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"**Insights into Malaysian Television Consumption**"

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# THE USES, MOTIVATION, & GRATIFICATION OF FREE-TO-AIR CHANNELS AMONG USERS IN THE EAST COAST REGION OF PENINSULAR MALAYSIA

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# METHODOLOGY

- Survey research in Terengganu (Marang, Dungun, K. Trg, & Kuala Nerus), Kelantan (Pasir Mas, Kuala Krai, & Kota Bharu), and Pahang (Kuantan, Bentong, Pekan, & Temerloh)
- Pilot study was conducted in July 2023 using snowballing sampling which resulted in the refinement of the survey instrument
- Actual data collection was carried out from August to early September 2023
- Multi-stage sampling procedure that combines cluster, systematic random, and stratification sampling (gender, professional b/g, FTA TV viewing) was used
- A total of 403 respondents involved in this study

# ANALYSIS & FINDINGS

## Demographic Information

The study sampled 403 respondents in Terengganu, Kelantan, and Pahang, from 11 districts

| | |
|---|---|
| Our respondents came from various age groups with the majority between 31-40 followed by the 21-30 years age category, 41-50 years age category | Slightly more than half of them came from urban area with the majority Malay followed by Chinese, Indian, and others |

The majority of the viewers had an employment, followed by homemakers and students who could be either working part-time or having no income

| | | |
|---|---|---|
| Self-employed was the most significant category of the population, suggesting a substantial entrepreneurial spirit within the community | Government sector appeared to be the second highest significant representation of the viewers followed by a private sector | The majority of the respondents were in the M40 followed by B40, and the least was the T20 category |

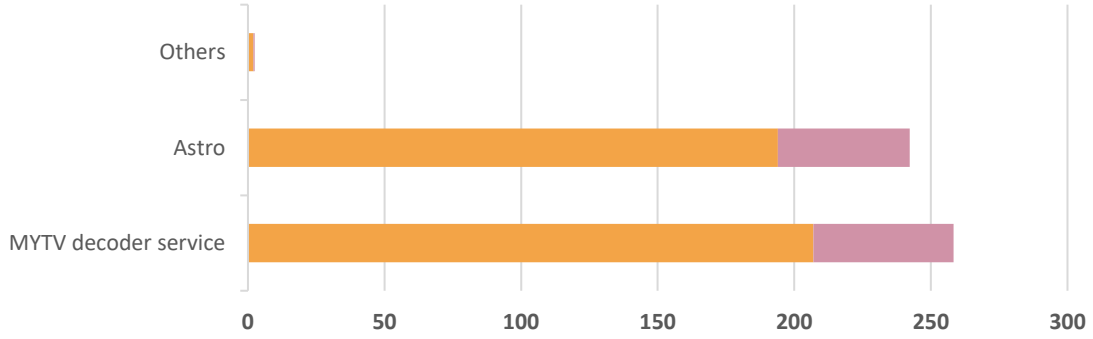
# ANALYSIS & FINDINGS

## FTA TV Usage Patterns

Slightly more than half of the respondents accessed FTA TV through MYTV service (51.3%) as compared to Astro service (48.2%) with the remaining of 0.5% using other services

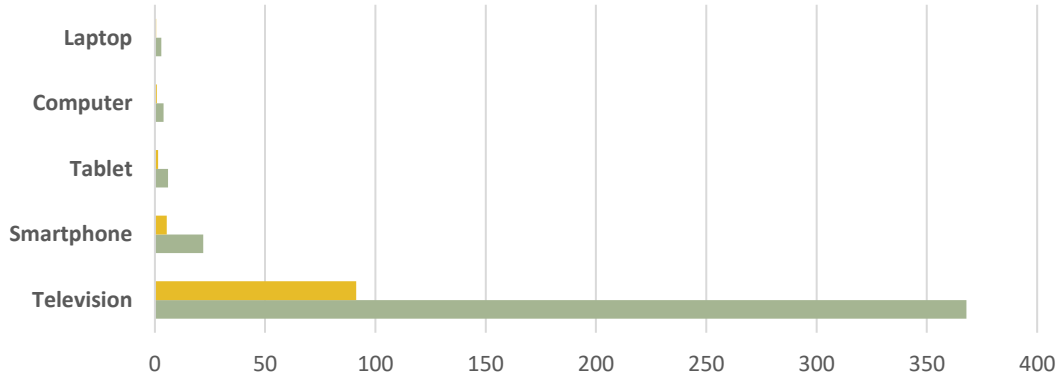
TV set is an important tool to access FTA TV channels. The majority have at least 1 TV set at home and preferred TV over smartphone (5.5%), tablet (1.5%), computer (1.0%), and laptop (0.7%)

