

**“AWARENESS, USER INTENTION AND PERCEPTION TOWARDS
TOFFEE: A STUDY ON BANGLALINK’S TOFFEE OTT PLATFORM”**

Banglalink Digital Communications Ltd.

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**Submitted in Partial Fulfillment of the Requirements for the Degree
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Internship/Project Report Approval Form

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Part A

Chapter one: Internship Preparation

1.1 My motivation to do the internship:

From being a student during my school days to college and then university, I have been exposed to extensive amounts of theoretical knowledge which enabled me to acquire a wide range of theoretical skills. However, after my O Levels as I began to connect with jobs, I realized the importance of relating the theoretical knowledge I have been exposed to with real life applications.

I started my first job as a digital marketing specialist in a digital marketing agency during my high school, where I realized one of the crucial skills of the workplace and that is communication. Regardless of a person's intelligence, one cannot truly excel within their career without the ability to express themselves properly. This is why I chose to do the internship where my goal should be to learn the soft skills and also practice using my theoretical knowledge in the real world settings. I had the opportunity to do this at Banglalink, one of the leading telecommunication companies in Bangladesh.

My goal as an intern was to get an insight of the corporate culture. The internship program comes in the last semester which offers a great opportunity for students to be familiar with the professional world, it enhances our confidence and competence to face the real journey ahead. Working at the head office of Banglalink, known as Tiger's Den has been an exceptional opportunity for me. Being at the corporate office allowed me to understand the office culture and gave me in-depth hands-on experience, which will undoubtedly make me more prepared to face my future endeavors.

I am grateful to secure an internship opportunity at this renowned organization. Banglalink is a multinational company, and I was already aware about their Advance Internship Program. I heard positive reviews from the former interns who recommended me to apply there and gain valuable experience. Although I got interview calls from several organizations like Shanta Asset Management, IDLC and Kazi and Kazi Tea, thanks to my university, the University of Liberal Arts Bangladesh (ULAB) for forwarding my CV. But I personally applied for the internship at Banglalink through LinkedIn internship postings. Additionally I have applied to other organizations as well such as Reckitt Benkiser, Cathay Pacific Airways, Robi, Bkash etc.

My final exam for the core courses ended on August 30 and I already commenced an internship from September 1 at Cathay Pacific Airways, it is the international flag carrier of Hong Kong. Nevertheless, I kept attending interviews when I got a call from any company, as it will help me to gain valuable experience and confidence for my future interviews. During my internship process I got an email from Banglalink saying my CV got shortlisted amongst all the other applicants which gave me instant delight. They even sent me another follow up email where they invited me to participate in the C Factor game. Approximately two thousand applicants played the game, followed by two consecutive interviews for the final selection. Luckily for me I got selected after the first session, so I didn't have to attend the second interview.

1.2 How did I apply and manage to secure an internship in this organization? Why have I chosen this organization?

At first, I had to sit for the C Factor game, which had to be participated within a specific time frame. The C Factor game consists of five rounds, each presented with different types of scenarios where I had to use my instinct to choose the best possible situations. The first three rounds of the C Factor game were situation-based which tested my problem solving skills and ability to make quick decisions within a given time. The third one was related to distribution, where they assessed my decision making skills in a given time. I found this round related to supply chain as it required me to allocate the cargo carriers to be distributed to the right place minimizing costs and delivery time. The final round assessed my concentration and ability to remember.

After I finished the game, they took a week before I received a call from the Management Trainee saying I made it to the interview session. The interview was with the Deputy Director of the Toffee department, where I will be assigned, and the head of Talent and Acquisition. During my interview, there were a series of questions being asked about Toffee to gauge my knowledge and interest towards this internship program. These questions included the type of services offered, its competitors, and asked for recommendations to improve it. I have thoughtfully and analytically answered these questions and any other queries posed related to my CV.

1.3 Relevant information about the organization

Banglalink is a Bangladeshi telecommunication company whose mother company is VEON Corporation. VEON is a multinational telecommunication service which is headquartered in Amsterdam, the Netherlands. The company Banglalink was founded in 1996 as Sheba Telecom, a joint venture of Bangladesh Telegraph Telephone Board (BTTB) and Telekom Malaysia. In 2004, Sheba Telecom was

purchased by Orascom Telecom Holding; they started their commercial operation in 2005, relaunching by the name Banglalink in 2007.

There are multiple services that this telecommunication company offers, such as phone calls, prepaid and postpaid services, internet data services, minutes, bundle services, international roaming services for travelers, enterprise business services which come with corporate plans, value added services (VAP) and Toffee, which is an online streaming platform.

Speaking about the department where I was assigned to work, Toffee, is a homegrown live TV and video streaming app created by Banglalink. Toffee was established back in 2019. Due to the rise in demand for the OTT platform worldwide, Toffee has dramatically changed the landscape of the entertainment industry in Bangladesh. Toffee's success has been attributed to its extensive library of video-on-demand (VOD) content where 100 plus live and high speed channels, along with many other unique features set it apart from its competitors.

Their VOD or Live Contents include featured shows, Toffee's own show, exclusive Turkish drama, Bengali movie, Bengali drama, live cricket, live football, live sports, linear TV, exclusive Drama Series. And most of the VOD contents are free for all users to watch.

Toffee stands out from other OTT platforms by providing a User Generated Content (UGC) feature, making it the first one in Bangladesh to bring this option. It allows individuals to upload their contents effortlessly and monetise them using a simple click. There are currently more than 200,000 content creators, thanks to UGC features.

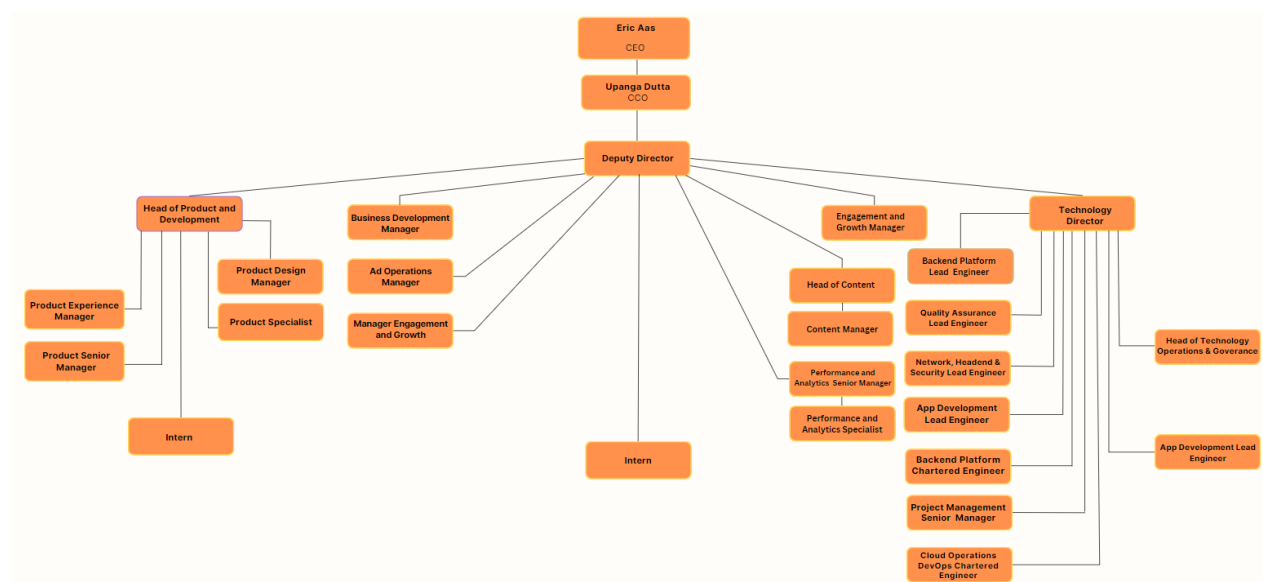


Figure: Organogram of the Toffee department

Chapter two: About the internship

2.1 My Position/ Job Description

In the Toffee department, I was appointed with two teams, the Business Development and the Marketing team.

