

Report On
Jamuna TV's Strategies for News Dissemination and Credibility in the Age of
Social Media

By

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

BRAC Business School
Brac University
May 2026

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
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

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Subject: Submission of Internship on Jamuna TV's Strategies for News Dissemination and Credibility in the Age of Social Media

Dear Madam,

It is a great pleasure to submit my internship applied research report titled "Jamuna TV's Strategies for News Dissemination and Credibility in the Age of Social Media." This report has been prepared as a requirement for the completion of my Bachelor of Business Administration (BBA) program at BRAC Business School.

During my internship as a News Anchor and Staff Correspondent at Jamuna Television, I had the unique opportunity to bridge the gap between theoretical marketing models and the high-pressure reality of a modern newsroom. The research highlights how Jamuna TV has successfully transitioned from a traditional broadcaster to a global digital leader.

I would like to express my deepest gratitude for your guidance and academic support throughout this semester.

I remain at your disposal for any further clarification or discussion regarding the contents of this report.

Sincerely,

Sincerely yours,

Nabila Sohar
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BRAC Business School
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Date:

Acknowledgement

The completion of this applied research report would not have been possible without the support, guidance, and cooperation of several individuals and the institution that provided me with a professional platform to grow.

First and foremost, I would like to express my sincere gratitude to my academic supervisor, Fairuza Mehreen. Her guidance, constructive feedback, and encouragement throughout the semester were instrumental in helping me bridge the gap between academic marketing theories and the practical realities of the media industry.

I am deeply indebted to the Management of Jamuna Television for granting me the opportunity to serve as a News Anchor and Staff Correspondent. In particular, I want to extend my gratitude to my supervisor Mr. Bazlur Rashid Babu, whose mentorship allowed me to gain a deeper understanding of the complexities of news broadcasting market. Special thanks are due to the key informants who generously participated in the interviews for this study.

Finally, I want to thank my colleagues in the newsroom, the camera crews, makeup artists, and fellow journalists, whose daily synergy and dedication to the truth made my time at Jamuna TV a truly transformative experience. This report is as much a reflection of their hard work as it is of my academic journey.

Executive Summary

This internship report examines how Jamuna Television has successfully transformed from a traditional broadcaster into a leading global digital news powerhouse by 2026. Drawing on the direct experience as a News Anchor and Staff Correspondent at the channel, the study analyses the practical application of marketing strategies in a high-pressure 24/7 newsroom environment.

At the core of Jamuna TV's market dominance is its multi-platform funnel dissemination strategy, which seamlessly integrates the depth and institutional authority of satellite broadcasting with the speed, reach, and virality of social media. The channel's stable 720p HD satellite signal ensures reliable delivery across rural Bangladesh. Complementing this foundation, Facebook drives immediate viral engagement through professionally designed NewsCards and micro-content, while YouTube serves as a permanent, searchable archive for in-depth journalism, live streaming, and niche programming. Strategic diaspora marketing through time-zone synchronization enables Jamuna TV to attract international audience. This multi-platform approach propelled Jamuna TV to over 30 million YouTube subscribers and 21 million Facebook followers by February 2026.

Overall, Jamuna TV demonstrates that in the age of social media, credibility itself has become the ultimate competitive advantage. It maintains culture of producing credible news through Triangular Verification Model, the Octopus NRCS-enabled Gatekeeping Protocol, and a Social Media Fact-Check Unit (SMFCU). The report concludes with targeted recommendations to strengthen cross-platform synergy, empower anchors, expand diaspora content, institutionalize forensic literacy, and develop future talent, ensuring the channel's continued leadership in both reach and trust.

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CHAPTER I: OVERVIEW OF INTERNSHIP

1.1 Introduction

This internship was undertaken to fulfill the academic requirements of the Bachelor of Business Administration (BBA) program, focusing on the practical application of news dissemination. For this tenure, I served as a Presenter and Staff Correspondent at Jamuna Television, a leading 24/7 news station in Bangladesh. The primary objective was to transition from theoretical communication models to the real-time demands of a professional newsroom, mastering the art of live broadcasting and field reporting in a high-stakes environment.

1.2 Responsibilities and Activities:

My work life at Jamuna Television can be defined by a relentless pace. Because Jamuna TV is a 24-hour news entity with a global audience, my workday was governed by a dynamic and often unpredictable Rota system. My shifts were dictated by the global news cycle; on any given week, I might find myself entering the office in the quiet hours after midnight to anchor the Night Shift for international audiences, or arriving in the early dawn to lead the morning's first bulletins. My role at Jamuna Television was centered around the following:

- a) **Live News Reporting, Anchoring, and Analysis:** My primary responsibility was the accurate and professional dissemination of live news. I was responsible for presenting news stories with a high degree of journalistic integrity, ensuring that Jamuna TV's standards for accuracy were met in every bulletin.
- b) **Content Research and Program Development:** A significant portion of my workday was dedicated to the pre-production phase. I was skilled in researching current events, social trends, and political shifts to develop engaging program content. This involved: fact-checking raw data from field correspondents, developing hooks, and preparing research briefs that served as the foundation for daily segments.
- c) **Crisis Communication:** My role required maintaining absolute composure and professionalism during crisis communication scenarios, such as major accidents or sudden political developments.
- d) **Advanced Interviewing Techniques:** I was tasked with conducting interviews with a wide array of individuals, including subject matter experts, public figures, and eye-witnesses.

- e) **Team Collaboration and Technical Coordination:** I worked effectively within a multi-disciplinary team, collaborating daily with producers, video editors, and technical crews.

1.3 Challenges Faced

Challenges range from the psychological pressure of live direction to the physical demands of an unpredictable 24/7 schedule and the meticulous requirements of ultra-high-definition visual branding.

1. Hidden Pressure of Live Broadcasting

The biggest challenge in live news presenting is handling what we call invisible pressure — that constant, unseen connection between the anchor in the studio and the team in the Production Control Room. Through the IFB earpiece, the director is always there, quietly guiding every moment of the broadcast. It requires a special kind of split-brain focus. I have to listen to instructions like “stretch this segment by thirty seconds” while continuing to speak naturally to the camera, without missing a beat. The pressure is even greater during breaking news. One moment I’m in the middle of a story, and the next I hear, “drop this and go to a live phone-in.” I have to switch instantly to something completely unprepared, all while staying calm and delivering smoothly in Bangla.

2. Life Without a Fixed Schedule:

Working for a leading 24-hour news channel means your life follows the global news cycle rather than a regular clock. There was never a fixed schedule. Being perpetually on-call also meant a sudden national crisis could instantly turn any shift into a long, exhausting marathon broadcast.

3. Makeup and visual branding

A vital but often overlooked challenge is preparing for the unforgiving camera. At Jamuna TV, I was expected to look sharp and authoritative under bright studio lights, where every detail is visible. This means professional makeup, perfect hair, and carefully chosen wardrobe for every single broadcast to maintain a polished, trustworthy image that matches the channel’s prestige.

4. Technical and Coordination Hurdles

The role involves managing constant technical variables. If the teleprompter freezes, I must instantly switch to physical paper scripts without breaking eye contact with the lens.

Additionally, managing live links requires navigating the inherent audio lag of satellite feeds. Learning to wait for that lag to finish—ensuring I do not talk over a reporter—is a technical tightrope that requires patience and precise timing.

1.4 Contributions to the Host Organization

My role involved actively shaping editorial standards through thorough research, script preparation, and close collaboration with producers and editors to deliver clear, accurate, and polished content. I conducted in-depth interviews with experts and public figures, anchored specialized segments like Business and Economy Updates — simplifying complex Dhaka Stock Exchange data for everyday viewers — and led extended live coverage during major national events and holidays. Additionally, I hosted popular shows such as Showbiz Tonight, Shundorer Shopne, and the Ramadan cooking series “Drink and Desert” in partnership with major brands.

Based on my hands-on experience, I would recommend three core strategic priorities:

- **Further empower news anchor:** I would request development of real-time verification dashboards and formal pause authority during live broadcasts. This would let anchors instantly check facts on screen and take a brief, natural pause to confirm details without losing accuracy or composure.
- **Optimize scheduling:** This is highly recommended as it impacts performance and final output. There could be smarter rota planning, which would ease the physical and mental toll of unpredictable shifts while better matching broadcast times to audience habits and boosting engagement.
- **Develop pipeline of anchors:** I recommend Jamuna TV to invest in a dedicated Future Anchor Program to train the next generation of digitally fluent journalists. The program would equip them with the technical, editorial, and on-camera skills needed to thrive in today’s fast-changing media environment.
- **Implement time-zone-aligned programming:** By strategically scheduling key bulletins to match the peak viewing hours of major audiences across the global diaspora (e.g., evening prime time for Europe, morning shows for North America), the channel can significantly increase viewer engagement.

CHAPTER 2: ORGANIZATIONAL ANALYSIS

2.1 News Broadcast Industry in Bangladesh

The broadcast landscape in Bangladesh has transitioned from a state-controlled monopoly into a volatile, multi-platform, and technologically advanced industry. The following review synthesizes historical growth, digital transformation, and the significant structural shifts observed in 2025–2026.

2.1.1 Rise of Private Media

For decades, the state-owned Bangladesh Television (BTV), founded in 1964, held a monopoly over the airwaves. The liberalization of the sector began in the late 1990s, with Ekushey Television (ETV) in 2000 serving as a catalyst for professionalized, "Western-style" news production (Rahman, 2020). This era marked the birth of a "news-hungry" audience, shifting media consumption from state propaganda toward real-time journalism. Research indicates that television remains the primary medium in the country, with viewership increasing from 74% in 2011 to 84% in 2016 (Mondal, 2025).

