

# Review of Commercials During Primetime news of nTV (Bangladesh) **Perspective, Volume & Character**

Report (Partial)

GEN 201: Concepts of Media and Journalism

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## Reason for Selecting nTV

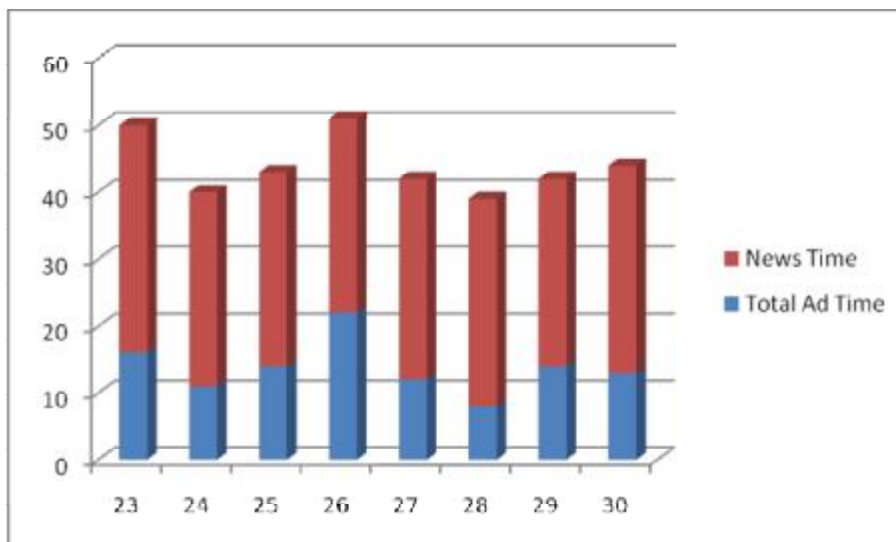
Among the four selected channels the channel nTV has selected as a Class One private channel. As the concern was to find a comparison of broadcasting Advertisement and News Bulletin in different private channels and nTV is not only well equipped renowned channel but also a much matured one. Considering all these nTV has been selected.

## Area of Survey

The survey has been done on the basis of the broadcast of nTV prime time News Bulletin in between 7.30 to 8.30 until the news finishes. This particular survey done in consecutive seven days of 23 November 2008 to 30 November 2008.

## Bulletin & Commercials Volume

Here there is a picture of the volume of Bulletin & Commercials for the following 23 to 30 November 2008. The top part of the bar represents the Bulletin duration and rest part shown in lower part is commercials' timing.

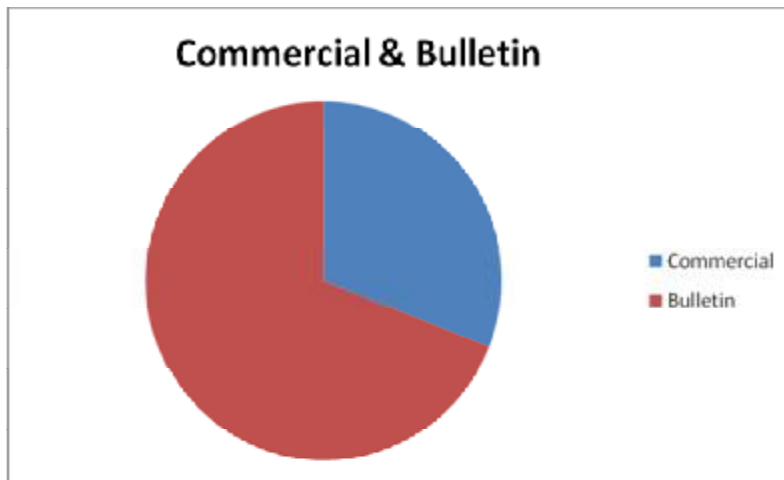


## News Sponsorship

In the news three companies have found those sponsors some particular part of the news. National Bank sponsors Headline, Pioneer Insurance sponsors Economic News and Grameen Phone for Sports News. May be, as Grameen Phone gives less TVC during the break as because of the reason they sponsor a particular part of the Bulletin though they are very influential in giving frequent TVC (commercial).

## Review & Analysis

From the study it has found that 69% time of the total program contributed by News and 31% covered by Commercials. Average 44 minutes program covers 14 minutes commercials and 30 minutes covered by news. From the above it is clear one fourth of the New Bulletin Program is covered by commercials. The news program gets two breaks. In the first break average 8 minutes and second break 6 minutes commercial break is entertained by the channel. Average after 16 minutes news the channel goes for the first break and average after 14 minutes news the channel go for second time's commercials' break.



From the chart below (that shows the average number of commercials been shown on each day's News Bulletin Program) we can say a major part of the commercials are been contributed by cosmetics products and second largest is the mobile operators. The Other category involves the products like: Shoe, Hospital Service, Melamine, Tea, Spices, Tooth Paste & Bank.

From the study it has found 22 to 35 commercials are been shown during the commercial which is in average 29.

## Dependency on Companies

Here is the top ten influential companies which gives the maximum numbers of commercials during the Bulletin. Here Unilever holds number one. In one particular day Unilever gave six commercials during the time. And seven companies found who gives very few commercials during Bulletin time and the number of the commercials varies from 0-2 everyday. The companies are: Kaloon Electronics, ACME, Nasir Group, Bulid Trade Colored Tin, Tata (Tea Bag), Tanin Furniture & Nokia. Without these the other companies are: Grameen Phone, Sandalina Soap, LG, Square, Bangladesh Melamine, National Bank & Transtec. Among the last group National Bank is the sponsor of the News Headline.

Company	Average Commercials
Unilever	4
Pran	3
Banglalink	3
Tibbet	3
Nasir Glass Industries Ltd.	2
Aktel	2
Marico	2
RFL	1
Apollo Hospitals	1
Hitachi	1

## Conclusion (Findings)

At the end it can be said nTV is a reputed channel and as they have their own brand image it is hoped that they would not temper their news. But still there is an opportunity of being influenced by some particular companies those who pay a lot for the commercials and those who sponsor the different parts of the news; specially Unilever and Grameen Phone. Interestingly it's found that cosmetics have the highest number of commercials. Though it's highly fluctuating but average one third of the news program is contributed by commercial, which is not a good sign for maintaining the level the better quality of news as many of the viewers may switch the channel by this time.

***It is the partial part of the report. The main report includes the data of other TV channels which is not available or at reach. This is the part of assignment which is prepared by one of the group members S. M. Benzir Ahmed.***