

PR survey results
Survey on Myanmar TV Viewing

**Surveymy G.K.
April 2014**

Country: Myanmar, nationwide

Survey method: Online

Screening: People aged 16+ who live in Myanmar

**Recruited the participants through “Smaphone”,
SurveyMY community on Facebook, and collected the responses.**

Questions: 20 (partly published here)

Samples: N=256

Fieldwork : 27th March– 1st April 2014

Sample details for age/gender

age	male	female	total
16–19	17	6	23
20–29	73	62	135
30–39	46	28	74
40+	19	5	24
total	155	101	256

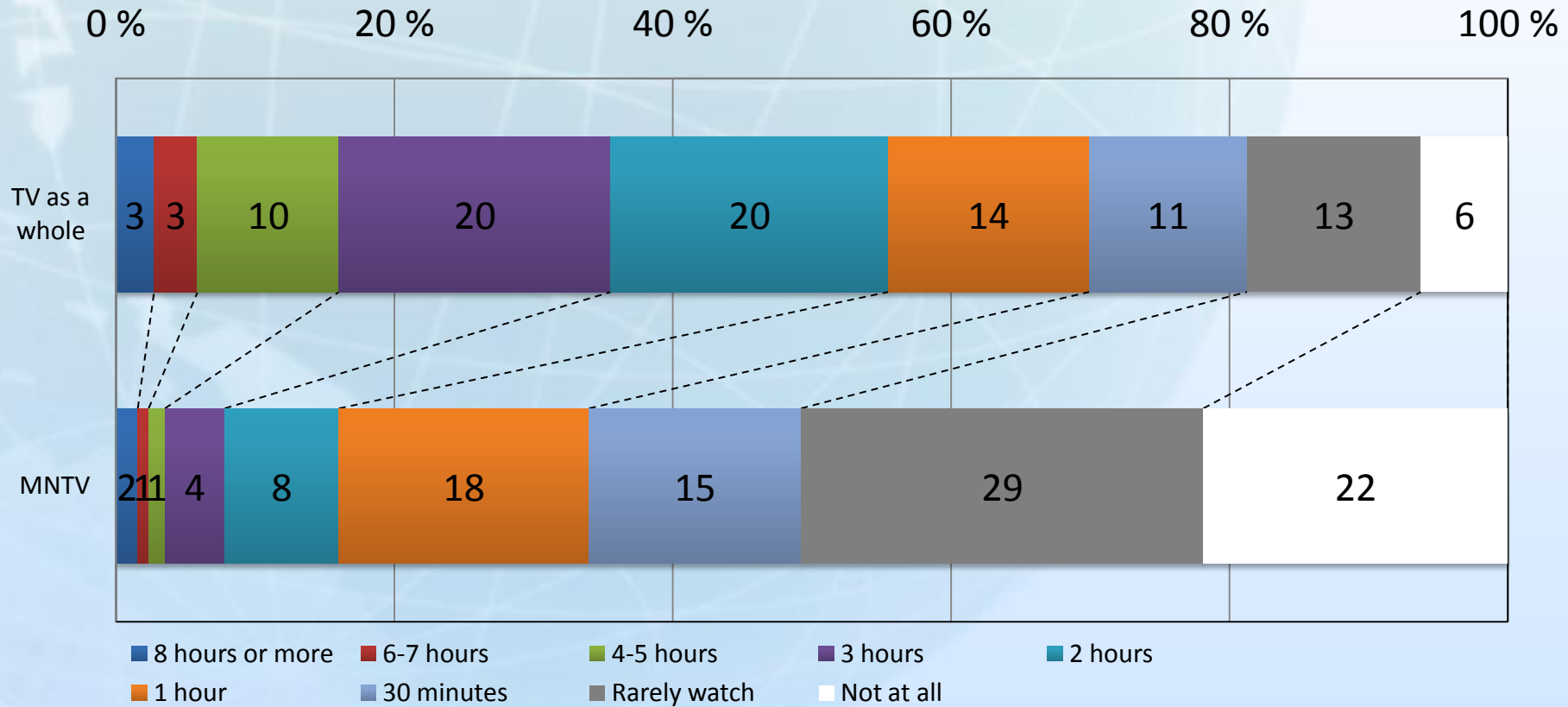


Survey Results

How Many Hours Do You Watch TV?

