Communicate@MCMC and Broadcast Talk Series 1/2024

"**Insights into Malaysian Television Consumption**"

Tuesday, 30 April 2024

FREE-TO-AIR CHANNEL: USES, MOTIVATION AND GRATIFICATIONS OF USERS IN THE NORTHERN REGION OF PENINSULAR MALAYSIA

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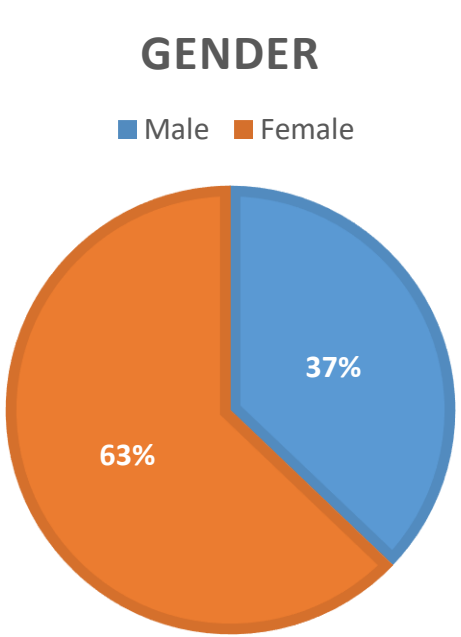
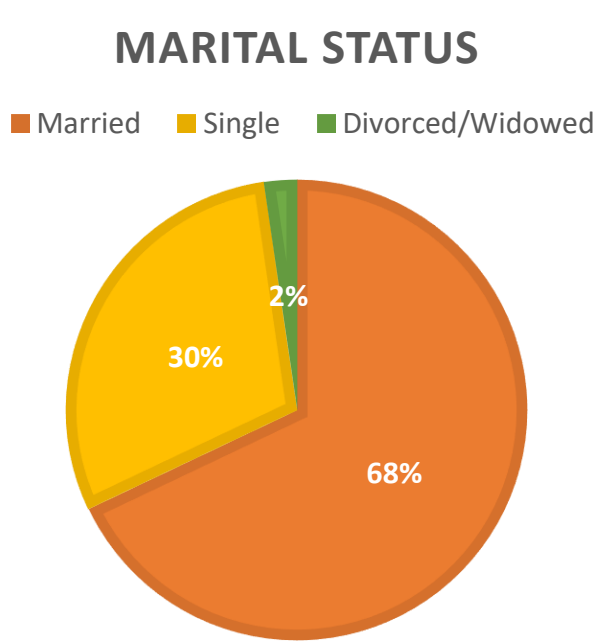
OBJECTIVES

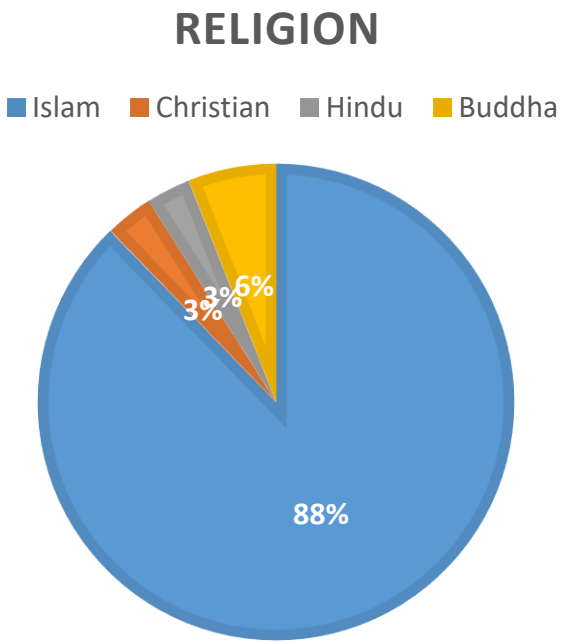
1. To identify the usage pattern of FTA TV among the audience in the Northern region;
2. To identify the gratification level of FTA TV among audiences in the Northern region;
3. To identify the demographic profile of the audience and content preference;
4. To provide recommendations to promote FTA TV viewership and positive responses to content and advertising amongst users.
5. To find out the take-up rate of FTA TV among audiences in the Northern Region of Malaysia.

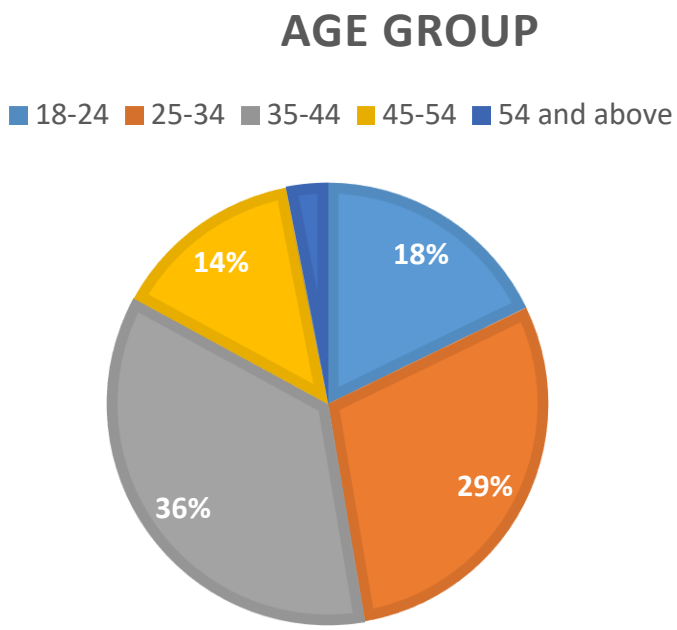
METHODOLOGY

- Sample size: 393 respondents
- Demographic profile:

