

Seminar Paper

On

**Sustainability of Private Television Channels in Bangladesh: A Case Study on
Asian Television Network (ATN) Bangla.**

Submitted by:

Md Abdur Razzaque

Deputy Secretary

Ministry of Information

ID-7973

Roll No. 115

126th Advanced Course on Administration and Development

Submitted to:

Dr Muhammad Abu Yusuf

Member Directing Staff (R & C)



**Bangladesh Public Administration Training Centre
Savar, Dhaka**

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To whom it may concern

This is to certify that Md. Abdur Razzaque, Deputy Secretary, Ministry of Information bearing Roll number 115 of 126th Advanced Course on Administration and Development (ACAD) has prepared this seminar paper title on ‘ Sustainability of Private Television Channels in Bangladesh : A Case Study on Asian Television Network (ATN) Bangla. The paper has been prepared under my direct supervision and guidance accomplishing all the activity satisfactory. The quality of the paper is above satisfaction to me and course management can accept the paper as a fulfilment of the course.

I wish him every success.

M. T. A. C. 8-9-19
(Dr Mohammad Tarikul Islam)

Associate Professor and Research Consultant
Department of Government & Politics
Jahangirnagar University
&

Research consultant
126th Advanced Course on Administration and Development.

Abstract

Technological advancements over the course of history have shaped human life in a way that was quite unimaginable. In its rise, one of the most common and influential invention certainly has to be Television. During the last two decades Bangladesh experienced an unprecedented growth. But during the last few years these private channels are struggling to survive. This study tried to understand the current scenario of private satellite cable network channels and explore growth opportunities. It also tried to find the appropriate standard and management procedures to ensure sustainability in the long run. At the same time the study look into the sustainability factors and current status of Private TV channels in the country.

As there is no study exactly on the issue and lack of reliable quantitative data to analyze the sustainability factors, this study is literature and qualitative review centric (Newton, S.R. 2003). Independent research data on Satellite channels along with the government regulations, Broadcasting Act, and Satellite Cable Network Act were used to provide structure to this report. The primary data were collected from the archive of ATN Bangla and the qualitative findings were presented in a narrative style.

The collected data for the research gave us an interesting insight on the current happenings of the Private TV channels of Bangladesh. Private TV channel was a thriving business as well as the source of quality content for the mass people for the greater part of the last decade. However, that scenario drastically changed in the current decade and many private TV channels are on the verge of going bankrupt (Newton, S.R. 2003).

In order to ensure sustainability of the private TV channels the government can provide subsidies in various forms to the private TV channels, whether it could be tax cuts in logistics procurement or incentives in content generation. Government intervention and funding will help to bring this sector back in track and help them to thrive rather than barely make ends meet like now.

Keywords: Private Television Channel, Media, BTV, ETV, ATN, Content, Sustainability,

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Introduction:

Background

The television and media have been influencing human lives since its inception in the first half of the 20th century. Over the course of the last century, it has strived to shape modern human life in such a way that wasn't quite imaginable a few decades back. In the context of Bangladesh, the case was even stronger.

Media as a whole started its journey effectively after the independence of our country. Over the course of time after independence the state of media has seen a paradigm shift. Media played an important role in the glorious liberation war of 1971 and since the birth of Bangladesh it has played a strong role and over the years, emerged as the fourth pillar of Bangladesh. As a developing third world nation, this revolutionary technology didn't get headway straight up (Wahid, Z.H. 2007). Rather it was slowly incorporated with the continuous betterment of technological advancements.

Compared to the developed nations, the growth of television and its effect on the mass population was satisfactory albeit at a slower pace. Over time, the technology trickled down to the general population and television was rapidly adopted as a means of recreation and entertainment as well as a reliable source of news. The first Television Channel of independent Bangladesh was Bangladesh Television (BTV), more commonly known as BTV. Up until 1997, BTV was the only government-sanctioned channel and the only source of a televised program for the general mass.

As Bangladesh moved away from dictatorship after mass movement 1990, the liberal democratic trend of government paved the way for privatization of this sector. However, the owners and people in management of these TV channels belonged to the elite class biased to either of the two dominant political parties- Bangladesh Nationalist Party or Awami League.