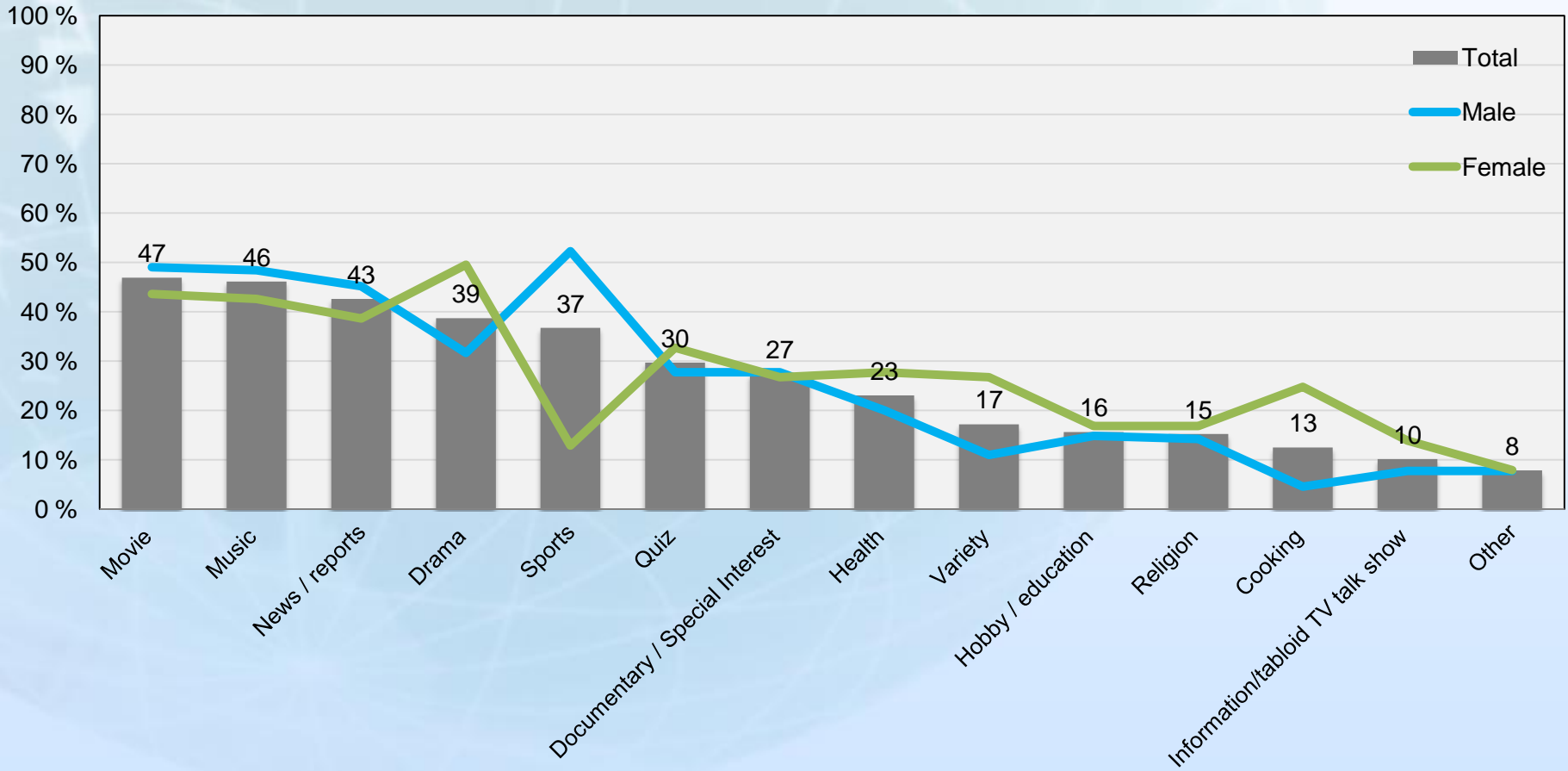
Many people watch TV for 2–3 hours per day on average. Not many people watch MNTV (Myanmar National Television), which runs the Japanese drama series.