2.1.2 Industry Scale and Market Saturation in 2026

As of early 2026, the industry is defined by high saturation and intense competition for Television Rating Points (TRP). Government data confirms:

- **Approved Licenses:** Licenses have been granted to 50 private satellite channels.
- **Operational Status:** Approximately 37 channels are currently on-air, including 4 state-owned channels.
- **News Concentration:** The market features 12 dedicated 24/7 news channels, including leaders like Jamuna Television, Somoy TV, and Ekattor TV. New entrants like Star News (2026) and upcoming licenses for Next TV and Live TV highlight continued expansion despite a crowded marketplace (bdnews24, 2025; Prothom Alo, 2026).

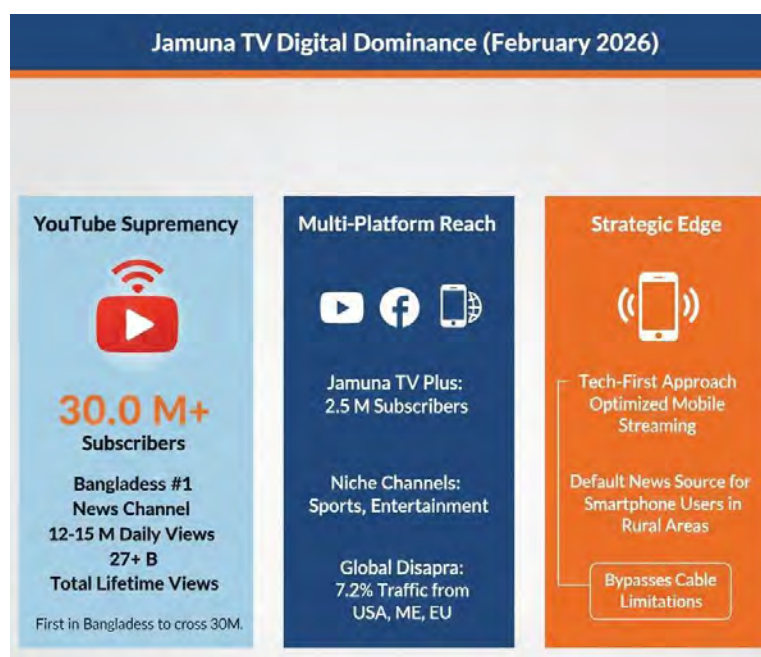
2.2 Brief History and Evolution of Jamuna TV

The trajectory of Jamuna Television is rooted in the legacy of the Jamuna Group, one of Bangladesh's largest industrial conglomerates. Founded in 1974 by the late Md. Nurul Islam, the group expanded from electrical manufacturing into a multi-sectoral titan spanning textiles, chemicals, and real estate. The group's media journey began in 1999 with the launch

of the daily newspaper The Daily Jugantor, which established the foundation for its eventual entry into broadcast journalism. Jamuna Television started test transmission in 2009 and launched on April 5, 2014. Introducing a high-velocity, News 24/7 format, the channel quickly disrupted the domestic media landscape with its commitment to speed and editorial independence.

As of February 2026, Jamuna TV has firmly established itself as Bangladesh’s leading Digital-First media powerhouse.

On the traditional broadcast front, Jamuna TV continues to demonstrate commanding market strength. The channel consistently ranks among the top three networks in prime time (7:00 PM – 10:00 PM) Television Rating Points (TRP). Its institutional credibility was particularly evident during the February 2026 General



Elections, where it served as the national benchmark for real-time results and projections. This influence is especially strong among the 25–44 age group — a predominantly male (80.3%), decision-making demographic that remains highly attractive to premium advertisers. In the digital arena, Jamuna TV stands as the undisputed market leader. In mid-February 2026, it became the first Bangladeshi news outlet to cross the historic milestone of 30 million YouTube subscribers, supported by 12–15 million daily views and over 27 billion cumulative lifetime views. This dominance is driven by a sophisticated multi-platform strategy, with the main channel delivering hard news while spin-off properties such as Jamuna TV Plus (2.5 million subscribers) and specialized sports and entertainment verticals effectively target niche audiences. Notably, approximately 7.2% of its digital traffic originates from the Bangladeshi diaspora in key international markets including the USA, Japan, and Saudi Arabia, significantly enhancing both reach and advertising revenue potential.

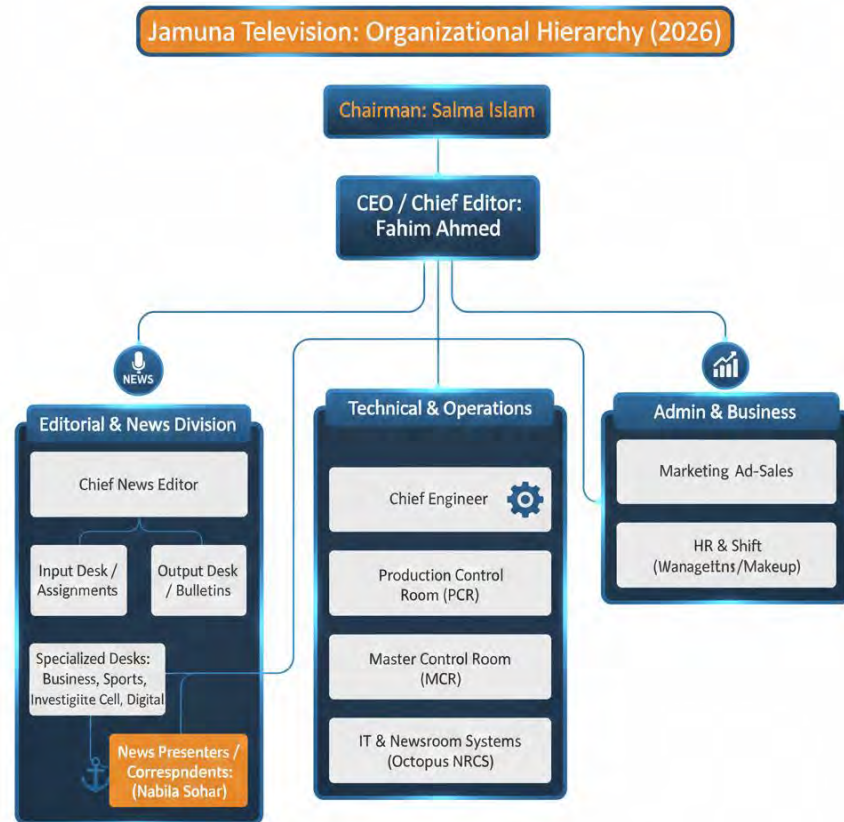
The table below highlights Jamuna TV’s competitive leadership relative to major rivals as of February 2026.

Table 1: Viewership comparison of prominent News Channels of Bangladesh

Metric (Feb 2026)	Jamuna TV	Somoy TV	Ekattor TV	Channel 24
YouTube Subscribers	30.0M	24.2M	15.4M	16.4M
National Rank (YT)	#1	#2	#7	#4
Total Views	27.2B	19.5B	10.8B	10.6B

2.3 Management Practices

Jamuna TV operates as a subsidiary of the diversified Jamuna Group, a privately held conglomerate founded in 1974 by Nurul Islam Babul (deceased 2020). The Group's family-oriented leadership model continues under the vision of Chairman Salma Islam and CEO Fahim Ahmed, the station has achieved unprecedented digital reach. The channel follows a hierarchical yet agile structure typical of Bangladeshi media houses, blending family oversight with professional management. This enables quick decision-making while maintaining alignment with Group values of innovation, ethical journalism, and national development. Following provides a brief overview of the organizational hierarchy of Jamuna:



Source: Internal Corporate Structure, 2026

Figure 7: Oranizational hierarchy chart

2.4 Marketing Practices of Jamuna TV

Jamuna TV has emerged as the market leader in digital news dissemination in Bangladesh by adopting a proactive, integrated, and highly effective marketing approach. Unlike many Bangladeshi media houses that initially feared losing television viewership to digital platforms, Jamuna TV embraced the shift. The channel adopted a Digital First strategy — breaking major news on social media before it reached television. This bold approach positioned Jamuna TV as the go-to source for real-time news among smartphone users, especially the younger generation and the global Bangladeshi diaspora.

The Social Media Funnel:

At the heart of Jamuna TV's marketing success is a well-structured Social Media Funnel that systematically converts broad awareness into deep engagement and long-term brand loyalty.

The funnel operates across three integrated platforms:

1. **Top of the Funnel (Awareness – Facebook):** Facebook serves as the primary engine for massive reach and virality. Short, snackable NewsCards and micro-clips (30–120 seconds) are optimised with Strong 3-second visual hooks, Emotionally resonant imagery, Bold Bangla headlines and Large, clear subtitles for muted viewing. These contents are further enhanced with trending non-political keywords, SEO-optimised captions, and algorithm-friendly tactics (e.g., placing full-story links in the first comment). As a result, individual posts regularly achieve millions of organic reach and hundreds of thousands of shares.
2. **Middle of the Funnel (Engagement – YouTube):** Interested viewers who engage with Facebook content are guided through clear calls-to-action to Jamuna TV’s YouTube channel. Here, they consume longer-form content — full news bulletins, in-depth reports, expert analysis, and continuous live streams. YouTube acts as the retention layer, turning casual viewers into regular subscribers (currently 30.1 million).
3. **Bottom of the Funnel (Loyalty – Television Broadcast):** YouTube engagement ultimately drives viewers back to the satellite television broadcast for the most authoritative and comprehensive experience. This creates a powerful closed-loop system where digital platforms feed and reinforce trust in the main TV channel.

