

"KATHMANDU PREFERS"

Foreign Television Channel Preferences and Habits

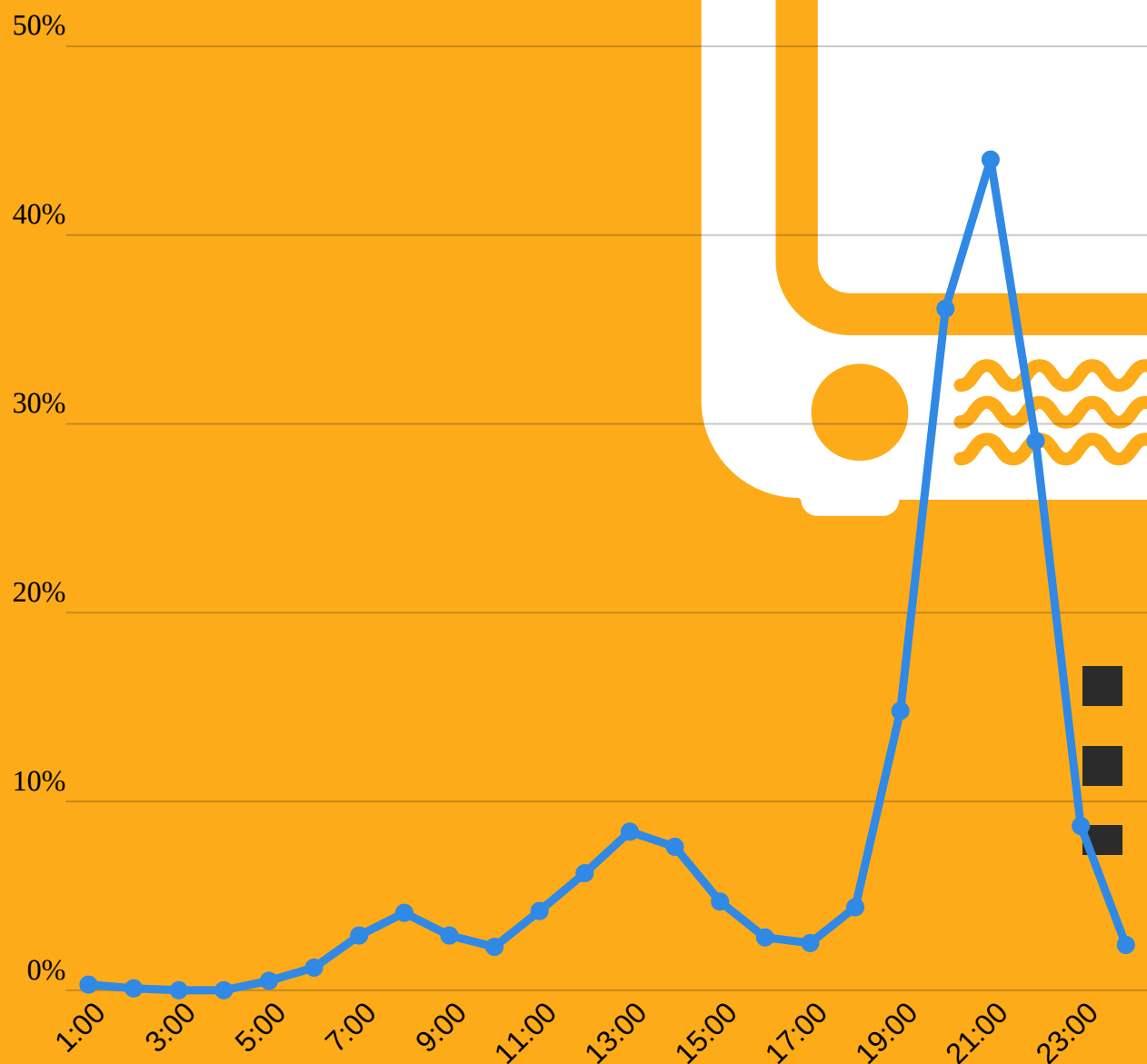
**OCTOBER-NOVEMBER
WAVE II, 2018
KATHMANDU AND SURROUNDING**

The presented figures and data are based on a panel of 2,000+ respondents spread across Kathmandu, Lalitpur, and Bhaktapur

