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Over the past 12 years, the red-green-white monogram of Channel i has become one of the most familiar sights to the Bangladeshi television audience. Being the first digital Bangla satellite TV channel, Channel i has come a long distance from where it started off. Today, this unique television channel sets itself apart from its competitors while being inspired with the Bengali culture, engraving it among many and thus maintaining its status as the trendsetter in the Bangladeshi media scenario.

Market

With 10 satellite television channels already broadcasting, around 10 more in the pipeline, and many with unsuccessful short-span attempts, the Bangladeshi TV media business is as competitive as it gets. To stand out in this crowd and retain a leading position for more than a decade is a huge achievement. And that is exactly what Channel i has accomplished. The channel has been a pioneer in many respects for all the TV channels in Bangladesh - Channel i continues to be the trendsetter.



The journey for Channel i started on 1st of October 1999. The objective was never to be a successful business venture only, rather to establish a positive role of media in Bangladesh. The channel's target market wasn't any specific group of people, but the millions of Bengali-speaking people, living in home and abroad. Channel i's programmes, the logo, the tagline "Hridoye Bangladesh, Probasheo Bangladesh" (Bangladesh in Heart, Bangladesh in Abroad), all invariably express its core value - patriotism. And the channel has remained true to this value since its inception.

With the competitors being the state-run terrestrial Bangladesh Television, terrestrial Ekushey Television, and the already established ATN Bangla - Channel i faced an uphill battle in its early days as a private satellite channel to gain acceptance and popularity among the masses. Today, everyone affiliated with the channel can look back at the rough times and say with pride that the aim has been fulfilled. Now, the challenge is to take things to higher levels, and Channel i looks more prepared than ever to conquer whatever is quite impossible for others.

Achievements

Channel i has been the largest market share holder in the Bangladesh satellite TV channel market. The channel has been chosen as media partner for a number of esteemed events, including the prestigious Meril Prothom Alo Awards, and Commward by Bangladesh Brand Forum. In 2009, Channel i supported BBC World Service for their program BBC World Debate, which was filmed at Lalbagh Fort. It was also on air on both Channel i and BBC World.

World class feature films from the parent company of Channel i, Impress Telefilm Limited, have won numerous international accolades from high profile international and national film festivals in the past few years. Impress Telefilm Ltd has already produced over 55 full-length feature films and 7 films out of them have been nominated for the Oscar Award in the past 5 years.



Shykh Seraj, one of Channel i's directors and the key figure behind the renowned show "Hridoye Mati O Manush" has been awarded the United Nation's 'FAO A.H. Boerma Award' for the period of 2008-2009, the highest honor for an agricultural journalist around the world.

Product

Channel i has a vast array of programs on its schedule showing great diversity. It stresses on building a meaningful relationship with the audience, therefore it offers something for everyone. Channel i has well and truly achieved the title of being an info-entertainment channel with equal focus on both.

The channel has always been the first to try things out differently. The concept of video jockeying was introduced back in 1999 by this channel before anyone else had done it. Daily soaps and mega serials were also unknown to the people of Bangladesh before Channel i took the initiative and consequently popularized them. It was Channel i that first went beyond the traditional one-day special programming on occasions like Eid and Pahela Baishakh, and extended it to almost a week, a trait that all the channels entering the scene afterwards have taken up as well. In addition, it was in this channel that the first international travel show of Bangladesh, RC Travel On went on air. Another unique and extremely successful venture had been the farmers' game show "Krishoker Eid Anondo" (Farmers' Eid Delight), organized twice every year during two Eid events, where general farmers take part in the traditional games of the rural Bengal. Also, the game is arranged on the occasion of First of Boishakh, the first Bengali month celebration, with a new name, "Krishoker Boishakhi Anondo" (Farmers' Boishakhi Delight). In addition, every year Channel i organizes the Lux Channel i Performance Awards in Sharjah, UAE. This is the largest annual event organized by the Bangladeshis on foreign soil.

Channel i News has gained widespread acceptance as being one of the most unbiased and objective in the country. This has been one of Channel i's most



viewed programmes since it took off. Channel i's live political debate show "Tritiya Matra" (The Third Dimension), has been another landmark in the Bangladeshi television history. The show was the

first of its kind in Bangladesh with more than 1000 episodes having been aired by now. Such has been the credibility and popularity of this show that leaders and politicians from the absolute top level have agreed to appear here on a number of occasions.

The most talked about programme developed by this channel has been "Hridoye Mati O Manush". The award winning show has been the most influential and dominating agro-development program for more than 7 years now which also influences the Bangladesh Govt. policy. The show is directed and anchored by Mr. Shykh Seraj, the Founder Director and Head of News of Channel i and one of the pioneers in development journalism in Bangladesh on agricultural development for the past three decades. This is the only show which airs in TV South Asia (5 different countries - Bangladesh, India, Nepal, Sri Lanka & Pakistan) Up until now, Channel i has produced the highest number of nationwide talent hunt and reality shows. The highly popular "Lux Channel i Superstar" has been the longest running major Talent Hunt show in Bangladesh, already having completed five seasons. The show has produced starlets who have created very strong positions for themselves in the media scene. Another noteworthy show has been the "Channel i Shera Kontho", a musical reality show. With the judges being the most esteemed personalities in Bangladesh musical scene, the show has been lauded for its quality. Other reality shows like "Khude Gaanraaj" (musical reality show for youngsters) and D'Rockstar (band music competition) have also been highly popular and viewed. Channel i not merely launches the youngsters into fame through these shows, rather takes responsibility of properly grooming them so that they can fulfill their potential.

