

Pakistan

Media and Telecoms Landscape Guide

April 2011

If you wish to suggest any updates or amendments to this document, please contact Robert Powell on Robert.Powell@infoasaid.org

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1. Introduction

Pakistan suffers from political instability, the constant threat of war with its larger neighbour India and the overspill of conflict from Afghanistan.

This staunchly Islamic country of 184 million people is also prone to large-scale natural disasters, including earthquakes, floods and drought.

A strong earthquake struck northern Pakistan in 2005, killing more than 75,000 people.

It caused massive damage to buildings, roads and bridges and left three million homeless just as winter was setting in.

In July 2010, vast areas of the Indus valley were devastated by floods after exceptionally heavy rain in the Himalaya Mountains swelled the headwaters of the Indus, Pakistan's main river.

More than 20 million people were displaced from their homes and 2,000 were killed. At one point a fifth of Pakistan's land area was under water.

Conflict between the Pakistan army and local insurgents along the Afghan border, has created an on-going humanitarian crisis.

At one point in 2009 1.5 million people were forced to flee their homes as the army battled with Islamic fundamentalist insurgents advancing down the Swat Valley towards the capital Islamabad.

According to UNHCR, in early 2011, one million people were still displaced from their homes by fighting between the insurgents and government forces in the Federally Administered Tribal Areas (FATA) along the Afghan border and in the adjoining Khyber-Pakhtunkhwa Province, formerly known as the North West Frontier Province.



Administrative divisions of Pakistan (need more recent map showing NWFP relabelled as Khyber-Pakhtunkhwa)

In early 2011, Pakistan also played host to 1.7 million refugees from Afghanistan. Most were living in camps.

According to the UN Human Development Report for 2011, just over half the population of Pakistan lives in poverty. One in five Pakistanis scrape by on less than \$1.25 per day.

The adult literacy rate is 53.7%, according to UNESCO. Most men can read and write, but most women cannot.

Most Pakistanis still live in rural villages and depend on agriculture.

Only 36% live in towns and cities. The largest of these is the port city of Karachi, which has an estimated population of 13 to 18 million.

The official languages of government are **Urdu** and **English**.

Only 8% of Pakistanis speak Urdu as their mother tongue. Most learn Urdu at school as a second language. Native Urdu speakers are mostly found in the southern province of Sindh.

But Urdu has become the country's lingua franca and is the language most widely used on state radio and television. Urdu is closely related to Hindi, the national language of India, but it uses a different alphabet.

The most widely spoken mother tongue in Pakistan is **Punjabi**. According to the *CIA World Factbook*, Punjabi is the first language of 48% of the population.

About 12% speak **Sindhi**, mainly in the southern province of Sindh.

