as the six commercial direct to home (DTH) pay TV platforms, in addition to DD Direct, the DTH platform operated by the state broadcaster Doordarshan, will attract more and more subscribers in the coming four years.

“India's digitalization timetable implies a three-year transition to full digital TV (DTV) conversion. This is ambitious, though we believe DTV transition will occur but over a longer time frame,” said Vivek Couto, executive director, MPA. "The industry will remain capital-intensive until 2017 at the earliest, due to the capex requirements associated with digitalization. This will lead to more mergers and acquisitions (M&A) and fund-raising activity in both primary and secondary markets. The sector's improved transparency, scale and operating leverage will attract large domestic and international strategic players, who will play a key role in M&A activity," he added.

MPA predicts pay TV subscription fees will grow at an 11% compound annual growth rate from 2011-2016, driven by increased DTH and digital cable volume. The total number of pay TV subscribers in India is expected to reach 172 million by 2016, and 199 million by 2020. MPA's biggest concerns for the industry include, Couto says, "Cable execution and capitalization, as MSOs transition from a B2B to B2C model; DTH satellite capacity; and the extent of regulation in the broadcast ecosystem. While digitalization is the result of policy progress, this has not been the case for investment and taxation policies."

In terms of DTH penetration, the active subscriber base of paying customers may grow from 29 million in 2011 to 89 million by 2017, says the report, reaching 93 million in 2020. This would represent a 46% share of the overall market by 2020, compared with 23% in 2011, and a 65% share of the digital pay TV market according to MPA. The analysts also predict the majority of DTH pay-TV platforms will be generating cash within the next four years in the report, titled 'Asia Pacific Pay TV & Broadband Markets 2017'. However, consolidation of last-mile local cable operators will become inevitable, leading to a shift in industry profits and value to centralized distribution platforms and broadcasters.

Approximately 33 million homes will subscribe to digital cable TV by 2016 and 48 million by 2020, with the multiple service offerings in the form of channel packs, high definition, value-added services and broadband, driving both subscribers and average revenue per user (ARPU) growth. MPA predicts the monthly digital cable ARPUs will rise from US$4 in 2011 to $5 by 2016, and $6 by 2020. Subscription revenues in the cable industry will grow from $4.2 billion in 2011 to $6.4 billion by 2020, with broadband providing 15% of these sales and pay-TV accounting for 85%.

According to iSuppli Corporation, National Readership Survey 2005, FICCI-PricewaterhouseCoopers report, 2016 the current scenario of Television Market Segmentation is given in Table 1.

Table 1: Television Market Segmentation

INR Billion	2012	2013	2014	2015	2016	CAGR
Television Distribution	**117.0**	**136.5**	**150.0**	**165.0**	**192.0**	**13.2%**
% Change	20.6	16.7	9.9	10.0	16.4	
Television Advertising	**66.2**	**78.0**	**84.2**	**89.0**	**101.5**	**11.3%**
% Change	21.5	17.8	7.9	5.7	14.0	
Television Content	**8.0**	**9.4**	**10.5**	**11.5**	**13.0**	**16.7%**
% Change	14.3	17.5	11.7	9.5	13.0	
Total	**191.2**	**223.9**	**244.7**	**265.5**	**306.5**	**12.5%**

Source: iSuppli Corporation, National Readership Survey 2005, FICCI-Pricewaterhouse Coopers report, 2016

- **Television Distribution:** The distribution industry consists of subscription revenue obtained from pay TV households in the country. This industry is highly fragmented in India with about 50,000+ local cable operators (LCOs), 7,000+ multi system operators (MSOs) and six direct-to-home (DTH) operators. The top five MSOs account for less than 30% of the revenues of this industry.
- **Television Advertising:** Television advertising is one of the largest segments in the total advertising pie in India. With the economic turnaround, it bounced back to double-digit growth in line with the growth of the total advertisement market. Television advertisement consists of revenue from advertisers spending on terrestrial, satellite as well as mobile TV. Mobile TV advertising is still nascent in India. The TV advertisement expenditure has grown from 23,022 crore in 2015 to 27,378 crore in 2017 with an average growth rate of 9% according to WPP-owned media company GroupM in 2017.The television advertising industry is a third of total television industry revenue and 41% of the total advertising industry. With buoyant revenues expected in future, it is likely to consolidate its position

going forward.

