

Internship Report On

Impact of channel i as the first digital satellite Bangla channel in the world

By

**FARHANA AHMED
19104121**

An internship report submitted to the BRAC Business School, in partial fulfilment of the requirements for the degree of Bachelor of Business Administration

Brac Business School
Brac University
APRIL 2023

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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BracUniversity.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Mr. Riyashad Ahmed
Assistant Professor,
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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on “Impact of channel I as the first digital satellite Bangla channel in the world.”

Respected Sir,

With due respect, I, Farhana Ahmed, I am honored to state that I have finished my internship report on “Impact of channel I as the first digital satellite Bangla channel in the world” as a requirement of the Bachelor of Business Administration (BBA) degree. This report includes my overall internship experience at ‘Channel i’. while working with the Accounts team as an intern. I was greatly motivated by the company culture of the company.

I, therefore, hope that you will find this report insightful. I have tried my level best to make this report as much comprehensive and informative as possible with the necessary data and proper recommendation. I trust that the reports will meet the requirements and quality desired.

Sincerely yours,

FARHANA AHMED

19104121

Brac Business School

Brac University

April 15, 2023

Non-Disclosure Agreement

I hereby declare that, this internship work entitled “Impact of channel I as the first digital satellite Bangla channel in the world” is an original work done by me under the supervision of Mr. Riyashad Ahmed, Assistant Professor of Finance & Director of programs (MBA & EMBA), Brac Business School, Brac University. This project work is submitted as a part of partial fulfilment of the requirements for the Internship Program. This report has not been submitted to any other university or Institution for any other award of any degree.

Farhana Ahmed

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Brac Business school

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Executive Summary

*As a requirement for the completion of the Bachelor of Business Administration (BBA) program, this report is prepared after a 3 months internship at Channel i on “**Impact of channel i as the first digital satellite Bangla channel in the world**”. This report examines the impact of Channel i, the first digital satellite Bangla channel in the world, on the media industry and society in Bangladesh. In this paper, it is all examined about The history, The development, Important content, and influence of Channel i. Channel i emphasize on the social influential topics like women’s empowerment, education for all, and healthcare benefits which are also discussed on this report. The report's conclusion suggest that channel i has made a substantial contribution to Bangladesh's social and cultural advancement, as well as to the development of local talent and providing possibilities for aspiring performers, producers, and journalists. Channel i has nominated as one of the most watched TV channels in the nation all thanks to the channel’s dedication to produce top-notch content that represents the cultural value and ambitions of the nation. This report also focused on how crucial it is for Channel i to encourage social influence and growing public knowledge of certain subjects like women’s right, healthcare facilities and proper education. The first digital satellite Bangla channel, channel i has always been an instrumental voice in motivating the general public opinion and fostering constructive social changes through its programs and other contents.*

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Overview of Internship

Internship at Channel i



Chapter: 1: Overview of Internship

1.1 Student Information

I'm Farhana Ahmed, student at BRAC Business School, BRAC University, with ID: 19104121, and I pride myself on being detail-oriented, driven, and diligent. My specializations in the BBA degree are Finance and Computer Information Management, and I started my BBA journey in the Spring of 2019. I have the urge to seek long-term jobs as Finance professionals and investigate various job opportunities related to my studies and interests. At the moment, I'm doing my internship at Channel i Ltd.

1.2 Internship Information

1.2.1: Organizational Information

Launched in 1999, Channel i is a private television network in Bangladesh. One of Bangladesh's leading media corporations, Impress Group, owns the channel. Beginning on January 3rd, 2023, I began working with Channel i Ltd. as a Spring Intern for a duration of three months. As an Intern, I'm currently employed by the accounts department. Fortunately, I had the chance to collaborate directly with the staff at the Channel i Ltd. headquarters. With regional offices in significant cities all throughout the nation, Channel i has its main office in Tejgaon, Dhaka.

1.2.2: Company Supervisor's Information

I was assigned to work under Ziaul Islam, the head of the accounts department, and he consistently encouraged me to take advantage of my internship time to learn from the accounts team and gain a deeper understanding of the company.

1.2.3: Job Scope-Job Responsibilities

Being a part of Channel i Ltd 's internship program, I had a fixed routine work, but sometimes I had to do many types of work outside of the schedule according to the need of my team. As an Accounts intern, I was responsible for multiple tasks like assisting with research, filing, data entry, and recording and maintaining accurate and complete financial records. Additionally, few times I have checked, prepared and updated monthly financial reports, such as balance sheets and income statements, invoices, and other documents. I also worked with bookkeeping software.

1.3 Internship Outcomes

1.3.1 : Student's Contribution and Benefits

My internship at Channel i Ltd has improved my skills and allowed me to explore new potentials. Being a member of the incredible Accounts division team, I saw what true collaboration looks like. I carefully observed the team as they demonstrated how a media production company conducts its interactions with various outside partners, including how planning and execution are carried out. I gained more knowledge about the many services provided by media outlets and investigated the businesses involved in delivering these services, such as news reporting, TV commercials, hosting shows, entertainment programs, etc. Being a part of the team taught me more about solving problems as they arise; if any difficulties or issues arose, I discovered how to resolve them through dialogue with the parties in question and negotiation. I further collaborated extensively with the senior executives.

I mostly dealt with MS Excel and picked up a lot of new skills. My writing abilities have increased as a result of the several reports I created throughout my internship. Furthermore, it goes without saying that my excellence in teamwork increased because I was part of an exceptional team. My communication skills greatly improved as a result of learning more about reporting and how updates and changes were communicated between the divisions. Prioritizing chores and finishing work by the deadline taught me how to multitask.

I discovered that a company's clients are its most valuable asset, and Ltd. has always given them priority. Customer satisfaction always came first and foremost while developing new products.

The Accounts division works really well together. I saw firsthand how it improves the caliber of their work. The coworkers have a fantastic relationship with one another. It was the same for me because they are all really kind to one another and supportive. Their relationship has helped them succeed as a team and contribute to the expansion of the business. They constantly supported me when I needed help comprehending work and urged me to ask questions. I'll always endeavor to incorporate the lessons I've learned from the team into my work to produce greater results.

1.3.2 : Difficulties Faced during the Internship Period

The heart of each organization is its Accounts department because it manages and balances all financial activity. Since I had no prior corporate working experience before to my internship, it was initially a little challenging for me to transfer from college life to the business world. However, the Accounts team welcomed me with open arms and provided ample help. In addition, the other interns were really supportive and sympathetic, which made it simple for me to fit in and adapt.