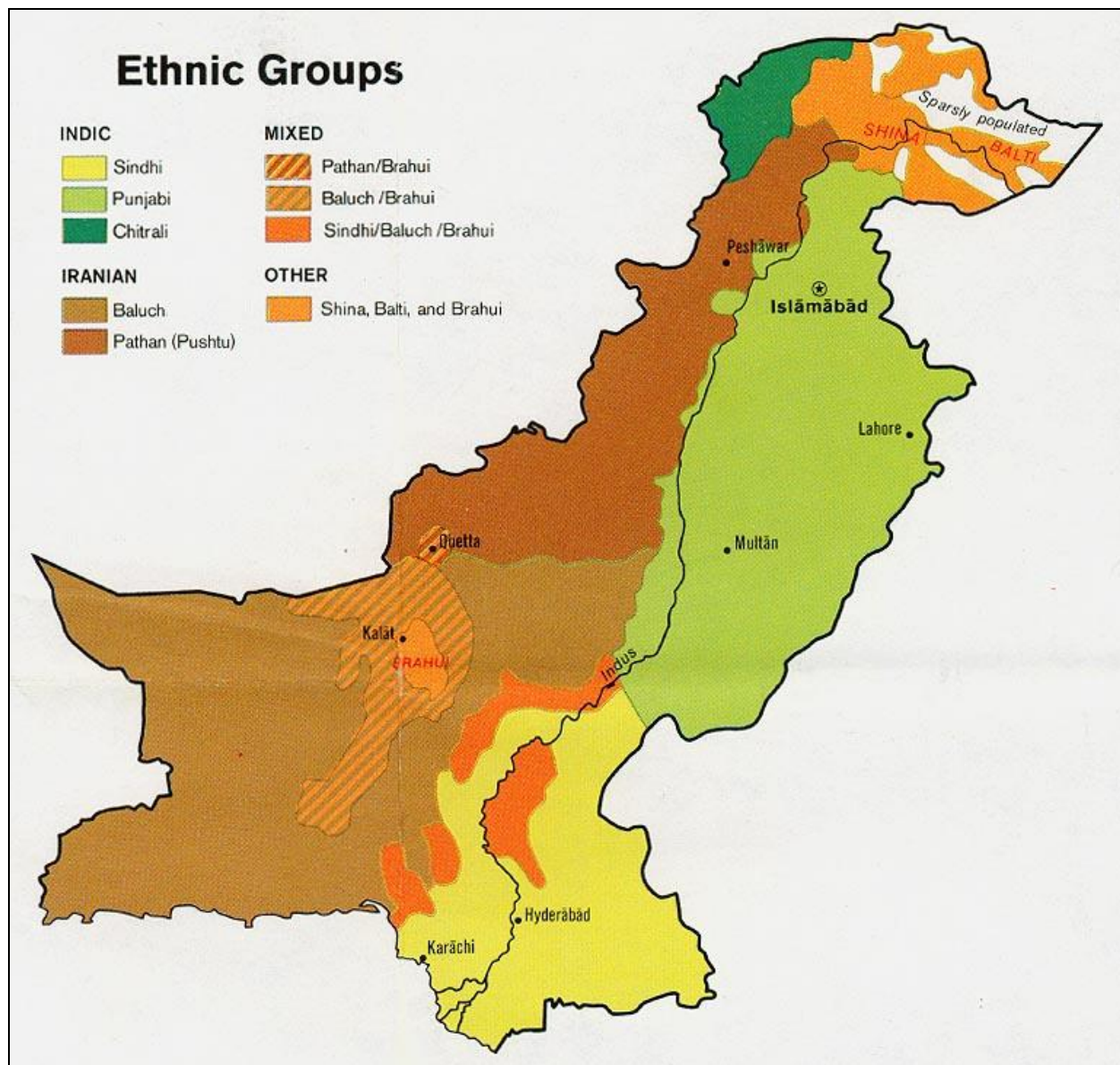
Some 10% of Pakistanis speak **Siraiki**. The strongholds of this language are in parts of Punjab and Sindh.

There are differences of opinion over the number of **Pashto** speakers in Pakistan.

Pashto is widely spoken in North-western areas close to the Afghan border and across the border in Afghanistan.

Pakistan's 1998 census showed that 15% of the population spoke **Pashto** as a mother tongue. But the *CIA World Factbook* maintains that today Pashto it is only spoken by 8% of the population.

Baloch is the mother tongue of about 3% of Pakistanis in the sparsely inhabited South-western province of Balochistan.



Ethnic and linguistic groups in Pakistan *source: Wikimedia Commons*

Pakistan has a vigorous and diverse media, but the standards of journalism are generally low. News stories are often biased and inaccurate.

More than 90 private TV stations and 120 private radio stations have gone on air since the government started to licence private broadcasters in 2002.

Generally speaking, where television is available, most Pakistanis prefer TV as a source of information to radio.

Dozens of small unlicensed FM radio stations run by Islamic fundamentalist insurgents operate in conflict zones near the Afghan border.

Over the past decade, Pakistanis have become addicted to the mobile phone.

More than half of all Pakistani adults own a mobile handset.

At the end of 2010, there were more than 102.8 million mobile phone lines in the country. However, this statistic disguises the fact that many handset owners have SIM cards for two or more networks.

Pakistanis use text messaging intensively. Each handset owner sends on average more than 100 SMS messages per month, even though only half the population can read and write.