The Business Development team deals with the overall transition of Toffee. Their goal was to make sure the platform runs smoothly, making the platform sustainable in the short and long run. Their work includes prospecting and communicating with clients, selling ads, coupons and managing digital advertisements of different clients run on the Toffee platform. Additionally the team also deals with receiving purchase orders, creating quotations and dealing with accounts payables, which are then forwarded to the Revenue Operations team.

Speaking about the Marketing team, which deals with engagement and growth. Their job is to create or add high quality contents to Toffee's library as well as increase Toffee's usage and visibility across all channels. Their works include creating or acquiring meaningful contents tailored towards the Bangladeshi target market. They acquire new users by promoting their contents towards social media platforms and retain the existing users by providing different rewards and gamification. Moreover they constantly work on bringing new features to the app so that the users keep on finding new stuff which increases the app usage. They also collaborate with relevant influencers to promote Toffee and create a deep brand community.

In three months of working with brilliant minded colleagues, I have done the following works:

Business Development -

1. Recorded advertisement videos which were run on Toffee and sent them to clients on a regular basis. It has been a regular job during the World Cup days, the clients match the number of times the ads are shown as promised. And the recorded ads were also needed in creating the finalized report after the end of the World Cup tournament.
2. Created advertisement segregation on excel file using Google Ad Management (GAM) 360 to assess the performance of the advertisements. It measures the amount of views and impressions achieved as compared to promised in the initial invoice. These are then required to prepare the final bill sent to the client.
3. Using the analytics which included the impressions of each advertisement, I have helped in creating reports of the performance for each client. At the end of the tournament it was required

to prepare a powerpoint slide using graphical representations, I was assigned to prepare those under the supervision of the advertisement manager.

4. Checked Purchase Orders of clients and forwarded it to Revenue Operations team for invoice generation, and oftentimes created quotations upon client request. Reviewed the invoices and forwarded it to the client through Enterprise Business team's Relationship manager. Occasionally I had to visit clients if required to collect formal documents.

Engagement and Growth -

1. Conducts market research to identify potential targets and potential trends in the streaming industry.
2. Brainstorm ideas to generate World Cup contests. Toffee promoted a quiz show contest for the viewers which included exclusive gifts for the participants with the highest number of right answers within a given time frame.
3. The content and growth team used to communicate regularly with the creative agencies to monitor and assist in executing proper marketing campaigns. I was also included with the team where I joined meetings with them, and would propose my recommendations where I needed.
4. There are banners in Toffee categories, I assisted my team in research on the type of contents which will be featured in the banner to increase user engagements.

2.2 Office description

Toffee's office is on the second floor of Tiger's Den building with different departments allocated within the area. However, my tasks often required me to go to the 3rd floor and 5th floor to meet the Enterprise Business and Revenue Operations team. In general, Banglalink follows a honeycomb structure which is totally different from the traditional hierarchical one. One thing that grabbed my attention was that there were no chambers or cabins for anyone, even the CMO and CHO used to sit with others and do their line of work. There was no designated sitting area for anyone, which means you can work anywhere in the building, as long as the job gets done.

2.3 Work Culture

The office culture of Banglalink is open-minded, inviting and supportive. In the Toffee room there were four groups, the Business Development team, the Product Development team, the Content and Growth team and the Technology team. The communication and bonds we all had were incredibly friendly. Even after traveling all the way from Narayanganj to my office, I instantly felt refreshed by their welcoming

behavior. There was no hierarchy in my office so I could approach anyone whenever I needed to. And my line manager, who is the Deputy Director of Toffee, used to sit beside me along with the Business Development team.

Overall, my office provided a wonderful work environment where everyone valued individual's efforts and their emotions. There was truthfulness and loyalty among colleagues who considered each other more like friends than colleagues. Every work that contributed positively was rewarded and they emphasized on transparency and empowerment. Team lunch and birthdays were celebrated during my course of work which made me happy to realize that I am working in a healthy environment.

2.4 Skills I learned

Google Ad Manager 360 (GAM 360)

The GAM 360 is a premium Google Ad Manager tool that I got to learn within my internship period. This tool has a comprehensive functionalities which allows enterprise businesses to effectively manage their advertising inventory, work with potential clients, increase their revenue streams and provide a better user experience. I was able to learn how GAM 360 works and how it is used to assess the results of each advertising campaign.

Organizational adaptability

During my course of work at Banglalink I had a wonderful experience working with different stakeholders of the department. I got to understand the complex nature of how work is done in case of urgency and pressure. I was delighted to work with the team at the World Cup session, it is one of the peak periods of Toffee as they broadcast live matches. I have been assigned to both the teams where I had finished my assigned work at a limited time and so I learned about the importance of urgency matrix which helped me to do courses one after another to successfully meet deadlines. Moreover I had to communicate with different internal stakeholders like other departments to external stakeholders such as advertising teams which shaped my perspective about how important it is to maintain a positive network of connection to achieve success.

2.5 My contributions

1. Toffee will soon be releasing a new drama, and for that I have assisted my teammates in searching for potential clients for drama sponsorship.
2. Helped in creating PPT files for clients which included the impressions of various ads run on Toffee platform.

3. Researched each category of the Toffee app and came up with the idea of pushing contents by featuring in category banners. Initially banners were used for advertisements and in each category there were 10 banner spaces. I came up with the idea of putting UGC contents in banners or content that got more views or creators whose contents were popular on other platforms but not in Toffee. By using this technique Toffee may increase their visibility of contents and create interest for users to hover across different categories of their contents.
4. Generated questionnaires for World Cup contests where ten questions are presented each day. There have been daily quiz shows for the audiences where the top three contestants won exclusive gifts.

2.6 Resonating my educational learning with my internship roles and responsibilities:

People say educational knowledge isn't enough, to work in an organization you need to have practical knowledge. It is partially true, during my internship period I realized that the educational knowledge I have gained previously, especially during my four years of the bachelor's program has been very useful. The most important aspect while working in the organization is how we can cope with the organizational environment, and in this regard, my Organizational Behavior course has helped me to be prepared for my corporate journey. It taught me about corporate etiquette and how I should communicate while working with a diverse set of individuals. I was able to learn the right attitude to present myself in an organizational environment so that I can fit in it smoothly.

Furthermore, speaking about my major courses in marketing, I have gained a lot of experience and insights to talk about. The Consumer Behavior course allowed me to understand the psychology of individuals, how stimuli influences an individual's needs, wants and demands. I was able to learn how customer segmentation for a product can be created based on the demographics which was useful while I worked with the Ad Operations Manager. In my Brand Management and Advertising courses where I learned to create e-brochures and video advertisements, it has helped me with unique ideas while working with the Engagement and Growth team.

Now, speaking about the minor courses of Media Studies and Journalism, the photography course I took has helped me to look at things differently. It has encouraged me to think deeply and enhanced my storytelling skills, which proved to be helpful. Additionally, in the Development Communication and Strategic Public Relations courses, I learned how to be able to communicate with the population at large. It has taught me how to create effective communication that would help me achieve my desired goals.

Chapter three: Self Reflection

3.1 Things I liked or disliked about the organization

Banglalink has been a wonderful experience and I would definitely recommend it to others who are seeking to do an internship. There were several aspects which I liked about the organization:

1. Cooperative employees

Everyone's respectful behavior towards each other encouraged me to ask questions and opened room for learning new things. While I worked with the Business Development and Marketing team, I was welcomed by other teams, such as the Technology and Product Development team. I got instant support from the team whenever I needed them.

2. Complementary buffet

This is something which I felt was different compared to other companies. Banglalink stood out by providing buffet lunch to their 39 interns during the 3 months program. The quality of the food was good and every day there were different cuisines. This is another example which shows how Banglalink is concerned about giving the best towards their employees.