1.3.3 : Recommendation for the companies for the future interns

A few improvements should be made to the organization including hiring more young people for internships and other positions as well as utilizing more technology for business-related tasks. I became aware of the Accounts department's lack of technological use throughout my internship there. The other department do have good balance of working in traditional and modern manners. However, the Accounts department still favors carrying out business the old-fashioned way. utilizing more technology could help the department save a lot of time and increase productivity.

Organization Part

**Channel i – First Bangladeshi Digital Satellite Bangla-language
Channel**



Chapter: 2: Organization Part

2.1 : Introduction

Channel i is a popular television channel in Bangladesh. The Impress Group owns Channel i outright. Under the direction of Faridur Reza Sagor, The Impress Group entered the television industry for the first time in the 1980s. Impress Telefilm is being set up by this channel. In 1997, Impress Group launched its own satellite channel. On June 1st, 1997, Channel I debuted. It took two years after its official launch for it to start broadcasting news and programs around-the-clock. It was founded and started transmissions on October 1, 1999. Channel i is the first digital channel in Bangladesh. It now covers parts of Australia and Asia through satellite transmissions using PanAm Sat. At the present, Channel i competes with other domestic satellite channels. The channel has also been recognized for its journalistic excellence and has won several awards for its news coverage.



Figure 1 Channel i logo

2.2 : Overview of the company

One of the most popular channels in the nation, Channel i has had a huge impact on Bangladesh's media landscape. The channel's programming, which appeals to a variety of viewers, includes news, dramas, entertainment programs, and documentaries. Channel i has a website that offers news updates, live streaming of its shows, and video-on-demand services in addition to its broadcast programming. It places a lot of emphasis on creating regional content that reflects Bangladesh's culture and values. For its programming,

Channel i has received numerous honors, including the renowned "Best Television Channel" award from the Asian Television Awards in 2005 and 2011.

Overall, Channel i is a leading player in the media industry of Bangladesh, known for its commitment to high-quality programming, innovation, and social impact.

2.2.1 : Services offered by the company

In Bangladesh, Channel i provides a number of services targeted at giving its viewers access to a variety of interesting material. Among the most important services provided by Channel i are:

Television broadcasting: Channel i is a television channel that broadcasts 24 hours a day, 7 days a week in Bangladesh. It airs a wide range of programming, including as news, dramas, entertainment programs, documentaries, and cultural programs such as BBC Bangladesh, Shonglap, BBC Probaho, Channel i Music Awards, Dainik Tolpar, Hridoye Mati O Manush, Lux Channel I Superstar, Sisimpur, Tritiyo Matra, Channel i Serakonotho, Vober Hat etc.



Figure 2 Popular TV Shows of Channel i

News coverage: Channel i has a specialized news department that provides current news coverage on a range of subjects, including politics, current affairs, business, sports, and foreign news. In order to keep viewers up to date on the most recent events in Bangladesh and around the world, the channel makes an effort to deliver factual and balanced reporting.



Figure 3 News Production of Channel i

Online Streaming: Through its website and YouTube, Channel i provides online streaming services that let users watch their preferred shows in real-time or catch up on missed episodes. By enabling viewers to watch Channel i content from any location with an internet connection, this feature offers ease and flexibility.



Figure 4 Channel i Online TV Logo

Video-on-Demand: Channel i offers a service that enables users to access a library of previously broadcast shows and other content. This service improves the viewing experience by allowing viewers to watch their chosen shows whenever it's convenient for them.

Event-based Programs: Channel i provides special event coverage for important occasions like religious rituals, sporting competitions, and cultural events that take place in Bangladesh such as Kafela (only during Ramadan). Channel i brings major events to viewers' screens with its live coverage and special programming, enabling them to take part and enjoy the celebrations from the comfort of their homes.

Initiatives for Social effect: Channel i actively participates in initiatives for social effect, tackling important societal issues including women's emancipation, education, healthcare, and environmental awareness. It creates and broadcasts programs that increase awareness, offer educational material, and encourage constructive change. For example, the show "Ridoye Mati o Manush" is used by Channel i to broadcast point of views from farmers. The farmers get the perfect chance to express their opinions by this show.

2.3 : Management Practices

2.3.1 : Leadership and Vision

Effective management usually starts with strong leadership and a broad vision for the expansion and development of the company at Channel i. Many difficult responsibilities like setting the strategic direction of the channel and making sure all actions are in line with the overarching vision are taken by the top management, which includes the CEO and senior executives.

2.3.2 : Talent Management

Channel i emphasis strongly on talent retention and acquisition so that they can create a balance on a talented and engaged team. Channel i often invest in their staff training, staff development, and staff performance reviews and this to promote a culture of ongoing knowledge seeking.

2.3.3 : Content Development and Acquisition

The management team of Channel i has all the controls over creating programs, which entails recognizing market trends, comprehending viewer preferences, and commissioning or acquiring high-caliber shows that appeal to the public.

2.3.4 : Programming and Scheduling

The administration of Channel i is in charge of coming up with a diversified and well-balanced programming schedule that takes into account the preferences and demographics of different viewers. Channel i meticulously schedule the broadcast of programming to uplift the engagement and viewership.

2.3.5 : Financial Management

Assurance of financial viability and expansion of Channel i includes management techniques like cost control, budgeting, and cautious financial management.

2.3.6 : Technology and innovation

It's crucial for media firms to stay on top of new developments in this area. The management of Channel i will probably put a lot of effort into implementing new technology, enhancing the caliber of their productions, and investigating cutting-edge approaches to connect with and engage their audience.

2.3.6 : Marketing and Promotion

To increase the channel's visibility and draw in sponsors and advertisers, the management team controls marketing and promotional operations. The audience base of Channel i is maintained and expanded thanks to efficient marketing techniques.

2.3.7 : Engagement of the Audience

For media outlets, audience engagement is essential. To comprehend viewer preferences and enhance content offers, Channel i management may use social media, interactive programming, and audience feedback methods.

2.3.8 : Compliance and Ethical Practices

Channel i's management complies with all legal, ethical, and professional responsibilities as a responsible media organization. They make sure that information is truthful, impartial, and compliant with the law and societal customs.

2.3.9 : Initiatives with a social impact

Channel i's management may also be in charge of initiatives with a social impact, such as programming that tackle significant social problems and encourage constructive social change.

2.4 : Marketing Practices

In Bangladesh, Channel i is renowned for its successful marketing strategies, which have aided in its growth and success in the media sector. However, keep in mind that marketing

tactics and plans may change over time, therefore it's advised to consult the most recent data or authoritative sources for the most recent insights. The following are some crucial marketing techniques linked to Channel I: -

2.4.1 : Brand Positioning:

Channel i has positioned itself as the top Bangla satellite channel in Bangladesh and developed a distinctive brand identity. To set itself apart from rivals, the channel emphasizes promoting its basic principles, distinctive content offers, and dedication to high-quality programming.

