

BBSCL Audience Survey Report 2023 - 2024

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News

+975(02) 323072, +975(02) 322311 E-mail tvnewsbbs@gmail.com For Marketing and Sales +975(02) 323216 E-mail bbsads7@gmail.com HR Section PABX: +975(02) 323071 (EXT-253) During Office Hours www.bbs.bt Copyright © BBSCL | All rights reserved

BBSCL Audience Survey Report 2023 - 2024

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P.O.Box 101, Thimphu Bhutan, +975(02) 323071, 323072, 322866, 322533.

Fax +975(02) 323073 E-mail bbs@bbs.com.bt

Foreword From CEO

We are pleased to present the findings of the BBS Audience Survey 2023-24. This report provides valuable insights into the media habits of the Bhutanese people, focusing on BBS television and radio. It highlights key patterns in viewership, channel preferences, and the role of BBS in informing and entertaining the public.

As our nation continues to develop, reliable data is essential for making informed decisions and shaping effective policies. This survey, conducted through nationwide fieldwork and rigorous analysis, will be an important resource for government agencies, media organizations, and development partners.

We extend our sincere gratitude to all those who contributed to this study, including the research team, experts, and stakeholders. Their collective efforts have been vital in producing this report, which we believe will guide future media strategies and contribute to the well-being of our people.

Kaka Tshering



Acknowledgment

We extend our sincere gratitude to Mr. Tshering Dorji, General Manager, for his guidance throughout this survey. Special thanks to the MCM members of BBS led by Chief Executive Officer and individuals from NSB, CBS, and RUB for their expertise and support. We particularly appreciate Mr. Tobgay (Chief Researcher, RUB), Mr. Dorji Lethro (Chief Statistical Officer, NSB), and Ms. Kinley Pema (Researcher, CBS) for their valuable contributions.

We also acknowledge the dedicated enumerators and supervisors involved in the fieldwork and thank the local authorities and respondents for their cooperation and support.

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Executive Summary

Viewership Patterns

BBS remains a cornerstone in Bhutan's media landscape, enjoying significant viewership, especially in rural areas regional disparities exist, reflecting infrastructural differences, but overall, BBS maintains its status as a trusted source of news and information.

Channel Preferences

Both BBS TV 1 and BBS TV 2 cater to diverse audience with a majority engaging with both channels.BBSTV1, emphasising news content, exhibits higher viewership, while BBS TV 2 offers a mix of entertainment programming.

Platform Usage

Television remains the primary medium for accessing BBS content, although social media platforms are gaining popularity, particularly among urban and educated audiences.

Non-Viewership Reasons

Technical issues, time constraints, lack of interest, and financial constraints were identified as barriers to viewership.

BBS News Viewership and Preferences

With 98.4% viewership rate, BBS News emerges as a cornerstone of information dissemination, underscoring its pivotal role as a trusted news source within Bhutanese society.

High Viewership and Regional Acceptance

The survey indicates an overwhelming confirmation of viewership, with 98.5% of respondents affirming their engagement with BBS news. BBS news enjoys significant viewership across all three regions of Bhutan, with the Western Region showing the highest engagement at 99.0%.

Urban and Rural Engagement

Both rural and urban areas demonstrate substantial engagement with BBS News, with urban areas exhibiting slightly higher viewership rates.

Preferred News Timing

The 8 PM slot emerges as the most preferred among respondents, indicating its convenience and popularity, closely followed by the 7 PM slot.

Rebroadcast Preferences

Over half of the audience admits to watching news rebroadcasts, highlighting the value of flexibility in news consumption.

Timeliness and Trust

A significant majority of respondents express satisfaction with the timeliness of BBS News dissemination, emphasising its role in fostering public trust and informed citizenship.

Platform Preferences

While television remains the primary platform for news consumption, social media is gaining traction, particularly among younger demographics and those with higher education levels.

BBS TV 2 Viewership

BBS TV 2 boasts an impressive viewership, with 83% of respondents confirming they watch the channel.

The viewership remains robust across regions, with slight variations, indicating a consistent appeal nationwide. Rural areas exhibit a slightly higher viewership compared to urban areas, potentially due to their dependency on terrestrial networks in rural regions.

Reasons for Watching BBS TV 2

Entertainment and reality shows are the primary draw, with 35.1% of viewers citing this preference. A significant portion, 15% watches both news rebroadcasts and entertainment/ reality shows, showcasing the channel's diverse programming.

Programme Relevancy and Popularity

95% viewers overwhelmingly rate programmes positively. Popular programmes like "Choeshay Layrim," "Jangdra Drungtsho," and "Series" highlight the channel's broad appeal and diversity.

Insights into BBS Radio

While radio listenership has declined to 20% of the population, it remains relevant, especially in rural areas.

Despite connectivity issues and perceptions of radio as outdated, 69.9% of respondents still value radio as an important information source.

Radio Listening Habits

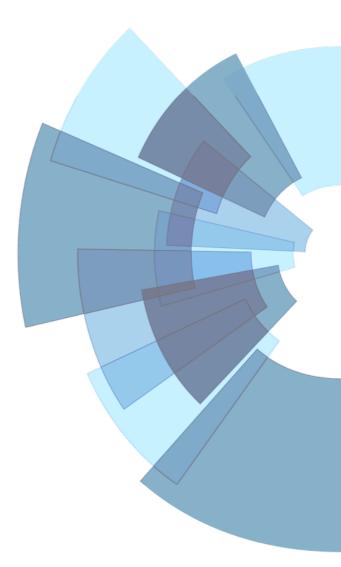
Daily engagement stands at 38%, indicating a dedicated listener base.

Traditional radio sets remain the preferred platform, though mobile phones are gaining popularity, particularly in urban areas.

Channel Preferences and Content

Radio Channel Two (Dzongkha) emerges as the most preferred

channel, reflecting its appeal among listeners.





Introduction

The Bhutan Broadcasting Service (BBS) plays a pivotal role in shaping the media landscape of Bhutan. As a public service broadcaster mandated to provide timely, updated, comprehensive, and reliable information to the Bhutanese people, the BBS operates television and radio services across the nation. Both TV and Radio services are provided through two channels each.

In an era of dynamic technology evolution and high proliferation of social media platforms, understanding the pattern of media consumption, audience preferences, and accessibility challenges is crucial for the BBS to fulfill its public service mandate effectively.

Consequently, the survey on BBS Audience Demography – their

perspectives and preference are conducted to delve into the details of audience size. media consumption habits, and accessibility issues across Bhutan. The survey employed a geographically balanced sampling method, ensuring representation from both rural and urban demographics. This approach is particularly significant given the unique socio-economic landscape of Bhutan, where a substantial portion of the population resides in both rural and urban areas spread across all pockets of the country.

Chapter 1 Introduction

Background

Bhutan's media landscape has undergone a significant transformation in recent years. Traditionally, radio has been the primary source of news and information, particularly in rural areas with limited access to television and internet connectivity. The BBS radio programming has played a vital role in disseminating information, fostering national identity, and promoting cultural heritage. However, the rapid proliferation of social media platforms in recent years has introduced a new dimension to media consumption pattern in Bhutan.