3. Hot desking

Banglalink practices hot desking which means employees can work from anywhere within the office. This flexibility offered me a unique work experience, as I had the option of working from different spaces within the office. Banglalink's Honeycomb structure and non-hierarchical approach allowed me to sit beside the head of HR, head of compliance and management trainees of the organization. It was a great way of learning about different operations while completing my line of work.

4. Yoga session

Another distinctive culture which I found uncommon in Banglalink is their Yoga session. Every Monday after lunch there was a 5 minute Yoga session where we all participated to alleviate our stress after a long hour of sitting.

There were few aspects that I found challenging:

1. Office hours

The long expanded office hours were troublesome at times. My office hours were supposed to be from 9:00 am to 6: 00 pm but as I was assigned with two teams, I often had tedious work days when I had to leave the office at 7:00 pm. I wasn't working alone, my team was working too and I also understand the importance of finishing work efficiently but there must be a work life balance.

2. Limited autonomy

There were times when I felt that I could have contributed more if I got more access to their day-to-day operations. For instance, I have previously worked with two digital marketing companies and so I was confident I could easily handle their social media accounts. However, due to the company policies, interns aren't allowed to get full access to their internal operations. Furthermore, I had good knowledge about content management, so I expressed my interest in handling their push app notifications, but unfortunately I wasn't given due to their company regulations.

If Banglalink tries to work on these minor challenges, I believe they will be able to provide a more practical experience to the upcoming interns.

3.2 How could I do better and how the organization could utilize me better:

1. Prospecting clients

During the world cup session, I had the privilege of interacting with clients and attending sales meetings regarding ad sales and coupon sales for the World Cup event. I was even given the task of monitoring and identifying the high frequency advertisers in digital platforms for targeting. These gave me an idea about how the advertisement sales process works. I could have tried prospecting new clients for advertising and coupon sales, this would enable me in making new networks and improve my commercial sales skills.

2. Rotation of work

Even though I was assigned to two teams, I had the privilege of collaborating with other teams. As I have mentioned, everyone is friendly and welcoming when it comes to learning. I could have utilized my free time by interacting with the Product and Development team as well as the

Technology team. This in turn would give me the experience of being a management trainee intern.

3. Social media handling

Prior to my internship at Banglalink, I had experience of digital marketing works where I used to handle social media accounts of different foreign brands. I was given tasks surrounding social media but didn't have direct work responsibilities of handling their accounts. They could have better utilized me if they had given me the opportunity.

3.3 Insights for my next position and recommendations for improving the internship program:

- I am passionate towards digital marketing, so my goal is to widen my knowledge about this field. I will do continuous self study on topics like Google Ad Manager, SEO, UI and UX, Python for data analysis and Google Admob.
- I understand the need for effective interpersonal communication, as technical knowledge isn't enough for career development. It takes good leadership skills, effective communication and conflict resolution abilities to take on big ownership. I plan to develop the soft skills by interacting with meaningful people and also attend workshops in order to improve these skills.

Factors how the organization can improve the internship program:

- At the end of each month of the internship program, interns shall be given constructive comments on areas for improvements. They shall be advised on ways to work on those aspects while continuing their regular work. I firmly believe interns are the brand ambassadors for every company, carrying with them the experience they have gained, including the company's brand name. Therefore, every intern should be given the utmost opportunity to enhance themselves into a better version than they were before joining.
- Banglalink can provide interns with a rotation of work within their assigned product or service department. This will give interns a comprehensive idea about the workplace and enhance their competence for their future endeavors.

Banglalink is a great place to work and I think implementing the above initiatives would encourage interns to participate and engage more and will also better prepare them for the telecommunication industry and beyond.

Chapter 4: Personal development plan

4.1 My next course of action and career plan

My goal for the next course is to secure a position as Management Trainee in a multinational company. I will be applying in Banglalink as well since they offer a Strategic Assistant Program which is basically the Management Trainee position. I prefer not to go for any contractual position as they would only delay my progress in getting into my dream job. Instead, I will look for another internship in any multinational company in a different field to gain experience in various departments. During this time, I will be taking preparation for the Management Trainee assessments. It is okay to wait 6 months doing another internship while taking all the necessary steps to secure the highest entry level job title.

I also intend to complete my Masters from abroad in data analytics. The future is all about data and having an advanced knowledge in data science will definitely give me a competitive edge in this fast paced world.

4.2 Technical and interpersonal skills I want to develop at present for securing my career

Technical skills

I will look forward to being completely competent in Microsoft Office. During my internship period, I have seen that Microsoft Excel and Microsoft Powerpoint were the key tools that were used very often and I believe that it would be a great benefit if I could be a master of these. While I am already familiar with these applications, there are still some aspects to learn like using python for excel. Learning the basic coding technique would be a great benefit especially if I pursue my career in digital marketing and data analytics.

Interpersonal skills

In the long run, developing effective communication skills will be my prime goal. As I mentioned earlier, no matter the technical skills you have, if you can't present it in the correct way it will be tough to level up. My goal is to secure a top level marketing position in a multinational and for that effective communication is very essential. We all know that in the top level position it is all about communication and networking. So, learning this interpersonal skill will be one of my prime goals

Part B

Executive Summary

The research talks about Toffee OTT platform which has created a significant hype within the Bangladeshi population especially after the broadcast of live matches of the international sports tournaments. The research focuses on understanding the existence of Toffee, how many people know about it, how they are using it and what they think about the features and content and its position in the OTT industry of Bangladesh. The information received from the research can be used by Toffee to understand its current position in the market, usage pattern of the platform as well as know areas for improvement to make it forefront in the OTT industry.

Since the launch of the platform, Toffee has been putting efforts in its content, features and also in advertisements both conventionally and digitally. The monthly active users of OTT platform has reached over 20 millions with a market size of TK. 300 crores annually (Pieal, 2023). Toffee claims to acquire almost 50% of the active users but half of the market is still dominated by other OTT platforms. So, my goal for conducting the research was to see whether the users are satisfied with the service offered by the platform and what could have been better to make it stand out among every other platform.

The problem statements and the focus for conducting the research are clearly stated. The research focuses on covering the agendas of Toffee upon which there were no previously published researches. The paper sought to fulfill the objectives after the end of the recent ICC World Cup 2023 to get accurate results.

The type of research and the methodologies I have used during my research are properly described to provide transparency and credibility to the research process. The research contained a survey to generate results which is then explained clearly with proper interpretations of data using charts, graphs and tables. The interpretations of data are then explained with the impact it will have on Toffee.

The research covers every aspect of Toffee to get a thorough idea about the existence of the platform. Based on my research, appropriate recommendations are also given by which Toffee can make improvements to position it properly in the minds of its target group.

Chapter one: Introduction

Research title

“Awareness, user intention and perception towards Toffee: A study on Banglalink’s Toffee OTT platform”

Research Objectives

- To assess the awareness levels of Toffee among potential users.
- To examine the user's intention to use Toffee.
- To explore the different user perception and attitudes towards the features and content offered by Toffee.

Research questions

- What is the level of awareness of Toffee among potential users?
- What are the key factors influencing users' intentions to use Toffee?
- How do users and potential users perceive the Toffee in terms of the features and its content?

Background of the study

OTT is the abbreviation for “Over The Top” platform which offers audio streaming, video streaming services like movies, TV shows and OTT original contents and live TV and sports. Rather than in television where it requires a cable connection, OTT platforms can be run on smartphones, tablets, gaming consoles, smart TVs and laptops.

