

**Satellite Cable Television Business and its Operation
in Dhaka City**

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A thesis submitted in partial fulfillment of the requirements for
the degree Masters in Communication

**Department of Media Studies & Journalism
University of Liberal Arts Bangladesh**



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Abstract

The study was aimed at exploring the nature of cable industry operations in Dhaka City, identifying the inner competition laced with crime and politics and how cable operators are dealing with those obstacles. The research will use a qualitative data gathering method, therefore, a triangulation strategy was obtained to gather the data, analyzing and explaining the facts found from data. The location was bound to Dhaka since the most competition between cable operating modules are seen in Dhaka's local area and three stages of operators were chosen to have a clear picture, top level operators, mid level operators and being a shadow operator, the local goons backed up by powerful politicians. The research clearly shows a web of manipulation and extortion throughout the whole business where top level operators are extorted by local goons, and mid level operators suffers the consequences. Power is the main controller of this industry where personal favoritism, clash between local goon groups and even between powerful political authorities are pretty normal in this shady area of industry leaving no place for a healthy competition whatsoever. The word 'Competition' does not exist in this business literally. Consumers and subscribers are forced to seen a smoke screen where they are completely unaware of rights, leaving no chance or authority to charge against any mischief's. Monopoly is the root game for every small industry in every local area. A recent innovation DTH (Direct to Home) service is slowly injecting into the society to overpower the monopoly system of this industry which is not approved by the cable operators or the authoritative owner of the industry, they think and accept that DTH inclusion in this industry will be a disastrous for the whole business.

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**SATELLITE CABLE TELEVISION BUSINESS AND ITS OPERATION IN
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I hereby declare that this project paper is the results of my own investigation, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degree at ULAB or other institutions.

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Dedication

To

My mother Nazma Sultana

for her enthusiasm and support to complete my thesis

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

This research undertakes an empirical analysis of the current cable television business in Bangladesh alongside with its stakeholder's position and contributions by closely investigating the operating system and strategies in Dhaka city.

Not so long ago, cable television was the primary source of entertainment in our life. It became one of the largest industries within a short period of time and a web of satellite cable connection spread throughout the world. Just like all other country the growths of satellite television in Asian developing countries increased rapidly. Since 1980s the number of television sets in Asia increased more than six times, from 100 million to 650 million (Thomas, 2003). Beyond providing entertainment, television vastly played an important role in the availability of information. People were able to go beyond border and learn about other countries, cultures and different ways of life without actually stepping foot into another country. . This is especially true for remote, rural villages; as several ethnographic and anthropological studies have found, television is the primary source of entertainment and means of gather knowledge of other cultures for village people (Mankekar 1993). In addition, satellite cable television is that magic wand of modern technology and science that gives knowledge, information, ideas, opportunities and entertainment.

1.2 Concept of cable television

Cable television has been conceptualized through various calling names like sky culture, satellite television program or dish satellite. According to American Heritage Dictionary (2011), it is a subscription television service that uses cables to carry signals between local distribution antennas and the subscriber's location.

Cable television is such a technology that has outgrown its technical approach and became a booming. It has even transcended its historical name. Modern "Cable Television" networks are used to provide a wide range of services, including analog and digital videos, digital, high-speed data, and telephony (Walter, Farmer, Large & Adams, 2004). Generally, it is a system of television receptions that transfer the televisions program to the subscriber's home or television sets by using fiber optical cables. The person who operates the whole systems is known as a cable operator.

According to Bangladeshi Cable TV Networks Operation act, "Cable operators are business person who create signals from their control room and transfers the signal to the subscriber's terrestrials channel, satellites channel (free to air and pay channel) using cable television network, and fulfill the demands of subscribers via feed operators or multiple system operators" (Cable TV networks Operation act, 2006). A Feed Operator is the person who takes the signals from cable operators and supplies it to the subscriber's home with substitution of money. So, the system is pretty linear where Cable operators receive signals from the main servers, pass it to the feed operators and the feed operators transfers the signal to the subscriber's home directly.

1.3 The emergence of Satellite Television in Bangladesh

Satellite TV channel was first introduced in Bangladesh in the 1990s. On 29 September 1992, the US television network CNN started transmitting their signal via satellite in Bangladesh for a few hours every day using the Bangladesh Television (BTV) channel. The same year, BBC followed the step of CNN, using similar arrangements. Permission to use dish antennas for receiving satellite transmissions directly for general users opened up new opportunities for the Bangladeshi viewers to watch programs produced in another country more easily. , Within 1992-1995, more than 10 foreign TV channels entered Bangladeshi territory and reached to thousands local houses. . Today, this number stands at more than 100. Satellite television channels are now among the most popular mediums of entertainment for the general people. New channels introduced in 1992 in Bangladesh in addition to CNN and BBC were mostly Indian and Pakistan private channels like Star Television Network, Zee TV network, Indian TV and Pakistan TV. Some early starters bought dish antennas for very high prices and installed them on their roofs. Very soon, the innovative entrepreneurs, foreseeing a lucrative business, started operating private cable networks, which mushroomed throughout the country. The number of channels subscribed increased substantially in the major cities. (Ahmed, 2015)

1.4 Development of Satellite Television (STV) in Bangladesh

After 1980, a variety of trans-border and foreign television programs became available in Bangladesh. The transmission of foreign programs became more frequent even on the state channels of Bangladesh. According to a report of Niriksha (1980), BTV imported 32% programs from abroad. For this reason BTV struggled to find its place in the media preferences of urban viewers, once the real competition began with Direct Satellite to Broadcasting (DBS). They posed a real threat after its advent in 1992. Thus for a couple of decades, the middle class viewers, while they were eager to get a variety of entertainment programs, had to see what the government wanted them to see. Finally, Bangladesh government introduced satellites dish system in 1992 and viewers of Bangladesh goal were fulfilled with the legalization of Television Receive Only Dish (TVRO) (Wahid, 2007).

1.5 History of local satellite channel

At the end of 1990, private satellite TV channels like Channel-i and ATN Bangla started their on-air operation in Bangladesh. After that, various private channels also started their activity as a local private channel but NTV and Ekushay TV appeared with diverse range of information, news and entertaining programs that made them really popular. According to a survey conducted in 1998 by a Dhaka daily, ATN, BBC, Channel-V, CNN, DD-7, DD-Metro, Discovery, ESPN, Prime Sports, Sony, Star TV Networks (Star Movies, Star Plus, Star Sports), Zee TV and Zee Cinema were amongst the most watched and most popular channels. CNN, TNT, MTV and Cartoon Network were found to have a high viewing rate. Among the relatively new entrants,

Ekushey Television, ATN Bangla, Channel I, Star World, National Geographic, HBO, AXN Action TV, and Alpha TV (now called Zee-Bangla) also made good impression among the Bangladeshi viewers. Ekushey Television was shut down during the rule of 4-Party alliance government (2001-2006). Some new local private satellite channels were given permission to launch their operations during this period. These included: RTV, Bangla Vision, Channel One, Boishakhi Television and Diganta Television. Ekushey Television resumed its operation in 2007 during the tenure of the caretaker government. The state-owned BTV also extended its transmission worldwide by launching a satellite channel called 'BTV World'. Three private channels Channel One; Falgun Music and CSB news were shut down earlier. Desh TV, ATN News, Independent TV, Samoy Sangbad, GTV, Bijoy TV, Independent TV, Channel 71, My TV, Islamic TV, Machranga TV, Channel 24, Mohna TV, Channel 16 and Channel 9 are the latest notable entrants in the field (Ahmed, 2015).

