

SALES AND MARKETING STRATEGIES AND PROCESSES IN A BANGLADESHI TELEVISION CHANNEL: LEARNINGS FROM MY INTERNSHIP IN ASIAN TV

Asian Telecast Limited. (Asian TV)

Prepared by
Name: Md Anwarul Alam
ID: 171011023

Supervised by
Faisal Mohammad Shahriar
Assistant Professor
School of Business

Submitted in Partial Fulfilment of the Requirements for the Degree
Bachelor of Business Administration.



14 December 2025

Internship Report Approval Form

Student Name: Md Anwarul Alam

ID No. 171011023

Major: Marketing

Year: 2025

Local Phone: 01703232738

Email: anwarul.alam.bba@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship/Project: Internship

Internship Report Topic: Sales and Marketing Strategies and Processes in a Bangladeshi Television Channel: Learnings from My Internship in Asian TV.

Term (Tick one) : ☐ Spring 2025 ☐ Summer 2025 ☒ Fall 2025

SUPERVISOR APPROVAL (Please place a Tick)

☒ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite): Not Applicable

Signature: 

Date: 14 December 2025

Name: Faisal Mohammad Shahriar

Title: Assistant Professor

E-mail: faisal.shahriar@ulab.edu.bd

Phone: +8801673600800

Letter of Transmittal

14 December 2025.

Mr. Faisal Mohammad Shahriar
Internship Supervisor (Academic) & Assistant Professor, School of Business
University of Liberal Arts Bangladesh, Dhaka.

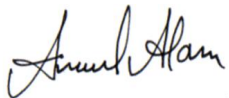
Subject: Submission of Internship Report.

Dear Sir,

Due to respect, I state that I have prepared my internship report on the topic of 'Sales and Marketing Strategies and Processes in a Bangladeshi Television Channel: Learnings from My Internship in Asian Telecast Ltd. (Asian TV)'. I hereby submit this internship report which I prepared based on my 12 weeks' experience in the firm as an intern.

I have tried my best to follow your instructions and make the report as perfect as possible with a meaningful outcome within the targeted time. I have also tried my best to follow appropriate methods for the topic which I have found the most relevant and practical for my internship report. I would be glad to provide any clarifications, if required. I therefore submit it and hope that you would excuse the minor errors.

Sincerely Yours

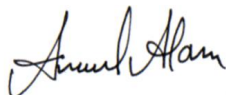


Md Anwarul Alam
ID: 171011023
BBA Program
ULAB School of Business

Plagiarism Declaration

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: MD ANWARUL ALAM

Signature: 

ULAB ID # 171011023

Date: 14 December 2025

Acknowledgement

The successful completion of this thesis has been a challenging yet rewarding journey, for which I am sincerely grateful to Almighty Allah (SWT) for granting me patience, guidance, and strength throughout my graduation. This accomplishment would not have been possible without the support, encouragement, and guidance of many individuals.

I would like to express my heartfelt gratitude to all my teachers in the BBA Department, particularly Professor A F Wazir Ahmad, PhD, Director, BBA Program; Abdul Baten, PhD, Assistant Professor, BBA Program; Shubhankar Shil, Assistant Professor, School of Business; Parvez Mahmud, PhD, Senior Lecturer, School of Business; And last but not least, I would like to express my sincere gratitude to my internship supervisor, Faisal Mohammad Shahriar, Assistant Professor, BBA Program, for his valuable guidance, support, and cooperation throughout this research.

I am also deeply thankful to my internship supervisor, Mr. Sakayet Ullah Milon, Head of Sales and Marketing at Asian Telecast Limited (Asian TV), for providing me with practical insights, mentorship, and the opportunity to learn through real-world experiences.

Finally, I wish to extend my sincere gratitude to my family and friends for their untiring support, patience, and encouragement at every stage of my academic journey. Their constant motivation has been instrumental in helping me accomplish this milestone.

Table of Contents

Part A	1
Chapter One: Internship Preparation	1
1.1 Motivation and expected learning from the internship.	1
1.2 Internship search process.	1
1.3 Internship interview experience.	2
1.4 An overview of the internship organization	2
Chapter Two: About the Internship	5
2.1 Activities of the department/office	5
2.2 Work environment	6
2.3 Duties and responsibilities as an intern	6
Chapter Three: Self Reflection	9
3.1 Highlights the likings and disliking's during internship	9
3.2 How could the internship experience be improved	9
3.3 Suggestions for the organization and future plans	10
Chapter Four: Personal Development Plan	11
4.1 Plans for further learning and career	11
4.2 Technical and interpersonal skills to develop to secure employment/career.	11
Part B	12
Chapter One: Introduction	12
1.1 Research title	12
1.2 Research objective	12
1.3 Background of the study	12
1.4 Literature Review	12
1.5 Research questions	14
Chapter Two: Methodology	15
2.1 Type of research	15

2.2 Research design -----	15
Chapter Three: Findings and Discussion -----	17
Chapter Four: Recommendations -----	23
Chapter Five: Conclusion -----	26
Reference -----	28
Appendix: -----	29

Part A

Chapter One: Internship Preparation

1.1 Motivation and expected learning from the internship.

As a Marketing student at the University of Liberal Arts Bangladesh, I was really excited to start my internship because I wanted to apply what I have learned in the classroom to real-world situations. I believe that an internship is a great chance to gain hands-on experience, understand how marketing works in an actual business environment and develop skills that can not be learned from textbooks alone. I was motivated to learn about different marketing strategies, consumer behavior and how companies promote their products effectively. During this internship, I expected to improve my communication and teamwork skills by working with professionals and collaborating on projects. I also want to learn how to use marketing tools and software, understand market research techniques and get a clear idea about how marketing campaigns are planned and executed. Overall this experience helped me become more confident and prepared for my future career in marketing.

1.2 Internship search process.

To find internship opportunities I primarily used online sites as my main platform. I started by updating my LinkedIn, Bd Jobs Profile which I had already created to make sure it looked professional and clearly showed my skills, education and interests related to marketing. After that, I used the search feature to look for internships by typing keywords like “marketing internship” “business internship” and “internship opportunities in Bangladesh.” I also filtered the results by location, company and date to find the most relevant and recent postings. Once I found interesting internship listings, I carefully read the job descriptions and requirements to see if they matched my skills and career goals. Then I prepared tailored application materials such as my resume and cover letter. Highlighting how my background fit the position. I applied to several internships directly through Bd Jobs by submitting my documents online. In addition to applying, I also followed companies I was interested in and joined relevant Facebook groups to stay updated on new opportunities and to network with professionals in the field. Occasionally, I reached out to recruiters or employees via Facebook groups messages to express my interest and ask questions about the internship programs. Overall, using social sites helped me organize and focus my search while connecting me with potential employers and industry professionals which made the internship search more efficient and rewarding.

1.3 Internship interview experience.

Just three days after applying, I received an interview call from Asian Telecast Ltd. (Asian TV). The office was located in Niketan, Gulshan-1. Before the interview, I gathered as much information as possible about the organization, which helped boost my confidence a lot.

On the day of the interview, I reached the office well ahead of the scheduled time. There were a few candidates before me. The first phase of the interview was very normal and comfortable. After a few basic questions, I was taken to the Head of Marketing, Mr. S.K. Sakayet Ullah Milon, for the second phase. He gave me several real-life situations and asked “what decisions I would make based on those circumstances?” Then he asked me to write a professional notice. At the end, he asked me to join the following day.

Although I already had some knowledge about Asian TV, it was mainly limited to broadcasting—specifically, how a television channel remains on air. But working in the marketing sector is a completely different responsibility. A major portion of a TV channel’s revenue comes from advertising and marketing. So, working as a marketing intern is challenging, yet full of learning opportunities. Overall, my interview experience at Asian TV was highly positive, educational, and motivating.

1.4 An overview of the internship organization

1.4.1 An overview of Asian TV: Asian Telecast Limited, well known as Asian TV, is a popular private television channel in Bangladesh. It is part of the Asian Group of Industries, founded by Mr. Harun-ur-Rashid. Bangladesh Telecommunication Regulatory Commission (BTRC) gave Asian Telecast Limited broadcasting license from June 2011 and officially its journey began on January 18, 2013. Its logo was first unveiled in June 2012 in Dhaka, marking the beginning of a new entertainment platform in the country. Asian TV highlights on mass media and entertainment. It broadcasts a variety of programs, including dramas, talk shows, news, music, lifestyle shows, and reality programs. The channel operates in the Bengali language, aiming to provide high quality content that reflects Bangladeshi culture and values. With the slogan “Your Channel,” Asian TV tries to stay close to its audience by offering both informative and entertaining programs.

1.4.2 Vision: To establish itself as a trustworthy, people-friendly, and leading television channel through reliable news, quality entertainment, and modern broadcasting.

1.4.3 Mission: To deliver an impartial, modern, and reliable television service to the audience through accurate information, responsible journalism, and quality entertainment programs.

1.6.2 Products and Services of Asian TV: The main product of the organization is its television broadcast service, which features various types of programs under different categories. These include:

- a) **Drama and TV Serials:** Asian TV produces and airs a variety of drama series that reflect Bangladeshi culture, family life, and social themes. They also broadcast Turkish Bangla dubbed drama series "Aysha Moriom" which is their number one program at present time. These serials attract a large portion of the channel's daily viewership.
- b) **News Segment:** Although Asian TV is primarily an entertainment-based channel, it also gives importance to news and current affairs as part of its regular programming. The channel maintains a dedicated news division that focuses on delivering accurate, reliable, and timely information to viewers.
- c) **Talk Shows:** The channel hosts an engaging talk show program called "Table Talk" where guests from different professions such as media, business, and entertainment share their experiences, opinions, and insights on various topics of public interest.
- d) **Music and Cultural Programs:** The channel regularly features live musical performances, song request shows name is "Asian Music" and presented by Walton. With this musical show this channel promotes both traditional and contemporary Bangladeshi music.
- e) **Children's Programs and Cartoons:** To engage younger audiences, Asian TV airs Bengali-dubbed cartoons and educational programs that entertain and inform at the same time. They were the first channel in Bangladesh to introduce the Bengali dubbed version of Doraemon, which quickly became one of the most popular cartoon shows all over the country.
- f) **Movies and Telefilms:** The channel also broadcasts popular Bengali films and special telefilms everyday twice , and also telecasts special movies during weekends or festive seasons.