Brand Positioning and Audience Engagement:

Jamuna TV positions itself as a credible, modern, professional, and viewer-centric news brand. Marketing efforts focus on building long-term brand trust through consistent editorial quality, visual excellence, and audience-centric content. The channel also runs time-zone-aligned programming to effectively serve both domestic viewers and the Bangladeshi diaspora in Europe, North America, and the Middle East.

2.5 Financial Performance

Jamuna TV, as a subsidiary of the privately held Jamuna Group, maintains strong financial health supported by its market-leading position in Bangladesh’s news media sector. While

detailed standalone financial statements for the television channel are not publicly disclosed, available industry estimates and Group-level performance indicate robust growth driven by its successful digital transformation and diversified revenue streams.

Revenue Model and Monetization Strategy

Jamuna TV employs a diversified and robust revenue model that effectively capitalizes on both its strong digital presence and traditional broadcasting strength. Advertising revenue remains the primary source of income, which includes television commercials, digital advertising on Facebook and YouTube (such as pre-roll, mid-roll, and sponsored content), as well as high-value sponsored programs and brand integrations.

The channel generates substantial additional revenue through YouTube monetization. With 30.1 million subscribers and billions of watch hours, Jamuna TV earns significant income from the YouTube Partner Program, including ad revenue, Super Chat, and channel memberships. On the digital front, the channel also earns from Facebook in-stream ads, branded content, and sponsored NewsCards and micro-content campaigns.

Furthermore, other revenue streams include program syndication, event sponsorships, content licensing to OTT platforms, and strategic partnerships with corporate brands. The channel's massive social media reach — particularly its 21.5 million Facebook followers — enables premium pricing for digital advertising inventory, especially for high-engagement video content.

This diversified revenue model has significantly reduced dependency on traditional television advertising while creating multiple high-growth income streams. Ultimately, the strong performance of Jamuna TV's social media funnel directly translates into higher advertising rates and increased overall revenue.

2.6 Operations Management and Information System Practices

Jamuna TV operates a seamless Source-to-Screen operational model from its modern headquarters at Jamuna Future Park in Dhaka. The entire news production process is designed for maximum speed, accuracy, and simultaneous delivery across multiple platforms — television, YouTube, Facebook, and the website.

Jamuna TV’s operations are fully aligned with the 24-hour global news cycle. This demands a high level of adaptability and resilience from the news team. The newsroom functions continuously with multiple overlapping shifts, ensuring uninterrupted coverage throughout the day and night. Programming schedules are strategically adjusted according to time zones to effectively serve both domestic viewers in Bangladesh and the large Bangladeshi diaspora in Europe, North America, and the Middle East.

Additionally, the channel maintains a highly responsive system for breaking news and live coverage. When major events occur, the newsroom can swiftly reallocate resources, shift ongoing bulletins, and move into extended live broadcasts with minimal delay. This operational agility allows Jamuna TV to stay ahead in fast-moving news situations while maintaining professional standards.

Information Systems and Technology Infrastructure

At the core of Jamuna TV’s operations is the Octopus Newsroom Computer System (NRCS), which serves as the central nervous system of the newsroom. This advanced integrated platform handles story ingestion, scripting, editing, approval workflows, and broadcast playout across television, digital, and social media platforms.

2.7 SWOT Analysis

Table 2: SWOT Analysis of Jamuna

STRENGTHS	WEAKNESSES
Digital Supremacy: With over 30 million YouTube subscribers, JTV is the undisputed leader in digital news reach, providing a massive buffer against declining traditional cable revenues.	High Operational Expenditure: Maintaining 24/7 live operations requires immense capital for energy, hardware, and specialized technical staff.
Technological Edge: Early adoption of Octopus NRCS and 720p technology has established a Premium Brand image that differentiates it from lower-budget competitors.	Departmental Silos: The rapid growth of the digital wing occasionally creates a disconnect from traditional editorial workflows, leading to minor inconsistencies in tone.

STRENGTHS	WEAKNESSES
Brand Credibility: Programs like <i>Investigation 360°</i> have built a legacy of trust and investigative rigor that attracts premium advertisers.	Anchor Dependency: High reliance on a small circle of Star Presenters for prime-time bulletins creates risk if key talent migrates to competitors.

OPPORTUNITIES	THREATS
OTT and Global Expansion: There is a significant opportunity to monetize the Bangladeshi diaspora through a dedicated Jamuna OTT app, offering subscription-based, ad-free high-definition content.	Political and Regulatory Volatility: As noted in the Media Reform Commission Report (2025), the shifting political landscape poses risks of license scrutiny or pressure on editorial independence.
AI-Driven News Personalization: Implementing AI for automated translation, subtitling, and personalized news feeds could further cement its lead in the digital space.	Digital Ad-Revenue Cannibalization: While JTV has high views, the global trend of Google and Meta capturing the majority of local ad-spend threatens the long-term profitability of traditional media houses.
Diversification of Content: Expanding into specialized niche markets, such as Agri-Tech news or Educational broadcasting, can tap into unserved rural demographics.	Hyper-Competition: With 50 approved licenses and new entrants like <i>Star News</i> (2026), the battle for the "first ten seconds" of viewer attention is becoming increasingly expensive.

2.8 PESTLE Analysis

Table 3: PESTLE Analysis of Jamuna

Factor	Key Trends and Impact on Jamuna TV (2026)
Political	Following the February 2026 General Elections, the industry is navigating a transition from an interim government to a new democratic mandate.
Economic	There is a significant shift of advertisement budgets from traditional satellite TV to digital platforms (Google, Meta). While the overall media

Factor	Key Trends and Impact on Jamuna TV (2026)
	market is projected to reach \$3.1B, traditional broadcasters are facing a margin squeeze. Jamuna TV's massive YouTube following (30M+) acts as a vital economic hedge, allowing it to capture digital ad-spend that competitors are losing.
Social	Credibility Gap: Public skepticism is at an all-time high; nearly 47% of citizens believe journalists cannot report freely. There is a social demand for fact-checking and verified news to counter "AI slop" and deepfakes.
Technological	The industry is also seeing a surge in 4K Smart TV penetration, making high-definition native broadcasting (which Jamuna pioneered) a minimum standard for premium news brands.
Legal	The Broadcasting Commission Ordinance 2026 introduces strict regulations for TV, OTT, and digital portals.
Environmental	As a 24/7 operation, Jamuna TV does not face the scrutiny of having high footprint.

2.9 Porter's Competitiveness Analysis

Forces	Explanations
Threat of New Entrants	Low Although the Bangladesh government has approved around 50 private satellite channel licenses (with new entrants like Star News, Next TV, and Live TV emerging), significant barriers protect Jamuna TV's position. High capital requirements for 24/7 operations, advanced infrastructure, and building credible brand equity act as strong deterrents.
Bargaining Power of Suppliers:	Medium Key suppliers include district correspondents/stringers, technical hardware/software providers, and on-air talent. Jamuna maintains a strong position through its large network of 64 district correspondents and long-term technical partnerships. Technology suppliers (e.g., Grass Valley, Octopus) also have moderate power

	given the specialized nature of broadcast systems, but Jamuna’s scale and early adoption reduce dependency.
Bargaining Power of Buyers:	High Both viewers and advertisers enjoy high bargaining power. Audiences can easily switch between 12 dedicated news channels, countless YouTube channels, and social media feeds.
Threat of Substitute Products/Services:	High Substitutes are abundant and growing rapidly. These include user-generated content, independent YouTube creators, Facebook viral pages, WhatsApp forwards, and international news platforms. Deepfakes and AI-generated “news” further intensify the threat. While Jamuna’s verified, high-production content serves as a strong differentiator, the low cost and instant accessibility of substitutes keep pressure high, especially among younger and diaspora audiences.
Rivalry among Existing Competitors:	High The news broadcasting industry in Bangladesh is intensely competitive, with approximately 37 operational channels and 12 dedicated 24/7 news outlets. Jamuna TV leads in digital metrics, but faces stiff competition from Somoy TV (strong in documentaries), Ekattor TV (political analysis), and Channel 24.

2.10 Key Insight and Implication

The strategic audit presents a clear picture of Jamuna TV’s robust yet challenging position in Bangladesh’s dynamic media industry. The channel has effectively leveraged its core strengths in digital supremacy, technological leadership, and strong brand credibility. These advantages align well with several promising opportunities, particularly diaspora monetization through OTT platforms, AI-driven news personalization, and expansion into niche content areas such as Agri-Tech and educational broadcasting.

However, the external environment remains highly demanding. Porter’s Five Forces analysis highlights intense industry rivalry, high bargaining power of buyers, and a significant threat of substitutes, all of which are further intensified by PESTLE factors including political and

regulatory volatility, shifting advertising budgets toward global digital platforms, and persistent public skepticism regarding media credibility. Internally, challenges such as high operational costs, departmental silos between traditional and digital teams, and heavy reliance on star anchors represent key vulnerabilities that could limit long-term agility if left unaddressed.

Overall, Jamuna TV currently maintains a position of defensive market leadership, supported by its successful multi-platform approach that combines satellite depth with digital breadth. To sustain and strengthen this leadership, the channel must transition toward a more proactive strategy. This includes reducing anchor dependency, bridging internal silos, accelerating content diversification, and investing in audience personalization and brand protection initiatives. By converting its digital dominance into a more resilient and diversified business model, Jamuna TV can effectively counter margin pressures, regulatory risks, and hyper-competition while reinforcing its position as Bangladesh's most trusted and innovative media brand in the years ahead.

CHAPTER 3: METHOD

This research is conducted during my internship at Jamuna Television and is guided by two broad questions :

- RQ 1 (Market Reach): How does Jamuna TV combine satellite broadcasting with social media to increase its news reach? This is part is addressed in Chapter 4 of this report.
- RQ 2 (Brand Trust): How Jamuna TV ensure brand trust by being the source of credible information? This is part is addressed in Chapter 5 of the report.

