

ADDIS ABABA UNIVERSITY
GRADUATE SCHOOL OF JOURNALISM AND
COMMUNICATION

THE IMPACT OF NEW BROADCASTING SATELLITE TELEVISIONS
ON EBC AUDIENCE: A CASE STUDY OF EBC (TV) NIGHT AMHARIC
NEWS

By

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**The Impact of New Broadcasting Satellite Televisions on EBC
Audience: A Case Study of EBC (TV) Night Amharic News**

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Declaration

I, the undersigned, declare that this thesis is my original work and all the sources of materials used for the thesis have been duly acknowledged.

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“You can call, SMS and meet me at any time for advice.” Getachew Dinku (Ph.D.), advisor of mine. I would like to express my deepest sincerity and respectful gratitude to my advisor for his genuine and powerful advice.

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Abstract

In Ethiopia television is one of the main sources of information for many audiences and most influential in Addis Ababa. EBC (TV) as a mainstream media has been serving its audiences since its establishment in 1964. Although audiences continue watching EBC (TV), they are usually expressing dissatisfaction regarding the quality of EBC services. Having dissatisfaction complain, audiences had been watching EBC (TV) for long years because of lack of alternative television stations. However, now audiences are getting alternative satellite television stations which transmit entertaining programs with the language of theirs. Among the free-air satellite stations, EBS, KANA, J TV, NAHOO and ENN are the major one. Even if there is no solid evidence yet to prove, the influence of these satellite televisions in diverting EBC (TV's) audience, by the researcher's personal observation, most audiences are not attending EBC's news after the emerging of these independent private satellite entertainment televisions. EBC itself acknowledges this tight competition. This paper, therefore, aims at assessing the impact New Broadcasting Satellite Television stations' in diverting EBC night (8:00 Pm) Amharic news audiences. The subjects of the study are 212 Addis Ababa city Administration Government workers. Audience satisfaction studies are usually done using survey methods. As a result, questionnaires are prepared based on Likert's scales to find out the audiences' level of satisfaction with the newly established satellite television stations programs and EBC news. Audiences' reasons of television station preference and dislikes were also assessed. In addition to questionnaire, FGD is applied with three groups. Data gathered using questionnaires tallied and inserted in to SPSS and analyzed using frequency and percentages. Findings of FGDs also analyzed in a more expressive way. Using these two methods helps to have strong findings. Regarding the findings, it is possible to find out as most audiences currently watching the newly established satellite television stations than EBC particularly at night. Respondents have high satisfaction with KANA and EBS programs respectively than EBC. Audiences were diverted from EBC after the emerging of these satellite television stations. Therefore, looking through these results, it is possible to say that most audiences prefer the newly established satellite entertainment channels to gratify their needs. The other side of this idea implies as EBC lost its news audience at night. All these indicate that EBC (TV), the mainstream television station, to gratify its audiences in this titer computation era should exert more efforts to improve its news in line with the needs of its viewers.

Lists of Abbreviations and *Acronyms*

EBC	Ethiopia Broadcasting Corporation
TV	Television
EBS	Ethiopia Broadcasting Service
ENN	Ethiopia News Network
BBC	Britain Broadcasting Corporation
CNN	Cable News Network
DSTV	Digital Satellite Television
OAU	Organization of African Unity
AU	African Union
ESAT	Ethiopian Satellite Television
FGD	Focus Group Discussion
TV O	Television Oromia
VOA	Voice of America
<i>Proc. Proclamation</i>	

Definition of Terms

The definition of the following terms in the study is as follows:

Satellite television stations = television stations which are reaching to the TV households with Arab sat.

Newly established/emerging/ New broadcasting = television stations which came in to air since 2000 E.C i.e. EBS, KANA, ENN, NAHOO and J TV

Audience diversion= preferring the newly emerging satellite television stations by switching off EBC

Systematic sampling technique= identifying a starting point from candidates attendance and select each Nth of the starting point.

Candidate= respondents

Statically Parameters= parameters used to measure statics (frequency and percentage).

Chapter One

1. Introduction

1.1. Background of the study

Television is one of the most recent creations among the dominant and powerful media channels which have impact on the social, economic and political development of any nation. Pictures and reports of events and people from different parts of the globe, with their natural settings, are carried everywhere at a high speed through television (Mytton, Hand book on Radio and Television Audience Research, 1999).

In Ethiopia, Television is one of the most popular source of information in the main cities and some other newly emerging cities. Even if there are several newspapers, the circulation is low and they are only available in Addis Ababa and other main towns. Less than 1% of Ethiopians has access to the Internet whereas television is the most popular source of information for the city residents (Media and Telecoms Landscape Guided, 2011). According to this guide television was most influential in Addis Ababa, where 96 % respondents cited it as a source of news and information.

Even if, regional televisions are coming in to air, EBC (TV) is the only dominant news and information source which can address the issue of the entire regions including Addis Ababa. Based on (Media and Telecoms Landscape Guided, 2011) in Ethiopia public media maintains a complete monopoly on television broadcasting, but the government has licensed a few private radio stations. As a result, EBC (TV) is a public media financed by the government until recent years.

The Amharic program part of EBC (TV) has a package of programs within its 24 hours broadcast. Among these programs news is the dominant one. Though this television station continues broadcasting news, there is no such an inclusive study that shows whether the news is watched by the target audience or not. The station has poor trend of conducting audience survey so as to measure its acceptance and service coverage (Abel, 2005). According to Abel almost all evening Amharic programs of EBC (TV) are not touching the needs of audiences. News being one of the major items broadcast during evening hours, there are claims that the news on EBC do not satisfy audience interest mostly. According to (Mahilet, 2012) some Ethiopian television

news stories lack fairness and completeness. She argues that they are not well researched and lack depth, while focusing on the positive side of the issue.

To show the dissatisfaction of the viewers in Ethiopian television in general, Newsweek Middle East, (December 29, 2016) stated as Ethiopians on the street right now think of going home and watching TV, they don't refer to that. What they go home and refer to is the fact that they can't understand half of what they see on TV, because it's not meant for them.

Unlike the earlier years, where citizens had access only to the state owned Television (ETV), because of the global media development influence, Ethiopians are now exposed to more free-to-air satellite entertainment private stations in Amharic language which have high quality program production, and a variety of entertainment programs. Among the free-air satellite stations, EBS, KANA, J TV, NAHOO and ENN together with others religious stations are the major one. The implication of such growth in the number of TV stations is the tight competition among the stations for viewership of their programs.

Even if there is no solid evidence yet to prove the influence of these satellite televisions in diverting EBC (TV's) audience, by the researcher's personal observation, most audiences are not attending EBC's news after the emerging of these independent private satellite entertainment televisions. EBC itself acknowledges this tight competition and plans to work hard for better program quality and service coverage. (EBC, 2015) Stated:

EBC is working hard to satisfy its audiences. But, contrasting the day to day increment of audiences' interest and the proliferation of new media organizations and social media as alternative, the current service of EBC implies that the station has more to do in improving the quality of the programs and the coverage service (P: 1).

However, the above common sense positions should be proved by scientific method and researchers need to assess the strength of the relationship EBC has created with its audience. In order to fill this gap, this research will try to assess and uncover inclination of audiences towards those entertainment centered channels and the implications that has on EBC (TV's) Amharic news viewers.

Broadcast media should identify their part of society who watch and listen to their programs by assessing the audience interest of watching and listening. But in relation to this Mytton (1999) cited in (Abel, 2005) stated as most broadcasting channels operate relentlessly without attempting to find anything about listeners' and viewers' gratification.

As Line (1996) cited in (Abel, 2005) clearly articulated audiences engage in watching when they experience higher level of satisfaction. As a result, any established media in the atmosphere of fierce competition, should give special attention to satisfy audiences' interest or motivation of watching. Meaning that, any media house, in order to satisfy the need of its audiences, should first identify watching motivations or interests. It should also consider the socio economic background of the community where the media interests reach. These all helps the media to hold its audience though different alternative media organizations come into view.

1.2 Statement of the problem

The Ethiopian Broadcasting Corporation (EBC) has been playing a nationwide role in educating, entertaining and informing the society since its establishment in 1964. For many years where there were no media alternatives, EBC was the only media which has been transferring the nation's economic, political and social agenda for the people. Many Ethiopians have been watching this media although they have had satisfaction complains.

BBC, CNN and other television stations broadcasts including DSTV and Arab Sat are received in the country via satellite, and the users are relatively of the affluent group of the society. Big restaurants and hotels owners, expatriate and the diplomatic community who can afford to purchase the satellite dish and decoder and pay the annual subscription payment are among those who have access to foreign-based satellite stations. This has enabled the viewers to have access to wider variety of program than is available on the EBC. (Population, 2006)

Again, according to News week report (news week middle east, 2016), over half, (62 percent) of the daily television viewers or more than 4 million people in Ethiopia, watch foreign content every day, in language that are not theirs. Having this audience interest many satellite entertainment televisions, came in to air in Amharic language and now become a big challenge for EBC by diverting audiences.

Now a days, many free satellite channels are reaching not only to the rich group of the society but also to the home of many low-income families. The stations include programs with universally interesting stories of adventure, love, and courage. Most of the contents are being produced by the stations themselves locally and some others by dubbing in to Amharic. Some of these channels, for example KANA, is broadcasting tell stories that matter , inspire and excite and help people to imagine proper entertainment.

Even if there is no significant survey on this issue, from the researcher's informal observation of EBC's night Amharic news, the station is not seen by much of the television viewers. Because, prominent programs from these satellite televisions, are broadcasting in line with EBC's prime time news coverage at night. At this time most audiences prefer watching these Medias' programs than EBC's news.

News in its agenda setting power play a great role in creating awareness about any developmental activities of a given country in the hearts and minds of the society. An informed society becomes active participant in social, political and economic activities of its nation. In the case of Ethiopia, EBC has been playing a nationwide role in doing so as explained earlier. But if the people are attracted toward the entertainment satellite television programs and fail to attend EBC's news, there will be a communication gap between the country and its citizens. As a result the country's development and other agendas can't be performed effectively.

Therefore, the study is trying to assess the impact of private satellite televisions on EBC's night news audience. More importantly, it tries to assess whether EBC gets audience shift or not because of these satellite televisions' programs. This paper also extends beyond the audience satisfaction of EBC (TV) news programs by incorporating the implication of audiences' preference of watching and the challenge EBC faced due to the existence of entertainment focused free-air satellite stations.

Based on mass media theory of the Use and Gratification, this paper will try to touch and cover the opportunity of the newly emerged free-air satellite televisions in getting audience. By thus, the actual problem and challenge faced by EBC will be investigated through scientific research

methods. Finally practical and applicable solutions to the media will be presented based on the findings of the paper.

1.3 The objectives of the study

1.3.1 General Objective

The major purpose of this study is to assess the impact of satellite televisions broadcast in Ethiopia on EBC's night Amharic news audience.

1.3.2 Specific Objectives:

More specifically, this study will

- Evaluate the level of EBC television's audience satisfaction with night prime time news.
- Examine audiences' preference of genre and the main reasons that affect their choice.
- Identify to what extent entertainment satellite televisions' programs manage to divert EBC's audiences.
- Indentify the major paradigm applied by the newly emerging satellite TV's to dominantly attract audience's attention.
- Explain whether EBC news stories play a role for the diversion of audiences or not.

1.4 Research questions

In consideration of the objectives, the study tries to find answers for the following major research questions:

- ❖ How far are the broadcasting satellite entertainments televisions' programs newly started in Ethiopia a challenge for EBC news prime time in terms of diverting audience?
- ❖ To what extent are viewers attending EBC news or other entertainment satellite televisions' programs particularly at night?
- ❖ What is the level of audiences' satisfaction on EBC news and satellite televisions' programs at the mentioned time?
- ❖ What are the major program genre differences viewed by the audiences in newly emerging satellite TVs programs vs. EBC night time preferences?
- ❖ What are factors that militate against audience satisfaction or diversion on EBC news coverage?

1.5 Theoretical framework

In this section theoretical argument of The Uses and Gratifications theory was discussed. This theory originally emerged in 1940s and got its revival in 1970s and 1980. Philosophers of the uses and gratifications paradigm asserted that TV viewers meander to the media for different reasons (Rubin, 1981) .

1.6 Significance of the study

The outcome of this study will benefit Ethiopian Broadcasting Corporation (EBC) to identify the status of its current television news viewers. It also helps to know the gap between the message it transmits through news and the interests of its audiences. It also helps television viewers to get relevant information from EBC news by locating their area of interest. Moreover, this research will help the nation to address its current political, economical and social agenda for citizens through news. The research output can also be used by other news Medias' as a baseline for news program format restructuring and reformatting. It can be also used as a reference for other researchers who want to address similar problems in the future.

1. 7 Scope of the study

The scope of the study is limited on assessing the newly established satellite entertainment televisions' impacts in diverting EBC's night news audience but not other televisions and programs. The target groups are Addis Ababa city administration government workers particularly those who work at different bureaus.

EBC (TV) has been broadcasting different programs for 50 years using different languages for 24 hours every day. But this research limits itself on EBC (TV's) Amharic news broadcasting at night prime time (8:00pm) since the emerging of satellite entertainment televisions.

Even though, there are other television stations which are reaching to the audience in Amharic and other languages, this research focused on the impact of the newly emerging Television stations i.e. KANA, NAHOO, J TV, ENN and EBS. The researcher focused on night prime news hours because in this time current national political, economical and social issues are being broadcasted in EBC (TV) and at the same time the above satellite entertainment televisions are broadcasting popular films and entertainment programs.

1.8 Limitation of the study

While this research was conducted, some office administrators were resisting the researcher while distributing questioners. As a result of the variety of respondents and their scattered settlement, the researcher had faced a problem in managing the samples easily.

Chapter Two

Review of Related Literature

2. Introduction

This chapter is dedicated to the presentation of literature survey that relates the concept of Television historical back ground in Ethiopia and it also discussed about the satellite television experience, meaning of news and entertainment. It also attempted to assess the private entertainment channel preference over state news media. Theoretical frame of work of Use and Gratification was also discussed in this chapter.

2.1. Brief background of Television in Ethiopia

Different researchers like (Leykun, 1997), (Abel, 2005) and others tried to show the overall progress of television establishment in Ethiopia. But, (EBC, 2015) magazine recently published compiled information in a more elaborative and clear way about the establishment of television in Ethiopia.

In Ethiopia, though the print media have a long history in Ethiopian media landscape, television is relatively a recent phenomenon. According to (EBC, 2015) magazine, this recently established phenomenon had passed six successful efforts that pushed for the establishment of the service in Ethiopia.

Ethiopian for the first time learned the concept of television in an exhibition in 1956 held during king Hailesilase's coronation ceremony. The exhibition was prepared to show the achievements made during the king's reign, especially after the Italian aggression at around Old Airport (Bisrate Gabriel).

Part of the exhibition was a TV show presented by the British Broadcasting Corporation (BBC). BBC displayed two image articon cameras and four monitors introducing Ethiopians to TV and transmission. The display was presented through the closed circuit TV system. Citing Leykun, the magazine indicates as the TV exhibition by the BBC faced condemnation from the public as they conceived it as the work of the devil.

The second idea of TV came from Dejazmach Daniel Abebe who presented his request of establishing a commercial TV station to the council of ministers from 1959-1960. But Daniel's request was rejected as the council was not interested to see a private station.

The third trial that is believed to have contributed a lot to the establishment of TV station in Ethiopia is the one that took place during the founding of the Organization of African Unity (OAU) in 1963. That time marks the freedom of many African nations and a huge gathering in Addis Ababa to form OAU, presently called AU. The event was on display for the people gathered out of the hall and those who on the venue opposite the national palace. In first meeting TV display was provided by Phillips Ethiopia.

During the eve of 1956 E.C. new year (1964), people were able to watch Miss Addis Ababa beauty contest from outside Haileselasse the first theater hall (now Ethiopian National Theatre) through the Philips company. This highlighted the importance of TV.

Another effort of opening a commercial TV station was made by the Telecommunication Authority. This effort was not successful as the government denied permission to the request. Birsatewongel radio station was also presented a proposal to launch TV station to the council of ministers. But the effort failed.

After the above six efforts, the seventh and successful request for opening TV in Ethiopia was requested by Phillips Ethiopia and Thomson television. Following the exchange of many letters, the proposal was presented to Haileselasse the first on July 1956 E.C. (1964). Decision was made to open the TV station on the fourth floor of the Addis Ababa City Administration whose construction was due to be completed.

The television station was established by an agreement between the Thomson Company and the Ethiopian government while majority of the equipments were provided by Phillips Ethiopia.

The government announced launch of the TV station in October 1957 E.C. (1964). On the evening of October 30, 1957 E.C., the television service was inaugurated by the king. The TV station became functional during the king's coronation ceremony. The magazine put the king's speech about the importance of the establishment of television in Ethiopia as the following;

"We are proud to launch the Ethiopian Television as it helps us educate, inform our people. Education is not just for the youth and children, it is also important for the grownups, though the TV station is initially small, we do believe it will eventually transform itself into a big media that reaches the wider population. If something is never started, it will not be completed (p: 74)"

There were four producers and seven technicians during the early days of the station. But, citing Leykun, the magazine on the other hand, stated as there were five British and twenty seven Ethiopian staff members at the time. At the time of starting, the station had only one studio. In addition to the studio, there were monitoring room, transmission room, editing room, processing room and few other offices.

It may be possible to say that through its existence, as the king Haileselassie the first suggested, ETV had undergone many structural reforms in terms of structural organizations, manpower development as well as logistics supplies and become corporation.

Recognizing, that, the role of broadcast service is highly significant in further strengthening and ensuring the sustainable continuity of development, peace and democracy of the country and democratic unity of the society which is founded in equality and liberal integration; whereas, it is found to establish the Ethiopian Broadcasting Corporation enable it to provide its service in a more efficient, quality and competent way, House of People of Representatives of the Federal Government of Ethiopia established the Corporation under Proclamation number 858/2006 (Federal Negarit Gazeta, Proc. 858/2006, 2014).

According to the magazine cited before, EBC at the moment consists of 4 studios (ABCD), at its headquarter in Addis Ababa alone with 3 being digital and one of the happens to be virtual the remaining two are yet analog studios. Apart from that, the corporation also built digital studios in Hawasa, Mekele, and Bahir Dar, equipped with two cameras each.

The master control room is presently modernized and capable of receiving and airing events from eight different spots at a time. More over the studios are presently equipped with such up-to-dated cameras like HDC-1400,3 HITACHI,SK-HD1000EandDxc-D55p studio cameras. In general the corporation Camera, Editing and Studio equipments have gradually been digitalized.

Because of the continual expansion and establishment of new stations happened, the number of stations now reach to 74 and the corporation can increase its coverage from one percent in 1964 to 86 percent of total area of the country. According to the magazine, the corporation had 2143 employees permanently working at headquarter and branch offices and 61 contractual and 27 freelance employees while celebrating its 50th anniversary in 2016.

The aim of the station at the establishment was informing, educating and entertaining the audience. However, (Bonsa, 2000) stated that in content wise especially during the monarch and Derg regimes, there was not that much change- both praises the status quo. During the monarchy mass media in general and television in particular, were under the hands of the government. As stated by (Ibid), the legislation stated that ministry of information would check whether the public is really informed, entertained or educated by programs aired by the station though checking mechanisms are not stated .

(Abel, 2005), Citing Masresha (2005), denoted that Television, as other media, was under the full command and censorship of the Derg when it took power. It was used as a full mouthpiece of the government under the shadow of unity and solidarity. During this time, Ethiopian television leaped to a full color system. And it covered main towns and cities of Ethiopia, especially in relation to the establishment of Workers Party of Ethiopia (WPE) in 1983.