The rights of television broadcast obtained through political patronage not only helped to uphold the prestige of the owners, it also helped to channel the political and business monopoly of the two leading parties further.

With the initiative of the introduction of Private Television Channels in the country by the government of Prime Minister Sheikh Hasina in 1997 to diversify the electronic media scenario/ the door of innumerable possibilities has been opened and usage of media became much more diverse. Asian Television Network (ATN) Bangla was the first and a pioneer in the private TV channel arena which offered diverse options as well as a refreshed outlook on how people viewed television.

Within this report, the sustainability of Private Television Channels in Bangladesh has been analysed. To conduct the study, ATN Bangla was chosen as the case sample and analyzed its growth and acceptance factors as well as future implications in private networks. We need to understand in this regard that sustainability comes only when there is a distinct growth in any sector. Since its inception, the private TV channels have seen their growth sky rocket. However, in the recent years that growth is dropping (Wahid, Z.H. 2007). This report tried to explore the current trend of viewers and the overall business outcomes as well as content that is aired on ATN Bangla. The article sought to conclude the long term sustainability of the channel and measures undertaken to address the existential crisis posed by foreign network channels.

Literature Review

Private TV channels were first introduced in 1997 in Bangladesh. As such, the data required for the study is scarce and are mostly qualitative in nature. There is no record of a study conducted on the sustainability of private TV channels in Bangladesh. However, for this paper, a number studies and articles were used as references conducted by Wahid, ZH. (2007), Shamsher, R. (2012), Ahmed, A. M (2009), Panday, P.K (2009) and Rahman, A. (2009). These studies focused on the long term sustainability of the private TV channels, their political and economic implications and future prospects.

The studies don't exactly give us the sustainability report but offer thoughtful insight on the current situation of the satellite channels.

Various other independent research has concluded that, lack of transparency in licensing and increasing political and market interference with commercialization of news has led the satellite to move away from democratic fundamentals and turn into a tool for personal gains.

Many scholars and social welfare researchers has been vocal about the relationship between the satellite media, political bias and market value. As a sophisticate medium of public communication, researchers have expressed their concern over its usage and misuse for personal gains and its implication for the market.

The current overall state of research in the field of media is still underwhelming. Though some significant strides have been made in the arena, there are a lot to be explored and understood in this sector.

An article of senior Television Personality Sayed Ishtiaq Reza, outlined various discrepancies, anomalies along with recommendations, said over 10,000 people are now involved in the Private Television Channels and over 6,000 crores (60 billions) taka has been invested in the sector. But the sector is now under threat of sustainability as most the channels are struggling to manage the salaries and other expenditures of their staffs.

The proposed Broadcasting Act and Cable Television Network Act of 2006 offers comparative data on the provisions and restrictions that are faced by the private broadcasters and the regulations that control broadcasting contents (Rahman 2009).

Independent research conducted on the acceptability of satellite TV channels in the context of some foreign countries offered a thoughtful insight to deduce the sustainability factor in the context of a developing nation like Bangladesh.

Problem Statement

At present cable networks or private TV channels are creeping up at a very high rate. The government and regulatory authorities are in dire need to control this growth as well as define a sustainable standard for each broadcaster to follow.

The journey of private TV channels in Bangladesh began with the introduction of ATN Bangla as the first independent private TV channel. Over the course of 2 decades, the number has seen risen tremendously. At present, about 45 TV channels have obtained license from the regulatory board with 33 of them are operational. Of the TV channels that obtained broadcasting license, three are discontinued due to various internal issues and regulatory failures.

Another important issue that hinders the growth opportunity of the local private TV channels is the uncontrolled entrance and distribution of foreign TV channels especially from our neighbouring country India (mainly from West Bengal). These programs do not promote or represent our culture in any way rather it is destroying the market for local TV channels (Wahid, Z.H. 2007). Due to their unhindered access, various companies of Bangladesh have started to advertise their product on these foreign channels which is incurring severe cash outflow from the country. However, recently the government initiated some measures against such advertisement opportunities.