- g) **Special Event Programs:** On national holidays and religious occasions, Asian TV produces exclusive shows highlighting cultural heritage, festivals, and social awareness campaigns.
- h) **Online Streaming:** Through its website and YouTube, Channel i provides online streaming services that let users watch their preferred shows in real-time or catch up on missed episodes. By enabling viewers to watch Channel i content from any location with an internet connection, this feature offers ease and flexibility.

1.6.3 Key people of Asian Tv: The following are the key people in the top management at Asian Telecast Limited (Asian TV), with their designated roles:

- a) Alhaj Md. Harun-ur-Rashid – Chairman
- b) Md. Zahid Ibna Rashid – Chief Executive Officer (CEO)
- c) Md. Sazzad Hossain Rashid Parvez – Deputy Managing Director (Operations)
- d) Sk. Sakayat Ullah Milon – Head of Marketing and Sales
- e) Anwarul Kabir – Head of Broadcast
- f) Brojamoni Sinha – General Manager (Finance & Accounts)
- g) Zahid Hossain Shovon – Head of Program
- h) Mohammad Sheikh Quadir – Manager (HR & Admin)
- i) Md. Abdul Baten – Chief News Editor

Chapter Two: About the Internship

2.1 Activities of the department/office

Asian Telecast Limited (Asian TV's) sales and marketing department serves as the main driving force behind channel's revenue generation and branding activities. The main source of income for TV channels in Bangladesh is advertising, so this department is responsible for effective communication with clients, maximum advertising sales, and maintaining the channel's market position through a well-organized process. This department identifies potential advertisers such as corporate brands, advertising agencies, government campaigns, and various organizations and maintains regular contact with them through meetings, emails, and phone calls. Selling advertising slots for various programs, news, events and special segments, preparing sales pitches, presenting advertising opportunities, rate card management, negotiation and pricing based on time slots, event popularity and peak hours, everything is an important task of this department. In addition, bookings are ensured and advertisements are broadcasted at the right time by coordinating with the transmission/scheduling team.

Finding sponsors, logo placement, title sponsorship for talk shows, dramas, news bulletins and special events, A major responsibility of the department is also to create various sponsorship packages, including brand integration, and provide brand visibility as per the agreement. Professional communication is crucial to building long-term and repeat client relationships. This department conducts market research, monitors competitor channels' prices, TRPs, program listings, and advertising trends, and develops strategies by analyzing viewer demand and popular time slots. In addition, advertising campaigns, promo creation, billing, and payment follow-up are completed by working closely with the transmission team, creative team, and finance department. Prepare daily, weekly and monthly sales reports, update client lists, maintain follow-up sheets and revenue tracking documents, and store all types of documents including bookings, agreements, proposals and notices. Special sales campaigns, discount or package offers, and strategic campaigns are conducted to increase audience engagement, focusing on various festivals including Eid, Ramadan, Pahela Baishakh, and Victory Day. In addition, ensuring interdepartmental communication, including preparing official notices, schedule updates, spot changes, program changes, and client instructions, is an important responsibility of the department. Maintaining the channel's brand identity, promoting signature programs and special events, and increasing the channel's visibility on digital and offline platforms are all done through various marketing initiatives. Ultimately, one of the main goals of the Sales and Marketing

department is to quickly resolve client complaints such as spot misses or incorrect installations, coordinate with the technology team to resolve issues, and ensure client satisfaction.

2.2 Work environment

Working as a Marketing Intern at Asian Telecast Limited (Asian TV) provides a dynamic and practical learning experience within a professional media environment. The Sales and Marketing department maintains a friendly and supportive work culture where interns are guided by experienced executives and treated as active members of the team. The workflow is fast-paced, as television channels operate with strict deadlines and constant schedule updates, allowing interns to develop quick decision-making and coordination skills. Daily responsibilities often include assisting with media plans, organizing client information, coordinating advertisement schedules, and supporting promotional activities, which offer real exposure to how a TV channel manages revenue, branding, and client relationships. Overall, the environment is energetic, collaborative, and full of opportunities for skill development in communication, market research, presentation, and customer relationship management.

2.3 Duties and responsibilities as an intern

Being a part of Asian Telecast Limited (Asian TV's) internship program, I had a fixed routine work, but sometimes I had to do many types of work outside of the schedule according to the need of my team. As a Marketing intern, I was responsible for multiple tasks like assisting with research, filing, data entry, and recording and maintaining accurate and complete records. Additionally, few times I have checked, prepared and updated monthly reports, such as sales and budget, and other documents. My internship at Asian Telecast Limited (Asian TV's) has improved my skills and allowed me to explore new potentials. Being a member of the incredible Sales & Marketing team, I saw what true collaboration looks like. I carefully observed the team as they demonstrated how a media production company conducts its interactions with various outside partners, including how planning and execution are carried out. I gained more knowledge about the many services provided by media outlets and investigated the businesses involved in delivering these services, such as news reporting, TV commercials, hosting shows, entertainment programs, etc. Being a part of the team taught me more about solving problems as they arise; if any difficulties or issues arose, I discovered how to resolve them through dialogue with the parties in question and negotiation. I further collaborated extensively with the senior executives.

I mostly dealt with MS Excel and picked up a lot of new skills. My writing abilities have increased as a result of the several reports I created throughout my internship. Furthermore, it goes without saying that my excellence in teamwork increased because I was part of an exceptional team. My

communication skills greatly improved as a result of learning more about reporting and how updates and changes were communicated between the divisions. Prioritizing chores and finishing work by the deadline taught me how to multitask.

I discovered that a company's clients are its most valuable asset and always given them priority. Customer satisfaction always came first and foremost while developing new products. The Sales & Marketing division works really well together. I saw first-hand how it improves the calibre of their work. The co-workers have a fantastic relationship with one another. It was the same for me because they are all really kind to one another and supportive. Their relationship has helped them succeed as a team and contribute to the expansion of the business. They constantly supported me when I needed help comprehending work and urged me to ask questions. I'll always endeavour to incorporate the lessons I've learned from the team into my work to produce greater results.

2.4 Learnings and acquired skills from the internship

During my internship at Asian Telecast Limited (Asian TV), I gained extensive practical experience and developed a strong set of professional skills that are essential in the media and marketing industry. Working closely with the Sales and Marketing department allowed me to understand how a television channel operates, earns revenue, and maintains its brand presence in a competitive market. I learned how to prepare media plans, update client lists, assist in rate card management, and support advertising sales through proper coordination with clients and internal teams. The internship strengthened my communication skills as I regularly participated in meetings, wrote emails, handled client queries, and maintained follow-up documents. I also developed strong organizational abilities by managing schedules, tracking bookings, updating revenue sheets, and ensuring advertisements were aired on time. Additionally, I gained hands-on experience in sponsorship pitching, brand integration concepts, and market research by analyzing competitor channels, TRPs, and audience demand. Working in a fast-paced environment helped me improve my time management, teamwork, and problem-solving skills, especially when handling spot changes, program updates, or technical issues. Overall, the internship provided me with real industry exposure and equipped me with the confidence, professionalism, and practical marketing skills needed for a successful career in the media sector.

2.5 How learnings from internship enhanced academic learnings

As a Marketing major from the University of Liberal Arts Bangladesh (ULAB), my internship at Asian Telecast Limited (Asian TV), allowed me to apply many of the theoretical concepts I

learned in my academic courses to real industry practices. Concepts from marketing communication, consumer behaviour, brand management, and sales strategy became highly relevant while assisting in media planning, client communication, and advertising coordination. Classroom knowledge about segmentation, targeting, and positioning helped me understand how TV channels identify potential advertisers and design suitable promotional packages for different brands. My lessons on integrated marketing communication (IMC) were directly applied while working with sponsorship proposals, brand integration ideas, and campaign planning. Courses on digital marketing and market research supported my ability to analyze competitor trends, TRPs, and audience preferences, which are essential for developing effective sales strategies. Additionally, the professional skills emphasized in university such as teamwork, presentation design, report writing, and maintaining Customer Relationship Management (CRM) data proved extremely useful in daily tasks like updating client sheets, preparing sales reports, and participating in departmental meetings. Overall, my academic background from ULAB provided a strong foundation that enriched my internship experience, enabling me to confidently translate theoretical knowledge into practical media marketing skills.

Chapter Three: Self Reflection

3.1 Highlights the likings and disliking's during internship

During my internship at Asian Telecast Limited (Asian TV), several aspects of the experience stood out positively, making it both enjoyable and rewarding. I particularly liked the supportive work environment and the helpful guidance from senior executives who were always willing to explain tasks and provide professional insights. The fast-paced media atmosphere kept the work engaging, and I appreciated the opportunity to learn practical skills like media planning, client communication, sponsorship coordination, and advertising scheduling. I enjoyed attending meetings, observing real negotiations, and understanding how a TV channel manages branding and revenue. These experiences helped me grow both personally and professionally. However, there were also a few challenges that I did not enjoy as much. The workload often increased during peak hours, especially when handling urgent spot changes, program updates, or client instructions, which sometimes became stressful. Additionally, some tasks such as repetitive data entry, updating sheets, or preparing documents felt monotonous. Coordinating with multiple departments on tight deadlines also demanded a lot of pressure and quick responses. Despite these minor dislikes, the overall experience was enriching and played an important role in strengthening my interest in media marketing.

3.2 How could the internship experience be improved

The internship experience at Asian Telecast Limited (Asian TV), was highly beneficial, but there are several areas where it could be improved to make the program even more effective for future interns. A more structured orientation at the beginning would help interns better understand departmental functions, workflow systems, and daily responsibilities. Providing a clear task list or weekly learning plan could also reduce confusion and help interns track their progress more effectively. Additionally, offering short training sessions on media planning software or TV scheduling systems would enhance technical skills and reduce the learning curve. Sometimes tasks became repetitive, so giving interns the chance to participate in more diverse activities—such as campaign brainstorming, creative meetings, or field visits to advertising agencies—would broaden their exposure. Regular feedback sessions with supervisors would also help interns identify their strengths and areas for improvement. Ensuring better coordination among departments can reduce delays and workload pressure during urgent schedule changes. Overall, with a bit more structured training, varied assignments, and consistent guidance, the internship experience could become even more supportive, engaging, and professionally valuable.

