



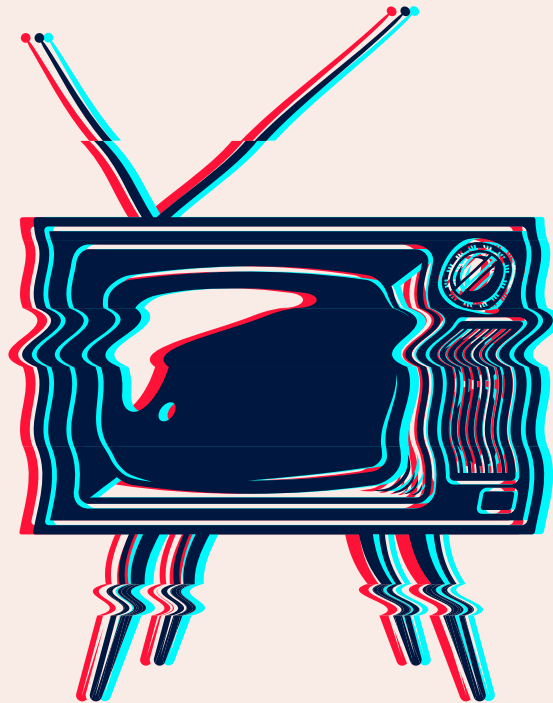
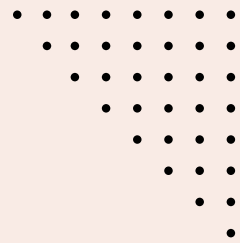
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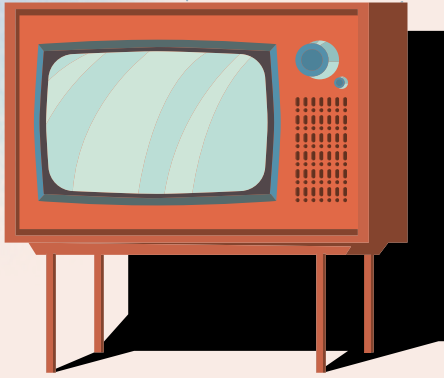
MEDIA INSIGHTS

WHAT BHARAT WATCHES

A SAMPLER FROM BIHAR



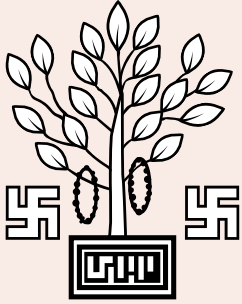
In the state of Bihar, television viewing habits among marginalized communities reveal a deep connection and reliance on this medium. The viewing habits within these communities often revolve around a shared experience, as television acts as a community gathering point.



In rural villages and urban slums alike, people gather around a single television set, creating a sense of unity and camaraderie as they engage with the content together. This shared viewing experience sparks conversations, fosters social bonds, and opens avenues for dialogue on important issues affecting their lives.

Marginalized communities tend to gravitate towards content that reflects their own lived experiences. The viewers seek representation and resonance in television programming, eagerly consuming shows that showcase their **culture, traditions, and languages**. Television becomes a powerful tool for cultural preservation and identity affirmation, reinforcing a sense of pride within these communities.





Survey in Bihar

In February 2023, **IIMA's Billion Readers Initiative (BIRD)** collaborated with the **Government of Bihar** to co-create and conduct a preliminary data collection and qualitative **survey in public schools** across **Bihar**. The team visited and surveyed Mahadalit villages and public schools in the state as part of the initiative.

The comprehensive data collection and baseline survey was conducted to ascertain **media consumption habits** and **preferences** from school children from the most marginalized communities. The findings are interesting as their **viewing habits** are far from what we expect.

The overarching strategic objective of the survey was to identify and prioritize the most watched channels and programs in Bihar.

Target Sample

The target schools were selected and recommended by the office of **Additional Chief Secretary (ACS), Department of Education, Bihar** in the most rural and remote administrative blocks with the **highest need** for intervention and **greatest priority** for the state.