Q Approximately how long do you watch the following a day? (SA)



Men – SPORTS, MOVIES, MUSIC and NEWS
Women – DRAMA, MOVIES, MUSIC and NEWS
VARIETY and COOKING hold high popularity for women.

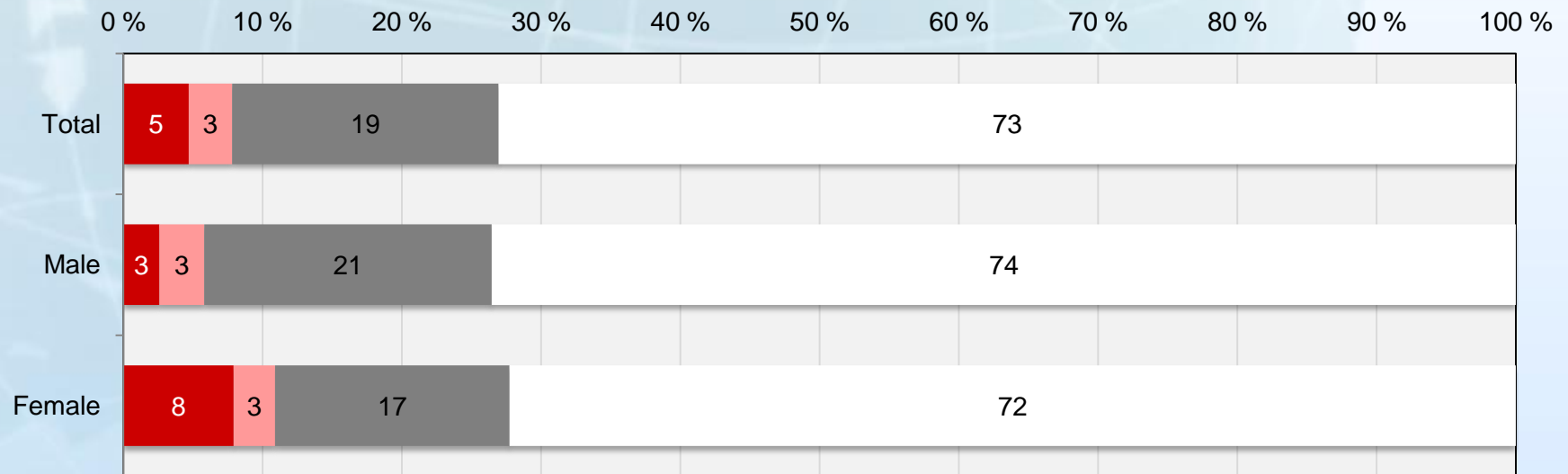
Q What TV shows do you usually watch? (MA)



Knowledge / Viewing Experience of "Carnation" Broadcast

More than 70% of both men and women "Do not know the broadcast" of "Carnation" now on air in Myanmar.
High rate of 8% women "are watching".

Q A Japanese TV series, "Carnation", is aired on Myanmar National Television (MNTV) from 3 March.
Do you know that? (SA)

