

PREFERENCE OF TV NETWORKS AND TELESERYE AMONG THE RESIDENTS  
OF BRGY. FATIMA, TOBIAS FORNIER, ANTIQUE

A Research Report

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by

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ABSTRACT

The study aimed to identify the respondents' profile in term of their age, sex and educational attainment. The study also determined the respondents' most preferred TV networks and their most preferred teleserye. The study made use of the descriptive survey to assess the limited respondents in the community of Brgy. Fatima, Tobias Fornier, Antique. It was found out that majority of the respondents are female and most are in the age bracket of 50 years old and above and are college graduates. In the most preferred network, most of the respondents chose GMA over ABS-CBN and other networks. Meanwhile, in the most preferred teleserye, most of the respondents preferred the teleserye Amaya over Iglot, Budoy and 100 Days to Heaven. Based on the study conducted, it is recommended that networks must produce a good story that reflects the values of trust, hope, love and respect. Teleseryes must be enhanced and writers and producers must produce stories with better plots and cinematography. The students must also be aware of the impact of these teleseryes in the society.