



UNIVERSITI TEKNOLOGI MARA

**THE PERFORMANCE OF
TELEVISION BROADCASTING
CHANNEL**

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Thesis submitted in fulfillment
of the requirements for the degree of
**Bachelor of Business Administration
(Hons) Finance**

Faculty of Business and Management

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LETTER OF SUBMISSION

6th JULY 2017

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Dear Madam,

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Attached is the project paper titled “**THE PERFORMANCE OF TELEVISION BROADCASTING CHANNEL**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,




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AUTHOR'S DECLARATION

I declare that the work in this project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledge as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

This research paper is conducted to determine the performance of the television broadcasting channel in Malaysia. The performance is measured through the net revenue of the broadcaster as the dependent variable and the factors that may affect it directly or indirectly. The independent variables used in this study are viewership, the number of television programs in a particular channel, and last but not least, the number of advertisers in a particular channel. Viewership can easily be defined as the audience of a television program. Here, the end product that the researcher wants to achieve is to know the relationship between dependent variables and independent variables, either positively or negatively. In this paper, the researcher is using time series monthly basis data for 3 consecutive years which are from January 2014 until December 2016. Data is taken from one of the huge players of television broadcasting industry in Malaysia. For analyzing the data, the researcher uses the Ordinary Least Square (OLS) regression method to stimulate the findings. After regression, the researcher produces the result where two variables have a positive relationship with the revenue, which are viewership and the number of advertisers in the particular channel. While the number of programs resulted in a negative relationship with the revenue. All the findings can be supported by the literature review from the past journal and research that had been provided in chapter two. There are several key terms used in this study, such as free-to-air TV, pay TV, artificial intelligence, and many more that are used in this industry.

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