The rise of social media presents both challenges and opportunities for public service broadcasters like the BBS. Social media platforms offer the potential for wider audience reach, real-time engagement, and interactive content delivery. However, the abundance of information and unfiltered content on social media can also pose challenges related to information accuracy, verification, and potential misinformation and disinformation. In this context, the role of BBS as a trusted and reliable source of news and information becomes even more critical.

Organisation like BBS are uniquely positioned to bridge the gap between traditional media consumption and the evolving digital landscape. By leveraging their established reputation and expertise in content creation, BBS can utilise social media platforms to amplify their reach, disseminate verified information,

and foster audience engagement in a rapidly changing media environment.

Furthermore, the BBS as a public service broadcasting platform has a crucial role in promoting social cohesion, national identity, and cultural preservation besides providing the most relevant, updated, and timely news and information to the public. By providing diverse and relevant content, the BBS can contribute to national development and create a shared space for dialogue and understanding within Bhutanese society.

Objectives

The survey 2023 was conducted to understand, adapt, and optimise its services to meet the evolving needs of its audience focusing on the following key objectives:

- study the total BBS audience across Bhutan by analyzing viewership and listenership patterns.
- assess the impact of social media on the BBS audience in terms of engagement and reach.
- evaluate the importance of radio services based on listenership habits and preferences.
- identify accessibility issues hindering audience access to BBS services.
- evaluate BBS reach and effectiveness by analyzing audience demographics and consumption patterns.
- provide recommendations to help resolve issues and challenges.

In essence, the Survey aims to provide valuable insights into the media consumption landscape of Bhutanese people. This data is essential for BBS to guide its future strategies, optimize its content offerings, and ensure continued relevance in the dynamic media environment of the 21st century.

Methodology Study Area

The study categorised the whole nation into three strata – Western, Central and Eastern regions. The **Western** region includes Chhukha, Gasa, Haa, Paro, Punakha, Samtse and Thimphu. The **Central** region consist of Bumthang, Dagana, Sarpang, Trongsa, Tsirang and Wangdue Phodrang. The **Eastern** region includes Lhuentse, Mongar, Pemagathsel, Samdrup Jongkhar, Trashigang, Trashi Yangtse, and Zhemgang districts.

Research Design and Sampling

The BBS audience Demography survey was designed to cover all audiences residing in both rural and urban areas of 20 districts. Accordingly, based on the geographical location of the Dzongkhags, all 20 Dzongkhags were divided into Western, Central, and Eastern regions to determine the strata for data collection.

A stratified two-stage sampling design was employed to determine sampling units and to recruit respondents. The Probability Proportional to Size (PPS) sampling method was used to determine the total number of respondents from

each Dzongkhag and Gewogs. The simple random sampling method was used to recruit the respondents from urban and rural areas falling under each Dzongkhag and gewog. A total of 2390 samples were selected from twenty dzongkhags and four thromdes.

Sample Size Determination

The sample size was determined using the formula by Cochran (1977):

n= (z^2 p(1-p))/M^2

Where;

n = the sample size

z =the value of the statistics in a normal distribution for a 95% confidence interval

p = estimated proportion in the
population

M = acceptable margin of error set at 5%.

Data Collection Instruments

The survey questionnaires, vetted by the experts before administering the survey, were used to collect data. The survey questionnaires to gather quantitative data covered a total of four constructs namely BBS television, News and Current Affairs, BBS TV 2, and Radio Channel. The qualitative data was collected using semi-structured interview questionnaires.

Data Processing and Analysis

The quantitative data gathered for the study was cleaned and coded using Microsoft Excel to ensure data accuracy and consistency. Similarly, thematic analysis was done for quantitative data to enable concurrent triangulation of findings as advocated by Creswell (2009). The quantitative data was analysed using SPSS version 24. The descriptive statistics were provided through the use of graphs and tables.

Ethical Considerations

Ethical considerations were carefully addressed throughout the data collection and handling process. These steps included providing a comprehensive explanation of the study's purpose, ensuring participants had the full discretion to withdraw from the interview at any point if they felt uncomfortable, and ensuring their participation was entirely voluntary. Additionally, the respondent anonymity and data confidentiality were also ensured throughout the data collection,

handling, analysis, and report writing processes.



Demography

Among the three regions, Eastern region has the highest number of samples.

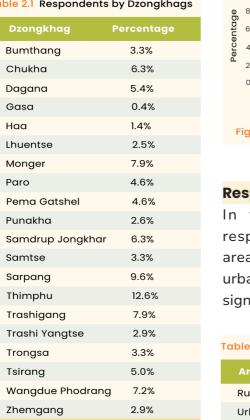
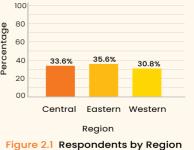


Table 2.1 Respondents by Dzongkhags



Respondents by Area

In the survey 66.3% of respondents resided in rural areas, while 33.7% were from urban households, reflecting a significant rural presence.

Table 2.2 Rural Urban Representation				
Area Number of Respondents				
Rural	66.3%			
Urban	33.7%			
Total	100%			

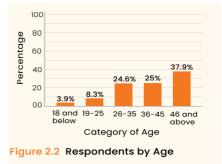
Gender

The survey comprised 55.6% female and 44.4% male respondents, indicating a gender-diverse sample. Each selected household contributed one member, ensuring equitable representation and data validity.

Table 2.3 Respondents by Gender Representation				
Gender Percentage of Respondents				
Male 44.4%				
Female 55.6%				
Total 100%				

Age

Respondents' age distribution varied: 3.9% were 18 or below, 8.3% fell within 19-25, 24.6% within 26-35, 25.0% within 36-45, and 37.9% were 46 and above. This breakdown illustrates age diversity within the surveyed population.



Qualification

Educational background data reveals a significant disparity. The majority 48.4% lacked formal schooling, contrasting with 7.7% having tertiary education. Middle and higher secondary schooleducation were reported by 17.1% and 12.9% of respondents, respectively, while 13.9% completed primary school.

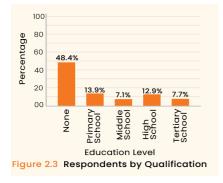
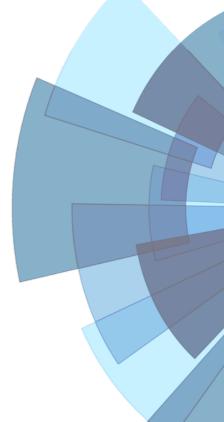


Table 2.4 Respondents by Profession

Profession	Percentage
Farmers	42.11%
Government/Private Corporate Employe	
Business Person	23%
Housewives	11.1%
Students	3.6%
Others	4.3%
Total	100%

Profession

Farmers constituted the largest group 42.1%, followed by those engaged in business activities 23.0%. Additionally, 15.9% identified as government, private, or corporate employees, 11.1% as housewives, and 3.6% as students. Lastly, 4.3% fell into the "Others" category. This overview highlights occupational diversity and informs the socioeconomic landscape analysis.