3.3 Suggestions for the organization and future plans

To further strengthen its operations, Asian Telecast Limited (Asian TV) could benefit from adopting a few strategic improvements that would enhance both internal efficiency and overall brand performance. The organization may consider implementing more advanced digital tools for client management, scheduling, and communication to reduce manual workload and minimize errors. Introducing regular training programs for staff on emerging media trends, digital marketing, and audience analytics could help the team stay competitive in a rapidly changing industry. Strengthening interdepartmental communication, especially between sales, transmission, and creative teams would improve workflow speed and accuracy during busy periods. Additionally, expanding the channel's digital presence through social media engagement, online campaigns, and integrated advertising packages could attract a wider range of advertisers. Looking ahead, my personal future plans involve continuing to build a career in marketing by using the skills and industry knowledge gained from this internship. I aim to further develop my expertise in brand communication, digital marketing, and media strategy, and hope to contribute effectively to the growing media and marketing landscape in Bangladesh.

Chapter Four: Personal Development Plan

4.1 Plans for further learning and career

As part of my personal development plan, I aim to further strengthen my academic and professional foundation by pursuing an MBA abroad, where I can gain global exposure, advanced managerial knowledge, and industry-focused learning opportunities. My goal is to specialize in areas such as Marketing, Business Strategy, or Digital Innovation to enhance my understanding of international business practices. To prepare for this, I plan to continue developing my communication, leadership, and analytical skills through workshops, online courses, and practical experiences. I also intend to improve my proficiency in digital marketing tools, data analysis, and strategic planning, which are essential in today's competitive business environment. In terms of career growth, my long-term plan is to build a strong professional profile in marketing and brand management, combining both my academic knowledge and practical experience from Asian TV. Overall, my future learning and career plan focuses on continuous skill development, higher education, and building a successful career in the international marketing and management field.

4.2 Technical and interpersonal skills to develop to secure employment/career.

To secure a successful career in marketing and media, it is essential to continuously develop both technical and interpersonal skills. On the technical side, I aim to enhance my proficiency in digital marketing tools, data analytics, social media management, content creation, and media planning software. Gaining expertise in market research techniques, campaign analysis, and brand strategy will also be critical to making informed business decisions. Equally important are interpersonal skills, such as effective communication, teamwork, leadership, negotiation, and client relationship management. Developing problem-solving abilities, adaptability, and time management will help me perform efficiently in fast-paced work environments. By combining strong technical knowledge with well-honed interpersonal skills, I will be better prepared to meet industry demands, contribute meaningfully to organizational goals, and secure a rewarding career in marketing and brand management.

Part B

Chapter One: Introduction

1.1 Research title

Sales and Marketing Strategies and Processes in a Bangladeshi Television Channel: Learnings from My Internship in Asian Telecast Limited (Asian TV).

1.2 Research objective

The objective of the study will be as follows:

1. To understand the sales and marketing processes followed by Asian Telecast Limited (Asian TV) to approach, negotiate, and secure advertising clients.
2. To gain practical insights into how theoretical marketing and sales concepts are applied in the real world context of a television channel.

1.3 Background of the study

The television industry in Bangladesh holds a central place in the media landscape, with private TV channels heavily depending on advertising as their primary source of revenue. Research indicates that many private broadcasters lack alternative monetization models, resulting in high reliance on ad sales (Atiqur Rahman & Alam, 2013). The country's advertising ecosystem is further constrained by challenges such as market saturation, regulatory issues, and technological limitations (Khan, 2019). Moreover, despite growing digital media, traditional TV advertising is still expected to generate substantial future revenues; the TV-video market in Bangladesh is forecasted to generate significant income in the coming years (Statista, 2025).

In this context, television channels' sales and marketing departments play a crucial role in negotiating advertising slots, managing client relationships, and designing sponsorship packages. The Television Rating Point (TRP) system, though intended to guide advertisers, has faced criticism regarding its reliability — inaccuracies in TRP measurement put broadcasters at financial risk (Hasan, 2024). Amid these structural challenges, internships within TV channels represent valuable opportunities for bridging theory and practice: interns can gain firsthand exposure to media marketing operations, understand campaign planning, and learn how to align academic marketing principles with the fast-paced realities of the television business.

1.4 Literature Review

Television remains a powerful medium for mass communication in Bangladesh, and the marketing strategies of TV channels play a critical role in determining their success. Research indicates that satellite and cable channels in Bangladesh employ a variety of marketing and advertising tactics to maximize viewership, attract advertisers, and sustain revenue (RSIS International, 2020). Channels rely heavily on a mix of marketing tools such as program scheduling, advertisement slots, promotional campaigns, and public relations to build brand identity and maintain a competitive position (RSIS International, 2020). They design their content lineup including dramas, infotainment, news, and talk shows to appeal to broad segments of the population, ensuring wide reach and attracting clients interested in mass marketing (RSIS International, 2020).

Audience attitudes toward satellite TV programming and advertising are also a critical consideration. A study of 505 respondents revealed that viewers have clear preferences for certain types of programming and specific responses to advertisements aired on satellite TV (Nekmahmud & Ferdush Rahman, 2016). This highlights the importance of understanding viewer behavior when designing marketing and advertising strategies, aligning with marketing theory concepts such as segmentation, targeting, and positioning (STP).

Television advertising significantly influences consumer behavior in Bangladesh. Hoque, Ahmed, and Fouji (2013) found that TV advertisements affect the awareness, attitude, and purchase intentions of private service holders. Similarly, Ashaduzzaman and Asif-Ur-Rahman (2014) observed that TV advertising, including celebrity endorsements and demographic targeting, continues to influence consumer buying decisions even as digital media grows in popularity. These findings confirm that television remains an effective medium for advertising and that careful planning of ad content and placement can enhance both advertiser outcomes and channel revenue.

However, structural challenges exist in viewership measurement. The Bangladesh Satellite Company Limited (BSCL) introduced the official Television Rating Point (TRP) system to standardize viewership measurement, but several channels have reported that the data is unreliable, resulting in inaccurate ratings and potential revenue loss (Dhaka Tribune, 2025; The Daily Star, 2024). For instance, channels temporarily off-air during broadcast outages still registered significant viewership, undermining confidence in TRP data (The Daily Star, 2024). These discrepancies affect advertising pricing, slot allocation, and campaign negotiation, illustrating the gap between theoretical marketing practices and operational realities.

Global studies underscore the continued importance of television advertising. A cross-country analysis indicated that in countries with lower internet penetration, firms allocate larger budgets to TV advertising, highlighting its effectiveness in influencing consumer behavior (T., 2024). This finding reinforces the relevance of television advertising in Bangladesh, where digital infrastructure and internet penetration remain uneven.

In summary, the literature emphasizes both opportunities and challenges for television channels' marketing strategies. Empirical studies confirm that television advertising influences consumer behavior and that strategically planned marketing mixes are effective in capturing audience attention and advertiser interest.

1.5 Research questions

The research questions of the study are as follows:

- a) How do the sales and marketing strategies of Asian Telecast Limited (Asian TV) influence its ability to attract advertisers and generate revenue?
- b) What major challenges does Asian Telecast Limited (Asian TV) face in its sales and marketing operations, and how does the organization address or attempt to overcome these challenges?
- c) How do the practical experiences gained during the internship at Asian Telecast Limited (Asian TV) provide insights into real-world sales and marketing practices compared to theoretical concepts?

Chapter Two: Methodology

2.1 Type of research

The research is qualitative and descriptive in nature, with an exploratory approach. It focuses on understanding the operational processes, strategies, and decision-making of the Sales and Marketing department at Asian Telecast Limited (Asian TV). The study seeks to explore how advertising, sponsorships, client management, and promotional activities are planned and executed in a Bangladeshi television channel. As direct to the literature, the first-hand data will be collected by a template survey used in a structured manner, including quantifiable insights into employees' perceptions, attitudes, and experiences. This type of quantitative analysis allows for the collection of statistical information and identification of methods for engaging boomers and potential deficiencies in current practices.

2.2 Research design

The study follows a descriptive research design with an exploratory approach. It aims to describe and analyze the sales and marketing strategies of Asian Telecast Limited (Asian TV) while exploring practical insights from professionals in the department. Primary data will be collected through interviews and informal discussions with officials at different levels, and secondary data will be gathered from the channel's official documents and online sources. The findings will be presented using graphs and charts to provide a structured and clear understanding of the department's operations.

2.3 Study design

2.3.1 Sampling technique: A purposive sampling/judgmental sampling technique will be used, as the study focuses on a specific group of professionals directly involved in sales and marketing. The sample will include 10-12 officials from different levels of the department, such as the Head of Marketing.

2.3.2 Data collection technique:

- a) **Sources and Methods of Collecting Primary Data:** Primary data will be collected through personal interviews and informal discussions with officials from the Sales and Marketing Department and Finance & Accounts Department, of Asian Telecast Limited (Asian TV) Asian TV. The respondents will include the Head of Marketing and Sales, Assistant Managers, and Marketing Executives.

- b) **Sources and Methods of Collecting Secondary Data:** Secondary data will be gathered from Asian TV's official website, social media pages, annual reports, press releases, and other publicly available documents

2.3.3 Data analysis technique: The findings will be visualized through graphs and charts to present the information more clearly and effectively. This will help illustrate the overall sales and marketing process of Asian Telecast Limited (Asian TV) Asian TV in a structured and understandable manner.

Chapter Three: Findings and Discussion

3.1 Introduction

For this study, I employed purposive (judgmental) sampling to select participants for interviews, targeting employees who could provide the most relevant insights. Based on this method, I interviewed my supervisor along with selected staff members from key departments. In total, I conducted 7 interviews with employees from the Sales & Marketing department and 5 interviews from the Finance & Accounts department. The questions asked and the responses gathered from these interviews are summarized as follows:

Demographic Profile

Table 1: Demographic Information (Self-Made)

Particulars	Characteristics	Frequency
Gender	Male	11
	Female	01
Department	Marketing	07
	Finance & Accounts	05
Working Experience	3-4 Years	02
	5-6 Years	04
	Above 6 Years	06

In this survey, about 11 participants were male, and 01 participants were female. It was found that about 07 participants were from the Marketing department, 5 participants were from the Finance & Accounts department of Asian Telecast Limited (Asian TV). It was found that about 0 participants had experience working for 0-2 Years, 2 participants had experience working for 3-4 Years, 4 participants had experience working for 5-6 Years, and 6 participants had experience working for Above 6 Years in this TV channel. A structured questionnaire (10 items) analyzing operational processes, strategies, challenges, and internship learnings. The researcher prepared the following results using thematic and content analysis.