PEAK TIMES

Prime times 8 pm to 10 pm, peaks at 9 pm

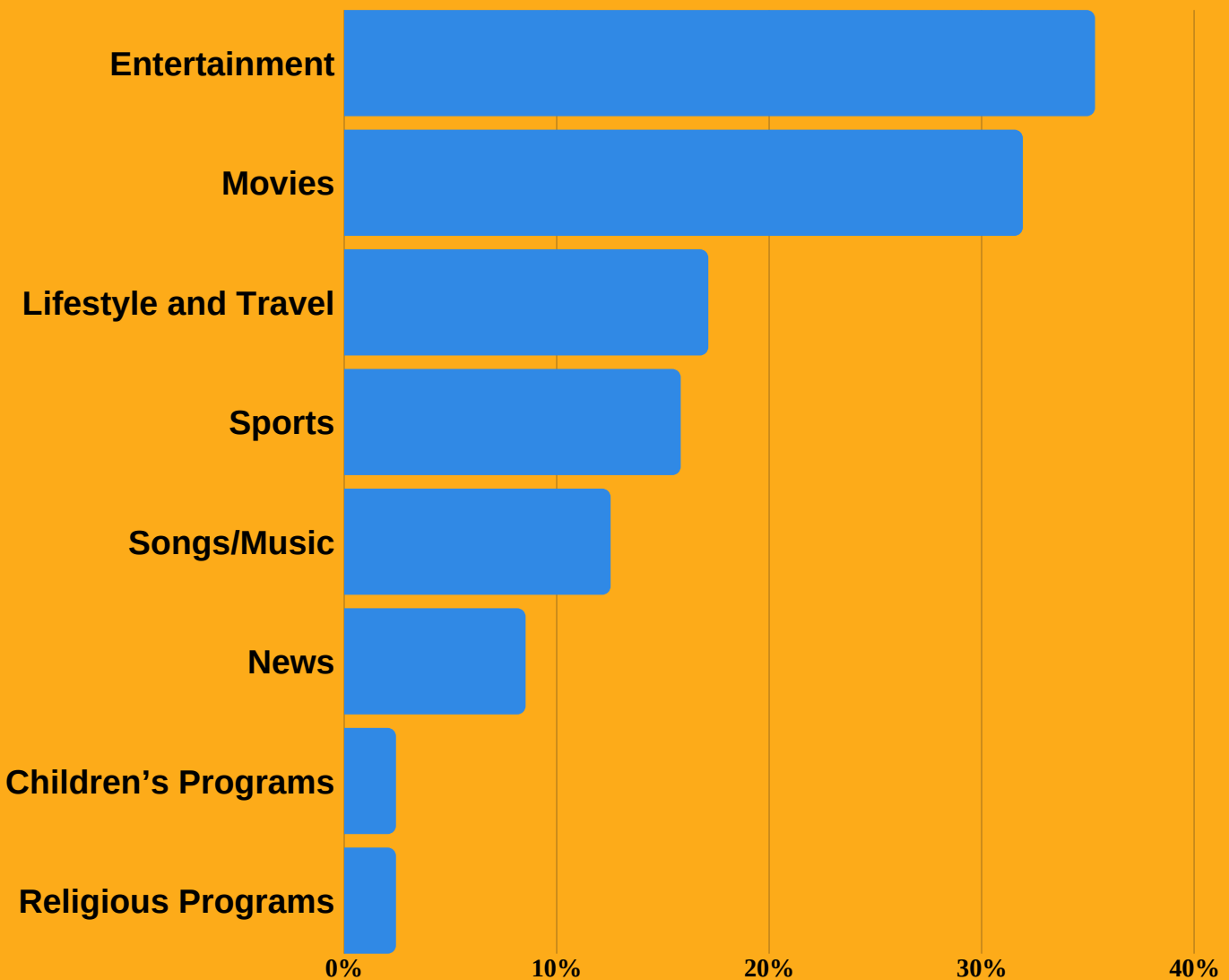
Around 61% of the Kathmanduites watch foreign television channels. There are three preferred viewing periods - one in the morning, next during the afternoon and then the peak during the night. The prime times between 8-10 pm brings in the most of audiences, with 9 pm being the peak hour with around 44% of audience.