1.6 Cable Connection in Dhaka City

Before 1993, cable connection in Dhaka City was very much difficult. Cable connection was very much costly and thus impossible for the middle-income people (Wahid, 2007). Television Receive Only Dish (TVRO) was a 'dream coming true' among the middle class dwellers in Dhaka City; it was out of their purchasing capacity due to its extreme high price. However, the entire scenario changed in 1993 as cable operators started wiring up homes in different parts of the city with a far lower cost rather than having dish antennas. Through this wiring up system, the cable operators were able to have wider audiences in the Dhaka city (Wahid, 2007)

1.7 Audience of satellite channels

Viewers of satellite television increased rapidly after the connection of cable television. According to a survey conducted in 2008, 68% Bangladeshi of over 15 years of age watched satellite TV channels at least once in a week. The number of TV audience increased by 26% during the least ten years because of this massive expansion of local satellite TV transmissions as well as cable network. Only 8% households of Bangladesh had TV sets in 1995, the figure has raised to 41% now and 42% TV sets have satellite antennas or cable connections. Earlier in 2006, the 'Cable TV Network Operation Act' was enacted to regulate the activities of cable TV operators in Bangladesh. (Ahmed, 2015)

1.8 Operators of cable television

After satellite cable connection, various cable operators started operating this cable television business in every corner of Bangladesh. According to COAB (Cable Operator Association of Bangladesh), more than 600 cable operators and feed operators are available now in Dhaka city and in Dhaka division, more than 1500 cable and feed operators. Considering the whole country, the number of cable operator and feed operators have skyrocketed to 4000 plus.

As this is a mushrooming business and the numbers of consumers are increasing day by day, this is a field where a growing number of stakeholders are interpersonally related, including politicians, businessmen, powerful authorities' even criminals. While looking closely, a web of interconnected policies, politics, and crimes can be seen which is invisible to the general people. For instance, many Bangladeshi media outlets

frequently publish reports about internal problems in cable television business. Most of the times, all of the reports show the darkest sides of this business including murder, criminal involvement, extortion of money, power playing, political engagement, monopoly business, and illegal process. Still the situation of this business is not good because every year, news reports, published in different news mediums, shows no government actions against this mayhem. This industry is still very much unknown to the people. They have no clear idea how much political game is played in the name of competition in this sector and that makes it sensitive and dangerous to those who want to come to this industry. Therefore, an academic research on the operation of Satellite Cable Television business in Dhaka city is very much needed. So, my research is on Satellite Cable Television Business and its Operation in Dhaka City. In this regard, I have framed my research questions as described below.

1.9 Research Question

In this research, I will find out the answer of following question:

1. How has the business of cable television been operating in the Dhaka City?

1.10 Research Objectives

The objectives of the study are as follows:

1. To explore and identify the ownership and their control over a geographical area.
2. To identify the norms and strategies to operate the business
3. Understand the industry competition and how they are dealt with.

1.11 Rationale of this study

My research topic is Satellites Cable Television business and its operation in Dhaka city. In Dhaka city there are more than 600 cable operators control rooms and feed operators are available. In Dhaka division the total numbers of cable operators are more than 1500. In Bangladesh the total numbers of cable operators and feed operators are more than 4000.

Huge numbers of peoples are related to this business and this business is their main earning of a living. With firsthand experience, I have seen how local politicians are closely related with this business and how power play politics is slowly eating this whole industry. However, no academic research has been done on this particular subject let alone pointing the actual problems while this is a much prospective field. Therefore, an academic research needs to be done and it is much reasonable to select this subject as my research topic.

1.12 Significance of the study

This study will be an actual portray of cable television business which could help government, cable operator business stakeholders and society. Because cable operators or cable television in our life is so much common and cable operators are indirectly related to our regular life. They can communicate face to face with us very easily, which is totally impossible to other business persons or groups. From this research, cable operator stakeholders can get the information how they should run business and what are the problems they might face. . This research also helps academically for every learner who wants to get idea or knowledge about the cable operator business. This

research will help the new comers to know the competition, procedures and money factors. This research will help the society to know the main controller of broadcast channels as cable operators manipulate various foreign channels. If they select wrong channels then it will harmful for our children, youth, society and country and it will be a great threat for our culture. So for our society and people it is necessary to maintain this business with proper government rules and regulation.



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CHAPTER II LITERATURE REVIEW

2.1 Literature Review

The general objective of this chapter is to provide a framework for the present study through an engaged review of some selected literature. In doing so, I will also try to identify the nature of cable television business in Dhaka city. The central focus of this chapter is also to know how this business is growing up in Dhaka city and how cable operators are running their business.

Most of the researches are focused on the rules and regulating system of this business. One such article, for example, is "Cable Television and the Freedom of Expression". This article explores the overall system of cable television business operation. It says, "A cable system consists of three parts: the headend, the distribution network, and the home terminal. Cable systems receive television, radio or other information signals through antennae, including microwave receivers and satellite earth station downlinks. Signals are gathered at the system's headend, processed, and fed into its distribution path. Another method of originating information is to feed the output of a videocassette recorder directly into a channel of the system (Brenner, Daniel, 1988).

In Bangladesh, Dhaka City's cable television business also follows a similar process or system for distribution. According to COAB (Cable Television Association of Bangladesh), cable television business distributions maintained three steps for supply signal. These are cable television control room, feed operators and at last home services. Actually, this is the technical nature of cable television. Not the answer of

actual nature of cable business. In this paper also described how cable operator operates the program and select program for the viewers or subscribers. This research paper focuses the freedom of the cable television expressions. It says: “Cable Operator as Program Selector, Most programming seen on cable television does not originate with the system operator. Occasionally operators consciously select specific programs. For example, a system may offer foreign or specialty films on local origination channels. In the vast majority of cases, however, the cable operator selects a program service, and the service selects the programs. Often, more than half of the channels are the programs of local and distant broadcast stations, usually carried in their entirety. Indeed, cable television began as a passive provider of otherwise hard-to-receive television signals”(Brenner, Daniel, 1988).

In Bangladesh, Dhaka city’s cable television operators also select distributions channel or programs. But most of the time cable operators distribute channel as like their demands or wish. That’s why viewers are deprived to watching their demanded channel or pay channel. According to The Daily Star, Bangladeshi Cable TV viewers caught in distributors' tug-of-war because of ongoing conflict between pay-channel companies frustrates cable operators and subscribers. Because most of the time cable operators don’t pay their dues in time. A few other big organizations of the cable operators like United Cable Service (UCS), Chittagong Communication Limited (CCL), Prisma Digital, Bengal Communication and Vestel are stop operating or giving any service of the channels like Star Plus, Star Movies, Star News, Star World, National Geography, The History Channel and Sky News Because their feed operators failed to pay their dues. AbulKhayerLitu (Owner of NCL: Top level stakeholder) of the

Nationwide Communications Limited (NCL) said, "Nationwide has switched off services to a few feed operators in Moghbazar and Mirpur in Dhaka and one in Chittagong because they failed to pay their dues to the company (NCL)." Litu also said they have decided to quit any pay channels of Star TV Network, distributed by MGH Group, in protest against the police harassment of 18 people of UCS, in connection with a false case lodged by MGH Group. On the other hand, Abdur Rahim on behalf of MGH Group said, "We filed case against some operators UCS with Tejgaon Police Station, as they owe Tk 1 crore and 76 lakh to MGH (ErshadKamol, 2005).