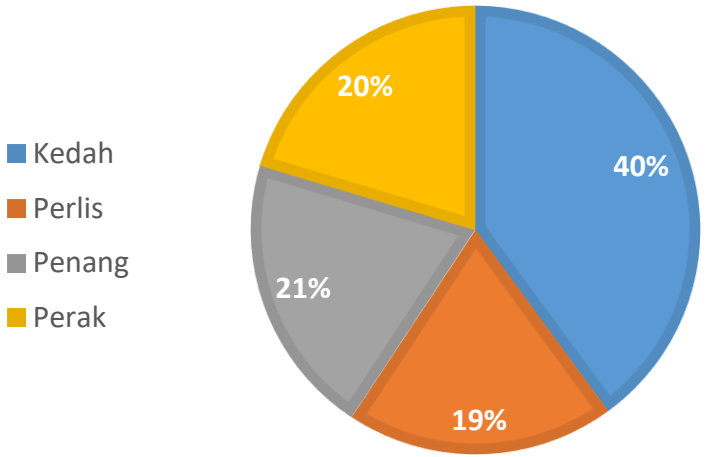




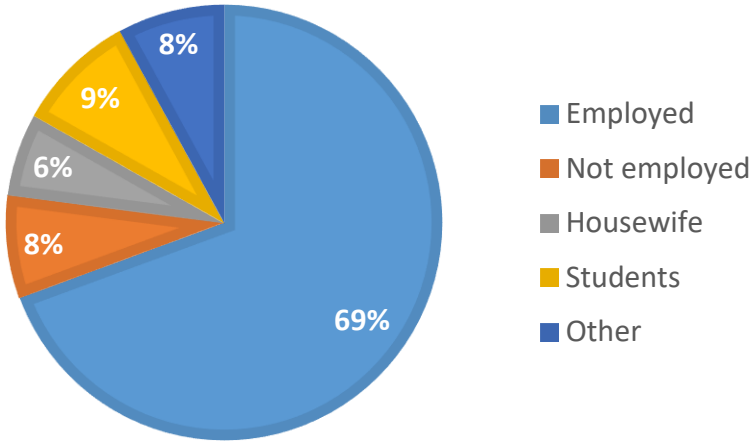




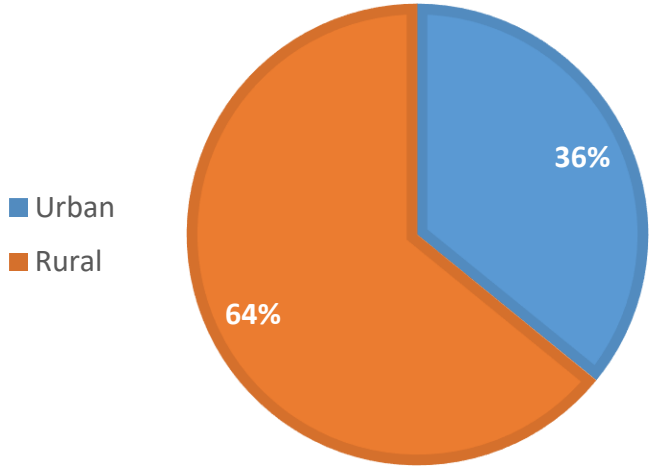
STATE OF RESIDENCE



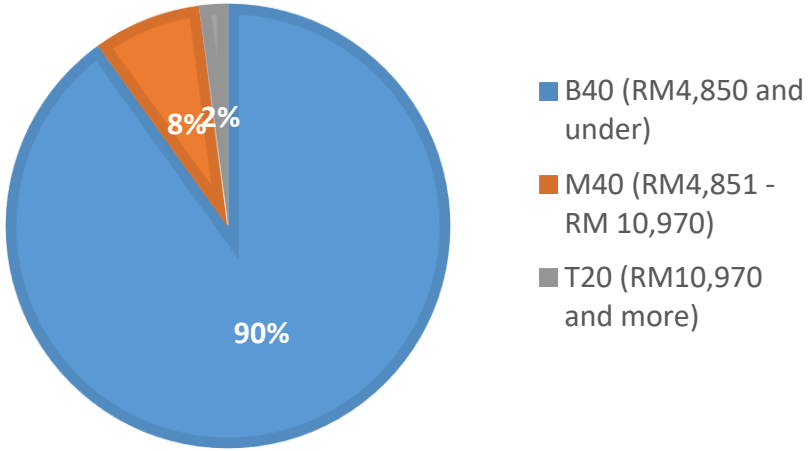
EMPLOYMENT



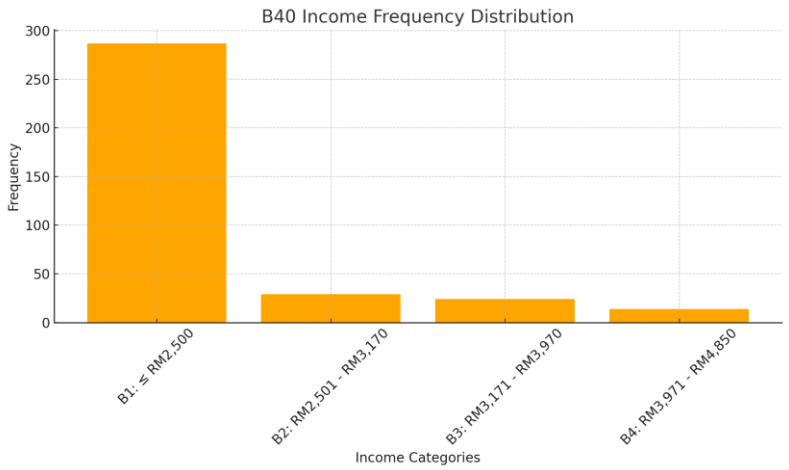
AREA OF RESIDENCE

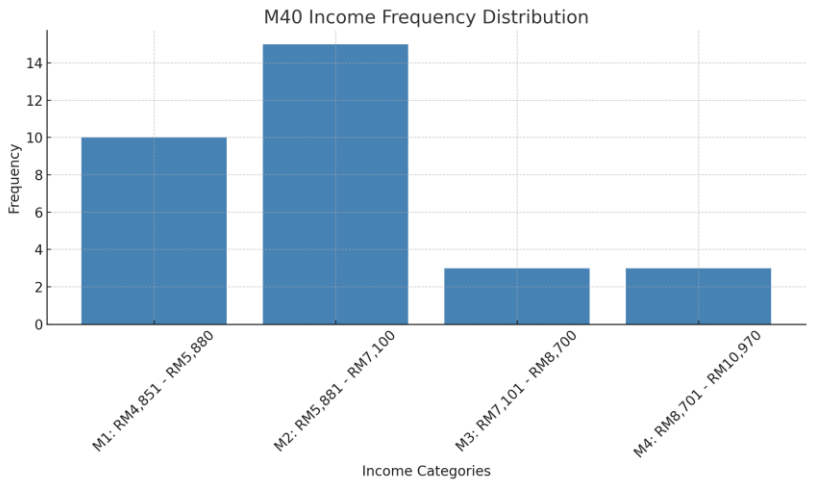


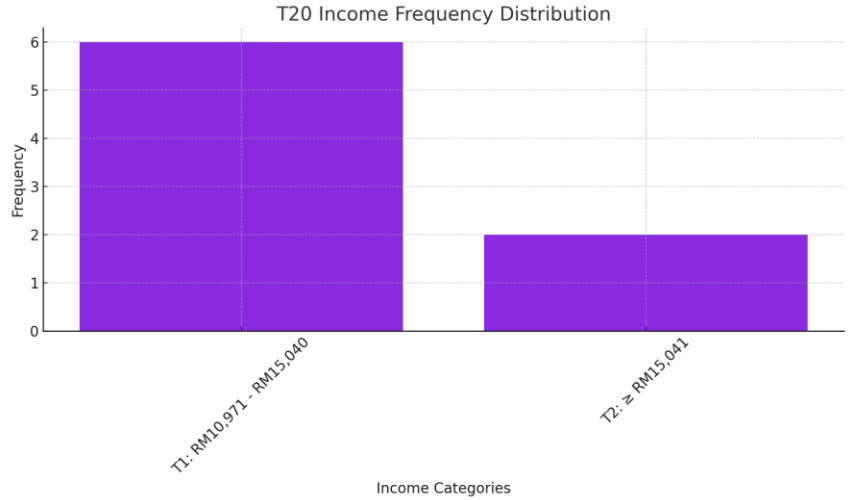
HOUSEHOLD INCOME



Income distribution across household







Usage pattern of FTA TV among audience in Northern Region

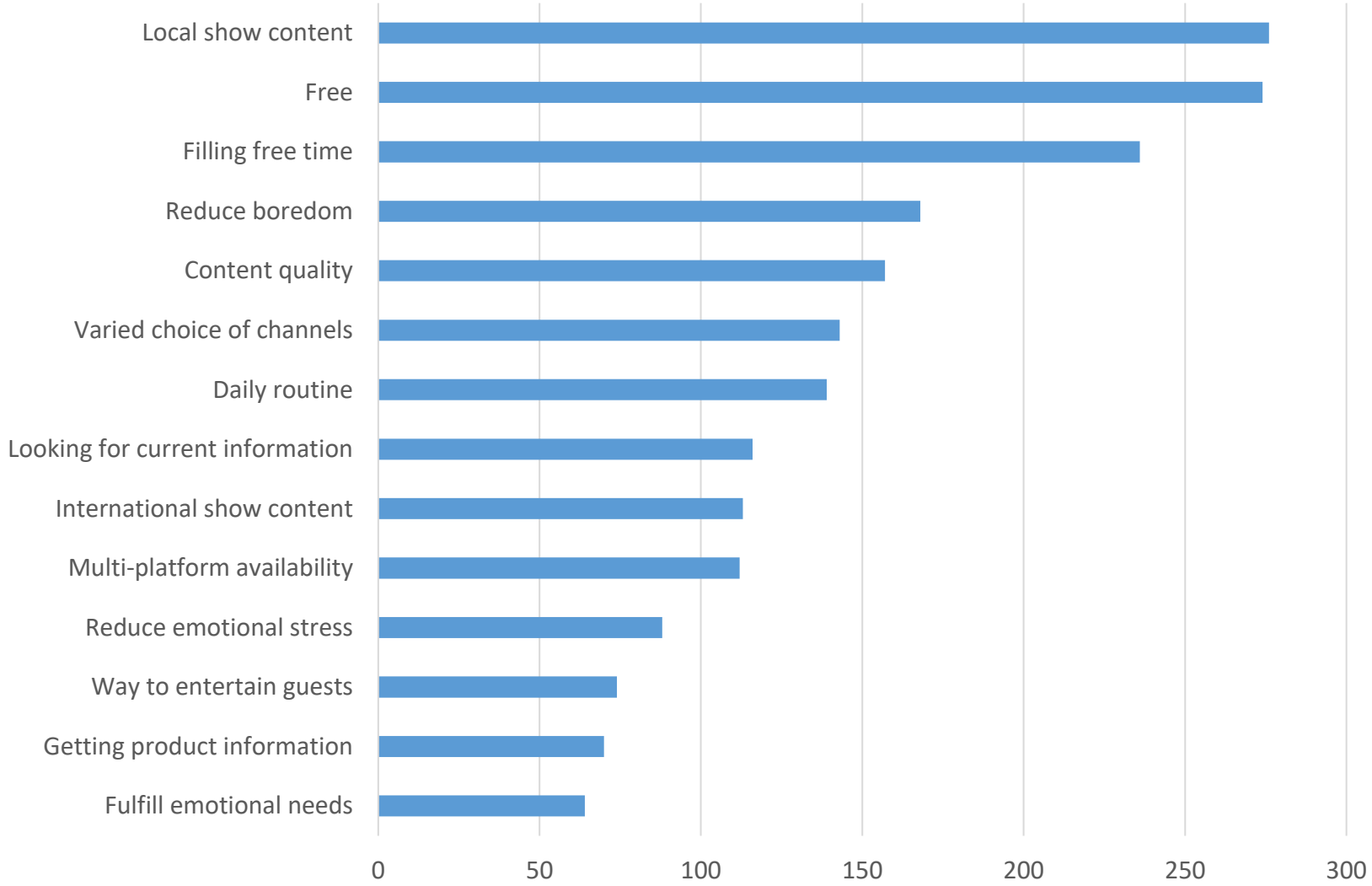
- Most used method for accessing MYTV: MYTV Decoder Set (38.5%) & Digital TV equipped with digital tuner (22%).
- Device used to watch MYTV: Television (93.6%) and Smartphone (42%)
- Frequency of viewing: Daily (68.4%), once in 2-3 days (12%)
- Peak viewing time: Night (76.1%), Afternoon (9.9%),
- Allotted time: 1-3 hours (58.6%), 4-6 hours (22.3%), less than an hour (10.2%)
- Viewing pattern: Active viewing (48.7), Purposive viewing (30.7%)
- Radio listening: Yes (47.6%), No (33.2%), Does not know about radio on MYTV (19.2)

Likert Scale analysis

- Programmes that attracts most viewers: News (mean score 4.2) & Movies (mean score 4.2)
- Genres that are most preferred: Comedy/Sitcom (mean score 4.0), Entertainment (mean score 4.0) and Religious (mean score 4.0)
- FTA TV channels that are most preferred: TV3 (mean score 4.3), TV9 (mean score 4.15), and AwesomeTV (mean score 4.08)
- Radio channels that are most preferred: HotFM (mean score 4.1) & Nasional FM (mean score 3.5)