Foreign Television Channels Preferred Viewing Times.

SOURCE OF ENTERTAINMENT

Foreign television channels are primarily source for entertainment, movies, sports, and lifestyle.

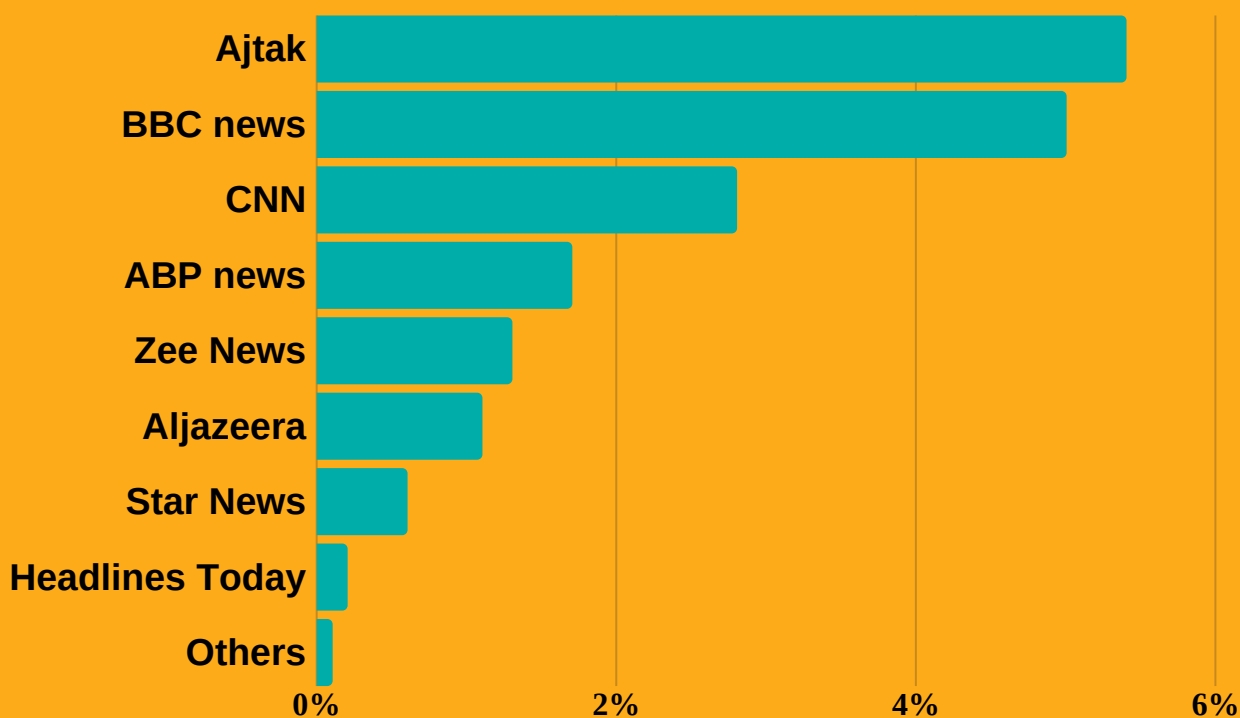


Over 35% of the Kathmanduites watch foreign television channels for entertainment (sitcoms, serials, TV shows), while around 32% view them for movies. Lifestyle/travel, Sports, and Music also are popular content among foreign television channels..