The main reason of this ongoing conflict is leakage of rules and regulation in Bangladeshi cable television business. Therefore, top level stakeholders distribute channel as their own demand. They not concern about the subscribers demands. In Bangladeshi cable business, subscribers have no rights or freedom to selecting any channel or program. All rights and expression of freedom are in hand of top level cable operators. However, this research "Cable Television and the Freedom of Expression" explores the freedom of cable operator and subscribers expression. It says, "The freedom of expression protects both the rights of speakers to be heard and the rights of audiences to hear a diversity of expression. In analyzing the cable operator as program selector, some program selection seems more market-driven, unreflective of a conscious choice of the operator; the audience has no power over selecting channels as per their own demands. Other selections may be more editorial in character, benefiting speakers and audience. This more editorial selection is apt to occur at the margins, though. However, the right merely to duplicate what the audience already receives is less likely to

be entitled to special protection. Thus, the government should not ordinarily restrict the ability of the operator to select a particular channel” (Brenner, Daniel, 1988)

One of the common natures of cable business is monopoly. Most of the time cable operators playing monopoly business. Thomas W. Hazlett, 1986, also mentions this word monopoly in his article “Private Monopoly and The Public Interest: An Economic Analysis of The Cable Television Franchise”. It says, “Cable Television is a Natural Monopoly. Municipalities argue that because one cable firm can serve a given area more cheaply than two or more, cable television distribution is a natural monopoly. Industry experts generally states with evidence that direct competition in this business is either impossible, wasted or both (Hazlett, 1986)

In Dhaka city, cable television business has this major problem as well. Bangladeshi cable operators are playing monopoly business with their viewers. The main reason behind this monopoly is that there is no competition in this business. Bangladeshi parliament even wants to introduce DTH (Direct to Home) system in our country to reduce the monopoly business of cable operators, which implies the gravity of the situation (BDnews24.com, January 2010).

So, this business has only one power play which is monopoly and it leads the power. Power plays a very important role in Dhaka cable business as well. It could be this power dynamics that most of the criminals and gangsters are attracted towards this business. Not only are they secretly related with this business, they also control this business. According to The Daily Independent, The cable TV industry has become a safe source of earning for gangsters, who are trying to run the business to acquire

control over lucrative monthly packets (illegal contribution) from the operators every month. Criminals, who even can run the industry on run, have deployed armed cadres to control the business in different parts of the city. These criminals often start riots on city streets, harming, killing other cable operators, destroying properties if they are not paid, and often that payment is illegal. Sources say criminals take advantage of unemployment, illiteracy and other social problems to lure these youngsters (New grownup criminals). A special superintendent of the Criminal Investigation Department of Bangladesh (Crime Scene Unit) adds, “We know that most criminals, who are either out of the country or lodged in jails, are controlling the cable TV business. They collect money from subscribers through their sub-ordinates in the city. But police have failed to take action against them as they either go into hiding or take refuge in neighboring countries.” Sometimes criminals kill the cable operators to take control cable business. AMICO Satellite Network (Top level cable operator) owner said, “After my two brothers were killed within a year, I had to quit the cable business following repeated requests of my mother. He also said “Now, gangsters pay me Tk. 60,000 every month, whereas my brothers used to collect more than Tk. 3.5 lakh from the subscribers. Ironically, everyone thinks that I still run my own business,” (The Daily Independent, September 2011)

So, from the discussion this is evident that there is no exploration in the social formation on the Cable Business. There is a knowledge gap. So in my research I will explore the nature of cable television Business and communication moods and patterns of Cable operators with the subscribers.



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CHAPTER III

RESEARCH Design and METHODS

3.1 Research Type

My research is “Satellite Cable Television Business and its Operation in Dhaka City” main objectives to find out the nature of this business, its stockholders, present situation of this business and main factors of Cable television business in Dhaka city. To fulfill my research objectives my study focuses on exploring various experience, attitudes and behavior.

In the book called Research Design by Dr. Creswell discusses about exploring research methods. “Qualitative research explores attitudes, behavior and experiences through such methods as interviews or focus groups (Creswell, 2009, p. 14). Hence, my study will follow an In-depth interviews approach and Qualitative design method. This study will be an investigative, qualitative and exploratory research. And my study will explore the nature of Cable Television business in Dhaka City.

3.2 Population and Sampling

Throughout this study, the large number of cable operators and subscribers of cable networks will be counted as the population of the study. In my research population are that individuals, who are directly or indirectly related with Cable Television Business in Dhaka City. So in case of my research, population includes:

- Controls room Cable operators: They are top level cable operators. Many feed operators are collecting line or network from them.

- Feed operators: They give cable connection line to the subscriber via line man or service boy.
- Line men or services men: They are directly connected to the subscribers.

The population chosen for my study it's hard and difficult to attain. The numbers of top level cable operators (control room operator) are difficult to get in communications. Maybe little numbers of feed operators or line boy are easy to attain. However, due to the large sizes of populations it is not possible to test every individual of my population, because it is too much expensive and time-consuming which is against of my master's research. And here is another problem for chosen population, which is phobia or bad images of cable operators in our society. So I will use sampling techniques to my research for choosing population.

I use Convenience sampling techniques. Probably convenience sample is the oldest sampling strategy (aka accidental sample). As the name implies, this technique builds a sample on the basis of finding convenient or available individuals. Those who are selected for the sample are those who are close at hand (Ruane, Janet M., 2005). Because Convenience sampling is a non-probability sampling technique which will helpful for me to chose population and gathered data. After that I will use Chain Referral Sampling or Snowball sampling techniques. Snowball sampling is essentially a sampling strategy built around referrals. (The technique's name invokes the image of rolling small snowballs into larger and larger snowballs.) The researcher will start the sampling process by contacting a few individuals for inclusion in the sample. These

people will then be asked for names of additional people who might be willing to be part of the research project. (Ruane, Janet M., 2005). Snowball sampling will be so much helpful for me because one cable operator may know the other areas cable operators. I also take helps from COAB to communicate with cable operators. So I will easily communicate with others operators and gathered data. Because, in snowball sampling process I will ask to my subjects for nominate another person with the same trait as my next subject. As this is my masters research and I have time limitation and insufficient of fund for this reason I cannot use my all entire subject sample. So I will choose Control room's cable operator: 2, Feed Operator: 4, Line man: 4. in a chart sample size will be like this:

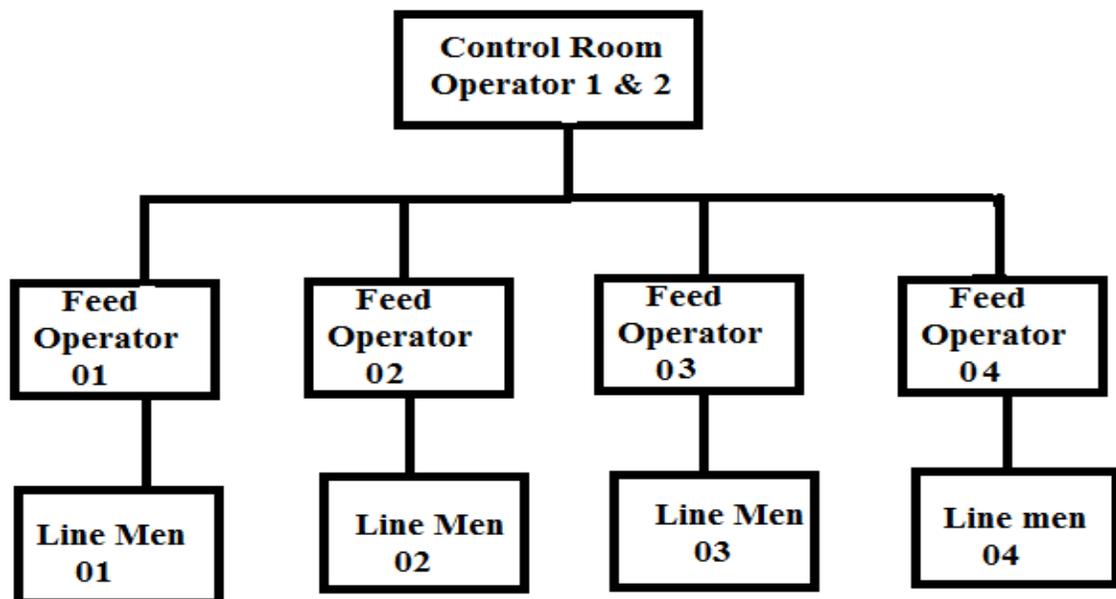


Figure1. Sampling Chart

For collecting sample respondents, I chose two control room cable operators or top-level stakeholders. After that I will select four Feed operators. From every feed operator, I will also collect two line men as my sample.