Many young people also use their mobile handsets to listen to the radio.

Pakistan was created as a Muslim state in 1947 by the partition of British colonial India.

For many years it consisted of two separate territories divided by mainly Hindu India in the middle.

But East Pakistan broke away in 1971 to become the independent state of Bangladesh.

Pakistan's relationship with India has always been marred by tension and hostility.

Immediately after independence, the two countries fought a war in 1947-48 over the disputed territory of Kashmir. This led to the partition of Kashmir along a ceasefire line.

India and Pakistan fought a second and equally inconclusive war over this remote territory of snow-capped mountains in 1965.

The two countries – which both possess nuclear weapons - have come close to open conflict over Kashmir on several occasions since then.

Simmering tension reached a new high in 2008 following terrorist attacks on a hotel and railway station in the Indian city of Mumbai by Muslim extremists which killed over 200 people.

India accused elements within Pakistan's security establishment of supporting the suicide mission.

Pakistan has been under military rule for much of its life as an independent state.

The country's most recent military ruler, General Pervez Musharraf, was forced out of power in August 2007.

Elections took place in February 2008 to return the country to civilian government.

Benazir Bhutto, a former prime minister, was widely expected to sweep back to power at the head of the Pakistan People's Party, founded by her father Zulfikar Ali Bhutto.. However, she was assassinated three months before the poll.

In the end, it was Bhutto's husband, Asif Ali Zardari, who became president of Pakistan's first civilian government since 1999.

Zardari's government faces a major insurgency by Islamic fundamentalist groups in the volatile Federally Administered Tribal Areas (FATA) along the Afghan border and in Balochistan in the Southwest.

The insurgents are allied to, but separate from, the Taliban rebel movement in Afghanistan.

They also draw support from fiercely independent local tribes that have long resisted the imposition of central government authority.

The Islamist insurgency has fanned the flames of political violence throughout Pakistan. Bombings are commonplace and they often result in heavy civilian casualties. Several high profile politicians have been assassinated by Islamic fundamentalists

More than 10,000 people died as a result of political violence in 2010.

About 77% of Pakistanis are Sunni Muslims. A further 20% are Shia Muslims. The remaining 3% of the population are mostly Christian and Hindu.

Pakistan at a glance

Population	184 million (UN 2010 est)
Main Languages	Urdu and English are the official languages of government. The most widely spoken languages are: Punjabi 48%, Siraiki 10%, Sindhi 12%, Pashto 8-15%, Urdu 8% and Balochi 3%
Per capita GDP	\$2,625 (UN 2010)
Adult Literacy	Total population: 53.7% male: 66.8% female: 40% (UNESCO 2008)
Mobile phone lines	102.8 million Pakistan Telecommunications Authority PTA December 2010)
Mobile phone penetration (lines per 100 inhabitants)	61.7 per cent (PTA December 2010)
Mobile network coverage	99% in Punjab, 89% in Sindh, but only 23% in Baluchistan. (PTA)
Internet users	21 million (PTA 2009)
Ranking in UN Human Development Index 2010	125 (out of 169)
Ranking in Reporters Without Borders World Press Freedom Index 2010	151 (out of 178)

2. Media overview

Pakistan's media is flourishing. Many of the country's privately owned radio and television stations command big audiences and are highly profitable.

Generally speaking, where television is available, Pakistanis rely on TV as a source of information, rather than radio.

Television has become the main source of news and information for people in Pakistan's towns and cities and large areas of the countryside.

However, much of the rural population continues to rely heavily on radio.

So too do Pakistanis who live in zones of conflict near the Afghan border. Many of the armed Islamic fundamentalist groups that operate there disapprove of television on religious grounds.

Young urbanites also listen to the radio, often on their mobile phone. But they tune in for music and entertainment, rather than news and information

According to the Pakistan Telecommunication Authority (PTA), an increasing number of people listen to radio on their mobile phones

However, the standard of journalism is generally low. The media also remains dogged by censorship, intimidation, a harsh regulatory regime and corruption.

Several journalists are killed each year in the course of their work, mostly by armed groups linked to political factions.