Chapter 2 Demography



General Viewership Trends

Understanding BBS Viewership Trends

BBS has emerged as a pivotal platform for information dissemination a n d entertainment, commanding a substantial viewership of 75.1%. Its role extends beyond merely broadcasting news to becoming a trusted source for verifying news authenticity, thus establishing itself as a cornerstone in Bhutan's media landscape. However, while BBS enjoys widespread viewership and credibility, it faces challenges that hinder broader accessibility and audience satisfaction. Addressing these challenges is crucial to ensure that BBS remains inclusive and continues to serve as a vital medium for the Bhutanese population.

Table 3.1 Total BBS TV Viewers

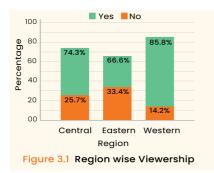
	Percentage		
Yes	75.1%		
No	24.9%		
Total	100%		

Regional Disparities

A noteworthy observation from the data is the regional disparity in BBS viewership. The Western region exhibits the highest proportion of BBS viewers, closely followed by the Central region, while the Eastern region lags behind. This discrepancy can be attributed to infrastructural differences across regions, with the Western region enjoying superior infrastructure and connectivity.

Conversely, the Eastern region faces developmental challenges, including inadequate networking services, which hinder accessibility and contribute to lower viewership figures. Thus, addressing infrastructural gaps

is essential to foster broader access to BBS across all regions of Bhutan.



Rural-Urban Dynamics

Another interesting trend highlighted in the research is the higher propensity of rural residents to watch BBS compared to their urban counterparts. This preference stems from the limited alternatives available in rural settings, compelling residents to rely on BBS as their primary source of information and entertainment.

However, despite their interest, rural residents face accessibility

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barriers due to infrastructural limitations such as poor network coverage and limited access to reliable internet services.

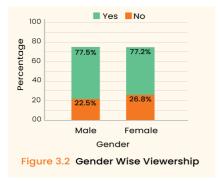
Bridging these rural-urban disparities is imperative to ensure equitable access to BBS programming for all segments of the population.

Table 3.2 Area Wise Viewership

	Rural	Urban	Total
Yes	62.7%	37.3%	100%
No	77.1%	22.9%	100%

Gender Dynamics

Gender-specific viewing patterns also emerge from the data, with a slightly higher percentage of male viewers compared to female viewers. Whilebothgendersdemonstrate a strong inclination towards BBS, understanding these subtle differences in viewership rates can inform content creators and broadcasters about audience preferences. This insight is crucial for tailoring programming to better meet the needs and interests of different demographic groups, thus promoting inclusivity within media content.



Age Trends

The data illustrates a clear trend of decreasing BBS viewership with increasing age. Younger age groups, particularly those under 25, exhibit higher rates of viewership, indicating strong resonance with youth. While older age groups show a decline in viewership, a sizable middle-aged audience persists, suggesting diverse age-related viewing preferences. Tailoring programming to cater to these diverse age demographics is essential for optimising audience reach and satisfaction.

Table 3.3 Age Wise Viewership

Age	Yes	No
18 and Below	3.6%	5.7%
19 to 25	9.5%	4.7%
26 to 35	27.5%	15.6%
36 to 45	25.0%	25.2%
46 and above	24.2%	48.7%

Viewership by Qualification

The table indicates that BBS is viewed by individuals across all educational backgrounds. While the audience is highest among those without formal education, their engagement is limited due to agricultural work and lifestyle constraints. In conclusion, BBS is watched by people of all education levels.

Table 3.4	Qualification	Wise	Viewership
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Sc	No hooling	Primary	Middle	High School	Tertiary
Yes	40.8%	14.7%	19.7%	15.1%	9.7%
No	71.3%	11.6%	9.7%	6.2%	1.8%

Viewership by Profession

The data shows notable representation from various occupational sectors, with farmers, business professional, and individuals employed in the government/private sector forming the largest viewer segments.

Despite being a significant viewer group, farmers also constitute the highest percentage of non-viewers. This is attributed to factors such as Bhutan's predominantly rural landscape, where connectivity issues pose barriers to accessing television broadcasts.

Additionally, the demanding nature of agricultural work likely limits leisure time available for television viewing.

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Table 3.5 Viewership by Profession

Profession	Yes	No
Business	26.1	13.6
Farmer	35.9	61.1
Govt/Private/ Corp. Employee	18.7	7.6
Housewife	11.4	10.3
Student	4.5	3.7
Others	3.5	3.7

Frequency and Reasons for Watching BBS

The analysis of BBS viewership frequency indicates that the majority of viewers engage with the channel on a daily basis highlighting its importance in their daily routine.

Additionally, a substantial portion of viewers tune in several times a week indicating consistent engagement throughout the week. Only a small percentage of viewers watch BBS once a week or exclusively during weekends.

Table 3.6 Frequency of Watching BBS Tv

Frequency	Percentage
Daily	49.0%
Several Times a wee	k 45.0%
Once a Week	3.0%
During Weekends	3.0%
Total	100%

Frequency by Gender

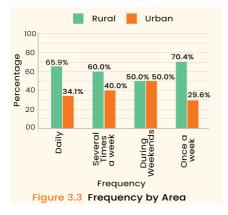
The analysis of BBS viewership frequency by gender reveals notable differences in viewing habits. While both genders demonstrate a strong presence in daily viewership, with a higher proportion of male viewers tuning in daily, female viewers exhibit a higher frequency of watching several times a week. Interestingly, both genders show similar preferences for watching once a week, but male viewers are more inclined to watch during weekends compared to female viewers. This suggests that male viewers may perceive BBS as a weekend leisure activity, while female viewers engage with the channel more consistently throughout the week.

Table 3.7 Frequency by Gender

Frequency	Female	Male
Daily	45.1%	53.6%
Several Times a week	49.7%	39.4%
Once a Week	3.0%	3.0%
During Weekends	2.2%	4.0%
Total	100%	100%

Frequency by Area

Rural residents exhibit a notably higher frequency of daily viewing. Urban viewers engage with BBS TV 2 less frequently on a daily basis, the even split in weekend viewing indicates that the channel effectively caters to leisure preferences across regions. Moreover, the significantly higher proportion of rural respondents watching BBS TV 2 once a week underscores its importance as a weekly schedule in rural media consumption habits.



Frequency by Profession

The findings show that while farmers demonstrate the highest level of daily viewership, indicating a strong reliance on television for entertainment and possibly agricultural information, other groups like government/ private/corporate employees exhibit lower daily viewership, likely due to their professional commitments. Weekends emerge as a prime time for professionals, with a notable percentage engaging with BBS content, while students demonstrate the lowest daily viewership, hinting at alternative media preferences.

Reasons for Watching BBS

Reasons for watching BBS vary, with news content being the primary driver, comprising 45.7% of viewership. This reflects a strong commitment to staying informed about current affairs and underscores the audience's trust in BBS as a credible news source.

Routine	Business	Farmer	Govt./Pvt/ Corp. Employee	Housewife	Student	Others
Daily	13.8%	60.3%	7.3%	10.6%	4.1%	3.9%
During Weekends	23.2%	41.2%	19.5%	11.3%	3.2%	1.6%
Once a Week	28.6%	21.4%	23.2%	5.4%	8.9%	12.5%
Several Times a week	18.5%	31.5%	9.3%	11.1%	20.4%	9.3%

Table 3.8 Frequency By Profession

Combinations of news and entertainment / reality shows are also popular with 22.8%, indicating a desire for a balanced viewing experience. News and programs combination also have a higher viewership at 13.4% indicating a strong link between the two.