Another problem that crept up with the rising number of TV channels is that the advertising opportunities got lessened. As a result, many TV channels are failing to attract advertisers and are forced to incur loss in this business (Shamsher, R. and Abdullah, M.N. 2012). The advent of pay per view online stream able contents has also landed a huge blow to this sector as the younger generations are getting more inclined to stream able contents.

With low revenue generation, the quality of the content of these TV channels is slacking. Producers are failing to allocate budgets for quality content.

Below par and substandard programs are deviating the viewers from these channels to foreign ones which in turn is harming the local channels even more.

This report focused on the sustainability factor of the private TV channels and their growth and acceptability factor in the socio-economic context of Bangladesh. For ease of study, one TV Channel has been chosen to conduct the research.

The objective of the Study

The objectives of the study are –

1. Understanding the current scenario of Satellite cable network channels and exploring growth opportunities.
2. Finding appropriate standard and management procedures to ensure sustainability in the long run.
3. To unearth the issues afflicting the survival of private TV channels.

Research Questions

The research questions are –

1. What are the sustainability factors and current status of Private TV channels in our country?
2. How the management process of the private TV channels has ensured their continuity?

The rationale of the Study

The study of Private TV channels and their sustainability is important in many senses. TV programs play an important role in shaping a person's perspective and ideas. Up until 1997, the people of Bangladesh only had access to one government-owned station.

With time, several privately owned stations have appeared which offers diverse to a specific range of programs (Rahman, R. 2009). The mass people now have more choice of and freedom of choosing contents than they had previously. This also comes with the threat of social degeneration and social disintegration if the broadcasting content isn't strictly monitored.

Over the last two decades, Bangladesh has seen a rocketing growth in the electronic media sector. With the advancement of technology and to cater to the ever changing taste of the mass, quite a few number of TV channels has entered into the arena. This study also tried to explore whether the rapid growth attained by these companies is sustainable and whether the companies are still in their initial growth trajectory. This analysis effectively helped to understand the current situation as well as to understand what are the probable causes of shrinking growth.. (Shamsher, R. and Abdullah, M.N. 2012).

Another key aspect that drives the content of these TV channels is their political partiality. Inclination to a certain political ideology tends to favour a broadcaster in a positive or negative manner. This can be one of the factors that shapes the long-term sustainability (Mahmud, S. and Nasreen, G. 2009). A deeper look at the ownership of these individual media companies reveals that in most cases, the TV channels do not hold prime business priority, rather it is sort of a side venture adopted by many successful business organizations in our country. As a result, the private TV sector is not getting the appropriate attention it deserves (Shamsher, R. and Abdullah, M.N. 2012). This not only creates issues regarding importance, rather the management process of each channel is also hampered. As most of the owners had no prior knowledge of cable networks management, it makes way for gross mismanagement.

Every private TV channels are subjected to promote and broadcast government sanctioned programs including the news of BTV. However, the private TV channels do not get any monetary benefits for this air time (Shamsher and Abdullah 2012). Let alone monetary benefit, they do not receive any form of tax cuts as well. In such a scenario, it is expected that the government should come forward to help sustain the television channels through providing subsidies.

This study helped to identify the standards as well as the management procedures of TV channels in light of ATN Bangla.

This research is important in a sense that this report effectively addressed sustainability factors as well as the factors that determine the acceptability of any satellite network to the general mass. Understanding the necessity of effective monitoring as well as the necessity of ensuring quality content through these networks has been addressed in this report.

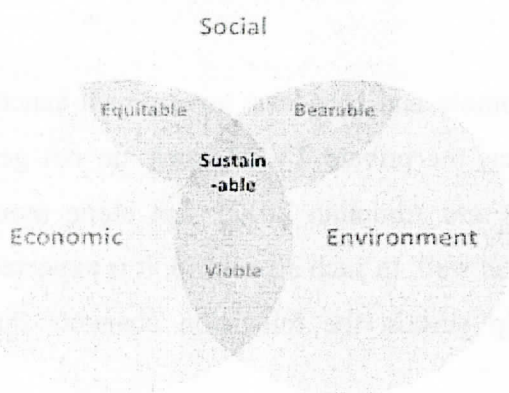
Conceptual Framework

To understand the sustainability of the private TV channels in Bangladesh we need to first understand what sustainability is. In a broad sense of the word, sustainability refers to the ability to maintain the current level of output or perform at a higher rate.