According to the international press freedom NGO Reporters Sans Frontieres, 11 journalists were killed in 2010, making Pakistan the most deadly country in the world for working journalists.

The government formerly exercised a monopoly over radio and television, but it began to liberalize access to the air waves in 2002.

Nearly 100 privately owned commercial FM radio stations have begun broadcasting since then. Most of them churn out a steady diet of music and phone-in programmes.

In addition, there are about 25 campus radio stations linked to universities across the country.

Since 2002, more than 90 privately owned television stations have begun broadcasting by satellite and cable.

Many of them such as **Geo News**, **Dawn News** and **Express News** exclusively broadcast news and current affairs programming.

There are also at least five Islamic religious TV channels, including the popular **Quran TV**.

However state radio and television remain hugely influential.

The government-run **Pakistan Television Corporation (PTV)** www.ptv.com/pk retains a monopoly of free-to-air terrestrial broadcasting and attracts more than half the overall TV audience.

Private TV channels are only allowed to broadcast on cable, satellite and the internet.

According to the marketing research company Gallup Pakistan, there were 86 million TV viewers in Pakistan in 2009.

Gallup estimated that 48 million of these— more than half - were terrestrial viewers who could only watch PTV channels.

Pakistan Broadcasting Corporation (PBC) www.radio.gov.pk , which runs the state radio network, retains an official monopoly on broadcasting national and international radio news. It covers the entire country on FM, medium and short wave.

Private FM stations are not allowed to produce and broadcast their own news under the terms of their radio licence, although this restriction is sometimes ignored.

However, private radio stations are allowed to relay the news bulletins and programmes of PBC and, to a limited extent, the **BBC Urdu** service and **Voice of America (VOA)**.

Private FM stations are also at a disadvantage because of official limitations on the power of their transmitters. The **Pakistan Electronic Media Regulatory Authority (PEMRA)** www.pemra.gov.pk imposes a maximum coverage radius of 50 km on private FM stations.

This restriction helps to give state-run PBC a monopoly of rural radio audiences that their private competitors simply cannot reach.

Pakistan has around 250 privately owned daily newspapers.

According to the Federal Bureau of Statistics, they had a combined daily sale of 6.1 million copies in 2009.

Most newspapers are published in **Urdu** or **English** and are regional rather than national in nature.

Pakistan's largest newspaper is the conservative **Urdu** language **Daily Jang** which claims nationwide daily sales of 850,000.

There is considerable cross-media ownership between newspapers and radio and television stations. This has led to the emergence of several large and influential media groups.

They include the following big three:

- **Jang Group** www.jang.com.pk owns **Geo TV**, Pakistan's most popular private television network, along with a stable of newspapers and magazines. These include

Daily Jang, Pakistan's top-selling daily newspaper, **Daily Awam**, **Daily Awaz**, **Daily Waqt**, **The News** and **The Pakistan Times**.

- **Dawn Media Group** www.dawn.com was founded by Mohammad Ali Jinnah, the political leader responsible for Pakistan's creation as an independent Muslim state. It owns the influential **Dawn** daily English-language newspaper, **Dawn News TV** and the **City FM 89** radio network. The latter broadcasts in four major cities.
- **Lakson Group** www.lakson.com.pk, a diversified business conglomerate, owns the popular **Express News** and **Express 24/7** TV news channels, along with the **Daily Express**, **Express Tribune** and **Express Sunday** newspapers.

Many of Pakistan's newspapers were founded by journalists with a political and nationalist agenda.

However, the liberalisation of broadcasting in 2002, led to a wave of investment in the media by businessmen with a straightforward commercial interest. The new FM radio stations have proved particularly profitable.

Their opening coincided with a period of rapid economic growth that brought with it a boom in advertising.

The opening up of the air waves occurred during a period of military government, so the process was undertaken in a carefully controlled manner.

Despite the liberalisation of media ownership, the broadcasting of all news and information remained subject to tight state-control.

In November 2007, when General Pervez Musharraf, the military head of state at the time, declared a state of emergency and sacked the supreme court, all private television and radio stations were temporarily switched off.