Despite minimal attention to standalone announcements and regular programs, their inclusion in mixed content formats adds to the overall viewing experience. The data reflects a positive alignment between BBS's content and viewer preferences, emphasising its ability to cater to diverse interests while delivering reliable news and information effectively.

Table 3.9 Reasons for watching BBS	Τv
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Reasons	Frequency
Announcement/Vacancies	0.1%
Entertainment/Reality Show	s 1.7%
News	45.7%

News and Announcement/ Vacancies	1.2%
News and Entertainment/ Reality Shows	22.8%
News and Programmes	13.4%
News, Entertainment/Reality Shows and Announcement/ Vacancies	2.6%
News, Programmes, and Announcement/Vacancies	0.2%
News, Programmes and Entertainment Reality Shows	8.6%
News, Programmes, Entertain- ment Reality shows and Announcement/Vacancies	3.4%
Programmes	0.1%
Programmes and Announcement	0.1%
Programmes and Entertain- ment/Reality Shows	0.1%

Channel Preferences

BBS operates two television channels, BBS TV 1 and BBS TV 2, each offering distinct programming catering to various viewer preferences. Understanding the audience's channel preferences provides valuable insights into content consumption patterns and helps tailor programming strategies effectively.

Most Preferred Channel

BBS TV 1 holds a significant viewership share at 19.7%, focusing on news and current affairs. Meanwhile. BBS TV 2 captures 7.8% with a diverse range of entertainment content. Interestingly, 72.5% of respondents watch both channels, indicating viewer overlap. This suggests that while BBS TV 1 targets news enthusiasts, BBS TV 2 appeals to a broader audience seeking entertainment. Both channels are vital, offering distinct programming to cater to diverse viewer preferences and contribute to the growth of BBS.

Region wise Channel Preference

The analysis of region-wise channel preferences reveals notable trends in viewership distribution across different regions. The Western region exhibits a higher percentage of respondents focused solely on individual channels suggesting a pronounced preference for specific content offerings. The findings also show that higher respondents in Central region prefer to watch both the channels compared to other regions. The overall findings reveal that both audiences prefer to watch both the channels.

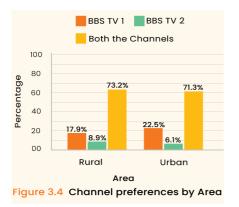
Table 3.10 Channel Preferences			
Channel Frequency			
BBS One	19.7%		
BBS Two 7.8%			
Both the Channels	72.5%		

Table 3.11 Channel Preferences by Region			
Region BBS TV 1 BBS TV 2 Both the Channel			
Central	19.0%	5.8%	75.0%
Eastern	18.2%	6.9%	74.7%
Western	21.3%	10.2%	68.3%

Area Wise Channel Preference

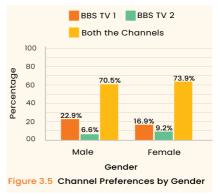
In both rural and urban areas, a significant majority watch both the channels, indicating a similar viewing behaviour.

Among the two channels, BBSTV 1 is the preferred channel in both rural 18.2% and urban 22.6% setting with a higher preference in urban settings. Conversely, rural areas show a slightly higher preference for watching both channels simultaneously.



Gender Wise Channel Preferences

Across both genders, a parallel trend akin to that observed in rural and urban areas emerges. The inclination towards viewing both channels equally is evident, with 73.9% of females and 70.5% of males expressing a preference for both the channels. BBS TV 1 preference is higher among male compared to female. However, female tend to prefer BBS TV 2 more than male.



Platform for Watching BBS The survey findings reveal that television sets remain

the overwhelmingly preferred platform for accessing BBS content, with 80.2% of respondents indicating it as their primary mode. Conversely, social media platforms like Facebook, X, or YouTube account for 18.1% of users who predominantly utilise them to access BBS content. This discrepancy underscores the enduring dominance of television sets in the media consumption landscape, despite the growing influence of social media. Factors such as high data costs and accessibility issues likely contribute to this preference disparity.

Platform Preferences by Region

The Central region leads marginally, followed closely by the Western region, while the Eastern region demonstrates the lowest engagement. The Western region dominates, showcasing a higher preference for social media platforms compared to the Eastern and Central regions. The Eastern region exhibits the highest ownership percentage, suggesting a continued reliance on traditional media. Overall. the findings show that television sets are still preferred in all the regions compared to the other platforms.

Table 3.12 Platform Preferences			
Platform	Frequency		
BBS Website	1.4%		
Social Media 18.1%			
Television Sets 80.5%			

Table 3.13 Platform preferences by Region				
Region	BBS Website	Social Media	Television Sets	
Central	2.0%	17.5%	80.5%	
Eastern	0.1%	18.1%	81.8%	
Western	1.8%	21.0%	77.2%	

Rural-Urban Platform Preference

In both urban and rural areas, television sets remain the primary platform for accessing BBS content. However, social media preferences are slightly higher in urban areas 19.3% compared to rural areas 17.7%. Despite this, television maintains a significant lead in both regions, with a slightly higher percentage in rural areas preferring it. This indicates television's enduring popularity and entrenched role in media consumption habits across all demographics.

Area	BBS Website	Social Media	Television Sets
Rural	0.9%	17.5%	81.6%
Urban	2.0%	19.1%	78.9%

Platform Preferences by Qualification

Platform preferences vary significantly based on educational qualifications.

Individuals with no schooling overwhelmingly prefer television 89.3%, with only a minority opting for social media 10.2%. As educational attainment increases, there's a gradual shift towards social media, with tertiary-educated respondents showing the highest preference for it 31.6%. However, television remains the dominant choice across all education levels, highlighting its universal appeal regardless of educational background.

Reasons for not Watching BBS

Some of the reasons that the respondents gave when asked about why they are not watching BBS are as follows. A thematic analysis of the answers was done and the responses with similar meanings are categorized together.

Category	BBS Websites	Social Media	Television Sets
None	0.5%	10.2%	89.3%
Primary School	0.7%	14.8%	84.5%
Middle Secondary School	2.5%	23.5%	74.0%
Higher Secondary School	2.6%	26.7%	70.7%
Tertiary Education	1.7%	31.6%	66.7%

Table 3.15 Preferences by Qualification

I. Technical Issues

- Cable connectivity issues
- Television damage
- Network problems
- Lack of cable or satellite connection

II. Time Constraints

- Lack of time due to work commitments
- Busy schedules
- Time limitations

III. Interest and Preferences

- Lack of interest in BBS programming
- Preference for other forms of entertainment
- Language barriers

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IV. Financial Constraints

- Inability to afford television sets or cable services
- High Data Costs

V. Health Issues

 Health problems affecting television viewing, such as hearing or vision impairments

Table 3.16 Reasons for not watching BBS

Reasons	Percentage
Financial Constraints	0.5%
Health Reasons	1.5%
Interests and Preferences	39.4%
Technical Issues	30.0%
Time Constraints	28.5%

CHAPTER

News and Current Affairs News Viewership

The response to the question "Do vou watch BBS news?" revealed that an overwhelming 98.4% of respondents who watch BBS confirmed their viewership. This high percentage underscores the significant role BBS plays as a trusted news source within its community. The widespread consumption of BBS News across various platforms reflects its adaptability and effectiveness in catering to audience preferences. This nearuniversal viewership speaks to the intrinsic value placed on staying informed within Bhutanese society and highlights BBS's essential role in fostering informed citizenship. Overall, the survey results emphasise the indispensable nature of BBS's

news dissemination in fulfilling its mission and purpose within Bhutan.