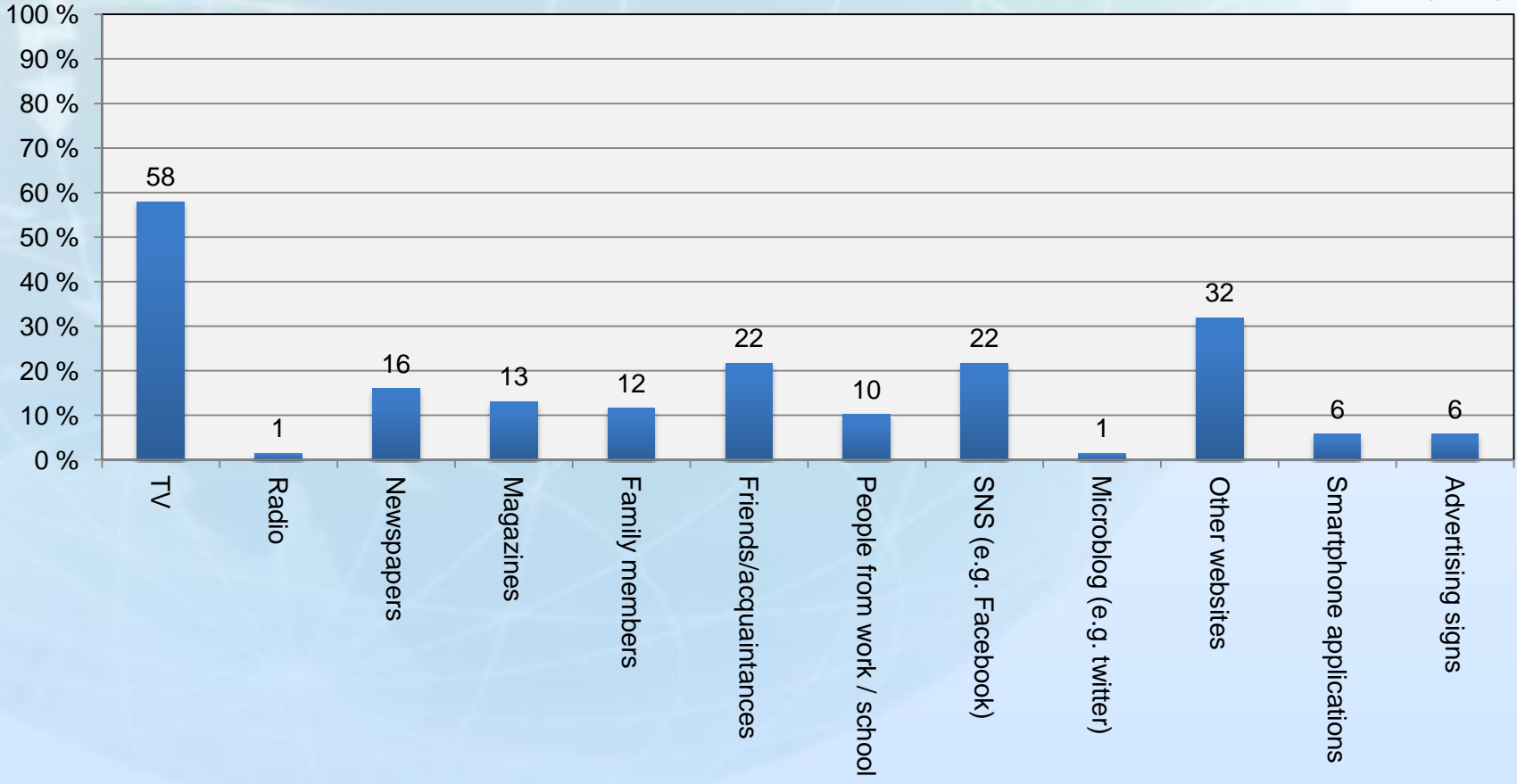


- I know the show and am watching it.
- I know the show and have seen it.
- I know the show but haven't seen it.
- I don't know the show.

Information Source of "Carnation"

60% was informed through TV, supposedly news and program publicity. Followed by word of mouth on-/off-line, such as "Friends/acquaintances" and "SNS".

Q What was the source of information you learned about the TV drama? (MA)
 ※ Based on those who know the show (N=69)



Many are not only about the show, but also about knowing Japan.

Q Please state your review of the show. (OA)

※Based on the viewers

**It makes me happy.
(teenage male student)**

**Based on a true story, wonderfully
produced.
(30s female professional)**

**Very good to know another country's
culture and nature easily and to see a lot
to learn from it.
(30's female office worker – senior
management)**