2.4.2 : Cross-Media Promotion:

To boost its visibility and reach a larger audience, Channel i uses a variety of platforms for cross-media promotion. To publicize upcoming shows and special events, the marketing team makes great use of social media, billboards, print ads, and other conventional and digital marketing methods.

2.4.3 : Program teasers and trailers:

Channel i tries to make interesting teasers and trailers to attract viewers' interest in future shows. In an effort to draw viewer's attention and grow viewership, these brief promotional videos are distributed across a number of channels.

2.4.4 : Collaborations and Partnerships:

In order to provide compelling and excellent programming, Channel i works with a variety of production companies, content producers, and celebrities. These collaborations not only improve the channel's content offerings but also support team marketing initiatives and audience growth.

2.4.5 : Audience Engagement and Interaction:

Engaging and interacting with its audience is a priority for Channel i, which promotes interaction through phone-ins, social media platforms, and other interactive content. The value placed on audience recommendations and comments encourages viewer involvement and loyalty.

2.4.6 : Unique Events and Campaigns:

To build buzz and attention, the channel conducts unique events and campaigns in which it also takes part. These occasions could include social impact projects, cultural festivals, and award shows that adhere to the channel's principles.

2.4.7 : Sponsorship and advertising:

Channel i provide businesses and brands wishing to reach their target audience with sponsorship and advertising possibilities. Through this mutually beneficial partnership, advertisers get more visibility, and Channel i makes money to fund its operations.

2.4.8 : Digital Presence:

Channel i keeps up a powerful social media presence as well as a user-friendly website. They interact with the audience live and through polls, contests, and behind-the-scenes content share highlights from the programs.

2.4.9 : Content Marketing:

Channel i promotes its programs and offerings through content marketing techniques. This entails producing educational and entertaining information that is relevant to its content themes for articles, films, and infographics in order to draw in and keep viewers.

Ultimately, Channel i's marketing strategies put an emphasis on a blend of audience-focused content, calculated promotions, and digital engagement, which has helped it to take the lead in Bangladesh's media scene. For reliable insights, it is crucial to confirm this information with the most recent sources because marketing strategies can evolve over time.

2.5 : Financial Performance and Accounting Practices

2.5.1 : Financial Performance:

A media company's financial performance is a crucial sign of its success and long-term viability. Financial performance at Channel i is probably impacted by things like advertising income, sponsorship agreements, program licensing, and operational

effectiveness. The main sources of income for television networks are sponsorships and advertisements, and popular shows can draw in more advertisers. Additionally, licensing well-known shows to other networks or platforms may boost earnings.

Efficiency in operations is essential for controlling costs and optimizing profits. This entails cutting back on overhead expenditures, streamlining production costs, and making smart investments in technology and content that cater to audience preferences.

2.5.2 : Accounting Procedures:

In order for Channel i to uphold its financial integrity and abide by legal standards, accurate and open accounting procedures are crucial. Typical accounting procedures include:

Financial Reporting: Channel i adheres to accounting standards and creates financial reports that include income statements, balance sheets, and cash flow statements. These reports offer a summary of the business's financial situation and performance.

Revenue Recognition: In accordance with certain accounting rules, the channel records revenue from sponsorships, licensing agreements, and commercials. For correct representation of the financial performance, proper revenue recognition is essential.

Cost Allocation: To determine the profitability of various operations, expenditures must be allocated to the relevant departments and projects. Channel I always divide expenses among administration, marketing, and other pertinent departments.

Internal Controls: To protect financial assets and stop fraud or improper management, strong internal controls are implemented. Regular audits, task separation, and transactional oversight are all part of this.

Compliance and Reporting: Channel i abide by all applicable tax and financial laws. Periodic financial reports must probably be submitted to regulatory authorities in accordance with local legislation.

Budgeting and forecasting: The channel i use many strategies to efficiently plan and distribute resources, promoting financial stability and growth. The strategy is chosen over what the situation demands.

Cash Management: Channel i's ability to fulfill its financial commitments, make investments in expansion prospects, and preserve liquidity are always proved extraordinary.

2.6 : Operations Management and Information System Practices

2.6.1 : Operations Management

In Channel i Bangladesh, operations management entails supervising many areas of the channel's daily operations to ensure proper production, content delivery, and all-around performance. Some important techniques might be:

Production of material: Organizing the creation of a wide range of excellent material, such as news programs, dramas, entertainment programs, documentaries, and special events. To maintain efficient production workflows, this calls for coordination among producers, directors, scriptwriters, and talent.

Program Scheduling: Strategically scheduling programs to increase audience and rating potential. In order to draw in a larger audience, operations management makes sure that popular and anticipated programs air within prime time slots.

Resource allocation: Efficiently allocating resources, such as personnel, capital, and budgetary dollars, to meet varied operational and production needs. To save expenses, this includes maximizing the use of resources and maintain operational efficiency.

Technical Infrastructure: Monitoring the upkeep and modernization of the technical infrastructure, which includes servers, editing facilities, broadcast equipment, and broadcast equipment.

Quality Control: Putting quality control procedures in place to make sure the content complies with legal requirements and the standards of the channel.

Distribution and broadcasting: Managing the processes involved in distributing and transmitting content to viewers nationwide via satellite, cable networks, and online platforms.

2.6.2 : Information System Practices

For media companies like Channel i, information systems are essential because they facilitate effective content management, data analysis, and audience engagement. Typical information system procedures could include:

Content Management Systems (CMS): Utilizing content management systems (CMS) to arrange, manage, and store a sizable collection of content so that creators, editors, and other stakeholders may readily access it.

Audience analytics: Using data analytics techniques to gather information on audience preferences and behavior in order to better target content towards viewers' interests.

Social media and Digital Engagement: social media and digital engagement involve using information systems to control user accounts on social media sites, websites, and mobile applications.

Workflow automation: The use of tools to automate processes and minimize manual involvement to improve operational efficiency.

Data Security: Putting in place strong data security procedures to protect sensitive information, making sure that the audience data and intellectual property are protected.

Business intelligence: Making use of business intelligence technologies to analyze revenue, keep an eye on key performance indicators, and evaluate the channel's operational and financial efficiency.

Cloud-Based Solutions: Adopting cloud-based solutions for content distribution, collaboration, and storage allows for scalability and flexibility in managing media.