Table 4.1 News Viewership

	Percentage
Yes	98.5%
No	1.5%

BBS News Viewership by Region

BBS news enjoys significant viewership across all three regions, indicating its widespread acceptance and relevance. While engagement levels vary slightly, with the Western Region showing the highest and the Central Region following closely behind, the overall trend remains consistent: This underscores BBS's success in delivering compelling news content that resonates with diverse audiences. Leveraging this widespread acceptance, BBS can further strengthen

its position as a trusted source of information and uphold its role in keeping the Bhutanese population informed and engaged.

Table 4.3 News viewership by Area

Area	Yes	Νο
Rural	98.2%	1.8%
Urban	99.0%	1.0%

Preferred BBS News Time

48.2% of the respondents prefer to consume BBS news at 8 PM, indicating its convenience and popularity. This slot aligns with post-dinner relaxation time and precedes prime-time TV, making it ideal for catching up on current events. However, later time slots (9 PM, 10 PM, and 11 PM) received decreasing interest, likely due to bedtime routines or alternative entertainment choices.

Table 4.4 Preferred News Time		
Time	Percentage	
6 Pm	16.9%	
7 Pm	22.7%	
8 Pm	48.2%	

Table 4.2 N	ews viewersh	ip by Region
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Region	Yes	No
Central	98.8%	1.2%
Eastern	97.7%	2.3%
Western	99.0%	1.0%

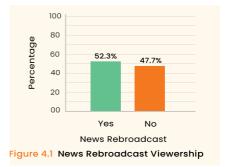
Area Wise News Viewership

Across both rural and urban areas, BBS news enjoys significant viewership, with high percentages of respondents actively engaging with news content. While there are slight variations in the percentages between rural and urban areas, with urban areas exhibiting slightly higher engagement, the overall trend remains consistent.

9 Pm	10.6%
10 Pm	1.5%
11 Pm	0.1%



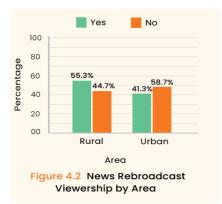
Among those who admitted to watching the rebroadcast of BBS news, the primary reason cited was the lack of time to watch the live broadcast of news. This suggests that a significant portion of the audience values the convenience and flexibility offered by the rebroadcast, allowing them to catch up on news updates at their own pace. Additionally, some respondents expressed a preference for watching the rebroadcast over the live broadcast, indicating that they find the timing or format of the rebroadcast more suitable to their schedules or viewing preferences.



News Rebroadcast by Area

Among rural respondents, 55.3% reported watching news rebroadcasts, while 44.7% stated that they do not. In contrast. urban viewers exhibited a lower propensity for news rebroadcast consumption, with 58.7% indicating non-watchers compared to 41.3% who reported watching rebroadcasts. The observed disparity can be rationalised through multiple lenses. Firstly, infrastructural discrepancies between rural and urban areas likely contribute to differential access to realtime news updates. Rural

regions often contend with limited connectivity and broadcast coverage, rendering rebroadcasts a crucial source of information for these populations. Urban centers typically boast superior access to live news feeds through various media platforms, thereby diminishing the necessity of relying on rebroadcasts.



Timeliness of News

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When queried on the timeliness of news disseminated by the BBS, a substantial majority of respondents concurred, with

77% expressing agreement and an additional 18.2% strongly concurring. Conversely, a minority, comprising 4.1%, voiced disagreement, while a mere 0.7% strongly dissented. The dissenting perspective highlighted concerns regarding perceived disparities in geographic news coverage, alleging that BBS exhibits favoritism towards urban and proximate areas, neglecting equitable representation of all regions within the country. Such observations underscore the pivotal role of media inclusivity and balance in fostering public trust and ensuring comprehensive news coverage.

Table 4.5 Timeliness of News

	Percentage
Agree	77.0%
Strongly Agree	18.2%
Disagree	4.1%
Strongly Disagree	0.7%

Most Suitable Platform for News

While acknowledging the potential of social media, 73.7% maintain television as the primary medium for news dissemination. This preference is driven by concerns over high data charges, which make TV more accessible to the majority. Additionally, the perceived generation gap further solidifies television's predominance, particularly among older demographics.

However, 26.1% of respondents advocate for a shift towards social media, citing the increasing usage of smartphones. They argue that leveraging social media platforms would better engage a younger, digitallysavvy audience. Despite this, a negligible 0.1% of respondents express reservations, citing the nascent stage of Over-TheTop (OTT) platforms and the declining relevance of print media as deterrents.

Table 4.6 News Broadcast Platform Preferences		
Platform	Percentage	
OTT Platforms 0.1%		
Print Media 0.1%		
Social Media 26.1%		
Television Sets 73.7%		

Platform by Area

Social media emerges as a more preferred platform for news broadcasting in urban areas compared to rural areas, reflecting the digital divide between the two settings.

Television remains the primary choice for news dissemination in both rural and urban areas, emphasizing its continued relevance and reach across diverse demographics.

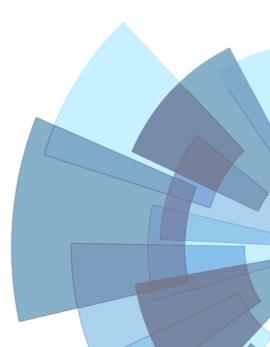
The negligible preference for OTT platforms and print media underscores their limited role in

the current landscape of news broadcasting, particularly in comparison to social media and television.

Table 4.7 News Broadcast Platform preferences					
Area Rural Urban					
ΟΤΤ	0.1%	0.1%			
Print Media 0.1% 0.1%					
Social Media 22.4% 32.2%					
Television Sets77.4%67.6%					

Age Wise Platform

The audience response highlights a clear preference for television sets as the most suitable platform for news to reach a wider audience across all age groups. While social media emerges as a significant contender, particularly among younger demographics, its influence diminishes with increasing age. This underscores the enduring role of traditional television broadcasting in delivering news to diverse audiences. However, the prominence of social media among younger age groups suggests the evolving landscape of news consumption habits, indicating a need for media outlets to adapt their strategies to cater to changing preferences. Overall, while television remains a steadfast medium for news dissemination, the rise of social media presents both challenges and opportunities for reaching and engaging with audiences in today's digital age.