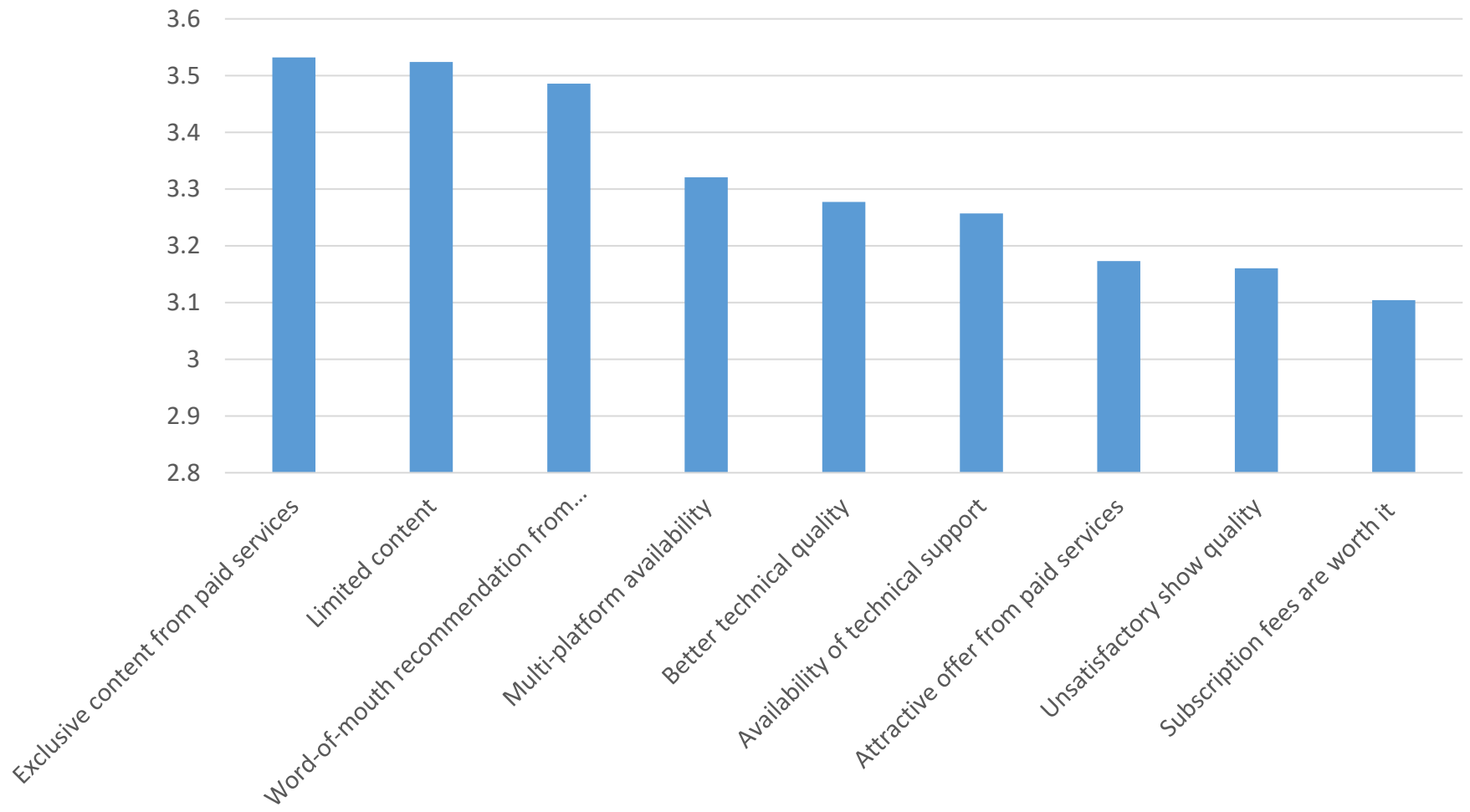
ANALYSIS & FINDINGS

Motivation for viewers to watch FTA TV



ANALYSIS & FINDINGS

Viewer reasons for potentially choosing other broadcasts over FTA TV