The survey was conducted across **8 primary and secondary schools (Grade 1-8)**. **Four administrative blocks of Motihari, Araria, Kishanganj and Banka** were surveyed. The sample size of students was a total of **994 with 58% girls and 42% boys**.

Key Observations & Findings

In an attendance survey conducted on the day of the visit, it was observed that overall girls attended school more regularly than the boys. Across grade 4-8 in the 4 blocks, 57.7% of girls were present in the school in comparison to 42.3% boys.

- Despite these blocks being severely marginalized, the TV ownership was observed to be high with 61.2% children owning a TV in their homes. While the viewership was much higher at 73.6% where children watched TV either in their neighbourhood or community.
- 36% of children said that their families paid for the transmission while 64% watched the public broadcast channels which are free of cost.



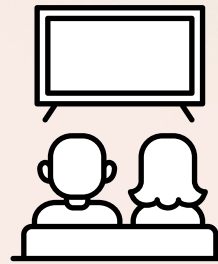
Attendance in the School



57.7%



42.3%

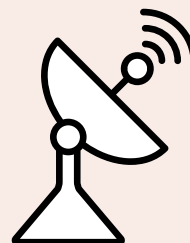


61.2%

children owning a TV in their homes

73.6%

children watched TV in their neighbourhood or community

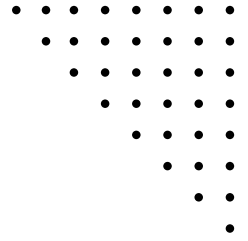


36%

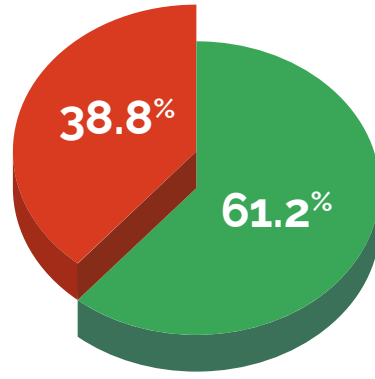
paid for the transmission

64%

watched the free public broadcast Channels

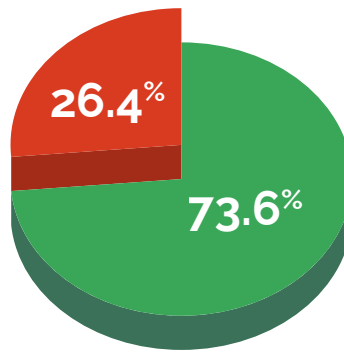


Have TV at Home?



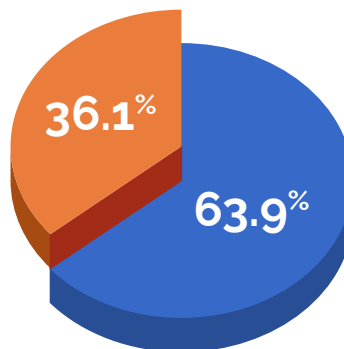
■ Yes ■ NO

Watch TV anywhere?