The major difference between the monarchy and the Derg is that the former focused on the immune nature of the king and the transmission nature of power by blood relation while the later emphasized socialism and the equality of citizens.

According to (Abraham, 2001), during the Derg, there was no any media that allowed stating anything rather than WPE and its “sisterly” socialist countries. According to (Abel, 2005) after the fall of the Derg, under the declaration of freedom of the press (Proc. 34/92) Ethiopian media began to experience some democratic practices unique in the history of media. It was relatively a liberal system.

In addition to proc.34/92, to facilitate democracy in the country, EPRDF- led Ethiopian government proclaimed a law to “provide for the systematic management of broadcasting services” (proc. No. 178/1999*).

The objectives of the Agency were “to ensure the expansion of a high standard, prompt and reliable broadcasting service which can contribute to the political, social and economic development and to control it thereof”. Despite the establishment of the Agency ten years before, unlike private press media and few Radio stations there has not been any private television (Ibid).

But, a decade after, with the proclamation No.533/1999 the Authority has activated its power of giving a license for private radio and press Medias by incorporating private satellite televisions. As a result, three private satellite televisions: FANA Broadcasting Corporation, Walta Information Center, Arki and ENN televisions have licensed since October 2016 (authority., 2017). From this, it is possible to comprehend that the long lasting dominance of television broadcasting by the government is seems to share its ownership by the private sectors.

2.2. Program of EBC

According to (EBC, 2015), at the time of establishment, eighty percent of the air time in Ethiopian television was covered by foreign films while, news, question and answer, Varsity show discussion, health, children’s program, soccer were among the pioneering programs.

Enantew Fredu, Hizb Ena Tenaw, Question and Answer were among the popular programs until 1963 E.C. because of the growth of indigenous programs, the 80 percent air time covered by foreign programs went on a decreasing scale. The TV station had no more than 40 minutes of daily transmission. All programs of the station were broadcasted live at the time of establishment with extensive rehearsals.

According to (Abel, 2005), at the beginning of the monarchy, the programs focused on news, national and international developments, economic and agricultural developments, health, educational lessons and arts. These programs were designed mainly to attract educated and international elites who were working at ECA and OAU. The programs were prepared both in Amharic and English languages. Similarly, though ETV broadcasted in English and Amharic during the Derg regime, most of the programs are said to have been of educational and of propaganda in content (EBC, 2015). After the fall of Derg, a newer feature of the station's improvement was done to include programs in Tigrigna and Oromigna. Since 1991, the Ethiopian Television then had programs in four languages, namely Amharic, English, Tigrigna and Oromiffa.

On April, 2007, programs in Somali language started broadcasting. French and Arabic transmissions were launched in the post-2007 period. With the above seven languages, EBC (TV) is now transmitting different programs for 24 Hours each day. News is one of the programs which the station has been transmitting since establishment. EBC (TV) is now transmitting news with all languages listed above in different time. The station in its prime time (2 o'clock) presents national and global hard and soft issues including sport and business with magazine format.

2.3. Satellite TV Broadcasting: The Ethiopian Experience

Even if there is no research done on Satellite TV Broadcasting and the Ethiopian watching Experience, as stated in page 4 "Over half [62 percent] of the daily viewers are watching foreign content every day in languages that are not theirs.

According to (news week middle east, 2016) Ethiopians are watching in Arabic and English. Arabic is rarely spoken in Ethiopia—and hardly understood. In addition to Dubai One and MBC

One, Two, Three and Four, Al Jazeera, MBC Action and MBC Max also dominate Ethiopian's viewing habits, and are also channels operated out of the Arab Gulf. But there is no single research result which shows the Ethiopian starting time of watching these channels.

Since recent years onward, Satellite televisions transmitted through Nile sat with the lingua franca of the country are increasing.

However, an independent satellite broadcaster, Ethiopian Satellite Television (**ESAT**), began beaming programmes firstly into the country in Amharic from studios in the Netherlands, in 2010. But the station repeatedly complained of jamming by the Ethiopian authorities (Media and Telecoms Landscape Guided, 2011).

An entertainment Television channels, Ethiopian Broadcasting Service (EBS), KANA, NAHOO and J TV Ethiopia have started broadcasting through Nile sat in Amharic language. The entertainment channels are reaching to the television audiences and usually broadcast more prominent programs at peak –or prime time at night (8 pm) that are designed to attract the mass audience, such as movies, sports, game shows, and popular programs while in contrast EBC (TV) give priority and broadcast only news with its magazine format including hard and soft news, spot and business reports.

Even if there is no single satellite television which give due emphasis for news and hard public affairs like EBC, a few of these channels like ENN, EBS and J TV are broadcasting news in a more entertaining way focusing on local and foreign entertaining issues which can be categorized under infotainment genre. One important feature of infotainment is a great focus on domestic issues, notably human interest stories, and a relative neglect of hard news about political issue and international affairs ((Holtz-Bacha, 2001) .

However, it is not the research's' focus to study their news impact rather it gives special attention to the impact of entertainment programs in diverting EBC (TV') audience. Maybe other researchers may go through this issue and assess the impact of infotainment issues of these channels.

Even if it is the researcher's observation as the programs which flowed through the newly established channels are with a very diverse mixture of stories, images, information, ideas, entertainment and spectacles, no research was available that assessed their impact on the state medias including EBC.

But, in countries like Nigeria, more audiences watch these kinds of televisions than local stations. In satellite TV households in the Southeast geopolitical zone of Nigeria, the number of viewers that watched satellite television was higher than the number that watched local television ((Holtz-Bacha, 2001). According to the research, high quality program production with entertainment content made the audience to watch satellite televisions frequently.

2.3.1. Programs of Satellite Televisions at Night (8 Pm)

TV station Name	MONDAY	TURSDAY	WEDNSDAY	THURSDAY	FRIDAY	SATURD A	SUNDAY
EBS	EBS sport	ስሞኑን አዲስ	የአፍታ ጨዋታ	Who is who	አዲስ ህይወት	እንጨዋወት	የአፍታ ጨዋታ
ENN/tentative/	የምግብ ዝግጅት	Sport highlight	የምግብ ዝግጅት	ሙዚቃ	የምግብ ዝግጅት	ሙዚቃ	ሙዚቃ
KANA	Movie	Movie	Movie	Movie	Movie	Movie	Movie
NAHOO	የኔታ	የፊደል ገበታ	ሃሞን	ሰው ሲኖር	ይቅርታ	የዘመን ቅቢብሎሽ	ሰው ሲኖር Re- runr
J TV	ሰናይ ኢትዮጵያ	የዝነኞች ሙዚቃ ምርጫ	ከጸሃይ በታች	ብራና	የፈልም ስራ ጥበብ	አቪዮሽን ምርልድ	ጆሲ ኢን ዘ ሃውስ ሾው
EBC	News	News	News	News	News	News	News

EBS is a satellite television which started broadcasting in 2000 from America through Nile sat at the frequency of 11594. The station is broadcasting different programs which can entertain, inform and educate the audiences. EBS sport is a program which is broadcasting on Monday night (8Pm), gives information about local and international sport activities. Semonun Addis is another show program broadcasting at EBS and focuses on things which are new and recently occurred at the city. Yeafeta chewata is a game show program which entertains and tests the

talent of the competent. Who is who is another program which presents an icon person who had a great contribution for the country (Addis Mamo, Business development specialist), personal communication, JA, 2017)

ENN is another satellite television which started broadcasting on September 2016 from Dubai at the frequency of 12604. Even if it is a newly emerging television station, it is transmitting different programs to entertain, educate and inform audiences. In the tentative program of the station cooking show is among the prominent programs. This is a show which explains the preparation of different kinds of meals. ENN is broadcasting cooking show by re-running two times in addition to the regular schedule. The rest three days are being covered by music tentatively. Sport highlight is another program which is being broadcasted only on Tuesday night and this program presents the highlight of top local and international sport events (Metasebiya Birhane, marketing Manager, personal communication, JA 2017).

KANA another television station which give due attention for entertainment started broadcasting in 2016 from Dubai at the frequency of 12226. KANA on its part, at night (8 Pm) is broadcasting tell stories that matter and help people inspire and excite and help to imagine proper entertainment by translating in to Amharic.

Another satellite television NAHOO started broadcasting in 2016 through Nile sat from Dubai at the frequency of 11594. This station, on Monday night (8pm) is broadcasting the program called Yeneta. This program presents individuals who are senior in art and academic to give advices and lesson for the new generation. Yefidel Gebeta is another program which is being broadcasted at NAHOO. Yefidel Gebeta presents old and life experienced persons who tell the story about the past and teach children and the youth. Hamon is another program in NAHHO which presents a collection of Music. Sew Sinor in NAHHO is presenting individuals who are socially responsible in the community and who can explain the advantage of human being while living in this world.

Yikirta is another program of NAHOO. This program presents individuals who want to say excuse for their family, friends and relatives after their bad favor. In this program individuals

teach the advantage of saying excuse referring their experience. Another program of this station is called Yezemen Kibibilosh. This program presents the life of individuals who played a great role for their country. This enables to teach the youth about national pride, patriotism and other hero type activities (Rahel Nahosenay, program producer), personal communication, JA 2017).

J TV is satellite television started broadcasting in 2016 from Dubai through Nil sat at the frequency of 11594. Senay Ethiopia is a program which presents individuals who can discuss and give analysis about kindness (Melkaminet). Yezinengoch Musica Mircha is another program which gives a chance for the known artists and other individuals to tell their story and to select music for the audience. Ketshay Betach is a program which focuses on literature and criticism. In this program stories at different novels and political books are being analyzed by the producer and audiences are expected to learn from the stories.

Birana, another program in J TV is a program which focuses on presenting of stories from different books in narrative and explanatory way. Aviation world, another program at J TV, presents informative stories about the aviations in the world including Ethiopian Aviation authority activities. Jossi in the house show is another prominent program of J TV which is being broadcasted on Sunday night (8 pm). This program presented individuals who are icon and socially respected. Individuals at the program present their story including their effort and achievement and audiences are expected to learn from this persons' life (Feven Nigussie, (marketing Manager), personal communication, JA 2007).

In contrast, to the above television stations, EBC is presenting News at night (2 Pm) throughout the week.

2.4. What is News?

According to Melvin Mencher (1994) news is information that people need to make sound decision about their lives or this information about a break from the normal flow of event.

Similarly N-Cpant and Jintender Kumar (1995:126) define news paper or other periodicals it may be defined as any accurate fact or idea that will interest any sandy accurate fact or idea that will interest a large number of readers.

Similarly (Stephens, 1997) defined news as:

...new information about a subject of some public interest that is shared with some portion of the public. Historical data usually lack the requisite freshness to qualify as news; art, for the most part, does not offer that layer of compelling information; government intelligence is reserved for private use; chitchat often is of only personal interest-though in smaller communities, with smaller publics, reports on family or friends often are newsworthy (pa:4).

News is, in effect, what is on a society's mind. Has a bill been passed? Has anyone been hurt? Is a star in a love? Through the news, groups of people glance at aspects of the world around them (Ibid: 4).

The news media also consider, to a varying degree, values which define news. National and local Media as well as global ones subscribe to values such as objectivity, immediacy, accuracy, timeliness, proximity and so on.

From the above definition one can comprehend that the story of news whether it is in broadcast or print should touch the interest of the views in one or the other way. For a news media, again it is possible to say a story with human interest is mandatory to be watched.

According to (EBC, 2015), news for EBC is a report which;

- Consists, fresh activities, events and situations based on factual data.
- Include the activity of creating a society who can actively participates based on accurate information.
- Show the inclusive efforts and results that undergo to score radical social changes and growth and to build peace, development, democracy and good governance.
- Consists, efforts and successes which undergo to create national consensus and to strength mutually benefited continental and international relations.
- Identify problems and recommend possible solutions.

From the above definition, news is a report which consists of current information basically important to facilitate development, peace, democracy and good governance of a nation in the hands and mind of well informed society.

The definition of EBC, obviously, give focuses on the newness and its accuracy of the information, but it doesn't show how it interests the audience which the rest scholars give attention in their definition. News for the above scholars is a report which consists, new information that interests a large number of audiences.

2.4.1. The Importance of news

Information is a key element at this globalization time. More importantly, current information can enable the society to have good understanding about their world. People prefer news to get current information about their world.

People turn overwhelmingly to television for news. Since the early 1960s, people have named television as not only their primary source for news, but also the news medium with the highest credibility (Roper starch Worldwide, 1995).

To show the power of audiences who have an access for current information, (Garrison, 1990) stated as

Those who possess current information control their own destinies and exert considerable power over those who do not possess such information. Individuals who wanted to know about the world around them down the block and in the next galaxy-turn to information providers (news writers).

From the above saying it is possible to understand that news is very important in giving information for individuals. EBC also believe this important. News has strong connection with the day to day activities and life's of a society since it is a source for current information (EBC, 2015).

According to (Garrison, 1990), the role of the information provider is critical today as ever. The work of news writers may have changed over the past 200 years through new technologies and growing societies, but their roles vital to the function of our democracy. Without the necessary

information distributed by the news media, residents can't function in their communities as responsible citizens. This is certainly significant at election time. But it is probably more important for the daily bites of information we need to live our lives. This includes news about traffic problems, weather conditions, school programs, health matters, entertainment, and more.

Again the cumulative of the above statements denotes the role of the news in creating well informed and nationally active participant citizen. EBC as a nationwide media, also understand this important and stated on its manual as;

News helps to create an informed and powerful society since it gives information which can build tangible power. An informed and powerful society in turn can actively participate with its country developmental activities. As a result, news plays a great role for sustainable development of a given nation (EBC, 2015).

Based on developmental journalism principle, news is important in creating national consensus (Ibid: 18) in a globalized network it also help to strength global competency since it plays a great role in distributing current information.

As it is stated by (Stephens, 1997), for seventeen days, beginning on June 30, 1945, a newspaper strike almost completely shut down the medium most New Yorkers had relied on for most of their news. The sociologist Bernard Berelson studied the reaction to the strike of a sample group of New Yorkers. Some of the victims of the newspaper strike of 1945 quoted by Berelson clearly were expressing more than mere inconvenience or boredom. They were in pain:

I am like a fish out of water...I am lost and nervous. I am ashamed to admit it.

I feel awfully lost. I like the feeling of being in touch with the world at large.

If I don't know what's going on next door, it hurts me. It is like being in jail not to have a paper.

You feel put and isolated from the rest of the world.

I am suffering seriously! I could not sleep, I missed it so.

On their part ((Holtz-Bacha, 2001) stated as people who habitually watch TV, and especially more public TV news, will gradually come to learn more about current affairs, to be better informed about political issues, and to be more aware of global events.

Because of the important information gain from news, people have a master fashion of loving news. From this, audience of EBC (TV) news can have such a love for the news if the station gives adequate information. Keeping in mind of news values and journalistic Ethics, giving adequate and current information in news enables audience to love their station and stay watching it.

According to (Mahilet, 2012) Ethiopian television news gives high coverage for local development news which consists of health, agriculture, investment, education, business, industrial development and many others. But, as it has been stated in the introduction section some Ethiopian television news:

- Lack fairness and completeness
- Not well researched and depth report
- Focus on the positive side of the issue

Again according to Getachew Dibaba (2006) cited by (Tabor, 2007), the coverage of EBC/TV/ news did not give due emphasis for diversified views.

The coverage of ETV seems to suppress diversified views. For Example civil society organizations become more visible only in 39 stories (out of 503).The findings of the content analysis also showed that government officials are mainly used as Providers of information or major of sources of information within the news as 254 stories (out of 503).

Regarding this truth HARRY RADLIFFE, BUREAU CHIEF, CBS NEWS, cited by Andrew Boyed argued as politicians are a prime source of news for the newsroom.

Too much of what I see is press release Broadcasting. You automatically go and get a ministry, then somebody from the opposition. All these people do is give you party political statements. I find that boring and can't believe the public learns anything. You already know what the political parties are going to say, and I can't see where Any of that does a damn thing to improve the quality of our understanding. (p. 60).

Even if EBC understand the importance of news and put on its working manual, the above researches result point out what is going on the ground.

2.4.2. News prime time

According to Cambridge English Dictionary prime time in Britain English in television and radio is, the time when the largest number of people are watching or listening. Whereas, prime time in American English, is the period between 8 and 11 at night when the largest number of people are watching television.

Prime time in business English, according to the above dictionary is, communication, marketing in television and radio broadcasting, in time of the day when the largest number of people are watching or listening ((<http://dictionary.cambridge.org/dictionary/english/prime-time>).) The term prime time is often defined in terms of a fixed time period – for example (in the United States), from 19:00 to 22:00 (Central and Mountain Time) or 20:00 to 23:00 (Eastern and Pacific Time).

From the above definitions, it is possible to say a prime time in television broadcasting is, a time when many people are available for watching television. This enables the broadcaster to transmit a message for a large number of audiences at a time. Equally important, getting more audiences help commercial organizations to advert their product for the massive audience and the broadcaster in turn get good advertising fee.

In Ethiopia context, particularly for EBC (TV), it is possible to say that the prime time is 8 pm at night. At this time, the station is broadcasting hard and soft information in magazine format. Daily national and international issues and business and sport information get attention during the coverage. Even, regional television stations are obligated to link and transmit EBC (TV's) news at the same time.

This prime time for EBC is a peak time to transmit current information about the nation and the rest world for the mass audience. This in turn helps the station to accomplish its task of informing, educating and entertaining the society at large. As it was mentioned before, an informed society is powerful and active participant in its nation development agendas. This is therefore, EBC said to be achieve its goal, when it can hold the mass audience at this peak time.

2.5. What is Entertainment?

(Henok, 2015) Define entertainment as a type of performance produced for profit performed before a generalized audience (the public) by trained, paid group who do nothing else but produce performance which have the conscious aim of providing pleasure.

Frith (2000), define entertainment by putting different contrasts:

Entertainment is a term that always seems to be used with a hint of disdain: Entertainment is always just entertainment. There are two implicit contrasts involved here. One reset on an aesthetic judgment: entertainment (fun, of the moment, trivial is being contrasted to art (serious ,transcendent, profound).The other rests on a political judgment: entertainment (Insignificant, escapist) is being contrasted with news, with reality, with truth.

It is undeniable that the development of mass mediated entertainment has been dependent on technological innovation that have made the serial production of entertainment goods economically feasible. Even if technology has a great role in disseminating entertainment programs, it doesn't mean that technology determine the form and the contents of the programs. According to Frith, talent is a key element for entertainment organization to compete the commercial.

...the economics of entertainment may be organized around star quality and talent, but what makes star in the first place is mysterious. Few stars have been created by the entertain-inment industry from the scratch. Star quality, it seems is discovered –or reviled- by the public, and only then exploited by the business. There is in short, something essentially irrational at the core of commercial entertainment and it is misleading to regard the culture industry' as a super-efficient regulator of public test (P: 206).

From the above argument it is possible to say entertainment media organization who are star-based production win the market rather than depending on culture of the society. Again it indicates that stars are crucial for the entertainment industry because they are the only tangible evidence of what the public does want.

When we see Entertainment satellite television reaching in Amharic language to the television households in Ethiopia, they give due emphasis for star-based program formats. As it has mentioned above the programs of most entertainment channels includes star musician, sportsmen and women, models, comedians, film makers, producers, poets, authors, politician in rare case and other talented and star persons. This enables them to hold audience and win the market.

Regarding the time for entertainment (Scannell, 1996), cited in (Frith 200) described as entertainment, that is to say must be judged socially appropriate as a matter of both time and space.