OTT industry started to have growth in Bangladesh since the last decade and the platform has become a brand new mode of entertainment. Currently there are many international and local OTT platforms who see the OTT industry in Bangladesh as an opportunity for growth. In 2019, the global market size of OTT platform was estimated at \$121 billion in 2019 and is expected to reach \$1039 billion by 2027 (Emon, 2021). This in turn suggests that the market for OTT platform will also grow in Bangladesh in the coming years. In fact a report published at 2022 states that the market size of the video streaming platform is Tk. 300 crores a year in Bangladesh and is increasing at a rate of 20% a year. And within a decade the market size is expected to reach a worth of 1000 crore (Javed, 2022). Still the OTT industry has not reached the maturity stage even if numerous OTT platforms have entered the Bangladesh market.

Banglalink is a multinational telecommunications company which is under the mother company VEON corporation. And the department “Toffee” is a subsidiary of Banglalink which is operating under the supervision of VEON corporation. Toffee was launched back in November 2019 and within a short time they have created a significant impact in the OTT industry. Initially they started with 70 channels but now has added 100 live satellite channels which includes both local and international channels. And Toffee not only has the highest number of live channels but is also ranked as Bangladesh’s number one entertainment channel in Google's app store.

There are other OTT platforms already in the industry and most interestingly some of them are also a subsidiary of other telecommunication companies like “Bioscope” is a product of Grameenphone and “Binge” is of Robi. And they have been trying to provide similar services like Toffee to stay competitive in the market. So the paper will provide information about Toffee’s position from the user's perspective and ways on how they can improve it.

Problem statement

In recent times, there has been an increase in the number of local OTT platforms which poses both challenges and opportunities. Some of the OTT platforms as described are subsidiaries of other telecommunication companies. The increase in the prevalence of OTT platforms in the telecommunications industry was further exemplified with Banglalink’s Toffee. Toffee was introduced back in 2019 and got very popular within a short period of time. Toffee claims that they are a comprehensive platform which is more than any local OTT platforms and they are currently the top OTT platform of Bangladesh with more than 10 million plus active users.

There have been a number of published researches regarding OTT platform growth in Bangladesh, but the existing literature lacks the investigation of this popular local OTT platform, Toffee. There I found this gap to fill up by doing research to see the level of awareness people have towards the Toffee OTT platform, how they use it and what they feel about it.

Chapter two: Methodology

Type of research

I have conducted descriptive research as the research describes the nature of the users and talks about the level of awareness, the way users intend to use the platform and how they perceive the Banglalink’s Toffee OTT platform.

Research design

This was actually a mixed research which means it uses both qualitative and quantitative data. The qualitative data were collected to get subjective answers in order to have an in-depth analysis about the awareness, individual experiences and user perception of the Toffee users. Along with this, quantitative data were also collected to better understand patterns and draw conclusions based on numerical representations.

Sampling technique and data collection

I have used the convenience sampling technique for selecting the respondents for my research where my target population was mobile network users. Mobile network users were targeted because in order to use the Toffee app, one has to login using a mobile number. And even if Toffee is owned by Banglalink, it can be used by any Bangladeshi Sim cards. The reason I have used convenience sampling is due to the shortage of time and I do require additional resources which I didn't have access to. So I have chosen convenience sampling as it is the best method among the other options. And I have taken the sample size of 100 to reduce anomalies and any room for biases. For the data collection, I have done online survey and I have prepared the questions and conducted the survey in 'Google Forms'.

Limitations

There are two limitations to my research. The first one is the time factor. The report was prepared within a very short time due to the submission deadline given by the university, as well as the short duration of my internship period at Banglalink. Another limitation is the access of data that was difficult to access from my organization due to their policy settings.

Chapter Three: Findings and Discussion

Demographics

Questions	Responses from the respondents
Gender	Among the 100 respondents, 62% were male and 38% were female.
Age	32% were between the age group of 18 to 24, 46% were 25 to 34 and 22% were between 35 to 44.
Which mobile network operator do you use?	36% were Grameenphone users, 33% were Robi users, 30% were Banglalink and only 1% were Teletalk. Our concern was to check if all participants have access to a SIM card.

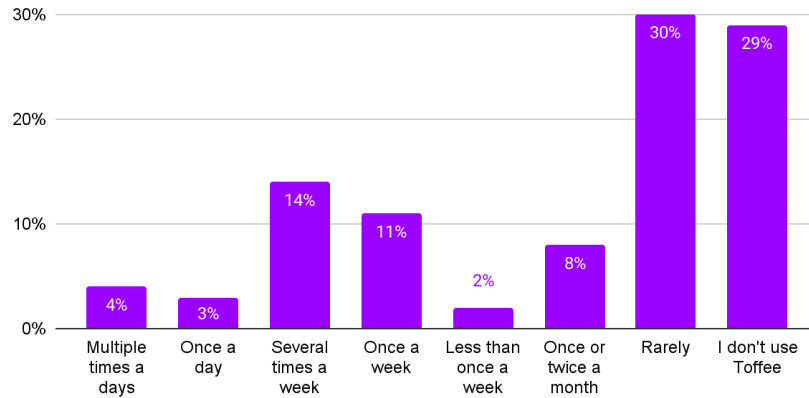
Awareness

Are you familiar with the OTT (over-the-top) platforms? (OTT means platforms such as YouTube, Netflix.)	95.1% of the respondents are familiar with the OTT platform and 4.9% are unaware.
How often do you use OTT platforms?	● 45% use it daily. ● 29% use it 2 to 3 times a week. ● 5 % use it once a week. ● 14% use it once or twice a month. ● 7% do not use OTT platforms at all.
Are you aware of the Toffee OTT platform?	Majority of the respondents which is 79% are aware about the Toffee OTT platform whereas 21% didn't hear about it prior to the survey.
How did you first learn about Toffee?	● 48% got to know about Toffee from social media. ● 25% knew about it from word of mouth. ● 6% got to know about it from a push message from Banglalink. ● 21% were not aware about Toffee before taking this survey.
Which OTT platforms do you use the most? (Select all that apply)	● 4% use Binge. ● Toffee is used by 55% of the respondents. ● Hoichoi is used by 21% of the survey people. ● 29% use Chorki. ● 7% use Bioscope. ● 5% of the respondents use Bongo. ● Rabbithole is used by 19% of the respondents. ● Netflix is used by 72% of the respondents. ● 29% of the respondents use Amazon Prime. ● 91% of the respondents use YouTube. ● Disney Plus Hotstar is used by 4%.
Do you know Toffee operates on a freemium pricing model?	55% of the respondents are aware that Toffee runs on a freemium pricing model but 45% are not aware.
Have you explored Toffee's special feature called 'User Generated Content', which allows you to earn money from the content you upload?	24% of the respondents are aware about the UGC platform that Toffee offers but 76% of the respondents are not aware that it offers such a feature.

User intention

How often do you use the Toffee OTT platform?

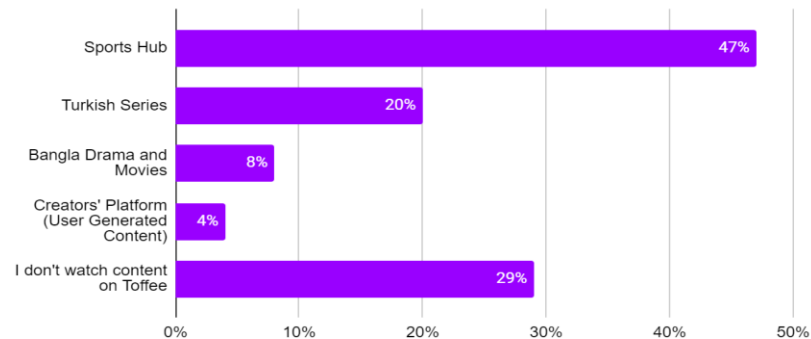
100 responses



4% of the respondents use the platform multiple times a day, 3% use the platform once a day, 14% use it multiple times a week, 11% use it once a week, 2% use it less than once a week, 8% use it once or twice a month, 30 percent use it rarely and 29% doesn't use Toffee at all.