3.2 Findings from the Structured Survey (10 Questions)

3.2.1 How does the Sales and Marketing department at Asian TV contribute to the channel's revenue generation?

All respondents confirmed that the Sales and Marketing department is the primary revenue-generating unit of the channel. Since television channels in Bangladesh depend largely on advertising for their income, the department's success in securing ad deals has a direct impact on overall financial performance. The survey findings show that advertising sales, sponsorship packages, and strong client relationship management are the key sources of revenue for Asian Telecast Limited (Asian TV). In contrast, program production and technical operations do not directly generate income. These results are consistent with existing research, which also highlights that Bangladeshi TV channels rely predominantly on advertising as their main revenue stream.

3.2.2 How does Asian TV attract and retain advertisers?

Based on observations from the internship experience and insights from the structured survey responses of Sales and Marketing employees, several key strategies used by Asian Telecast Limited (Asian TV) to attract and retain advertisers were identified. These include:

- a) Offering competitive and flexible pricing packages.
- b) Building strong relationships with advertising agencies.
- c) Using targeted sales approaches for corporate clients.
- d) Ensuring high visibility through prime-time programs.
- e) Maintaining consistent and reliable service quality.
- f) Providing marketing and promotional support for advertisers.
- g) Conducting regular follow-ups and effective client relationship management.
- h) Engaging in market research and monitoring competitors

Together, these strategies enable Asian Telecast Limited (Asian TV) to attract advertisers and retain them over the long term. By combining competitive pricing, strong agency networks, customized promotional offerings, and high service standards, the channel strengthens its market reputation and fosters sustainable advertising partnerships.

3.2.3 Who are the typical clients of Asian TV's Sales and Marketing department?

The client base of Asian Telecast Limited (Asian TV's) Sales and Marketing department includes a broad range of advertisers from both the corporate and public sectors. A large share of

advertising assignments comes through major advertising agencies such as Asiatic Mindshare Limited, FCB Bitopi, Mediacom Limited, Top of Mind (TOM), Starcom, Mattra, and Havas, which act as intermediaries between brands and the channel.

In addition to agency-sourced advertising, Asian TV also works directly with corporate clients such as Kohinoor, Pran-RFL, Nagad, Mercantile Bank, BRB representing industries like FMCG, banking, and financial services. The department also partners with various government ministries and public-sector bodies, handling campaigns related to public awareness, health initiatives, and national development programs. Overall, this diverse client mix highlights Asian TV's strong presence across multiple sectors of Bangladesh's advertising market.

3.2.4 What factors are considered when negotiating advertising rates?

When negotiating advertising rates, Asian Telecast Limited (Asian TV's) Sales and Marketing department carefully evaluates, several key factors to ensure fair pricing while addressing client needs. A primary consideration is the time slot, as prime-time hours with higher viewership typically command higher rates compared to non-peak periods. The type and duration of the advertisement, such as TVCs, scrolls, L-shapes, or sponsorships also significantly influence pricing. Program ratings (TRP) are reviewed to justify premium charges for high-performing shows; for instance, the per-minute TVC rate for a high-budget Turkish drama series like Aysha Morium is several times higher than that of other programs.

The frequency and total volume of booked advertisements are also important, as long-term or bulk campaigns often qualify for discounted package deals. Market conditions, including competitor pricing and seasonal demand during occasions such as Eid or national events, further guide negotiation strategies. Additionally, factors such as the client's relationship history, payment reliability, and agency affiliation can impact the final negotiated rate. By considering all these elements, Asian Telecast Limited (Asian TV) ensures that advertising pricing remains competitive, flexible, and aligned with both the channel's revenue objectives and the advertiser's budget.

3.2.5 What role does market research play in Asian TV's marketing strategy?

Market research plays a vital role in Asian Telecast Limited (Asian TV's) marketing strategy by providing insights into audience preferences, market trends, and competitor activities. It helps the channel identify new advertising opportunities, develop competitive and targeted ad packages, and tailor its offerings to meet client needs. By leveraging market data, the Sales and Marketing

team can strengthen client relationships, optimize revenue generation, and maintain a competitive edge in the Bangladeshi television industry.

3.2.6 How are sponsorship packages designed?

Asian Telecast Limited (Asian TV's) sponsorship package design is a strategic and data-driven process that channel's programming is tailored to the advertiser's marketing goals and promotional objectives. Its main steps are:

- a) Determining client needs and goals: First, the advertiser's target audience, campaign goals, message, and budget are understood. The initial strategy is determined according to the client's industry sector, requirements, and brand image.
- b) Selecting the appropriate program or segment: Emphasis is placed on prime-time or high-visibility programs, as these reach the largest audience. Sponsorship packages are arranged for special events, news segments, magazine shows, or popular talk shows as needed.
- c) Package customization: On-air mention:
 - The inclusion of mentions of the advertiser's name or brand during a program.
 - Branded segment: Brand presence in specific segments within the program.
 - Logo and visual placement: Displaying logos or other graphics on the screen.
 - Promotional support: Promotion on social media, website or other platforms of the channel.
- d) Pricing and Flexibility: Package prices are competitively priced according to the client's budget and the program's viewership. Packages are changeable according to duration, advertising frequency, and additional benefits.
- e) Presentation and Agreement: A customized package is presented to the client, showing the expected audience and impact of the promotion. The final terms are determined through negotiations, which are beneficial to both parties.
- f) Increase profits and brand value: Sponsorship packages increase the channel's revenue. At the same time, it builds long-term relationships with advertisers and increases the channel's credibility in the market.

3.2.7 How does TRP data influence advertising strategies?

TRP (Television Rating Point) is calculated by collecting viewership data from a sample audience using specialized monitoring devices attached to their television sets. In Bangladesh, the official TRP reports are provided by the Bangladesh Satellite Company Limited (BSCL). The commercial operation of the TRP service was launched in April 2024 by the State Minister for Information and Broadcasting.

TRP data plays a crucial role in shaping advertising strategies at Asian Telecast Limited (Asian TV). Programs with high TRPs, such as popular dramas or prime-time shows, command higher advertising rates due to their larger and more engaged audiences. Advertisers use TRP insights to target specific demographics, optimize ad timing and frequency, and make cost-effective decisions by selecting slots that align with campaign objectives. Furthermore, TRP reports enable both the channel and advertisers to evaluate campaign performance and plan future promotions, ensuring data-driven and results-oriented advertising strategies.

3.2.8 How can marketing theory be applied in real-world TV operations?

Marketing theory provides a framework for audience behavior, brand positioning, and revenue growth, and it can be effectively applied to television operations.

- a) Market segmentation and targeting: According to the STP (Segmentation, Targeting, Positioning) theory, channels segment their viewers based on age, interests, and viewing habits and determine the right programs and advertisements. For example, family drama is produced separately for urban families and for youth.
- b) Consumer Behavior Analysis: Understanding viewer preferences and viewing patterns helps channels create popular programs. TRP data, program feedback, and social media insights are used to determine which content is most acceptable to viewers.
- c) Brand Positioning and Differentiation: Brand equity and positioning theory differentiate channels in a competitive market. For example, Asian TV can differentiate itself through high-quality international dramas and engaging local content.
- d) Pricing Strategy: Advertising rates are determined through value-based pricing and competitor analysis. Advertisements during high TRP programs or special events are generally sold at higher prices.
- e) Promotion and Integrated Marketing Communications (IMC): TV channels engage with viewers and advertisers by coordinating on-air promotions, social media campaigns, sponsorships, and events.
- f) Relationship Marketing and Client Retention: Long-term client relationships are maintained through personalized packages, loyalty deals, and regular communication.
- g) Measurement and Feedback: TRP reports, audience surveys, and campaign analytics are used to evaluate effectiveness and improve future strategies.

3.2.9 How is the success of advertising campaigns measured?

The success of advertising campaigns at Asian Telecast Limited (Asian TV) is measured through a combination of quantitative and qualitative metrics. Key factors include:

- a) Audience Reach and Ratings: Viewership data from television rating systems indicates how many people watched the program or segment where the advertisement aired. Higher reach and ratings reflect greater exposure.
- b) Client Feedback: Advertisers provide feedback on whether the campaign met their marketing objectives, including brand awareness, product promotion, or public engagement.
- c) Response and Engagement: For certain campaigns, especially public awareness or product promotions, viewer responses—such as calls, inquiries, or participation in campaigns—are tracked.
- d) Revenue and ROI: The channel evaluates whether the advertisement generated the expected revenue and if the client achieved a satisfactory return on investment.
- e) Market Impact and Brand Recall: Post-campaign surveys or studies may assess how well the audience remembered the brand or message and any shifts in consumer behavior.

3.2.10 What is the importance of client follow-up in TV advertising?

Client follow-up is a crucial aspect of TV advertising, as it helps maintain strong relationships between the channel and its advertisers. Regular follow-ups ensure that clients' needs and expectations are met, provide opportunities to gather feedback on ongoing campaigns, and address any concerns promptly. It also allows the Sales and Marketing team to inform clients about new programs, prime-time slots, or promotional opportunities, which can encourage repeat business. Asian Telecast Limited (Asian TV) always provides its clients with the Fixed Program Chart (FPC) so that they stay updated on the channel's programming. The Marketing and Sales team regularly holds meetings with advertising agencies to plan new campaigns and issues offer letters for new programs to ensure smooth placement of TVCs. Consistent follow-up strengthens client trust and satisfaction, promotes long-term partnerships, and enhances the channel's reputation in the advertising market.

Chapter Four: Recommendations

Based on my internship experience at Asian Telecast Limited (Asian TV) and the observations made during the study, several recommendations can be suggested to improve the Sales and Marketing operations, advertising strategies, and overall performance of the channel. These recommendations are aimed at enhancing revenue generation, optimizing advertising processes, strengthening client relationships, and ensuring more efficient use of audience data and market insights.

Better Utilization of TRP Data: TRP (Television Rating Point) data is one of the most important tools for decision-making in advertising. Although Asian Telecast Limited (Asian TV) uses TRP effectively to determine ad rates and schedule programs, there is room for improvement in data analysis. The Sales and Marketing team can benefit from more detailed audience segmentation and trend analysis. For example, identifying not just the size of the audience, but also their preferences, peak viewing times, and engagement levels can help design more targeted campaigns. Using TRP in combination with social media engagement and online viewership data can provide a more comprehensive understanding of audience behaviour. This will allow the channel to offer advertisers more precise targeting, which can improve campaign effectiveness and client satisfaction.