Chapter 4 News and Current Affairs

Age	OTT Platforms	Print Media	Social Media	Television Sets
18 and Below	0.0%	0.0%	39.6%	60.4%
19 - 25	0.1%	0.0%	50.8%	49.2%
26 - 35	0.1%	0.1%	34.0%	66.0%
36 - 45	0.0%	0.1%	25.7%	74.3%
46 and Above	0.0%	0.0%	11.7%	88.3%

Table 4.8 News Rebroadcast Preferences

Platform Preferences by Qualification.

The overall preferences for Television are significant. The preferences for social media tend to rise as the qualification of an individual increases. The early stage of OTT platforms in the country still makes it less reliable. The era of print media

Table 4.9 News Platform Preferences by Qualification

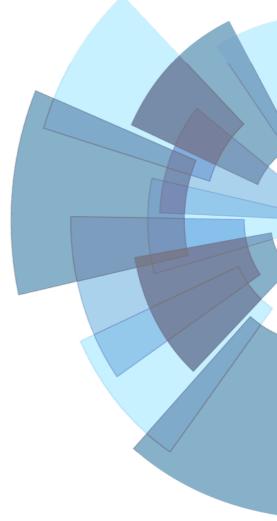
		•		
Education Level	OTT Platforms	Print Media	Social Media	Television Sets
None	0.0%	0.1%	13.1%	86.8%
Primary School	0.0%	0.0%	20.1%	79.9%
Middle Secondary School	0.1%	0.0%	34.5%	65.4%
Higher Secondary School	0.1%	0.1%	43.3%	56.7%
Tertiary Education	0.0%	0.0%	45.4%	54.6%

is also declining too.

Viewership and Popularity of the Current Affairs Programme on BBS

The Current Affairs programme on Bhutan Broadcasting Service BBS is one of the most widely viewed programmes among all BBS broadcasts. The programmes popularity can be attributed to its in depth discussions on important national issues, making it highly relevant to viewers. The programme features expert opinions, policy analyses, and discussions on contemporary topics, which contribute to its engagement and appeal. It consistently ranks among the most-watched programmes on BBS. When viewers are asked to list their most frequently watched programmes, it appears at the top, highlighting its significance in informing and

educating the public. The high viewership suggests that the programme plays a crucial role in fostering public discourse, shaping opinions, and promoting awareness of key socio-political and economic issues in Bhutan.



Chapter 4 News and Current Affairs



BBS TV 2

BBS TV 2 Viewership

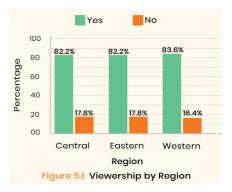
Among the total viewers who stated that they watch BBS television, Yes is 83 and no 17 percent for BBS TV 2. BBS TV 2 broadcasts programmes on diverse topics. It is also a platform for entertainment and reality shows broadcasts. It also rebroadcast news, movies and other entertainment programmes.

Table 5.1 BBS TV 2 viewership	р
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	Percentage
Yes	83%
No	17%
Total	100%

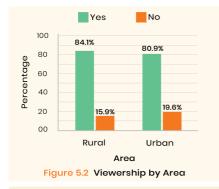
Viewership By Region

The viewership of BBS TV 2 is consistently high across all regions, with slight variations. In the Central and Eastern regions, 82.2% of respondents watch BBS TV 2, while in the Western region, this percentage increases slightly to 83.6%. These findings indicate a relatively uniform viewership distribution across different regions.



Viewership by Area

Rural areas exhibit a slightly higher viewership of BBS TV 2 compared to urban areas. 84.1% of rural respondents watch BBS TV 2, while 80.9% of urban respondents do so. This may be attributed to factors such as the availability of terrestrial networks in rural areas, where BBS TV 2 is the primary option.



Reasons for Watching BBS TV 2

The majority of viewers watch BBS TV 2 for entertainment and reality shows, with 35.1% admitting to this preference. Additionally, 15% watch for both news rebroadcasts and entertainment/reality shows, highlighting the diverse programming offered by BBS TV 2. These findings suggest that BBS TV 2 caters to a varied audience with distinct preferences for different types of programmes. It also shows that reality shows have occupied an integral role in BBS.

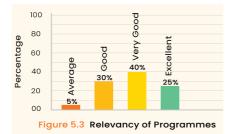
Table 5.2 Reasons for Watching BBS TV 2

Reasons	Frequency
Entertainment/Reality Shows	35.1%
News Rebroadcast	5.5%
News Rebroadcast and Entertainment/Reality Shows	15%
Programme	8.3%
Programme and Entertainment/Reality Shows	19.4%
Programme, News Rebroadcast and Entertainment/Reality Shows	9.3%
Programme and News Rebroadcast	7.4%
Total	100%

Chapter 5 BBS TV 2

Programme Relevancy

The majority of viewers rate the programmes on BBS TV 2 positively, with 30% rating them as good, 40% as very good, and 25% as excellent. Only 5% rate the programmes as average. These ratings indicate a high level of satisfaction among viewers regarding the relevance and quality of programmes offered by BBS Tv 2.



Popular Programmes on TV 2 The table in section 5.5 highlights several popular programmes that were frequently cited as favorites by respondents. However, it's important to note that the percentage reflected only represents the most frequently mentioned programmes and may not encompass all programmes listed as favorites.

Table 5.3 Popular Programmes on TV 2

Programme	Percentage
Agriculture Programme	10.6%
Choeshay Layrim	16.3%
Do you know your child?	4.2%
Guest of the Weekends	5.3%
Jangdra Drungtsho	11.7%
Live Calling Shows	7.8%
Music Spotlight	5.5%
BBS Series	15.6%
Travel Blog	4.5%
Trowa BBS	11.5%
U-Turn Mitsay Lekjur	7.0%





BBS Radio

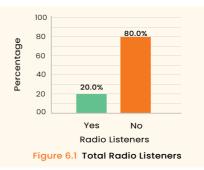
Radio Channels

BBS operates two radio channels: Radio Channel One and Radio Channel Two. Radio Channel One has a historical significance, tracing back to the inaugural radio broadcast in 1973. Initially, it aired programmes in Dzongkha, English, Lhotsham, and Tshangla until 2013. Radio Channel Two began in 2013 with Dzongkha as its exclusive medium. Radio Channel One broadcasts in three major languages namely English, Lhotsham and Tshangla.

Total Radio Listeners

Despite its historical significance, radio listenership in the country has seen a decline, standing at 20% of the population. This trend is attributed to the growing popularity of alternative media platforms such as television, social media, and the internet. When surveyed about their reasons for not tuning in to radio broadcasts, respondents cited perceptions of radio as outdated, along with the belief that other media sources fulfill their informational needs adequately.

Connectivity issues, including cable and reception problems, were also reported as deterrents to radio listenership.



Region Wise Radio Listeners

Among the regions of Bhutan, the western region holds a

slight lead in radio listenership, closely followed by the eastern region. This phenomenon can be attributed to the superior overall connectivity in the western region compared to other regions. The western region boasts a higher number of vehicles and commuters, contributing to this marginally higher listenership.