- **Television Content:** It is a system for evaluating the content of the TV programs and reporting the suitability of viewing different TV programs for the children, teenagers and adults. The broadcaster or the content producer mainly rates the programmes. Table 1 shows that from 2012 to 2016 there is a considerable change in the rating of television content which shows a compound annual growth rate of 16.7%.

Different categories of Television Channels:

1. **News Channels:** What comes to your mind when you see the word news? If we were to answer this question 10-15 years back, we may have said that news bulletins are telecast at night. But today, the answer would be news channels showing news round the clock. Initially news on television meant a bulletin of half an hour or one hour usually telecast at the prime time comprising the top stories of the day. But today the meaning and definition of news has changed considerably. There are various programs, and a number of ways in which the news is being broadcast.

- **General News channels:** BBC World, CNN, Times Now, CNN IBN, Headlines Today, NDTV 24x7, News X, DD News.
- **Business News channels:** CNBC-TV18, NDTV Profit, Bloomberg UTV, ET Now
- **Regional News channels:** NDTV Hindu Channel for Chennai, NDTV Metro Nation Channel for Delhi NCR

2. **Sports Channels:**

Sports channels in India: TEN Sports, TEN Cricket, TEN Action+, TEN Golf, TEN HD, STAR Sports, STAR Sports 2, STAR Sports 3, STAR Cricket, STAR Cricket HD, NEO Sports, NEO Prime, DD Sports, Sony SIX, Sony SIX HD.

3. **Cartoon Channels:** Do you have any younger sister or brother at home? Ask them what their favorite channel on television is. Well, their answer would probably be Pogo or Cartoon Network. The most popular category of television channels among kids are the cartoon channels.

   Cartoon Network India is the most popular cartoon-dedicated television channel in India. It airs English, Tamil and Hindi-dubbed versions of a variety of cartoons, including traditional Cartoon Network programs featuring Tom and Jerry, Pokemon, Doraemon, Scooby-Doo and Popeye the Sailor Man.

Programs also include the superhero series including Superman: The Animated Series, Batman: The Animated Series and Justice League Unlimited, Beyblade, Xiaolin Showdown, Duel Masters, Transformers: The Unicorn Trilogy and the Teenage Mutant Ninja Turtles.

Cartoon Network, Disney Channel India, Disney XD (India), Disney Junior (India) Discovery Kids, Nickelodeon, Nick Jr., Pogo, Sonic (TV channel), Baby TV.

4. **Entertainment Channels:** Zee TV, Sony TV, Colors, Star Plus, Life OK, 9x, DD national, Sab TV, Zindagi, etc are some example of entertainment channels.
5. **Movie Channels:** Most TV viewers' favorite pass time is to watch movie channels be it Hollywood, Bollywood or regional movies. Some popular movie channels are HBO, Star Movies, Movies Now, Zee studio, Zee MGM etc in English, Zee cinema, Star gold, Set Max etc in Hindi.

   New Movie channels are coming in thick and fast with 40 channels pending for approval from the ministry. These days all the new movies are aired within a month of their actual release as the rights are bought by individual channels.
6. **Educational Channels:** Animal Planet, Discovery Channel, Discovery Science, Discovery Turbo, Fox Traveler, National Geographic Channel, Nat Geo Adventure, Nat Geo Wild, History Channel.

IV.RESEARCH METHODOLOGY

- **Data Collection:** Survey data were collected by means of in-person interviews with 122 adult residents of a large, northern metropolitan area.
- **Research Time Frame:** The data for this research work was collected during April,2016 to 31st January,2017.
- **Data Collection Instrument**: The research instrument for collection of primary data is the questionnaire. The questionnaire is designed to be self-administered to provide a standardized presentation of items. However, the interviewers remain with the respondents to answer any questions that arise, to stimulate interest in the survey, and to monitor compliance with the instructions. Most questions use six-point rating scales. However, some variables require forced choice or free response measures. The nature of

the responses and numerical codes for each variable appear following the variable name in.