ANALYSIS & FINDINGS

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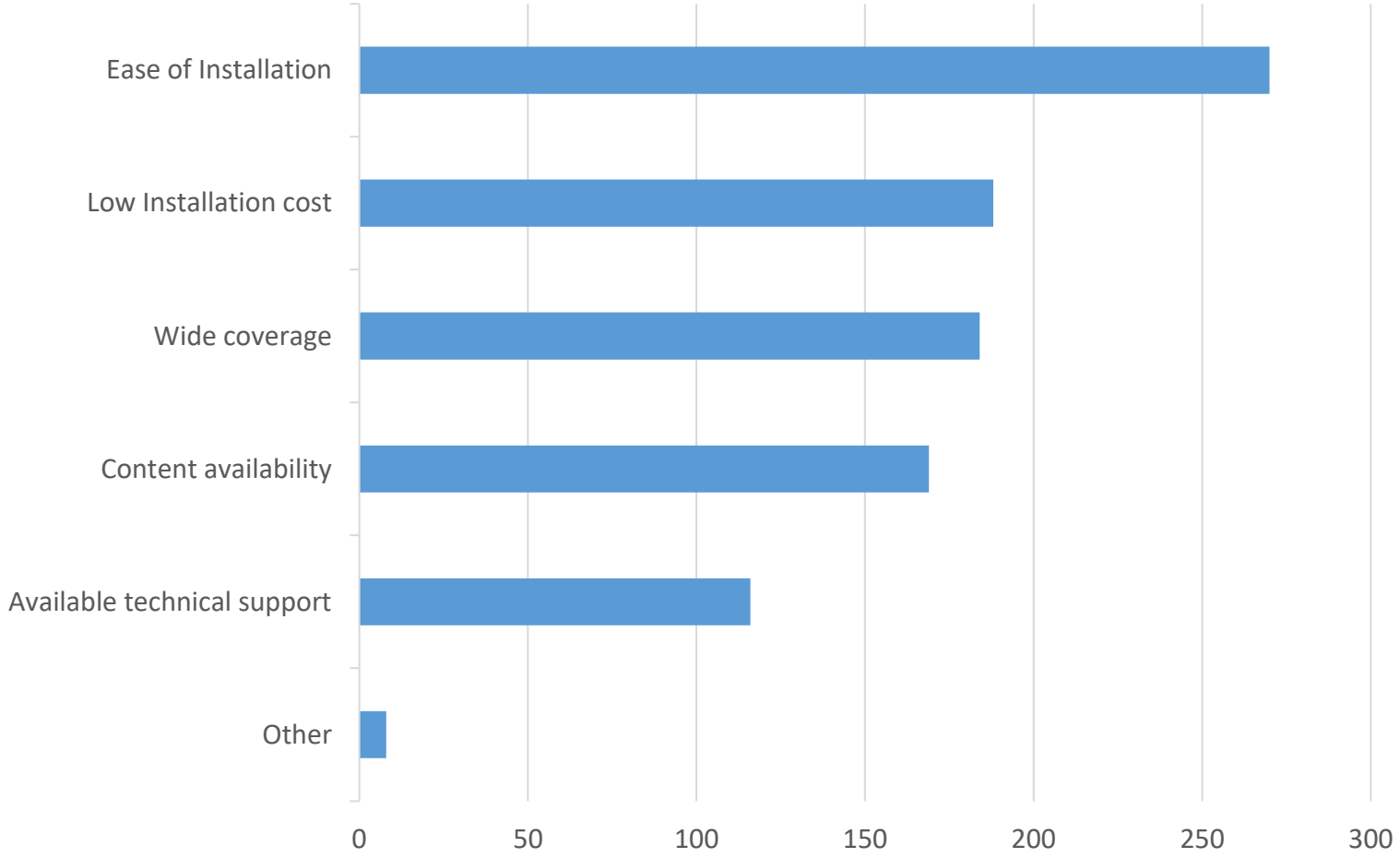
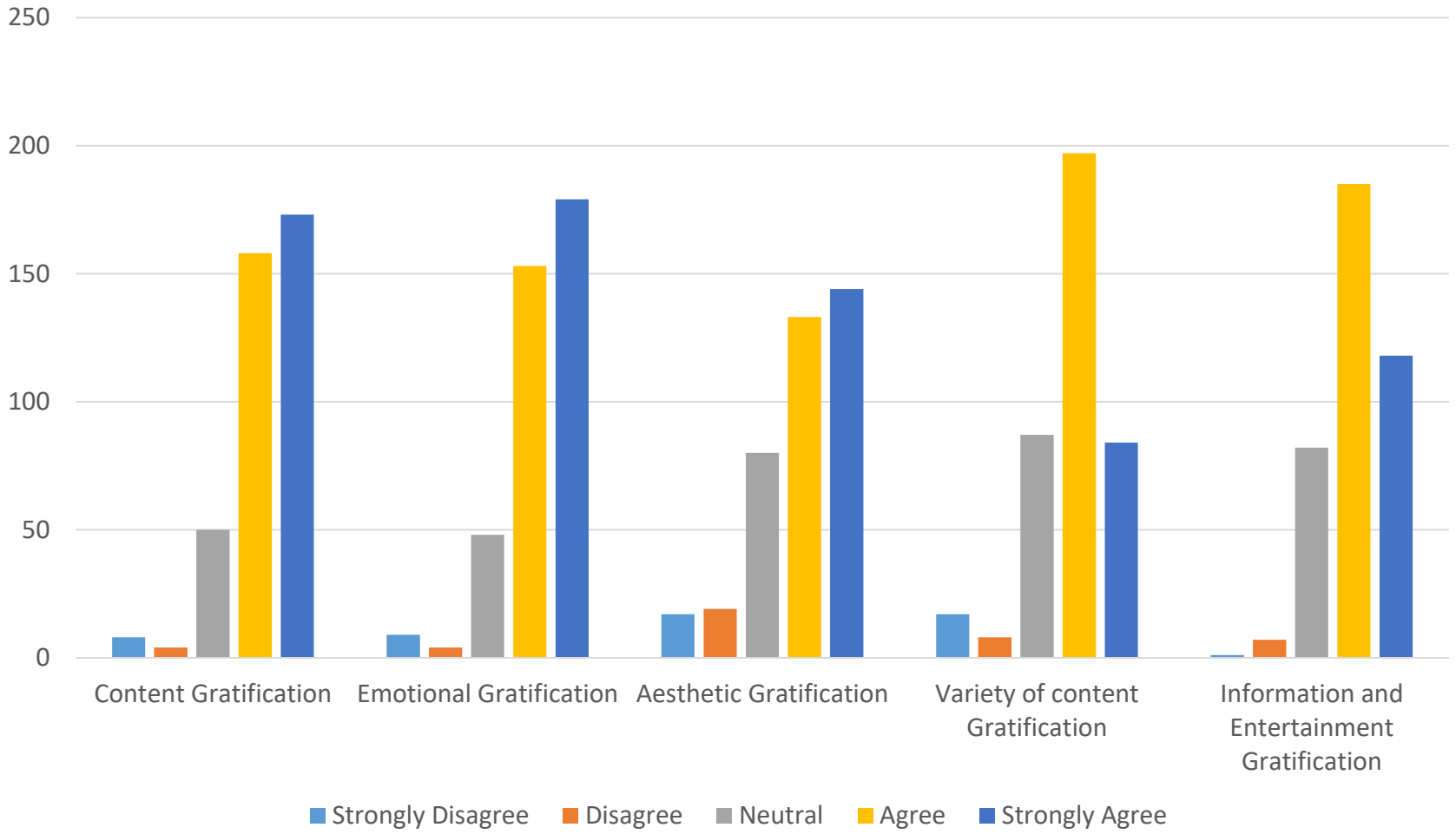
Broadcast Talk Series