3.1 Literature Review

This section synthesises the theoretical and empirical foundations underpinning Jamuna TV’s digital transformation strategy. It focuses on five interconnected themes directly aligned with the study: social media marketing (SMM) and the funnel approach, reach and engagement metrics in digital news, source and media credibility on social platforms, brand trust as a mediator of loyalty, and digital gatekeeping protocols in modern newsrooms.

Social Media Marketing (SMM) and Funnel: Social media marketing has matured from a peripheral tactic into a strategic core for audience acquisition and retention in media organisations. In their systematic review of 144 studies, **Alalwan et al. (2017)** identified seven dominant themes—promotional efforts, e-word-of-mouth, customer relationship management, and others—concluding that social media enables interactive, two-way communication that traditional broadcast cannot match. Building on this, recent scholarship has formalised the **social media marketing funnel** as a structured consumer journey from broad awareness (top-of-funnel) to deep loyalty (bottom-of-funnel). **Neilson and Gibson (2022)** examined social media editors in data-saturated newsrooms and highlighted the tensions between commercial pressures and professional norms when managing audience funnels, where Facebook often serves as the primary awareness engine and YouTube as the engagement and retention layer. Complementing this, **Singh et al. (2024)** provided empirical insights into organisational adoption of SMM, showing how micro-content and algorithm-optimised tactics drive progression through the funnel stages. These studies collectively validate Jamuna TV’s “Digital First” model, where short-form NewsCards and micro-clips on Facebook act as entry points into a seamless cross-platform journey.

Reach and Engagement in Digital News Environments: Organic reach and engagement are critical success metrics for news organisations on social media. High-performing content — characterised by strong 3-second hooks, large subtitles for muted viewing, emotionally resonant visuals, and SEO-optimised captions — consistently outperforms traditional long-form formats (Alalwan et al., 2017; Singh et al., 2024). Empirical studies highlight that the first three seconds of a video are decisive for viewer retention. Strong visual and emotional hooks significantly improve 3-second view rates and overall watch time (Neilson & Gibson, 2022). Research also shows that adding large, clear subtitles can increase video completion rates by up to 40%, especially for mobile users who watch without sound (Prike et al., 2024).

Source Credibility and Media Credibility on Social Media: Perceived credibility is foundational to audience acceptance of news on social platforms. Classic **Source Credibility Theory** (Hovland et al., 1953; Ohanian, 1990) identifies expertise, trustworthiness, and attractiveness/goodwill as core dimensions. In contemporary social media contexts, **Cha (2024)** empirically tested predictors of social media as a credible news outlet and found that platform neutrality, update recency, and visible verification processes significantly shape audience perceptions. **Prike et al. (2024)** conducted experimental simulations demonstrating that explicit source-credibility information combined with social norms improves truth discernment and reduces engagement with misinformation online. These findings underscore how rigorous editorial protocols can actively enhance rather than constrain perceived credibility in high-velocity digital environments.

Brand Trust as a Mediator of Long-Term Loyalty: Brand trust functions as the critical bridge between social media activities and sustained audience loyalty. Social media marketing activities positively influence brand trust, which in turn drives retention, cross-platform viewing, and advertising revenue (Sohaib & Han, 2023; Putri, 2025). Recent empirical studies confirm this mediation pathway, showing that consistent, transparent, and fact-checked content on platforms like Facebook and YouTube creates a virtuous cycle of trust and engagement (Khurana et al., 2025; Sohaib & Han, 2023). In the news media context specifically, brand trust mediates the relationship between reach/engagement metrics and long-term audience retention, thereby reinforcing the overall broadcast brand (Putri, 2025; Dubbelink et al., 2021).

Digital Gatekeeping and Editorial Protocols in the Newsroom: The transition to digital platforms has transformed traditional gatekeeping into a hybrid human-algorithmic process. Wallace (2017) proposed a contemporary digital gatekeeping model that accounts for individuals, algorithms, and platforms as co-existing selectors in news dissemination. More recent work on algorithmic gatekeeping in mobile-first and data-driven newsrooms (e.g., Garajamirli, 2025) highlights how structured workflows like ingestion, sub-editing, and final legal/tonal review create verifiable audit trails while preserving editorial integrity. Jamuna TV’s “Source-to-Screen” protocol exemplifies this staged release model, ensuring accuracy and the “Jamuna Tone” of neutrality in contrast to the instantaneous publishing common on unregulated social platforms.

Literature Gap: Although the literature on SMM, credibility, trust, and gatekeeping is robust in Western and global contexts, there remains a notable scarcity of empirical studies examining integrated Facebook–YouTube–broadcast funnels in South Asian, especially in Bangladeshi news markets. Few studies simultaneously analyse how strict editorial gatekeeping interacts with high-engagement micro-content strategies to maximise reach while safeguarding credibility. This research addresses these gaps through a detailed case analysis of Jamuna TV.

3.2 Research Design

The primary method for this study is interviews with key informants within Jamuna TV. To understand the strategy behind the daily operations, I conducted interviews with the following:

1. Senior Editorial Producer to understand the operation model of TV journalism
2. Lead of the Technical Team to understand the technological aspect of news production.
3. Digital Strategy Lead to understand the business model of the digital news transmission of Jamuna.
4. Fact-Check Unit (SMFCU) lead to challenges of misinformation and how Jamuna TV addresses them.

The selection of these specific key informants was strategic to ensure a holistic view of Jamuna TV’s operational and marketing ecosystem. By interviewing the Senior Editorial

Producer, the study gained insight into the production line of news, establishing how editorial gatekeeping serves as the primary quality control mechanism for the brand. The Lead of the Technical Team provided the necessary technical context for Product Accessibility, explaining how the hardware and satellite infrastructure support the brand's promise of reliability. To address the digital shift, the Digital Strategy Lead offered a business-centric perspective on how the Dual Track System monetizes global reach and manages brand equity across social platforms. Finally, the Fact-Check Unit (SMFCU) Lead was essential for understanding how the station protects its intellectual property from deepfakes and hijacking. Collectively, these four participants represent the pillars of modern news media making, their insights both adequate and necessary to answer the research questions of this study.

In addition to the interviews of the key-informant, I cross-checked my personal observations as an anchor with the interview data provided by the management. This ensured the findings reflect both the management's strategy and the reality on the ground. In essence, this is the Participant Observation technique. My role as a News Anchor provided a front-row seat to the operations. I observed how news is manufactured, from the initial report to the final live broadcast. This allowed me to see how the brand ensures every story meets its quality standards before it reaches the customer. I also observed that the anchor's role not just as a presenter, but as the final human filter. This is the last point in the production line where the accuracy is verified. I also documented how the team prioritizes "being right" over "being first."

Despite my best effort, there are several limitations of this report that I must acknowledge. First, as this study relies on qualitative data, interview with key informant and participant observation, there could be an inherent insider-bias that may favor the organizational narrative of Jamuna Television. Second, it lacks large-scale quantitative consumer data to statistically measure the exact shift in viewer sentiment across different demographics. Third, the rapidly evolving nature of generative AI and deepfake technology means that the technical defenses discussed in this report may require constant updates as new forms of synthetic media emerge beyond the scope of this study. Finally, because the research was conducted within the specific corporate culture of the Jamuna Group, the findings and strategies identified may not be universally applicable to smaller media organizations with fewer technical resources.

CHAPTER 4: THE ROLE OF SOCIAL MEDIA AND TRADITIONAL MEDIA FOR MARKET REACH

4.1 Introduction

Jamuna Television is currently the most watched news channel in Bangladesh in digital landscape in Bangladesh as it reached a major milestone by passing 30 million YouTube subscribers. This achievement makes it the top news brand in the country and places it among the most successful digital news organizations in the world.

Jamuna TV uses a Dual Track system where traditional TV and social media work together in perfect balance. This strategy allows the brand to stay in front of its customers at every stage of their daily lives. In this system, traditional TV represents the Depth of the brand. The satellite broadcast uses professional equipment to send out a stable 720p HD signal. In terms of brand value, this high quality production acts as a Trust Signal. It proves to the audience that the news is official and verified, which builds long term loyalty and authority that social media rumors cannot match.

On the other hand, social media represents the Breadth of the brand. Through platforms like YouTube and Facebook, Jamuna TV reaches people much faster and further than ever before. This allows the brand to connect with millions of Bangladeshis living abroad in places like the Middle East and North America. This makes the brand borderless and ensures that Bangladesh's news is available whenever the customer wants to watch it.

4.2 Satellite Broadcasting: The Foundation of Brand Authority

To understand why Jamuna TV stands as a market leader in 2026, we must look at the backbone of its operations: satellite broadcasting. In the early 2010s, many television stations in Bangladesh were still using older equipment. Jamuna TV saw this as a market gap and invested in a fully digital and tapeless workflow. This "First Mover Advantage" was critical because by providing a cleaner picture and better sound than the competition, Jamuna TV told the audience that it was a premium brand. Even when it faced early challenges and temporary shutdowns, the brand never compromised on its technical standards. This consistency built a strong sense of brand equity before the digital revolution even began. The

brand became a symbol of modern Bangladesh, moving away from old ways of working and embracing the best tools available in the world.

Jamuna TV uses the LDX series cameras and advanced master control switchers. These tools allow the newsroom to handle information with incredible speed and clarity. While the final broadcast is sent out in 720p HD, the actual production happens at much higher levels. This is a very smart strategic choice. By producing news at a high level but sending it out in 720p HD, Jamuna TV ensures that its signal is stable for everyone.