**Fully expresses the Japanese
temperament.
(20's male office worker – senior
management)**

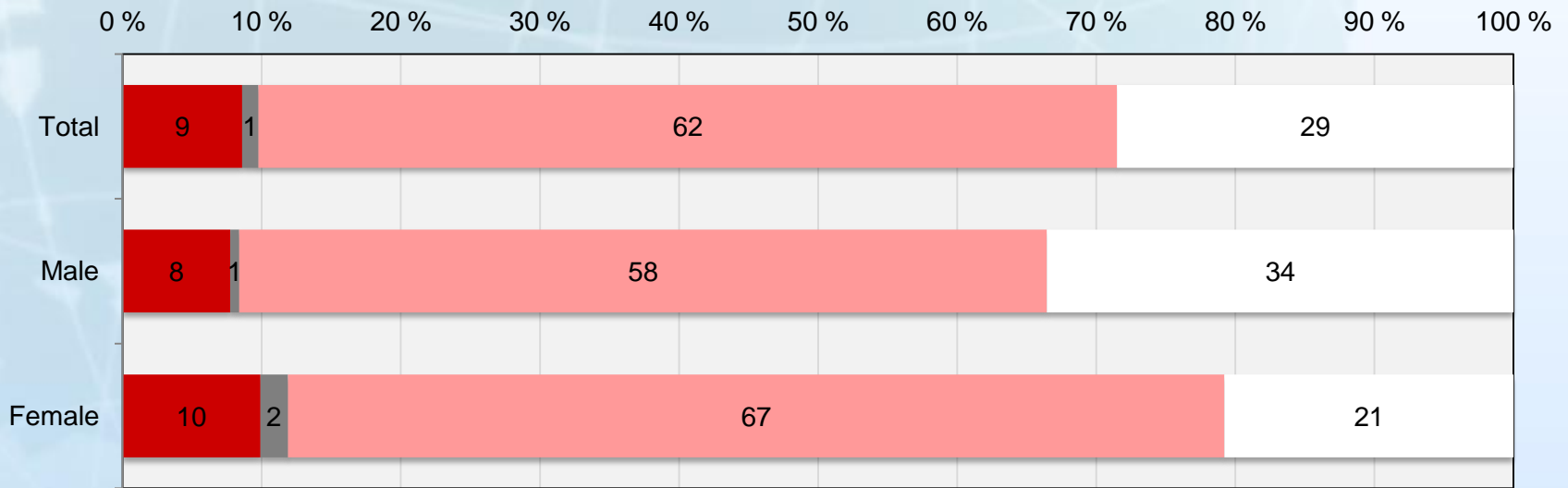
**Itoko, the main character, achieved the
goal of life and also raised the reputation
of the country. I think it's very good
drama.
(20's male student)**

**Watched the show as I like
traditional clothing and living of
Japan. I like the story, too.
(30s female self-employed)**

Know / Intend to Watch "Atsuhime (Princess Atsu) "?

More or less 90% of both men and women "Do not know"
 "Atsuhime" to air in Myanmar.
 High ratio of 80% women and nearly 70% men like to watch it.

Q A Japanese period drama, "Atsuhime (Princess Atsu)", is to be aired on Myanmar National Television (MNTV) from 1 April. Do you know that? Would you like to watch it? (SA)