Motivation factors of using MYTV



ANALYSIS & FINDINGS

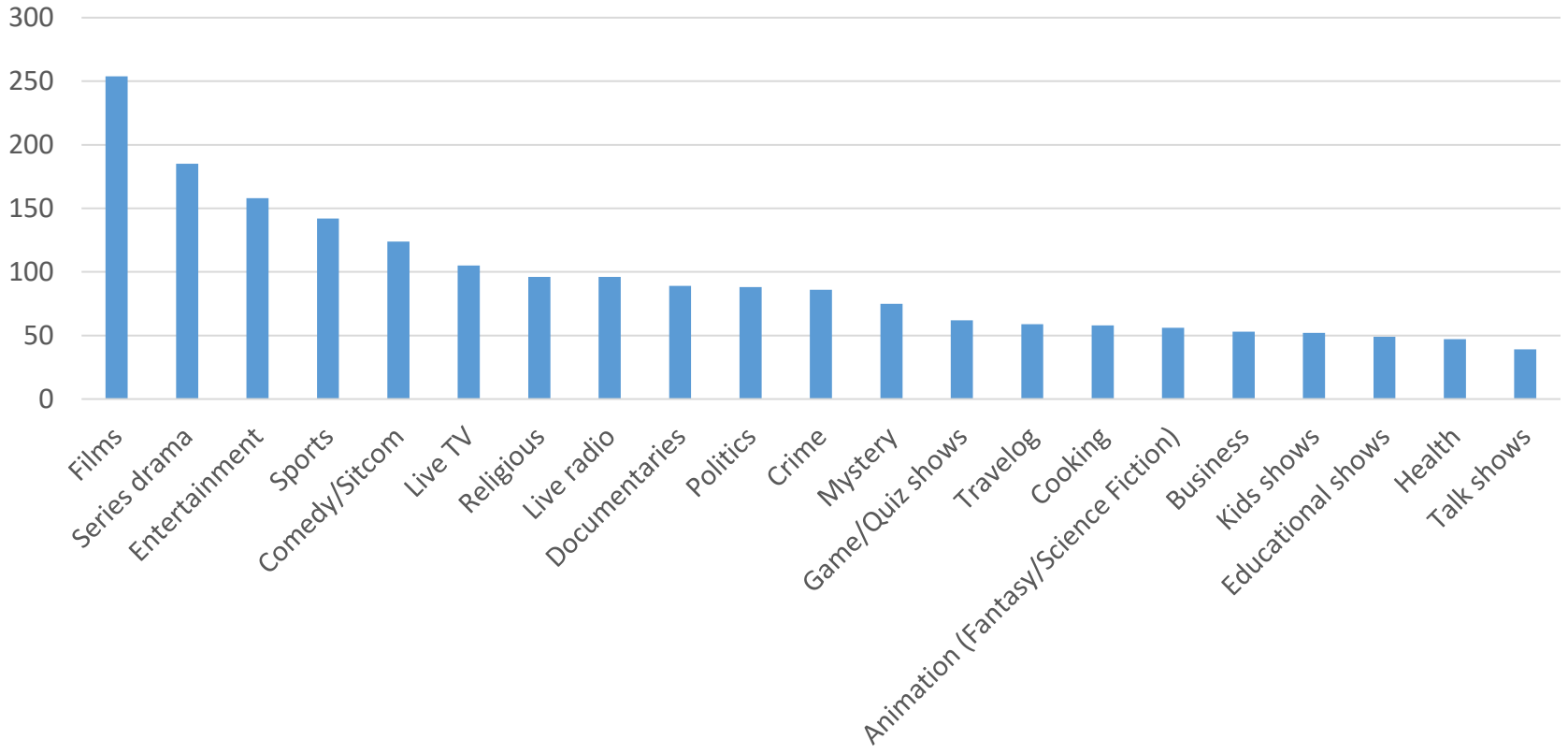
Gratification level of using FTA TV



ANALYSIS & FINDINGS

MYTV Mana-mana

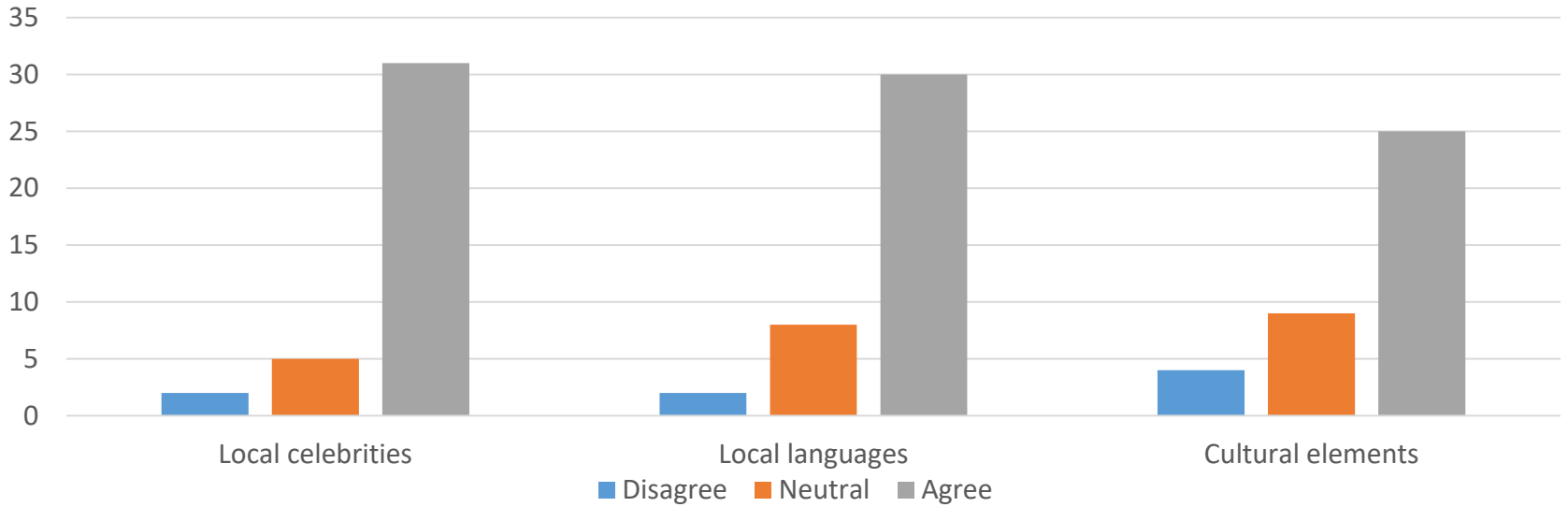
- 71.9% of MYTV users of Northern Region knows about and subscribe to MYTV Mana-mana
- 30.8% of the users find out the schedule of MYTV through MYTV Mana-mana App



