O Channel is one of the local television stations in Jakarta. Since the competition has arisen, television industry in Indonesia faces a more competitive stage than before. O Channel certainly needs new strategies to keep loyal audiences and attract new potential viewers.

Toughest challenge for O Channel as a local TV is TV Network (national private TV), which operates from Jakarta, beside their real competitor, other local TV in the same area. They have to compete in the prime time to attract the viewers. The interesting is the data about the profile of TV viewers according to AC Nielsen survey of television viewers in Indonesia. The lower level of education, the higher the time spent watching television.

The presence of this research is going to identify O Channel’s primary target audience (SES A/B) and secondary target audience (SES C/D) preference on TV programs category and watching, in order to give recommendation on what kind of TV program that suitable for the target audience of O Channel and when the best time to run it. Hence, O Channel may attract more viewers.

The data through this project are collected from various sources: internal and external sources. The internal data is collected directly from O Channel, while the external data are collected from some sources such as questionnaires, printed media, books and some online resources.

Therefore O Channel’s have to able to meet their primary targeted audience preference as well as their secondary target audience who are the real TV viewers in terms of favorite TV Program and suitable watching time.

*Keywords: Preference, TV Program, Watching Time, Target Audience*