However, the state broadcasters remained on air, putting out official government statements. Harsh censorship was imposed upon all media shortly afterwards

The repressive measures imposed by General Musharraf were lifted following Pakistan's return to elected government in 2008, but much of the media is still beholden to various political and military factions.

Subservience is reinforced by a system that awards cash prizes to selected writers and journalists, allocates government positions to selected members of the press, and even provides coveted housing plots to journalists who toe the line.

Some experts believe that Pakistan's media sector is suffering from over-accelerated growth and that standards of professional news reporting have suffered as a result.

A European Union-financed study of the media and governance in Pakistan <http://www.initiativeforpeacebuilding.eu/pdf/pakistanOct.pdf>, published in 2010, said various interest groups, particularly the military, have found "a vast array of naïve and for-sale journalists ready to produce or reproduce stories according to the dictates of their customers."

Internet usage is growing rapidly from a low base, as witnessed by the phenomenal growth in popularity of the social networking site Facebook.

According to the Pakistan Telecommunication Authority (PTA), there were 21 million internet users in 2009 – equivalent to 11% of the population.

Bandwidths remain low, but this could change rapidly, as large sums of money are sunk into web infrastructure projects.

Many cities now have wi-max networks, which enable the internet to be accessed by wireless anywhere within a wide area .

Blogging has become an important part of political life in Pakistan.

Popular aggregator sites such as **Teabreak** www.teabreak.pk/network.php **Blogger.pk** www.bloggers.pk and **Metblogs** www.metblogs.com group bloggers together and make their narratives easier to access.

However, the Pakistan authorities have occasionally tried to block access to some websites, citing religious and moral concerns.

Pakistan ranked 151st out of 178 countries in the Reporters without Borders 2010 Press Freedom Index.

In April 2010, the Pakistani Taliban threatened to kill any journalists who it considered to be allies of the government. Two journalists were killed in a suicide bombing later in the year.

3. Radio

Overview

Radio is still an important source of news, information and entertainment in Pakistan, despite the phenomenal growth of television in recent years.

Television is now the dominant source of news and information in urban areas and the most densely populated areas of the countryside.

However, radio remains important in many parts of the countryside - where two thirds of Pakistanis live.

It plays a key role in the least developed parts of Pakistan, where most people are poor, the electricity supply is unreliable or non-existent, cable TV is not available and the terrestrial signal of state-run PTV is often weak.

In the cities, radio is popular as a source of music and entertainment, particular for affluent young people. Many of them listen in on their mobile phones.

A BBC media audience survey of more than 4,000 people across Pakistan in 2008 showed that radio stations of the state-run **Pakistan Broadcasting Corporation (PBC)** www.radio.gov.pk attracted big audiences in rural areas and among low income groups.

PBC brands its network of FM, medium and short wave stations as **Radio Pakistan**.

The survey showed that **BBC** and **Voice of America**, which produce programming targeted at Pakistan in **Urdu** and **Pashto**, were also popular in rural areas.

These foreign stations can be received on short wave and in some areas on medium wave. Their news programmes are also re-broadcast by some Pakistani FM stations.

The BBC survey found that more than half of all rural households in Sindh, Balochistan and Northwest Frontier Province (now renamed Khyber-Pakhtunkhwa) had a radio set.

But radio ownership was much lower in Punjab, where only one in five rural households had a radio set.

In Sindh, 52% of respondents from rural areas said they listened to the radio at least once a week. However, only 32% of respondents in urban areas of the province said they listened to radio regularly.

One major advantage of radio over television is that it can address local issues more effectively in the preferred language of its target audience.

PBC, for instance, operates 22 local radio stations broadcasting in 23 local languages.

Most Pakistani TV channels, on the other hand target a nationwide audience. Their news and current affairs output concentrates on bigger issues and they broadcast mostly in **Urdu** and **English**.

According to the website of the government broadcasting regulator, the **Pakistan Electronic Media Regulatory Authority (PEMRA)** www.pemra.gov.pk , 96 private commercial radio stations were operational in March 2011.