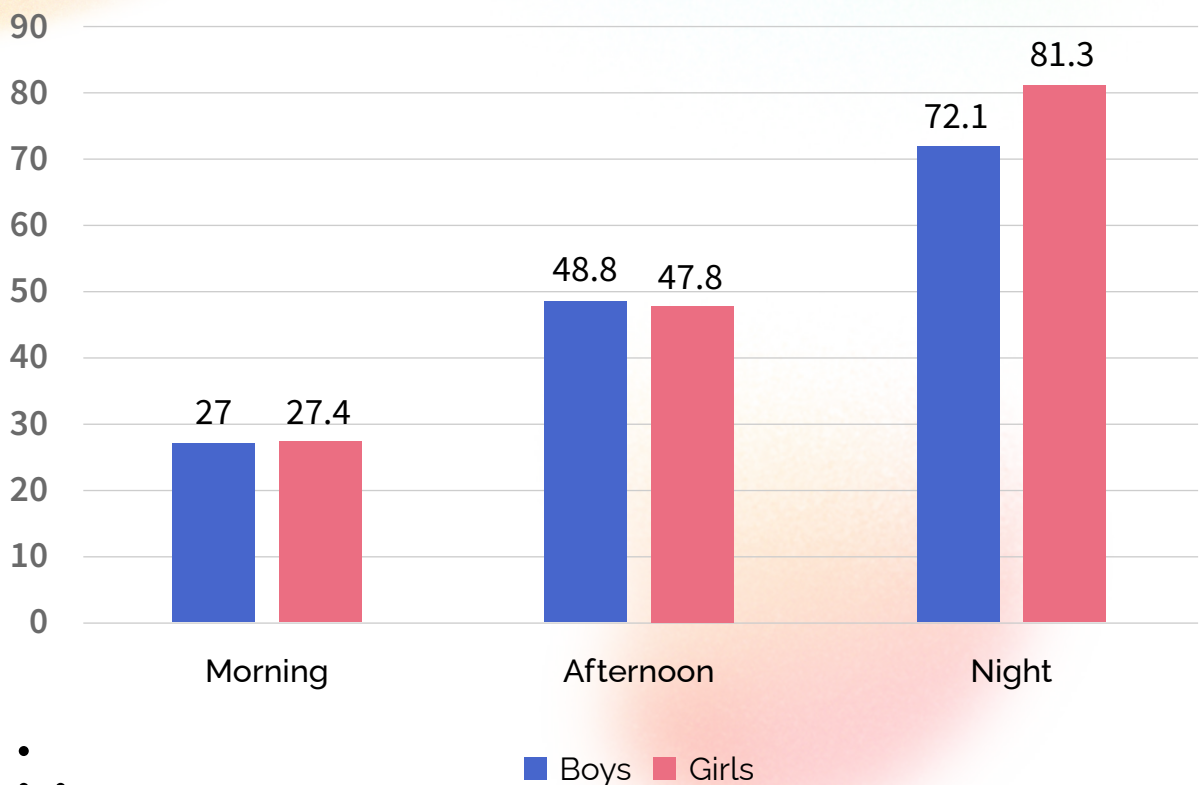
■ Yes ■ NO

Watch free/paid?