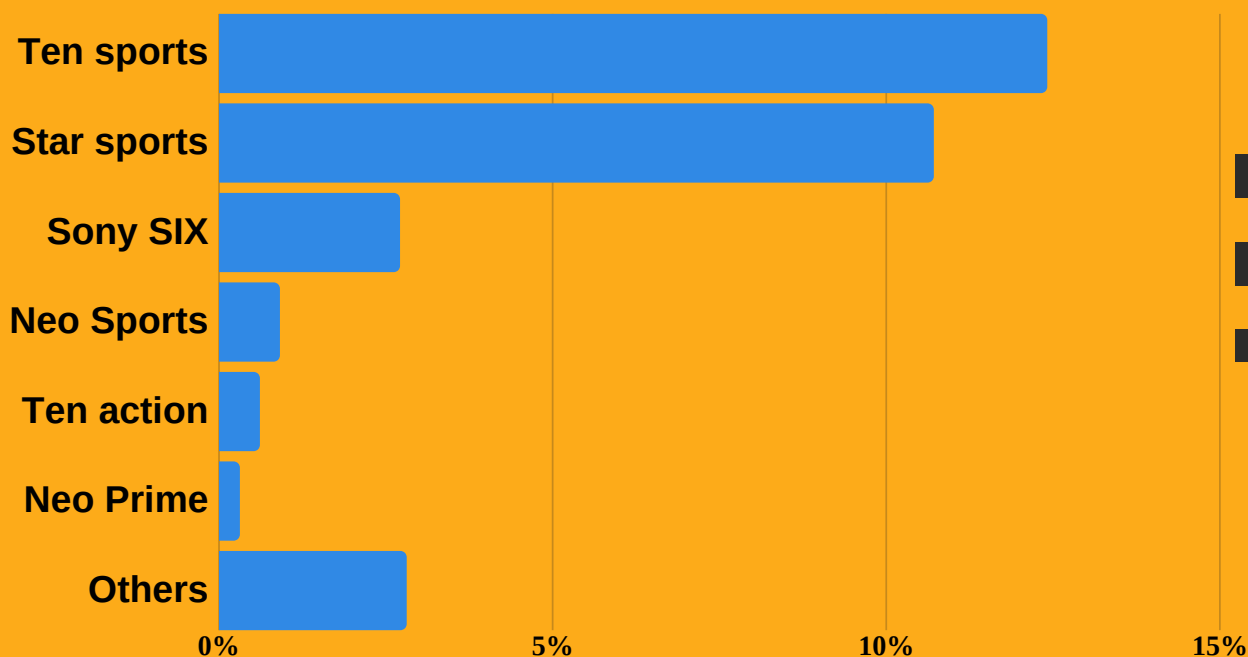
CHANNEL PREFERENCES



Foreign television for NEWS



Foreign television for SPORTS



