

Media Research

The media research division of SRG Bangladesh Limited (SRGB) aims at providing research and consultancy services in various aspects of Medias. The division offers services mainly in the area of customized research.

The division offers a range of research tools and methodologies that can be used to elicit relevant information. These include conventional tools as well as innovative and new tools.

PROPRIETARY RESEARCH TOOLS

Online Stimulus Evaluation Tool

ONSET is a technology intensive qualitative research technique that is specifically used for contents development. The uniqueness of the tool is its ability to provide **Real Time Feedback**. The technique also allows in-depth probing into diagnostics on the content.

- ✦ **ONSET** works at two levels. The real time experience as well as after taste of the experience. The after taste is discussed with the help of focus group discussions.
- ✦ **ONSET** can be used with different kinds of audio/video stimulus. This could be in form of narramatics, animatics or pilot episodes. It could be used for old/new programs/content, promo development/ads for programs or for fillers.

SRGB overseas research associate Synovate developed this ONSET research tools and SRGB has access to this tool.

Other Research Tools

In addition to ONSET, the media division also employs the following conventional tools:

♣ *Focus Group Discussions*

FGDs are conducted by skilled qualitative researchers with relevant experience in the field of media research. Gentle probing along with projective techniques is used. Since media consumption is highly sensorial driven, the use of a lot of audio and visual stimulus is common.

♣ *Peer group Interviews (PGIs)*

PGIs are conducted in relevant categories/situations. e.g. a children's channel or infotainment. Internet research, where the depth as well as width of information needs to be covered, some types of media are consumed or processed in a social group, and responses need to be captured in a similar setting.

♣ *In-depth Interviews*

One-on-One interviews are used to understand viewer/user/surfer attitudes and behaviors in complete detail.

Accompanied viewing/listening/reading sessions help us observe media consumption in reality. This tool throws up insights in the area of viewer/target experience to content.

♣ **Expertise in Media Research**

The media research experts' panel of SRGB has a consolidated experience of working on various types of research studies across the medium of TV, Print, Radio and the Internet.

- ✎ Audience understanding, profiling and segmentation of the target viewer
- ✎ Software/program development research
- ✎ Channel and brand perceptions, positioning research
- ✎ Brand equity research

Users of Media Research Services

The media research division professional have worked with different users of media research:

♣ **Media Companies/Broadcasters**

- ✎ *Focus on content development, scheduling and creative idea generation and development*

♣ **Media Planners**

- ✎ *Scheduling related research*

♣ **Advertisers on Media (Marketers)**

- ✎ *Scheduling and overall performance of programs*
- ✎ *Future/potential performance*
- ✎ *Predictive forecasts*

For any enquiries or further details, please call us.



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