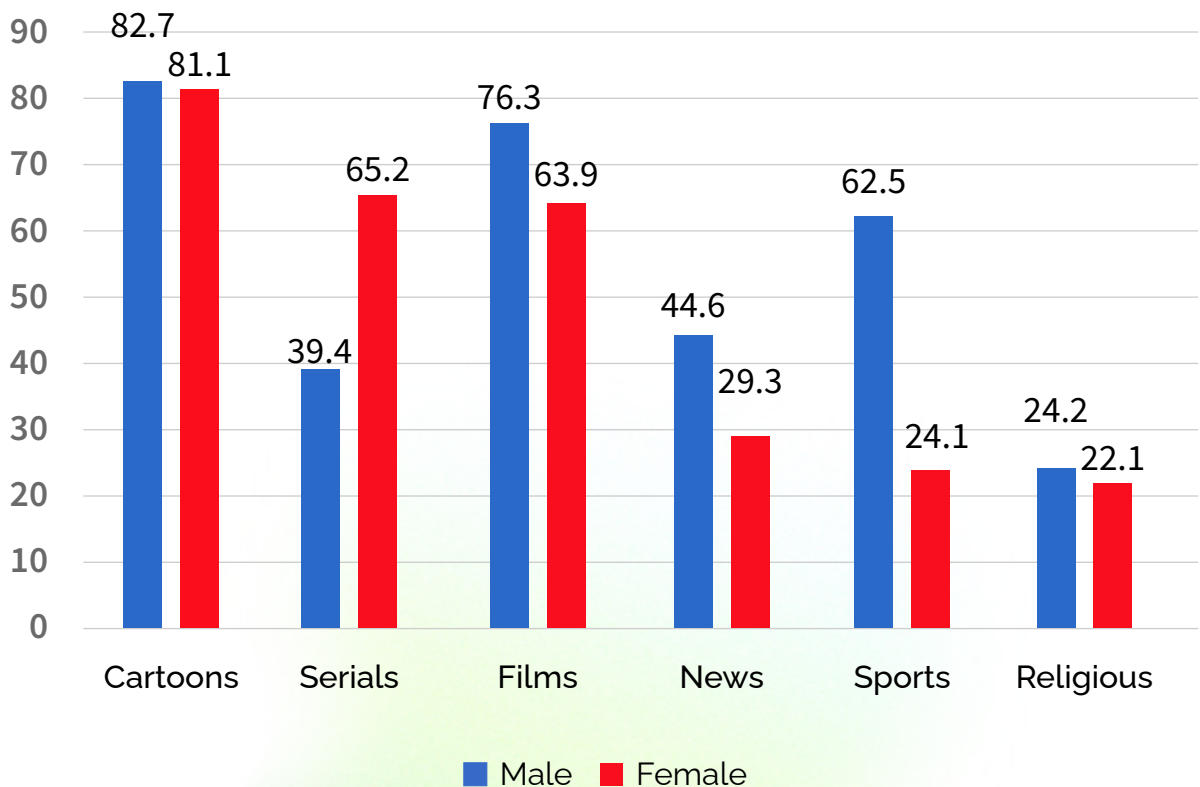
■ Free TV ■ Paid TV

- While **girls clearly watched more TV than the boys**, both boys and girls watched TV the most at night.
- **Cartoons** are clearly the preferred genre among children of all age groups, especially primary children, with **80%** of children (both boys and girls) stating that they enjoy watching cartoons. Serials are more popular among **girls**, with **65%** enjoying them, while for **boys** the percentage is **39%**. **Films** are also widely watched by both boys and girls, with **76%** and **64%** respectively. Other genres such as news, sports, and religious programs are comparatively watched less.