2.7 : Industry and Competitive Analysis

2.7.1 : Porter's Five Forces Analysis of Channel i

Five Forces Analysis Of Channel i

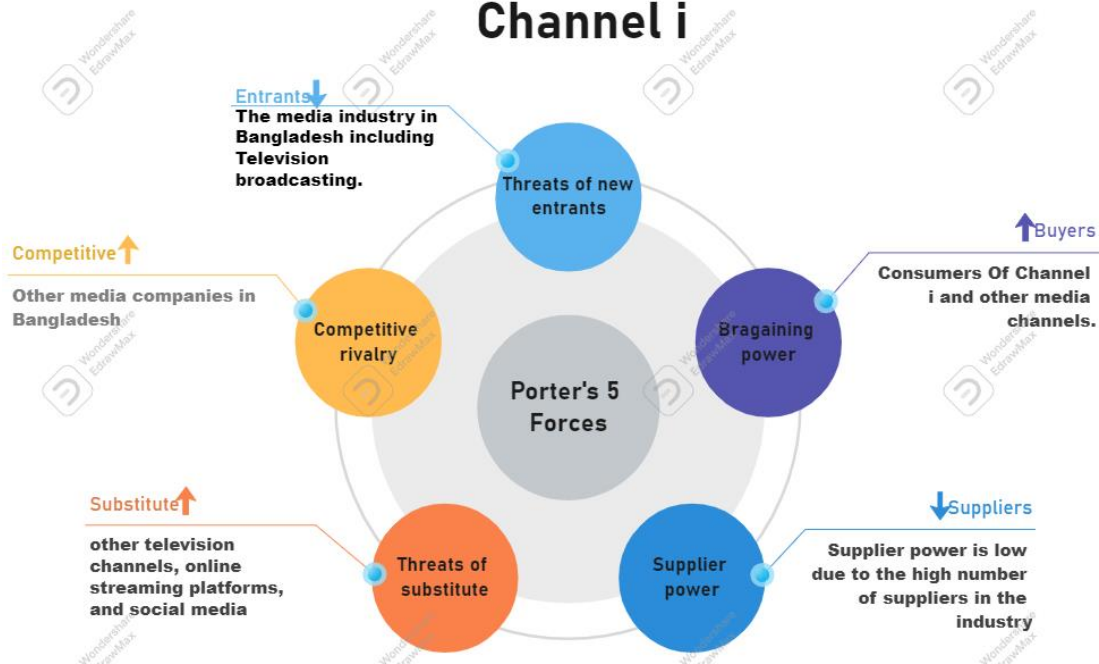


Figure 5 Porter's Five Forces on Channel i

Threat of New Entrants: High

Low entry barriers make Bangladesh's media sector attractive to newcomers, especially in the television broadcasting sector. It has been simpler for new companies to enter the market because of the accessibility of digital technologies and content development tools. However, reputable channels like Channel i might have a competitive advantage in terms of audience loyalty, brand recognition, and content libraries. Given that it involves significant investments in broadcasting infrastructure and content creation, the threat of new entrants can be moderate.

Bargaining Power of Suppliers: Low

Content producers, production companies, and other organizations that provide content to the channel are referred to as suppliers in the media industry. Given the variety of content providers and the ability of channels like Channel i to negotiate advantageous content licensing agreements, suppliers' negotiating strength may be moderate. However, suppliers could have more negotiating leverage when it comes to well-known or unique content.

Buyers' Bargaining Power: High

The audience that consumes the channel's content is referred to in this context as having bargaining power. Viewers in Bangladesh have several alternatives thanks to the rising number of television channels and internet platforms. As consumers can simply change to other platforms or channels if they are unhappy with Channel i's content offerings, this gives the audience a relatively high degree of bargaining power.

Threat of Substitutes: High

There are many alternatives to the media sector, including social media, internet streaming services, and other television channels. Since viewers can acquire content from a variety of sources, the channel's ability to command their attention is diminished. To stand out from the competition and attract new viewers, Channel i must constantly innovate and provide original content.

Competitive Rivalry: High

There are many television channels competing for viewers and ad money in Bangladesh's fiercely competitive media market. Other Bangla and foreign networks, as well as online video platforms, are fierce competitors for Channel I. Pricing pressures and difficulties with content distinction may result from fierce competition.

In conclusion, the media sector in Bangladesh, which includes Channel i, works in a competitive environment with moderate entry barriers, moderate supplier bargaining strength, and strong buyer bargaining power. For Channel i, the danger of substitutes and rivalry in the marketplace are major obstacles. The channel must concentrate on providing distinctive and high-quality content, engaging with its audience through numerous platforms, and consistently responding to changing market dynamics if it wants to maintain a strong position in the sector.

2.7.2 : SWOT Analysis on Channel i Bangladesh

2.7.2.1 : Strengths

Strong brand identity: Channel i has a solid reputation as one of Bangladesh's first Bangla television networks. Its popularity and trustworthiness are influenced by its history and brand awareness.

Diversity in Programming: To meet the needs of a wide range of viewers and demographics, the channel airs a variety of programming, including news, dramas, comedies, and documentaries.

Focus on Local material: To increase viewer engagement, Channel i place a high priority on creating material that reflects the cultural values and interests of the Bangladeshi audience.

Innovative Technology: To remain relevant in the digital age, Channel i has embraced technology innovations like high-definition transmission, online streaming, and interactive programming.

Initiatives with a Social Impact: The channel's dedication to tackling social problems like women's emancipation, education, and healthcare strengthens its societal contributions and goodwill.

2.7.2.2 : Weaknesses

Competition: Bangladesh's media market is extremely competitive, with a large number of television stations and internet platforms contending for viewers and ad money.

Variation in Content Quality: Although Channel i produces a wide range of content, the caliber of particular shows may vary, which could have an impact on viewer satisfaction and retention.

Dependence on Advertising Revenue: Like many media outlets, Channel i is heavily dependent on advertising revenue, which is susceptible to changes in ad expenditure and economic conditions.

2.7.2.3 : Opportunities

Digital Transformation: Channel i has the chance to increase its online presence, attract a larger audience, and investigate new revenue streams as a result of the rising popularity of digital platforms.

Engagement of the Audience: Channel i can further engage its viewers and foster a more immersive and engaging viewing experience by utilizing social media and interactive content.

Global Reach: Channel i is able to possibly reach a global audience through online streaming, notably the Bangladeshi diaspora, which will increase viewership and revenue.

Collaborations: Joining together with domestic and foreign content producers can expand the channel's library of videos and draw in new users.

2.7.2.4 : Threats

Changing Viewer tastes: Traditional television viewing may be impacted by changing audience tastes and consumption patterns, such as the advent of internet streaming.

Regulatory Changes: Channel i's operations and content syndication may be impacted by modifications to broadcasting laws or licensing standards.