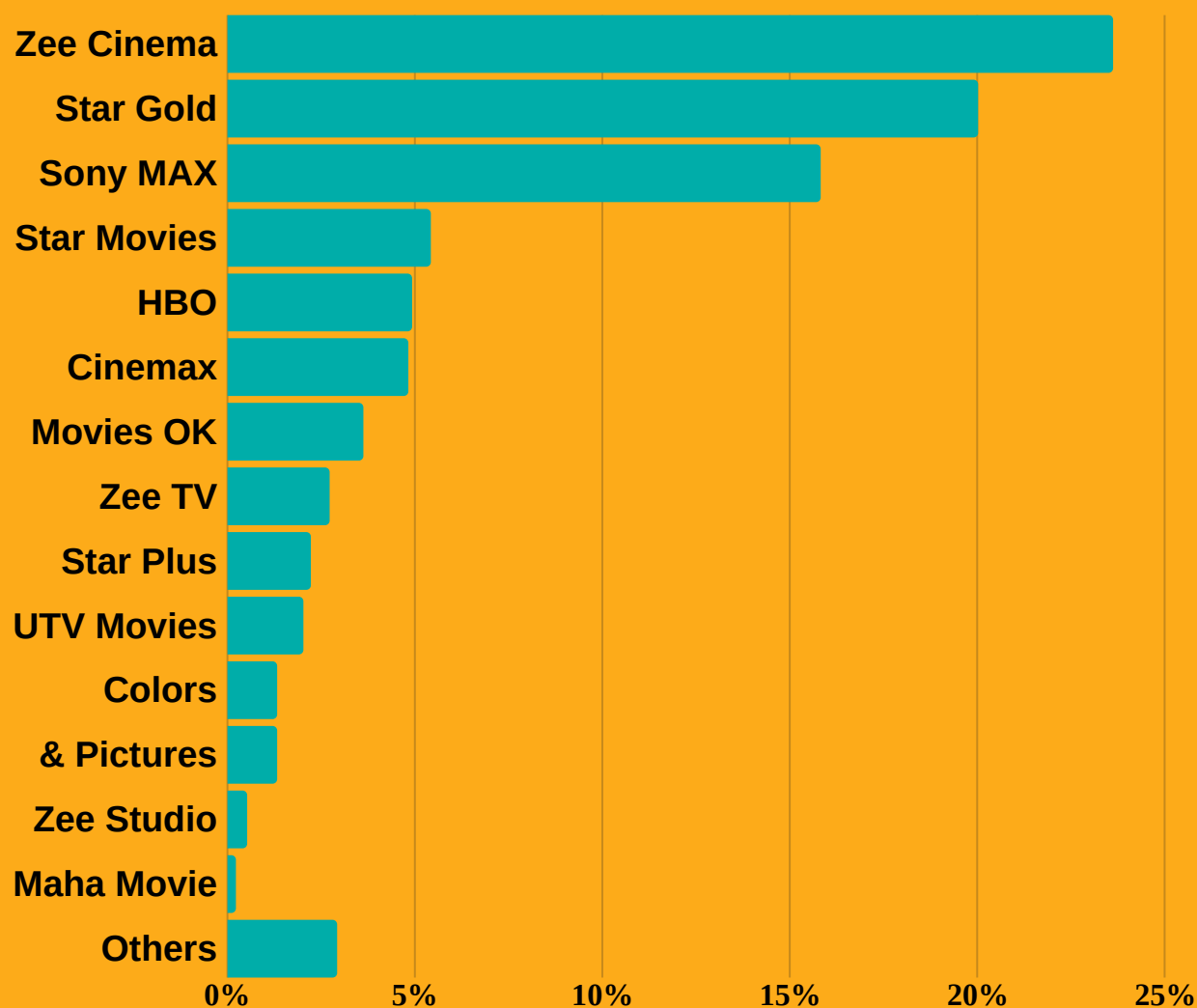
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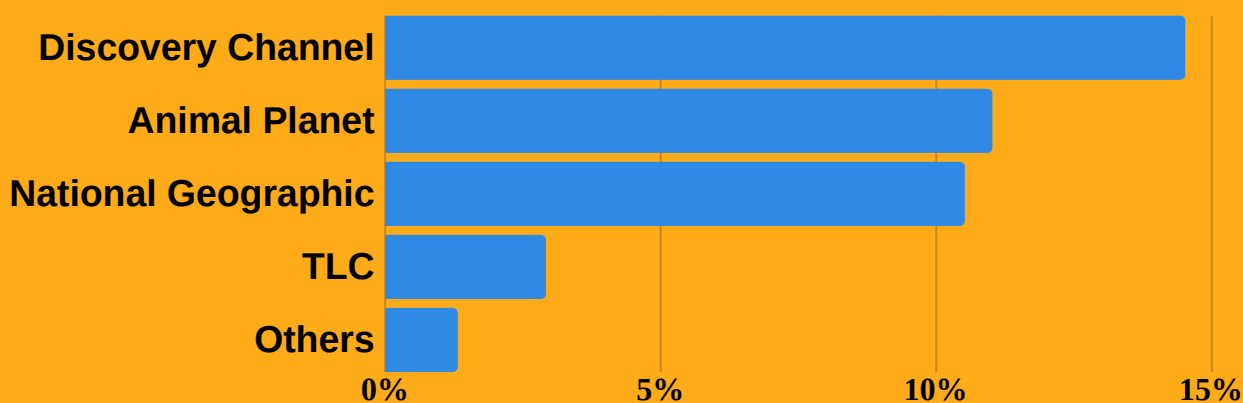
CHANNEL PREFERENCES