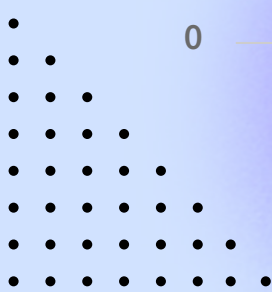
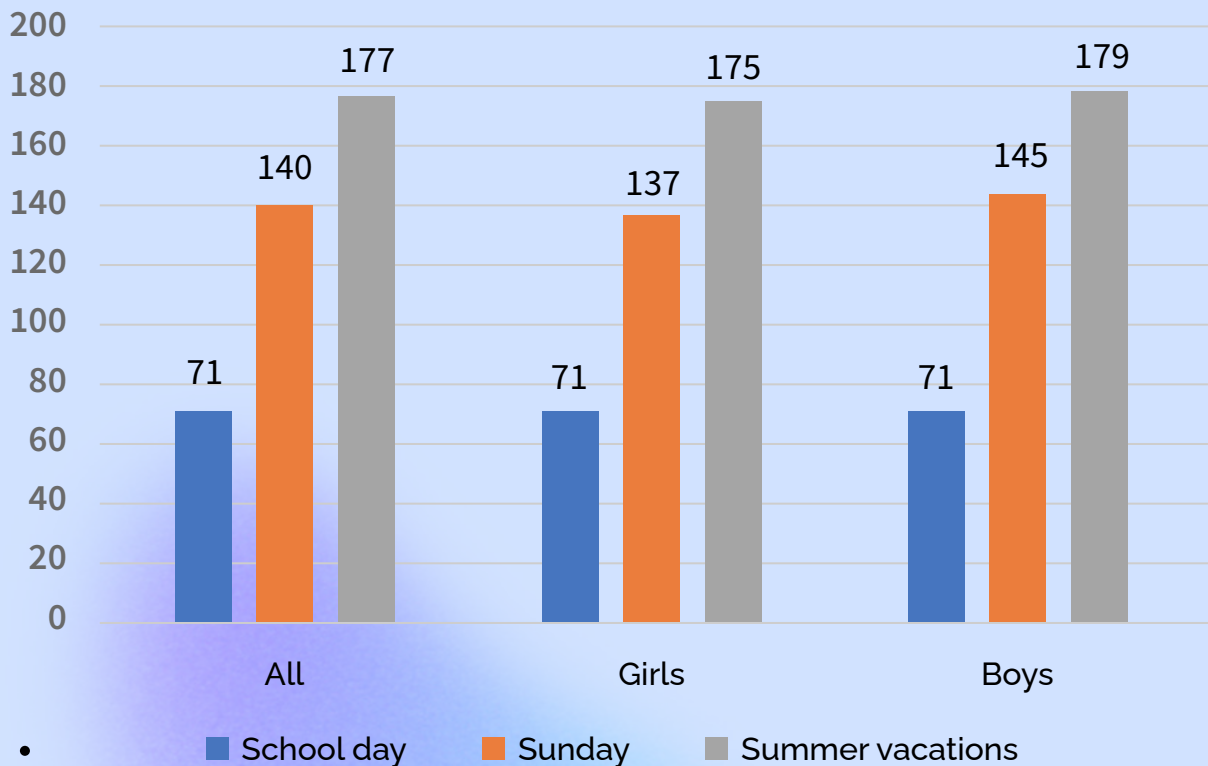
- The data on daily viewing of TV (in minutes) during holidays and summer vacation was collected. It wasn't surprising that children spent considerable time watching TV during the **summer vacations with an average of 3 hours per day**. In comparison to **2.3 hours on Sundays and 1.5 hours on a regular school day**. The distribution of the time on school days, Sundays and summer vacation for boys and girls was more or less the same.