In addition, PEMRA listed 25 operational campus radio stations linked to different universities.

PEMRA limits the range of all private FM radio stations to 50 km radius of the transmitter. Since most private radio stations are based in cities and large towns, it is virtually impossible for them to compete with PBC for audiences in remote rural areas.

There were more than 120 private FM stations on air in March 2011, but PEMRA has said it sees room for up to licencing up to 650.

The number of private stations on air doubled in 2008, the year that Pakistan returned to elected government. However, the rate at which new licences are being issued has slowed down since then.

Many of the private stations are very profitable due to low operational costs and high revenues from advertising.

They mainly broadcast a diet of music and talk shows.

PEMRA does not allow private FM stations to produce their own national news or current affairs programming. However, some are allowed to broadcast local news.

All private stations are allowed to rebroadcast the news bulletins and current affairs output of state-run PBC. Some are also allowed to relay news programmes of the **BBC Urdu service** www.bbc.co.uk/urdu and the Urdu service of **Voice of America (VOA)**.

The BBC had 37 FM relay partners in Pakistan in late 2010.

Programmes from VOA's Urdu service were relayed by several PBC FM stations.

However, the government has frequently taken action to limit the extent of BBC relay broadcasts.

In March 2010, PEMRA ruled that BBC Urdu's FM partner stations could only carry three 10-minute slots of BBC programming per day.

However, in early 2011, several private FM stations were lobbying for the right to relay longer programme segments from the BBC Urdu service.

Typically, Pakistan's private FM stations play music for 70% of the time. They devote about 10% of air time to talk shows, 10% to advertising and five percent to news.

This obligatory focus on music and entertainment has earned them the nickname of "Juke Box Radios"

Many private radio stations broadcast from several different cities – typically between two and six.

Hot FM has the largest network. It broadcasts from 16 cities across Pakistan and claims to reach more than 50 million people.

.Although radio is losing ground television throughout Pakistan, it remains a vital source of news and information for people in the conflict –prone mountainous areas along the Afghan border.

Many of the Islamic fundamentalist insurgents fighting there disapprove of television on religious grounds. They have blown up several TV transmitters and have been known to destroy TV sets and computers found in private homes.

But the militants have been quick to exploit the power of radio.

By 2009, the insurgents and conservative religious clerics allied to them were broadcasting from more than 100 small unlicensed FM radio stations in the Federally Administered Tribal Areas (FATA) along the Afghan Border, according to PEMRA's annual report for the year.

These “mullah radios” are highly partisan and often present a distorted and socially damaging view of the world. They have campaigned actively against polio vaccination, for example.

The “mullah radios” are widely used by the insurgents to intimidate and control the local population.

However, many of them are popular because they broadcast in local dialects of **Pashto** and they focus on local issues of immediate relevance and interest to their target audience.

There are no independent radio stations in the FATA. Listeners must choose between the tightly controlled broadcasts of government PBC stations and the rebel propaganda

emanating from the “mullah radio” stations. Their only alternative is to tune in to the BBC and VOA Pashto services, where they are available.

A 2008 survey of media perceptions in the FATA by the Pakistani media development organization PACT Radio both showed that most people listened to radio at home in the evening between 18.00 and midnight

The BBC audience survey also found that most people throughout Pakistan listened to the radio at home.

But it noted that many young adults from middle and high income groups also listen to radio on their mobile phones.

According to the BBC survey, the most popular radio network nationally is PBC's **Radio Pakistan**. It found that 44% of all respondents who listened to radio in the previous week had tuned into Radio Pakistan national or regional stations.

The BBC was in second place with 33%.

Both these stations were more popular with rural audiences than in towns and cities.

PBC's national music and entertainment station **FM 101** www.radio.gov.pk/fm101.htm was ranked third on 23%.

Close behind in fourth and fifth place, were two private radio stations, **FM100** www.fm100pakistan.com, which broadcasts in **Islamabad, Lahore** and **Karachi**, and **Radio Awaz105 FM** www.radioawaz.com.pk which broadcasts from **Gujrat, Gujranwala, Sheikhupura, Sadiqabad** and **Khanpur**.