Foreign television for MOVIES

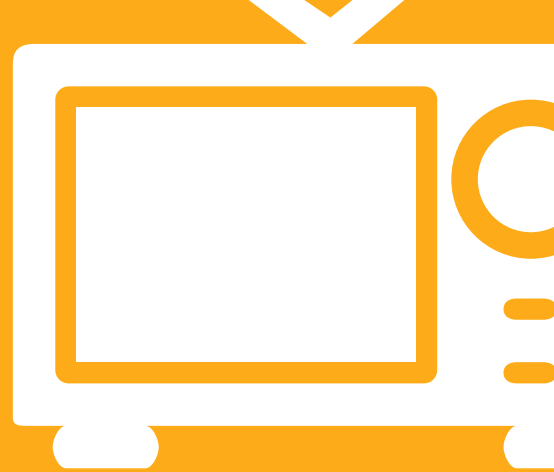


Foreign television for LIFESTYLE & TRAVEL

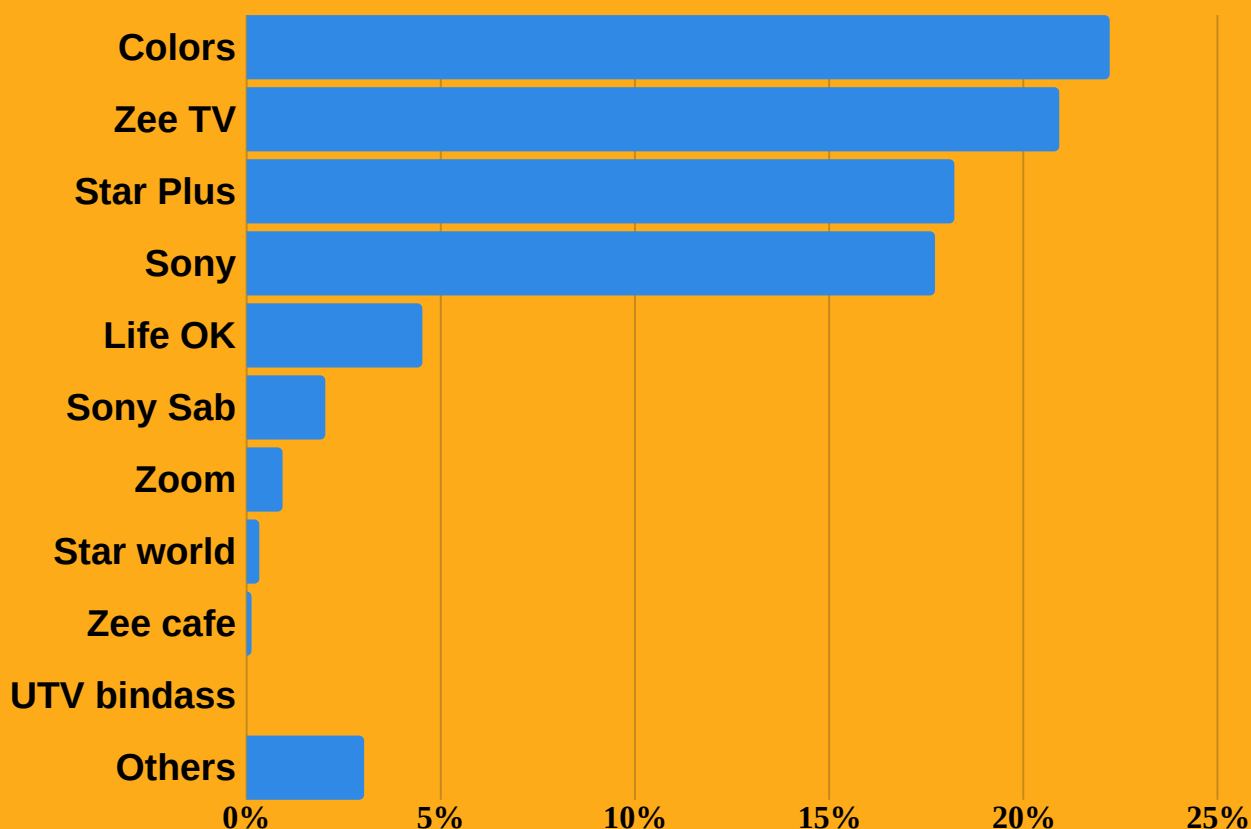


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