

6 April 2009

## Re: Summary of Bangladeshi channels

General summary of top 5 channels ever watched by Bangladeshi adults aged 15+ in Sky/  
Virgin homes:

1. 74% ATN Bangla (equates to 153,000 adults)
2. 70% Channel S (equates to 145,000 adults)
3. 69% Bangla TV (equates to 143,000 adults)
4. 63% Islam Channel (equates to 131,000 adults)
5. 59% NTV (equates to 121,000 adults)

### Summary of performance of **ATN Bangla**:

- As we've seen, 74% of Bangladeshis in Sky/cable homes have ever watched it (equates to 153,000 Bangladeshi adults) making it the most viewed Asian TV channel amongst Bangladeshi adults in the UK
- 59% of Bangladeshis in Sky/cable homes have watched it in the last month (equates to 121,000 Bangladeshi adults)
- 53% of Bangladeshis in Sky/cable homes have watched it in the last week (equates to 108,000 Bangladeshi adults)
- 31% of Bangladeshis in Sky/cable homes have watched it yesterday (equates to 65,000 Bangladeshi adults)

### Profile of **ATN Bangla** viewers:

Fairly representative in terms of gender of viewers:

Sex	All Bangladeshis	ATN Bangla viewers
Male	50%	49%
Female	50%	51%

Similarly broad appeal across age groups:

Age	All Bangladeshis	ATN Bangla viewers
15-24	27%	24%
25-34	34%	35%
35-44	18%	19%
45-54	10%	10%
55-64	6%	7%
65+	5%	6%

Slightly more likely to have kids than average:

Kids	All Bangladeshis	ATN Bangla viewers
Kids	70%	71%
No kids	30%	29%

More likely to own their own business and to work in retail:

Working status	All Bangladeshis	ATN Bangla viewers
Work full/ part time	45%	44%
Self employed (based on all working)	25%	<b>27%</b>
Retail (based on all working)	22%	<b>24%</b>

### Conclusions:

ATN Bangla has been watched by more Bangladeshis in the UK than any other Asian channel, with 8,000 more having viewed ATN Bangla than Channel S, its biggest competitor.

Perhaps part of ATN Bangla's success is its broad appeal, reaching as it does a wide demographic of the UK Bangladeshi audience, with no noticeable skews on sex or age.

Please let me know if you have any further questions from this research.

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Best wishes,

Max