Enhancing Customized Advertising Packages: Asian Telecast Limited (Asian TV) already provides flexible advertising options such as TVCs, scrolls, L-shapes, and sponsorship packages. However, further customization can help attract a wider variety of clients. For instance, creating bundled packages for small and medium-sized businesses can make advertising more affordable for new clients. Similarly, offering seasonal or festival-based packages with special promotional benefits can increase revenue during peak times. Personalized packages that align with the client's marketing objectives, target audience, and budget will not only strengthen client relationships but also encourage long-term partnerships.

- a) **Strengthening Client Relationship Management:** Building and maintaining strong client relationships is essential for repeat business. Asian Telecast Limited (Asian TV) should continue to invest in personalized client services, regular follow-ups, and timely communication. Introducing a structured client feedback system can help understand client satisfaction and identify areas for improvement. For example, after each campaign, clients can be surveyed about their experience, and the results can be analyzed to improve future services. Additionally, organizing client engagement events, workshops, or

seminars can strengthen relationships with agencies and advertisers while positioning Asian TV as a proactive and client-focused channel.

- b) **Leveraging Digital and Cross-Platform Promotions:** With increasing digital consumption, integrating on-air advertising with digital platforms can expand audience reach and enhance advertiser value. Asian Telecast Limited (Asian TV) can explore collaborations with social media channels, YouTube, and mobile applications to create cross-platform campaigns. This strategy will not only increase engagement but also provide advertisers with multi-channel exposure, enhancing the perceived value of advertising on the channel. Integrating on-air and digital promotions also helps attract younger audiences who may spend more time online than on traditional television.
- c) **Optimizing Pricing and Rate Negotiation:** While the Sales and Marketing team currently considers program TRP, time slot, frequency, and market conditions for pricing, there is scope for more dynamic and data-driven rate management. Implementing a flexible pricing model that adjusts rates based on seasonal demand, program popularity, and historical campaign performance can make pricing more competitive and attractive to clients. For example, offering special discounts for bulk bookings or early campaign confirmations can encourage long-term partnerships. Additionally, providing clear justifications for rates based on TRP, audience reach, and program value can make negotiations smoother and more transparent.
- d) **Improving Campaign Monitoring and Feedback Systems:** Monitoring campaigns and measuring their effectiveness is critical for client satisfaction and strategic improvement. Asian Telecast Limited (Asian TV) can develop more structured campaign monitoring tools that track ad placements, frequency, viewer engagement, and post-campaign performance. Providing detailed reports to clients will enhance transparency and allow them to see the direct value of their investment. Moreover, analyzing past campaigns can help the channel refine strategies, optimize scheduling, and suggest better solutions for future advertisers.
- e) **Investing in Training and Skill Development:** The efficiency and success of the Sales and Marketing team depend on the skills and expertise of its staff. Regular training programs on the latest marketing trends, negotiation techniques, digital advertising, and data analysis can enhance the team's capabilities. For example, training on interpreting TRP and social media metrics in combination can improve targeting strategies and

campaign recommendations. A skilled and knowledgeable team can provide better service to clients, improve campaign performance, and increase the overall competitiveness of Asian Telecast Limited (Asian TV) in the market.

- f) **Expanding Market Research and Competitor Analysis:** Understanding market trends and competitors' strategies is essential for staying competitive. Asian Telecast Limited (Asian TV) should conduct regular market research and competitor analysis to identify opportunities for new advertising formats, better pricing strategies, and audience engagement initiatives. This research can help the channel anticipate changes in viewer preferences and advertising demands, allowing proactive adjustments in programming and marketing strategies.

Chapter Five: Conclusion

The internship at Asian Telecast Limited (Asian TV) provided a valuable opportunity to understand the practical workings of a television channel's Sales and Marketing department in Bangladesh. The experience offered first-hand insights into how advertising strategies, client management, and revenue generation operate in a real-world media environment. It also highlighted how theoretical marketing concepts are applied in practice to achieve business objectives.

The study revealed that the Sales and Marketing department is the backbone of the channel's revenue model. Advertising, including TVCs, scrolls, L-shapes, and sponsorship packages, remains the primary source of income. The department carefully plans and executes ad campaigns, considering factors such as TRP data, program popularity, client objectives, market conditions, and seasonal demand. Programs with high TRPs, especially prime-time shows or popular drama series, command higher rates due to their ability to reach larger and more engaged audiences.

Another key finding was the importance of client relationship management. Maintaining strong, long-term relationships with advertisers and agencies is essential for repeat business and sustained revenue growth. Personalized campaigns, timely communication, and reliable service enhance client satisfaction and trust. The internship also emphasized the need for integrated promotional strategies, combining on-air advertising with sponsorships and cross-platform campaigns to maximize audience engagement and advertiser visibility.

TRP data emerged as a critical tool for decision-making. It informs advertising strategies, helps target specific audience segments, optimizes ad placement and frequency, and allows both the channel and advertisers to measure campaign effectiveness. Data-driven decision-making ensures that advertising investments are efficient and result-oriented, aligning with both the channel's revenue goals and the advertisers' marketing objectives.

The internship also demonstrated how marketing theories are applied in practice. Concepts such as market segmentation, targeting, positioning, pricing strategies, brand management, and relationship marketing all play a significant role in structuring campaigns and maximizing revenue. The department's use of these principles shows how theory and practice converge to create effective advertising solutions and maintain competitive advantage in the media market.

Overall, the internship provided comprehensive learning about the strategic, operational, and analytical aspects of television marketing in Bangladesh. It highlighted the importance of balancing revenue goals with client satisfaction, the role of audience insights in planning campaigns, and the value of continuous monitoring and improvement. The experience not only enhanced my understanding of media marketing but also developed practical skills in client communication, campaign planning, and data analysis.

In conclusion, Asian Telecast Limited (Asian TV's) Sales and Marketing department exemplifies a structured, strategic, and client-focused approach to television advertising. The internship experience has reinforced the significance of data-driven decision-making, effective client management, and innovative marketing strategies in achieving business objectives. These learnings provide a strong foundation for future professional work in media, marketing, or communications, and demonstrate the critical role of Sales and Marketing operations in the success of television channels in Bangladesh.

Reference

- Ragin, C. C. (1987). *The Comparative Method: Moving Beyond Qualitative and Quantitative Strategies*. University of California Press.
- Ruane, Janet M. (2005). *Essentials of Research Methods*. USA: BLACKWELL PUBLISHING.
- Wahid, Z. H. (n.d.). “Emergence of Satellite Television and Enigmatic Geo-Political Strategy of Bangladesh government”.
- The Daily Independent, September 15, 2011“Musclemen take control of Dhaka’s cable TV business”.National. (n.d.). Retrieved April 30, 2017, from <http://news.priyo.com/national/2011/09/15/musclemen-take-control-dhaka-s-37394.html>
- Atiqur Rahman, & Alam, M. (2013). (RE)visiting private television research in Bangladesh. SSR – Bangladesh.
- Hasan, M. (2024, October 26). TV channels up in arms over govt’s TRP system. The Daily Star. Statista. (2025). Traditional TV & home video – Bangladesh. In Statista Market Insights.
- Visser, J. H. (2016). Bases of market segmentation success: A marketing-decision makers’ perspective. *International Journal of Business and Applied Social Science*, 2(2), 75–80.
- Hoque, M. A., Ahmed, S. K., & Fouji, M. H. (2013). Impact of TV advertisement on the “response process” of the private service holders of Bangladesh. *Business and Economic Research*, 3(1). <https://www.macrothink.org/journal/index.php/ber/article/view/3549>
- RSIS International. (2020). Measurement of effectiveness of marketing strategies of satellite television channels in Bangladesh. *International Journal of Research and Innovation in Social Science*, 5(2), 78-92. <https://rsisinternational.org/journals/ijriss/articles/measurement-of-effectiveness-of-marketing-strategies-of-satellite-television-channels-in-bangladesh>
- T. (2024). Fifty shades of ads: The influence of cultural and institutional factors on television advertisement expenditure. *Journal of International Management*, 30(6), 101190. <https://www.sciencedirect.com/science/article/abs/pii/S1075425324000711>

Appendix:



CS003

INTERNSHIP PROPOSAL FORM

Name:	Md Anwarul Alam
ID:	171011023
Department:	Department of Business Administration, ULAB School of Business
Supervisor's Name (Faculty):	Faisal Mohammad Shahriar
Organization Name:	Asian Telecast Limited (Asian TV)
Internship Title:	Sales and Marketing Strategies and Processes in a Bangladeshi Television Channel: Learnings from My Internship in Asian Telecast Limited (Asian TV)

Student's signature & date
06 October 2025

Supervisor's signature & date
06 October 2025

Internship Report - Md. Anwarul Alam (171011023)

University of Liberal Arts Bangladesh

Document Details

Submission ID

tmold::15377:124257166

Submission Date

Dec 11, 2025, 5:41 PM GMT+6

Download Date

Dec 11, 2025, 5:49 PM GMT+6

File Name

Internship Report - Md. Anwarul Alam (171011023)

File Size

62.8 KB

25 Pages

8,882 Words

54,815 Characters



Page 1 of 31 - Cover Page

Submission ID tmold::15377:124257166



Page 2 of 31 - Integrity Overview

Submission ID tmold::15377:124257166

15% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

Match Groups

- 58 Not Cited or Quoted 13%**
Matches with neither in-text citation nor quotation marks
- 0 Missing Quotations 0%**
Matches that are still very similar to source material
- 21 Missing Citation 2%**
Matches that have quotation marks, but no in-text citation
- 0 Cited and Quoted 0%**
Matches with in-text citation present, but no quotation marks

Top Sources

- 7%** Internet sources
- 3%** Publications
- 13%** Submitted works (Student Papers)

Integrity Flags

0 Integrity Flags for Review

Our system's algorithms look deeply at a document for any inconsistencies that would set it apart from a normal submission. If we notice something strange, we flag it for you to review.

A flag is not necessarily an indicator of a problem. However, we'd recommend you focus your attention there for further review.