According to (Frith,2000:209-210),for most people, public entertainment is in fact mostly experienced in the home (as we listen radio, or CD player, watch TV, read newspaper as theatrical and sports and musical events from around the world are on offer day and night in the corner of the living room...there is something the same development in the film entertainment: films are more likely to be watched in the home than in the cinema now, and not even there by the families as a whole.

Even if there is no row fact based on empirical research, from the researchers observation, families of most Ethiopians come together and gather in their home at night. During this time they exposed themselves for public entertainment and other television programs beside their chat about their day. From the researcher's exposure and observation, the entertainment programs of different channels have great magnitude in attracting most of the family members and they failed to attend hard issues like news. Comparing the level of interest of attending these programs, children and women have great interest to watch entertainment channels.

2.5.1. Entertainment value

A number of components go together to inform the entertainment package that influences news selection in erstwhile serious media as well the tabloids. These entertainment values include Humor, Showbiz, Sex, crime and picture.

Humor: - Humor stories are popular with news desks. When council works took a usually longtime to mend a streetlamp it become national news not because of and particular significance but because it echoed jokes about how many people it takes to change a light bulb.

Showbiz: - Paul valley “middles world view” when journalists write about characters as though they were real rather than actors (BBC, 2002).

Sex: - if there is sex angle to a story it is regarded as more entertaining and is therefore more likely to be used with sex angle emphasized even if it is marginal to the events described.

Animal:- Animal feature in many entertaining stories about unusual behavior.

Crime: - it is now more than half a century since George Orwell recorded the complaints of newspaper readers that you never seem to get a good murder now a day. But a crime story continues to fascinate journalists and readers alike

Pictures:- many stories will provide opportunity to including entertain, amusing dramatic, tragic or titillating pictures (Betelhem, 2012 & Henok,2015).

2.5.2. Private Entertainment channels preference over state news program

The proliferation of television channels and alternative entertainment sources make establishing, maintaining and expanding television viewer market share increasingly difficult. Cited by (McGuiggan, 2009), Anderson (2006) approved that in a markets with few dominant channels, audience concentration follows the ‘long-tail’ phenomenon, where a small amount of content accounts for a disproportionately large share of the audience (Yuan, 2006) .

As (Webster, 2005), with the introduction of greater channel choice, audience fragmentation occurs. According to Yuan (2009), this is because of the spread of the total viewing audience among more channels (Ibid).

When viewers can choose from many channels, most viewers are not aware of all the options available to them and tend to select ‘brand names’ as an aid to simplify their choice (Cooper, 1996). Correspondingly, an abundance of channel choice and alternatives such as the internet can lead to viewers tending to have a limited and relatively small repertoire of preferred channels and programs that they frequently and heavily use (Yuan, 2006). (Jeffres, 1978) Put the introduction of cable television in the US as an example for selectivity increment due to greater channel options (Ibid). In an environment of increasing consumer choice of channels and program genre, marketers are concerned with attracting audiences to drive advertising revenue.

Even if there is no research in Ethiopia based on audience content preference, researches done in Europe countries indicate as audiences spent their time more on entertainment channels. Citing Becker and Schoenbach (1989) and (Kiefer, 1996)(for Germany) ((Holtz-Bacha, 2001), put as the new Variety of channels lead to an increase in the amount of time audience spent viewing television, and it was overwhelmingly the entertainment programs that profited from this increase.

From this study result, it is possible to understand that even in developed countries which their audience can clearly know their reason of watching, entertainment channels dominate the audience. Unlike the previous decades, Ethiopian today gets alternative entertainment channels which have a Variety of programs with stylish approach. But whether they spent their time in these channels rather than the state run media or not is still the undiscovered phenomena.

Again citing Pfetsch (1991) the above researchers can found a clear relationship between preference for entertainment commercial television and low use of news and public affairs content, low political interest, low political efficacy, and a preference for materialism. In contrast viewers of public television showed higher political interest, scored higher in political competency and leaned more toward post material attitude.

(Schluz, 1998) Mentioned out that preference for commercial television channels and high attention to entertainment programs were negatively correlated with political competency, conceived as consisting of political interest and internal efficiency.

From the above idea it is possible to understand that Views' characteristic such as educational level or political interest influences selection of programs. According to the explanation, Entertainment program audiences are people who have no political interest and background. But, in Ethiopia context this assumption is not researched.

Another researchers (Bennett, 1996)based on their research done on six countries pointed out that watching TV news was positively associated with knowledge, while watching popular

television entertainment programs shows a strong negative association with foreign affairs knowledge (Ibid).

The above assertion also shows as people who want to get knowledge prefer to watch news and those who prefer entertainment are against that. Even if the researcher can't get a research which approve or disprove the prominence of entertainment television programs in Ethiopia, it is the researcher's stand as they have a negative association with the news. If audiences in Ethiopia have the same content preference like the researched country in Europe, for EBC (TV), which give national and international issue coverage the correlation between entertainment and news became the same.

But consumer choice of television channels and programs has been of interest for many decades and many researchers put different reasons of preference. Program choice is related to content, or program choice is related to program scheduling (Webster and Wakshlag, 1983).

They suggest program choice is a function of other interacting factors such as channel loyalty (Bruno, 1973), program type preference (Ehrenberg, 1968), viewer availability (Blumler, 1979), viewer needs (Elliot, 1974), influence of viewer group (Bower, 1973) and viewer awareness (McGuire, 1974). (Cooper, 1996) concurs by suggesting choice is largely passive, with structural factors being significant predictors of channel choice.

As a result it is impossible to give the preference reason of a certain audience group with different geographical, economic, political interest and academically different statues to the other group with multiple differences. Audience research is the best instrument which can give the preference of different groups of audience including their reason of choice.

2.6. Theoretical Frame Work

The main purpose of this study is to assess the impact of satellite televisions broadcast in Ethiopia on EBC's night Amharic news audience. In a more specific, this research tried to evaluate the level of EBC television's audience satisfaction with night prime time news. It also examined audiences' preference of genre and the main reasons that affect their choice. As a result theoretical argument of The Uses and Gratifications theory was discussed. This theory originally emerged in 1940s and got its revival in 1970s and 1980. Philosophers of the uses and

gratifications paradigm asserted that TV viewers meander to the media for different reasons (Rubin, 1981) .

2.6.1. Use and Gratification Theory

In the early day of mass media, mass society theory, it was suggested that people simply are not smart or strong enough to protect themselves against unwanted media effect. From this one can understand that audiences at this time were passive and obligated to consume any media and its message without incorporating with their interest and preference.

To abort the above assumption limited effect theory substitute mass society theory and suggested that people have little personal choice in interpreting the meaning of the message they consume and in determining the level of impact those messages will have on them.

Eventually, in response to these critical views of typical audience members, theorists Elihu Katz, Jay G. Blumler, and Michael Gurevitch (1974) presented a systematic and comprehensive articulation of audience members' role in the mass communication process. They formalized their thinking and identified Use and Gratification Theory. This theory takes as its base the belief that the audience has a complex set of needs which seeks to satisfy in the mass media.

According to this theory, people are active in choosing and using particular media to satisfy specific needs. Emphasizing a limited effects position, this theory views the media as having a limited effect because users are able to exercise choice and control. People are self-aware, and they are able to understand and articulate the reasons they use media. They see media as one way to gratify the needs they have.

In countries like Ethiopia, where there is only a single TV channel, viewing might be habitual, ritual, and unselective. However in other countries with alternatives, watching can be seen as an aesthetic experience that involves intrinsic motivation (Abel, 2005). But today this argument failed to stand because there are alternative satellite television channels with a Variety of programs being broadcasted in Amharic language. From the researcher's perspective, Ethiopian, unlike the previous times can order their television remote to open the channel which satisfy their need best.

As a result, based on the research objectives to be achieved and basic questions to be answered at the end of the research, this study is anchored Use and Gratification theory, which basically says that the audiences' media use is based on certain satisfaction, needs, wishes or motives. Katz, Blumler, and Gurevitch (1974) are credited as the founders of Uses and Gratifications Theory (West & Turner, 2000) following their research into identifying reasons why, when, and how individuals seek out the media to satisfy personal wants and needs.

As it is stated in (Turner, 2000) in the first stage of Use and Gratification research, when very little was known about media audiences and their reasoning for why they selected one form of content over, Herzog (1944) conducted one of the earliest recorded studies into media gratification with the focus on the effects of Soap operas and fan radio programs on female listeners.

According to Herzog's research result stated in West and Turner, first, some people enjoyed the dramas because of the emotional release they found in listening to the problems of others. Second, listeners seemed to engage in wishful thinking—that is, they gained a vicarious satisfaction from listening to the experiences of others. Finally, some people felt that they could learn from these programs.

As it is stated by (A.Mead, 2006) research continued as a result of television's amazing popularity during the 1950s. Schramm, Lyle, and Parker (1961) focused on the medium's effects on children. They argued that a television viewer independently selected programs that would best fulfill an anticipated reward; furthermore, children, like any other viewer, actively seek out material that best fits their personal interests and needs (Ibid).

As one can understand from the earlier researches explained above, the findings indicate that a specific target audience, regardless of age and sex had the ability to actively seek and select programming deemed to be most beneficial, while avoiding that which proved unsatisfying.

Additional researches in a more elaborative way into understanding media usage and gratifications continued through the years and have compiled various lists of motives people report their reason of watching a certain media and classify different reasons.

(Rubin, 1981) Developed eight basic viewing motives an audience member has in watching television: passing time, companionship or getting together with friends, escaping, enjoyment

and social interaction, information, excitement. Though different workers label and categorize the gratifications differently, there is none the less a remarkable measure of agreement amongst them (Fiske, 1990) put McQuail's four main categories (outlined below) as atypical even few other workers disagree with them fundamentally.

According to McQuail, **diversion** which (Rubin, 1981) called **Escaping** is one motivation for television audiences to watch television. Individuals who spent their time under a sophisticated and exhaustive manner, who had a conflict with someone else because of any reason or who had any trouble during his/her waiting want to switch on television to avoid or escape from their fatigue. According to McQuail research explained by (Fiske, 1990) audience watch television to escape from the constraints of routine, the burdens of problems and emotional release.

Cited in (Abel, 2005), Morley (1986), television viewing may function as a way of avoiding conflicts or lessening tensions instead of spatial privacy. Companionship, according to McQuail, as it is described by Fiskie, is another motivation for watching television to get sensational friends from the program. Lonely people, who may find it difficult to make real social relationships, turn to the media for friendship.

Here, compassion doesn't get due attention since the research focuses on night audience in Ethiopia. In Ethiopian context, most of families come together and share their family lives at night and loneliness doesn't much space. However, for audiences like housewives and workers, old peoples and few other who stay at home, compassion may be a motivation for watching.

On his part (Rubin, 1981), put Companionship as a motivation for gathering together which McQuail called Social utility. Despite these two researchers' difference in naming it, the concept is to denote audiences' motivation of gathering together.

Audiences watch television for the purpose of meeting their friends. When some prominent programs broadcasted only in a few channels, many people gather and watch together. Friends who have a great pleasure to meet than watching that program made appointment and meet together. The first motivation here is meeting together rather than the program. In Ethiopia, from the researcher's perspective, people who have love relationship use watching Film in cinema as a good opportunity to meet each other. But it is rarely true for audiences who watch news or an entertainment television programs at night in Ethiopian context.

Another McQuail's motivation stated at (Fiske, 1990) is Personal identity which Abel said Personal Integrative Need. This is a motivation of relating self life or others with the people in the program. Audiences also use the content of the program to understand their own life and get important aspects which helps them to improve their life. People watch TV in order to improve and integrate themselves with the models seen on TV (Abel, 2005). Abel clearly justified his idea by giving Haile Gebresilase, an Ethiopian Famous long distance runner as an example, referring his interview with Ethiopian Television in 2000. "For instance, Haile Gebreselassie, a well-known Ethiopian long distance runner, takes Miruts Yifter, a former famous long distance Ethiopian runner, as his model" Abel wrote.

In relation to people's modeling of others Abel added;

---there are also people who imitate singers' style of singing, dressing and other characteristics. ---Compare themselves with the lives of characters and situations on TV. ---try to investigate, reassert or interrogate their personal identities with characters on TV (p: 24).

Unlike the time before a decade, where there were no television medium alternative, except ETV, currently with the proliferation of satellite channels, audience of Ethiopia are exposing for different programs which may touch their personal identities.

As it is stated before, these television channels are reaching to the audience of Ethiopia, focusing on infotainment type local contents in language of them. As a result, audience of Ethiopia get additional channel with EBC (TV).

Therefore, it is the researcher's believes as audiences get fascinating chance to use their personal identity as a motivation to watch different programs in these available channels.

In addition to the above, Surveillance is another motivation typology of McQuail. Surveillance according to McQuail's assumption described by (Fiske, 1990) is the need for information about the complex world audiences live in. Other studies have shown that people whom we can call 'opinion leaders' in their social life use the media for information in order to maintain their social role. (Rubin, 1981) used information to describe the above need. According to this

researcher, people who have the interest of knowing their world day today activity, watch news channels. Passing a single movement without watching information provider channels is a pain for these audiences.

According to Downing, Mohammadi and Sreberny-Mohammadi,(1995) cited in (Abel, 2005) People take time to watch TV to satisfy needs of related information, knowledge and understanding that strengthen the bond between environment and society.

Therefore, in Ethiopia context, audiences with surveillance motivation are assumed to watch EBC (TV) since the station broadcast hard news about the day to day nationwide and worldwide activities irrespective of it's the quality of the information.

According to (Rubin, 1981), social integration is another motivation for views to watch a certain program. TV viewing provides a basis for connecting to others who have information about a certain thing. Watching helps them to have enough knowledge about the issue and discusses with their friend. Discussion in turn helps them to strengthen their social integration. According to this assumption an individual who have information gap which his/her friend is capable, he/she get isolation rather than participation.

Obvious, but not researched, now a days in Ethiopia, youths are active in attending national and international foot ball competitions. Sport, especially foot ball becomes a topic for discussion in different groups of individuals. Unlike most youths, I had no interest to watch foot ball for long time and I got isolation from my friends. But, after a frequent isolation, I had tried to attain sport games and now I talk better than the isolation time.

(McQuail, 1997), Noted as TV viewing is important to fill the gap that will probably be created during chats with communities.

Observing the ground in Ethiopia, individuals who meet with their friends in transportation, cafe, workplace and other places talk together especially about the prominent films broadcasting through the emerging satellite televisions. But their watching motivation is not researched and clear.

Chapter Three

3. Research Methodology

3.1. Introduction

This study employed both quantitative and qualitative research methods. The study used quantitative because it is suggested to be relatively better in survey studies. The method also helps researchers to be more objective, to have a higher sample size, to minimize possible costs (material as well as time). Besides, the outcomes of the quantitative research can be generalized to the population. According to Dawson (2002) this method helps to generate statistics through the use of large scale survey method.

The method helped the researcher to evaluate the media preference and reasons of selection among the sample population by generating statistics which are important to generalize about the subject of the study. It also method helped the researcher to show the total populations who are watching different television stations framed in this research. Quantitative research is also important to give a rank for many comparable things in a group. As a result, this method helps the researcher to rate different television station standing from the number of audience they have. Since the research is survey type, this method helped the researcher to have higher sample size. This is also an important method to rate the satisfaction and dissatisfaction of the sample population on different television stations stated in this research.

In addition to quantitative method this research employed qualitative method to get information about the personal preference and watching experience of different television stations. It also used to get information about others watching experience and preference. This method helps to explore attitudes, behaviors and experience through in depth interview or focus group discussion (Ibid: Pa 15).

As a result, by using this method, the researcher gathered information from the youths and adult men and women about their current experience and preference of watching television. In addition to this, the method applied here to get professional comments from journalists.

The adult and the young members who participated in the focus group discussion gave information about their family and relatives watching preference. Watching preference of a given family member may be similar or different with the other. In the discussion they were debating and reach to the common understanding even if there were some differences. In addition to this, the method helped the researcher to clearly identify audiences' attitude towards the newly established television stations and EBC. Both differences and similarity of watching preference were important to make a correlation with the information gained through questioner (the survey).

Journalists FGD enabled the researcher to get relevant information about professional concepts. Watching preference of audience from the perspective of the profession was discussed. The new paradigms which are applied by the newly established satellite television stations and the weak sides of EBC were evaluated by these professionals. The researcher could get brief explanation and analysis for professional concepts which were presented in the questionnaire in less descriptive way. Generally, this method helped the researcher to identify why audiences prefer any media station and to discover the underlying reasons of preferring the television stations.

3.2 Participants of the study

In this research the participants were Addis Ababa city administration government workers, particularly those who are working in different bureaus. According to the information gained from Addis Ababa city administration communication bureau, there are 15 government institutions which are being titled as "bureau." These organizations' have a total of 2,393 employees.

These samples were selected because, they live in Addis Ababa and it is the researcher's assumption that residents of Addis Ababa are more intact to satellite television stations. In addition, it has assumed as their might not be another group of the society who watch news regularly compared to government workers. In addition to these, the researcher conveniently selected this group because they are found around the researcher's living and working area. This helped the researcher to gather the data easily. Since the respondents were literate groups, it helped the researcher to get relevant information about the current audience watching preference.

In addition to these data sources, media practitioners were also the participant of this research. Six media practitioners from different media organizations participated in a group discussion.

3.2.1. Sampling of respondents

3.2.1.1. Sampling techniques

In this study, any person who is an Ethiopian and who has television had an opportunity to be included in the sampling frame and to participate in this study. However, since the study focused on the effect of satellite televisions' programs on EBC audience, only people who had satellite television accesses were considered as a total population frame of the study. Among the satellite television users, it was the researcher's assumption that Addis Ababa city residents are more familiar and as a result, the target samples were from Addis Ababa city residents.

Again the researcher assumed as news audiences are people who have better academic and political status. With this assumption, conveniently the researcher used government workers who lived in Addis Ababa. Since it is difficult to take all government workers from federal and city administration government offices, the researcher selected only Addis Ababa city administration bureaus' workers conveniently. This gave comfort for the researcher to handle the respondents easily and to get adequate information.

After identifying the area for samples, the researcher selected respondents from the following bureaus using systematic random sampling method by their office attendance. Using this method, the researcher chose a random point from the numbers 1-9 using lottery technique. As a result, 7 was the starting point which was identified by the lottery. Then the researcher selected every 10th of the starting number. The list of the respondents was organized using their office attendance. The researcher first identified number 7 in the attendance and took each 10th.

According to the information gained from Addis Ababa city Administration Communication Bureau, there are 15 institutions with Bureau title. The researcher selected samples from these 15 Bureaus and the total sample size was 257 from the total of 2391 workers. The following table shows the total population and the samples used in this research.

Table 1: Summery of respondents' data

No	Name of the bureau	Total no of workers	No of sample	No of Distributed questionnaires	returned questionnaires	Un returned questionnaires
1	Trade bureau	151	16	16	16	0
2	Finance and economy bureau	160	17	17	15	2
3	Communication bureau	110	12	12	12	0
4	Culture and tourism bureau	163	18	18	16	2
5	Sport and youth bureau	183	20	20	16	4
6	Civil service and human development bureau	150	16	16	16	0
7	Women and children bureau	153	17	17	17	0
8	Micro and Small enterprise development bureau	179	20	20	15	5
9	Justice bureau	96	10	10	6	4
10	Main audit bureau	113	12	12	7	5
11	Health bureau	174	19	19	12`	7
12	Industry bureau	126	14	14	14	0
13	Education bureau	312	32	32	23	9
14	Land development and management bureaus	162	17	17	14	3
15	House construction bureau	159	17	17	13	4
	Total	2,391	257	257		36

**Information source Tilahun G/egziabher, Addis Ababa city Administration communication bureau spokes person and communication specialist in each bureau.*

3.2.1.2 Sampling of Media practitioners

Media practitioners were selected purposively from different media organizations that based their head office at Addis Ababa. Among different media organizations, journalists from Fana Broadcasting Corporate, EBS, Addis TV, FM 96.3, and Addis Lisan Magazine were selected for a group discussion. One journalist, who resigned EBC recently i.e. two months before the researcher gathered this data, was among the members. Their name is stated in the data presentation chapter.