3.3 Local of the Study

The study was focused on the Dhaka city's cable television business. So, my locale of the study is Dhaka City. Specifically, I worked on two areas of Dhaka City one is Shantinagar and another is Old Dhaka areas 'Cable Television Business.

3.4 Sampling Respondents and Resource Persons

Primary respondents are those people who are related with this business. My resource persons will be-

- Control Room Cable operator.
- Feed Operator.
- Line men.

3.5 Research Instrument

A research instrument is the tools for data collection. The construction of a research instrument or tool for data collection is the most important aspects of a research project because anything you say by way of findings or conclusions is based upon the type of information you collect, and the data you collect is entirely dependent upon the questions that you ask of your respondents.(Dawson, Catherine, 2002)

Based on my research population, I used these instruments as follows:

3.5.1 Primary Sources.Information from the primary sources will be achieved through the implementation of the following instruments:

3.5.1.1: *In-depth Interviews.* In-depth interviews of control room cable operators, Feed operators, line men will be collected in this matter of nature of Cable television business.

3.5.1.2: *Non-Participant Observation.*On the research time to identify the nature of the business, I will observe the overall system of the business and their communication system at their office once in a week at that time. Mostly I will follow their activities by creating good relationship with them.

3.5.2 Secondary Sources.Published various journals, newspaper articles were carefully studied to get clear view of the context regarding a certain period of time.

Based on my research population for top level stakeholder and Feed operators, line mans I will use in-depth interviews approaches to collecting data. Because by using in-depth interviews my subjects can explain everything I want. In the research time I will regularly observe their activity.

3. 6 Data Gathering Procedure

My data gathering procedure include collecting information through participant's observations, In-depth interviews, documents and other generic material. I will try to gather as much as data possible. In case of In-depth Interview interviews sessions will be audio taped to be transcribed and translated for placing the data in data table. And in case of non Participants observation I will regular maintain a Field Diary to recorded

special notes. Sometimes their talking over phones and body language or facial expression and inner communication other persons will be noted to the Diary. That information might be help in data analysis and Data gathering procedures.

3.7 Administering the Questionnaire

After gathering my data I will create some questionnaire for my population to collecting data based on my research study. To focus the nature of the cable television business I will ask some questions to the top level stakeholders, feed operators, and line men in in-depth interviews sessions. These questionnaires will me more describe in findings part. The entire in-depth interview questionnaire has been attached in the annex.

3.8Data Analysis Procedure

Before analysis all the data will be transcribed and translated. I Compare and contrast method was used for the analysis of interviews. person's experiences with another person's experiences were compared and contrasted one and making a triangulation for interviews. For participants observation,Field Diary method was used. The researcher provide with regular maintain a diary on the observation time. All data are noted on the diary. Primary data analysis process began when I will start collecting data and gathered it.

Table 1 Methods of data gathering for specific research questions.

Research Question	Research Objectives	Methods of Generating Answer	Respondents	Sampling
How the business of cable television has been operating in the Dhaka City?	To explore and identify the ownership and their control over a geographical area.	Secondary Research: Reviewing existing journals and Newspapers.	Control Room Cable operators.	Convenience Sample.
	To identify the norms and strategy to operate the business.	Primary Research: a. In-depth Interviews, b. Non Participation observations.	Feed Operators.	
	Understand the industry competition and how they are dealt with?	Analysis procedure: a. Compare and contrast methods. b. Field Diary methods.	Line Men.	Snowball sampling.



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CHAPTE IV RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

This chapter will focus on the enormous data sources and the specific nature of the data points. To make it as a standard, the research population was taken from different locations of Dhaka City. There are two control room cable operators, four feed operators and four line men under every feed operator were taken for interview. Control room cable operators are top level cable operators and feed operators are directly related with subscribers and line men are taken for more details information about feed operators. The data collection systems are shown below in a diagram:

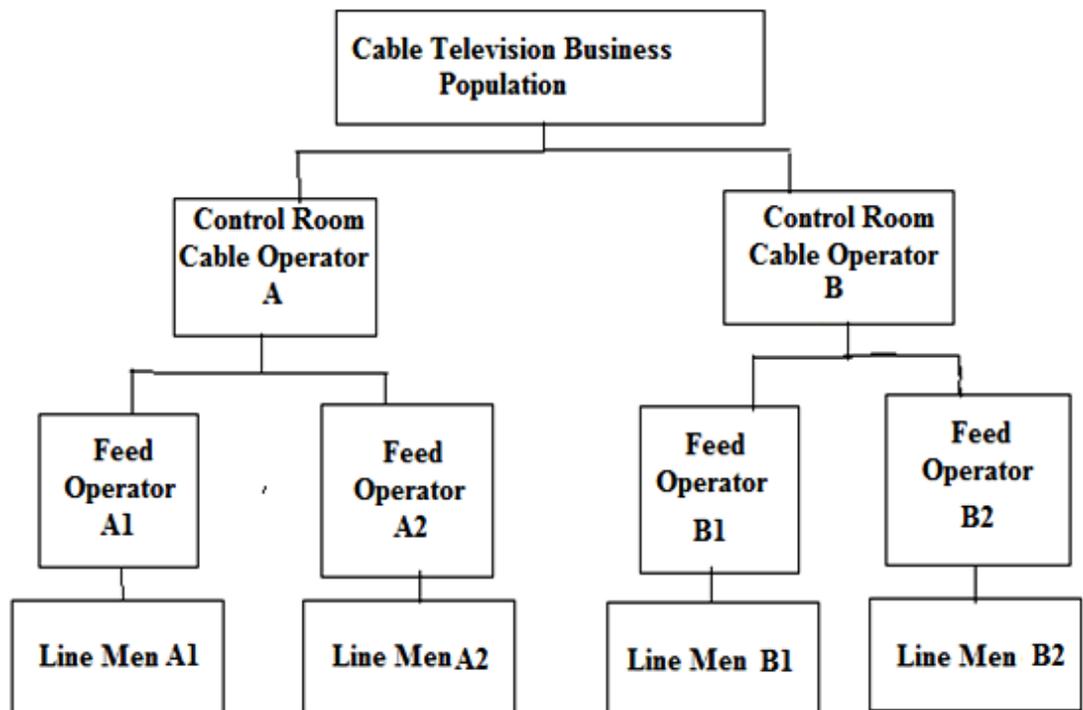


Figure 2. System of Data gathering.

I have set eleven different parameters based on my questions.

The parameters are as follows:

1. Interest on cable business
2. Nature on cable Business
3. Rules and regulations
4. Political involvement
5. Subscriber's rights
6. Extortion or criminal involvement
7. Tax & Vat.
8. Financial factors
9. Competition
10. Power involvement
11. DTH factors

4.2 Data Sources

Based on parameters, I will describe now the data collected from the interviewees.