Match Groups

- 58 Not Cited or Quoted 13%**
Matches with neither in-text citation nor quotation marks
- 0 Missing Quotations 0%**
Matches that are still very similar to source material
- 21 Missing Citation 2%**
Matches that have quotation marks, but no in-text citation
- 0 Cited and Quoted 0%**
Matches with in-text citation present, but no quotation marks

Top Sources

- 7%** Internet sources
- 3%** Publications
- 13%** Submitted works (Student Papers)

Top Sources

The sources with the highest number of matches within the submission. Overlapping sources will not be displayed.

1	Submitted works	University of Liberal Arts Bangladesh on 2025-08-26	3%
2	Submitted works	University of Liberal Arts Bangladesh on 2023-06-14	2%
3	Submitted works	University of Liberal Arts Bangladesh on 2024-09-11	1%
4	Internet	ulab.edu.bd	<1%
5	Submitted works	University of Liberal Arts Bangladesh on 2025-05-04	<1%
6	Submitted works	University of Liberal Arts Bangladesh on 2025-08-21	<1%
7	Submitted works	University of Liberal Arts Bangladesh on 2022-09-16	<1%
8	Submitted works	University of Portsmouth on 2022-03-24	<1%
9	Internet	www.rsinternational.org	<1%
10	Submitted works	University of Liberal Arts Bangladesh on 2025-08-24	<1%

11	Submitted works	University of Liberal Arts Bangladesh on 2025-01-03	<1%
12	Submitted works	Melbourne Institute of Business and Technology on 2025-03-22	<1%
13	Submitted works	University of Liberal Arts Bangladesh on 2025-04-30	<1%
14	Submitted works	University of Liberal Arts Bangladesh on 2025-10-09	<1%
15	Internet	kkgpublishations.com	<1%
16	Submitted works	Te Pūkenga trading as the Open Polytechnic on 2025-10-14	<1%
17	Internet	www.themediant.com	<1%
18	Submitted works	Asian Institute of Maritime Studies on 2025-10-28	<1%
19	Submitted works	University of Liberal Arts Bangladesh on 2025-01-04	<1%
20	Submitted works	Florida Atlantic University on 2020-10-26	<1%
21	Internet	elibrary.tucl.edu.np	<1%
22	Internet	www.landing.aclics.edu.au	<1%
23	Submitted works	University of Liberal Arts Bangladesh on 2024-09-12	<1%
24	Internet	gillmannservices.com	<1%

25	Submitted works	BRAC University on 2025-06-26	<1%
26	Submitted works	University of Liberal Arts Bangladesh on 2023-08-27	<1%
27	Submitted works	University of Liberal Arts Bangladesh on 2021-09-15	<1%
28	Submitted works	Henley College Coventry, Coventry on 2016-06-28	<1%
29	Submitted works	University of Liberal Arts Bangladesh on 2023-08-26	<1%
30	Submitted works	University of Liberal Arts Bangladesh on 2025-12-01	<1%
31	Internet	jobs.paradigm.xyz	<1%
32	Submitted works	University of Liberal Arts Bangladesh on 2023-12-16	<1%
33	Submitted works	University of Liberal Arts Bangladesh on 2025-08-30	<1%
34	Internet	extranet.who.int	<1%
35	Internet	www.harlow-college.ac.uk	<1%
36	Submitted works	Northern Arizona University on 2025-04-02	<1%
37	Submitted works	Organisation et Développement on 2025-11-17	<1%
38	Submitted works	University of Liberal Arts Bangladesh on 2022-05-27	<1%

39	Submitted works	University of Liberal Arts Bangladesh on 2023-05-06	<1%
40	Submitted works	University of Liberal Arts Bangladesh on 2023-08-23	<1%
41	Submitted works	University of Liberal Arts Bangladesh on 2023-08-24	<1%
42	Submitted works	University of Liberal Arts Bangladesh on 2023-08-27	<1%
43	Submitted works	University of Liberal Arts Bangladesh on 2025-01-26	<1%
44	Submitted works	University of Liberal Arts Bangladesh on 2025-05-04	<1%
45	Internet	Internshala.com	<1%
46	Internet	www.coursehero.com	<1%
47	Submitted works	University of Hong Kong on 2013-11-12	<1%
48	Submitted works	University of Liberal Arts Bangladesh on 2023-12-15	<1%
49	Submitted works	Dordt University on 2024-12-11	<1%
50	Submitted works	University of Liberal Arts Bangladesh on 2023-09-02	<1%

Internship Confirmation Letter

Ref: ATV/HRM/09-25/
Date: 05.09.2025



To
Md Anwarul Alam
Chowdhury Para Khilgaon,
Dhaka, Bangladesh – 1219
anwarul084@gmail.com

Subject: Internship Offer – Sales & Marketing Department

Dear Md Anwarul Alam,

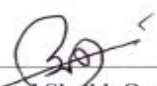
We are pleased to offer you the position of **Intern** in the **Sales and Marketing Department** at **Asian Telecast Ltd. (Asian TV)**. This internship will provide you with the opportunity to gain hands-on experience in television media sales, marketing campaigns, brand communication, and client relationship management.

During your internship, you will be expected to support the department in preparing marketing materials, assisting sales activities, conducting market research, coordinating promotional events, and performing other tasks assigned by your supervisor. We believe that this opportunity will help you develop practical skills and professional knowledge in the field of media and marketing.

This internship will commence on **October 1, 2025**, and conclude on **December 31, 2025** your expected working hours will be from **10:00 Am to 06:00 Pm**, 5 days per week. Please note that on certain occasions, you may be required to work beyond the regular hours, and we sincerely appreciate your flexibility in this regard. You will be reporting directly to **Sk. Sakayet Ullah Milon, Head of Marketing & sales**, who will serve as your mentor throughout the internship.

We warmly welcome you to Asian TV and look forward to working with you. Should you have any questions or require further clarification, please do not hesitate to contact us at **+8801551500440** or email us at - info@asiantvbd.tv.

Warm Regards,


Mohammad Sheikh Quadir
Manager, HR & Admin
Asian Telecast Ltd. (Asian TV)
Email: quadirasian@gmail.com
Cell: +8801551500440



Asian Telecast Limited, House # 60, Road # 01, Block - A, Niketan, Gulshan-1, Dhaka-1212, Bangladesh.
Tel: +88 02 9852960-4, Fax: 9852964, E-mail: info@asiantv.com.bd, Web: www.asiantv.com.bd

Research Instruments

Interview Schedule

1. How does the Sales and Marketing department at Asian TV contribute to the channel's revenue generation?
2. How does Asian TV attract and retain advertisers?
3. Who are the typical clients of Asian TV's Sales and Marketing department?
4. What factors are considered when negotiating advertising rates?
5. What role does market research play in Asian TV's marketing strategy?
6. How are sponsorship packages designed?
7. How does TRP data influence advertising strategies?
8. How can marketing theory be applied in real-world TV operations?
9. How is the success of advertising campaigns measured?
10. What is the importance of client follow-up in TV advertising?

DCS - 04.09.2025

File Home Insert Page Layout Formulas Data Review View Acrobat
Tell me what you want to do...

Clipboard

Font

Alignment

Number

B785
✕
✓
fx

Super Break

A	B	C	D	E	F	G
1	Asian Telecast Limited (Asian TV)					
2	Daily Commercial Schedule					
3	Date: 04.09.2025 (Thursday)					
4	Spot Status	TVC Name	Peak	Off-Peak	Mid-Night	Grand Total
59		Total		0:00:00		0:00:00
60	# 09:20 AM #					
61	Film (..... min)					
62	1st Mid Break (8 min)					
63	STL - Meril Vitamin C Soap Bar - 10 sec			0:00:10		0:00:10
64	Marico - JFB Soap Nirapod Jotnea Maayder Poramorsho - 15 Sec			0:00:15		0:00:15
65	Unilever - GAL Sunscreen (Sep 2025) - 25 Sec			0:00:25		0:00:25
66	STL - Chaka All in One (Omuk Tomuk Bideshi) - 30 sec			0:00:30		0:00:30
67	Pran - Bisk Club Funcrack 1 - 10 Sec			0:00:10		0:00:10
68	Unilever - Sunsilk Black Sparkle Glass Shine (Aug 2025) - 10 Sec			0:00:10		0:00:10
69	STL - Jui MV Onion Hair Oil - 10 sec			0:00:10		0:00:10
70	Unilever - Sunsilk Black Sparkle Glass Shine (Aug 2025) - 30 Sec			0:00:30		0:00:30
71	STL - Senora Confidence Heavyflow 2025 - 15 Sec			0:00:15		0:00:15
72	Unilever - LSS Episode Trailer (September 25) - 30 Sec			0:00:30		0:00:30
73	STL - Square Niye Eloj Chaka All in One - 10 Sec			0:00:10		0:00:10
74		Total		0:03:15		0:03:15
75	2nd Mid Break (8 min)					
76	Unilever - GAL Sunscreen (Sep 2025) - 25 Sec			0:00:25		0:00:25
77	Marico - JFB Soap Nirapod Jotnea Maayder Poramorsho - 15 Sec			0:00:15		0:00:15
78	Unilever - Sunsilk Black Sparkle Glass Shine (Aug 2025) - 10 Sec			0:00:10		0:00:10
79	STL - Chaka All in One (Omuk Tomuk Bideshi) - 30 sec			0:00:30		0:00:30
80	Unilever - Sunsilk Black Sparkle Glass Shine (Aug 2025) - 30 Sec			0:00:30		0:00:30
81	STL - Meril Milk Soap Bar Milk Lotion (Riya) - 10 sec			0:00:10		0:00:10
82	STL - Senora Confidence Heavyflow 2025 - 15 Sec			0:00:15		0:00:15
83	Unilever - LSS Episode Trailer (September 25) - 30 Sec			0:00:30		0:00:30
84	STL - Square Niye Eloj Chaka All in One - 10 Sec			0:00:10		0:00:10
85		Total		0:02:55		0:02:55
86	3rd Mid Break (8 min)					
87						
88	STL - Jui MV Onion Hair Oil - 10 sec			0:00:10		0:00:10
89	Marico - JFB Soap Nirapod Jotnea Maayder Poramorsho - 15 Sec			0:00:15		0:00:15
90	Unilever - GAL Sunscreen (Sep 2025) - 25 Sec			0:00:25		0:00:25
91	STL - Square Niye Eloj Chaka All in One - 10 Sec			0:00:10		0:00:10
92	STL - Meril Milk Soap Bar Milk Lotion (Riya) - 10 sec			0:00:10		0:00:10
93	Unilever - Sunsilk Black Sparkle Glass Shine (Aug 2025) - 30 Sec			0:00:30		0:00:30
94	Pran - Bisk Club Funcrack 1 - 10 Sec			0:00:10		0:00:10
95	STL - Senora Confidence Heavyflow 2025 - 15 Sec			0:00:15		0:00:15
96	Unilever - Sunsilk Black Sparkle Glass Shine (Aug 2025) - 10 Sec			0:00:10		0:00:10

◀ ▶
04.09.2025 (Thursday)
News
News Sales
A&M
A&M Sales
+

Ready

DCS - 04.09.2025

File Home Insert Page Layout Formulas Data Review View Acrobat Tell me what you want to do...