Material theft: Unauthorized online sharing of Channel i's material could reduce the channel's exclusivity and result in financial losses.

Economic factors: Budget cuts for advertising during economic downturns can have an impact on Channel i's revenue and stability.

Finally, it should be noted that Channel i Bangladesh has developed a strong brand identity, a wide range of content, and social impact activities. Although there is competition and potential content quality weaknesses, there are chances to take advantage of digital channels for engagement and a worldwide audience. Threats to its sustainability and expansion come from shifting audience tastes, shifting regulatory dynamics, and economic concerns.

2.8 : Summary and Conclusions

2.8.1 : Summary

Channel i has a team of experienced journalists, producers, and technicians who work together to produce high-quality programming. The channel has been at the forefront of adopting new technologies and formats, such as high-definition broadcasting, online streaming, and interactive programming.

The channel started as a small-scale television channel with limited programming. However, over the years, it has grown into one of the most popular channels in the country.

Today, Channel i has a wide range of programming, including news, dramas, entertainment shows, and documentaries.

One of the key reasons for the success of Channel i is its commitment to providing high-quality programming that reflects the culture and values of Bangladesh. The channel has a diverse range of programming that caters to all segments of the society, from the young to the old. Its news coverage is considered one of the most reliable and unbiased in the country, and it has won several awards for its journalistic excellence.

Another factor that has contributed to the success of Channel i is its focus on innovation and technology. The channel has been at the forefront of adopting new technologies and formats, such as high-definition broadcasting, online streaming, and interactive programming. This has helped it stay ahead of the competition and maintain its position as one of the leading television channels in Bangladesh.

2.8.2 : Conclusion

Channel i is an important player in the media industry of Bangladesh. It has made significant contributions to the country's cultural, social, and economic development by providing high-quality programming that reflects the values and aspirations of the people. Its commitment to innovation and technology has helped it stay ahead of the competition and maintain its position as one of the leading television channels in Bangladesh.

Overall, the report concludes that Channel I have had a profound impact on the media industry and society in Bangladesh. As the first digital satellite Bangla channel in the world, it has set a benchmark for quality programming and innovation in the industry. The channel's contribution to the cultural, social, and economic development of Bangladesh has been significant, and it is likely to continue to play an important role in the years to come.

2.9 : Recommendations/Implications

Channel i has made significant contributions to the media industry of Bangladesh. It has been instrumental in promoting local talent and creating opportunities for aspiring journalists, actors, and producers. It has also played a key role in promoting social issues

and raising awareness about important topics such as health, education, and women's rights. But Channel I have its own limitation too.

Data unavailability: Channel i do not have enough information about them in the public platforms. Because the project depended on publicly accessible information, it may not have had access to secret or confidential data concerning Channel i's internal operations or audience analytics. This limitation may have an impact on the depth of analysis.

Forward-Looking Strategies: Future evaluations might analyze Channel i's strategy for adapting to new media landscapes, including digital and online media platforms, and how these strategies effect its sustained relevance and impact.

Content study: A more in-depth content study of Channel i's shows, including quantitative and qualitative analyses of the themes and messages, can provide insights into the content's impact on culture and society.

Audience Analysis: Conducting audience research to better understand viewer preferences, demographics, and the factors that contribute to Channel i's popularity would aid in refining our understanding of its impact.

Stakeholder Engagement: Future projects may require more comprehensive stakeholder participation. This could include conducting surveys, interviews, and focus groups with viewers, employees, and management to get a variety of perspectives on the impact of Channel i.

Future study and analysis can provide a more nuanced and up-to-date knowledge of Channel i's diverse influence and developing role in the media landscape of Bangladesh and the global Bangla community by addressing these recommendations.

Project Part

Impact of channel i as the first digital satellite Bangla channel in the world



Chapter 3: Project part

“Impact of channel i as the first digital satellite Bangla channel in the world: A Case Study on Channel i”

3.1 : Introduction

The media environment in Bangladesh and worldwide has been significantly impacted by station i, the first digital satellite Bangla station in the world. Since its establishment, Channel i has pioneered cutting-edge broadcasting techniques, offered a variety of content, and supported Bangladesh's socio-cultural advancement. This study examines Channel i's historical importance, programming accomplishments, and societal impact as the first digital satellite broadcaster in Bangla. This initiative intends to thoroughly examine and record the effects of Channel i, the world's first digital satellite Bangla channel. The research will examine how Channel i's innovative role in the media sector has affected history, programming, society, technical advancements, and problems. The initiative will offer insights into the channel's impact on media consumption patterns, cultural preservation, and technological breakthroughs through research, data analysis, and case studies.

3.1.1 : Background

An important turning point in Bangladesh's media environment was marked by the launch of Channel i as the first digital satellite Bangla channel in the world, with far-reaching effects that extended beyond its borders. This innovative project revolutionized the way people watched television, provided a forum for diverse programming, and was essential in conserving and advancing Bangla culture. The "Impact of Channel i as the First Digital Satellite Bangla Channel in the World" research aims to explore the societal impact, technological developments, historical background, and programming diversity of Channel i. When Channel i was introduced in 1999, Bangladeshi television broadcasting underwent a radical change. It was the first station to use digital satellite technology, enabling viewers to enjoy top-notch programming from anywhere in the world. The stage was set by this advancement in broadcasting technology, which also improved the viewing experience.

3.1.2 : Objective

Broad Objective:

- To determine the contribution of channel i as the first digital satellite Bangla channel in the world.

Specific Objective:

- To evaluate the contribution of this company in the Entertainment industry of Bangladesh.
- To analyze the various genres of programming offered by Channel i.
- To evaluate Channel i's impact on viewer preferences and engagement in the entertainment sector.

3.1.3 : Significance

The study contains an overall idea about the first largest and the fastest growing entertainment service provider, Channel i Ltd., and its business practices. Additionally, the study will also give an overall understanding of the significance of Channel i as the first digital satellite Bangla channel. Understanding the significance of Channel i as the first digital satellite Bangla channel illuminates the revolutionary potential of media platforms in addition to its historical significance. This research strives to offer a thorough view on the tremendous influence of media on culture, identity, and society by examining the historical backdrop, technological advancements, programming diversity, and societal contributions of Channel i.

3.2 : Methodology

This study's quantitative and qualitative data came from both primary and secondary sources. The inquiry was carried out using a hybrid methodology. I conducted a three-month internship with the company, where I learnt about its operations and gained insider knowledge of the industry. I also spoke with key executives at Channel i to understand more about the company's impact on the industry. I conducted the analysis using secondary data obtained from the internet. Most of the statistics were acquired from the channel i website and published news items, as most of

the literature on entertainment inclusivity was produced because of the development of Bangladesh's media business.