- **Research Design:** *Sampling Elements:* Families (Nuclear & Joint families), *Sampling Units:* Adult residents, *Extent:* Selected wards of Kolkata.
- **Sample Size:** A sample size of 122 was chosen from the 82 wards out of 141 wards of Kolkata in order to make the sample representative of the population. Finally eliminating the extreme response of the respondents and sampling error only the response of 105 respondents were retained in the study.
- **Sampling Technique**: Simple random sampling was employed as per the requirement of the study. One to two respondents were selected from each 82 wards of Kolkata in order to ensure broad representation of the socioeconomic characteristics of the population.
- **Statistical Tools Used:** For a comparative study and for better visual understanding and better presentation of the data, charts and tables have been used. Moreover, the following statistical techniques are used to analyze the collected data. Bar Chart, Line Chart, Mean, Likert Scale, Chi-square Test etc.

V. CASE STUDY BASED ON ANALYSIS AND FINDINGS

ANALYSIS OF THE QUESTIONNAIRE

Table 2: Socio-economic Characteristics of the Respondents

Statistic	Value
Total Responses	122

#	Gender		Response	%
1	Male		83	68%
2	Female		39	32%
	Total		122	100%

#	Age Group		Response	%
1	18 - 25		97	80%
2	26 - 35		19	16%
3	35 - 50		6	5%
4	50 and above		0	0%
	Total		122	100%

#	Occupation		Response	%
1	Student		90	74%
2	Home maker		1	1%
3	Service		24	20%
4	Business		7	6%
	Total		122	100%

How often do you watch TV?

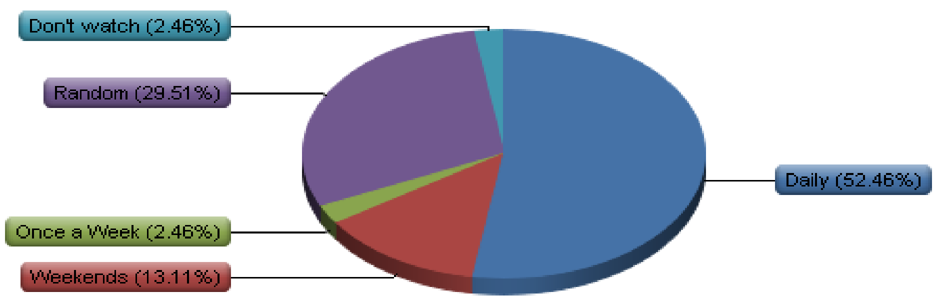

Figure 1

Source: Compiled by the authors

Figure 1 shows that 52.46% of the respondents watch television daily, 29.51% randomly, 13.11% watch at the weekends, 2.46% watch once in a week and 2.46% does not watch at all.

Rate the following options by the amount of time spent on each segment while watching TV

Table 3:Amount of time spent on each segment while watching TV

#	Types	Min Value	Max Value	Average Value	Responses
1	Soaps and Serials	0.00	5.00	1.90	105
2	News	1.00	5.00	3.01	105
3	Sports	1.00	5.00	3.14	105
4	Movies	1.00	5.00	3.68	105
5	Reality Shows/ Dance Shows	0.00	5.00	2.41	105
6	Documentary/ Educational	0.00	5.00	2.62	105
7	Others	0.00	5.00	1.96	105

Source: Compiled by the authors

From the analysis of Table 3 figurers it is very clear that viewers like to watch movies (3.68 Average) followed by Sports (3.14 Average) and News (3.01 Average).

The Figure 2 below shows the perceptual mapping of the amount of time spent on each segment while watching TV.