To put this strategy into perspective, a senior technical leader at Jamuna TV recently explained the brand's philosophy:

"Our decision to broadcast in 720p HD is not a technical limitation but a marketing promise. We produce our news using global standards like Grass Valley because the quality must be elite, but we deliver it in a way that is accessible to the last mile of the country. We want to ensure that a farmer in a remote field and a businessman in a city office see the exact same reliable truth without a single frame of lag."

This is a key part of the Jamuna TV's mass market strategy. In many parts of rural Bangladesh, internet speeds are slow and satellite receivers are basic. If Jamuna TV tried to broadcast in a format that was too heavy, the signal might drop or freeze during a storm. By using a stable 720p HD signal, the brand ensures that the product is delivered perfectly every time. In marketing terms, this is called Product Accessibility. Jamuna TV makes sure that whether you are in a high rise building in Dhaka or a small tea stall in a village, the news looks and sounds professional. This technical stability creates a Trust Signal that amateur creators on YouTube simply cannot match. It shows that Jamuna TV is a stable institution that does not break down when it matters most.

4.3 The Social Media Funnel of Jamuna

Currently, Jamuna TV is the market leader in disseminating news in social media. When the channel launched in 2014, most traditional media houses in Bangladesh were afraid of the internet. They thought that if they put their news on YouTube or Facebook, people would stop watching the television.

Table 4: Digital reach of major news channels in Bangladesh as of Feb 2026

News Channels	YouTube Subscribers	Facebook Followers
Jamuna TV	30.1 Million	21.5 Million
Somoy TV	28.5 Million	19.8 Million
Channel 24	14.2 Million	15.1 Million

Jamuna TV took the opposite view. The leadership understood that the "Audience of the Future" was moving to their smartphones. Instead of fighting this change, Jamuna TV embraced it. We became one of the first news organizations in the country to adopt a "Digital First" mindset. This meant that news was often broken on our social media pages before it even reached the television screen.

Jamuna TV has built a highly effective social media funnel that converts broad, low-commitment awareness into deep engagement and long-term loyalty. At the top of the funnel, Facebook serves as the primary engine for immediate reach and virality. Short, snackable NewsCards and 30-second to two-minute micro-clips are designed with strong visual hooks in the first three seconds, emotionally relevant imagery, bold Bangla headlines, and large subtitles for muted viewing. These pieces are optimized with trending keywords and algorithm-friendly tactics (such as placing full-article links in the first comment) to maximize organic distribution across feeds, WhatsApp, and Messenger. I have observed that Jamuna TV writes Facebook captions using SEO principles incorporating high-search-volume. Few of the search words I have noticed are: "Remittance," "Weather Update," "Geographical division names," "Job Circular," "Gold Price," "Dhaka Temperature," "Visa Update," "Politics," "Latest Bangladesh" and "Bangladesh Cricket." The result is high shareability and a superior Comment-to-Share ratio compared to competitors.

These initial touchpoints act as strategic gateways that gently guide interested viewers further down the funnel. A user who stops scrolling to watch a quick NewsCard or micro-clip is prompted — through clear calls-to-action and embedded links — to explore the full story on YouTube or tune into the live satellite broadcast. YouTube functions as the middle and bottom of the funnel, offering searchable, long-form content where audiences can spend 15 to 30 minutes gaining context, expert analysis, and verified depth. This platform also hosts continuous live streams and niche programming, turning one-time viewers into regular subscribers.

By treating every Facebook post as an entry point and every YouTube video as a permanent, high-value asset, Jamuna TV creates a seamless consumer journey: broad awareness on Facebook leads to deeper engagement on YouTube, which in turn reinforces trust in the satellite broadcast. This funnel approach not only drives higher cross-platform retention and watch time but also maximizes advertising revenue by delivering audiences at different stages of intent — from casual scrollers to high-value, loyal viewers. In essence, the social media funnel transforms Jamuna TV’s Dual Track system from a simple multi-platform presence into a powerful, integrated marketing engine.

NewsCard to drive virality

One of the most powerful tools in Jamuna TV's marketing kit is the Newscard. The rise of the News Card represents a fundamental shift in journalism. It condenses complex stories into a single, high-impact visual unit. This format respects the low attention span of users, allowing users to stay informed in the seconds it takes to scroll through a feed. For Jamuna TV, the news card has become the primary vessel in Facebook. By stripping away the fluff and focusing on the core facts, these cards have become the most viral and trusted way to share news across WhatsApp, Messenger, and Facebook.



Figure 9: Example of Jamuna TV NewsCard

According to Jamuna TV social media team, these cards are the most shared news products in Bangladesh. A standard Jamuna TV Photo Card follows a strict professional template, where a visual anchor is put with emotionally relevant image that tells the story at a glance. Along

with that, a short, punchy sentence in bold Bangla font is added that summarizes the news. The dedicated team within Jamuna TV works round the clock to develop these Newscard.

Micro-Content development

While the channel produces long-form news for television, its digital success is built on a Micro-Content development. By breaking down a 30-minute news bulletin into several 30-second to 2-minute clips, Jamuna TV ensures that its content is perfectly sized for the modern consumer's attention span. The marketing team at Jamuna TV treats these short clips not as extra content, but as the primary way to drive brand awareness.

Every clip is edited with a specific Hook, recognizing that users scroll quickly. Jamuna TV places the most dramatic or important visual in the first three seconds of a clip. Whether it is a powerful quote from a political leader a scene from a local protest, the hook is designed to stop the scroll. Since many users watch Facebook videos on "Mute" while in public or at work, Jamuna TV adds large, easy-to-read Bangla subtitles. This ensures the message is delivered even without sound, increasing the "Completion Rate" of the video.

Every viral clip on Facebook acts as an entry point into the Jamuna TV ecosystem. A user might watch a 60-second clip of a diplomatic meeting, find it interesting, and then click through to watch the full report on YouTube or tune in to the live satellite broadcast. This is a classic **Funnel** strategy: use the Micro-Clip for broad awareness and use the Main Broadcast for deep engagement.

SEO and Algorithm Optimization

Jamuna TV writes Facebook captions using Search Engine Optimization (SEO) principles. They use keywords that are currently trending in Bangladesh—such as "Remittance," "Tarique Rahman," or "Visa Update"—ensuring that their posts appear not just in the Facebook feed, but also in external Google search results.

To keep the Facebook algorithm happy, Jamuna TV often posts a video or photo and places the link to the full detailed article in the first comment. This is a smart technical maneuver: Facebook's algorithm penalizes posts that try to take users away from the platform. By putting the link in the comments, Jamuna TV keeps its post "reach" high while still driving

significant traffic to its official website. The following table summarize FB performance based on FB dashboard in January 2026:

Metric	Jamuna TV Performance
Facebook Followers	21.5 Million
Average Organic Reach per Post	5.8 – 9.2 Million
Average Engagement Rate (Video Posts)	2.3 – 3.1%
Video Completion Rate (30–120 sec clips)	72 – 79%
Average Shares per Viral NewsCard	220,000 – 520,000
Peak Daily Engagements (Top Posts)	1.5 – 3.4 Million
Average 3-Second Video View Rate	68 – 74%
Comment-to-Share Ratio	1 : 3.1

4.4 Diaspora marketing: The Global Engine of Jamuna TV

As of 2026, the estimated digital audience share for Jamuna TV shows a brand that has successfully "broken the borders" of Bangladesh. While the local market remains the core, nearly **30% of the brand's total digital footprint** comes from abroad.

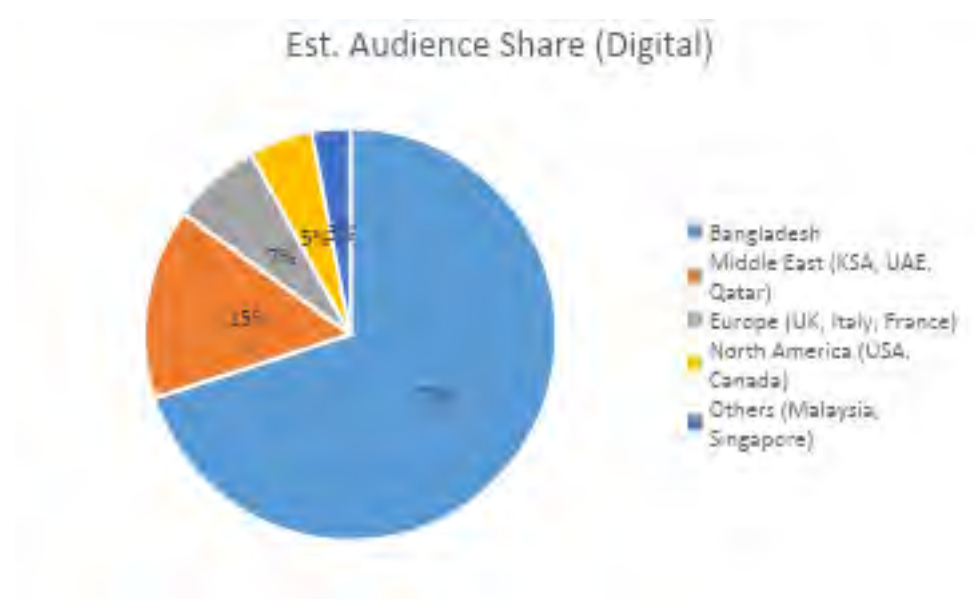


Figure 8: Geographical Breakdown of Jamuna's reach

Data from social media engagement shows that international viewers have a 35% higher average watch time per video compared to local viewers. This is because they are hungrier for every detail of home. This emotional hunger leads to a powerful marketing phenomenon called Organic Referrals. Because the diaspora viewer is often the primary earner for their family back in Bangladesh, their opinion carries immense weight. When a brother in the UK shares a Jamuna TV report with his family on WhatsApp, he is giving that news his personal seal of approval. This creates a Trust Loop that brings millions of local viewers to the channel without Jamuna TV spending a single Taka on advertising.