There were two control room cable operators, four feed operators and under them four line men. Some sensitive issue about feed operators are describe by line mans.

Following are the details about the interviewees:

a) Control Room cable operator (A). He has been working as a cable businessman since 1993 in Old Dhaka. Before this business, he was engaged with CD/DVD business. Six feed operators worked under his supervision. Beside him, his sons are taking after the business too. This was the family business run by his every member.

b) Control Room cable operator (B). He has been doing the business since 2000 in Shantinagar. His brother ran the business before him. His brother also does the same business in Kolkata, India. He has a link with the business of Kolkata cable business organization.

i) Feed Operator A (1). He has been running the business since 2001 in Urda Road, Old Dhaka. He has been working as a feed operator under the Control room operator (A). At least two thousand subscribers are taking line under his company.

ii) Feed Operator A (2). He has been doing the business since 2016 in Nazira Bazar, Old Dhaka. Previously he did local tender business. According to INVESTOPEDIA, Tender business is kind of auction business where bids for a project is announced and highest bidder takes charge of the project. Tender projects are mainly issued by government and financial institutions that invite bids for large projects within a finite deadline". Later, a political leader gave the local cable business to the feed operator A (2) to operate. At least one thousand subscribers are taking line from him.

iii) Feed Operator B (1)

He has been doing business since 1995 in Fokirapool. He supplies cable connection to a government staff quarter colony. Due to some political problem and government shift over, he lost half of his working cable connection areas and half of subscribers on that area to another man.

iv) Feed Operator B (2)

He has been doing business since 2007 in Sahjanpur. Before this business, he was a line man under this business feed operators. At least one thousand subscribers are taking line under his company.

v) Reasons behind taking interviews from line men

I have interviewed four line men who are working under their feed operators (A1, A2, B1, B2). The main reason to take interviews from line men was getting actual information which was never given by the feed operators. The cable operators or the feed operators sometimes do not share personal or sensitive business issues due to obligations but line men do not have those obligations to anyone.

vi) Observation

When I am participating with them I found that line mens are friendly but operators are trying to avoid me. I observe their activities one month once a week. I was their office and talking with them and pass 1 hours at their office. I found nothing new and strong information which is against to my in-depth interviews result.

4.3 Sampling Process

The data was collected based on the parameters discussed in the following sub-section.

4.3.1 Interest about cable business. Cable television business is not a popular field for general people. Most of the time media cover some bad news about cable business which was already discussed in primary data gatherings part. So the first question was, “Why are you interested about cable business?” All the participants were asked the same questions. The answers are categorized as follows.

There were two control room cable operators in research population. They have answered to the question as in 1-2.

I have been continuing the business for a long time. Before these businesses I was doing the business of CD/DVD for rent only. But when cross border movie channel came to the country and started screening movies, this business become less effective day by day. That’s why I was interested about the cable business and started.

This business is profitable and risk free as my big brother told me. From my big brother I took this business. My company does joint business with a Kolkata satellite company. My big brother now maintains that Kolkata’s company.

There were four feed operators in my research population. They have answered to the question as in 3-6.

1. Most of the well knows brothers are maintaining this business and this business was profitable.
2. One of my local big brothers gave me chance to start this business.

3. Some technical knowledge was helpful for this business also I was the owner of a decoration shop on that areas.
4. I was a line man under a feed operator and after that I took over this business from feed operator.

4.3.2. Technical Nature of Cable Business. Cable business nature is technical and systematical machine related for control rooms. All of the systems are same as everyone. So, my second question was, “What is the nature of cable business?” All the participants were asked the same questions and answers’ also same for everyone. Control room operators’ answers were as follow:

1. We receive the signal from Dish antenna at first then by using a receiver we control the signal and distribute it to the feed operators.

The same questions were asked to every feed operator and their answers were same as well as given below:

2. We buy signal from feed operators with the monthly fees and after that we distributes it directly to the subscribers by fees.

4.3.3 Rules and regulations. Every business needs rules and regulation. So my third question was “What are the rules and regulation of cable business should to follow?”

There were two control room cable operators in my research population. They have answered to the question as in 1-2.

1. I follow each and every rules and regulation adopted by government. BTV has their own rules and regulation while giving license, I also follow them closely.
2. I follow the new cable television act 2010 and other regulations issued by COAB, Information Ministry. I also have license as a MSO (Multiple System Operator) that mean I can independently create signals. I am also a member of COAB (Cable Operator Association of Bangladesh).

There were four feed operators in my research population. They have answered to the question as in 3-6.

1. Actually I follow the guidelines which are given from my control rooms.
2. I have no knowledge about the rules and regulation. I am new in this business. I just give payment to my control room and receive the signal. Even I do not have any trade license yet.
3. I think feed operators do not have to follow any rules or regulation. They are independent businessman. Sometimes I follow the cable television committee's notices and attend some of their program.
4. I always follow the rules and regulations issued by information ministry and I have Bangladesh Bank solvency certificate. I am regular member of COAB (Cable Operator Association of Bangladesh). I have my own TIN and VAT certificates.

4.3.4 Political Identity. It was my primary information I have noticed that most of the cable television operators are related with politics. So I have a question about the relation with cable television operator with politics. The question was “Do you have any political identity?”

There were two control room cable operators in my research population. They have answered to the question as in 1-2.

1. I am highly related with state politics. My father was also retired parliament secretary. And most of the present political leaders are familiar with my family. Even my son is a Thana Secretary of the running government.
2. Now I have no direct relation with politics. But due to some issues I have some relation with political leaders. My big brother who was owner of this business he was deputy general secretary of opposite party.

There were four feed operators in my research population. They have answered to the question as in 3-6.

1. I am directly related with politics and I am the leader of a local organization under the present government.
2. Yes I am related with politics and recently I am a candidate for councilor post election under the present government.
3. Now I have no relation with politics but I was councilor of opposition government's party.
4. Yes I have relation with politics.

4.3.5 Subscribers rights. Another question was “What do you mean by the subscribers right and how you fulfill it?” There were two control room cable operators in my research population. They have answered to the question as in 1-2.

1. I follow the information ministries rules and government acts. There are fourteen broadcasting rules I follow those rules as well. Any subscriber can complain about my channels quality and other problems to his feed operators, or subscribers can complain to any operators under the consumer rights act.
2. There are some broadcasting rules but for subscribers there are no specific rules. I follow the COAB rules and regulation for subscribers, most of the time the rules only state how much monthly fees a subscriber will pay. Sometimes we are more sincere than act. In example there was some critical issue about broadcasting Peace TV, we shut down that TV before the notice published by government. I follow the broadcasting rules also for my own video channel.

There were four feed operators in my research population. They have answered to the question as in 3-6.

3. Actually there are no issues about subscriber right. In case of problem or any complain they have to inform me.
4. I have no knowledge about subscriber’s rights.
5. Most of the time subscribers call us about the bad channel problem, but we broadcast those channels which we get from control rooms.

6. I don't think this subscriber's right has any validity. Because we collect fees which is approved by government. In case any problem or if any line man does anything wrong then they has to inform us.

4.3.6 Extortion or criminal involvement. Another question was "Do you pay any extortion to criminals or involvement with criminals?" There were two control room cable operators in my research population. They have answered to the question as in 1-2.

1. I do not pay any extortion to criminals. No one can even show any dare to ask me any extortion for running the business. But Regularly I pay money to the near police station.
2. Yes I regularly pay money to police station. I also pay the local newbie leaders who ask money. Some time I solve this issue politically and sometimes I pay them big and it happens regularly in my business.