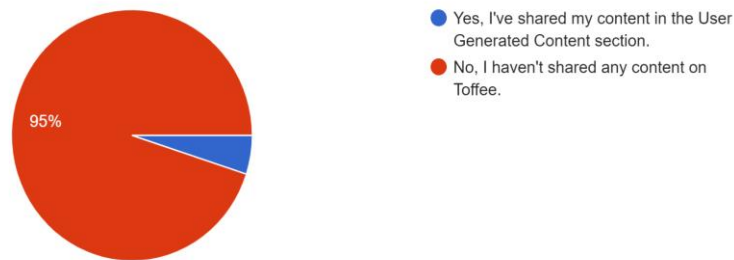
What types of content do you watch most on Toffee? (Select all that apply)

100 responses



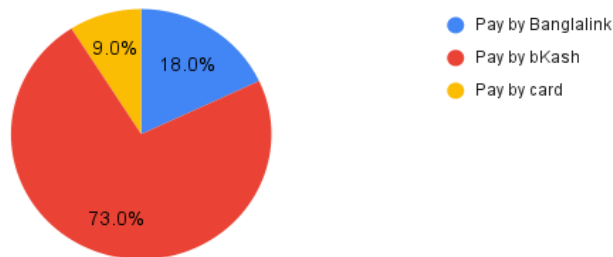
Toffee offers a wide variety of contents for their users. And among the respondents, 47% which is the most, prefers using Toffee for Sports Hub, 20% watches Turkish series, 8% prefers watching Bangla drama and movies, 4% watches Creator's platform which is basically the UGC platform and 29% don't watch any contents on Toffee.

Have you shared your own content in the User Generated Content section of Toffee?
100 responses



Only 5% have shared contents on the User Generated Platform of Toffee and 95% have not. The fact that only 24% of the people are aware about this platform led to such a less percentage of people sharing content.

If you have subscribed to or are considering to subscribe, what payment method do you prefer for the subscription on Toffee?
100 responses



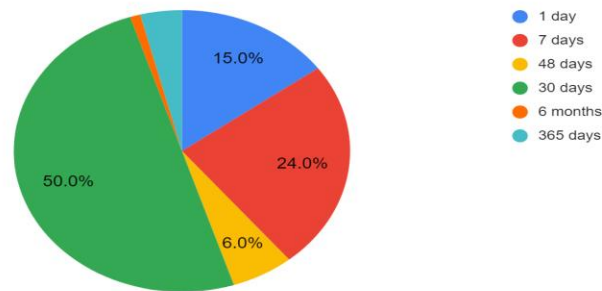
Banglalink currently offers four payment options:

1. Pay by bKash
2. Pay by Banglalink
3. Pay by card
4. Redeem Access Coupon

Among the respondents 73% prefer to pay by bKash when they subscribed or are considering to subscribe. 18% prefer to pay by Banglalink which means purchasing with their Banglalink balance, 9% prefer to pay by card. And nobody chose to access by redeeming coupons, coupons are newly introduced by Toffee during the Asia Cup 2023.

If you have subscribed to or are considering to subscribe, what duration of subscription would you prefer?

100 responses



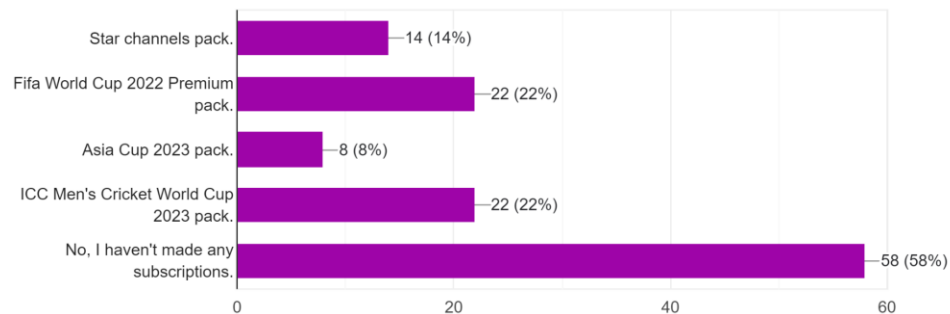
Toffee normally offers four subscription plans:

1. 1 day
2. 7 days
3. 30 days
4. 48 days

15% of the respondents choose 1 day as their subscription duration, 24% prefer 7 days subscription, 50% consider 30 days and 6% prefer the 48 days subscription plan. Apart from these, few other recommendations came from the respondents, 1% wanted a 6 month plan and 4% wanted a subscription plan of 365 days which is 1 year.

For which contents have you subscribed for?

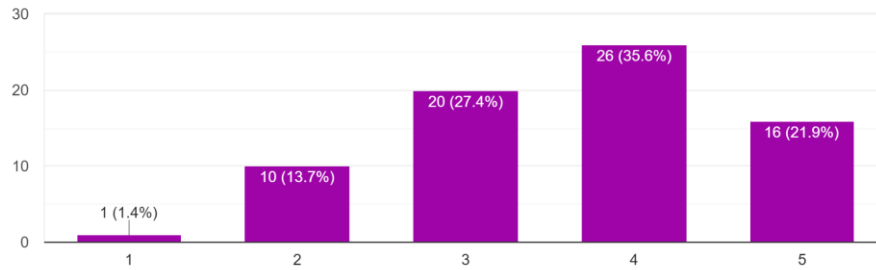
100 responses



The result tells that most of the respondents subscribed to Toffee to watch sports rather than the Star channels pack.

For those who have used Toffee, how likely are you to recommend it to others? (Skip this question only if you have not yet used Toffee)

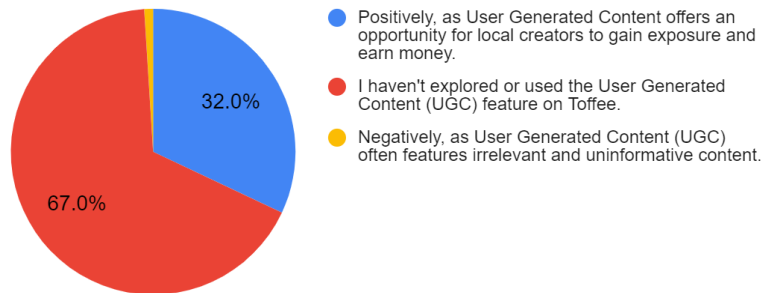
73 responses



57.5% showed positive inclination, 27.4% were neutral and 5.1% showed dissonance.

What is your opinion on Toffee's User Generated Content (UGC), the first-ever creators platform in Bangladesh?

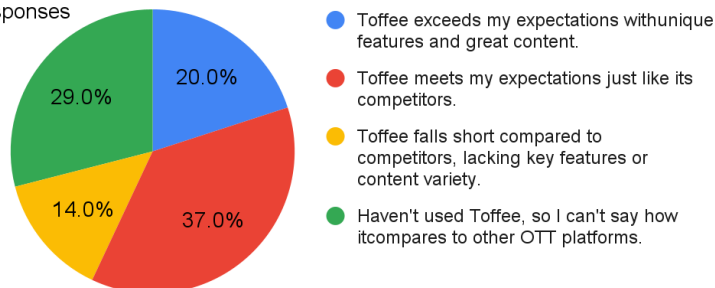
100 responses



32% view the UGC platform positively, 67% refused to comment as they have not yet explored the UGC platform and 1% viewed it negatively as they found out the contents as irrelevant and uninformative.

How well does Toffee meet your expectations in comparison to its competitors?

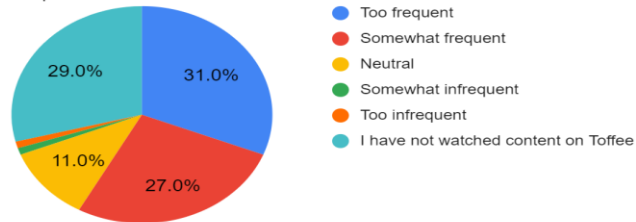
100 responses



20% believe Toffee serves their expectation with unique features and quality content, 14% find Toffee as below their expectations as they believe it fails to provide quality contents amongst others. 37% think Toffee meets their expectations the same way as their competitors and 29% didn't use Toffee before so were unable to comment.