3.2.2 Data Collection Instrument

3.2.2.1. Questionnaire

To gather the required data for the study, a questionnaire was employed as a tool. The questionnaire had two parts. The first aimed at finding out demographic information of respondents, while the second part is designed to get information which help to know the station preference of audience and to identify the satisfaction and dissatisfaction of audiences with different television stations stated in this research. Other questions related to audience preference of watching also included.

Before gathering the final response, the researcher tested the questionnaires using pilot study. After distributing 70 questionnaires in the pilot study, the researcher could identify some unclear instructions and questions. Then, the researchers amended each questions and prepare using Likert scale and a total of 257 questionnaires were distributed for respondents selected from 15 Addis Ababa city Administration institutions. Of the total questionnaires, 212 were returned while 45 were unreturned.

The copy of the questionnaire has two parts. The first part deals with demographic information about the candidates. In the second part questions which helped to identify television watching trend of the respondents was included. In addition to this question, respondents asked to give rank for different television stations based on their preference and satisfaction.

Candidates were asked to put their Preference of watching by explain their agreements and disagreements under the reasons listed using Likert scale method. Questions which help to identify Satisfaction and dissatisfaction of audiences with EBC and the newly established

television stations were also distributed. In addition to these, questions which identify EBC's problems and enable to suggest possible recommendations for improvement were included.

To minimize language constraints, Amharic version of the questionnaire was used for data collection. The designed questionnaires in both Amharic and English version are reproduced in the appendices.

Procedures 1

First the researcher designed questionnaires in English language and then transcribed in to Amharic language to minimize language constraints. After that, the researcher had contact with Addis Ababa communication bureau spokes person, Tilahun G/Egziabher and took name of bureaus and their contact person's address which are under Addis Ababa city administration. Then, the researcher had a cell phone contact with each bureau's public relation officers to know the number of workers in their office. After that the researcher went to each office and decided the numbers of samples based on the data gained from the officers. After calculating the number of samples using office attendance of each office, the researcher counted questionnaires and gave for office administrators or secretaries to distribute the questions for the selected workers. The researcher gave a brief explanation about the questions for the office administrators. This helped them to give a help for the respondents when they get trouble during while answering the questions.

After collecting the data, the researcher tallied all the data and inserted in to SPSS and analyzed using frequency and percentage.

3.2.2.2. Focus Group Discussion

This data gathering tool was used to explore the meaning of survey findings that cannot be explained statistically. It helped the researcher to get a range of interest and to collect a wide Variety of ideas on concepts which could not addressed in the survey questionnaires.

Groups of the focus group discussion

The youth group (group A)

In addition to men and women youths who are in the age between 18 up to 35 were the target members for a focus group discussion. The reason to use this group was to clearly identify and label their television watching preference. In any nation youths are responsible persons to sustain their fore father's legacy. As a result, they are expected to analyze the good and the bad activities

in their countries. To have abundant information about their country plans and programs, they should have enough information about their country. To do this they should attend the nation's main stream media. The researcher could identify their perception toward EBC news and entertainment televisions programs.

As a main part of the society, these group members also commented the watching preference of the society based on their informal observation including their age groups. Their idea which rose in the discussion helped to correlate with the same age groups' answers given in the questioners. They gave strong suggestion and comment for EBC's future performance since they are the future generation of the nation as it has been explained in the above sentences.

Adult Women and men (group B)

In this research adult men and women basically individuals who are in married status and age between 36 up to 45 were selected for a discussion. It was the researcher's assumption that in any home a wife, a husband, children and other family members have a Variety of television watching preference. Using focus group discussion with these group members helped the researcher to identify the channel preference of a family members and the dominant person in changing the channel.

As a responsible person in a given society these group members will comment their experience about others watching preference around their living area

The journalist group (group C)

Journalists are other subjects for the focus group discussion. Like other groups they were asked to put their informal observation about individuals' television watching preference. They discussed and highlighted professionally about the good quality and program genres the newly established satellite television stations are applying.

They also discussed on the current news format of EBC and criticize it professionally. At last, they gave possible suggestions which will help the station to retain its news audience since they believed as EBC is losing its audience.

Procedures 2

To select and held a discussion the researcher used various steps as a procedure. First the researcher identified FGDs. As a result, FGD A was a group which consists youths between the

ages 18-35. FGD B was a group which consist the adult age group members between the ages 36-45. The last group was FGD C which consist journalists from different media organizations. The researcher identified the youth group members by traveling in lunch, tea or coffee areas which most government workers of Addis Ababa city administration are being served. The researcher identified these areas because he had an experience of watching the places and their interaction with government workers. After identifying members the researcher had a cell phone contact and had a discussion in a café found around piazza. To select adult government workers, the researcher preferred public service bus. Most of the time as a government worker, the researcher used a bus to Tafao and Hayat. As a result, he convinced some workers for the discussion. After identifying them, the discussion was held around their living area. As a journalist the researcher had an opportunity to get journalists of different media organization in reporting fields. As a result, the researcher easily communicated with journalists and had a discussion.

3.2.3. Data Analysis Techniques

First, the quantitative data were analyzed using SPSS tool. After adding in to SPSS tables and graphs were designed by Excel. Qualitative data obtained through focus group discussion analyzed using interpretive way.

Chapter Four

4. Data Presentation, Analysis and Discussion

This chapter is about the presentation, analysis and discussion of results gained from questionnaire respondents and FGDs. As it has been stated before, the study targeted at Addis Ababa city Administration Government workers. The main purpose of the study was to assess the impact of the newly established satellite television stations on EBC night Amharic news audiences. To gather the required data for the study, a questionnaire and FGD were employed as a major tool and the researcher used table and graph to analyze the data.

4.1 Questionnaire Data

Table 2: Demographic distribution of respondents

	No of respondents N=212	%
Gender		
Male	110	52%
Female	102	48%
Age		
18-25	27	13%
26-35	102	48%
36-45	53	25%
46-55	17	8%
Above 55	5	2%
Educational background		
10 completed	7	3%
12 completed	14	7%
Diploma	51	24%
First Degree	108	51%
Masters Degree	17	8%
Ph.D.	0	0
marital status		
Married	107	52%
Single	94	46%
Divorced	3	1%
Widow	1	0%

As it is possible to see in the above table the male and female ratio is nearly equivalent. The male respondents accounts 110 (52%) and females account 102(48%) of the total respondents who returned the questionnaires.

In addition to the gender demographic distribution of the respondents', as their age clearly seen from the above table, respondents' with the age between 18-25 accounts 27 or 13 % of the total respondents. Respondents with the age between 26-35 age level account 102 or 48 %. In addition to these the above table also shows as respondents with between the ages 36-45 are 53 or 25% of the total population. Those who are between in the ages 46-55 are also 17 or 8% of the total respondents. The rest 2% or 5 respondents are above the age 55.

From this it is possible to identify as most of the respondents are between the ages 26-35. As it is shown in the above table, this group accounts nearly half of the total respondents or 48%. Respondents who are between the ages 36-45 accounts the second higher no by covering 25% of the total respondents.

From the above findings it is possible to say as most government workers are between the ages 18-46 even if the researcher discussed in the literature part.

Table 3: Respondents' Television Watching Experience Particularly 8 Pm at Night

Spastically Parameters	Do you watch TV at night?	
	Yes	No
Frequency	176	36
%	83	17

As the above table indicates, from the total candidates who returned the questionnaires, 176(83%) answered question no 1 of part two, as they watch different televisions which transmits different programs in Amharic language particularly 8 Pm at night. The remaining, 36 respondents replied as they do not watch any television programs.

Table 4: Ranks of Different Television Stations given by the respondents

TV Stations	First		Second		Third		Fourth		Fivth		Sixth	
	<i>F</i>	%	<i>F</i>	%	<i>F</i>	%	<i>F</i>	%	<i>F</i>	%	<i>F</i>	%
EBC	31	17.6%	23	13.1%	21	11.9%	23	13.1%	30	17.0%	48	27.3%
EBS	47	26.7%	51	29.0%	32	18.2%	25	14.2%	13	7.4%	10	5.7%
ENN	14	8.0%	28	15.9%	28	15.9%	30	17.0%	35	19.9%	41	23.3%
J TV	21	11.9%	38	21.6%	47	26.7%	38	21.6%	20	11.4%	12	6.8%
KANA	54	30.7%	24	13.6%	19	10.8%	25	14.2%	25	14.2%	27	15.3%
NAHOO	9	5.1%	12	6.8%	29	16.5%	35	19.9%	53	30.1%	38	21.6%

❖ *F= Frequency*

From the above table one can clearly see the ranks of different television stations given by the respondents. According to this table 31 or 17.6% of the total respondents asserted as EBC is their first choice. 23 or 13.1% respondents of the total population replied as EBC is their second choices. 21 or 11.9%, 23 or 13.1%, 30 or 17% and 48 or 27.3% respondents asserted as EBC is their third, fourth, fifth and sixth choice respectively. Hence respondents with the higher number selected EBC as their last preference among the given television stations. This means, of the total population 48 or 27 % of respondents rank EBC as it is their last preference station to watch.

Of the total population 47 or 26.7% respondents affirmed as their first choice is EBS. The rest 59 or 29 %, 32 or 18.2%, 25 or 14.2%, 13 or 7.4 % and 10 or 5.7% respondents declared as they prefer in the second, third, fourth, fifth and six places respectively. From this it is possible to conclude as EBS is the second preference for most of the respondents. 51 or 29 % of the total respondents agreed as EBS is their second preference.

When we see the rank of ENN, only 14 or 8% of respondents prefer ENN as their first choice to watch. Of the total respondents 28 or 15.9% were asserted as ENN is their second preference. The other 28 or 15.9 %, 30 or 27 % 35 or 19.9 and 41 23.3% of respondents prefer ENN as their third, fourth, fifth and six choice.

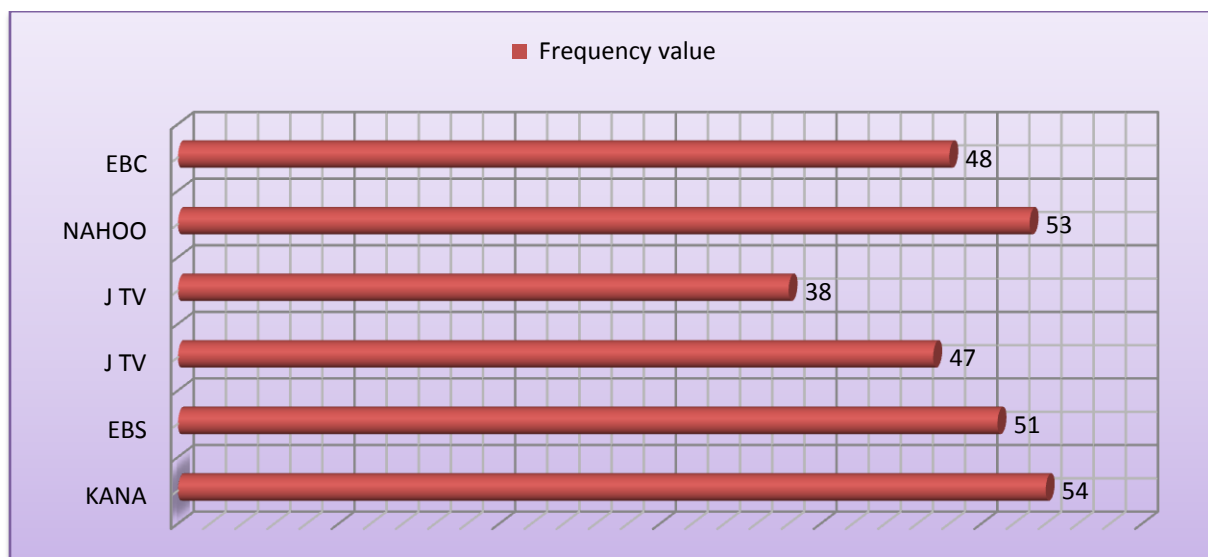
In addition to these stations 21 or 11.9 % respondents preferred to watch J TV in the first place. Then 38 or 21.6% respondents prefer the station as their second choice. 47 or 26.7, 38 or 21.6, 20 or 11.4, 12 or 6.8 selected J TV as their third, fourth, fifth and no six preference respectively.

Compared to the other TV stations, higher numbers of respondents prefer J TV as their second and third choice. Meaning, 47 or 26.7% and 38 or 21.6 % and respondents prefer as their third and fourth level preference.

KANA on the other hand is preferred by 54 or 30.7 % respondents as their first choice to watch. The remaining 24 or 13.6%, 19 or 10.8%, 25 or 14.2%, 25 or 14.2% and 27 or 15.3% of respondents agreed as they prefer KANA in the second, third, fourth, fifth and no six options respectively.

When we see the given rank for NAHOO, only 9 or 5.1 respondents selected this station as their first choice. 12 or 6.8%, 29 or 16.5%, 35 or 19.9 % 53 or 30.1% and 38 or 21.6% of the respondents replied as NAHOO is their second, third, fourth, fifth and six options respectively. 53 or 30.1% respondents prefer NAHOO in the fifth level. This number is the highest comparing to the other TV stations respondents no.

Graph 1: Summery of Ranks



To summarize, when we see the above Television stations' rank, of the six television stations, KANA has more respondents in the first rank. From this it is possible to conclude as most audiences i.e. 54 or 30.7% prefer to watch KANA in the first place. Most respondents agreed as EBS is their second choice. This means 51 or 29% prefers this station as their second option.

As most respondents asserted, J TV is the station which they prefer in the third level. This station is preferred by 47 or 26.7% of the respondents. Again in the fourth rank, this station leads other stations because 38 or 21.6 % respondents prefer it. When we compare the rank of the station in the fifth level NAHOO gets higher respondents assertion. As a result, most audiences prefer this station as their fifth option.

From the above table, the number of audiences' who prefer EBC in the six ranking level is the highest. As a result, it is possible to say as most audiences' prefer EBC as their last option. Respondents gave rank based on their satisfaction of the programs and news being transmitted in each station, as a result, the above table and graph show that audiences are more satisfied by kana and least satisfied by EBC.

Table 5: Audiences' reasons to watch entertainment satellite television

Reasons/items/	Strongly Agree		Agree		Partially Agree		Disagree		Strong Disagree	
	<i>F</i>	%	<i>F</i>	%	<i>F</i>	%	<i>F</i>	%	<i>F</i>	%
<i>Relaxation</i>	66	47%	40	29%	17	12%	13	9%	3	2%
<i>learning about real life of oneself</i>	57	41%	52	37%	34	24%	18	13%	2	1%
<i>brand name</i>	14	10%	43	31%	31	22%	48	35%	18	13%
<i>Educating</i>	50	36%	54	39%	33	24%	14	10%	3	2%
<i>Escaping</i>	33	24%	41	29%	30	22%	27	19%	20	14%
<i>production quality</i>	54	39%	50	36%	29	21%	10	7%	14	10%
<i>family pressure</i>	18	13%	9	6%	22	16%	41	29%	62	45%
<i>star characters</i>	44	32%	42	30%	27	19%	28	20%	11	8%

❖ *F*= Frequency

As the table shows 66 or 47% and 40 or 29% of respondents strongly agree and agree as the programs are entertain, relaxing and exciting. 17 or 12% of respondents replied as they partially agree with this feature. The remaining 13 or 9% and 3 or 2% respondents replied as they disagree

and strongly disagree with this reason. To sum up this item, it is possible to see as most respondents prefer the programs because they are entertaining, relaxing and exciting.

On the other hand 57 or 41% and 52 or 37% of respondents replied as they strongly agree and agree as the programs help to learn about the real life of themselves. When they watch a program which the story gives lesson, audiences can learn way of life from the actors. 34 or 24 % respondents replied as they partially agree with this reason of watching. The remaining 18 or 13% and 2 or 1% % of respondents replied as they disagree and strongly disagree with this reason. Most respondents replied strongly agree, agree and partially agree and this implies as this sub item reason is one of the major reasons which makes the audiences prefer these channels.

For sub item no.3.3, 14 or 10% and 43 or 31% respondents replied strongly agree, agree and partially agree as the brand name of the station is their reason of watching. Whereas 48 or 35% and 18 or 13% of the respondents replied as they disagree and strongly disagree with this reason. Comparing to other reasons listed before higher number of respondents replied as the brand name of the station is not a reason for them to watch the newly established satellite television stations. 50 or 36%, 54 or 39% and 33 or 24% of the total respondents replied as they strongly agree, agree and partially agree with the reason stated in item 3.4. This means according to most respondents the programs are educating. The remaining 14 or 10% and 3 or 2% of the respondents replied as they disagree and strongly disagree with this reason. But higher number of respondents agreed as the programs are educating.

For the reason on sub item 3.5, 33 or 24% and 41 or 30% respondents replied as they strongly agree and agree that they prefer these channels because they help them to escape from tiredness. 30 or 22% responded as they partially agree with this reason of watching. The remaining 27 or 19% and 20 or 14% of the respondents replied as they disagree and strongly disagree with this reason. For this reason comparing to the above reasons higher numbers of respondents disagree with even if those who agree with the idea are many.

54 or 39% and 50 or 36% respondents responded as they strongly agree and agree as the production quality of the programs motivates them to watch the stations. 29 or 21% of respondents partially agree with this reason of watching. The remaining 10 or 7% and 14 or 10%

of the respondents replied as they disagree and strongly disagree with this reason. With this reason higher numbers of respondents agree as the quality production of programs forced them to watch these satellite television stations.

Of the total population 18 or 13% and 9 or 6% of respondents replied as they strongly agree and agree as family pressure is their reason to watch these channels. 22 or 16% respondents replied as they partially agree while 41 or 29% and 62 or 45% of the respondents disagree and strongly disagree with this reason. From this family pressure is not respondents' main reason of watching as most respondents disagree with this reason.

At last 44 or 32% and 42 or 30% of respondents replied as they strongly agree and agree as the actors of the programs are their reasons to watch because they are prominent. 27 or 19% of respondents partially agree with this reason while 28 or 20% and 11 or 8% of respondents disagree and strongly disagree with this reason. Here most respondents replied as they agree with this reason of watching.

Table 6: Reasons which hinders audiences not to watch EBC

Reasons	Strongly Agree		Agree		Partially Agree		Disagree		Strong Disagree	
	<i>Fn</i>	%	<i>Fn</i>	%	<i>Fn</i>	%	<i>Fn</i>	%	<i>Fn</i>	%
<i>lacks of completeness and fairness</i>	60	42%	23	16%	25	18%	22	15%	12	8%
<i>lacks of newness</i>	44	31%	35	25%	26	18%	21	15%	13	9%
<i>Full of propaganda</i>	54	38%	28	20%	22	15%	22	15%	12	8%
<i>lack of truthfulness or credibility</i>	47	33%	27	19%	27	19%	27	19%	10	7%
<i>lack of diversified views</i>	58	41%	29	20%	20	14%	20	14%	9	6%
<i>Only about developmental stories</i>	53	37%	29	20%	21	15%	25	18%	29	20%

As it is seen in the above table, 60 or 42% of the total respondents strongly agree as EBC news lacks completeness and fairness. In addition to this 23 or 16% of the total respondents expressed their agreement as EBC news lacks completeness and fairness. The rest 25 or 18%, 22 or 15% and 12 or 8% of the respondents partially agree, disagree and strongly disagree respectively with item 4.1 under question number four. With item 4.2 or 31% of the respondents strongly agree as EBC news lacks new or current information, in addition 35 or 25% of the respondents agree with this idea. Of the total respondents 26 or 18 % of respondents replied as they partially agree as EBC news lacks new or current information. The rest 21 or 15% and 13 or 9% of the total respondents responded as they disagree and strongly disagree with this reason.