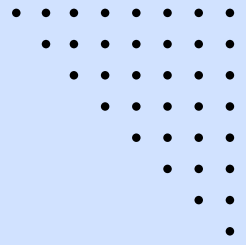


- As one of the key strategic objectives of the survey was to identify the most-watched programs and channels, it was observed that both boys and girls had differing program preference. The most-watched and enjoyed programs for boys were **Vir the Robot** with **13.7% viewership**, **Movies & Films** at **11.8%**, **Cricket & Cartoon** were equally popular at **11.6%**. Amongst girls, **Cartoons** topped the preference list at **8.7%**, **TV serials** and in particular **Man Sundar** at **5.7%**. Other programs that were liked and watched include **Motu Patlu**, **Baal Veer**, **CID**, **Naagin**, **Mowgli** and **Doremon**.



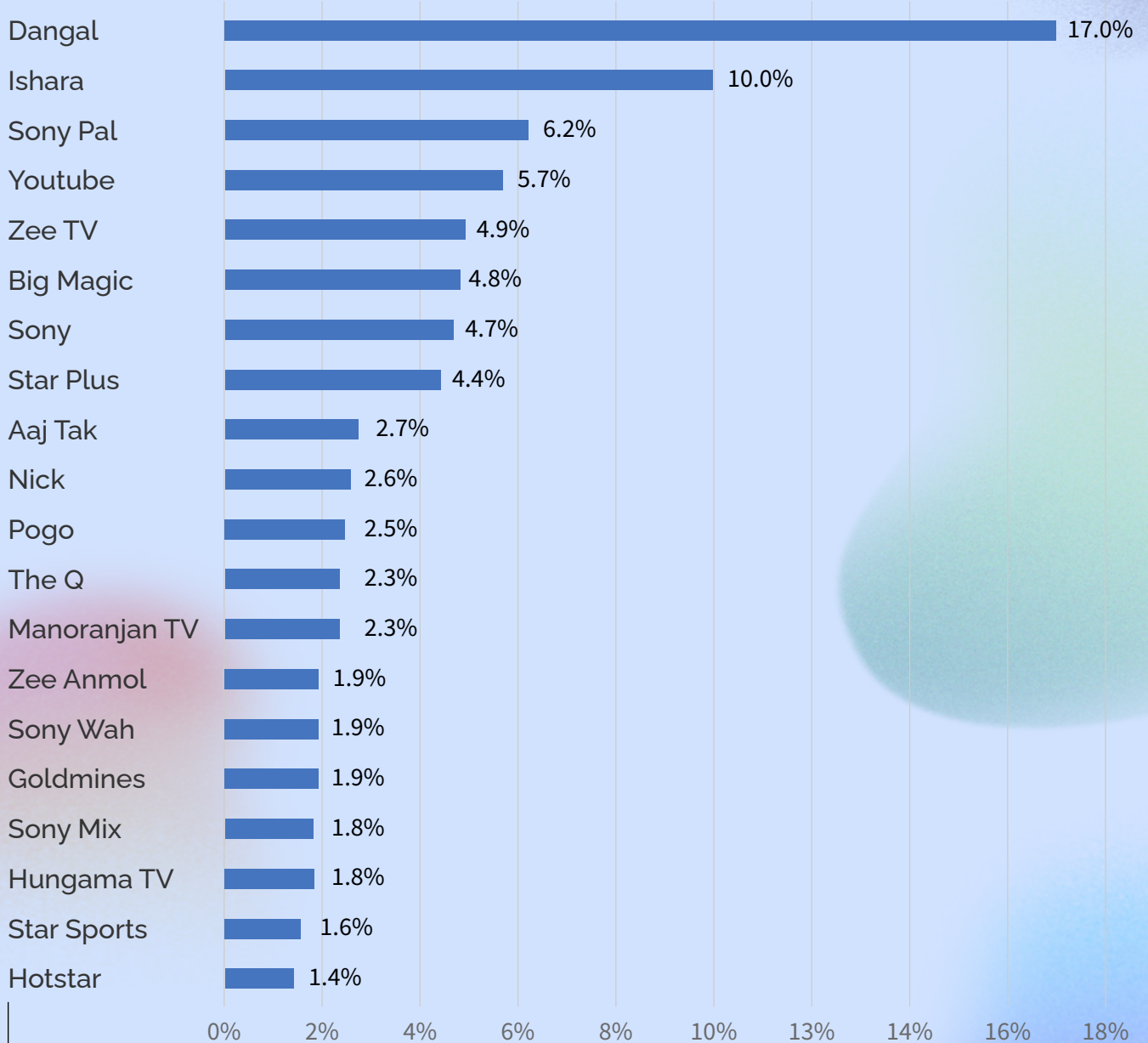
Reported daily viewing (minutes)





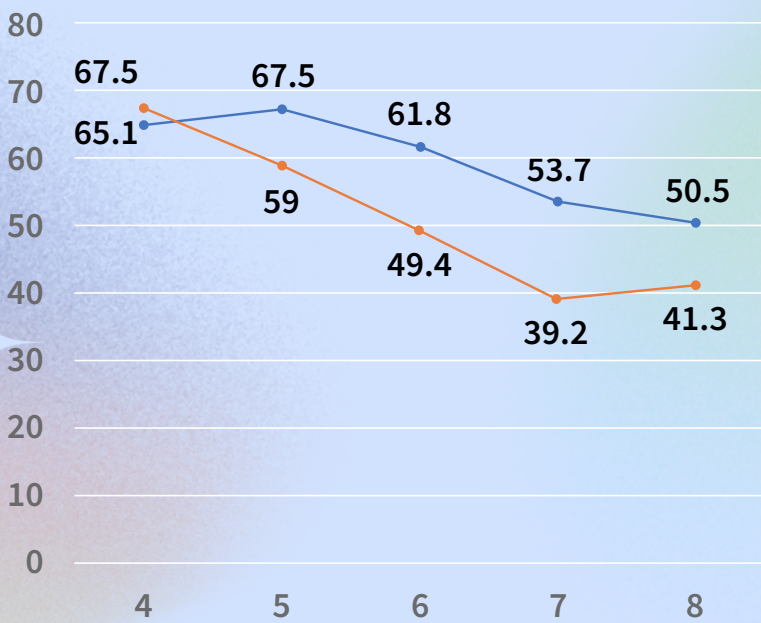
- **Dangal** was clearly the most-watched and popular channel as observed in the survey. It was followed by **Ishara, Sony Pal, YouTube** and **Zee TV** in most-watched channels.