How would you describe the frequency of advertisements on Toffee?

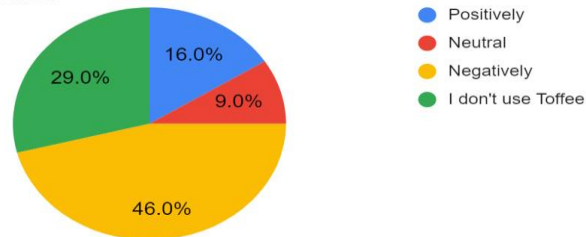
100 responses



A notable amount of 58% found it frequent as opposed to only 2% stating the opposite. Significantly, 11% were neutral and 29% didn't watch any content on Toffee.

How do you perceive the impact of advertisements on your overall viewing experience in Toffee?

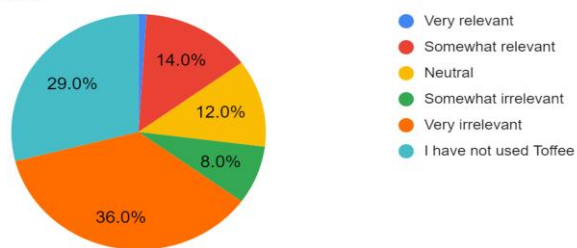
100 responses



46% of the respondents perceive the advertisements as negatively, 9% are neutral about it, 16% view it positively and 29% didn't comment as they don't use Toffee. Due to continuous commercial ads, the majority of the people portray it negatively.

To what extent do you find the advertisements on Toffee relevant to your interests?

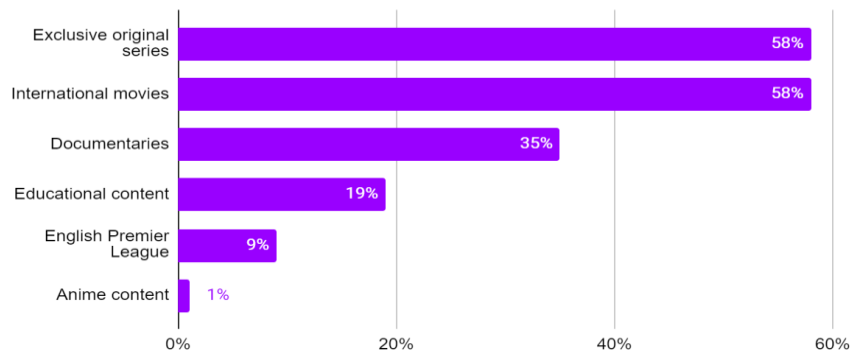
100 responses



36% find the advertisements very irrelevant, 8% find it somewhat irrelevant, 12% respond as neutral, 14% find it somewhat relevant, 1% find it very relevant and 29% don't use Toffee.

What specific types of content would you like Toffee to prioritize in its future offerings? (Select all that apply)

100 responses



58% of the participants wanted to see more exclusive original series, 58% recommended international movies, 35% wanted documentaries, 19% preferred to watch educational content, 9% voted for English Premier League and 1% voted for anime content.

Recommendations from respondents about the improvements of Toffee:

- Resolving the buffering issue for better streaming experience.
- Do more advertisements about Toffee so that people are more aware about the existence of Toffee, its contents and features as they are aware about Hoichoi and Chorki.
- The name and logo doesn't go properly with the platform. Possible changes need to be explored regarding the name and logo in order to make a positive presence.
- Start offering football league tournaments like English Premier League (EPL) and UEFA Champions League (UCL) as there is a significant user base.
- Introducing offline watching experience for it will help users with limited or unreliable internet services.
- Toffee could partner with other telecommunication companies to offer deals on their subscription packs which will attract users beyond Banglalink users.
- The Toffee app on TV frequently shuts down, it needs to be fixed in order to have a decent watching experience through television.
- The sports content on Toffee is 720p, try providing 1080p experience.
- When a user intends to close a played content window to watch another content, there should be a button. A person who is familiar with the platform is not a big deal, but a person who is new to

the platform might get confused for closing the window. A person needs to swipe from right to left from the minimize screen and it may create hindrance for a proper viewing experience.

- Toffee should provide more quality content where their focus should not be purely based on cringe and vulgar content.
- They can become the new "Dish TV" service for mobile users and can earn revenue from traditional advertisement of TV channels rather than pop up ads.
- Implement algorithms to personalize recommendations based on user preferences, browsing history, or usage patterns. Also, prioritize and enhance data security measures to protect user information.
- Include foreign contents to diversify offerings to its users.
- Offer popular Netflix series in Bengali dubbing to cater to local preferences.
- The free contents available on Toffee are not the ones users are looking for. A suggestion for Toffee is to do a comprehensive research on the trending contents and try to include them in the platform.

Summary of discussion

A higher percentage of the people are familiar with OTT platforms and use it daily. It is mostly because of the following reasons:

- The predominant widespread awareness of the most popular OTT platform, YouTube, has created an awareness about the OTT culture almost everywhere in our country.
- The fact that YouTube doesn't run on subscription basis allows users to be more dependent on it. And so the majority of the population are inclined to use it daily. Even though recently YouTube launched a premium version by providing extra features such as ad free videos, offline viewing etc. under the name of 'YouTube Premium', it still didn't hinder the daily usage of users as people can still access the contents for free.

The majority of respondents are using Grameenphone as their network provider, then Robi, Banglalink and Teletalk respectively.

- The user base transition of the mobile network is obvious if we look at the number of users each of this telecommunication company holds.
- My concern was to check whether the respondents have access to mobile network services or not, as Toffee requires mobile networks to have access to the app.

79% of the respondents are aware about the existence of the Toffee OTT platform. And most of them got to know about it from social media platforms and word of mouth. When they are requested to fill in the

survey, the respondents after reading the title where Toffee is written plus the logo attached above the survey form, almost everyone instantly recognised it.

- It is mostly because Toffee is in the introductory stage even though launched back in 2019. For that they heavily invest in advertisements to promote it towards the population at large. They have been heavily active on social media, newspapers as well as in push messages of Banglalink. During my internship period while working with the Engagement and Growth team I have witnessed how serious they are with their image on digital platforms. We have to sit with the creative agencies twice a day to have a daily follow up about the activities the company has assigned them to do.
- Another reason for the healthy presence is because of the live broadcast of international sports tournaments. Toffee has set its name after the live broadcast of Fifa World Cup 2022 where around 15.5 million active users have seen it via the platform. This was portrayed in the survey as some respondents' responses were, 'Toffee? Isn't it that platform which almost everyone used during the Fifa World Cup 2022?'.

A greater percentage of the population uses YouTube and Netflix for watching series, movies and documentaries. 55% of the respondents within my survey use Toffee where a majority of 30% uses it rarely on a seasonal basis specifically during international tournaments or when popular VOD content is being offered. Very insignificant amount, which is only 3% of users, use the platform on a daily or weekly basis as compared to international platforms like YouTube or Netflix.

- In order for Toffee to set a competitive advantage over its competitors like Netflix, Amazon Prime, YouTube, Chorki etc. they definitely need to research the contents they offer. Focusing on the contemporary interest of the locals won't help them sustain in the long run. They should focus on the wider audience and start serving modern contents that serve the demands of the modern population. Otherwise Toffee would just be a platform to watch live sports which too only during peak events.
- Toffee should work on their interface to make it more compelling. The color of the interface should be made neutral instead of the current neon pink color. Every successful brand has a story that the target market should connect with, Toffee should create a proper story that has a message for their users. Only then they can stand out differently, otherwise recommendations from users also come that they can not relate the name of the platform with the service it offers.

