

## *Media Market Description*

### *General economic situation*

The economy has grown 5-6% over the past few years despite inefficient state-owned enterprises, delays in exploiting natural gas resources, insufficient power supplies, and slow implementation of economic reforms. Although more than half of GDP is generated through the service sector, nearly two-thirds of Bangladeshis are employed in the agriculture sector, with rice as the single-most-important product. The inflation rate was estimated at 8.8% in 2007.

### *Performance of newspapers vs. other media*

The government owned one radio and one television station and significantly influenced the privately owned stations. There were eight private satellite television stations and three private radio stations in operation. There were two foreign-based and licensed satellite television stations that maintained domestic news operations.

In addition to one official government-owned news service, there are two private news services.

### *Performance of different types of newspapers*

There were hundreds of daily and weekly independent publications.

The weekly Jaijaidin, a Bengali language newspaper, became a daily in mid-2006.

In February 2007, senior journalists of different national and local dailies urged the government to take steps, including selling newsprint at a fair price, to save the newspaper industry which is going through tough times. Editors of four national dailies - Amar Desh, Amader Shomoy, Manabzamin, Bhorer Kagoj - and about 30 editors and publishers of local dailies were present at the discussion. They said newspapers are facing difficulties as their production costs are increasing and flow rate of advertisements is slow.

### *Newspaper launches / closures*

The daily Ajker Kagoj (Today's Paper), published from 1991, ceased publication on September 20, 2007 as a result of continued financial difficulties. In a statement, the editor guaranteed that all staff would receive their pay and entitlements.

### *Advertising*

Corruption and irregularities allegedly take place in allocating government advertisements to newspapers. Most editors and publishers of local dailies, participating in February 2007 at a discussion meeting called 'Problems of the newspaper industry,' urged the government to allocate them government advertisements and to raise advertising rates. They also said a proper system should be developed for distribution of the Department of Films and Publications advertisements.

### *Online / Digital Publishing*

Although individuals and groups could generally engage in the peaceful expression of views via the Internet, local human rights organizations reported continued government monitoring of Internet communications.

### *Ownership*

Newspaper ownership and content were often subject to direct restriction by the military's Inter-Service Public Relations office and Directorate General-Forces Intelligence (DGFI).

### *Media / Press Laws*

The Department of Films and Publications (DFP) at the Ministry of Information issues certificates for publication and registration of newspapers, periodicals and books. DFP supplies government advertisements among the media listed newspapers and periodicals.

The government engaged in censorship. For example, authorities temporarily embargoed distribution of the January 18, 2007 edition of The Economist because of an article about the country's state of emergency. Officials removed pages with articles on the country from the August 23, 2007 and September 6, 2007 editions of The Economist and the September 29, 2007 edition of Time magazine before releasing the copies to distributors. The government ceased the practice in October 2007 in response to official complaints.

The privately-owned press was confronted with a significant rise in defamation cases in 2006 - more than 40 - launched by the Bangladesh Nationalist Party (BNP) deputies or ministers. Former minister, Mirza Abbas took legal action against six publications. A total of 18 publishers and journalists faced legal action over articles deemed to be "defamatory".

*Source: CIA – The World Factbook; US State Department; The Daily Star; Reporters Without Borders; Wikipedia*



Map: CIA – The World Factbook

## 2.a Population by age and sex (2007)

Age	All individuals		Male		Female	
	000	%	000	%	000	%
0-14	49,814	33	25,639	33	24,175	33
15-64	95,372	63	48,659	63	46,713	64
65 +	5,262	3	2,819	4	2,443	3
<b>Total</b>	<b>150,448</b>	<b>100</b>	<b>77,117</b>	<b>100</b>	<b>73,331</b>	<b>100</b>

Source: CIA – The World Factbook

## 3.a Number of titles

						Change (%)	
	2003	2004	2005	2006	2007	2007/03	2007/06
<b>Total paid-for dailies</b>	<b>340</b>	<b>388</b>	<b>400</b>	<b>410</b>	<b>420</b>	<b>23.53</b>	<b>2.44</b>
National paid-for dailies	-	164	-	-	-	-	-
Regional and local paid-for dailies	-	224	-	-	-	-	-

Source: 2003, 2005-2007 WAN estimate; 2004 Department of Films and Publications (DFP), Bangladesh

## 3.b Total average circulation per issue

	(000)					Change (%)	
	2003	2004	2005	2006	2007	2007/03	2007/06
<b>Total paid-for dailies</b>	<b>1,000</b>	<b>1,100</b>	<b>1,200</b>	<b>1,300</b>	<b>1,400</b>	<b>40.00</b>	<b>7.69</b>

Source: WAN estimate

## 6.b Online readership (2007)

Newspaper / Publisher	Web site	Unique visitors per month (000)
Prothom-Alo / Transcom Group	www.prothom-alo.com	400

Source: Wikipedia

## 7.a Gross domestic product

	(Bangladesh, taka, bln)				
	2002	2003	2004	2005	2006
GDP	-	-	15,755.7	19,388.5	23,251.9

Source: CIA – The World Factbook

## 7.ab Gross domestic product per capita

	(Bangladesh, taka, 000)				
	2003	2004	2005	2006	2007
GDP per capita	-	-	-	-	98.6

Source: CIA – The World Factbook

## 8.ba Top paid-for dailies (2007)

Title	Founded (year)	Language	Publisher	Circulation (000)	Cover price (Bangladesh, taka)	Format
The Daily Star	1991	English	Mediastar (Transcom Group)	-	-	Broadsheet
Prothom-Alo (First Light)	1998	Bengali	Transcom Group	350 <sup>1</sup>	8	Broadsheet
Samakal (Contemporary)	2005	Bengali	-	200	-	-
The Independent	-	English	Independent Publications Ltd.	15	-	-
Bangladesh Observer	1949	English	-	-	-	-
Daily Ittefaq	1953	Bengali	-	-	-	-
Dainik Jugantor (New Era)	-	Bengali	Jamuna Group	-	-	-
Janakantha (People's Voice) (Globe Group)	1993	Bengali	Globe Janakantha Shilpa Paribar	-	-	-
Muktakantha	-	Bengali	-	-	-	-
The New Nation	-	English	-	-	-	-

Source: WAN from public sources

<sup>1</sup> January 2007

## 11. Research

*Circulation is audited by Audit Bureau of Circulation<sup>1</sup>*

Source: Ministry of Information, Bangladesh

<sup>1</sup> Conducting audit of the paid circulation of all newspapers; in 1983, the Audit Bureau of Circulation was merged with the Department of Films and Publications (DFP) at the Ministry of Information

## 12. Taxes (2007)

Tax	%
Standard VAT	15

Source: Deloitte Touche Tohmatsu