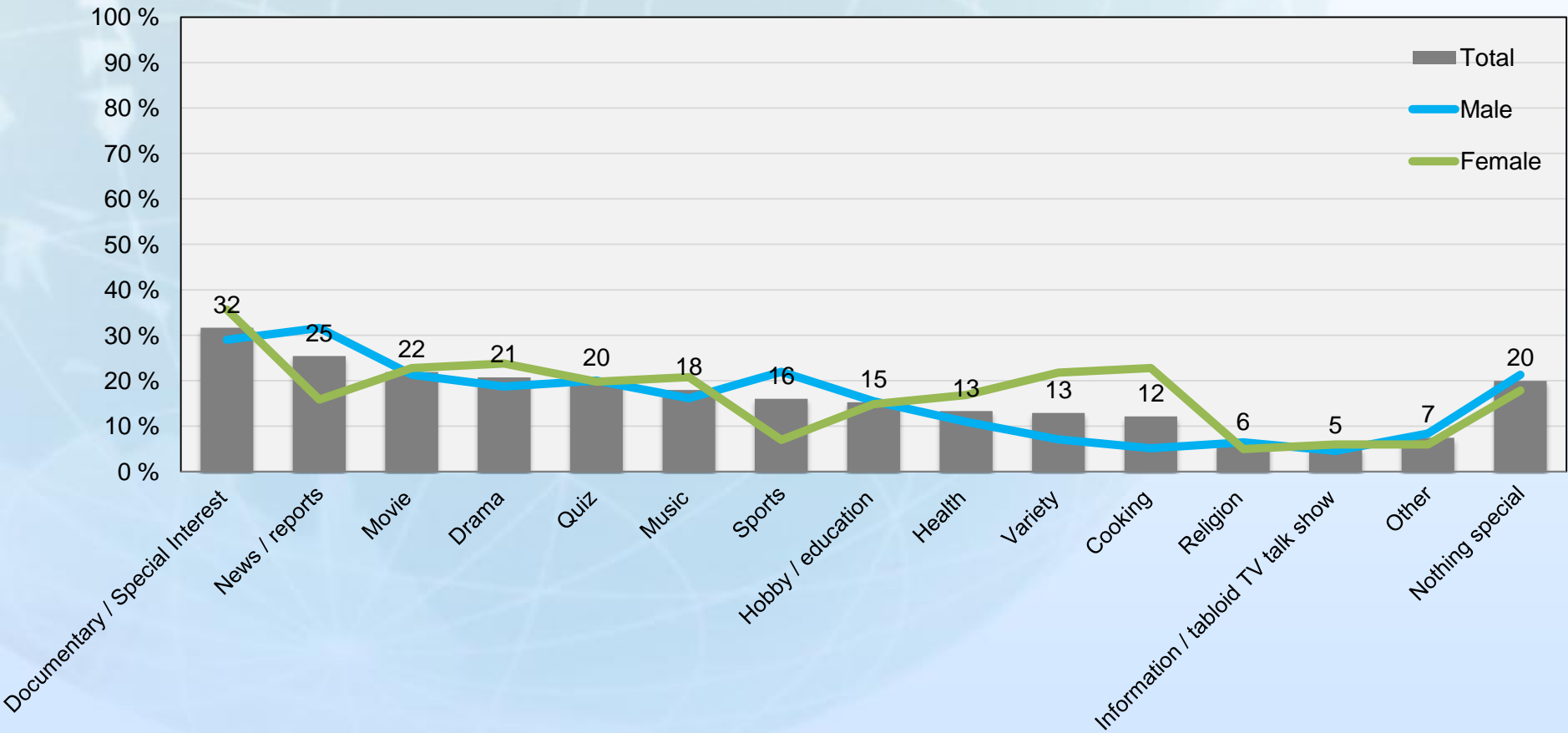


- I know the show and like to watch it.
- I know the show but don't like to watch it.
- I didn't know the show but like to watch it.
- Neither know the show nor like to watch it.

Japanese TV Shows You Would Like to Watch

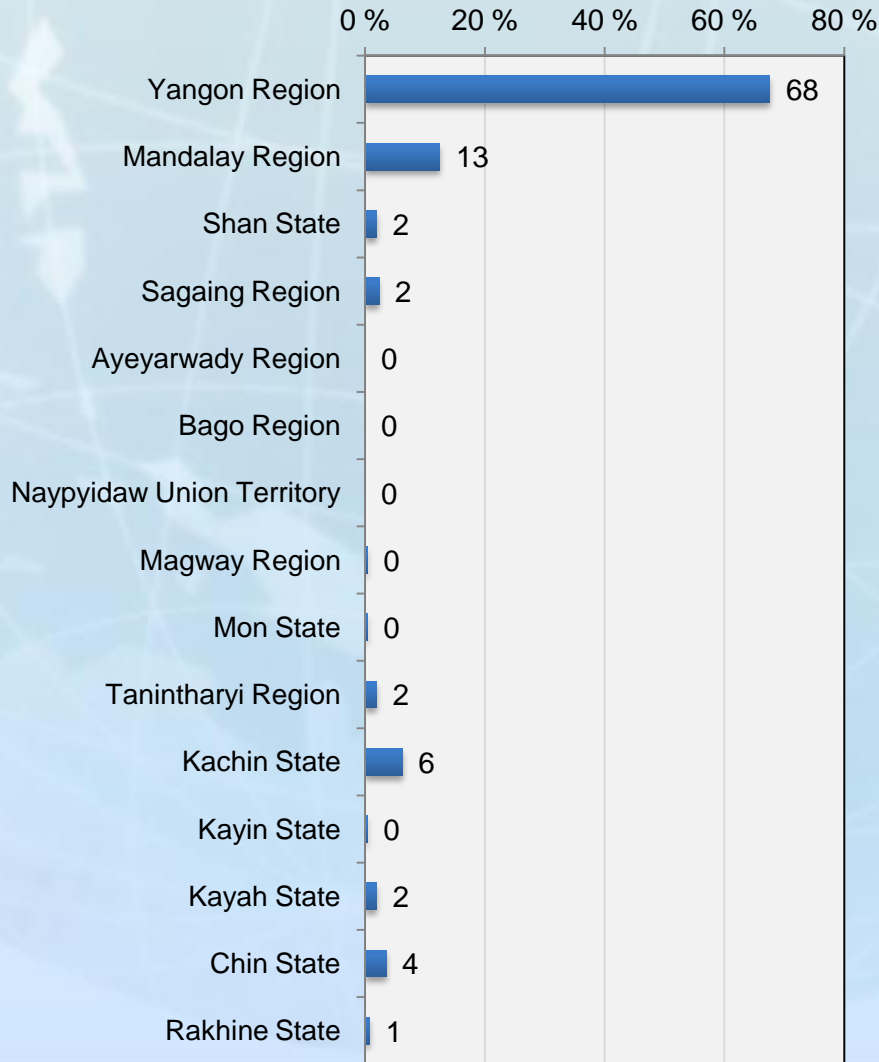
DOCUMENTARY / SPECIAL INTEREST is most liked to watch by both men and women.
Men also liked **NEWS** and **SPORTS**, while women **VARIETY** and **COOKING**.