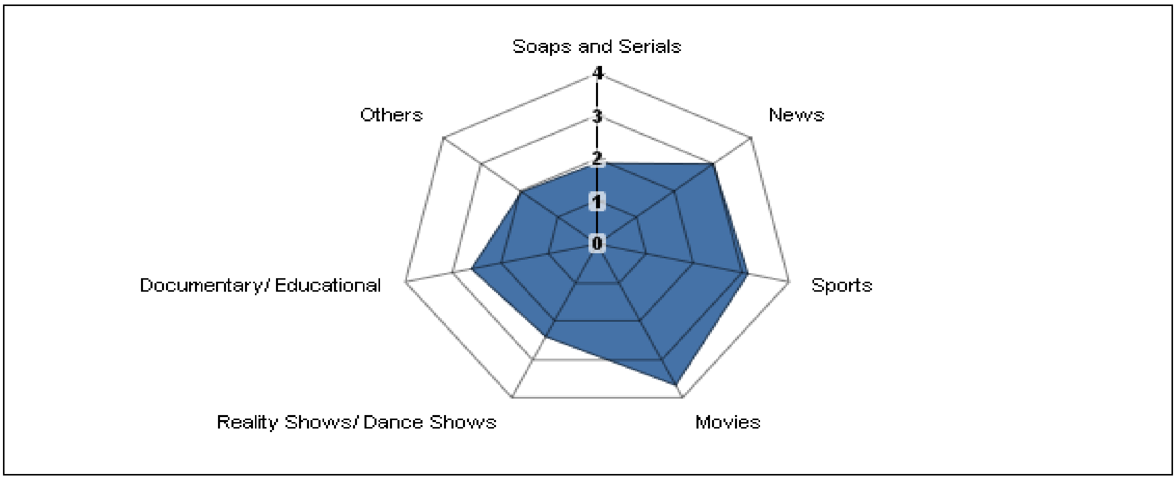

Figure 2

Source: Compiled by the authors

Rank the channels in order of your preference in the soaps and serials category

Table 4:Ranking of channels in the soaps and serials category

#	Soaps	1	2	3	4	5	6	Total
1	**Star Plus**	**26**	**22**	**27**	**18**	**8**	**4**	**105**
2	**Sony**	**25**	**42**	**26**	**10**	**1**	**1**	**105**
3	**Colors**	**27**	**20**	**23**	**26**	**5**	**4**	**105**
4	**Zee TV**	**3**	**7**	**19**	**42**	**26**	**8**	**105**
5	**SAB**	**18**	**6**	**4**	**5**	**42**	**30**	**105**
6	**Life OK**	**6**	**8**	**6**	**4**	**23**	**58**	**105**
	Total	**105**	**105**	**105**	**105**	**105**	**105**	**-**

Source: Compiled by the authors

From the analysis of Table 4 figurers we can clearly understand that the Top 3 Soaps and serial TV channels are Colors (27 people), Star Plus (26 people) and Sony (25 people) respectively. This shows the neck to neck competition amongst these channels where people are indifferent to them in most ways. If we talk in percentage terms, the 3 channels gross up nearly 75% of the audience choice.

Rank the channels in order of your preference in the NEWS category

Table 5:Ranking of channels in the news category

#	NEWS	1	2	3	4	5	6	Responses
1	Aaj Tak	17	16	9	14	18	31	105
2	NDTV 24X7	34	39	19	12	1	0	105
3	CNN IBN	25	27	23	20	9	1	105
4	Headlines Today	2	6	31	39	20	7	105
5	Times Now	23	15	20	17	22	8	105
6	Zee news	4	2	3	3	35	58	105
	Total	105	105	105	105	105	105	-

Source: Compiled by the authors

From the analysis of Table 5 figures NDTV 24X7 is the clear viewer's favorite with 34 votes followed by CNN IBN and Times Now.