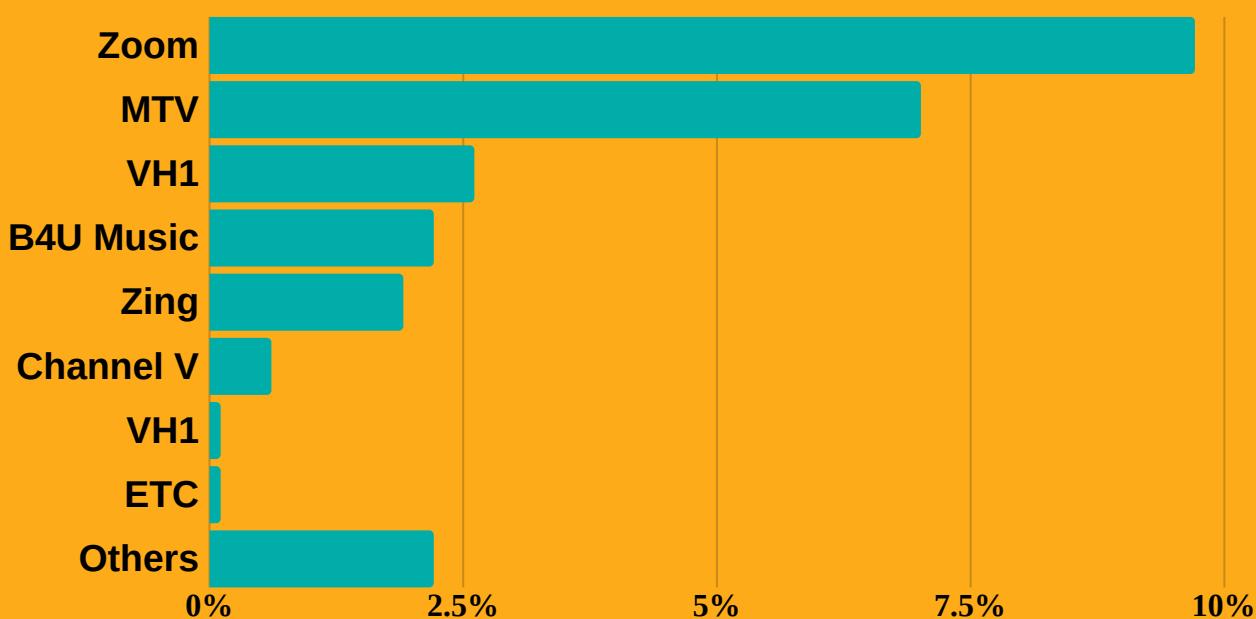
CHANNEL PREFERENCES



Foreign television for ENTERTAINMENT



Foreign television for MUSIC



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