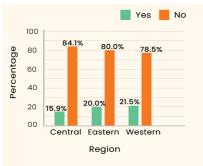
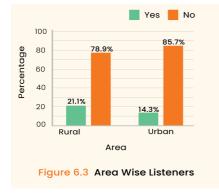


Figure 6.2 Region Wise Listeners

Area Wise Listeners

The analysis of radio listenership in rural and urban areas of Bhutan reveals distinct differences in media consumption. It is evident that a higher proportion of respondents in rural regions, at 21.1%, listen to radio compared to urban areas, where only 14.3% engage with radio broadcasts. This disparity highlights the enduring importance of radio as a primary communication tool in rural settings, where alternative media options are limited. The lower prevalence of radio listenership in urban areas suggests a shift towards a more diversified media landscape, facilitated by greater connectivity and access to alternative media platforms. Urban residents, with a plethora of media choices available to them, seem to opt for a broader range of informational sources beyond radio



Profession Wise Listeners

Farmers constitute the largest demographic at 50.1%, underscoring radio's enduring importance in rural areas. Business professionals, government employees, and housewives also show significant interest in radio. Students and individuals categorised under others, including unemployed and monastic body, exhibit lower interest. Interestingly, 40.4% of non-listening farmers suggest a shift in radio's position possibly due to technological advancements.

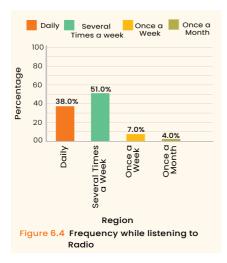
Table 6.1 Profession Wise Listeners

Profession	Yes	No
Business	19.1%	23.9%
Farmers	50.0%	40.4%
Government/Private/ Corporate Employee	14.8%	16.2%
Housewife	11.4%	11.0%
Student	0.9%	4.4%
Others	3.7%	4.1%

Radio Listening Frequency

Within the realm of radio listenership, the data reveals a fascinating trend: while 38% of listeners engage daily, a remarkable 51% tune in several times a week. This underscores a compelling aspect of radio's allure — its ability to cultivate a loval and dedicated fan base. Even though the total number of listeners might appear modest, the consistent frequency of engagement among this audience segment speaks volumes about the enduring appeal and influence of radio

programming.



Platform for Listening to Radio

Despite the emergence of new technologies, traditional radio sets maintain a dominant position as the preferred platform for radio listeners, commanding a significant 44% of the market. However, there are notable shifts in consumer behavior, particularly in urban areas and among commuters. Mobile phones have become increasingly popular, representing 34.5% of radio listening platforms, while car radios capture 18% of the market. These changes reflect evolving preferences and the adaptability of radio to modern lifestyles. The remaining 3.5% encompasses various other platforms, highlighting the diverse ways in which audiences engage with radio content.

Table 6.3 Radio Platforms

Platform	Percentage
Car Radio	18.0%
Mobile Phones	34.5%
Radio Sets	44.0%
Others	3.5%

Channel Preferences

The findings reveal that although Channel One holds a significant share of listenership, Channel Two emerges as the most preferred channel among the audience. The 24.5% of viewers

who watch both channels indicate that there is some overlap in the audience between Channel One and Channel Two. The significant percentage of respondents indicates that both the channels have their own dedicated listeners.

Table 6.2 Radio Channel Preferences

Channals	Percentage
Channal One	31.0%
Channal Two	44.5%
Both the Channals	24.5%

Language Preferences for Channel One

Tshangla accounts for nearly half of the listenership at 49.2%. Lhotsham follows closely behind at 42.8%, indicating a strong preference for regional languages among the audience. English, while still represented, holds a much smaller share at 8.0%, suggesting a minority preference for this language.

Language Preferences for Channel One
- Benerations

Language	Percentage
English	8.0%
Lhotsham	42.8%
Tshangla	49.2%

Primary Reasons for Listening to Radio

News comprises the majority, with 54.5%. Entertainment follows closely behind, occupying 27.2% of the content, suggesting a substantial portion of the platform is dedicated to engaging and captivating the audience with varied forms of entertainment. The entertainment platforms mainly comprise of call in shows that are popular among the BBS radio audiences. Programme content represents 13.0%, indicating a structured schedule or planned content offerings. The category of Announcement/Vacancies. 4.8% specifically listens to daily Zakar update and other

announcements.

News

Programme

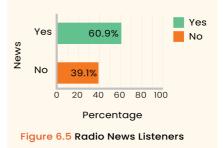
Table 6.5 Primary Reasons for Listening to Radio		
Reasons	Percentage	
Announcement/ Vacancies	4.8%	
Entertainment	27.2%	

54 5%

13.0%

Radio News Listeners

The data provided indicates that a significant majority, approximately 60.9%, of the audience accepts radio news as a source of information. They perceive radio news as convenient to listen to, particularly highlighting its ease of access for activities like driving where reading or watching news would be impractical. However, a notable minority, 39.1%, feel otherwise, suggesting that they believe other media platforms adequately cover news and view radio primarily as a source of entertainment. Their reasons for tuning in to radio vary, indicating that news might not be their primary motivation.



Radio News Timing

The highest percentage of listeners tune in at 7 AM, comprising 21.0% of the audience, indicating a strong start to the morning news segment. It is also the time where daily works usually begin in most rural areas. Following this, there's a decline in listenership throughout the morning and early afternoon, with smaller percentages at 8 AM, 9 AM, and 10 AM. However, there's a resurgence in the evening, with

notable percentages at 5 PM, 6 PM, 7 PM, and peaking again at 8 PM, suggesting that a significant portion of the audience prefers to catch up on news during their commute home or after dinner. It is also a live broadcast of fresh news after 5 Pm.

Table 6.6 Radio News Timing		
News Time	Percentage	
7 Am	21.0%	
8 Am	12.2%	
9 Am	7.1%	
10 Am	11.1%	
1 Pm	7.0%	
2 Pm	2.0%	
4 Pm	2.0%	
5 Pm	5.3%	
6 Pm	9.1%	
7 Pm	9.0%	
8 Pm	12.2%	
9 Pm	2.0%	

Reasons for not listening to Radio.

No Access to Radio

This theme encompasses reasons related to the unavailability of radios or issues with radio reception. It's the most common reason cited for not listening to the radio.

Alternative Sources

People mentioned accessing news and information from television, BBS TV, and social media platforms as alternatives to radio.

Time Constraints

Limited time due to busy schedules was another significant theme, indicating a lack of time to engage with radio content.

Not Interested

Some respondents expressed

disinterest or lack of enjoyment in listening to the radio.

Technology Preference

Preferences for other technologies like social media, TV, or mobile phones over radio were mentioned.

Outdated Perception

This theme reflects perceptions of radio as outdated or unnecessary in the modern era.