Rank the channels in order of your preference in the Sports category

Table 6: Ranking of channels in the Sports category

#	Sports	1	2	3	4	5	6	Responses
1	Sony Six	51	33	10	7	2	2	105
2	DD	23	37	35	4	5	1	105
3	Ten	0	7	19	29	20	30	105
4	Ten sports	5	11	24	38	23	4	105
5	Star	24	11	11	16	36	7	105
6	Neo	2	6	6	11	19	61	105
	Total	105	105	105	105	105	105	-

Source: Compiled by the authors

Table 6 figures show that Sony Six is the market leader in the Sports category followed by Star Sports and DD Sports

Rank the channels in order of your preference in the Movies category

Table 7:Ranking of channels in the Movies category

#	Movies	1	2	3	4	5	6	Responses
1	Star	58	36	5	4	1	1	105
2	HBO	33	47	10	6	4	5	105
3	Movies	2	7	30	28	30	8	105
4	Set	9	6	48	32	6	4	105
5	Star	3	7	11	29	49	6	105
6	Zee Cinema	0	2	1	6	15	81	105
	Total	105	105	105	105	105	105	-

Source: Compiled by the authors

Table 7 reveals that Star Movies are viewer's favorite followed by HBO.

Are the modern TV channels more innovative and adaptive to change than Doordarshan?

Table 8: Response regarding innovative and adaptive features of modern TV channels compared to Doordarshan

#	Answer		Response	%
1	Yes		98	98%
2	No		2	2%
	Total		100	100%

Source: Compiled by the authors

From the Table 8 it can be observed that Doordarshan has really lagged behind when it comes to Modern Television channels and needs a makeover and change in style to catch the viewer's attention back.

Do you believe there is any reality in the reality TV shows?

Table 9: Response regarding reality in the reality shows

#	Answer		Response	%
1	**Yes**		**20**	**20%**
2	**No**		**80**	**80%**
	Total		**100**	**100%**

Source: Compiled by the authors

Table 9 shows that most viewers had the perception that Reality TV shows are not actually real and are staged for more TRP.

Have the cookery shows actually helped you in preparing better dishes at home?

On a scale of 0 -10, the cookery shows have actually helped you in preparing better dishes at home. This is shown in Table 8 below.

Table 10: Response regarding cookery shows

#	Scale		Response	%
0	0		0	0%
1	1		15	15%
2	2		13	13%
3	3		7	7%
4	4		8	8%
5	5		6	6%
6	6		16	16%
7	7		15	15%
8	8		10	10%
9	9		6	6%
10	10		4	4%
	Total		100	100%

Source: Compiled by the authors

The average highest score is 6.0/10

Are you likely to shift to another news channel if your favourite news anchor moves to another channel?

On a scale of 0 -10, news channels tend to take some news out of context to increase their TRP.

Table 11: Response regarding moving to another news channel

#	Answer		Response	%
0	0		0	0%
1	1		0	0%
2	2		0	0%
3	3		3	3%
4	4		5	5%
5	5		4	4%
6	6		11	11%
7	7		24	24%
8	8		27	27%
9	9		10	10%
10	10		16	16%
	Total		100	100%

Source: Compiled by the authors

The average score is 8.0/10.This is shown in Figure 3 which shows that 41.28% respondents like to shift to another news channel when they see that their favourite news anchor moves to another Source: Compiled by the authors

channel and 58.76% does not like to change the news channel.

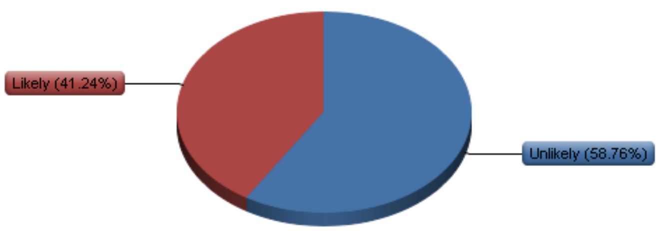

Figure 3

Source: Compiled by the authors

You have changed your daily habits by getting influenced by the TV channels

Table 12: Response regarding changing of daily habits by getting influenced by TV channels

#	Answer		Response	%
1	Strongly Disagree		9	9%
2	Disagree		31	32%
3	Neither Agree nor Disagree		38	39%
4	Agree		17	18%
5	Strongly Agree		2	2%
	Total		97	100%

Source: Compiled by the authors

Viewers are neutral to the statement.

Should every TV channel have a HD (high definition) channel for their high end users?