Creators platform which is mostly known as the User Generated Content (UGC) is a unique feature that Toffee offers solely in Bangladesh amongst other local competitors.

- Majority of the respondents, 76% including Toffee users, are not aware about it. This unique feature had the capability to make a significant impact in the Bangladesh market. Toffee could have captured the talents of Bangladesh through this feature and let them grow as a content creator just like what YouTube has been doing for years.

- Toffee should promote this platform as very few people know about this platform and so only 5% people have shared their own content in it. When asked about what they feel about this feature then 67% of the respondents stated that they haven't explored this platform so could not put any comments. And only a handful of the respondents responded positively saying it provides opportunity for local creators.

Toffee currently offers paid subscriptions for sports and Star Channels pack. Despite 9 channels offered under the Star Channels pack, subscription packs are mostly sold during the sports events.

- Users mostly prefer to pay by bKash for the payment of subscription packs, it is obvious because bKash is used by 70 million of the population making it the most popular mobile payment service. A significant portion of the Banglalink users prefer to pay by Banglalink balance, and very few prefer paying by card. It is typically because people often do not think twice after seeing the bKash option as it seems to be the most convenient.
- A new coupon option that Toffee launched during the Asia Cup 2023 under the name 'Redeem Access Coupon', has been used by zero respondents from my research. This subscription pack was launched as a promotional product for the brands who are advertising on the Toffee platform. The coupons are supposed to be purchased by brands for bulk which can then be distributed for free to their respective clients and that would give them access to peak events.
- In a questionnaire, respondents were asked about their preferred duration for subscription, the majority of the people, 50%, chose 30 days for ideal subscription and the second most preferred duration which is 24% chose 7 days. It would be wise for Toffee if they offer a 6 months and 1 year subscription plan like most OTT platforms do and in the survey, suggestions were also made about this.

OTT mostly don't view contents without any pause, there are commercial airtime ads within the streaming contents. Ads on OTT platforms are one of the prime sources of revenue and upon which the platform sustains. And like all other platforms Toffee too does that. A question was asked regarding the advertisements run on Toffee and the responses were:

- Majority of the respondents described the frequency of ads run on Toffee as too frequent which they stated as mostly irrelevant to their needs. Toffee's user base as described by the ad manager of Toffee is between ages 18 to 44 within which 18 to 34 are basically the most active user base. Since Toffee uses GAM 360 as their advertisement management tool, they can undergo more in-depth segmentation in order to personalize ads based on user demographics and their activities on the web.
- Toffee also needs to redecide the number of commercial ads they will be broadcasting at a given time as well as the number of places they will place their still ads in the platform. They should keep in mind about not flooding the platform with excessive ads and in the survey it was also found out that the majority of the people find the ads too frequent and it negatively impacts their overall viewing experience.

Chapter four: Recommendations

Based on my report here are some of the recommendations on which Toffee can consider to improve the service of its platform:

1. Considering the growth of Toffee it can be said that Toffee can become the next Netflix or more than that in Bangladesh if it is nurtured properly. Toffee should undergo an extensive research about its contents to be offered, starting with bollywood then to hollywood. There are 10 banner spaces for each category in the app within which only five are used and where mostly ads are placed. Toffee should feature their exclusive contents there in order to create interest in the audience who visits the platform.
2. Numerous respondents complained about the buffering issue that they are facing while using the platform. A time of 10 to 15 seconds glitch often occurs while running the application in both TV and mobile phones. Toffee should fix this immediately as user experience is one of the prime things in industries like OTT. Delaying or not giving enough attention to it might result in users diverting to its competitor platforms who might be offering the same content but with a better experience. So, just offering something new is not enough, Toffee should also keep fixing the problem if they identify any room for improvements.
3. Based on the respondents' recommendation, the contents for free are not the contents that the majority of the potential users are looking for. In the movie section, most of the contents are old movies and dramas which are readily available on YouTube. The platform should offer the latest movies and dramas just like what other platforms like Hoichoi, Chorki and RabbitHole are doing. Toffee should start creating original series like other local OTT platforms by collaborating with content creators, this will keep users connected with the platform. Based on the recommendations of the respondents it can be said that Toffee should broadcast matches of football leagues as these matches have good audiences which can attract them to keep using Toffee throughout the year. By doing this users will likely to use Toffee as the platform will forge itself as continuously offering something new to their users.
4. Toffee should promote their creators platform effectively as this platform acts as a point of difference for it. From my research it can be stated that the majority of the users have not explored it and so are unaware of this feature. Despite being able to earn money from the creators' platform, people are not aware about it, which is proof that they are not communicating this feature perfectly with their target audience. Toffee should create events related to this User Generated Content (UGC) platform in order to increase its awareness. Likewise they could do contests where the best content creators are being awarded which would then be posted in all digital channels where Toffee is active. Since no other Bangladeshi platform has not came up with this feature, there is still time for Toffee to make success out of it.

Chapter five: Conclusion

The growth of the OTT platform has spread all over the world like a wildfire. It has reached all parts of the world including Bangladesh. Bangladesh has been a growing market for the OTT platforms where a significant opportunity for OTT platforms still remains. From my research it can be stated that Toffee has been created at a very perfect time and within a short period of time they have been able to generate a strong awareness compared to other platforms. Apart from these, Toffee has been instrumental during the Fifa World Cup tournament back in 2022 where the massive viewership has led the platform to be featured in the Wall Street Journal. Based on research it can be said that people consider Toffee as an immersive platform and so they expect more from them in terms of content library, user interface and subscriptions plans. Toffee could cherish more in future and even has the potential to not only serve the local community but also secure its presence in the global market.

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Appendix

Acceptance letter



INTERNSHIP AGREEMENT

This Agreement ("Agreement") is made on 2nd October, 2023.

BETWEEN:

(1) **Banglalink Digital Communications Ltd.**, a public limited company incorporated under the laws of Bangladesh and having its office at of Tigers' Den, House-4, SW Bir Uttam Mir Shawkat Sharak, Gulshan-1, Dhaka-1212, Bangladesh (the "Company");

AND

(2) **Saif Ali**
357/1 West Deobhog, Narayanganj
(**"The Intern"**)

This agreement is subject to the following terms and conditions:

- For the purpose of assisting the Intern to obtain work experience, The Company hereby appoints the Intern and the Intern hereby accepts such appointment. The Intern will commence Internship with the Company from **02-Oct-23 to 31-Dec-23** for period of three months ("Internship Period") and shall perform such duties as the Company may require. The Intern will initially be assigned to perform duties at Dhaka. However, the Intern shall serve in any of the offices of the Company in Bangladesh as may be required and at the sole discretion of the Company.
- While performing the Internship, the Intern unconditionally agrees and acknowledges the Intern's obligation to:
 - perform all work allocated to the Intern to the best of the Intern's ability;
 - exercise all due care and skill;
 - comply with all lawful and reasonable directions and instructions given to the Intern by officers or employees of Company during the course of the Internship;
 - comply with any and all Company policies and procedures that apply, or may apply, to the Intern during the course of the Internship;
 - at all times comply with any and all legislation, codes or guidelines, in whatever form, that are applicable to the Intern.
- The Company understands that the Intern, upon completion of the Internship Period will submit an Internship Report (Internship Report) to his/her educational institution. The Intern shall make sure that the Internship Report if uploaded in the intranet/internet shall not be publically searchable.
- The Intern shall not involve/undertake any other internship during the period of his/her Internship at the Company.
- The Intern will be paid a lump sum allowance of BDT 10,000/- (BDT Ten Thousand Only) per month. The Intern will be responsible for paying all of his/her taxes, if any.