Paste Cut Copy Format Painter Clipboard Font Alignment Number Conditional Formatting Table

B785 Super Break

Spot Status	TVC Name	Peak	Off-Peak	Mid-Night	Grand Total
116	Unilever - Closeup Hailee (Aug 2025) - 30 Sec		0:00:30		0:00:30
117	Unilever - Lifebuoy Bar Attack (Feb 2025) - 20 Sec		0:00:20		0:00:20
118	STL - Meril Milk Soap Bar Milk Lotion (Riya) - 10 Sec		0:00:10		0:00:10
119	Unilever - LSS Episode Trailer (September 25) - 10 Sec		0:00:10		0:00:10
120	ACI - Septex Antiseptic Soap Everyday Rain - 10 Sec		0:00:10		0:00:10
121	STL - Senora Confidence Heavyflow 2025 - 15 Sec		0:00:15		0:00:15
122	Unilever - Pepsodent Dishoom Dishoom (April 24) - 20 Sec		0:00:20		0:00:20
123	STL - Square Niye Eloj Chaka All in One - 10 Sec		0:00:10		0:00:10
124	Unilever - New Pack Surf Excel (May 2025) - 10 Sec		0:00:10		0:00:10
125	STL - Chaka All in One (Omuk Tomuk Bideshi) - 30 sec		0:00:30		0:00:30
	Total		0:02:55		0:02:55
	6th Mid Break (9 min)				
128	STL - Square Niye Eloj Chaka All in One - 10 Sec		0:00:10		0:00:10
129	Unilever - Closeup Hailee (Aug 2025) - 30 Sec		0:00:30		0:00:30
130	ACI - Septex Antiseptic Soap Everyday Rain - 10 Sec		0:00:10		0:00:10
131	STL - Chaka All in One (Husband & Wife) - 30 sec		0:00:30		0:00:30
132	Unilever - Lifebuoy Bar Attack (Feb 2025) - 20 Sec		0:00:20		0:00:20
133	STL - Jui MV Onion Hair Oil - 10 sec		0:00:10		0:00:10
134	Pran - Zeros (04) Kids to Youth - 30 Sec		0:00:30		0:00:30
135	ACI - Septex Antiseptic Soap Everyday Rain - 10 Sec		0:00:10		0:00:10
136	Unilever - LSS Episode Trailer (September 25) - 10 Sec		0:00:10		0:00:10
137	STL - Meril Vitamin C Soap Bar - 10 sec		0:00:10		0:00:10
138	Unilever - Pepsodent Dishoom Dishoom (April 24) - 20 Sec		0:00:20		0:00:20
139	STL - Meril Milk Soap Bar Milk Lotion (Riya) - 10 sec		0:00:10		0:00:10
140	ACI - Septex Antiseptic Soap Everyday Rain - 10 Sec		0:00:10		0:00:10
141	Unilever - New Pack Surf Excel (May 2025) - 10 Sec		0:00:10		0:00:10
142	STL - Senora Confidence Heavyflow 2025 - 15 Sec		0:00:15		0:00:15
	Total		0:03:55		0:03:55
	7th Mid Break (9 min)				
145	STL - Senora Confidence Heavyflow 2025 - 15 Sec		0:00:15		0:00:15
146	Unilever - Closeup Hailee (Aug 2025) - 30 Sec		0:00:30		0:00:30
147	STL - Meril Milk Soap Bar Milk Lotion (Riya) - 10 sec		0:00:10		0:00:10
148	ACI - Septex Antiseptic Soap Everyday Rain - 10 Sec		0:00:10		0:00:10
149	STL - Meril Vitamin C Soap Bar - 10 sec		0:00:10		0:00:10
150	Unilever - Lux Bidiya Mim (April 2025) - 20 Sec		0:00:20		0:00:20
151	STL - Jui MV Onion Hair Oil - 10 sec		0:00:10		0:00:10
152	Unilever - Pepsodent Dishoom Dishoom (April 24) - 20 Sec		0:00:20		0:00:20
153	ACI - Septex Antiseptic Soap Everyday Rain - 10 Sec		0:00:10		0:00:10
	Total		0:03:10		0:03:10

04.09.2025 (Thursday) News News Sales A&M A&M Sales

Asian TV's Top Program: Turkish-Dubbed Series – “Aysha Moriom” Daily Sales Report

4	Client/Product	AYSHA MARIUM							
		11:40 AM	Tk.	5:15 PM	Tk.	8:30 PM	Tk.	10:00 PM	Total
AKS	Abul khair								0
Btopi	Aygaz					0	0	0	0
Btopi	Starship					0	0	0	0
Grey	UCB (upay)	0		0		0			0
Grey	MOP					0			0
Havas	Daraz								0
Square	SFBL			0		0	0		0
Square	STL	0		0		0	0	0	0
Mediacom	Toffe					0	0	0	0
Mediacom	Berger					0	0	0	0
Mediacom	Ispahani					0	0	0.67	6700
Havas	Emami		0		0	1.83	21960	0	21960
DothBirth	Holcim					0	0	0	0
Havas	Uniwash					0	0	0	0
Havas	Lizol					0	0		0
Havas	Harpic					0	0		0
Havas	Ghari					0	0		0
Havas	Mr Brasso								0
Integration	Anwar Cement								0
Starcom	Singer					0	0		0
Starcom	GSK					0	0	1.5	15000
Starcom	Taaza	0	0		0		0		0
Starcom	Sensodyne					0	0	0	0
MBA	Banglalink					0	0	0	0
Wavemaker	Airtel					0	0		0
Wavemaker	Dabur					0	0	2.33	19805
Wavemaker	Cocacola					0	0		
Wavemaker	Robi					0	0	0	0
Wavemaker	Himalaya					0	0	1	8500
Wavemaker	LG						0		0
Wavemaker	Maggi					0	0	1.25	10625
Wavemaker	Nestle					0	0	0	0
Wavemaker	Dettol						0.67	5695	5695
Wavemaker	Tang					0	0	0.5	4250
Wavemaker	Hero						0		0
Mindshare	Bkash					0	0	0	0
Mindshare	Bata					0	0	0	0
Mindshare	Dano	0	0	0	0	0	0	0	0
Mindshare	(Pepsico) Dew					0	0	0	0
Mindshare	Food panda	0	0	0	0	0	0	0	0
Btopi	Godrej					0	0	0	0
Btopi	Jet Detergent					0	0	0	0
Wavemaker	(Pepsico) Pepsi	0	0	0	0	0	0	0	0
Mindshare	(Pepsico) 7up	0	0	0	0	0	0	0	0
Mindshare	Castrol						0		0
Mindshare	GP	0	0	0	0	0	0	0	0
Pran	Pran	1.17	3510	1.5	4500	1.33	9310	1.33	9310
N-Power	Kumarika					0	0		0
N-Power	Actiseif Soap								0
Asiatic	Unilever	4.42	13260	10.92	43680	11.33	96305	3.42	29070
Asiatic	UCL	0	0	0	0	0	0	0	0
MBA	New zealand Dairy					0.67	5695		5695
MBA	Sunquick					0	0		0
MBA	Colegate					0	0		0
MBA	Marico			0.17	722.5	0	0	0	0
MBA	Ajinomoto					0			0
Mattrra	SIBL					0	0		0
Expression	Polar		0	0	0		0		0
Tom	Sesa Oil	1	4000	0			0	1	12000
Tom	Sabic Oil	0	0	0	0			0	0
Tom	Mama Lemon Liquid	0	0	0	0	0	0	0	0
		6.59	20770	12.59	48902.5	15.16	133270	13.67	120955
									323897.5

Total Min = 48.01

Total Amount =

Asian TV – “Powered By” Sponsorship Offer Letter for Asian Music Eid-ul-Fitr 2024



তারিখঃ ০৮.০৪.২০২৪ ইং।

বরাবর
সম্মানিত বিজ্ঞাপনদাতা।

বিষয়ঃ ঈদের বিশেষ লাইভ মিউজিক্যাল শো “এশিয়ান মিউজিক” পাওয়ার্ড বাই স্পন্সর প্রসঙ্গে।

জনাব,
এশিয়ান টিভির পক্ষ থেকে শুভেচ্ছা। আসন্ন পবিত্র ঈদ-উল-ফিতর ২০২৪ ইং উপলক্ষে বিশেষ অনুষ্ঠান মালা আয়োজন করেছি তার মধ্যে সব চেয়ে উল্লেখযোগ্য এবং ব্যয়বহুল ঈদের বিশেষ অনুষ্ঠান “এশিয়ান মিউজিক”। এতে অংশগ্রহণ করবেন দেশের অন্যতম জনপ্রিয় সঙ্গীত তারকাগণ। উক্ত “এশিয়ান মিউজিক” আপনার প্রতিষ্ঠান কর্তৃক প্র্যাভিৎসহ বিজ্ঞাপন প্রদান করার জন্য এ সংক্রান্ত আংশিক তথ্যাবলী নিম্নে উপস্থাপন করা হলো -

অনুষ্ঠানের শিরোনাম	ঃ “এশিয়ান মিউজিক”।
প্র্যাভিৎ ধরন	ঃ পাওয়ার্ড বাই স্পন্সর।
সম্প্রচার সময়	ঃ প্রতিদিন রাত ১১:০০ - ০২:০০ টা পর্যন্ত।
অনুষ্ঠানের ব্যাপ্তিকাল	ঃ ৩ ঘণ্টা (বিজ্ঞাপন সহ)।
মোট বিজ্ঞাপন	ঃ ৫০ মিনিট (ঈদের ৭ দিন)।
পাওয়ার্ড বাই প্রতিপর্ব মূল্য	ঃ [REDACTED] /- [REDACTED] মাত্র + ভ্যাট।