Table 13: Response regarding HD channels

#	Answer		Response	%
1	Strongly Disagree		2	2%
2	Disagree		15	15%
3	Neither Agree nor Disagree		20	21%
4	Agree		38	39%
5	Strongly Agree		22	23%
	Total		97	100%

Source: Compiled by the authors

Table 13 shows that viewers mostly agree to the statement (39%) as High Definition has come in a big way in the last few years or so with currently 49 HD channels and growing.

Elements Important for you to choose a particular channel to watch

Table 14: Response regarding important elements to choose for watching a particular channel

#	Elements	Extremely Import	Very Important	Somewhat Import	Neither Important nor	Somewhat Un import	Very Un import	Not at all Import	Total Responses	Mean
1	Entertainment Quotient	46	40	11	0	0	0	0	97	1.64
2	Brand Image	7	35	39	9	7	0	0	97	2.73
3	Content	56	36	3	1	1	0	0	97	1.51
4	Hosts/Anchors	13	32	35	10	3	4	0	97	2.69
5	Language	29	37	22	6	2	1	0	97	2.15
6	Emotional Quotient	11	10	43	20	5	5	3	97	3.26
7	Acting/Drama	15	26	33	13	10	0	0	97	2.76
8	Live	19	23	31	14	5	3	2	97	2.79
9	Sexism	4	6	19	32	13	8	15	97	4.32
10	Design/Outlook	15	31	38	11	2	0	0	97	2.53

Source: Compiled by the authors

From the analysis of Table 14 we conclude that Content (56) and Entertainment Quotient (46) are extremely important to the viewers, while Language and Brand image is a very important factor in choosing a particular channel to watch. It is also clear from their respective mean values that most of these parameters except sexism are important to viewers.

VI. CONCLUSION

Television in India is a huge industry which has thousands of programs in many languages. The small screen has produced numerous celebrities, some even attaining national fame. TV soaps are extremely popular. More than half of all Indian households own a television.

From the analysis of the various viewers' responses to the questionnaire, we can conclude:-

- Most of the viewers prefer to watch cable channels whilst Doordarshan has taken a back seat in almost 95% of the cases.
- Most of the viewer's television time is spent on News, sports and soaps and serials.
- With Internet booming in the last decade, where digital media can be easily downloaded or viewed on YouTube, the importance of live coverage is even more overwhelming.
- People are ready to pay more for quality content and High definition viewing. Although it is costly and the viewer has to have a HD enabled Television, it is becoming very popular.
- With more and more reality Television series airing on prime time, it is interesting to note that people are willing to invest time and money on viewing other people's life on camera. However the current media is prone to sensationlization and very short sighted reporting. There is hardly any follow up reporting to take the story to its logical conclusion. Currently it is more of drama, in presentation, and less of content.
- *Zindagi*, an Indian entertainment television channel owned by the Zee Entertainment Enterprises (ZEEL), launched on 23 June 2014, and its programs have been very well received by the Indian audience and the channel has also set a few records. It became the first ever general entertainment channel (GEC) to air syndicated content from Pakistan. The channel also embarked a new beginning for cultural exchange between India and other nations. It was also launched with the incentive to initiate a different direction towards peace between Indian and Pakistan; given the situation between the two countries.

VII. LIMITATIONS OF THE STUDY AND SCOPE FOR FURTHER STUDIES

The main limitation of this study is that the total population of Kolkata City is too large, whereas the sample size is limited to 122 viewers selected from a few wards of Kolkata due to time and resource constraint. As the sample size is not large so generalization of the findings is not possible. Secondly all the viewers are not channel oriented some of them are program oriented.

Thirdly, the sample has been chosen from Kolkata and nearby areas, and so it still needs to be explored whether the findings of this study can be replicated in a different geographical area for further verification and generalization. The scope of further research is huge in spite of the fact very little literature is available regarding viewers' perception about Indian television channels.