There were four feed operators in my research population. They have answered to the question as in 3-6.

3. I do not pay any extortion to criminals. Sometimes I pay some money to local boys. But regularly I pay money at near police station.
4. I do not pay any extortion to criminals. But regularly I pay the police.
5. I pay Extortion to the local political leaders and also pay the police station.

6. I pay money to various groups but police and local political leaders are common for me.

4.3.7 Tax & Vat. The question was “Do you pay any vat and tax?” There were two control room cable operators in my research population. They have answered to the question as in 1-2.

1. Yes, I pay vat and tax sometimes. I have vat and tax certificates on my company names. But I do not want to mention the amount of vat and tax.
2. I pay regularly vat and tax under the government rules and regulation. We import the machines needed for control room and we pay the designated vat. I also pay my own tax and my company taxes as well. Sometime we pay huge amount to the government fund.

There were four feed operators in my research population. They have answered to the question as in 3-6.

3. Actually I do not pay any vat or tax directly. I pay monthly fees to my control room where vat and tax included.
4. I do not pay any vat and tax and I have no knowledge about vat and tax.
5. I do not pay any vat and tax.
6. Directly I do not pay any vat & tax. But I pay my own income tax to the government.

4.3.8 Financial Factors.The question was “How much money requires for this business and how much you earn from this business?” There were two control room cable operators in my research population. They have answered to the question as in 1-2.

1. Money is important factor for this business. Huge money is necessary for a control room. If you are a control room operator then you need to have minimum three licenses like permission of doing business in Bangladesh, solvency certificate and ministry permission. You need money to collect those certificates. Machineries that are need are very costly. Minimum three core money needed for a control room business. As under my control there are five more areas. My monthly income average three lac after every cost and payment.
2. As I am an owner of a control room, so primary investment requires minimum two cores. After that, machine cost depends on quality. Good quality machine products are more expensive but minimum quality machine set up will cost 50 lac taka. My monthly income is around two lac. But most of the time, feed operators don't pay their regular line fees.

There were four feed operators in my research population. They have answered to the question as in 3-6.

1. I paid fifty thousand when I started this business. Now I pay monthly fifty thousands more for my control room.
2. I pay one lac monthly for my control room. My monthly income is almost fifty thousand per month without all cost.

3. I pay thirty thousand for my control room my monthly income more than fifty thousand.
4. I pay more than one lac to my control room and my monthly income after all expenses more than one lac.

There were four line men in my research population who work under the feed operators. They have described to the question as in:

This business is profitable as subscribers pay three hundred taka for single connection and five hundred taka for double connection. But most of the time, feed operators do not pay properly to control room operator. They just pay minimum amount to control room operators. Most of the time all of the feed operators are benefited.

4.3.9 Competitors and new comer's factor.The question was “Do you have any competitors and what if a new person wants to start this business?” There were two control room cable operators in my research population. They have answered to the question as in 1-2.

1. Actually, there is nothing about competition in this business. Even no one can start this business easily if they want. Ministries also do not give any permission or licenses two person in one area. This business area is limited. No one can cross their business area nor I can cross my area and enter others area to do business. Most of the time, we have enemies who try to harm us by cutting the cable lines, even some people from government also try to harm by cutting my rode lines because of money.

2. Competition in this business is so technical; if anyone wants to do any competition then they have to create a gap after that then he can do business there. But direct competition is impossible in this business. Even if any competition or competitive situation happens then COAB or ministries control that situation. Cable operator committee does not support these types of competition and license is also a main factor.

There were four feed operators in my research population. They have answered to the question and answer is similar to everyone. Answer is as followed below.

1. Direct Competition is impossible. Most of the time others force and show power play to take over the business owner. But you will never find that situation where two areas cable television operator doing a healthy competition.

4.3.10 Power involvement. Another question was “Do you think power is big factor to this business?” There were two control room cable operators in my research population. They have answered to the question as in 1-2.

2. Actually now no one can show any power activity with me. Because I am local and I have a strong identity. In the time of previous government, one person tried to take over my business but finally could do nothing. Moreover I am still doing the business with full swing.
3. Yes in this business power act as a catalyst to continue these business. This power mainly implemented when the change of political party and new government set on. Because of this power game, my elder brother left

the business and went to Kolkata. Although I have many pressure and political threat, I am still continuing my business by managing every critical situation.

There were four feed operators in my research population. They have answered to the question as in 3-6.

1. Actually you must have some power or a strong identity to run this business.
2. Power is the main instrument in this business. If you have not enough power then you will not be able to continue this business for a long time.
3. Power full person try to keep this business in their control.
4. Most of the time local rising politicians are treats me to stay away from my business. Sometimes they are trying to takeover my business in exchange for monthly interest.

There were four line mans in my research population they work under the feed operators. They have described to the question as in 7-10.

1. This business is game of power where every feed operator is trying to create power for their own gain. Even my boss uses a personal gun for his own safety. Most of the local leaders are trying to get this business and regularly creating issues like as at night they cut the cable line, they create bad situation in front our office room, they are local people even they did not pay monthly fees also.
2. My sir is totally new in this business, before this he was a power leader doing tender business. He threat previous feed operator and take this business in his

own. Now he pays a little to the previous feed operators. Even he did not pay the monthly fees to the control room.

3. My sir is old feed operator in Bangladesh. He has lots of power and he has a political identity and special power full name in our local area. But still after change of government some local growing leaders are come to our office and put a gun to my sir head and threat that stay away from this business or we kill you. As I told you before my sir also a powerful person he also takes the revenge and some of them are murdered or no more visible in our area.
4. My sir always struggling to save his business. Even before few days, some of local growing leaders came to our office and beat my sir because of business. They are trying to take over his. But my sir is also involved in politics under current government but he is not as powerful as they. Though he complained to the top level of political executives but they are just avoiding him by giving lame excuses. They are all young and they make fun of my boss by saying this business is for young people so he should step away and give them a chance.

4.3.11 DTH (Direct To Home) Factor. The question was “How you think about DTH (Direct to Home) isn’t it your next big challenge? There were two control room cable operators in my research population. They have answered to the question as in 1-2.

1. DTH will not be popular in Bangladesh. There are lots of problem in the system of DTH and it is costly. I am also concerned about the DTH term. Some power

full persons are trying to impose and forcefully coming to this business But I think government will not give any permission to them as we pay a lot to the government.

2. There lots of limitation with DTH, still this will be next challenge to every cable operators. Even our neighboring country India uses this DTH system. But if any situation happens then we will try to control it. We also give subscribers DTH setup box by our feed operators. By using setup box subscribers can control his channel selection through pre-paid system. But it's not mandatory.

There were four feed operators in my research population. They have answered to the question as in 3-6.

3. I don't think DTH will be useful in Bangladesh. I hear about that someone tries to introduce DTH in Bangladesh. But I am prepared to any situation.
4. Yes I heard that news about DTH. Even last Cable operators committee also raised the issue. Yes if DTH is available than business will be very challenging.
5. Direct to home will be very costly causing various problems. Firstly, the line will be disconnected even in minor bad weather.
6. I am too much concerned about DTH. It will be a big challenge. Even most of the time BTCL (Bangladesh Telecommunication Company Limited) are warning us about the cable line in the road. They warned us to use the cable line beneath the road but we did not do it. Even information ministry warned us because we have become a monopoly player. Now I already distributed setup box to my subscriber.