Data and insights regarding operations and business procedures, marketing and recruitment practices are gathered through interviews with Channel i Ltd officials. The figures are calculated using estimated percentages of contribution taken by suggestions of Channel i Ltd. company insiders to find out the contribution for every service offered by Channel i Ltd. in the Media entertainment industry of Bangladesh, as the actual data is highly confidential and cannot be disclosed to anyone outside the company under any circumstances.

3.3 : Findings and Analysis

3.3.1 : Historical Development

The Rise of Digital Satellite Technology: The historical history of Channel I is inextricably linked to the late 1990s emergence of digital satellite technology. This technological breakthrough represents a paradigm shift in the delivery of television material to consumers. Traditional analog broadcasting was progressively being phased out in favor of digital satellite transmission, which provided greater picture and sound quality as well as the capacity to reach a far larger audience.

Creative Management: Creative management was at the heart of Channel i's emergence. The channel's founders and forefathers understood the transformational possibilities of digital satellite technology. They envisioned a platform that could cross borders and serve the global Bangla-speaking population. This vision established the groundwork for what would become Channel i.

Leading Mindset: The founding of Channel i signified a pioneering spirit in the media business. It was more than just a television station; it was an innovative venture that challenged the existing quo of television transmission in Bangladesh and abroad. The channel set out to reimagine what television could be capable of.

Global Vision: Channel i has always had a global perspective. Unlike previous broadcasters, which largely served local audiences, Channel i aimed to reach Bangla-speaking viewers worldwide. This worldwide perspective was a driving element for the

company's deployment of digital satellite technology.

3.3.2 : Technological Progress

Digital Satellite Transmission: Channel i's use of digital satellite broadcasting technology changed the game. Unlike analog transmission, digital satellite technology enabled very efficient and dependable content delivery. This technological advancement dramatically improved television signal quality, decreasing signal interference and ghosting that were typical in analog broadcasts.

Broader Coverage: Digital satellite transmission enabled Channel i to achieve previously unheard-of coverage. It may broadcast its content across a large geographic region, reaching people not only in Bangladesh but also in other parts of South Asia and beyond. Channel i was able to connect with the global Bangla diaspora because to its enhanced reach.

Outstanding Production: Using digital technology, Channel i was able to create and broadcast high-quality programming. The channel invests in cutting-edge production equipment, allowing it to create aesthetically spectacular and entertaining programming. This dedication to quality production became one of its defining characteristics.

Interactive Features: Digital satellite technology provided interactive elements including real-time audience input and engagement. Channel i could engage with its viewers in novel ways, establishing a sense of community and involvement that traditional broadcasting could not.

Technological Influence: Channel i's deployment of digital satellite technology caused a rippling effect in the media business. Other broadcasters saw its success and began to migrate to digital satellite transmission as well. This transition was part of a larger industry trend toward digitization and higher broadcasting standards.

3.3.3 : Broadcasting Portfolio Variety

Channel i provided a diversified range of programming genres such as news, drama, entertainment, documentaries, cultural programs, and special events to cater to a wide range of viewer preferences. The channel's diverse programming was critical in engaging consumers and supporting cultural preservation, establishing it as a cornerstone of Bangla television.

"Khude Gaanraj"(**খুদে গানরাজ**): "Khude Gaanraj" was a popular singing competition show that attempted to uncover and display the skills of emerging Bangladeshi singers. Contestants from a variety of backgrounds and ages competed, and the show served as a platform for young performers to acquire attention. This show became quite successful owing to its emphasis on fostering local musical talents. It frequently featured passionate and spectacular performances that struck a chord with viewers. This was a popular music competition show in which contestants exhibited their singing abilities. It was well-known in Bangladesh for fostering young musicians.



Figure 6 TV show "Khude Gaanraj"

"Channel i Shera Kontho" (**চ্যানেল আই শেরা কণ্ঠ**): 'Channel i Shera Kontho' is one of the country's most popular music reality shows. The show premieres on Channel i. The show's judges include well-known singers from Bangladesh such as Runa Laila, Rezwana Choudhury Bannya, and Samina Chowdhury. This is a prominent singing competition in Bangladesh that intended to discover and develop exceptional vocalists. As the time passed, the show grew in popularity and made an impact on the music business.



Figure 7 TV Show “Shera Kontho”

“Tritiyo Matra” (তৃতীয় মাত্রা): Tritiyo Matra is a chat show that is shown on Channel I. The program initially aired on television on July 17, 2003. Known as Bangladesh's first chat show. Tritiyo Matra is now shown on Channel I in Bangladesh at 1:00 a.m. and 9:45 a.m. Zillur Rahman is the program's planner, director, and presenter.



Figure 8 TV Show "Tritiyo Matra"

“Hridoye Mati O Manush” (হৃদয়ে মাটি ও মানুষ): This show is an agricultural television series created, hosted, and directed by Shykh Seraj, which first aired on channel i in Bangladesh on February 21, 2004, at 9:50 p.m. The program collects and transmits agricultural information from both within and outside the country (Bangladesh). The initiative has now become the agricultural agenda for our country. Mati O Manush is Bangladesh Television's most popular and oldest program. Following that, most Bangladeshi television channels launched an agricultural program based on the Mati O

Manush format. Agriculture became a more prestigious profession in Bangladesh as a result of the program.



Figure 9 TV show "Hridoye Mati O Manush"

"Notun Kuri" (নতুন কুড়ি): "Notun Kuri" was a children's talent show that allowed young performers to demonstrate their talents in categories such as singing, dancing, acting, and more. The show's goal was to uncover and foster talented children's artistic potential. Both youngsters and their parents enjoyed the program. This children's talent show sought to uncover and exhibit the abilities of young performers such as singers, dancers, and actors. Both the youngsters and the parents enjoyed it.

"Eid Special Dramas" (ঈদ স্পেশাল ড্রামা): During Eid holidays, Channel i was noted for making and airing special dramas. These dramas starred well-known performers and were greatly anticipated by audiences over the holiday season.



Figure 10 Eid Special Drama

"Lux Channel I Superstar" (লুক্স-চ্যানেল আই সুপারস্টার): Channel i Superstar is a beauty contest show that airs on Channel i in Bangladesh. On the show, aspiring actresses, singers, and models battle for a chance to establish their careers. The winner of the beauty

contest is named "Bangladesh Face of Lux" and is granted money and other prizes. Channel i and Unilever Bangladesh Limited collaborated to hold the tournament. The competition began in 2005.