Q What Japanese TV shows would you like to watch? (MA)



Demographics

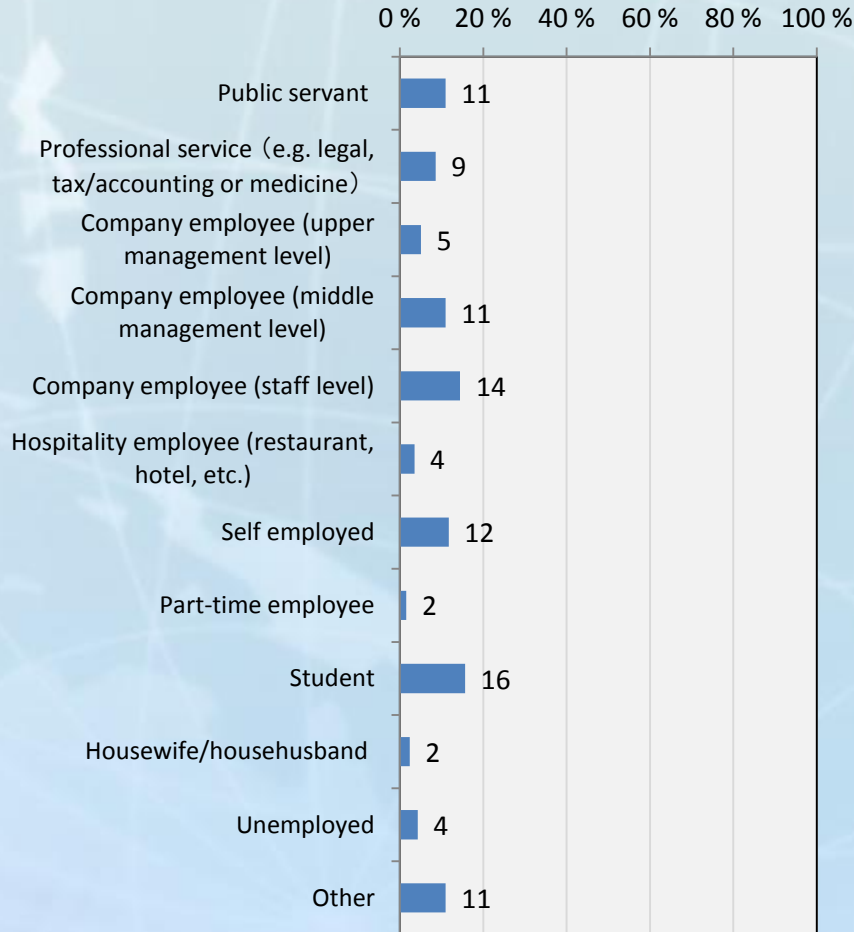
S Areas of residence (SA)



Ref. Myanmar's administrative division map



F Occupation(SA)



F Household monthly income(SA)

*1MMK=0.01USD/0.1JPY