Every year Channel i rewards "Life Time Achievement Awards" to the pioneers of different sectors. Already this award has been given to eminent personalities like Shudhin Das, Ferdous Ara, Rezwana Chowdhury Bonna, Sohrab Hossain, Rani Sarkar, Foriza Begum, Karim Sarapi, Sujata and Sabina Yesmin to name a few.

Channel i has taken the initiative to mobilize youth generation into social works throughout a

History

1999

Started telecast on October 1 in a 1700 sq. ft. premise

2000

First Daily Mega Serial "Joar Vata"

First Cooking Show "Monohor Iftar"

2008

First musical contest for youngsters "Meridian Channel i Khude GaanRaj" started to be telecast

Musical contest "Channel i Sera Kontho" began

2010

Channel i moved to its own 55,000 sqft premise located in Tejgaon

Celebrated 12 years of the channel

First Nature based show "Prokiti O Jibon"

First Reality Show based on Noble Work "Sheltech Campus Hero"

competition based on noble works titled "Sheltech Campus Hero". Main motto of this show is to prevent gender-based violence. "Muktijuddho Protidin" - a TV show in remembrance of the Liberation War has also started airing and has been highly appreciated by the government.

Recent developments

Channel i has moved into its own premises this year. The new home of the channel covers an area of 55,000 sq ft, a substantial increase in area from its previous facility. The channel has recently started up a new venture where it works and interacts with members of the young generation. The aim is to train these young people positively to reshape the country, as these people are the future leaders of the country.

Channel i has started a new daily program called "Rabindranath Protidin" on behalf of the Bangladesh government. This program's objective is to bring about positive practice of Rabindranath Tagore's works, targeting the celebration of 150 years of birth anniversary of this legend.

Promotion

Channel i shuns the traditional paths of promotion, and rather seeks to get to its viewers through activation campaigns and events. Every year, the channel takes up illustrious programs to celebrate its anniversary on October 1. This year was no exception, with the elaborate celebration spanning an unprecedented nine days. The program list included a painting competition for children, a "Sharat Utshab" (autumn festival) highlighting Baul Songs, other cultural functions, a photography exhibition, and film festivals among others. The anniversary of Channel i has become a major TV event of the year as well with special day telecast running for several days. In addition, the channel sponsors or organizes events like "Baishakhi Mela" on the Bengali New Year, and partners on activation campaigns like Activate Bangladesh National Beach Walk in Cox's Bazar in 2007, which was shown live by the channel.

Brand value

To those who know Bengali, and know Bangladesh - Channel i has been the representation of the intimate sensation of the Bengali community. The

tagline "Hridoye Bangladesh" shows how deeply the channel values its roots. The monogram of Channel i features an open eye of a human being comprised of green colour on its background, red on the surface and white on the eyeball surrounded by red. The inner sense is that the colour green depicts the vast green landscape of our motherland Bangladesh; colour red denotes Bangladeshi people's adherence to independence or liberation and the colour white signifies the thirst for peace.

Upholding the Bengali culture and heritage has always been Channel i's top priority. It is Channel i that started airing special daylong programmes for our very own cultural events like Pahela Baishakh, Victory Day and International Mother Language Day. At the same time, the channel also embraces the ever changing novel concepts to cater to the demands of the new generation. The uniqueness of the Channel i brand lies in maintaining this perfect balance between the roots and the contemporary.

The viewers can easily relate Channel i to the term "Socially Responsible". The programme "Hridoye Mati O Manush" has changed the lives of thousands of farmers of Bangladesh for the better. Also, in the past 3 years, 26,000 farmers have been taken to the Farmers Health Camp, jointly organized by Channel i and JBFH. The channel works for providing insolvent artists with financial aid, especially to those who need support for bearing medical expenses. Since its early days, Channel i has been showing social awareness videos during commercial breaks. The organization has always stretched out helping hands to those who worked for the betterment of the society and the country.

Things you didn't know

- 1. Channel i is the first ever digital Bangla satellite TV channel.
- 2. It has the highest market share among the satellite TV channels of Bangladesh.
- 3. The channel is hugely popular among the expatriate Bangladeshis.

2003

First International event (LUX Channel i Dubai Performance Award), organized by Channel i in Dubai

Live political debate show "Tritiyo Matra" (The Third Dimension) started its journey.

2004

Agro-development program "Hridoye Mati O Manush" was telecast

Airing of game show "Lets Move" commenced

First music award hosted by Channel i, "Citycell Channel i Musical Award" took place

2005

First season of popular reality show "LUX Channel i Super Star" was aired