Figure 11 TV show "Lux Channel i Superstar"

"Rupkothar Golpo" (রূপকথার গল্প): "Rupkothar Golpo" was a popular storytelling program for children that contained enthralling Bangla folk tales, fairy tales, and other stories. The purpose of the event was to conserve and promote traditional Bangla storytelling and culture. This program was popular because it was able to immerse young viewers into the fascinating realm of Bangla folklore and storytelling. It recognized the abilities of young participants and encouraged youth creativity.

"Sisimpur" (সিসিমপুর): It is a Bangladeshi adaptation of the American children's television show Sesame Street. The show debuted on Bangladesh Television in April 2005. Nayantara Communications in Bangladesh and Sesame Workshop collaborated on the series. It was Bangladesh's first educational program for children, and it was projected to reach 4 million youngsters in its first two years. The series' content was prepared in partnership with local educators. The show promotes ideals such as self-esteem, empathy, and cooperation, as well as topics such as girls' education, nutrition, hygiene, safety, and cultural traditions and variety. During Eid, the television show has aired a holiday episode. Empathy was the subject of the fifteenth season. The episodes incorporate autism through a new Muppet Julia and some sign language parts.



Figure 12 TV Show "Sisimpur"

These Channel i Bangladesh television series not only entertained, but also educated and promoted local talent and culture. They contributed to the channel's popularity and played an important impact in molding viewers' choices in Bangladesh.

3.3.4 : Cultural Preservation and Promotion

Celebrating Bangla Culture: Channel i was dedicated to celebrating and preserving Bangla culture in all its richness and diversity. It aggressively promoted different aspects of Bangla culture, such as language, music, dance, art, traditions, and cuisine. The programming on the channel reflected the richness of Bangla culture, offering a platform for traditional and contemporary expressions of Bangla identity.

Folklore and Traditional Arts: Channel i was instrumental in the preservation and promotion of traditional Bangla folklore and performing arts. It featured folk songs, folk dances, and storytelling sessions that highlighted Bangladesh's cultural history on a regular basis. The channel made an effort to teach classic Bangla farmer's stories to younger generations with programs like "Hridoye Mati O Manush," ensuring that these stories persisted.

Festivals & Events of Cultural Interest: Channel i extensively covered and promoted cultural festivals and events of importance to the Bangla population. Religious festivals, traditional gatherings, and cultural performances were all covered. The channel's extensive coverage of festivals such as Pohela Boishakh (Bangla New Year) and Durga Puja allowed viewers to participate even if they couldn't visit in person.

Sponsorship to Emerging Artists: Channel i was essential in giving budding artists such as

musicians, singers, dancers, and actors a forum. It offered talent events and competitions on a regular basis, allowing novices to demonstrate their abilities. As a result, the channel helped to grow the local arts scene and provided opportunities for new talent to shine.

Language and Literature: Channel i prioritized the preservation of Bangla language and literature. The station broadcast programs honoring Bangla literature, poetry, and linguistic history. Special segments and debates on the Bangla language and its relevance were held, developing viewers' enthusiasm for the language.

Heritage Education: Channel i's goal was to educate its audience on many facets of Bangla culture. This featured documentaries, instructional programs, and conversation shows that addressed Bangla society's history, traditions, and values. These programs were a great resource for viewers, particularly the younger generation, in connecting them with their cultural roots.

Diaspora Engagement: The impact of Channel i extended to the global Bangla diaspora. It was critical in keeping Banglas living abroad connected to their cultural history and homeland. The station contributed to a sense of belonging among the diaspora by providing special programming and live coverage of events in Bangladesh.

Partnership with Cultural Organizations: To promote cultural activities, the channel cooperated with cultural institutions, museums, and artists' organizations. It aided in the organization of exhibitions, cultural festivals, and events showcasing classic and contemporary art forms.

Cultural Programs: Channel i produced and aired cultural documentaries about many facets of Bangla culture, such as its history, art, architecture, and culinary traditions. These documentaries acted as instructional aids and fostered cultural awareness.

The commitment of Channel i to cultural preservation and promotion extended beyond just entertainment. It acted as a defender of Bangla culture, celebrating its many dimensions, conserving traditions, and cultivating new talents. The channel was essential in instilling cultural pride and identity in the Bangla population, both locally and beyond the diaspora.

3.3.5 : Societal Impact

Women's Empowerment: Through its programming, Channel i has taken a proactive role in supporting women's empowerment. It featured chat shows, films, and advertisements that emphasized the accomplishments and issues that women in Bangladesh face. Initiatives such as women-focused debates and talks facilitated discussion about gender equality and women's rights.

Instructional activities: Channel i was heavily involved in educational activities. It broadcast educational programming on a variety of themes ranging from science and technology to history and literature. These programs not only offered viewers with useful information, but they also assisted students in their academic endeavors.

Wellness Awareness: The channel actively promoted healthcare issues in Bangladesh. It included programs on health education, hygiene, and illness prevention. Health-related campaigns and efforts, such as medical talk shows, gave vital information to the public and aided in the improvement of health outcomes.

Campaigns for Social Awareness: Several social awareness programs were launched and supported by Channel i. These campaigns focused on vital problems like child rights, child labor, domestic abuse, and environmental conservation.

The channel's platform was utilized to motivate people to take action and make a difference in their communities.

Children's Education: In addition to general educational programs, Channel i featured content tailored exclusively for children. Educational shows for children were not only entertaining, but also taught valuable life lessons and values. These initiatives aided in the promotion of early childhood education and character development.

Community Development: Channel i provided as a platform for community development. It produced and promoted cultural events, charity drives, and community service programs that encouraged viewers to participate and give back to society. These initiatives promoted a sense of social responsibility and community involvement.

Social Issue Advocacy: The channel actively pushed for critical social issues, frequently providing voice to marginalized communities and causes. It featured documentaries and investigative reporting on significant societal issues. Channel i's reporting and coverage of subjects like as poverty, child labor, and human rights helped to increase awareness and

organize public opinion.

Civic involvement: Channel i promoted civic involvement and informed decision-making through its news and current affairs programming. It covered elections, political changes, and public policy, offering viewers useful information for taking part in the democratic process. Debates and conversations about current events also promoted critical thinking and public discourse.

Women in Media: Channel i was famous for its contribution in empowering women in the media profession. It gave female journalists, anchors, and producers opportunities, breaking down gender boundaries in a typically male-dominated sector. This not only increased media diversity, but also acted as an inspiration for young women interested in pursuing careers in journalism.

Global Reach: The global reach of Channel i connects the Bangladeshi diaspora to their country. It served as a conduit for expatriates to stay up to date on developments in Bangladesh, establishing a sense of connection and belonging.