The survey showed that FM 101, FM 100 and Awaz all had a predominantly urban audience.

Lifeline radio is cheap and easy, but lifeline television may be more effective

During the 2010 floods in Pakistan, some aid agencies broadcast key messages and special lifeline information programmes to flood victims by radio.

However, an infoasaid survey of people whose homes were destroyed or badly damaged by floodwater suggests that lifeline programming on television would have reached more people and produced a greater impact.

The survey of more than 1,000 flood victims from low income groups in villages in Punjab and Sindh provinces was carried out in November and December 2010.

30.2% of respondents said they had access to a television set, but only 22.6% were able to tune into a radio.

Furthermore, 44% of respondents said they trusted information from television, whereas only 28.3% trusted radio.

Asked to pick just one channel that would be the best way to give them information about help to deal with the floods crisis, 35.8% said television. A further 32.4% said loudspeaker announcements. Only 12.8% chose radio.

Television production is more expensive and more complicated to do well than radio programming.

But if TV is the most widely received and trusted source of information in a disaster-affected community, aid agencies should consider it seriously as a first option.

Leading radio networks and stations

Pakistan Broadcasting Corporation (PBC) www.radio.gov.pk

Until 2002 the state-run Pakistan Broadcasting Corporation (PBC) had an official monopoly of the radio waves.

Despite the rapid growth of private FM radio stations since then, PBC remains hugely influential. It broadcasts under the brand name of **Radio Pakistan**.

PBC provides Pakistan's only truly national radio network. It operates 36 medium wave and FM stations that reach 97% of the country's population.

The 2008 BBC survey of media audiences in Pakistan showed that PBC radio stations command a large audience in rural areas, where often no other radio or TV station is available.

The survey also found that PBC stations were popular amongst low income groups across the country. This may partly reflect the popularity of PBC's local language programmes amongst illiterate and poorly educated sectors of the population.

The state broadcaster operates three national radio networks and 22 local FM stations.

The national radio networks are:

National Broadcasting Service (NBS)

The National Broadcasting Service (NBS) is PBC's main news and current affairs station.

It carries hourly news bulletins, talk shows, commentaries, phone-in programmes and live coverage of important events.

NBS mainly broadcasts in **Urdu** and **English**, but its regional variants also feature some programming in other languages.

The station is on air for 17 hours a day from 0700 until midnight.

NBS broadcasts on medium wave and satellite from **Islamabad** and Pakistan's four provincial capitals **Karachi, Lahore, Peshawar** and **Quetta**.

Each of these production centres provides regional variations to the core programme schedule.

NBS news programmes are often rebroadcast on other stations of the PBC network.

FM 101

FM 101 is a popular music and entertainment station that broadcasts in **Urdu** and several local languages from nine cities across Pakistan.

It is on air for 24 hours per day.

Besides playing Pakistani and Western pop music, FM 101 provides traffic updates, weather forecasts and sports and business news.

The station also covers health and hygiene, women's issues and fashion.

Prominent personalities from different walks of life are often interviewed on live phone-in shows.

Local variants of FM 101 are broadcast from **Islamabad, Peshawar, Sialkot, Faisalabad, Lahore, Quetta, Hyderabad, Karachi** and **Multan**.

FM 93 Community radio stations

In addition to its national networks, PBC operates the **FM 93** chain of 22 local radio stations.

Launched since 2002, they compete directly with Pakistan's new generation of privately owned FM radio stations.

The FM 93 stations broadcast a mixture of music, talk shows, interviews and special programmes for women and youth and farmers in 23 different languages.

Most of the stations have powerful transmitters of 2,000 to 3,000 watts. A couple have 5,000 watt transmitters. There are FM 93 stations in the following cities:

Abbottabad

Bannu

Bhit Shah

Chitral

Dera Ismail Khan

Faisalabad

Gilgit

Gwadar

Hyderabad

Islamabad

Karachi

Khairpur

Kohat

Lahore

Larkana

Mianwali

Mirpur

Mithi

Multan

Muzaffarabad

Rawalpindi

Sargodha.