অংশ গ্রহণকারী শিল্পীদের নাম সমূহঃ

ইমরান, ডলি সায়মুনী ও দিটি আনোয়ার, ফকির শাহাবুদ্দিন ও শাহনাজ বেলী, আঁখি আলমগীর, রাজিব ও প্রিয়াংকা বিশ্বাস, লুইপা ও মেজবা বাপ্পী, জলের গান।

সেবা সমূহঃ

১. ব্যাক ড্রপে নিবেদিত প্রতিষ্ঠানের নাম/লোগো থাকবে।
২. বিরতিতে যাওয়ার এবং ফেরার পূর্বে নিবেদিত পণ্য/প্রতিষ্ঠানের নাম গ্রাফিক্স কার্ডের মাধ্যমে প্রচার করা হবে।
৩. উপস্থাপক/ উপস্থাপিকা কর্তৃক নিবেদিত প্রতিষ্ঠানের নাম ঘোষিত হবে।
৪. নিবেদিত পণ্য/প্রতিষ্ঠানের নাম সহ “এশিয়ান মিউজিক” এর প্রমো প্রচারিত হবে।
৫. ডগি ও রুল প্রচার করা হবে।

বর্ণিত প্রস্তাবনাটি আপনার সদয় অবগতি সাপেক্ষে প্রয়োজনীয় ব্যবস্থা নেয়ার জন্য অনুরোধ করছি।

ধন্যবাদসহ


শেখ সাখায়েত উল্লাহ মিলন
হেড অব মার্কেটিং এন্ড সেলস
০১৭১৩ ০৬৬ ২১৪
sakayet78@gmail.com
asiantv.mkt@gmail.com



YOUR CHANNEL

Asian Telecast Limited. House: 60, Road: 01, Block-A, Niketon, Gulshan-1, Dhaka-1212, Bangladesh.
Tel: +88 02 9852960-4, Fax: 9852964, E-mail: info@asiantv.com.bd, Web: www.asiantv.com.bd

Asian TV – Regular Offer Letter for "Asian Business 30"



তারিখঃ ১০.০৭.২০২৪ ইং।

বরাবর
সম্মানিত বিজ্ঞাপনদাতা।

বিষয়ঃ ব্যবসা - বাণিজ্য বিষয়ক আলোচনা অনুষ্ঠান “বিজনেস টক” ব্র্যাডিং প্রদান প্রসঙ্গে।

জনাব,
এশিয়ান টিভির পক্ষ থেকে শুভেচ্ছা। আপনি জেনে আনন্দিত হবেন যে, আমরা দেশের চলমান বাজার ও অর্থনীতির বর্তমান এবং আগামী দিনের করণীয় নিয়ে দেশের শীর্ষ স্থানীয় ব্যবসায়ী, উদ্যোক্তা, অর্থনীতিবিদ সহ অন্যান্য গুণী ব্যক্তিদের উপস্থিতিতে ব্যবসা বাণিজ্য বিষয়ক টকশো “বিজনেস টক” নামে একটি আলোচনা অনুষ্ঠান প্রচার করে আসছি। বিশ্ব অর্থনীতিকে সামনে রেখে আমাদের এই ভিন্নধর্মী অর্থনৈতিক বিষয়ক আলোচনা অনুষ্ঠান আপনার স্বনামধন্য প্রতিষ্ঠান কর্তৃক ব্র্যাডিং করার জন্য এ সংক্রান্ত আংশিক তথ্যাবলী নিম্নে উপস্থাপন করা হলঃ-

অনুষ্ঠানের বিস্তারিতঃ

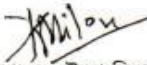
১. অনুষ্ঠানের নাম : “বিজনেস টক”।
২. অনুষ্ঠানের ধরণ : সরাসরি / রেকর্ড।
৩. প্রচার সময় এবং দিন : সন্ধ্যা ০৭:০০ - ০৭:৩০ মিনিট পর্যন্ত। (প্রতি শনিবার)।
৪. ব্র্যাডিং মূল্য (প্রতি মাস) : টাকা = [redacted] = [redacted] টাকা) মাস + ভ্যাট।

সেবা সমূহঃ

- ক. উপস্থাপক / উপস্থাপিকা কর্তৃক নিবেদিত প্রতিষ্ঠানের নাম ঘোষণা করা হবে।
- খ. ব্যাক ড্রপে নিবেদিত প্রতিষ্ঠানের নাম থাকবে।
- গ. প্রতি পর্ব ২ মিনিট বিজ্ঞাপন।
- ঘ. প্রতি পর্ব ১ মিনিট পপ আপ/এলসেপ।
- ঙ. প্রতিদিন ১০ থেকে ১৫ বার প্রমো প্রচার হবে।
- চ. অনুষ্ঠান চলাকালীন ডগি ও স্ক্রল প্রচার করা হবে।

বর্ণিত প্রস্তাবনাটি আপনার সদয় অবগতি সাপেক্ষে প্রয়োজনীয় ব্যবস্থা নেয়ার জন্য অনুরোধ করছি।

ধন্যবাদসহ


শেখ সাখায়েত উল্লাহ মিলন
হেড অব মার্কেটিং এন্ড সেলস
০১৭১৩ ০৬৬ ২১৪
sakayet78@gmail.com
asiantv.mkt@gmail.com



YOUR CHANNEL

Asian Telecast Limited, House: 60, Road: 01, Block-A, Niketon, Gulshan-1, Dhaka-1212, Bangladesh.
Tel: +88 02 9852960-4, Fax: 9852964, E-mail: info@asiantv.com.bd, Web: www.asiantv.com.bd

Asian TV Monthly Sales Report September (2025)

Budget - Excel																			Sign in / Share												
Home Insert Page Layout Formulas Data Review View Acrobat Tell me what you want to do...																															
Clipboard Font Paragraph Styles Alignment Number Conditional Formatting Tables Styles Cells Editing Autosum Sort & Find Filter Select Adobe Acrobat																															
L8 =H8*H8:18																															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE
7		Date	Offpeak	Offpeak TYC	Offpeak Alpha Morning	Offpeak News	Peak News	Peak Alpha Morning			Offpeak	Peak																			
8	9/1/2025				0.15:30	0.09:15	12:30:00	02:27:40	02:31:15		0.35:50	0.34:05						0.10:00													
9	9/2/2025				0.15:30	0.09:15	12:38:45	02:27:40	02:34:30		0.35:20	0.33:55						0.05:09													
10	9/3/2025				0.18:30	0.11:15	13:10:05	03:01:15	02:34:30		0.39:25	0.36:40																			
11	9/4/2025				0.19:40	0.11:35	13:39:45	03:13:35	02:38:20		0.40:05	0.39:40																			
12	9/5/2025				0.19:30	0.13:10	13:39:45	02:35:45	02:27:20		0.41:10	0.46:40																			
13	9/6/2025				0.15:40	0.10:30	13:06:05	02:34:45	02:27:20		0.35:00	0.45:00																			
14	9/7/2025				0.15:50	0.10:30	13:43:35	03:13:05	02:36:50		0.35:45	0.36:40																			
15	9/8/2025				0.15:25	0.10:30	12:27:55	03:08:15	02:34:20		0.33:15	0.33:20																			
16	9/9/2025				0.12:40	0.07:15	10:09:05	01:35:55	01:35:35		0.26:30	0.32:15																			
17	9/10/2025				0.15:50	0.09:35	11:05:30	02:33:55	01:39:35		0.40:50	0.33:20																			
18	9/11/2025				0.14:50	0.09:35	11:25:40	02:33:05	01:35:45		0.35:50	0.34:00																			
19	9/12/2025				0.11:37	0.06:30	11:00:00	01:35:15	01:36:45		0.33:10	0.33:20																			
20	9/13/2025				0.10:02	0.05:00	0.55:25	0.07:40	0.13:25																						
21	9/14/2025				0.10:37	0.05:00	0.55:45	0.11:50	0.13:05		0.31:30	0.30:50																			
22	9/15/2025				0.12:10	0.06:05	1.04:00	0.15:05	0.16:10		0.41:45	0.32:45																			
23	9/16/2025				0.12:01	0.05:45	1.02:10	0.15:10	0.14:40		0.42:15	0.33:00																			
24	9/17/2025				0.12:41	0.09:20	1.08:10	0.17:00	0.17:50		0.43:45	0.33:20																			
25	9/18/2025				0.12:47	0.09:10	1.09:10	0.16:35	0.18:40		0.43:45	0.33:55																			
26	9/19/2025				0.13:02	0.09:40	0.59:30	0.10:25	0.15:10		0.49:05	0.33:55																			
27	9/20/2025				0.12:01	0.06:50	0.59:20	0.10:10	0.14:45		0.48:05	0.34:25																			
28	9/21/2025				0.11:42	0.06:40	0.55:10	0.13:25	0.12:55		0.41:45	0.28:50																			
29	9/22/2025				0.13:03	0.08:08	0.11:25	0.08:50	0.12:05		0.39:40	0.26:10																			
30	9/23/2025				0.12:58	0.08:08	0.11:05	0.07:35	0.18:55		0.42:10	0.27:05																			
31	9/24/2025				0.13:08	0.08:08	0.11:10	0.07:35	0.19:25		0.42:15	0.28:40																			
32	9/25/2025				0.13:23	0.08:08	0.11:15	0.07:45	0.20:45		0.42:15	0.28:35																			
33	9/26/2025				0.12:51	0.08:08	0.07:55	0.03:40	0.57:45		0.31:08	0.30:40																			
34	9/27/2025				0.12:03	0.08:08	0.07:55	0.03:40	1.00:40		0.39:20	0.31:35																			
35	9/28/2025				0.12:08	0.08:08	0.07:50	0.03:30	0.56:50		0.38:40	0.27:45																			
36	9/29/2025				0.13:17	0.08:08	0.07:50	0.03:30	0.56:50		0.37:40	0.23:40																			
37	9/30/2025				0.13:17	0.08:08	0.07:50	0.03:30	0.56:50		0.37:40	0.23:40																			
38											11:57	5:11																			
39																															
40																															
41																															
42																															
43																															
44																															
45																															
September 2025 October 2025 November 2025 +																															
TOTAL																															
Activate Windows Go to Settings to activate Windows.																															
Ready 80%																															

Pictures of Asian TV Programs



“Asian Tv News”



Asian TV Live Musical Program “Asian Music”



Bangla Dubbed Turkish Drama series “Aysha Moriom”



Asian TV Live Talk Show “Table Talk”