Meanwhile, 54 or 38% respondents strongly agreed as EBC news is full of propaganda. Of The respondents 28 or 20% responded as they agree with this reason. 22 or 15% of the respondents on the other hand replied as they partially agree with EBC's news as propaganda. The remaining 22 or 15 % and 12or 8% replied as they disagree and strongly disagree respectively.

On item 4.4, 47 or 33% respondents strongly agree as EBC news lacks truthfulness or credibility. 27 or 19% expressed their agreement as EBC news lacks truthfulness. The same number of respondents expressed their partial agreement on this item. The remaining 27 or 19%, 10 or 7% replied as they disagree and strongly disagree with this feature respectively. Of the respondents, 58 or 41% of respondents strongly agreed as EBC news lacks diversified views. The remaining 29 or 20% replied as they agreed whereas 20 or 14% partially agreed as EBC news lacks stories with diversified view. But 20 or 14% and 9 or 6% replied as they disagree and strongly disagree with this characteristic. With the last item of question number 4, 53 or 37% of the respondents strongly agree as EBC report only the developmental activities rather than both the development and the undo activities. 29 or 20% and 20 or 15% agreed and partially agreed with this idea respectively while 25 or 18% and 29 or 20% replied as they disagreed and strongly disagreed with this feature.

Even if all reasons weight different number of respondents, their mean value is nearly similar as it has stated in the above table which is between 3.02 up to 3.22.

Table 7: Respondents' EBC watching trend in a week

No.	No of days	Statically Parameters	
		Frequency	%
1	All the days in a week	33	19%
3	5 days	7	4%
4	4 days	15	9%
5	2-3 days	66	38%
6	None of the days	51	29%

❖ Respondents can select more than one choice for the above question.

As the above table clearly shows the higher number of respondents agreed as they watch EBC 2-3 days per a week. Of the total population, 66 or 38% respondents approved this. The other 51 or 29 % of the respondents agreed as they don't watch EBC in each day. The remaining 33 or 19 % respondents replied as they watch EBC all the days in the week. 7 or 4% and 15 or 9% of respondents agreed as they watch EBC 5 days and 4 days in a week respectively.

Table 8: Respondents other news source stations

No.	Other news sources	Frequency	%
1	From Addis TV	18	14%
2	From Amhara TV	4	3%
3	From Internet	53	40%
4	From Magazines and News papers	28	21%
5	From Radios	50	38%
6	From Walta TV	2	2%
7	From Families and Friends	12	9%
8	From other stations	9	7%

❖ Respondents can select more than one choice for the above question.

From the above table, it is possible to conclude as Internet and Radio are the main sources of news for those who don't attend EBC news. As it is seen in the above table, 53 or 40% agreed as their news source is internet and 50 or 38% replied as their news source is radio. Magazines and newspapers are the third news sources of respondents' which 28 or 21% respondents approved it.

18 or 14% respondents mention Addis TV as their source of news whereas 4 or 3% respondents agreed on Amhara and 2 or 2% on Walta. 12 or 9% respondents agreed as their news source are their families and friends. 9 or 7% respondents replied as their news source is out of the listed television stations. Those who responded "from other sources" were 9 or 7% and listed ENN, TV O, and EBS from the local and CNN, BBC, ALJEZIRA, VOA from Abroad. More respondents wrote ENN from the local and BBC from Abroad.

Graph 2: Summary of respondents' news sources other than EBC

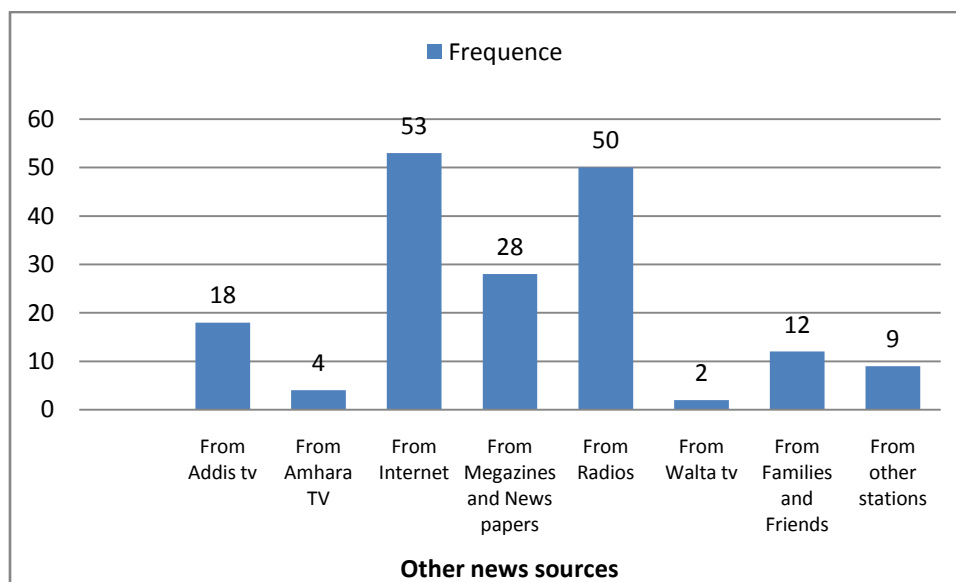


Table 9: Respondents Satisfaction And Dissatisfaction with Different Television Stations

Television stations	very high		high		medium		Low		very low	
	<i>F</i>	%	<i>F</i>	%	<i>F</i>	%	<i>F</i>	%	<i>F</i>	%
EBC	25	16%	27	18%	56	36%	28	18%	18	12%
EBS	37	24%	45	29%	61	40%	14	9%	4	3%
ENN	24	16%	37	24%	68	44%	16	10%	4	3%
J TV	34	22%	51	33%	57	37%	8	5%	4	3%
KANA	47	31%	34	22%	31	20%	15	10%	23	15%
NAHOO	14	9%	40	26%	57	37%	18	12%	19	12%

❖ *F*= frequency

As the table shows clearly 25 or 16 % respondents replied as they are satisfied at very high level with EBC news. 27 or 18% respondents have high satisfaction while 56 or 36% respondents have medium satisfaction with this station's news. The remaining 28 or 18% and 18 or 12% replied as they have low and very low satisfaction with EBC respectively.

Of the total respondents 37 or 24% of respondents have very high satisfaction with EBS while 45 or 29% have high satisfaction. This number is the higher compared to other Television stations at the same scale of satisfaction. As a result it is possible to conclude as audiences have high satisfaction next to KANA. In addition to these, 61 or 40% of respondents have medium satisfaction with EBS and the remaining 14 or 9 % and 4 or 3% respondents have low and very low satisfaction respectively.

When we see the satisfaction of respondents with ENN, 24 or 16% respondents replied as they have very high satisfaction and 37 or 24% of the respondents agreed as they have high satisfaction. On the other hand 34 or 22% and 51 or 33% of respondents replied as they have very high and high satisfaction respectively. 57 or 37% of respondents replied as they have medium satisfaction while 8 or 5% and 4 or 3% respondents replied as they have low and very low satisfaction. In the medium satisfaction rate, compared to other television stations ENN

scored higher frequency. As a result respondents have medium satisfaction with ENN. But the frequency different of this station is less from EBC, EBS, J TV and NAHOO.

Of the total respondents, 47 or 31% respondents have very high satisfaction by KANA television. This is the highest frequency compared to other television stations as it is seen in the above table. 34 or 22% and 31 or 20% respondents agreed as they have high and medium satisfaction respectively. Of the total respondents 15 or 10% and 23 or 15% of the respondents agreed as they have low and very low satisfaction.

At last as the table indicates, 14 or 9% and 40 or 26% of respondents replied as they have very high and high satisfaction with NAHOO respectively. The least number of frequencies is seen in NAHOO at very high satisfaction rating scale. 57 or 37% respondents replied as they have medium satisfaction with NAHOO. 18 or 12% and 19 or 12% respondents agreed as they have low and very low satisfaction with NAHOO respectively.

From these descriptions it is possible to see as most respondents have very high satisfaction with KANA television as 47 or 31% of respondents approved it. On the contrary comparing to other stations many respondents agreed as they have very low satisfaction with this station. As a result, it is possible to say as KANA audiences are in to two extremis of satisfactions. Next to KANA most respondents agreed as they have high satisfaction with J TV and EBS respectively. Next to KANA, EBC has higher number of audiences with very low satisfaction.

Table 10: Former EBC watching Experience of the respondents

Statically Parameters	Have you watched EBC before the coming of these stations as an alternative	
	YES	NO
<i>Frequency</i>	130	36
%	78%	22%

Asked whether they had experience of watching EBC news before the emerging of these satellite television stations or not, 130 or 78% of respondents replied as they had been watching EBC and

only 36 or 22% agreed as the hadn't watching experience of EBC even before the emerging of these satellite television stations.

Table 11: Other audiences' watching Experience

<i>No.</i>	TV stations	<i>Frequency</i>	<i>%</i>
1	EBC	16	8%
2	EBS	31	16%
3	ENN	8	4%
4	J TV	13	7%
5	KANA	108	55%
6	NAHOO	9	5%
7	Other	10	5%

Asked the respondents what other people around them regularly watch, 108 or 55% of the respondents agreed as most audiences are watching KANA. Of the total respondents 31 or 16% respondents agreed as audiences watch EBS. The remaining 16 or 8%, 8 or 4%, 13 or 7% and 9 or 5% replied as most audiences watch EBC, ENN, J TV and NAHOO respectively. From this, it is possible to conclude as most audiences are watching KANA. This can be illustrating in graph as the following.

Graph 3: Summery of other audiences watching preference

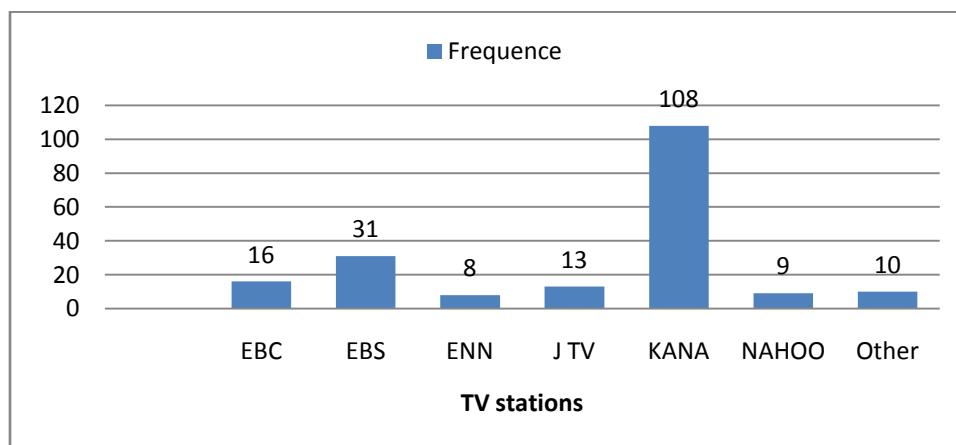


Table 12: Audiences diversion after the emerging of satellite television stations

Statically Parameters	Do the Emerging Satellite Television Stations Divert Audiences?	
	YES	NO
<i>Frequency</i>	115	50
%	69.7%	30%

Asked whether audiences diverted or not after the coming of different satellite television stations, respondents explained their response based on their observation. By this, of the total respondents 115 or 69.7% respondents agreed as most audiences divert to the newly emerging satellite stations from EBC. The remaining 50 or 30% respondents replied as they don't think about this.

4.1.1 Open ended data presentation and analysis

Reasons for diversion

Asked to list down reasons which make the audiences to shift from EBC to the newly established satellite television stations, respondents wrote many things in common as a reason. Most respondents clearly agreed as they had been watching EBC for many years because of lack of alternative television channels. According to these respondents, the emerging of many satellite television stations forced them to leave EBC and turn on these stations. Moreover they put their reasons of diverting from two sides. On one side audiences were move to the newly established satellite entertainment channels because these channels are coming in to air with many things interesting. On the other hand audience divert to these channels because EBC doesn't have any change to satisfy their need.

Reason 1

As most respondents agreed audiences go to the newly established satellite television stations because the Programs are entertaining and educating. In addition to this most respondents replied as the programs which present in these stations are full of new information and new performers which could be a role model for them. As most respondents agreed specially KANA presents tell stories that matter and help people inspire and excite and help to imagine proper entertainment. In addition to these reasons respondents prefer these channels because the programs are free from politics. More importantly, most respondents prefer these channels because they present

interesting stories with the language of theirs. General speaking most respondents raised the interest for entertainment programs as their main reason to divert.

Reason 2

Most respondents responded as weakness of EBC itself made them to divert. As most audiences approved, EBC's news Lacks completeness and fairness. As a result, they leave the station immediately after the coming of these stations as an alternative. Again as most respondents highlighted, EBC news is not about current or new incidents. Lack of timelines is another reason for most respondents to give up with EBC. As the higher number of respondents responded, EBC's news stories are always about the developmental activities of the nation rather than both the development and the undo activities. This makes them not to stay with EBC because they want to know about the wickedness activities of their nation. Another reason raised by most respondents is EBC's poor presentation technique. As most of the respondents listed on the questionnaire EBC doesn't have any improvement on its presentation since establishment. In a more related idea, respondents approved as EBC news hour is full of advertising and the station focused on advertising elements than relevant information. These respondents blame EBC because it always repeats news again and again in a more boring way. This means there is no new thing to be watched in a news hour since the station repeats one story throughout the day and even in the next day's news hour.

The respondents also asserted as the news lacks human interested stories and the news reports looks like a public relation report. Most respondents are tired of EBC's news casters. According to the higher number of respondents only few, mostly two news casters come on the screen habitually. A relatively higher number of respondents rose the overlapped time of broadcasting as a reason for diversion. Since most prominent programs on the satellite stations appeared on air in line with EBC's news hour at night, most audiences are attracted by those programs on the newly established satellite television and made them to ignore EBC news as respondents agreed.

Possible recommendations for EBC given by respondents

According to most respondents agreement, in order to retain its audiences, EBC should present accurate information in its news. This helps the station to be credible and most audiences rely on it when they want to get the real occurrence of incidents in Ethiopia and outside world. In

addition to this respondents commented EBC to present all the activities takes place behind something. According to them, the station should give special coverage for the developed and the undone activities rather than focusing only on developmental aspects of things.

As most respondents replied, in order to retain its audiences, EBC should focus on human interested stories. As they elaborated more, the station should assess the problem which the society faces and show the possible strategies and techniques to escape the challenges. Again the respondents recommended EBC to be free from politics and political elite's interference. As they said, EBC should be a public media than a government propagandist. As most respondents stated EBC should present its news in a more fair and complete way. As they stated EBC news focuses on one side particularly to the government and it doesn't give due emphasis for the issue of the society. It also presents what the government bodies Saied rather than scrutinizing the other side of the fact. They recommended the station to broadcast news which includes diversified views. According to most respondents, EBC, in order to satisfy and retain audiences, it should present current information than the long time dead events and it should not present one news story repeatedly through all the news hour in a day.

In addition to the above comments most audiences recommended EBC to avoid bulky advertisements. Added they suggested EBC to change its presentation technique in a more attractive and interesting way. They also recommended the station to employee professionally qualified journalists and improve their profession through continues training. Respondents recommended EBC to have Varity of news. I.e. Technology and Entertainment type news. A few respondents recommended EBC to link its news with KANA and EBS television stations.

4.2 Focus Group Discussion Data

4.2.1 The youth group (FGD A)

These are peoples in the age between 18 years-35 years old. All members are government workers in Addis Ababa city administration bureaus. The group was made up of 7 members and 6 of them are males and 1 member is a girl. They are given a code numbers during the discussion. Hence No.1 is Zelab, Male, age 30, No2. is Aynye, male, age 31, No.3 is Fitsum, male age 30, No.4 is Alazar, male age 33, No.5 is Zelalem, male, age,36,No 6 is Tigist, female age 22, No 7 is Astedader, male age 34.

On Audiences' Preference of Watching

When asked to express their observational experience about most audiences' television watching preference at night (8 Pm),

Code 1 says “ previously the viewers had no choice to choose television stations. The newly established satellite television stations reach to the television households with new way of presentation, especially in the entertaining features. As a result the audiences get alternative channels. According to my observation, KANA has dominated the audience market. KANA is not available only in cafeterias because the owners afraid of gathering of people.

Code 2 says “ I have many things to share from the previous speaker. Comparing EBC with the newly emerging satellite television stations, EBC walks deadly. It is the mouth piece of the government. Because EBC lacks improvement since its establishment, audiences who are surrounded by alternative media channels now prefer to watch these entertainment channels. The public is so tired of EBC's advocacy of politics, policies It is less focused in infotainment in my evaluation above 80% of the viewers shifted to the new alternative television stations.”

Code 3 Says “ Nothing different from the previous speakers, but to describe with new words, the public is less found of EBC. Audiences were watching EBC because they hadn't had alternatives. But now most audiences prefer to watch the newly emerging satellite television stations. Those who prefer watching news switch on ENN than EBC.”

Code 4 says “ it is possible to answer this question easily, most audiences are on entertainment channels. When I say audiences are on entertainment channels it is not to label EBC's news as week. Some people watch both the news and the entertainment. I know people are watching KANA but it is impossible to conclude as most audience regularly watches KANA.”

Code 5 says “**huge** number of audiences prefer watching entertained mediums like kana. I don't believe there are news spectators.”

Code 6 says “Since the beginning of these entertained channels, television audiences are dramatically shifted from the old to the new ones.”

Code 7 says “yes the audience is on KANA, the conflict among members of the families arise to switch on KANA. A husband, a wife and children may want different channel to watch but they all agree on KANA. Next to KANA people are watching EBS and ENN respectively.”

Here all FGD members believed as most television audiences are currently on the newly emerging satellite television stations. All members of the group identify KANA as the dominant audience catcher. Only Code 7 believed that EBS and ENN respectively dominate the audience next to KANA. Code 3 outlined as he prefers ENN than EBC to get news. All, except code 4 agreed that audiences are not watching EBC news at night. But code 4 didn’t believe as EBC’s news is less important and weak comparing to its target audience. All members of the FGD negotiated as television audiences had been watching EBC because of lack of alternative channel.

On EBC’s problems

When asked Why EBC lose its audience?

Code 1 says “I think the psychological makeup of our society takes its own share...I don’t believe as EBC is bad because it presents the policies and strategies of the nation. The problem is in its presentation technique. For instance, when we see the way EBC was reporting the nomination of Dr. Tewodros Adhanom, it was less attractive than other media’s reporting. EBC didn’t present this hot issue timely. EBC has such a big weakness. Even it doesn’t properly and timely broadcast the developmental issues.

Code 3 says “The audience shift is accelerated as a result of EBC’s old reporting style. EBC’ presentation makes the audience to switch off the channel...previously EBC had good entertaining programs like. 120, sport Such types of programs are not on air today... but others are doing on this format i.e. infotainment.”

Code 6 says “EBC lost its audience because its news is boring and makes people tired of.”

Code 5 says “it is not only the presentation technique but also the content of the news is not attractive and important... EBC can’t compete with these television stations in production and content selection.”