Channel Viewership

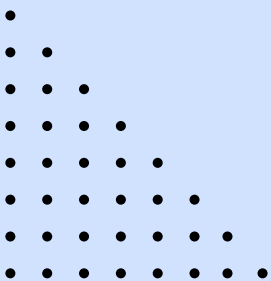


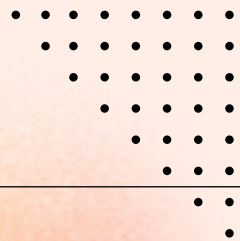
- It was observed that TV viewing essentially was a way for the entire family to unwind at the end of the day. It was one activity that the families engaged in together. Children in general watched TV equally with both parents. Girls particularly sustained watching TV with their mothers even as they grew older.

Watch TV with mother by Class?



Watch TV with father by Class?








Here is a list of top channels and most-watched programs in Rural Bihar



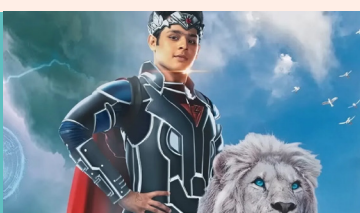





<p>Man Sundar</p>		<p>Vir - The Robot Boy</p>	
<p>Ishq Ki Dastaan Naagmani</p>		<p>Mowgli</p>	
<p>Naagin</p>		<p>Ramayan</p>	
<p>Sindur Ki Kimat</p>		<p>Palko Ki Chhav Main</p>	
<p>Garib Ki Kahani</p>		<p>Shiva</p>	
<p>Nath - Zewar Ya Zanjeer</p>			

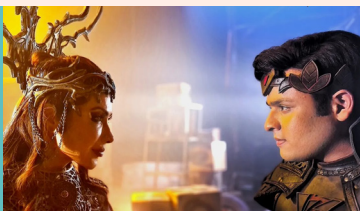

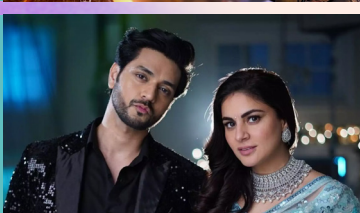

ISHARA

<p>Vir - The Robot Boy</p>		<p>Bhagyavidhata</p>	
<p>Ladkiyon Ka Natak</p>		<p>Motu Patlu</p>	

SONY
पल

<p>CID</p>		<p>Motu Patlu</p>	
<p>Baal Veer</p>		<p>Man Sundar</p>	
<p>Mowgli</p>		<p>Tarak Mehta Ka Ooltah Chashmah</p>	

YouTube

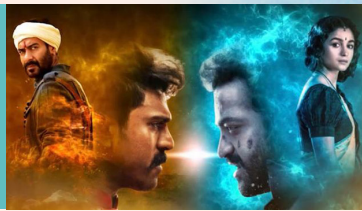
<p>Baal Veer</p>		<p>Vir - The Robot Boy</p>	
<p>Kundali Bhagya</p>		<p>Motu Patlu</p>	