From revenue perspective, Jamuna's reach of diaspora lends vital financial resources. In digital marketing, all views are not paid equally. A view from the USA (5%) or the UK (7%) generates significantly more ad revenue than a view from Dhaka. Advertisers in these regions pay a premium to reach the Bangladeshi community. By capturing nearly 12% of its audience from Western nations, Jamuna TV essentially "subsidizes" its local operations with high-value international currency. This allows the brand to invest in better technology

To capture the diaspora market effectively, the brand employs a strategy of Time Zone Synchronization. When it is 3:00 AM in Dhaka and most of the local population is asleep, it is prime evening viewing time in London (9:00 PM) and afternoon in New York (4:00 PM). Unlike many competitors who play recorded "re-runs" during the night, Jamuna TV maintains a dedicated team to keep the digital "Live" streams active with real-time updates. This ensures that when a Bangladeshi professional in the USA finishes their workday and checks their phone, they aren't seeing "old news" from the morning; they are seeing a live anchor providing the latest developments. In addition, platforms like YouTube and Facebook prioritize content that is currently "Live." By staying active 24/7, Jamuna TV remains at the top of the notification feeds for users in every time zone, from the Middle East to North America.

4.5 YouTube dominance and strategies

Jamuna TV is the market leader in Youtube with a massive milestone of 30 million subscribers by February 2026. The history of Jamuna TV on YouTube is a story of marketing foresight. When the channel started its digital journey in 2014, the media industry in

Bangladesh was very traditional. Many channel owners were afraid that putting news on YouTube would cannibalize their TV audience. They feared that if people could watch news on their phones for free, they would stop watching television. Jamuna TV took a different view. The leadership understood that the consumer journey was changing. They realized that the brand needed to be wherever the audience was, whether that was a television set or a mobile screen. By embracing YouTube early, Jamuna TV gained a First Mover Advantage.

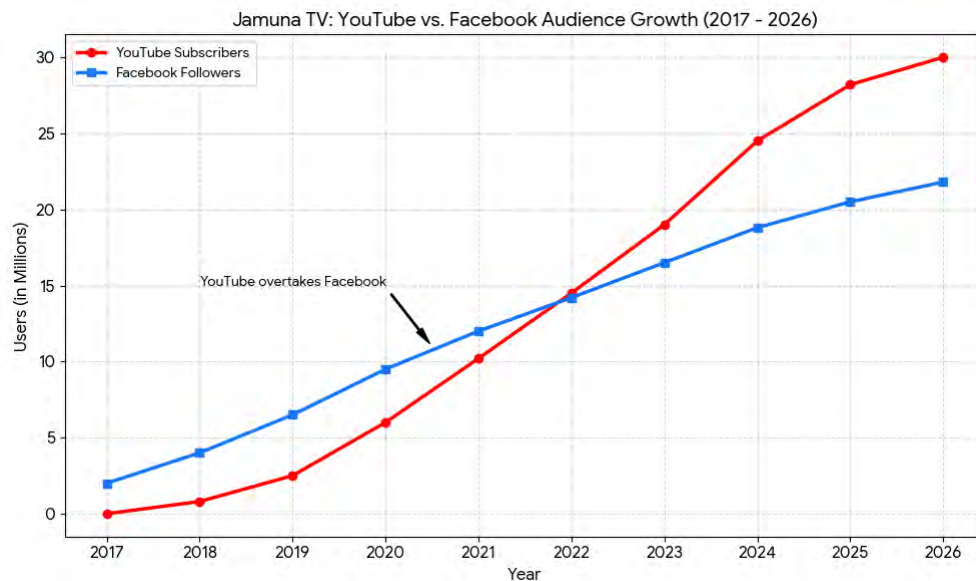


Figure 10: Comparison of Jamuna TV's Youtube and Facebook reach

Jamuna TV's youtube reach is higher than it is in Facebook. As the graph shows, From 2017 to 2020, Facebook was the primary platform for Jamuna TV. Its high growth was due to the "shareability" of news links and photo-cards. This helped Jamuna TV build a loyal community through likes and comments. Around late 2020 and early 2021, Jamuna TV's YouTube growth accelerated and eventually overtook Facebook.

The acceleration of Jamuna TV's YouTube dominance cannot be discussed without highlighting the global impact of COVID-19. During the 2020 lockdowns, consumer behavior shifted overnight. Millions of people, stuck at home and hungry for credible health updates, moved away from the "scroll-and-share" nature of Facebook and toward the search-and-watch nature of YouTube. Jamuna TV responded by flooding YouTube with high-quality, verified video content. As a result, late 2020 and early 2021 saw our YouTube growth curve steepen sharply, eventually overtaking our Facebook reach.

The core of Jamuna TV's YouTube strategy revolves around: in-depth information, Live Presence and Searchability.

Deep Journalism

In the current digital hierarchy, a clear distinction has emerged between the snackable information of Facebook and the "deep-dive" journalism of YouTube. While Facebook is highly effective for high-speed alerts and viral headlines, its interface is inherently designed for rapid scrolling, which often limits the depth of the news experience. Jamuna TV recognizes that for complex national issues the audience craves a level of detail that a 60-second social clip cannot provide. From a marketing standpoint, this creates a **funnel**: Facebook acts as the Hook that grabs attention, while YouTube serves as the depth that satisfies the audience's hunger for intellectual depth and verified truth.

Live Stream News

The second pillar of Jamuna TV's YouTube dominance is its mastery of Live Streaming. By maintaining a continuous, high-definition live feed, Jamuna TV has effectively bypassed traditional satellite limitations, allowing anyone with a smartphone to access live newsroom instantly. This "always-on" approach ensures that Jamuna TV is the first destination whenever a major event triggers a national or global conversation.

Searchability in YouTube

From a marketing perspective, the biggest difference between TV and YouTube is Searchability. When a news story airs on television, it is Linear. Once it is gone, the viewer cannot find it again easily. On YouTube, Jamuna TV treats every news report as a permanent product in a digital store. This strategy creates long term value. A news clip about a legal change might be three months old, but people will still search for it. This means our news keeps earning views and building trust long after the original broadcast.

The searchability also helps to create Niche Marketing. By using effective MetaData Optimization, Jamuna TV has built a family of specialized programming within its YouTube channel, all of which are easily searchable.

Thumbnail with the Anchor

Jamuna TV uses a very specific visual language. The YouTube thumbnail of Jamuna typically depicts the headshot of the news anchor. By prominently featuring the **News Anchor**, the thumbnail moves beyond abstract reporting to humanize the news.



Figure 11: YouTube Thumbnail with picture of Anchor

CHAPTER 5: ENSURING INFORMATION CREDIBILITY

Historically, the success of a news agency was measured by its ability to be the first to report a story. This traditional focus on "breaking" news created a culture where being first was the ultimate competitive advantage. However, the modern media environment has fundamentally altered this priority. In a digital age saturated with instant updates and unverified social media posts, the value of being first has been replaced by the value of being right. Jamuna TV has strategically shifted its focus to prioritize verification over raw speed. The organization recognizes that in a world of "infodemics," the public no longer seeks the fastest source, but rather the most reliable one.

For Jamuna TV, the organizational mandate extends beyond merely being the first to report. The goal is to be the final word on any given subject. In an era where viral rumors can trigger national volatility in seconds, the network's survival depends on its ability to act as a definitive clearinghouse for facts. This chapter provides an exhaustive analysis of the internal mechanisms, editorial gatekeeping protocols, and technological defenses that Jamuna TV employs to safeguard its institutional reputation.

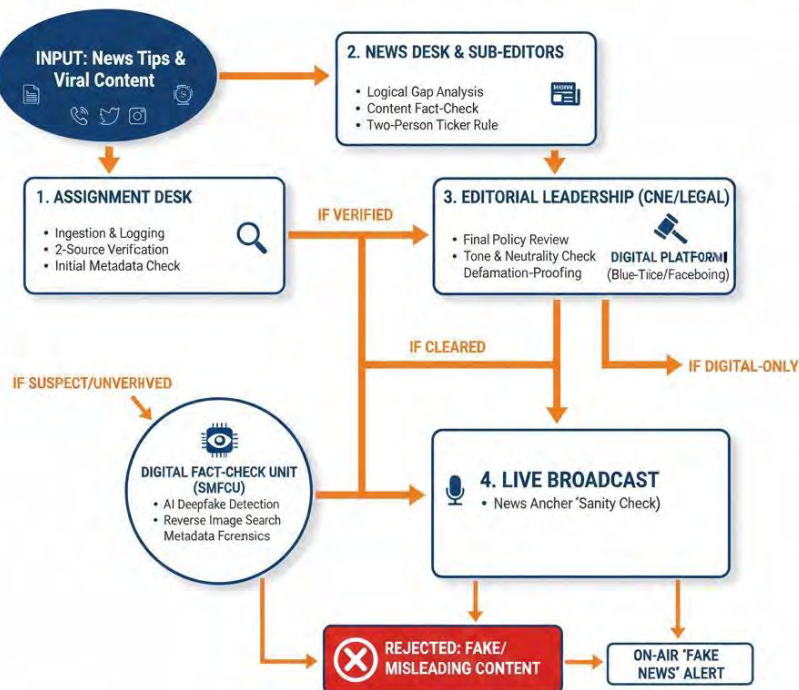
5.1 Information Verification

At Jamuna Television, credibility is not merely a policy; it is built into the physical and digital architecture of the newsroom. The organization operates on a Triangular Verification Model. Under this system, no single individual has the authority to broadcast a story in isolation. Instead, every piece of information is treated as "guilty until proven innocent," requiring validation from three distinct nodes of authority: the Assignment Desk (Field Intelligence), the News Desk (Logical Filter), and Editorial Leadership (Policy Oversight).