Code 7 says “EBC presents news after news...it present hard news, sport news and business news in a marathon style. As a result it makes people boride...It hasn’t any shorten motivational productions... EBC characterized only on informing rather than infotainment. ”

As it is possible to see from this discussion all group members agreed and underlined as EBC’s poor presentation technique is the first reason to lose its audiences. Only code 5 pointed out that EBC’s poor content selection is another reason which makes EBC to lose its audience next to the reporting technique.

When asked the possible solutions for EBC to retain its audiences,

Code 4 says “ EBC’s problem is not content based; but its reporting style is poor and less interesting... there is poor creativity in the station...It needs innovative features. EBC has to find its viewers’ interest. It has a chance to do so. EBC is technologically advanced. But there are misusing of screen lay outs, and audio video productions problem...what EBC should do is not broadening entertainment programs rather it should identify its target audiences and attract them in a more creative way... If the station does this, it will grasp all audience in the near future since most entertainment audiences are becoming tired of films and other entertaining programs... EBC should employee professionally equipped. It also should change its presentation format and make attractive. EBC should be free from politics and need to expose the week side of the government.”

Code 5 says “ EBC should do audience research which helps the station to identify its problems. It should give current information by strengthening breaking news presentation technique like other international news channels... It should present its news in a more attractive way. EBC should hear the audience and make timely format changes... If it does these all, the audiences will be turned to the station soon.”

Code 6 says “I think EBC can retain its audience if it makes format change based on audience research.”

Code 7 says “I think EBC lacks professionally qualified journalists. As a result, it should employee professionals. EBC should develop new presentation technique and format based on

research. The news presentation technique should be free from protocol type. It should be free and relax able. It should present inspirational headlines so as to motivate the audience.”

Code 3 says “EBC should present human interested stories... EBC should present current activities timely. EBC should be a medium for a nation than a party... It should present the undo activities beside the completed one...”

Code 1 says “EBC should do transformational research... It should hold its workers safely and make theme to update their profession. It should present the undo activities beside the completed one. It should minimize the advertisement productions while the news is broadcasting, rather it can broadcast short and precise advertisings with high cost like KANA. I hope EBC can retain its audience if the organization takes the above comments.”

Code 2 says “People are ignoring not only the station but also its cameras because the station doesn’t present what the audiences said. EBC should work based on its logo **a voice for diversity and renaissance...** it should work for the public interest.”

In this discussion point many things have been raised in common among the group members. For example, they all agree as EBC has a chance to retain its audience if the station does organizational improvement. More specifically all FGD members comment EBC to do well structured and depth audience research, to change its presentation style, to employee professionally equipped journalists and to work for the public interest rather than the government. Code 1 loudly comments EBC to minimize advertisements. According to Code 1 and 3 EBC should report the undo activities beside the completed ones. To sum up EBC should change its presentation format, it should work for the interest of the society, and it should have professionally qualified journalists. More loudly, all group members advise EBC to do audience research which helps the station to identify its problems.

4.2.2. The adult group (FGD B)

This group is consisted of adult women and men with 35 and above age and they are 6 in number. The members are Addis Ababa city administration bureaus works. Like the first FGD group members these members was also given a code. By this, code 1 is Zewdneh, male, age 42, code 2 is Selam, female, age 37, code 3 is Teklit, male, age 47, code 4 is Ambaye, female, age

49, code 5 is Solomon, male, age 39 and code 6 is Tsehaynesh, female, age 36. All the FGD members are married.

On Their Family Members and Others Watching preference

Asked which television station is most watched by the society and their family members' watching preference,

Code1 says "in my home, the most watched TV channel is KANA...My wife regularly watches KANA and my children too... Next to KANA, my children love watching carton films...from my observation most people prefer watching the newly emerging satellite television stations. Especially, KANA is the first option for most of the audiences. But I want to watch EBC and ENN from the local and BBC and CNN from the international because my interest is watching news."

Code 2 says "According to my observation most people prefer watching entertainment, spiritual and international television stations... In my family, my children prefer watching channels which have animations and carton films... The rest of my families prefer to watch KANA... Even if each family member has his/her own preference, most of them watch KANA regularly and they obligated me to watch KANA. In my personal observation, people who are above the age of 40 prefer to watch EBC news and the rest are focusing on KANA and no one want to lose KANA's films."

Code 3 says "I personally want to attend news channels... But because of my children's interference I can't attend news from any channel including EBC... My daughters, who are 11 and 13 years old, watch KANA regularly. My wife also watches KANA. Next to KANA, she prefers to watch EBS's programs... According to my observation, people around my area also watch KANA regularly... Even they reach to their home early in the night so as to attend the films."

Code 4 says "I and my husband want to attend EBC news but my daughter prefers watching EBS's programs... In my observation most people prefer to watch KANA. Even, if you knock your neighbors' door at night, no one hear you because their attention is on KANA films. From this, you can say your own statement as KANA dominates the audience market."

Code 5 says “I personally watch EBC news even by obligating other family members to change the channel to EBC... But I face hard challenge from the members...Most of my families prefer to watch KANA in the first place and EBS and J TV respectively...As I observe my surrounding most people watch KANA and it dominates to catch most audiences... EBS and J TV are the second and the third choices for most audience.”

Code 6 says “most people are watching KANA. In every corner people are watching KANA. KANA dominates. KANA viewers are not only the young and the adult but. According to my observation, old peoples are also regular views. For example, once upon a time I and my friend went to an old woman who is a traditional doctor. We went there because my friend got an accident on her leg. But the woman treated her wrongly because she was watching KANA while she was treating my friend... In my family there is unlike watching preference. My husband wants to watch international news channels, my worker is interested in EBS’s programs, and I and my daughter are regular viewers of KANA...”

As the data stated in the above discussion, all members of the FGD asserts as KANA dominates the audience market. The six members pointed out as most audiences around their area watch KANA regularly. Only Code 5 adds as EBS and J TV are the next and the third preferences of most audiences respectively. As a family member, each member has their own watching preference experience. Code 1, 3, 4 and 5 want to attend news channels including EBC. But their families prefer to watch KANA in the first place. Only Code 5 asserts as her family members don’t watch KANA. But code 2 and 6 (females) want to watch KANA and most of their families too. As most members (code1, 3, 4, 5and 6) discussed most of their family members prefer to watch EBS next to KANA. In the discussion it is also possible to clearly identify the dominant person in changing channels. As code 1, 2, 3, 5, and 6 asserted children are the dominant individuals in a family to switch on KANA films. But code 4 is free from family pressure because her families are not the regular views of KANA.

On Watching preference Conflict Experience of their family members

Asked whether they have watching preference conflict experience between family members,

Code 1 says “I can’t change the channel while my wife is watching KANA... We are always in conflict... My children support her and I have no freedom to watch news...”

Code 5 says “I had a conflict with my wife... She ordered me to watch news outside in my office or other are... What I see in my neighbor is similar... News viewers are under the control of film viewers...”

Code 3 says “it is similar for me... I am always in conflict with my wife and my children...they always win me and I have no alternative television to watch news.”

Code 6 says “ I think this is common in all households... For your surprise, my worker changed the channel to EBS while my husband was watching BBC, an international news channel. She didn’t care about his ownership and power as a family head. There are also many other conflicts among family members in my home.”

Code 4 says “even if it is not true in my home, I think only children have the right to change television channels... A wife and a husband don’t have the right to hold the remote... The same is true for my neighbors.”

Code 2 says “ family conflict is common since these entertainment channels has came in to air. As I said before my family members have different watching preference... My children are the owner of the remote, but KANA governs the family...We are together when KANA is switched on.

From the above discussion one can conclude as there is a watching preference conflict between family members. All members of the group asserted this fact. Among the family members children are the dominant individuals in any households. All members, except code 3 are under the influence of their children. Next to children women are other dominant groups to change television channels. All the men (code1, 3 and 5) asserted as their wives dominate them next to their children. As it is possible to see in discussion question 2, from the three women (code2, 4 and 6) two of them (code 2 and 6) affirmed as they prefer to watch KANA.

On reasons which diverts most audiences.

When asked members what they think about the reasons which diverts most audiences from EBC to this entertainment channels,

Code 1 says “EBC news is full of bulky advertisements... Most people believe as EBC is a propagandist... EBC lacks fairness and its news focuses only on the government development agendas... EBC is as the previous with no format change... EBC always covers the officials’ statements than the society’s sayings...”

Code 2 says “EBC news runs for 40 or 50 minutes, it makes the audience tired of; I think this is one reason which makes the station to lose its audiences...EBC as a nationwide media focuses more on nationwide issues than Addis Ababa incidents. I think this may be another reason for the station to lose Addis Ababa city audiences. ”

Code 3 “EBC’s news magazine format is too much long... It includes bulky advertisements which have less important contents. The long run news hour and these bulky advertisements make the audience in an exhaustive environment. No one waits these minuets. It is boring and uncomfortable to watch. These are the reasons which divert the audience.”

Code 4 says “ I think it is the organizational structure of the station which create all the problems.”

Code 5 says “EBC’s presentation technique is not attractive and catchy... The station is following its old presentation style... It gives due emphasis and make careful selection of the developmental agendas of the governments...the news is not about the society and for the society...I think that is why most audiences dislike EBC.”

Code 6 says “ Most audiences don’t prefer EBC because they get alternative television station than before. EBC has a nick name called “LEMA” because it always broadcasts the development incidents only. EBC doesn’t broadcast all the recorded information. Only the edited parts are on air. Because of this it doesn’t give enough information. The news is not about the society and it doesn’t touch the peripheral groups. I think these all are the reasons for the current audience diversion.

From the above discussion it is possible to comprehend many reasons as a factor for EBC to lose its audience. According to code1, 5 and 6 EBC lose the audience because its news only focuses on the development activities of the government than public interested affaires. Code 1, 2, 3 and 5 mention EBC's old fashion news format and the poor news presentation technique as a reason for audience diversion. Giving special attention code 1 and 3 notes EBC's bulky advertisements as a reason. Code 2 and 3 condemns the long run news hour and suggest making it short and attractive. Only code 4 put as EBC's organizational structure is a reason for diversion. As this discussion shows, being a propagandist i.e. covering only the developmental stories rather than public issues, lack of attractive presentation formats and having bulky advertisements while the news is broadcasting are the commonly agreed reasons.

On suggestion for EBC improvement

Asked to suggest possible recommendations for EBC to improve its news,

Code1 says "EBC should minimize advertisements while the news is broadcasting... the station should be free from politics and political elite's interference...the news should be fair and objective... it should show the undone beside the successful performances... EBC should work for the society...at all EBC should change its news presentation format."

Code 2 says "EBC should change its news format...I think it is better if the station rearrange its news hour and have another better time which doesn't collapse with the prominent entertainment programs in other station i.e. KANA's films..."

Code 3 says " in order to avoid audiences' fatigue, EBC should design short and attractive news hour with motivational presentation style. For example, it is better to present the hard news, sport and business news in different schedule rather than presenting at the same time.

Code 4 says " I think the organization as a whole should evaluate its system...the station have to make structural study which help it to have better reform... At last it should made total structural amendments."

Code 5 says" EBC should work hard to change its news presentation style in a more attractive and catchy way... The station should escape from its old presentation style and managerial tradition."

Code 6 says“ EBC should give balance coverage for both the development activities and the undone activities...more importantly EBC should work for the society by giving special attention for human interested stories.”

From the above discussion it is possible to put some common suggestions given by different FGD members.No1, 2, 3 and 5 suggest EBC to change its news format and presentation style from the old to attractive one. No1 and 6 suggest EBC to be free from propaganda and to work for the society by focusing on public interested stories. As these two members agreed EBC should give due emphasis for both the developed and the undo activities. Only code 4 suggests EBC to make organizational reform as a whole. From this discussion, news format and presentation technique change gets more sayings.

4.2.3. The journalists group (FGD C)

This group is constructed from journalists of different media organizations. The group consists of six members and by default all the members are male. Like the previous group members these participants have their own code. No 1 is Solomon from EBS, male, age 28, no2 is Dawit from Addis TV, age 32,no 3 is Ashenafi former EBC journalist, age 34, no 4 is Melese from Addis Lisan magazine, age 32, no 5 is Bekalu from FBC, age 27 and no 6 is Henok from Fm 96.3, age 28.

On Audiences’ Preference of Watching

Asked whether most audiences’ prefer to watching the listed satellite television stations’ programs or EBC news at night (2Pm),

Code 1 says “Yes EBC is losing its audience, currently most people are watching the newly emerging steatite Televisions’ programs...Espesial KANA is dominating in capturing the majority... For example even is a market area people can’t serve their customer actively because their attention is on kana in films...from my observation, I can understand as KANA catches most audiences.”

Code 2 says “...Yes, in my opinion EBC lost its audience. In my observation, currently individuals are getting their home early at night .This is because of the coming of kana films...on the other hand in any home a wife and husband couldn’t get necessary and timely treatment from

their workers , workers mostly spent their time by watching kana than doing their kitchen activities.”

Code 3 says “ In my opinion, EBC has lost its audience since many years before... But, after the emerging of different satellite television stations, most audiences regularly watch these channels. Most audiences watch KANA in the first place and ENN and other Television Stations next and so on. ”

Code 4 says “I think EBC has lost its audience before the coming of these satellite television stations... According to my observation, most people watch Kana films particularly at night... Even old individuals are addicted by kana films...”

Code 5 says “Yes I agree with the above ideas...EBC has lost its audience... According to my observation, most audiences are watching kana regularly...”

Code 6 says “Now days the audiences get alternative Television channels... Because of these, most people are not watching EBC... It is possible to conclude as it loses its audiences.”

Here the response of most members indicates as most audiences are on the newly emerging satellite television stations. The other side of this coin indicates as EBC loses its audiences. All except code 6, all the five participants specifically put the most watched television station. They all agree as KANA dominates the audience market.

On the qualities and new paradigms of the newly emerging satellite television stations

Asked to identify the qualities or the new paradigms which these television stations bring for the audience,

Code 1 says “ For example; Kana came in to air with specific program genres i.e. different films with the language of the audience. As a result, this specific program catches the audiences... For me NAHOO hasn’t any good quality...But EBS has good programs and presentation approaches when I see from the perspective of journalism profession... But I believe that EBC is losing its audience because of its weakness rather than the emerging of these stations.”

Code 2 says “in my opinion, these channels don’t bring any new thing. But they did audience research and identify the gap. As a result, they came with programs which can hold the attention of most audiences... I believe they have good audio Video production quality... if we see EBS it presents icon and individuals with different life and work experience... This helps the audience to learn from others’ life. ENN on the other hand is accessible for all audience. Its reporters reach to the maximum area to cover News. None of the issue is untouchable by ENN. They present all without minimizing the fact.”

Code 3 says “These stations came with new and attractive presentation approach...I think they have flexible editorial policy than EBC... Their programs have human interest with high quality production ...They address issues which EBC can’t cover...they present current information timely because their workers are professionals compared to EBC. ”

Code 4 says “They have good production quality... they have interesting presentation technique...for example KANA presents different films with different story. I think these films can represent the real life of our society...the audience can see his/her life in the film. As a result, he/she need to prefer watching these films than watching news which is propaganda.

Code 5 says “stations like Kana, EBS and ENN are being managed by professional who have long year media experience... So they can identify the interest of the viewers. In addition to this they use recently manufactured technologies...They also have good presentation techniques.”

Code 6 says “First these stations clearly identify the issues which the Ethiopian government Medias including EBC didn’t address... As a result, they become effective... They present any program by keeping its balance unlike EBC... They are credible by the audiences. The story which most satellite television stations are presenting has human interest... At all, they are free from politics.”

As the above discussion points indicate the newly emerging satellite television stations came with interesting presentation technique. This is asserted by code 1, 3 and 4. In addition to this the programs in this station give special emphasis for human interested issues. All the members of this FGD approve this in one or the other way. According to code 2, 4 and 5 these television stations are using recently manufactured media technology and can have quality production. Code 3 and 5 believe as these media stations have professionally equipped managers and

workers. According to code 2, 5 and 6 these stations identified the interest of the people and the uncovered area by doing audience research.

On the weak sides of EBC

Asked what they think are the weak sides of EBC,

Code 1 says “ I think the first is lack of professional workers... EBC always presents similar faces on the screen...it reports government organizations report like public relation officers... EBC’s News is full of propaganda.”

Code 2 says “ EBC news lacks fairness...it is one sided and full of propaganda i.e. the government side...it also lacks creditability.”

Code 3 says “leadership problem is one... Professional turn out is the second... bad working environment is the other problems of EBC... lack of professional manager rather than political appoints from every region of the country is another problem which EBC is facing... Professionals focus on the outside business than the organization when they lack good working atmosphere...EBC lacks controlling system at all.”

Code 4 says “The organization lacks team spirit...There are teams which have their own agenda. EBC’s news lacks credibility...EBC doesn’t investigate public issues.... Its news is propaganda of the ruling party (EPRDF). The News is subjective one sided rather than objective... EBC doesn’t present current information and it lacks timeliness.”

Code 5 says “ EBC should be a propagandist...I have no problem with this idea...but what I want to stress is on its creditability. EBC’s news is not credible... I think EBC financed itself and as a result it focuses on elementary advertisings...another problem is the interference of government elites. EBC’s anchors, reports as well as news source individuals are always the same and common, EBC lacks presentation techniques.”

Code 6 says “EBC doesn’t inculcate the society in the news...it hasn’t also a room for different political parties and a civic organization ... EBC is not a public media at all rather it is a mouth for the government... it is using an old news format... EBC lacks attractive presentation technique.”

As it is clearly indicates in the above discussion, EBC has many limitations. According to code 1, 2, 4 and 6 EBC's news is full of propaganda. But code 5 confronts this and focuses on its creditability limitation. Code 2 also asserts this. EBC news lacks human interested stories as code 1, 2, 4 and 6 agreed in the discussion. The poor news format and creativity problem is another difficulty for EBC. This idea asserted by code 5 and 6. Professional incompetency is another problem of EBC. As code 1 and 3 point out their idea, there are no professionally qualified journalists and managers in EBC rather most of them are politically delegated persons. Again according to code 3 professional turn out is another problem for EBC. This guy adds as there is no good working environment and managing system. Only code 5 expresses his discomfort with the advertisements. According to this member of the FGD, EBC's anchors, reports as well as news source individuals are always common individuals.

On possible recommendations

Asked to give possible suggestions for EBC which help the station to improve its news

Code 1 says "EBC, as a nation media has the main role of educating, informing and entertaining the whole society in this country. To retain its audience, it should do audience research and identify its problems and give immediate solution...The station should be free from plastics and political elite's interference...It should also create new news format and presentation styles...in addition to these the station should employee professionals and treat them properly."

Code 2 says " EBC should be the most watched media since it is a nation media...but the station should employee professionals & should change the old working atmosphere... The station should be credible for the mass."

Code 3 says "EBC Should work for the society who are at the peripheral (lower) level than political elites...it should also present credible information... the station should take its workers safely and control professionals turn out...EBC should present news which enable to predict the future of the society than the old histories."

Code 5 says "EBC should test its organizational structure and change the old systems... the news should base on the interest of the society... It should present current information. Should share experience from other television stations for example, Amhara Television can be a

benchmark for EBC. EBC should respect its motto the voice of diversity and renaissance... EBC should present the hero and heroines of the nation rather than talking only about the current government. It should have clear and politically free organizational regulations.

Code 6 says “as a nation media EBC has vital role and high potential; as a result the station should use its maximum power to catch the majority. More importantly, EBC should present credible information...it should also focus on the interest of the audiences... It should apply media technologies manufactured recently.”

According to code 1, 3, 5, and 6 EBC should work hard to address the interest of the lower society than the government. Code 2, 3 and 6 strongly suggest EBC to present credible information. Code 1, 2 and 5 on the other hand recommend for EBC to see its organizational structure again and to employee professionals. Code 1 comment EBC to be politically free and code 5 suggest the station to present current information. Only code 6 recommends EBC to use high standard media technology.