Table 6.7 Reasons for not listening to Radio		
Category	Reasons	Percentage
No Access to Radio	No radio set, no access to radio, no radio available, no radio reception, damaged radio, radio sets not available, no radio set at home, no radio signal, etc.	23.4%
Alternative Source	Access to BBS TV, access to television, coverage in TV, all covered in TV, content with TV, content with TV and mobile, content with TV and social media, etc.	29.8%
Time Constraints	Limited time, no time, busy schedule, limited time due to work, no leisure time, time consuming, time constraint, etc	15.6%
Not Interested	Not interested, no interest, uninterested, not interested to listen, don't enjoy listening, no interest in radio, etc	12.2%
Technology Preference	Prefer social media, prefer TV, prefer television, prefer mobile, prefer phone, prefer TV and social media, prefer social media over radio, etc.	10.1%
Oytdated Perception	Outdated technology, radio is outdated, radio is obsolete, radio is lost, radio is unnecessary, radio is for older generation, etc.	5.7%
Social Media Coverage	All covered in social media, coverage in social media, everything is on social media, everything is on social media so no need for radio, etc.	3.3%
Other Reasons	Various reasons such as damaged radio, language problem, no need, boring, no visuals, prefer visual entertainment, etc.	0.9%

Social Media Coverage

The idea that everything one needs is available on social media, reducing the need for radio, was another theme.

Other Reasons

Various miscellaneous reasons, including language problems and boredom, were also mentioned, though less frequently.

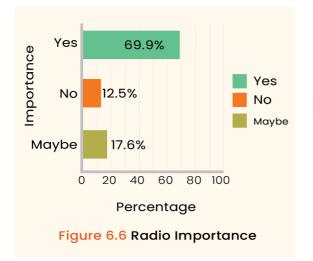
Importance of Radio Irrespective of Listeners

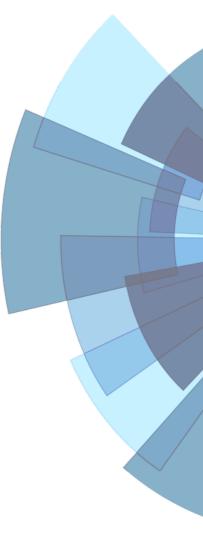
Despite the rise of TV and social media, radio continues to be a crucial and valued source of information for many, despite a decline in overall listenership. Its enduring importance lies in its reliability and durability, distinguishing it from social media and television networks. Radio has a proven track record of providing timely and accurate information, often serving as a lifeline during emergencies. Unlike social media platforms susceptible to misinformation, radiobroadcasts undergo vetting by professional journalists, enhancing their credibility.

Moreover, radio offers unparalleled accessibility, particularly in remote or rural areas lacking internet connectivity. Its affordability and simplicity cater to diverse demographics, ensuring access to news and entertainment for those without smartphones or televisions.

In conclusion, while BBS may witness a decline in radio listenership, it's crucial to recognise radio's enduring significance. Its resilience, reliability, and ability to foster connections make it an irreplaceable medium in the

media landscape, ensuring its relevance for years to come. BBS stands firm as a bedrock in Bhutan's media realm, boasting substantial viewership across its television and radio channels.





Conclusion

The focus of BBS TV 1 on news garners a wide audience, embodying its essence as the go-to source of information for the Bhutanese populace. For BBS TV 2, its vibrant mix of entertainment captivates rural hearts, showcasing its allure beyond mere news dissemination. Despite the burgeoning sway of social media and digital platforms, the timeless allure of traditional television endures as the preferred conduit for accessing BBS content, epitomizing the enduring relevance of established media in Bhutanese society. However, hurdles like technical constraints and time pressures impede broader viewership, prompting the need for proactive measures to enhance accessibility and inclusivity.

Moreover, alongside television, BBS radio plays an indispensable role in disseminating knowledge, especially in rural enclaves grappling with connectivity woes. Despite a dip in overall listenership, radio remains a steadfast beacon of news and entertainment, catering to audiences bereft of television or internet access. The enduring importance of BBS radio underscores its unwavering resolve in furnishing essential communication channels. particularly in far-flung areas where alternative media avenues are scarce.

Furthermore, BBS's extensive outreach across television and radio platforms underscores its unwavering dedication to nurturing public trust and enlightenment among Bhutanese citizens. By delivering timely and pertinent content,

Chapter 7 Conclusion

BBS cements its status as a dependable font of news and information, fortifying the fabric of an informed and engaged populace. As Bhutan strides forward amidst technological strides and media metamorphoses, the enduring relevance of BBS serves as a testament to its indispensable role as a cornerstone of the nation's media landscape.

Recommendation Address Regional Disparities

Invest in infrastructure development to improve accessibility and viewership in regions with lower engagement. This could involve expanding broadcasting capabilities or improving network coverage.

Enhance Content Diversity

While BBS TV 1 excels in news content, consider diversifying

programming on both channels to cater to a wider audience. Introducing more culturally relevant and engaging content on BBS TV 2 could help attract a broader viewership base.

Improve Accessibility

Identify and address technical barriers that hinder viewership, especially in remote areas. This may involve initiatives to improve signal strength or provide subsidies for television sets in underserved communities.

Engage with Non-Viewers

Conduct surveys to understand the reasons behind nonviewership, such as time constraints or lack of interest. Develop targeted strategies to address these barriers and encourage broader audience participation.

Maintain News Quality and Timeliness

Continue to prioritise the quality and timeliness of news content, as it remains a cornerstone of BBS's viewership. Invest in training and resources to uphold journalistic standards and ensure timely delivery of news updates.

Explore Social Media Integration

Leverage the growing popularity of social media platforms to reach younger demographics and urban audiences. Develop strategies to share BBS content on social media channels and engage with viewers in online discussions.

Optimize Radio Broadcasting

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Despite declining listenership, radio remains relevant, especially in rural areas and has a huge potential in Urban areas. Explore innovative ways to enhance radio programming and engage listeners, such as interactive segments or mobilebased content delivery.

Promote Popular Programmes

Capitalize on the popularity of programs like "Choeshay Layrim" and "Jangdra Drungtsho" to attract and retain viewers. Invest in marketing and promotion efforts to increase awareness and viewership of these programmes.

Adapt to Changing Technology

Monitor trends in platform usage and adapt broadcasting strategies accordingly. Consider investing in mobile-friendly content delivery platforms to cater to the growing audience accessing content on smartphones.

Continuously Evaluate and Adjust

Regularly assess viewership patterns and audience feedback to refine programming strategies. Stay agile and responsive to changing audience preferences and technological advancements in the media landscape.



From Researcher <mark>Nidup Dorji</mark>

It is with great pleasure that I present the findings of this survey, conducted between October 2023 and February 2024. As the researcher overseeing this study, I have had the privilege of examining the media consumption habits of Bhutanese audiences, with a particular focus on viewership patterns and preferences for BBS television and radio.

This report offers valuable insights into the role of BBS in shaping public opinion, informing citizens, and providing a diverse range of entertainment options. It highlights the high engagement with BBS news, the growing popularity of BBS TV 2, and the evolving trends in platform usage, including the increasing role of social media. The findings also shed light on key barriers to viewership and provide recommendations for enhancing accessibility and inclusivity.

I would like to express my heartfelt gratitude to all those who contributed to this study, including the teams at the National Statistics Bureau (NSB), Centre for Bhutan Studies (CBS), and the Royal University of Bhutan (RUB), as well as the enumerators and respondents. Their support has been instrumental in ensuring the success of this survey.

I trust that the insights presented in this report will serve as a valuable resource for policymakers, media professionals, and anyone interested in understanding the media landscape in Bhutan.

Nidup Dorji

Research Coordinator

BBS