Access to FTA TV




| | MYTV decoder service | Astro | Others |
|---|---|---|---|
| Frequency | 207 | 194 | 2 |
| Percent | 51.3 | 48.2 | 0.5 |

Device to View FTA TV

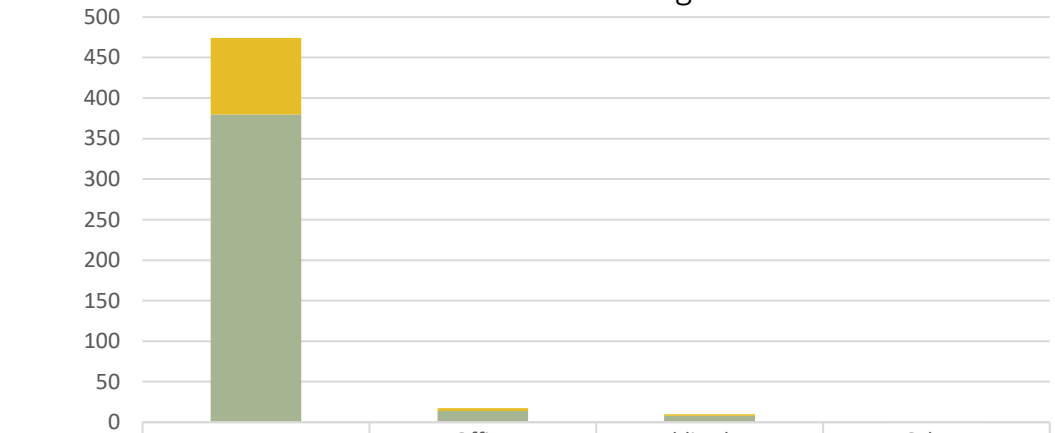



| | Television | Smartphone | Tablet | Computer | Laptop |
|---|---|---|---|---|---|
| Percent | 91.3 | 5.5 | 1.5 | 1 | 0.7 |
| Frequency | 368 | 22 | 6 | 4 | 3 |

# ANALYSIS & FINDINGS

## FTA TV Usage Patterns

Place of FTA TV Viewing

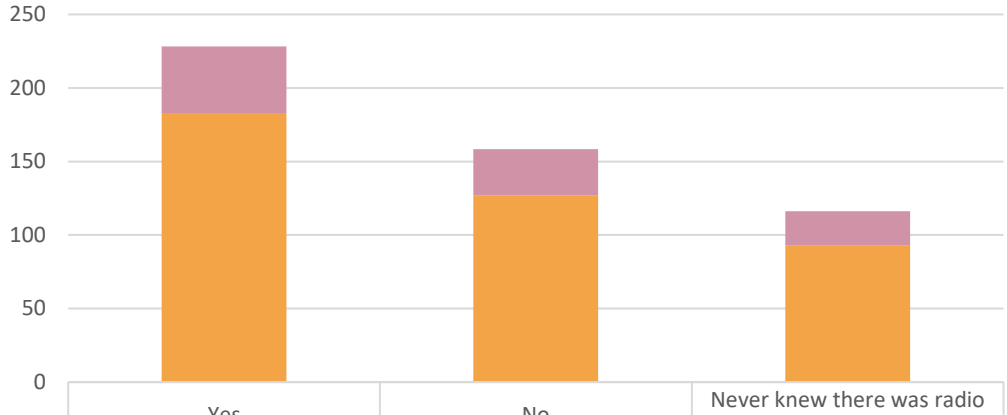



| | House | Office | Public places | Others |
|---|---|---|---|---|
| Percent | 94.3 | 3.5 | 2 | 0.2 |
| Frequency | 380 | 14 | 8 | 1 |

Respondents' preferred locations to view FTA TV was at home (94.3%). Only 3.5% and 2.0% watched at office and public locations

39.7% watched FTA TV channels everyday and 32.8% watched 2-3 times per week with nearly half spent time on FTA TV channels for 1-3 hours and preferred night viewing

Listening to FTA radio service




| | Yes | No | Never knew there was radio channels in MYTV |
|---|---|---|---|
| Percent | 45.4 | 31.5 | 23.1 |
| Frequency | 183 | 127 | 93 |

Almost half of the respondents (45.5%) stated that that they listened to FTA radio service, 31.5% did not listen to the radio

However, 23.1% of the respondents were still unaware of the availability of this feature

The need to craft promotion and awareness strategies pertaining this service in order to increase the number of listeners

# ANALYSIS & FINDINGS

## Channel & Content Preferences in FTA TV

Of all the FTA TV channels, respondents preferred TV3 followed by TV1, TV2, TV Al Hijrah, Awesome TV, and TV9

Respondents preferred informative shows such as religious, health, educational content and light genre without neglecting entertaining shows

95.3% respondents agreed that there should be more local content aired on FTA TV that features well-known locations, well-known products, and highlight the East Coast lifestyle