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QUESTIONNAIRE

Q1. Name:

Q2. Gender:

- ❍ Male (1)
- ❍ Female (2)

Q3. Age Group

- ❍ 18-25 (1)
- ❍ 26-35 (2)
- ❍ 36-50 (3)
- ❍ 50 & above (4)

Q4. Occupation

- ❍ Student (1)
- ❍ Home maker (2)
- ❍ Service (3)
- ❍ Business (4)

Q5. How often do you watch TV?

- ❍ Daily (1)
- ❍ Weekends (2)
- ❍ Once a Week (3)
- ❍ Random (4)
- ❍ Never (5)

Q6. Rank the following categories of programs in TV Channels in order of your preference (With 1 being most preferred and 7 being least preferred)

______ Soaps and Serials (1)
______ News (2)
______ Sports (3)
______ Movies (4)
______ Reality shows/Dance shows (5)
______ Documentary/Educational (6)
______ Others(7)

Q7. Rank the channels in order of your preference in the SOAPS AND SERIALS category (With 1 being most preferred and 7 being least preferred)

______ Star Plus (1)
______ Sony (2)
______ Colors (3)
______ Zee TV (4)
______ Sab TV (5)
______ Life OK (6)

Q8. Rank the channels in order of your preference in the NEWS category (With 1 being most preferred and 7 being least preferred)

______ Aaj Tak (1)
______ NDTV 24X7 (2)
______ CNN IBN (3)
______ Headlines Today (4)
______ Times Now (5)
______ Zee News (6)

Q9. Rank the channels in order of your preference in the SPORTS category (With 1 being most preferred and 7 being least preferred)

______ Sony Six (1)
______ DD Sports (2)
______ Ten Action (3)
______ Ten Sports (4)
______ Star Sports (5)
______ Neo Sports (6)

Q10. Rank the channels in order of your preference in the MOVIES category (With 1 being most preferred and 7 being least preferred)

______ Star Movies (1)
______ HBO (2)
______ Movies Now (3)
______ Set Max (4)
______ Star Gold (5)
______ Zee Cinema (6)

Q11. Do you think people still watch Doordarshan?

❍ Yes (1)
❍ No (2)

Q12. Are the modern TV Channels more innovative and adaptive to change than Doordarshan?

❍ Yes (1)

❍ No (2)

Q13. Do you believe there is any reality in the reality TV shows?

❍ Yes (1)
❍ No (2)

Q14. Have the cookery shows actually helped you in preparing better dishes at home?

______ Rate on a scale of 0-10 (1)

Q15. Do News channels tend to take some news out of context to increase their TRP?

______ Rate on a scale of 0-10 (1)

Q16. Are you likely to shift to another news channel if your favorite news anchor moves to another channel?

❍ Yes (1)
❍ No (2)

Q17. Rate the following -

	Strongly Agree (1)	Agree (2)	Neither Agree nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
You have changed your daily habits by getting influenced by the content shown in TV Channels. (1)	❍	❍	❍	❍	❍

Q18. Rate the following -

	Strongly Agree (1)	Agree (2)	Neither Agree nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Should every TV Channel have a HD (High	❍	❍	❍	❍	❍

Definition) channel for their high end users? (1)					

Q19. Elements important for you to choose a particular channel to watch

	Extremely Important (1)	Very Important (2)	Somewhat Important (3)	Neither Important nor Unimportant (4)	Somewhat Unimportant (5)	Very Unimportant (6)	Not at all Important (7)
Entertainment Quotient (1)	❍	❍	❍	❍	❍	❍	❍
Brand Image (2)	❍	❍	❍	❍	❍	❍	❍
Content (3)	❍	❍	❍	❍	❍	❍	❍
Stars/Hosts/Anchors (4)	❍	❍	❍	❍	❍	❍	❍
Language (5)	❍	❍	❍	❍	❍	❍	❍
Emotional Quotient (6)	❍	❍	❍	❍	❍	❍	❍
Acting/Drama (7)	❍	❍	❍	❍	❍	❍	❍
Live Coverage (8)	❍	❍	❍	❍	❍	❍	❍
Sexism (9)	❍	❍	❍	❍	❍	❍	❍
Design/Outlook (10)	❍	❍	❍	❍	❍	❍	❍