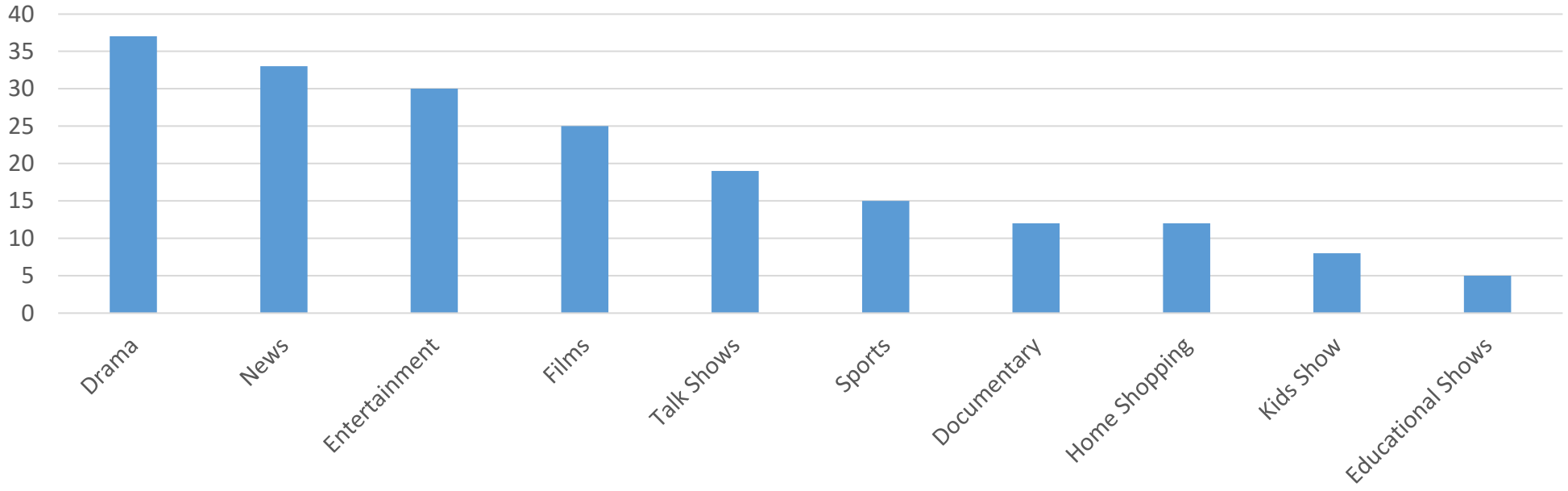
ANALYSIS & FINDINGS

Findings from SMEs:

1. 38 SME owners from Kedah (12), Penang(8), Perlis(11), and Perak(7)
2. Most are in Wholesale & Retail trade (15), and F&B and Accommodation (11)
3. Perceptions of Advertising on FTA TV:
   - Beliefs about MYTV as an advertising medium: Yes (95%/n=36)
   - Perceived potential of MYTV in promoting products: Yes (90%/n=34)
   - Opinions on the use of local celebrities, local dialects, and cultural elements in advertising effectiveness:



- Preferences for advertising content and program types:



- Preferred MYTV channels for advertising: TV3 (100%), TV1 (92%), and TV9 (78%).
- Perceived effectiveness of different advertising formats: Product Placement (mean: 4.4), and Sponsor messages during program (mean: 4)

RECOMMENDATIONS & CONCLUSION

1. Enhanced Content and Quality
   - Focus on improving programmes in popular genres like news, movies, comedy, and entertainment.
   - Introduce high-quality local content that reflects the cultural and regional identities to boost engagement and satisfaction.
2. Optimize Viewing Schedules and Platforms
   - Schedule popular programmes during peak viewing times at night to maximize audience.
   - Expand digital access via apps like MYTV Mana-mana, catering to the growing trend of mobile usage.
3. B40 Community Engagement Strategies
   - Develop content that covers local news, agriculture (e.g.: paddy, rubber) content, and events directly relevant to the B40 community in the Northern Region
   - Provide affordable advertising opportunities for local businesses targeting the B40 demographic to foster community connections and support local economies.

RECOMMENDATIONS & CONCLUSION

- This research highlights the significant role of Free-To-Air (FTA) TV in engaging and serving the Northern Region of Peninsular Malaysia, particularly its B40 segment. Key findings emphasize the importance of diverse and high-quality content in genres like news, movies, and entertainment, which are crucial for maintaining viewer satisfaction.
- By focusing on content quality, digital accessibility, and community-focused advertising, FTA TV can further empower its viewers and local businesses, contributing significantly to the socio-economic development of the Northern Region. This approach will help build a more informed, connected, and resilient community.