4.3 General discussion of data

Data which were gained by through quantitative and qualitative methods are grouped and discussed as the following.

On Audiences preference of television station and program genre

As it is possible to see, most audiences prefer to watch the newly established satellite entertainment television stations at night. From the total respondents who filed the questionnaire the higher number of respondents approved as their first and second choices are KANA and EBS televisions respectively. 54 or 30.7% respondents agreed as KANA is their first choice while 51 or 29% respondents replied as EBS is their second preference to watch. FGD group members also approved as most audiences are currently watching KANA regularly at night.

Asked the respondent what other people around them regularly watch, members of the three FGDs and respondents who filed the questionnaires approved as most audiences prefer watching the newly emerging satellite televisions than EBC news. The candidates specifically agreed as most audiences currently prefer KANA in the first place and EBS in the second. Of the total

respondents 108 or 55% respondents agreed as most television viewers are on KANA programs while 31 or 16% approved EBS.

From those who filed the questionnaires, 115 or 69.7% respondents also approved as most audiences have shifted to the newly established satellite television stations because of the alternative they get now than before. As a result the preference program genre of most audiences is entertainment.

As it stated in the literature part, KANA is often broadcasting films by dubbing different languages in to Amharic in addition to some programs produced locally.

According to Herzog's research result, stated in West and Turner, first, some people enjoyed the dramas because of the emotional release they found in listening to the problems of others. Second, listeners seemed to engage in wishful thinking—that is, they gained a sensational satisfaction from listening to the experiences of others. Finally, some people felt that they could learn from these programs.

For Ethiopian audiences too, KANA's films may satisfy their sensational needs and as a result they prefer this station. Even if there is no research in Ethiopia based on audience content preference, researches done in Europe countries indicate as audiences spent their time more on entertainment channels. Citing Becker and Schoenbach(1989) and Kiefer,1996(for Germany) Holtz-Bacha, Christina and Norris, Pippa (2001), put as the new Variety of channels lead to an increase in the amount of time audience spent viewing television, and it was overwhelmingly the entertainment programs that profited from this increase.

Again citing Pfetsch (1991) the above researchers can found a clear relationship between preference for entertainment commercial television and low use of news and public affairs content, low political interest, low political efficacy, and a preference for materialism. In contrast viewers of public television showed higher political interest, scored higher in political competency and leaned more toward post material attitude. Being free from politics is one reason raised by respondents to prefer these entertainment channels. As a result, the above research result can fit for Ethiopian audiences too.

Consumer choice of television channels and programs has been of interest for many decades and many researchers put different reasons of preference. Program choice is related to content, or program choice is related to program scheduling (Webster and Wakshlag, 1983).

On the general assumption, as Webster (2005), with the introduction of greater channel choice, audience fragmentation occurs. Here fragmentation of audience from the mainstream media to the newly emerging satellite television stations may come because many alternative channels appear today.

Respondents of this research also approved as poor content selection of EBC as one of the causes for their diversion. In addition, current audience fragmentation from EBC to these channels appears because of the emerging of many alternative channels in Ethiopia as Webster (2005) stated.

According to use and gratification theory, people are active in choosing and using particular media to satisfy their needs. Emphasizing a limited effects position, this theory views the media as having a limited effect because users are able to exercise choice and control. People are self-aware, and they are able to understand and articulate the reasons they use media. They see media as one way to gratify the needs they have. In countries like Ethiopia, where there are news establishing channels audiences can get a chance to choose channels based on their motivation.

New Paradigms of the Newly Emerging Satellite Television Stations

Respondents of the questionnaire were asked to express their agreements and disagreements based on Likert scale measuring on the listed qualities in question number 3 sub items 3.1 up to 3.8. They rate each item according to their reason of preference.

Higher numbers of respondents strongly agree and agree with item 3.1, 3.2, 3.4, 3.5, 3.6 and 3.8. To make it clearer, 66 or 47 and 40% or 29 % strongly agree and agree respectively as they prefer to watch KANA and EBS because the programs of these stations are relaxing, entertaining and exiting.

In addition to this they prefer these stations because the programs help the audiences to learn about their real life by having a role model inside the programs. Of the respondents 57 or 41 % and 52 or 37 % respondents approved as they strongly agree and agree with this reason. According to Fiskie (1990) Audiences also use the content of the program to understand their own life and get important aspects which helps them to improve their life.

The respondents also agreed as the programs in these channels are educating. Of the total respondents 50 or 36% strongly agreed with this reason. In addition 33 or 24% and 54 or 39% strongly agree and agree as audiences prefer these channels because they help them to escape from anxiety and tiredness. According to McQuail explained by Fiskie (1990) audience watch television to escape from the constraints of routine, the burdens of problems and emotional release. The production quality of these stations also affects their preference as most respondents replied. To support in data 54 or 39% strongly agree with this reason.

In addition to these, audiences prefer these channels because they can get prominent or star actors inside the programs. This was approved by 44 or 32% respondents.

Most audiences don't think as family pressure and brand name of the stations are factors for their preference. Only 14 or 10% of respondents strongly agreed as brand name of the station is their reason of watching while 18 or 13% respondents strongly agree as family pressure is their reason of watching. But, asked who are the dominant persons in changing television channel from EBC to the entertainment channels, most members of FGD B agreed as children has the controls in doing this. Next to children women has due power. When viewers can choose from many channels, most viewers are not aware of all the options available to them and tend to select 'brand names' as an aid to simplify their choice (Cooper, 1996). So, if audiences of Ethiopia don't care about the Brand name of stations, it is supposed as they easily identified their preference station and cooper's argument failed based on this finding.

Journalists FGD group members also approved as most of the reasons stated in the questionnaire as a cause for audiences' preference. As they stated the newly emerging satellite television stations came with interesting presentation technique in a more entertaining way. In addition to this the programs in this station give special emphasis for human interested issues. According to the FGDs members, these television stations are using recently manufactured media technology and can have quality production. Members of the discussion also agreed as these media stations have professionally equipped managers and workers. According to many members in each groups, these stations identified the interest of the people and the uncovered area by using audience research.

Audiences' Satisfaction by the Newly Established Satellite Television Stations

Of the total respondents 37 or 24% of respondents have very high satisfaction with EBS while 45 or 29% have high satisfaction. In addition to these 61 or 40% of respondents have medium satisfaction with EBS. When we see the satisfaction of respondents with ENN, 24 or 16% respondents replied as they have very high satisfaction and 37 or 24% of the respondents agreed as they have high satisfaction. 47 or 31% respondents have very high satisfaction by KANA television. This is the high number of satisfaction as it is seen in table 7. Of the total respondents, 34 or 22% and 31 or 20% respondents agreed as they have high and medium satisfaction respectively. 14 or 9% and 40 or 26% of respondents replied as they have very high and high satisfaction with NAHOO respectively. The remaining 57 or 37% respondents replied as they have medium satisfaction with NAHOO.

To sum up the satisfaction rate, most audience have very high and high satisfaction with KANA programs. Next to KANA audiences are being satisfied EBS programs. As we see in the first discussion most audiences are preferring KANA in the first place and EBS in the second place. As a result, audience preference of watching is depending on their satisfaction rate. The higher numbers of audiences prefer KANA because higher numbers of respondents have high and very high satisfaction with its programs. The same is true for EBS.

According to the founders of Use and Gratification theory, audiences' media use is based on certain satisfaction, needs, wishes or motives.

Rubin (1981) developed eight basic viewing motives an audience member has in watching television: passing time, companionship or getting together with friends, escaping, enjoyment and social interaction, information, excitement.

As respondents asked to identify their reason of watching these channel in question number 3, most respondents agreed as the programs of these channels are relaxing, entertaining and exiting. This means the programs help the audience to enjoy at all. According to Rubin (1981), enjoyment is one of the motivations which forced audience to prefer a certain media station. In addition to these they also identified diversion or escaping as a cause of watching. Most audiences prefer to watch KANA and EBS to just relax and forget their trouble faced outside their home. According to McQuail(1997) **diversion** which (Rubin, 1981) called **Escaping** is one motivation for television audiences to watch television. If a station full files audiences motivations, the audiences then have high satisfaction with that station.

Audiences' satisfaction with EBC news

As it is possible to see in table 7, 25 or 16 % respondents replied as they are satisfied at very high level. 27 or 18% respondents have high satisfaction while 56 or 36% respondents have medium satisfaction. The remaining 28 or 18% and 18 or 12% replied as they have low and very low satisfaction with EBC respectively.

From this it is possible to conclude as higher numbers of respondents have medium satisfaction with EBC. Respondents who have low and very low satisfaction with EBC are higher in number. On the contrary those who have very high and high satisfaction with EBC are too small comparing to KANA, EBS and J TV.

Why audiences hate EBC's news and divert?

Respondents of the questionnaire and members of the three FGDs respondents agreed as EBC news lacks completeness, fairness and credibility. They also agreed as the news lacks new or current information. In addition to these they replied as EBC news is full of propaganda. In both method higher numbers of respondents approved as EBC is the mouth of the government. According to the higher numbers of respondents EBC reports only the developmental activities rather than both the development and the undo activities. Most respondents also agreed as EBC news doesn't incorporate diversified views.

In addition to their agreement with the above reasons, these respondents also listed some other troubles of EBC news. Accordingly, EBC's poor and traditional presentation technique is one cause for audience diversion. As most of the respondents listed on the questionnaire EBC doesn't have any improvement on its presentation since establishment. FGDs members also asserted this fact with their discussion.

In a more related idea, respondents approved as EBC news hour is full of advertising and the station focused on advertising elements than relevant information. This problem of the station was raised both in questionnaire respondents and FGD discussions. Respondents blamed EBC because it always repeats news again and again in a more boring way. This means there is no new thing to be watched in a news hour since the station repeats one story throughout the day and even in the next day's news hour.

The respondents also asserted as the news lacks human interested stories and the news reports looks like a public relation report. Most respondents are tired of EBC's news casters. According to the higher number of respondents mostly two news casters and reporters come on the screen habitually. A relatively higher number of respondents rose the overlapped time of broadcasting as a reason for diversion. Since most prominent programs on the satellite stations appeared on air in line with EBC's news hour at night, most audiences are attracted by those programs on the newly established satellite television and made them to ignore EBC news.

The three FGD group members also asserted the above problems of EBC as main reasons for audiences not to switch on the station. EBC's poor organizational structure is another problem raised by FGD members as a cause.

To see it from literature aspects, as N-Cpant and Jintender Kumar (1995:126) define news paper or other periodicals, it may be defined as any accurate fact or idea that will interest any sandy accurate fact or idea that will interest a large number of readers. Similarly, (Stephens, 1997) also define news from this perspective. As a result, audiences need news with human interested stories. But if EBC lacks this fact audience don't prefer to watch and what most respondents replied this as a cause.

Accuracy is another element which N-Cpant and Jintender Kumar used to define news. A news story must be accurate and transmit truthful information which most audiences believe true. As it is stated in the literature, the news media also consider, to a varying degree, values which define news. National and local Media as well as global ones subscribe to values such as objectivity, immediacy, accuracy, timeliness, proximity and so on. EBC also acknowledges these elements while it defines news according to the organization's interest and job. The organization believes as it focuses on news stories which consist, fresh activities, events and situations based on factual data. But what the respondents agreed is apart from this as it is discussed in the above statements.

According to Garrison (1990:3) people who possess current information control their own destinies and exert considerable power over those who do not possess such information. But as we have seen in the above responses EBC lacks current stories in its news and doesn't give new information for audiences.

Mahlet (2012) also approved as Ethiopian television news Lacks fairness and completeness and focuses on the positive side of the issue. As it is discussed in the finding, the respondents in this research also approved as EBC news lacks Lack fairness and completeness.

Getachew Dibaba (2006) cited by Solomon Tabor (2007) also magnifies the problem of EBC as it doesn't dig out stories with diversified views. This problem is still seen and the respondents in this research also agreed on this idea.

On their part Holtz-Bacha, Christina and Norris, Pippa (2001) stated as people who habitually watch TV, and especially more public TV news, will gradually come to learn more about current affairs, to be better informed about political issues, and to be more aware of global events. But most audiences in Ethiopia seem disadvantageous in this aspect because as most respondents agreed EBC news lacks new or current information.

Possible suggestions for EBC

In the three FGDs members explained their hope as EBC will retain its audience if the station accept and applies these recommendations soon. They agreed as audiences are shifting because they don't get what they want from EBC. The founders of Use and Gratification also asserted as audiences prefer to watch any media when they get use from that station. As most questionnaire respondents and FGDs suggested EBC in order to retain its audiences should do an inclusive research which helps the station to identify the audiences' interest and the existing gaps.

More specifically, EBC should present accurate information in its news. This helps the station to be credible and most audiences rely on it when they want to get the real occurrence of incidents. In addition to this, respondents commented EBC to present all the activities takes place behind something. According to them, the station should give special coverage for the developed and the undone activities rather than focusing only on developmental aspects of things.

As most respondents replied, in order to retain its audiences, EBC should focus on human interested stories. As they elaborated more, the station should assess the problem which the society faces and show the possible strategies and techniques to escape the challenges. Again the respondents recommended EBC to be free from politics and political elite's interference. As they said EBC should be a public media than a government propagandist. As most respondents stated

EBC should present its news in a more fair and complete way. As they stated, EBC news focuses on one side particularly to the government. It doesn't give due emphasis for the issue of the society. It also presents what the government bodies Said rather than scrutinizing the other side of the fact. They recommended the station to broadcast news which includes diversified views. According to most respondents, EBC, in order to satisfy and retain audiences, it should present current information than the long time dead events and it should not present one news story repeatedly through all the news hour in a day.

In addition to the above comments most respondents of the questionnaire and FGDs recommended EBC to avoid bulky advertisements. Added, they suggested EBC to change its presentation technique in a more attractive and interesting way. They also recommended the station to employ professionally qualified journalists and to have a Variety of news. I.e. Technology and Entertainment type news. A few respondents recommended EBC to link its news with KANA and EBS television stations.

Chapter Five

5. Summaries, Conclusions and Recommendations

This chapter deals with a brief summary of the works, conclusions of findings and recommendations. The first part is about summary and conclusions of the research while the second part is about recommendations that, the researcher believes, may minimize some of the problems and help EBC to block audience deviation.

5.1 Summery

All the way through this research, effort has been made to assess the impact of the newly established satellite television stations on EBC night Amharic news audiences. The research initial standing was to investigate the audiences' preference of television channel and their reasons of preference particularly at night. This was done based on their satisfaction and dissatisfaction by the service gained from each television stations framed in this research.

To support the research with previous works related literature on the issue has been discussed. The review mainly revolved around audiences' motivation of watching based on the Use and Gratification theory

The research was held basically by using quantitative and qualitative research methods. Questionnaires were distributed to Addis Ababa city administration workers particularly for those who work in bureaus.

Quantitative data were tallied and analyzed using SPSS and tables and graphs were designed using Excel. In Qualitative research method FGD was applied and three groups were discussed on different topics related to the research specific objectives. FGD A was the youth group; FGD B was adults who are in married status and FGD C were journalists from different media stations. Codes were given for each members and analysis were done using those codes rather than the name of respondents.

5.2. Major findings

Regarding the findings, it is possible to find out as most audiences currently watching the newly established satellite television stations. 54 or 30.7% respondents agreed as KANA is their first choice while 51 or 29% respondents replied as EBS is their second preference to watch. FGD group members also approved as most audiences are currently watching KANA including their family members regularly at night. Most respondents agreed as they prefer kana in the first place and EBS in the second place while ranking different television stations.

Asked what others preference of watching most respondents agreed as audiences are on KANA. 108 or 55% approved this fact. All FGDs members approved the above facts in their discussion. Here it is possible to conclude as most audiences' preference of station is KANA. EBC doesn't get respondents approval as a first, second or third option.

In case of satisfaction and dissatisfaction of audiences, 47 or 31% respondents have very high satisfaction by KANA television. This is the high number of satisfaction as it is seen in table 7. Of the total respondents, 34 or 22% and 31 or 20% respondents agreed as they have high and medium satisfaction respectively. Of the total respondents 37 or 24% of respondents have very high satisfaction with EBS while 45 or 29% have high satisfaction. In addition to these 61 or 40% of respondents have medium satisfaction with EBS television programs. EBC has higher number of respondents on the low and very low satisfaction rate. As a result, it is possible to say as audiences are not satisfied with EBC news.

Audiences were diverted from EBC after the emerging of these satellite television stations as it was approved by 115 or 69.7% of a result. In addition to these 130 respondents approved as they had watched EBC news before the emerging of these satellite television stations. As a result it is possible to conclude as the newly emerging satellite television stations have great impact in diverting audiences. FGDs members also asserted as most audiences have been watching EBC because of lack of alternative and now they are shifting their face to the newly established satellite television stations.

More importantly audiences prefer these new channels because the programs are entertaining, exiting and relaxing. In addition to this, they prefer these stations because the programs represent their real life and they enable them to escape from tiredness and anxiety. High production quality of the programs is also another factor to prefer these channels. As most respondents agreed these stations present star and prominent individuals who help the audience learn something. At all the

programs are educating. Therefore the above all are reasons which motivates most audiences to prefer the newly established satellite television stations.

Most respondents agreed as EBC itself is a cause for audience diversion because its news lacks completeness and fairness, credibility, timeliness. In addition audiences turn off EBC because its news is full of propaganda. The news stories are not human interested and don't touch most of the society. It is possible to identify as EBC only focuses on developmental activities than both the development and the undo activities. According to the findings EBC's journalists are not professionally equipped and the organization also has poor arrangement and structure. These reasons were raised both in quantitative and qualitative responses.

Most respondents attend EBC news 2-3 days in a week. This was approved by 66 or 38% of the respondents. Those who don't attend EBC get current information first from internet and second from radio. Statistically 53 respondents prefer internet while 50 prefers radio as a news source. As a result audiences who are tired of EBC prefer to use other media alternatives as a news source than staying at EBC.

5.3. Conclusion

This study assessed the impact of the newly emerged satellite televisions like JTV, NAHOO, Kana, EBS and ENN Television in Ethiopia on EBC's night Amharic news audience. The research employed quantitative and qualitative approach to address the research objective. From the research findings, the researcher concluded that EBC lost its news audiences after the coming of the above television stations due to various reasons. Primarily EBC lost its audiences because the news lacks credibility, fairness and completeness. The station's news is also full of propaganda and lacks human interest stories. As a result, most respondents replied as they prefer to ignore the station. On the other hand audiences prefer moving to these channels because the station hadn't had any improvement in presentation and content selection since its establishment. The audiences have been watching EBC for long years because they didn't have alternative. On the other hand audiences now prefer the newly emerging satellite television stations because the stations are broadcasting relaxing, entertaining and educating programs. In addition to this most audiences prefers these stations since they have good production quality. From this research it is possible to conclude as most television audiences prefer these stations as a result of tiredness with EBC news content selection and presentation techniques. Before the coming of these channels most audiences preferred watching EBC because of lacks of alternative channels. Thus,

the study concludes that audiences leave EBC because they get alternative channels. From this research result, it is possible to conclude that as audiences have poor satisfaction with EBC news and better satisfaction on the newly established satellite television stations.

5.4. Recommendations

The outcomes of this research clearly show the higher number of television audience are preferring to watch KANA in the first place and EBS in the second place particularly 8 Pm at night. As a result, audiences are not attending EBC news. These channels have their own impact in taking audiences from EBC. As it has been stated in the statement of the problem a nation media without the mass audience is unimaginable.