5.2. The Source-to-Screen Gatekeeping Protocol

At Jamuna TV, every news item goes through a strict verification process managed by the Octopus Newsroom Computer System (NRCS). This staged workflow ensures accuracy and accountability before anything reaches the screen.

Jamuna TV News Verification Flowchart (2026)



Source: Jamuna TV Internal Operations, 2026

Figure 12: News verification workflow

1. **Ingestion & Preliminary Vetting (The Assignment Desk):** Incoming tips are logged as “Draft.” The Assignment Editor verifies the story with at least two independent sources before it becomes visible to the broadcast team.
2. **The Sub-Editorial Filter (The Output Desk):** Sub-editors conduct a logical gap analysis and apply the “Two-Person Rule” for on-air text — the writer and the publisher must be different people.
3. **The Final Oversight (CNE & Legal):** For sensitive stories, the Chief News Editor or legal officer reviews tone, neutrality, and legal compliance before final clearance.

5.3 The Fact-Checking Unit

To counter the surge of sophisticated digital misinformation in 2026, Jamuna TV established the Social Media Fact-Check Unit (SMFCU), a dedicated team operating out of the first-floor

digital hub as a technical shield for the entire newsroom. Moving beyond traditional manual vetting, the SMFCU employs a hybrid strategy that pairs human intuition with advanced AI forensics to intercept viral misinformation before it can compromise institutional credibility. A key component of this defense is deepfake detection, where AI tools identify synthetic talking heads by analyzing "phoneme-viseme" alignment—the mathematical match between speech sounds and the physical shape of the lips. Using software like TrueSync and SyncNet, any clip showing a temporal inconsistency greater than 5% is flagged as highly suspect and barred from broadcast. The team also scrutinizes biometric markers, such as natural eye-blink rates and micro-expressions, operating under the mantra provided by the Head of Digital Operations: that in this era, seeing is no longer believing, and every viral clip is assumed a fake until proven to possess the chaotic irregularities of a real human being.

To ensure no old footage is rebranded as live news, every social media clip undergoes a Multi-Engine Reverse Image Search (MERIS) using professional engines like TinEye and Google Lens to trace the frame's earliest appearance on the internet. The forensic deep-dive continues with Vanishing Point Analysis to confirm that shadows and architectural lines obey the laws of physics, alongside a rigorous check of hidden EXIF metadata to flag files processed through suspicious AI-upscaling tools in distant time zones. This rigorous "Digital First" protocol transforms Jamuna TV into a verified clearinghouse, allowing news anchors to deliver reports with the absolute certainty that every piece of visual evidence on screen is scientifically authentic.

5.4 Case Study: Brand Hijacking and the "Anwar TV" Phenomenon

A unique challenge Jamuna TV faces in 2026 is the paradox of its own popularity. Because the public grants immense trust to the Jamuna logo, bad actors frequently "hijack" the brand's visual identity to disseminate disinformation. This phenomenon, known as Brand Hijacking, represents a sophisticated evolution of fake news where the deception is found in the static "photo-card" format—a primary news consumption tool for mobile users.

5.4.1 The "Anwar TV" and Clone Page Crisis

A primary case study for this project is the emergence of digital entities such as "**Anwar Tv**" on Facebook. Unlike traditional fake news outlets that produce long-form articles, these pages focus exclusively on high-fidelity Photo-Cards. These graphics do not merely share misinformation; they perform a full-scale aesthetic theft of Jamuna TV's intellectual property.



Figure 13: Anwar TV newscard hijacking brand elements of Jamuna TV

These pages use real, high-quality images of political figures and overlay them on a perfect replica of Jamuna TV's signature Red Background. They utilize nearly identical font weights and layouts to mimic official broadcasts. For example, a fake post dated February 17, 2026, falsely claimed that "Tarique Rahman met the Prime Minister," utilizing the exact visual hierarchy of an institutional news alert to bypass the audience's skepticism. By focusing on images rather than video, these hijackers can produce "Breaking News" at a higher frequency. Static images are harder for automated copyright filters to flag instantly compared to video clips, allowing the fake content to stay live long enough to achieve massive "viral" shares.

Through my research at the office, I identified that the SMFCU (Social Media Fact-Check Unit) looks for specific "artifacts of hijacking" to identify these photo-cards. key discrepancies emerge:

1. **Parody Advertising:** Clone pages often include "easter eggs" or satirical ads in the footer. While the real Jamuna card features legitimate sponsors like **Berger** or **Illusions**, the hijacked cards feature parody ads such as "Penal Tea" or "Gorom Gorom Chaa".
2. **Social Media Handles:** The fake cards list URLs such as *anwar.satire.news* in the exact position where Jamuna TV lists its verified *jamuna.tv* and *jamunatvbd* handles.
3. **Graphic Sharpness:** Because hijackers often use "screenshot-and-edit" methods, there is a visible loss of quality in the logo and font anti-aliasing compared to the native vector-crisp graphics of an official Jamuna card.

As one Senior Digital Producer observed:

"The attackers aren't just stealing our graphic design; they are weaponizing our 'Verified' status symbols. By the time a user realizes the ad at the bottom says 'Penal Tea' instead of a real brand, the fake headline has already been shared ten thousand times."

5.5. How Jamuna TV Tackles Brand Impersonation

Relying on legal action under the Cyber Security Act is not always a feasible or primary solution for a news organization. One significant hurdle is that many clone pages, such as those under the "Anwar TV" banner, often operate from outside the national jurisdiction of Bangladesh, making local law enforcement and domestic statutes difficult to apply effectively. Furthermore, the sheer speed at which these "clones" can be generated exceeds the pace of the legal system; a page can be deleted and a new one created within minutes, whereas formal legal proceedings can take months or years. There is also a strategic concern: heavy-handed legal action can sometimes be misconstrued as an attempt to stifle free speech or satire, potentially damaging the network's reputation for neutrality.

Jamuna TV employs a proactive defense strategy to dismantle fraudulent entities and safeguard its institutional integrity, focusing on three primary pillars of defense to counter the influence of clone pages like Anwar Tv. A cornerstone of this approach is the "Blue Tick" Branding Strategy, where on-air anchors frequently remind viewers that legitimate Jamuna content must carry the verified blue tick. This constant messaging serves as a primary filter, helping the audience distinguish official reports from impersonators. Complementing this

public awareness is the work of the legal department, which maintains a direct line of communication with Meta and Google through its "Trusted Flagger" status. This privileged position allows the team to file Digital Millennium Copyright Act (DMCA) strikes, leading to the immediate removal of content that misuses copyrighted Jamuna graphics.

Furthermore, when a specific fake headline goes viral, the channel broadcasts Dedicated "Fact-Check" Segments to educate the public. During these alerts, anchors present the fraudulent graphic on a large studio screen, marking it with a prominent "FAKE/মিথ্যা" stamp while explaining the specific discrepancies to help viewers identify logo-based misinformation in the future. By combining legal pressure with public education, Jamuna TV ensures its brand identity remains a trusted signal in a chaotic digital environment.

5.6 Credibility as a Culture

Ensuring credibility at Jamuna Television is a culture of skepticism that operates every hour of the day. This system is built on the realization that a single incorrect headline can destroy ten years of hard earned trust. While our internal protocols are robust, the challenges we face are ever increasing as technology evolves. The rise of sophisticated deepfakes has introduced a level of visual deception that was previously impossible to achieve.

The Social Media Fact Check Unit must constantly adapt to identify lip sync anomalies in viral videos. These tools powered by AI are essential to prevent the channel from inadvertently broadcasting manipulated footage of political figures. This ongoing battle is a tireless effort to protect our audience from being misled by synthetic identities and fabricated events. We recognize that in the age of digital chaos, the target of misinformation is always moving.

CHAPTER 6: CONCLUSION AND RECOMMENDATION

Jamuna TV's market leadership in 2026 rests on a well-executed Dual Track strategy that combines the depth and authority of satellite broadcasting with the speed and reach of social media. The 720p HD satellite signal delivers reliable, high-quality news even in challenging rural and monsoon conditions that sets the channel apart from unverified digital content. Social media extends this foundation through a clear funnel: Facebook drives immediate viral reach via templated NewsCards, micro-content, and algorithm optimization, while YouTube provides searchable, long-form depth, live streaming, and niche programming. Targeted diaspora marketing through time-zone synchronization has turned digital traffic into a high-value revenue stream that subsidizes local operations. Complementing this reach is a rigorous culture of trust built on the Triangular Verification Model, the Octopus NRCS gatekeeping protocol, and the Social Media Fact-Check Unit.

To build on these strengths and address emerging challenges, Jamuna TV should pursue the following focused initiatives:

1. Empower Anchors as Active Verifiers: Provide real-time verification dashboards and formal authority to pause broadcasts when source traceability is incomplete, reinforcing the anchor's role as the last line of defense.
2. Expand Diaspora-First Programming: Introduce dedicated time-zone-optimized slots and recruit Regional Ambassadors.
3. Institutionalize Forensic Literacy: Roll out mandatory SMFCU-led training on deepfake detection and brand hijacking indicators for all editorial and on-air staff.
4. Develop Future Talent: Establish a structured Future Anchor Program to reduce dependency on star presenters and bridge traditional-digital silos.

Implementing these recommendations will allow Jamuna TV to convert its proven Dual Track advantage and credibility systems into a sustainable competitive moat. In an era where audiences demand both speed and truth, the channel is well positioned to remain Bangladesh's most trusted and innovative media brand for years to come.