4.4 Analysis

In this section I will analyze the result of data. I will try to see if the data goes with the research objectives or not. The first objective of my research was to look at the issues those determine the ownership and how operators control their geographical area? Second objective was to look at the norms and strategy of this business. And the third was to look at industry competition and how operators are dealt with it?

In the case of first and second objectives there are eight factors related questionnaires were asked. I have found in many literatures and news media cover that various problems are related with the business. Therefore, cable business and related persons of this business create a bad image to the general people in our society which I already discussed in my primary research. So all participants of the research were asked what are the reasons interested about this business. I found that those peoples are related or interested with this business whose has previous knowledge about it. Like as two top levels control room operators mentioned that they are interested because they were from the beginning of this business. One of operator was oldest cable operator of Bangladesh and this business is like a family business to him. Another reason of interest was family person or other powerful political persons related with this business. Like as control room operator said that it was his brothers business. So it can be said that those peoples are interested of this business because they had previous relations or his families or local peoples are related with this business.

The nature of this business is same as worldwide cable television. The participants of the research were asked what are nature and different parts of cable

television. All mentioned that system is same for everyone. Cable television business has three parts, control room, feed operator and subscribers. Control room receives the signal from satellites and processes the signal by using various machineries after that they sell it to the feed operator machine and finally feed operator distributed it to the subscribers. My participants, 4 feed operators, also said that they collect the signal from control room operator and distribute it to the subscribers. This cable system is old and same for every cable business in the world.

The participants were asked what are the rules and regulation they follow. I found that top level cable operators follow rules and regulation properly. They have all types of license for business as they said. One operator has also a license of MSO (Multiple System Operator). He can create signal freely from his own control room. He is also an active member of COAB (Cable Operator Association of Bangladesh). But this scenario is totally different for the feed operators. I found none of feed operators are follow the rules and regulation properly even they have no knowledge about rules and regulation of this business. One feed operators said that he follow the rules and regulation out of 4 feed operators. He said that he has trade license and bank solvency certificate and he also has private and company name tax certificate. On the other hand 3 feeds operators are have no knowledge about rules and regulations. One Feed operators has not yet a tread license but tread license is minimum identity of a businessman. Another feed operator said that he follow the rules which given from Control room but I found that no written form of rules or draft which has been given

from control room. Some of operators think that feed operator is freedom operators they have no bindings. Sometimes they attend some program of cable television committees.

As I have found various news and articles in my primary research that cable operators are related with politics and cable business is a safe earning source for political leaders. So participants were asked are you related with politics or any involvement with politics. In case of political involvement I found that all of the cable operators are directly and indirectly related with politics. Both control room operator said that they are related with politics. One control room operator said that he is highly related with politics and his family also. But politics also a problem for this business like as another control room operator said that he has no relation with present political party he has relation with opposition party. So as he is an opposition party's leader so this business is so much challenging to him. Even 4 feed operators also said that they related with politics. 3 feed operators said that they are supporter and leader of present political parties. So it can be said without political identity this business run is almost impossible.

All of the participants were asked about subscriber's right and how they think about subscriber's right. I found those word subscribers' rules and regulations are not clear to every operator. Top level operators are think subscribers' rules means broadcasting rules. Like as one control room operators said that I follow the information ministries' rules and I follow the 14 broadcasting rules which given by the government. But they are not directly related with subscriber. Any subscriber can complain about them to the feed operators about channels or others. Even any subscribers can complain

to operators to control room operators and they also said that we take that fees which has been permitted by government. But 4 feed operators have no knowledge about subscriber's rights. If subscriber's face any problem then he/she have to complain to feed operators no other option subscriber has. Even subscribers have no option to change the operator's connections. So here operators pay a monopoly game with subscribers.

All of the participants were asked about Extortion and involvement with criminals. Most of the time various news articles cover news about cable television business is involve with criminal and operators are paying Extortion to the criminal. So all participants were asked about the criminal's involvement and are they pay any Extortion. I found that if you have strong identity in society or have strong political identity then no one will bother you about asking Extortion to you. One of control room operators said that he do not pay any Extortion even no criminal has dare to demand Extortion from him. But all of control room operators and feed operators said that they pay regularly to their near police station. I also found that another control room operator paid Extortion to the new growing leader, even heavy amount they demand after negotiation with them he pay Extortion. Because ha has no power of politics and he was opposition political parties supporters. This scenario same as feed operators those operators pays Extortion who has no power or political identity.

All of the participants were asked about paying vat & tax. Both control room operator said that they regularly pain vat &tax. Both of top level operators said that they paid their personal name and company name vat & tax to the government fund.

Even their using machine also imported from outside of country so that time also they paid vat to government fund. But they do not mention how much they paid as a vat & tax. So I found that here is some problem with vat & tax. But top level operators sometimes paid huge amount to the government fund as Extortion or against of vat & tax. On the other hand 4 feed operators said they do not pay any tax to the government fund. They said they paid vat & tax to the control room after that they receive signal from control room. One feed operator said that he paid personal name income tax to government fund.

All of the participants were asked about how much money related with this business. Both of control room operators said that for control room business operators need minimum 2 core money and machineries prize also huge minimum setup machine cost will be more than 50 lac taka. Outcome from this business as a control room operator is monthly more than 2 lac. As one of control room operators said his monthly income average three lac another operator said two lac averages after every cost and payment. To doing business as a feed operator need average 1 lac taka and monthly income average fifty thousand to 1 lac taka after all of cost and payment. But I found discrimination here because most the operators said that they have more than thousand subscribers and half of subscribers using joint like for house. So if I calculate 300 taka per month for 500 persons and 500 taka for join line for 500 subscribers then result is going wrong with their monthly income. Even control room operators monthly income also has some discriminations like as every control room has more than 6 feed operators. And if monthly every feed operator pay half of their fees then their income

goes wrong as they said. Another thing I found that none of feed operators mentions exactly how much they pay to control room operators as monthly fees of line. They totally ignore this question and said a minimum amount. But their line men said that most of the time feed operators did not pay control rooms fees as control room operators also said same point. So I think in payment issues there are some discrimination between feed operators and control rooms operators.

Based on the result found from the analysis, it can be said that types of people are interested who has previous knowledge about this business or has strong identity in his area. Nature of cable television business is same as everyone. There are three parts are common to every cable television business. Control room operators are top level or main operators after that feed operators are at stage two and subscribers are the last levels. Rules and regulation are highly followed by control room operators. But for feed operators rules are not followed by all. A very few feed operators follow the cable television rules and regulations. Even without trade license they are continuing business. Politics is common in this business. Without political identity this business running is almost impossible. Sometime politics is the medicine for a cable television business operator to stay alive. Most of the operators have no knowledge about subscriber's rights. Even do not have any right solutions if any subscribes wants to complain against operators. Cable operators are playing monopoly game with subscribers because subscribers has no others option. Without strong identity every operators must have pay Extortions to criminals or growing leaders. Interesting fact is here no matter how strong you are you must have to pay Extortion to near police

station. Control room operators pay regular tax to the government fund. But feed operators have no knowledge about paying tax. This is much profitable than others business. For control room operators business huge amount of money needed but for feed operators business need minimum amount of money and outcome also good.

The third objectives were to look at industry competition and how operators are dealt with it. There are three factors related question were asked. All of the participants were asked about the competition of this business and system for new comers of this business. I found that directly competition is impossible for this business. Even ministry and cable television committee did not give permission for business 2 people in one area. This system is same as feed operators. All of the operators said that competition is impossible. You can force them to stop business and after that new one can start business there. I found that local politicians often try to take over the business by threatening the cable operators or by compensating monthly interest. So competition in this business is game of power. Legally here is no place for new comers directly doing business but anybody can replace by others.