Banglalink Digital Communications Ltd.
Tigers' Den, House 4 (SW), Bir Uttam Mir Shawkat Sharak
Gulshan 1, Dhaka 1212, Bangladesh
Gulshan P.O. Box # 0191 and 0199
Mobile : +8801911304121
www.banglalink.net



6. The Intern must provide medical certificate if he/she is sick beyond two consecutive working days or more.
7. The Intern shall not, either during the term of this Agreement or thereafter, except in the proper course of his/her duties, disclose any information concerning the Company or its customers or any of its subsidiary or associated companies/affiliates which may come to his/her knowledge during the course of his/her Internship and he/she will use his/her best endeavors to prevent any such disclosure. This restriction shall continue to apply after the termination of this Agreement without limit in point of time but shall cease to apply to information or knowledge, which may come into the public domain, otherwise then as a result of disclosure by the Intern.
8. All Intellectual Property Rights (including without limitation copyright, trademarks or trade names, patents, designs (whether registered or pending registration), goodwill, trade secrets, secret processes, moral rights, the right to have confidential information kept confidential and other like rights whether arising by common law or by statute) developed by the Intern while the Intern is performing the Internship under this Agreement are hereby assigned to and vest in Company immediately as created. the Intern will execute all documents and do all things that are necessary or desirable to give effect to this clause
9. Nothing in this Agreement shall be construed to constitute the Intern as an employee or agent of the Company.
10. The terms and conditions of Internship are contained herein and in the applicable rules and regulations of the Company, which may be subject to alteration from time to time, and the Intern shall be bound by such terms and conditions and rules and regulations as they may stand after such alteration.
11. Both the Company and Intern reserves the right to terminate contract of Internship forthwith and without assigning any reason whatsoever with 7 days written notice, at any time during the contract period.
12. This Agreement is governed by the laws of Bangladesh and the parties submit to the exclusive jurisdiction of the courts of Bangladesh.
13. The Company hopes that your association with the Company will be successful and rewarding. Please indicate your acceptance of this offer by signing below and returning it to.

Signed
Monzula Morshed
Chief Human Resources & Administration Officer

Signed
Intern's Name: Saif Ali

Research Questions

Demographics

1. Gender?

- ☐ Male
- ☐ Female

2. Age

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55+

3. Occupation:

- ☐ Student
- ☐ Employed
- ☐ Unemployed
- ☐ Self-employed
- ☐ Other (please specify)

4. Which mobile service operator do you use?

- ☐ Grameenphone
- ☐ Banglalink
- ☐ Robi
- ☐ Teletalk

Awareness

5. Are you familiar with the OTT (over-the-top) platforms? (OTT means platforms such as YouTube, Netflix.)

- ☐ Yes, I am familiar with OTT platforms.
- ☐ No, I have never heard of OTT platforms.

6. How often do you use OTT Platforms?

- ☐ Daily
- ☐ 2-3 times a week
- ☐ Once a week
- ☐ Once or twice in a month

☐ Never

7. Are you aware about the Toffee OTT Platform before taking this survey?

☐ Yes, I am familiar with the Toffee OTT platform.

☐ No, I have never heard of the Toffee OTT platform before this survey.

8. How did you first learn about Toffee?

☐ Newspaper

☐ Word of mouth

☐ Social Media

☐ Push SMS from Banglalink

☐ Others _____

9. Which OTT Platforms do you use?

☐ Binge

☐ Toffee

☐ Hoichoi

☐ Chorki

☐ Bioscope

☐ Bongo

☐ Banglafilx

☐ Teleflix

☐ Netflix

☐ Amazon prime

☐ Others _____

10. Did you know that Toffee operates on a freemium pricing model? (Freemium means users can enjoy contents for free; however, on selected contents, subscriptions may be implied.)

☐ Yes, I am aware of Toffee's freemium pricing model.

☐ No, I was not aware that Toffee operates on a freemium pricing model.

11. Have you explored Toffee's special feature called 'User Generated Content', which allows you to earn money from the content you upload?

☐ Yes, I'm aware and have explored it.

☐ No, I didn't know Toffee had this feature.

12. Do you know that advertisements are run on the Toffee OTT platform?

☐ Yes, I am aware that advertisements are run on Toffee.

☐ No, I don't know that advertisements are run on Toffee.

User Intention:

13. How often do you use the Toffee OTT platform?

- ☐ Multiple times a day
- ☐ Once a day
- ☐ Several times a week
- ☐ Once a week
- ☐ Less than once a week
- ☐ Once or twice a month
- ☐ Rarely
- ☐ I prefer other platforms

14. What types of content do you most frequently watch on Toffee OTT? (Select all that apply)

- ☐ Live TV Channels
- ☐ Sports Hub
- ☐ Turkish Series
- ☐ Bangla Drama and Movies
- ☐ Creators' Platform

15. Have you shared your own content in the User Generated Content section of Toffee?

- ☐ Yes, I've shared my content in the User Generated Content section.
- ☐ No, I haven't shared any content on Toffee.

16. Have you ever considered subscribing to Toffee OTT?

- ☐ Yes, I have subscribed to Toffee.
- ☐ No, I have not yet subscribed to Toffee.

17. What payment method do you prefer for the subscription on Toffee?

- ☐ Pay by Banglalink
- ☐ Pay by bKash
- ☐ Pay by Card
- ☐ Redeem Access Coupon

18. If you were to subscribe to the premium version, what subscription duration would you prefer?

- ☐ 1 day
- ☐ 7 days
- ☐ 30 days
- ☐ 48 days

19. For which contents have you subscribed for?

- ☐ Star channels pack
- ☐ Fifa World Cup 2022 Premium pack

- ☐ Asia Cup 2023 pack
- ☐ ICC Men's Cricket World Cup 2023 pack
- ☐ No, I haven't made any subscriptions

20. For those who have used Toffee, how likely are you to recommend it to others?

(Skip this question only if you have not yet used Toffee)

1(not likely) to 5 (very likely)

Perception:

21. How satisfied are you with the free contents available on Toffee?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied
- ☐ I have not user Toffee

22. If you have made subscriptions, to what extent are you satisfied with the pricing plans and packages offered by Toffee?

(1 being very dissatisfied, 5 being very satisfied)

23. What is your opinion on Toffee's User Generated Content (UGC), the first-ever creators platform in Bangladesh?

- ☐ Positively, as User Generated Content offers an opportunity for local creators to gain exposure and earn money.
- ☐ I haven't explored or used the User Generated Content (UGC) feature on Toffee.
- ☐ Negatively, as User Generated Content (UGC) often features irrelevant and uninformative content.

24. How well does Toffee meet your expectations in comparison to its competitors?

- ☐ Toffee exceeds my expectations with unique features and great content.
- ☐ Toffee meets my expectations just like its competitors.
- ☐ Toffee falls short compared to competitors, lacking key features or content variety.
- ☐ Haven't used Toffee, so I can't say how it compares to other OTT platforms.

25. How would you describe the frequency of advertisements on Toffee?

- ☐ Too frequent
- ☐ Somewhat frequent
- ☐ Neutral
- ☐ Somewhat infrequent
- ☐ Too infrequent

26. How do you perceive the impact of advertisements on your overall viewing experience in Toffee?

- ☐ Positively
- ☐ Neutral
- ☐ Negatively
- ☐ I don't use Toffee

27. To what extent do you find the advertisements on Toffee relevant to your interests?

- ☐ Very relevant
- ☐ Somewhat relevant
- ☐ Neutral
- ☐ Somewhat irrelevant
- ☐ Very irrelevant
- ☐ I have not used Toffee

28. Please indicate your level of agreement with the following statement: 'I am satisfied with the Toffee OTT platform.'

(Skip this question only if you have not yet used Toffee)
1(Strongly disagree) to 5 (Strongly agree)

29. What specific types of content would you like Toffee to prioritize in its future offerings? (Select all that apply)

- ☐ Exclusive Original Series
- ☐ International Movies
- ☐ Documentaries
- ☐ Educational Content
- ☐ Other

Additional Feedback:

30. Are there any recommendations on how the Toffee service can be improved?