An informed society becomes active participant in social, political and economic activities of its nation. In the case of Ethiopia, EBC has been playing a nationwide role in doing so as explained earlier. But if the people are attracted toward the entertainment satellite television programs and fail to attend EBC's news, there will be a communication gap between the country and its citizens. As a result, the country's development and other agendas can't be performed effectively.

Although it is difficult to handle the audiences forcefully, any station can go through some solutions which can attract the mass audience and retain it again.

Based on the research findings; therefore, the following recommendations are forwarded.

1. EBC as an organization should do a wide-ranging audience research so as to identify the mass audiences' interest and to minimize its problems.
2. EBC should change its news production and presentation format from the traditional to the new and more attractive way.
3. EBC should follow effective media organization system rather than following the traditional administration techniques.
4. EBC should employ professionally equipped journalists and develop their capacity through training and exposure.
5. EBC should report credible stories since it is an important aspect of news. In order to build trust with its viewers, reports should be presented in a more balanced way.
6. EBC news stories should deep into the people who are at the peripherals area and economic status instead of concentrating on political elites and their propagandas.

7. Reporters of EBC should hurry to present current issue before other media stations Saied more about the content. For example it is recommended EBC to asses and present issues like ENN television.
8. In a more similar to the above recommendation point, EBC as a public media should be free from politics and political elite's interference.
9. EBC should evaluate the news stories whether they incorporate diversified views or not. The station should work as its motto "EBC the voice of renaissance and diversity."
10. EBC news stories should incorporate not only the developmental agendas but also the undo activities at the back.

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Appendix - A

Questionnaire

Addis Ababa University Graduate School of Journalism and

Communication

Dear Respondents,

The major purpose of this questioner is to assess the Impact of newly emerging Private Entertainment Satellite Televisions on EBC night Amharic news Audience. Your genuine and exact answers have great input to the outcomes of the research. Therefore, the researcher is kindly asked you to give valid responses to the questions below. The answers you provide on each paper will be used for research purpose only. No need to write your name on the paper, your answer is the only required thing.

Thank you in advance.

Part one: general Information about the respondents.

Instruction: Answer the following questions by choosing the appropriate letter which includes the right information about you.

1. Age:

A. From 18-25 B. From 25-34 C. 35-50 D. 50 and above

2. Gender:

A. Male B. Female

3. Educational Background

A. 10 completed B. 12 completed C. Diploma D. BA degree E. MA F. Ph.D.

4. Marital status

A. Married B. Single C. Divorced D. Widow

5. Occupation: -----

Part Two: Give your own answer for the following questions.

1. Have you ever experienced of watching local Television which transmits different programs in Amharic language at night (8:00Pm)?

a. Yes

b. No

2. If your answer is **yes** for question No 1, based on your watching experience and satisfaction you get from the programs or news broadcasting particularly 8 Pm at night, give rank for the following television stations by putting 1st, 2nd, 3rd, 4th, 5th and 6th in front of each station.

No.	Television stations and their programs	Rank
1	EBC news	
2	EBS television programs	
3	ENN television programs	
4	J TV television programs	
5	KANA television programs	
6	NAHOO television programs	

3. If you choose EBS, ENN, J TV, KANA and ENN in the first or second place to EBC evening (2Pm) news, rate your reasons of watching using 1, 2, 3, 4 and 5 marks in front of each statement given in the table below(1= **strongly agree** 2= **agree** 3 =**partially agree** 4 =**disagree** 5 =**strongly disagree**).

No.	Reasons	Rating marks				
1	They present inspiring, exciting and entertaining programs	1	2	3	4	5
2	The programs represents the real life of human being					
3	The stations have good brand name					
4	The programs are educating					
5	the programs help me to avoid tiredness and anxiety					
6	The programs have high production quality					
7	Family pressure					
8	They present star and prominent individuals					

4. If you don't prefer watching EBC news at night in the first or second place, indicate your agreement and disagreement with the reasons given in the table below by putting X or a tick mark in front of your reasons only (1= **strongly agree** 2= **agree** 3 =**partially agree** 4 =**disagree** 5 =**strongly disagree**).

No.	Reasons	Agreement and disagreement ratings					
		1	2	3	4	5	6
1	The news lacks completeness and fairness						
2	The news doesn't include current incidents and doesn't give new information						
3	The news is propaganda						
4	The news lacks truthfulness or credibility						
5	The news doesn't incorporate diversified views						
6	The news regularly cover developmental issues only						

5. How frequently do you attend EBC's news which is being broadcasted 8 Pm at night?
1. All the days in a week 3. 5 days 5. 2-3 days
 2. 6 days 4. 4 days 6. I have never attend
6. If your EBC news watching trend is lower than 5 days in a week, from where do you get current information and news? You can choose more than one answer.
1. From radio stations 3. From families and friends 5. From Walta TV 7. From magazines and newspapers
 2. From internet 4. From Addis TV 6. From Amhara TV 8. From other
7. If you say from other, describe the stations -----

8. Based on your television watching trend at night (2Pm), give your satisfaction value judgment for each television stations by putting an X mark under the scales. You can give similar satisfaction scale for different stations.

No.	Television stations and their programs	Level of satisfaction				
		Very high	high	medium	low	Very low
1	EBC news					
2	EBS television programs					
3	ENN television programs					
4	J TV television programs					
5	KANA television programs					
6	NAHOO television programs					

9. Did you have watching experience of EBC night news before these television stations' programs come in to air?

1. Yes 2. No

10. Which television station do other peoples around you watch frequently (5-7 days a week)? You can choose more than alternatives.

1. EBC 3. ENN 5. KANA 7. Other
2. EBS 4. J TV 6. NAHOO

11. If you say other mention the station/s-----

12. Do you think the coming of EBS, ENN, J TV, KANA AND NAHOO makes EBC to lose its news audiences?

1. Yes B. No

13. If your answer is yes mention your reasons-----

14. If you believe as EBC is losing its audience, list the possible suggestions that help the station to retain its audience-----

Appendix - B

Amharic Version

በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነትና ኮሙኒኬሽን የድህረ ምረቃ ትምህርት ቤት

ይህ መጠይቅ በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነትና ኮሙኒኬሽን የድህረ ምረቃ ትምህርት ቤት ለማስተርስ ድግሪ ማሟያ የሚውል ጥናታዊ ጽሁፍ ለማዘጋጀት የሚረዳ መረጃ ለማሰባሰብ የሚያግዝ ነው። ጥናቱ የሚያተኩረው በአማርኛ ቋንቋ ልዩ ልዩ ዝግጅቶችን የሚያቀርቡ አዳዲስ የቴሌቪዥን ጣቢያዎች ማለትም NAHOO, KANA, ENN, J TV እና EBS በተለይ ምሽት 2 ሰዓት ላይ የኢትዮጵያ ብሮድካስቲንግ ኮርፖሬሽንን የዜና ተመልካች ከመቀነስ አንጻር የፈጠሩትን ጫና ለማወቅ ነው። የእርስዎ ትክክለኛ ምላሾች ለጥናቱ ውጤታማነት ከፍተኛ አስተዋጽኦ ስላላቸው መጠይቁን በጥሞና በማንበብ እንዲመልሱ አጥኚው በአክብሮት ይጠይቃል። የሚሰጡት ምላሽ ከጥናት ውጪ ለሌላ አላማ አይውልም። በማንኛውም ገጽ ላይ ስምዎን መጻፍም አያስፈልግዎትም።

አጥኚው ለትብብርዎ በቅድሚያ ያመሰግናል።

ክፍል አንድ፡ አጠቃላይ መረጃዎች

1. ከ1-4 ያሉትን ጥያቄዎች ትክክለኛውን አማራጭ በመክብብ ወይም የጭረት ምልክት በማድረግ ይመልሱ።

1. እድሜ 1. 18-25 2. 26-35 3. 36-45 4. 46-55 5. ከ55 በላይ

2. ጾታ 1. ወ 2. ሴ

3. የትምህርት ደረጃ

- | | | |
|---------------|--------------|----------------|
| 1. 10ኛ ያጠናቀቀ | 2. 12ኛ ያጠናቀቀ | 3. ዲፕሎማ |
| 4. የመጀመሪያ ድግሪ | 5. ማስተርስ ድግሪ | 6. ዶክተሬት/ፒኤችዲ/ |

4. የጋብቻ ሁኔታ

1. ያገባ 2. ያላገባ 3. ፈት 4. ባል/ሚስት የሞተባት/በት

5. ሙያ _____

ክፍል ሁለት፡ በትዛዞቹ መሰረት ምላሽ ይሰጡ።

1. ምሽት 2 ላይ በአማርኛ ቋንቋ ዜናና ፕሮግራም የሚያሰራጩ የቴሌቪዥን ጣቢያዎችን ይከታተላሉ?

1. አዎ 2. አልከታተልም

2. ለነኛው ጥያቄ ምላሽዎ “አዎ” ከሆነ ምሽት 2 ሰዓት ላይ አዘውትረው የመመልከት ልምድዎንና እርካታዎን መሰረት በማድረግ ለቴሌቪዥን ጣቢያዎቹ ደረጃ ይስጧቸው፡፡ (1ኛ፣ 2ኛ፣ 3ኛ፣ 4ኛ፣ 5ኛ፣ 6ኛ በማለት ያስቀምጡ፡፡ ተመሳሳይ ደረጃ መስጠት ይቻላል፡፡

	የቴሌቪዥን ጣቢያና ፕሮግራም	የሚሰጡት ደረጃ
1	የEBC/ኢትዮጵያ ቴሌቪዥን ዜና/	
2	የEBS ፕሮግራም	
3	የ ENN ፕሮግራም	
4	የ J TV ቴሌቪዥን ፕሮግራም	
5	የKANA ፕሮግራም	
6	የNAHOO ቴሌቪዥን ፕሮግራም	

3. በተራ ቁጥር 2 ላይ ከቀረቡ ጣቢያዎች በነኛ ወይም በ2ኛ ደረጃ የመረጡት የNAHOO, የKANA, የENN, የJ TV ወይም የEBS ቴሌቪዥን ፕሮግራምን ከሆነ ለምርጫዎ ከታች የቀረቡትን ምክንያቶች ካነበቡ በኋላ ስምምነትዎን አማራጮቹን በመክበብ ይመልሱ (1 = በጣም እስማማለሁ 2 = እስማማለሁ 3= በመካከለኛ ደረጃ እስማማለሁ 4= አልስማማም 5 = በጣም አልስማማም

ተ.ቁ	እነዚህን ጣቢያዎች በነኛ ወይም በ2ኛ ደረጃ መርጨፍ የምምለከተው	አማራጮች				
1	አዝናኝና አስገራሚ ዝግጅቶችን ስለሚያቀርቡ ነው፡፡	1	2	3	4	5
2	ፕሮግራሞቹ የሰው ልጅን ትክክለኛ ህይወት የሚወክሉ በመሆናቸው ነው፡፡					
3	ቴሌቪዥን ጣቢያዎቹ ጥሩ ስምና ዝና ስላላቸው ነው፡፡					
4	ፕሮግራሞች አስተማሪ በመሆናቸው ነው፡፡					
5	የስራ ድካሜንና ያለብኝን ብስጭት ለመርሳት ነው ፡፡					
6	ፕሮግራሞቹ ከፍተኛ የምስልና የድምጽ ጥራት ስላላቸው ነው፡፡					
7	የቤተሰብ አባላቶቹ ተጽዕኖ ስለሚያሳድሩብኝ ነው ፡፡					
8	በዝግጅቶቹ አርዳያ የሚሆኑኝ ታዋቂ ግለሰቦች ስለሚቀርቡ					

4. ምሽት 2 ሰዓት ላይ የEBC (ኢትዮጵያ ብሮድካስቲንግ ኮርፖሬሽንን) ዜና ማየት የመጀመሪያ ምርጫዎ ካልሆነ በመጀመሪያ ደረጃ መርጠው እንዳይመለከቱ ያደረገዎትን ምክንያቶች ብቻ ለይተው በአማራጮቹ ስር ምልክት በማድረግ ስምምነትዎን ይግለጹ (1=በጣም እስማማለሁ 2 = እስማማለሁ 3= በመካከለኛ ደረጃ እስማማለሁ 4= አልስማማም 5 = በጣም አልስማማም) ::

	ምክንያቶች	አማራጮች					
		1	2	3	4	5	6
1	ዜናው ሚዛናዊ ስላልሆነ						
2	ዜናው ወቅታዊ መረጃዎችን ስለማያካትት						
3	ዜናው የፖለቲካ ስብከት ላይ ብቻ ስለሚያተኩር						
4	ዜናዊ እውነተኛ ወይም ተአማኒነት ያላቸው መረጃዎችን ስለማያካትት						
5	ዜናው የተለያዩ አመለካከቶችን የማያስተናግድ በመሆኑ						
6	ዜናው ሁል ጊዜ ልማት ልማቱን ብቻ ስለሚያቀርብ						

5. ምሽት 2 ሰዓት ላይ የሚተላለፈውን የEBC (የኢትዮጵያ ብሮድካስቲንግ ኮርፖሬሽንን) ዜና በሳምንት ውስጥ ምን ያክል ጊዜ ይከታተላሉ?

1. ሳምንቱን ሙሉ 3. 5 ቀን 5. ከ2-3 ቀን
2. 6 ቀን 4. 4 ቀን 6. ምንም ቀን ተከታትሎ አላውቅም

6. የEBC (የኢትዮጵያ ብሮድካስቲንግ ኮርፖሬሽንን) ዜና የማየት ልምድዎ በሳምንት ከ5 ቀናት በታች ከሆነ ዜናና መረጃ የሚያገኙት ከየት ነው? ከአንድ በላይ ምላሽ መስጠት ይቻላል::

1. ከራዲዮ ጣቢያዎች 3. ከቤተሰብና ከጓደኞች 5. ከዋልታ ቴቪ 7. ከመጽሔፍቶችና ጋዜጦች
2. ከኢንተርኔት 4. ከአዲስ ቴቪ 6. ከአማራ ቴቪ 8. ከሌላ

7. ከሌላ ብለው ከመረጡ ከየት እንደሚያገኙ ይግለጹ-----

8. ከዚህ በታች ባለው ሰንጠረዥ የተዘረዘሩ የቴሌቪዥን ጣቢያዎች ምሽት 2 ሰዓት ላይ በሚያሰራጩት ፕሮግራም /ዜና ያለዎትን እርካታ በተቀመጡ አማራጮች ስር የ X ምልክት በማድረግ ይግለጹ፡፡ ተመሳሳይ የእርካታ መጠን መስጠት ይቻላል፡፡

ተ. ቁ	የቴሌቪዥን ጣቢያና ፕሮግራም	የእርካታ ደረጃ				
		በጣም ከፍተኛ	ከፍተኛ	መካከለኛ	ዝቅተኛ	በጣም ዝቅተኛ
1	የEBC/ኢትዮጵያ ቴሌቪዥን ዜና/					
2	የEBS ፕሮግራም					
3	የ ENN ፕሮግራም					
4	የ J TV ቴሌቪዥን ፕሮግራም					
5	የKANA ፕሮግራም					
6	የNAHOO ቴሌቪዥን ፕሮግራም					

9. እነዚህ አማራጭ የቴሌቪዥን ጣቢያዎች ከመምጣታቸው በፊት ምሽት 2 ሰዓት ላይ የኢትዮጵያ ብሮድካስቲንግ ኮርፖሬሽን ዜናንን ይመለከቱ ነበር?

1. አዎ 2. አልመለከትም

10. ሌሎች ጓደኞችዎ ወይም ዘመድዎችዎ ምሽት 2 ሰዓት ላይ የትኛውን ጣቢያ አዘውትረው (በሳምንት ከ5 እስከ 7 ቀናት) እንደሚመለከቱ ታዘበዋል፡ ከአንድ በላይ ምላሽ መስጠት ይቻላል፡፡

- | | | |
|--------|---------|----------|
| 1. EBC | 3. ENN | 5. KANA |
| 2. EBS | 4. J TV | 6. NAHOO |
7. ሌላ

11. ሌላ ካሉ ጣቢያውን ይግለጹ፡-----

12. የENN ፣ የKANA ፣ የEBS፣ የJ TV እና የNAHOO ቴሌቪዥን ጣቢያዎች ስርጭት መጀመራቸው የኢትዮጵያ ብሮድካስቲንግ ኮርፖሬሽን የዜና ተመልካቹን እንዲያጣ አድርገውታል ብለው ያስባሉ?

1. አዎ 2. አላስብም

13. ምላሽዎ አዎ ከሆነ ምክንያትዎን ይግለጹ፡-----

14. የኢትዮጵያ ብሮድካስቲንግ ኮርፖሬሽን የዜና ተመልካቹን እያጣ ነው ብለው ካሰቡ ጣቢያው ተመልካቹን ለማርካትና ይዞ ለመቆየት ምን ማድረግ አለበት ይላሉ?

Appendix - C

FGD A Discussion Topics

1. በአሁኑ ወቅት የEBS, የKANA, የJ TV, የNAHOO and የENN ቴሌቪዥን ጣቢያዎች ፕሮግራሞች በተመልካቹ ቤት መደረሳቸውን ተከትሎ የሃገራችን የቴሌቪዥን ተመልካች በተለይ ምሽት 2 ሰዓት ላይ ከ EBC ዜናና ከነዚህ ጣቢያዎች ፕሮግራም የትኛውን መርጦ እየተመለከተ ነው?
2. በአሁኑ ወቅት የ EBC ዜና ምን ምን ችግሮች ይታዩበታል?
3. ችግሩን በመቅረፍ የዜና ተመልካቹን መልሶ ለመያዝ EBC ምን ያድርግ ይላሉ?

Appendix - D

FGD B Discussion Topics

1. በአሁኑ ወቅት የEBS, የKANA, የJ TV, የNAHOO and የENN ቴሌቪዥን ጣቢያዎች ፕሮግራሞች በተመልካቹ ቤት መደረሳቸውን ተከትሎ የሃገራችን የቴሌቪዥን ተመልካች በተለይ ምሽት 2 ሰዓት ላይ ከ EBC ዜናና ከነዚህ ጣቢያዎች ፕሮግራም የትኛውን መርጦ እየተመለከተ ነው?
2. በናንተ ቤትስ ጉዳዩ ምን ይመስላል የቴሌቪዥን ጣቢያዎችን በመቀያየር ረገድስ ማን በማን ምርጫ ላይ ጫና እየፈጠረ ነው?
3. በአሁኑ ወቅት የ EBC ዜና ምን ምን ችግሮች ይታዩበታል?
4. ችግሩን በመቅረፍ የዜና ተመልካቹን መልሶ ለመያዝ EBC ምን ያድርግ ይላሉ?

Appendix - E

FGD C Discussion Topics

1. በአሁኑ ወቅት የEBS, የKANA, የJ TV, የNAHOO and የENN ቴሌቪዥን ጣቢያዎች ፕሮግራሞች በተመልካቹ ቤት መደረሳቸውን ተከትሎ የሃገራችን የቴሌቪዥን ተመልካች በተለይ ምሽት 2 ሰዓት ላይ ከ EBC ዜናና ከነዚህ ጣቢያዎች ፕሮግራም የትኛውን መርጦ እየተመለከተ ነው?
2. እነዚህ አዳዲስ የቴሌቪዥን ጣቢያዎች ከሚድያ ተቋምና ከጋዜጠኝነት ሙያ አንጻር ምን የተለየ ነገር ይዘው መጡ ?
3. በአሁኑ ወቅት የ EBC ዜና ምን ምን ችግሮች ይታዩበታል?
4. ችግሩን በመቅረፍ የዜና ተመልካቹን መልሶ ለመያዝ EBC ምን ያድርግ ይላሉ?