While we got the gross idea of sustainability, we need to understand electronic media as well. Electronic media is the source of information and entertainment which is electronically transmitted.

As discussed earlier, the mass media of Bangladesh is mainly categorized into electronic and print media. Within the reach of this report, I had worked on private TV channels which fall under electronic media.

This study explored whether ATN Bangla could sustain its growth prospects and what are the long-term implications of its business as well as broadcasting policies.



From the above figure, it can be understood that the factors of sustainability are mainly three – Economic, Environmental and Social(Shamsher, R. and Abdullah, M.N. 2012). To be sustainable, every organization needs to conform to these three specific factors.

This report analysed and evaluated the implication of ATN Bangla over these three factors in the context of Bangladesh. The findings of the research helped us to generate a gross idea about the current state of private TV channels in Bangladesh as well as its standard. From the findings the long term sustainability prospects of the TV channels are clear now and recommendations were made in this regard.

Methodology

As there is a lack of reliable quantitative data to analyze the sustainability factors, this study is literature and qualitative review centric (Newton, S.R. 2003). I used independent research data on Satellite channels along with the government regulations, Broadcasting Act, and Satellite Cable Network Act to provide structure to this report.

The primary data were collected from the archive of ATN Bangla and the qualitative findings were presented in a narrative style.

Additionally, face to face interviews with employees from ATN Bangla were conducted. This helped to understand the true nature and state of the people that are the life force of this organization. Meeting and interviews with the senior level executives like Chief Executive Officer and Head of News of private channels were conducted to understand their perspective and to make a holistic approach to this study. In addition, a Professor of a Journalism Department of Dhaka University was interviewed to learn about the issues and way forward.

For this report qualitative as well as quantitative data from other competitive sources were used. But as pointed out in the rationale of the study, there is no research document found which was conducted on the subject matter of private TV channels in Bangladesh. As such the only source of data were qualitative which was collected through interviews and articles of various experts related to the sector and as well as ATN Bangla.

For the collection of the qualitative data, some questions were resorted that were posed to the aforementioned relevant personnel from the sector as well as from ATN Bangla. The questions were set basing on the following points –

- Sustainability
- Growth opportunity
- Evolution of Private TV channels
- Rapid development
- Slack of growth
- Current state of the management
- Responsible entities
- Role of government
- Recommendations for betterment of the situation.

Data were collected from management of different private TV channels and the employees of ATN Bangla which is the case subject for this study.

The data obtained from the management and the employees were more or less similar. Various issues that are hindering the growth and sustainability of the private sectors came up which was discussed in the research findings section of this report.

Findings

The collected data for the research gave us an interesting insight on the current happenings of the Private TV channels of Bangladesh. Private TV channel was a thriving business as well as the source of quality content for the mass people for the greater part of the last decade. However, that scenario drastically changed in the current decade and many private TV channels are on the verge of going bankrupt (Newton, S.R. 2003).

To understand the rise and fall of the Private TV channels, the relevant personnel suggested a deeper look on the inception and cumulative growth over the years of the TV channels.

Television emerged as a source of proper infotainment with the advent of private TV channels. The government played a leading role in this regard as it granted ATN Bangla and Channel i (Eye) rights to present news and to conduct domestic broadcast through cable operators.

Late 2000's saw a strong technological boom with televisions becoming cheap and affordable for all. In its early days, a TV set was shared by several neighbours and in rural areas, an entire village. But due to its increasing affordability, it became a household community for many. People also started taking cable subscriptions and this paved the way for demand for more TV channels.

The first private TV channel of the country was ATN Bangla. It started airing its programs in 1997 shortly followed by Channel i (Eye) in 1998. However, there were certain limitations during that time. These two channels were not given broadcasting rights across Bangladesh rather it was permitted to be satellite based to cater to the non-resident Bengalis living abroad. The contents were designed and catered according to their need. The idea of the government behind this approach at that time was, broadcasting the Bengali culture and heritage to the world will help to better communicate the cultural diversity and richness of our people. This was a strategic plan to make Bangladesh more prolific in the global cultural stage.