In a nutshell the societal influence of Channel i stretched beyond entertainment and information distribution. It aggressively addressed major society issues, promoted education and awareness, and fostered constructive social change. The channel acted as a catalyst for empowerment, advocacy, and community building, resulting in a more informed, engaged, and socially responsible society in Bangladesh and throughout the global Bangla diaspora.

3.3.6 : Global Reach and Diaspora Connection

Extensive Satellite Exposure: Channel i's deployment of digital satellite technology enabled it to gain extensive global coverage. It has the potential to reach Bangla-speaking audiences not only in Bangladesh, but also in other nations around the world. The channel's signal was accessible via satellite dishes, allowing viewers in many places to easily access it.

Diaspora Connection: Channel i saw the need of connecting with the Bangla diaspora. It aggressively interacted with expatriate communities by offering content that resonated with diaspora members' cultural experiences and interests. The channel acted as a cultural bridge, connecting diaspora individuals to their Bangla roots and giving a link to the homeland.

News and Information from Bangladesh: For the diaspora, the station was a key source of

news and information about developments in Bangladesh. It provided news coverage, current affairs show, and documentaries to keep diaspora members up to date on events in their home country. This was especially essential in Bangladesh during periods of political, social, or cultural significance.

Community Outreach: Channel i was heavily involved with diaspora communities. It covered cultural festivals hosted by diaspora populations around the world, as well as community events and interviews with important diaspora individuals. These programs encouraged cultural exchange and built a sense of community among Bangla expats.

Cultural share: Through Channel i, Bangladesh and the diaspora were able to share ideas. It showcased the abilities of diaspora artists, musicians, and entertainers through collaborations. This two-way cultural interchange enhanced the channel's programming and helped to foster a sense of a global Bangla community.

Reminiscence and Connection: For many diaspora members, Channel i was a source of nostalgia as well as a way to stay connected to their birthplace or ancestors' motherland. It gave me a sense of belonging and continuity.

The sociological influence of Channel i goes beyond entertainment and information delivery. It aggressively addressed major society issues, promoted education and awareness, and fostered constructive social change. The channel acted as a catalyst for empowerment, advocacy, and community building, resulting in a more informed, engaged, and socially responsible society in Bangladesh and throughout the global Bangla diaspora.

3.4 : Summary and Conclusions

The project "Impact of Channel i as the First Digital Satellite Bangla Channel in the World" investigated the historical, cultural, technological, and societal relevance of Channel i, the pioneering digital satellite Bangla channel. Channel i's debut in the late 1990s represented a watershed event in the media landscape, changing television consumption and affecting cultural preservation, technical innovation, and societal transformation.

The research investigated the historical backdrop of Channel i's establishment, emphasizing its connection to the emergence of digital satellite television. Channel i's innovative leadership and embracing of cutting-edge technology laid the groundwork for

the company's role as a game-changing media platform. The project's main focus was Channel i's implementation of digital satellite technology. This transition constituted a technological milestone in broadcasting, improving content delivery quality and helping to the evolution of the media business. The initiative acknowledged the significance of Channel i's diversified programming portfolio, which included news, drama, entertainment, documentaries, cultural programs, and special events. This variety suited to a wide range of viewer preferences and played an important role in cultural preservation. The project highlighted Channel i's role as a cultural protector. The channel not only entertained but also developed a sense of local identity and cultural pride with its locally produced shows, dramas, and cultural events. The initiative recognized Channel i's global reach, which was made possible by digital satellite technology. Because of this connection, the channel was able to resonate with the Bangladeshi diaspora all over the world, promoting a sense of community and cultural continuity among expats.

In the end, Channel i's history as the world's first digital satellite Bangla station is one of foresight, cultural care, and societal effect. Its path exemplifies the revolutionary power of media platforms in transforming culture, identity, and society. Channel i's historical and contemporary significance underlines its importance in broadcasting, cultural preservation, and social involvement.

3.5 : Recommendations

Based on the facts and insights gleaned from the study named "Impact of Channel i as the First Digital Satellite Bangla Channel in the World," numerous recommendations can be made to further examine, celebrate, and harness the tremendous influence of Channel i and its historical significance. These ideas include a wide range of topics, including research and cultural preservation, as well as technological innovation and social participation.

Additional research and documentation: Given Channel i's rich historical and cultural significance, it is advised that additional research and documentation be performed. In-depth interviews with individuals who were essential in Channel i's inception and early years, as well as archival research to discover historical items, papers, and recordings that can contribute to a full historical record, can all be part of this.

Artistic Preservation Initiatives: To carry on Channel i's heritage of cultural preservation, it is recommended that partnerships be explored with cultural organizations, museums, and archives to ensure the preservation and accessibility of essential cultural content that was carried on Channel i. This could entail scanning and indexing archived programs.

Technological advancement and Industry Influence: Recognizing Channel i's technical effect, research institutions and media organizations should consider doing case studies on the channel's technological advances and their impact on the media industry. This could provide useful information for the development of future broadcasting systems.

Academic Initiatives: To maximize the educational value of Channel i's content, consider cooperating with educational institutions to create curriculum materials and programs that make use of Channel i's historical and cultural content. This could enhance students' learning experiences and develop cultural awareness.

Community Participation and Cultural Events: Plan cultural events and exhibitions to commemorate Channel i's cultural effect. These events can provide a venue for the Bangla community to get together, discuss their Channel i experiences, and recognize the channel's contributions to their cultural heritage.

Online Identity: Create a distinct digital archive and online identity for Channel i's historical content. This would enable a global audience, including the diaspora, to get access to and participate in the channel's rich history and cultural offerings.

Publications by Scholars and Media Projects: Encourage scholars, researchers, and filmmakers to create scholarly articles, documentaries, and media initiatives that investigate Channel i's varied influence. These works can be useful educational materials, contributing to a better understanding of the impact of media on culture and society.

Social Initiatives: Support and expand on Channel i's social activities, particularly those

connected to women's empowerment, education, and healthcare. These efforts can be expanded or modified to address current societal concerns.

Global Partnerships: Look into international collaborations with media organizations and cultural institutions to raise global awareness and appreciation for Channel i's cultural contributions and role in uniting the Bangla diaspora.

Finally, the initiative has shed light on Channel i's transformative impact and its relevance in influencing culture, identity, and society. Implementing these guidelines can assist to guarantee that Channel i's legacy is recognized, conserved, and used for the benefit of future generations and the worldwide community. The channel's visionary leadership, global perspective, and use of digital satellite technology revolutionized the media landscape, allowing it to interact with viewers all over the world and set new broadcasting quality standards. Channel i's pioneering attitude and technological innovation are still part of its legacy.

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