# ANALYSIS & FINDINGS

## Motivation to Watch FTA TV Channels

| MOTIVES (N=403) | Mean | % |
|---|---|---|
| ECONOMIC BENEFITS | 3.82 | 76.4 |
| FLEXIBILITY OF USE | 3.81 | 76.2 |
| PASSTIME | 3.70 | 73.9 |
| CONTENT | 3.67 | 73.3 |
| ISSUES | 3.61 | 72.2 |
| SOCIAL | 3.59 | 71.8 |
| RELAXATION | 3.56 | 71.1 |

Almost the majority said they used FTA TV for economic benefits as they don't have to pay for the subscription fee while admitting the flexibility of usage where they can watch FTA TV channels anytime they want

More than three quarter of them said they watch FTA TV channels because they have lot of free time and because of the content of FTA TV

# ANALYSIS & FINDINGS

## Views towards Commercials in FTA TV Channels

Our respondents have no problem with a product placement,

- preferred the commercial break at the end of the show, and
- preferred advertisement insertion in a TV programme

However, the findings also revealed the negative views towards the commercial breaks as they stick to the channels not because it is entertaining,

- neither they are tempted to buy the product when they watch the commercial station, and
- do not like to watch the commercial stations

# ANALYSIS & FINDINGS

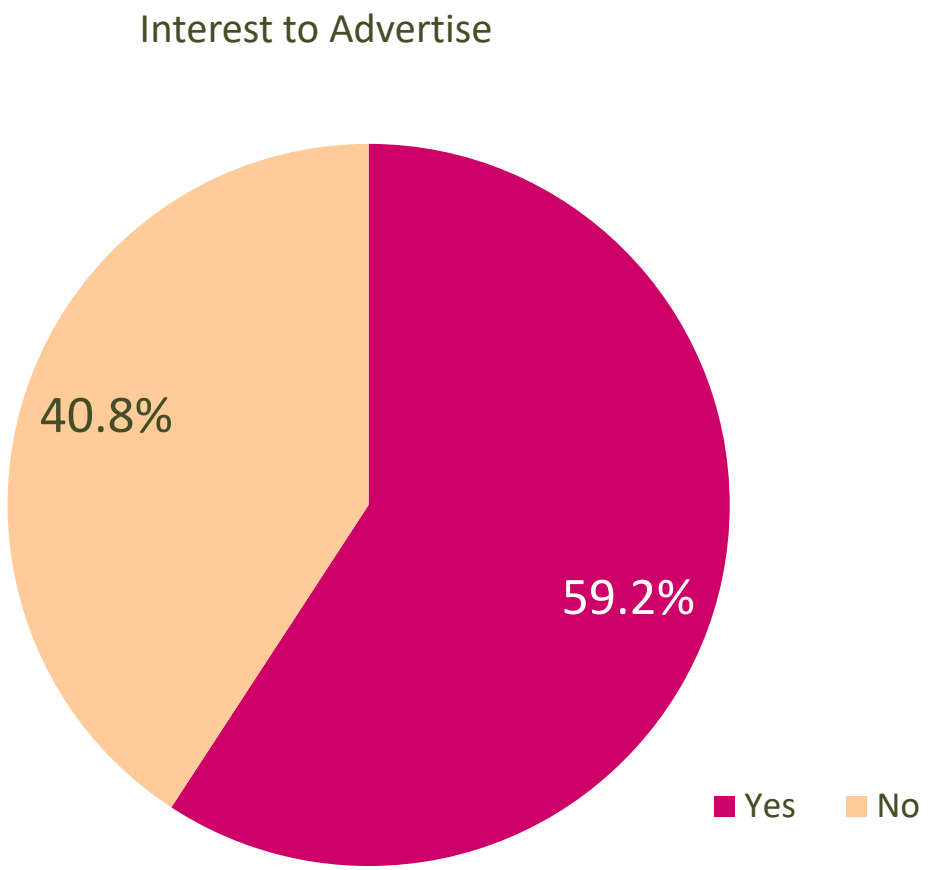
## Interest to Advertise in FTA TV

There were 125 business owners surveyed in this study

Of the number, 59.2% showed an interest to advertise in FTA TV channels

However, due to perceived high cost and small market, 40.8% were not drawn in enough to advertise in FTA TV channels

Those interested to advertise came from retail and sales followed by agriculture activities and rental



# RECOMMENDATIONS & CONCLUSION

Recommendations

## Conclusion

- This study contributes in understanding FTA TV viewing habits among audiences in Terengganu, Kelantan, and Pahang
- This research provides insights in offering suitable local programming, for a specific target audience in the three states
- Data presented in this research could help contribute to the maintenance of a sustainable media and broadcast ecosystem in Malaysia

# THANK YOU

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