However, there were other limitations. The two private TV channels had no right to broadcast news on their own accord. They were solely focused on the cultural and entertainment contents.

So in effect, the general people of Bangladesh didn't see any changes in the television scenario as Bangladesh Television still remained the sole source of news and entertainment content for the people. By late 2000, the government permitted Ekushey Television (ETV), the first major breakthrough in the private TV sector in the country. The main factor that worked behind the foundation of ETV was to make television less formalized and less government oriented as well as to highlight the spirit of liberation war.

Naturally, the content of BTV was government mission and vision centric with a strictly censorship of news and media content. It is noticeable here that before ETV, none of ATN Bangla or Channel i (Eye) had the right to broadcast news of their own. ETV first got the permission to produce and telecast news of its own, independent from the grapple of BTV. The result was revolutionary; the content of television was, for the first time, unbiased towards any ideology. ETV broadcasted news of the government as well as that of the opposition. This made the mass people of more conscious of their political activism and increased their understanding of the state affairs.

It is to be noted that along with satellite transmission ETV got terrestrial permission and didn't require any cable connection in its domestic broadcasting; rather it was a free to stream just like BTV. ETV effectively changed how people viewed television and its content and ushered a new era for private TV channels in Bangladesh. At the same time a good number of quality media people including news reporters, presenters, program producers and cameramen were emerged.

Seeing huge popularity of ETV the successive government shut down the channel in 2002 due to political reason but the thirst of neutral news and views on country's politics and other issues remained in the heart of the common people and the impact it left on the mind of the people was very strong. Realizing the fact Four Party Alliance government from 2001-2006 gave licences of 8-10 private TV channels to their own people who had no prior experiences in this sector. But Jobless efficient media personnel of Ekushey Television somehow got jobs in these new TV channels.

Advertisers and various leading production houses saw this as an effective method to market their products. The private TV channels were earning a large sum of revenue from these advertisements and it enabled them to create more content.

Up until 2012, the growth of private TV channels has been very successful. However, with the introduction of more TV channels, the cable network market got saturated (Mahmud, S. and Nasreen, G. 2009). People had too many options to choose from and advertisers also started to pull out due to decreasing Television Rating Point (TRP) of the TV channels. It is to be noted here that, the advertisement funds are the principal revenue for every private TV channels as there is no government subsidy in effect. With the decreasing advertisement rate, the private TV channels started to falter and with it, the decade long growth started to falter. Some of the TV channels are even struggling to maintain the workforce and stay above profit margin (Newton, S.R. 2003).

One of the senior employees, who along with three others, was given forced retirement from ATN Bangla showing the ground of retrenchment of senior employees due to financial crisis, expressed his frustrations in the following way,

“I have been working in ATN Bangla for long 19 years in different positions but I was given forced retirement recently along with two other senior employees of same section on the ground of financial crisis. The authority issued three retirement letters promising three months of full salary in advance only without any retirement benefits.

As our jobs were not guaranteed we could not demand retirement benefits. He also said ATN Bangla has been facing financial problems during the last few years. They could not pay the salary to the staffs regularly. The situation deteriorated in the recent months. At present on an average of five months' salaries of all journalists and employees remained unpaid. Nobody is opening their mouths as many reporters and media activist are under threat of losing their jobs as the situation is deteriorating. “

The points mentioned in methodology, focus group discussions were held with a limited number of employees of ATN Bangla and some senior executives of different private TV channels and a University Professor of Journalism Department. One aspect where both, the executives and the employees agreed on is that the market for private TV channels has become too saturated. Given the socio economic condition of Bangladesh, 8 to 10 TV channels would have been sufficient and the business would have thrived. But due to allowing broadcasting license to too many companies, the situation has turned against the business itself.