ZEETV

Cortoon



Movie/Film



big magic

Happy Lucky



Shiva



SONY CHANNEL

CID



Oggy and the Cockroaches



Baal Veer



Mowgli or Jungle Book



StarPlus

Imile



Ye Rishta Kya Kahelata Hai



Vir - The Robot Bot



Ghum Hai Kisi Ke Pyaar Mein

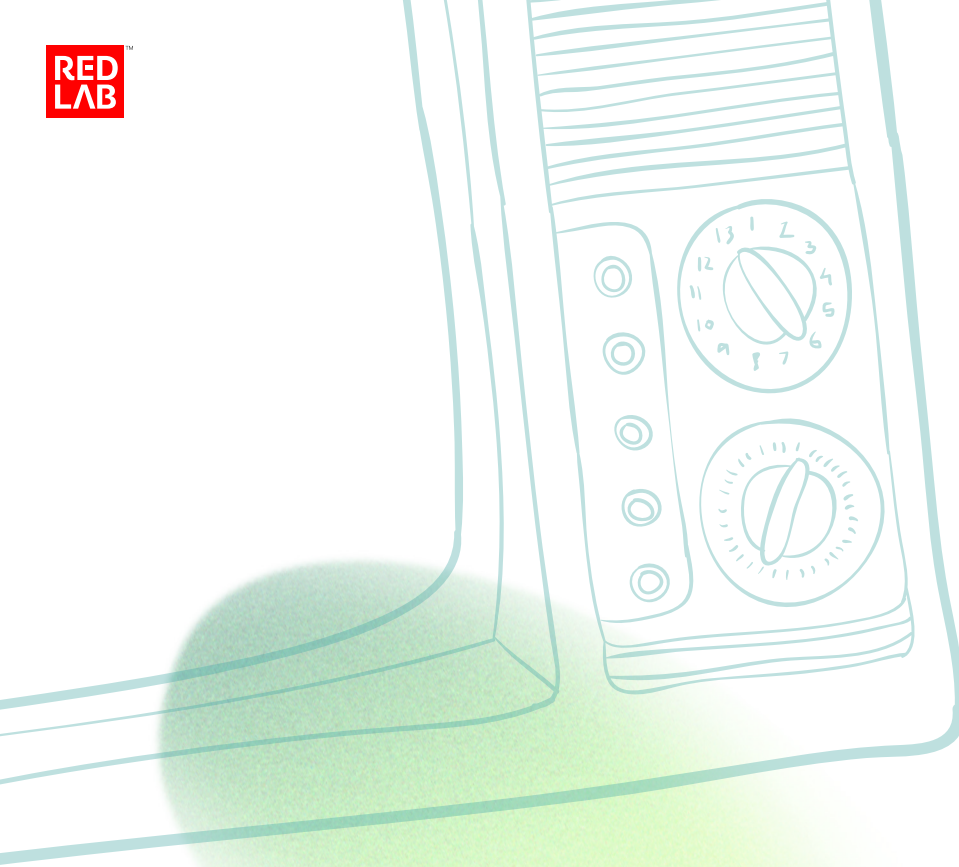


Conclusion

The Bihar Survey provides valuable insights into the media landscape of Bihar and its profound impact on children's lives. The prevalence of media ownership and diverse program preferences showcase the influential role of media as both an entertainment medium and a source of learning.

Free programming on television is immensely valuable for children in Bihar and in other nooks and corners of India. As it offers access to content without financial barriers, it helps children learn.

This is a valuable insight and opportunity for content creators and policymakers. We can develop programming that aligns with the interests of marginalized children and empower them with educational and inspirational programming that promotes their holistic development. Together, we can continue to pave the way for a more literate and empowered Bihar, and ultimately, a more literate and empowered India.



Source

Bihar Survey – Observation and Findings. IIMA's Billion Readers Initiative (BIRD) in collaboration with the Government of Bihar.



A REPORT BY



Rediffusion
Consumer Lab

redi#usion
SMART MEDIA

redi#usion

MUMBAI (Corporate)

1801 Lotus Corporate Park, Goregaon East, Mumbai - 400063

Ph: +91 22 49311000, +91 22 49312000

KOLKATA

10 Wood Street,
Kankaria Estates,
Elgin, Kolkata - 700016

Ph: +91 33 44066262, +91 33 22871232

BANGALORE

Unit. No. 401, 4th Floor,
No. 7 Sophia's Choice, St. Mark's Road
Bangalore - 560001

Ph: +91 7838595676

CHENNAI

1st Floor, Prakash Building,
14, Deivasigamani Road,
Royapettah, Chennai - 600014

Ph: +91 44 28113426, +91 44 28113427

DELHI

The House of Mogae,
112, Udyog Vihar Phase IV,
Gurgaon - 122015

Ph: +91 0124 2345598