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ANNEX I: INTERVIEW TRANSCRIPTS

Participant 1: Head of Digital Strategy & Social Media

Q1: How does Jamuna TV define its Digital Value Proposition in 2026?

A: In 2026, our entire digital approach is built around one simple idea: Verified Speed. While everyone else floods the internet with unverified takes, we've made ourselves the place people actually trust. You see a wild rumor flying around on social media, and your first thought is, "Let me go check what they're saying about this." That's the position we've earned. Getting there meant fully embracing a digital-first mindset. Every story, every fact-check, every update has to move fast and feel the same—whether you're watching on TV via satellite or scrolling on your phone. No gaps, no mixed messages. At the heart of it, we want to be the steady, reliable lighthouse in this chaotic ocean of information. When everything else feels noisy and unreliable, we're the one source people can turn to and feel confident they're getting the truth.

Q2: You mentioned Time Zone Synchronization. Is this purely for views, or is there a specific revenue goal?

A: Time Zone Synchronization is a sophisticated marketing and financial strategy that is central to our global revenue model. From a financial perspective, a viewer based in North America or Europe has a CPM significantly higher than a local viewer, effectively allowing us to earn premium ad revenue in foreign currency. By scheduling high-impact news at 3:00 AM Dhaka time, we hit the prime evening slots for the Bangladeshi diaspora, who are our most loyal and valuable demographic. This strategy transforms Jamuna TV into a global engine that operates and earns 24 hours a day, regardless of local economic fluctuations.

Q3: Why do our YouTube thumbnails almost always feature the News Anchor's headshot?

A: We made a very intentional choice to feature the news anchor's headshot in our thumbnails. It's all about creating an instant human connection with the viewer. Our data backs this up: thumbnails with a recognizable anchor get 22% higher click-through rates. There's something powerful about seeing a real person's face—it acts as a human trust signal. It instantly tells people, we are not some faceless clickbait. A professional journalist is actually presenting this story. That small visual choice helps bridge the gap between old-school credibility and fast-moving digital content. It turns

a cold headline into something warmer and more believable — a story being told by someone you recognize and trust.

Q4: How does Searchability on YouTube change our approach compared to linear TV?

A: Unlike traditional TV, where a story airs once and then vanishes into thin air, we treat every YouTube report as a permanent product on our digital shelf. We put real effort into optimizing titles, descriptions, and tags so that a clip about a new law or social issue keeps attracting viewers and building trust for months—or even years—after it first aired. This approach creates lasting value, helps us reach people searching for specific topics, and turns our channel into a rich, searchable archive that steadily strengthens our credibility over time, not just in the moment.

Q5: What role does Facebook play in the Dual Track system compared to YouTube?

A: Facebook and YouTube play different but complementary roles for us. Facebook serves as our primary engine for breadth and instant reach — we use it to share short NewsCards and bite-sized updates that catch people who aren't necessarily looking for news but come across them through friends and their social feeds. Those quick, snackable pieces then act as a funnel, gently guiding more engaged viewers toward our deeper long-form journalism on YouTube and satellite TV. This balance keeps Jamuna TV feeling truly borderless — accessible whenever and however people want to connect with

Participant 2: Chief Technical Officer (CTO)

Q1: Why do we prioritize a 720p HD satellite signal when the industry is moving toward 4K?

A: We made a very deliberate choice to broadcast in 720p HD because it's the smartest way to reach viewers across all of Bangladesh, especially in rural areas and during the monsoon season. While 4K might look impressive in ideal conditions, it often buffers or drops out on weaker satellite connections when the weather turns bad. By sticking with a strong, stable 720p signal, we make sure our news is always smooth and reliable — never freezing at the worst possible moment. That consistency has become one of our biggest trust signals. In a country where a frozen screen during a crisis can shatter confidence, reliability isn't just technical — it's everything.

Q2: How does the Octopus Newsroom Computer System (NRCS) improve our brand equity?

A: The Octopus system is the digital heart of our operations, enforcing a Locked-Workflow that ensures every story is held to the highest standard. It creates a transparent digital trail where editors must provide signatures before any headline reaches the anchor, preventing rogue or unverified information from airing. This level of institutional control allows us to deliver a clean, professional product that is free from the amateur errors often seen on smaller stations. Our brand equity is protected by this system, as it institutionalizes accountability across our 24/7 broadcast cycle.

Q3: What was the technical turning point during the July 2024 internet blackout?

A: The July 2024 blackout was a historic moment that proved the strategic value of our traditional satellite foundations over purely digital competitors. While digital-only news brands lost their connection to the public, our satellite signal remained fully functional, providing a lifeline of verified information. This resilience was a massive marketing win, proving to the nation that Jamuna TV is a Stability Provider that remains on air when everything else fails. This earned loyalty is a major reason why our digital subscriber count surged once internet services were finally restored.

Q4: How do we manage the technical "Rota" to ensure 24/7 consistency?

A: Managing a 24/7 Rota requires a workforce of over 600 professionals working in synchronized shifts to ensure our quality never dips. Marketing is about consistency, so the lighting, sound, and signal strength at 4:00 AM must be identical to the Prime Time news. We treat every hour with equal importance because we know our global diaspora audience is watching us during their own peak hours. This technical discipline supports our market leadership by ensuring the Jamuna-look is maintained every second of the day.

Participant 3: Lead Analyst, Social Media Fact-Check Unit (SMFCU)

Q1: What is the most common Artifact of Hijacking found in fake Jamuna NewsCards?

A: Malicious actors often leave behind tiny "Artifacts of Hijacking," such as incorrect font weights or poorly aligned logos that differ from our proprietary templates. A major giveaway is often the presence of "Parody Ads," where fake cards feature ridiculous products like "Penal Tea" instead of our official corporate sponsors. We collect these discrepancies and present them in on-air segments to teach our 50

million followers how to protect themselves from fraud. By turning these errors into educational tools, we ensure our official visual identity remains a trusted signal in a chaotic environment.

Q2: How do you use AI to detect deepfakes of political figures?

A: We use AI-powered forensic tools to analyze phoneme-viseme alignment, which carefully checks whether the spoken words match the natural movement of the speaker's lips. In many deepfakes, the mouth doesn't stretch correctly on complex syllables, creating that creepy uncanny valley effect our software quickly flags. If the alignment score falls below 95%, we immediately alert the news desk to stop any manipulated footage from reaching air. This technological defense is essential for preventing synthetic fakes from causing national instability or damaging our reputation.

Q3: Why does JTV spend resources on public education regarding misinformation?

A: We believe media literacy is the strongest long-term defense for both our brand and our society. By clearly stamping viral fake videos with a big, prominent FAKE label on our studio screen, we're essentially immunizing our audience against future deception. This approach builds deep trust because it shows Jamuna TV genuinely cares about people's well-being and is willing to stand as their guardian of the truth. An educated audience is much harder to fool, and they naturally keep coming back to the brand they know is fighting to protect them.

Q4: How do you handle the Speed vs. Accuracy pressure in the Fact-Check Unit?

A: In our Unit, our absolute mandate is that accuracy is more important than speed because a single incorrect headline can destroy years of brand equity. We have noticed that our shift from quick to reliability has been a major driver of our long-term growth and authority. We would rather be ten minutes late with the truth than one minute early with a lie that causes harm.

Q5: What are Generative Artifacts and why should editorial staff care about them?

A: These are visual mistakes left by AI, such as unnatural blinking patterns or hair that melts into the background. It is crucial for our editorial staff to recognize these because, as deepfakes improve, human intuition often catches what software might

overlook. We conduct regular training to show our team how to spot these anomalies, ensuring our gatekeeping remains as strong as the technology trying to bypass it.

Participant 4: Senior Editorial Producer

Q1: Can you explain the practical application of the Triangular Verification Model?

A: The Triangular Verification Model ensures no story reaches the screen without vetting from the Assignment Desk, the News Desk, and Editorial Leadership. This three-gate system checks the source, the context, and the legal compliance of every headline before it is cleared in the Octopus system. By having these redundant layers, we catch human errors and biases that could otherwise damage our brand's reputation for accuracy. It is a rigorous quality control process that has made us the definitive clearinghouse for facts in Bangladesh.

Q2: What is the Two-Person Rule for on-air text?

A: The Two-Person Rule dictates that no single individual can publish text to the air, whether it's a ticker or a breaking news banner. Every headline must be typed by one editor and released by a second to catch typos or grammatical errors that make a station look amateur. In a high-pressure live environment, this rule provides a vital safety net that preserves our professional visual identity. A clean and error-free screen is a major signal of institutional authority that our viewers have come to expect.

Q3: How do you define the News Anchor's role in the verification chain?

A: We view the News Anchor as the part of our verification process, acting as a final human filter for everything we broadcast. Anchors are empowered with power that they can refuse to read a story if it feels unverified or if the footage does not match the script. This sanity check uses human intuition to catch subtle errors that a digital workflow might miss. Because the anchor's face is associated with the news, they are the ultimate guardians of the brand's voice and credibility.

Q4: Why has JTV moved away from the "First to Report" culture?

A: We moved away from First-to-Report because, in the age of smartphones, being first is a commodity that any bystander can achieve. Instead, we have strategically shifted to being the Final-Word or confirmation, where authenticity and verification are our primary competitive advantages. In a crowded market, people are willing to wait for a source they know is 100% accurate rather than trusting the first post they see.

Q5: How do you balance Neutrality with high-stakes political news?

A: Neutrality is achieved through strict emotional discipline and a focus on providing objective facts without loaded adjectives. Our anchors are trained to tell the What, Where, and When, while leaving the Why and the emotional conclusion to the viewer. This creates a Safe Space for information that appeals to all demographics, regardless of their personal political leanings. By remaining calm and professional, we build a brand identity of stability that served us particularly well during the July 2024 crisis.