Another key aspect that came up is the lack of proper knowledge regarding the line of business by the owners. After the sudden boom of cable networks in Bangladesh in 2002, government started allowing license to big companies who showed interest. In such a scenario, businesses came forward to run a TV channel which had no prior experiences or knowledge in this line. This issue coupled with equally inept management of some TV channels made the situation worse (Mahmud, S. and Nasreen, G. 2009). Due to massive irregularities in maintaining the workforce as well as content generation, TV channels started to slack. It is mentionable here that not all the TV networks faced such consequences; rather it was a few whose greater implications had a negative impact on other channels.

Some other causes were found while exploring more into the crisis of the private TV networks of Bangladesh. As mentioned earlier, the primary source of revenue generation for the TV channels are advertisements. Up until 2012, the market was favourable for the TV channels owner as less number of TV channels meant more advertisement generation. But due to a sharp rise in the number of new TV channels, the advertisements decreased as there were more advertisement opportunities. This coupled with advertisements being broadcasted to foreign channels became a burning issue for the TV channel managements.

Moreover, following the flourishing of various online media including Internet Protocol Television (IPTV) and video portals, a significant portion of advertisement are shared with them although these media are not giving any tax to the government on their earnings.

Another important issue that came to light was the lack of cooperation from the cable network operators. The cable network operators are making profit of almost 10 to 15 thousand crore taka per month (Reza, Sayed Ishtiaq. 2018) combined distributing the contents of the private TV channels. However not a single penny is shared with the private TV channels. This is one of the major gripes that the management of ATN Bangla pointed out. In such a scenario, government can take steps to ensure that the private TV channels receive some part of the earning as it will help to increase the content budget and provide better content or the viewers.

With the advancement of technology, digital platforms are increasingly becoming alternatives for cable network channels (Rahman, A. 2009). Due to easy availability and access to internet, the mass people, relatively of the urban area are getting more and more inclined to using various streaming services on a pay per view basis. These streaming services are creating a disruption on the market for cable network channels.

The reason is that streaming services are subscription based, that is they directly charge the viewer for the content they are showing. For Private TV channels the monetary benefits stay limited to the cable network operators.

Another aspect where our private TV channels are suffering is the uncontrolled telecast of foreign networks in our country, predominantly from India (Ahmed, A.M. 2009). Indian TV channels are broadcasted alongside Bangladeshi private TV channels by the network operators. In some cases, foreign networks are given more priority than our local channels. What this is doing is that it is saturating an already saturated market. With foreign network channels, the general people are getting inclined to view those contents which neither depict nor promote domestic culture. Due to their increasing demand, the Bangladeshi entrepreneurs are also opting to advertise their product on foreign channels. As a result, money is laundered away from the country in the name of foreign advertisements. It is to be noted that, our neighbouring country India does not allow our networks to be broadcasted on their market. But the free market for the Indian channels in our country is disrupting the balance of our market in their favour.

Many even question the transparency of private TV channels. Due to emergence and easy availability of social media, people are often able to get the true facts behind any event much before they are broadcasted on the TV networks. Due to professional ethics, government regulations and various internal factors, it is often not possible for the TV channels to broadcast the news of every event instantly without verifications which social media often do. This makes the people doubt about the authenticity of the news and the channels doesn't reciprocate as a reliable source.

Besides, various online news portals including the e-newspapers are making video news which is hampering the outreach of the private TV channels. The unregulated growth of these mediums is having a serious impact on the sustainability of the private TV channels.

One of the other issues pointed out by the management of ATN Bangla is that the overall lack of subsidy and cooperation from the government. They pointed out that, the print media receives monetary benefits for advertising government initiatives and publishing special supplements. But the private TV channels doesn't receive any such benefits even though on national days, they are required to provide their air time to government illustrated programs.

Another key point that was mentioned was that all the private TV channels are subjected to sharing their air time to telecast the news of BTV which is also done without any benefit on the part of the private TV channels. The private TV channels are making cuts on their part for the benefit of the government but their gripe is that they don't even get so much as simple tax cuts in return.

For running an effective news channel, there is requirement for a number of logistics which due to its sophistic nature, has to be imported from different foreign countries. But a detailed analysis of the logistical purchase of ATN Bangla shows that the channel as well as other private channels receives no form of tax cuts on importing these logistical materials.