All of the participants were asked about uses of power of this business. I found that power is common in this business. If you have power then you will continue this business otherwise some powerful person will take your business from you. For doing this business you have a strong identity. When political change is happens then power showing is common for every businessman. On that time operators are treated by various powerful people. Like one operator said one person treats him to stay away from this business when opposition government takes place. Another control room

operator said that his brother now out of country because he has not enough power to continue this business. 4 feed operators also said that power is common for this business. Even they took this business from others by using power. Their linemen said that clearly. One of linemen said that feed operators keep personal guns for their own safety, because he has lots of clash with others because for this business. Another line man said that feed operator take business from others by using power, he was a temporary tender businessman. Another line men said that feed operator regularly treated by growing local leader they wants to take business their own cover. Other linemen said that any top level political identity must be necessary for feed operators. Because most of the time own political parties another person's also tries to take business under their control.

All of the participants were asked about the situation if DTH (Direct to home) System is available. I found that both of control room cable operators take this matter seriously. Even in country has already DTH (Direct to home) connection from various company. One of control room operators said that they pay huge to government fund so it will not permitted by government. Other control room operators said that DTH (Direct to Home) System has lots of problem and huge cost needed. So it will be not popular in our country. But I also found that they are prepared for any kinds of situations. 4 feed operators also concerns about DTH systems. They said that they suffer various problems because of cable connection. BTCL most of the time warn them and cut their cable lines. As DTH connection is cable line free so it will be challenging for cable operators to competition with DTH. And I also found in previous time that they

play monopoly with subscribers so if DTH available and cost effective then cable business won't exist.

Based on result found from the analysis, it can be said direct competition is totally impossible. Even government and cable television committee will never give any license for competition. But indirectly any one can do business as a replaced cable operator. Power can create place for business. Without powerful identity nobody can continue this business. Political power is common for doing this business. Without power nobody is safe for this business. DTH will minimize this problem. DTH will give freedom to subscribers. And if DTH is available then this cable business will be in big crisis.



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CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The Invention of television is a window to see the sky of the world. And creation of Cable television system provide a wings to human and also show them how to fly and gathered more information.

Satellite Cable TV business was started in Bangladesh after 1980 because of various trans-borders and foreign television signals was available and in the end of 1990s private satellite TV channels Channel-I and ATN Bangla started there transmission. Now in 2017 there are more than hundred private and foreign TV channels running their program in Bangladesh. According to cable operator association of Bangladesh (COAB) there are more than 4000 cable operators in Bangladesh and more than 600 operators are operating cable television in Dhaka City. Cable television business is operated by cable operators but this business is totally different from others business. Many Bangladeshi media outlets frequently publish reports about internal problems and bad news about this business like as murder, criminal involvement and Extortion, power showing and political engagement, monopoly business, and illegal process.

To investigate how cable television business run in Dhaka city I chose two area Shantinagar and Old Dhaka and talking with their control room cable operators, feed operators and their line men. I found feed operator has no knowledge about the rules and regulation even government also has no strong rules and regulations. I found one

feed operator he has no trade license but still he doing cable television business. I found that feed operator carry personal gun because of this business he is in a risky situation. I found that all of the cable operators are directly related with politics and politics here is a trump card to change the ownership of this business. If cable operator's political identity is not very strong then strong political party or parties' person always threats them to stay away from this business. Politics gives operators power to survive and continue the business. Based in literature this business is a monopoly business no place for competition even government and cable committee also never give permission two men business in one place. No place for newcomers in this business. If anyone wants to start business then he has to create his own place by using power or political identity and replace the present operators business. Money is also a major factor for top level cable operators. But for mid level operators it is not mandatory if someone has power then they can run this business without paying much control room line bills. Most of the time feed operators are the gainer of this business because they have no bindings, if any subscriber wants to complain against any operators then he/she has to complain to them subscribers does not have any alternative options. Even no rules and regulation has in this business to protect the rights of subscribers.

Finally, my objectives was to identify the nature of Dhaka Cities cable television business, ownership of this business and controller of this business, competition of this business and system of new comers in this business and norms and strategy of this business. So it is clear to understand how this cable television business runs in Dhaka City from my analysis.

5.2 Recommendations

When I am writing this conclusion, at that time, Cable Operators Owners Association were celebrating 48 hours reunion at Tourism City Coxbazar with moto “TeknafThekeTetulia, Cable Operators Sara Deshjuria” on 22 February 2017. Main organizer of this program was COAB Co-operative Committee and their main objectives were to make this cable business as an industry and approved by Bangladesh government and pay loan facility to cable operators for digitalize this sector. But all of the cable operators clearly mentioned that they suffer for various problems to continuing this business and government did not give there any solutions and support. On the other hand government supports some privet organization to introduce DTH system in our country. According to nextvnews.com BEXIMCO Communications Limited will launch Direct-to-Home (DTH) service in mid April under the brand name ‘RealVU’. RealVU will provide the best picture quality and sound to the viewers’ at the most affordable price. Approximate the monthly bill of the DTH will be around BDT 300 (US\$ 3.84), where the subscribers will get over 100 channels with more than 26 Bangla language channels and many international majors including five HD channels (Nextvnews.com March14, 2016). As far I observed and from my analysis I found various problem and illegal systems are directly related with this business. So from my analysis and my imagination this cable business will be no longer more than five years if government does not support cable operators and introduce DTH in Bangladesh. Because I can compare cable operators business is like a land phone and DTH system will be compared as a mobile phone. So my recommendation for new

comers of this business is to keep acquainted with politics and make a strong identity on that area where he wants to start a cable business. Without political or strong identity no one can start this business or can save his ownership. For feed operators business need power and for control room operators need huge financial capability. In this business no option for protect the subscribers rights. This cable operators immediate needs guardians to regulators whole cable operators and maintain the overall Bangladeshi cable business. Hence, I recommend a further study on subscribers of cable operators and compare DTH system with Cable system. I recommend study on why politician are so interested on this cable business. May be this study can open up the eyes of the cable operators, government and new comers of this business how to regulate and control this business.

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Annex

In-depth Interview

This in-depth interview will be focused upon my objectives. My objectives are as follows:

1. To explore and identify the ownership and their control over a geographical area.
2. To identify the norms and strategy to operate the business
3. Understand the industry competition and how they are dealt with?
 - Business Patterns of the cable television
 - Why you are interested about the cable Business?
 - How is the cable operator's business run?
 - Who are the key players of Cable Business?
 - What are systems and process?
 - Is there any government rules and regulation and do you follow?
 - How much you pay to government fund or vat and tax?
 - What are the different parts of cable operation?
 - Do you have any rules and regulation to communicate with lower level operators?
 - How much money involve with this business?
 - How you fulfill the subscriber's rights?
 - Do you have any rules to fulfill the subscriber rights?
 - How you control bad or vulgar program which is against our society or culture?

- Is there any system where any subscriber can complain to any operator?
- Who owns your business
 - Which part of the cable business do you own and how?
 - Do you have any political identity?
 - What are the benefits of this ownership?
 - Do you have any pressure from criminals or engage with criminal?
 - Do you pay any Extortion?

Objective 3- Understand the industry competition and how they are dealt with?

- Is there any competition for control rooms cable operators or feed operators?
- How do you deal with competition?
- Can you work in another locality?
- How do you win market share from your competitors?
- Do you think power is necessary for this business?
- Do you have any pressure from others organization?
- How you think about DTH(Direct to Home system) isn't it your next big challenge?
- Do you have any bad experiences with the business?
- Any other comments?