Implications and Recommendations

The implications for private TV channels in light of the above findings are very grave. A lot of issues were unearthed as well as some responsible bodies were pointed out. A lot of factors affected the initial growth as well as the subsequent slack of private TV channels (Ahmed, A.M. 2009).

Whether being used as a political tool or lack of management in part of the channels as well, the negative factors outweigh the positive ones. Since the introduction of the private TV channels and its widespread distribution rights across the country, political bodies saw it as a tool of propagating their agendas.

As a consequence, a number of TV channels got rapid distribution rights in without undergoing proper procedure and background checks (Rahman, A 2009).

They were solely based on political bias and financial strength. It can be concluded from here that the downfall of the private TV channels before they saw a substantial growth for a considerable period of time.

Due to selection based solely on political partiality (bias) and financial capabilities, many leading businessmen and businesses of that time showed interest in cable network, who had no prior knowledge of the working mechanism and business running methods of private networks. This was rather a fancy status symbol for a handful of elites. Mismanagements of the owners and lack of government's regulation, the situation was practically chaotic with zero accountability.

In its heyday due to lesser number of channels, profitability was still an option but with the gradual progress of time the number of TV channels kept growing and things have reached a point where the TV channel owners are failing to provide wages for their employees.

A Professor of Department of Mass Communication and Journalism mentioned some key aspects behind this downfall. Which are as follows –

- Absence of government regulations.
- Absence of accountability.
- Mismanagement and lack of experience of the channel owners.
- Unhindered telecast of foreign networks.
- Lack of framework for cable network operators.
- Lack of quality content to attract viewers.
- Rapid spread of social media

The points mentioned by a Dhaka University Professor in line with the findings for this research paper.

Interviews conducted with the employees of ATN Bangla also revealed that there is no specific wage structure within the ranks of the channels. There is a stark difference in the salary of the individuals of same rank due to favourability with the higher authority. The jobs of the district correspondents of the channel were made contractual cancelling their permanent jobs. As a result salary of many of the correspondent decreased to 5000 taka per month from 50,000 taka. Moreover, due to low turnover rate, employees are being sacked without prior notice and the companies are not providing any benefits other than 3 months' salary.

The employees placed their demand for a structured pay scale that would be regulated by the government. Fortunately, the media personnel act is undergoing due process to be converted into an effective law. It is expected that wage exploitation and discrimination will be effectively abolished once this law goes in action.

A license is issued for every TV channels that are on air. But whether the management of each TV channel is following the regulation or not, that is not properly monitored. As a result, there occurs gross mismanagement as well as capital laundering (Rahman, A. 2009).

Government should set up a neutral commission which will recommend the government to provide license to particular organization after thorough examinations and scrutiny of the financial strength and experiences of the intending licence seekers.

An effective monitoring system should be formulated which should have authority to terminate the license if any channel fails to comply with the standards.

Government should also regulate advertisements on foreign channels as well as digital platforms since the government isn't benefited in any way from such ventures. On the hindsight, it is creating monetary scarcity with capital laundering to foreign country mainly in India. Government should regulate such ventures and take effective measures to not advertise in foreign network as well as digital platforms. This will help to boost the revenue generation through advertisements for the private TV channels since it is the prime source of capital for them. Government can also provide subsidies in various sectors of private TV channels, whether it could be tax cuts in logistics or incentives in content generation. Government intervention and funding will help to bring this sector back in track and help them to thrive rather than barely make ends meet like now.

Conclusion

This research mainly focused on the issues that are hindering the growth as well as the sustainability of the private TV channels in Bangladesh. While undertaking the research various anomalies and discrepancies from all relevant bodies alike were found. The shared fault and misconduct only hampered what was once a thriving industry (Ahmed, A.M. 2009). In the findings of the study the issues that are plaguing the TV sector were highlighted and it tried to establish the responsible bodies. To conclude, the study sought the combined effort of the management and the government to enforce key provisions so that the sustainability of the private TV channels can be ensured. By introducing required legislations, it will be possible to safeguard this sector from further threats as well as ensure a proper livelihood of the people associated with this sector.

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