Planet 94

Planet 94 is an **English** language FM station that broadcasts Western popular and contemporary music and entertainment news.

It targets an educated urban youth audience.

The station is on air for 24 hours per day in **Islamabad, Karachi** and **Rawalpindi**.

Planet 94 ran special coverage of the flooding emergency of 2010 and an appeal which collected substantial sums of money for flood relief.

The following list of all PBC FM stations is published on the PBC website:

	Radio Station/Frequency	Year of Launch	Transmitter Power (KW)
1.	FM-101, Islamabad (Murree)	1998	2.5
2.	FM-101, Islamabad (Kalar Kahar)	2003	2
3.	FM-101, Lahore	2005	2
4.	FM-101, Faisalabad	2002	2.5
5.	FM-101, Sialkot	2009	2.5
6.	FM-101, Peshawar	2004	2
7.	FM-101, Karachi	1996	5
8.	FM-101, Hyderabad	2009	2.5
9.	FM-101, Larkana	1995	1
10.	FM-101, Quetta	2002	2
11.	FM-93, Islamabad	2009	2.5
12.	FM-93.5, Rawalpindi	2003	2.5
13.	FM-93, Lahore	2008	5
14.	FM-93, Multan	2007	2.5
15.	FM-93, Sargodha	2005	3
16.	FM-93, Mianwali	2005	3

17.	FM-93, Chitral	2006	2
18.	FM-93, Abbottabad	2010	2.5
19.	FM-93, Bannu	2005	3
20.	FM-93, Kohat	2005	3
21.	FM-93, Karachi	2009	2.5
22.	FM-93, Hyderabad	2002	3
23.	FM-93, Mithi	2005	3
24.	FM-93.5, Bhit Shah	2007	2
25.	FM-93, Gwadar	2005	3
26.	FM-93, Muzaffarabad	2005	2.5
27.	FM-93, Mirpur	2009	2.5
28.	FM-93.3, Khairpur	2010	5
29.	FM-93, D. I. Khan	2010	2.5
30.	FM-93 Faisalabad	2010	2.5
31.	FM-93 Multan	2010	2.5
32.	FM-93 Gilgit	2010	2.5
33.	FM-94, Islamabad	2009	2.5
34.	FM-94, Karachi	2010	2.5



Pakistan Broadcasting Corporation radio transmitter map.

PBC contacts:

PBC spokesman - Mubasher Majoka PBC spokesman

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+92 51 921 4038

Mobile: +92 300 515 0896

Email: spokesman@radio.gov.pk , mmajoka@gmail.com

HOT FM 105 www.hotfm.com.pk

Hot FM is the largest private radio network in Pakistan,

It broadcasts from 16 cities and claims to reach 50 million people in all areas of the country.

It broadcasts a mix of entertainment and information from **Karachi, Faisalabad, Hyderabad, Nwabshah, Larkana, Quetta, Dadu, Jacobabad, Mirpurkhas, Chitral, Sanghar, Badin, Mitthi, Shikarpur, Naushehro Feroz and Tando Adam.**

Hot FM claims that its Karachi station alone receives 100,000 SMS messages per month from its listeners.

Contact:

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Address:

Sachal Satellite Communications (Pvt) Ltd,

59-E Street No. 7,

I -10/3

Islamabad

Awaz 105 FM www.radioawaz.com.pk



Awaz FM operates a network of FM stations broadcasting to the central **Punjab** from **Gujrat, Gujranwala, Sheikhupura, Sadiqabad** and **Khanpur**.

It was cited by the BBC 2008 audience survey as one of Pakistan's most popular commercial stations.

Chief Executive – Mirza Muhammad Naeem

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FM100 www.fm100pakistan.com



FM 100 is a network of music and entertainment radio stations based in **Karachi**.

It broadcasts 24 hours a day in **Islamabad, Karachi** and **Lahore**.

FM 100 broadcasts programmes in **Urdu, Punjabi** and **English**.

The station aims at a wide audience, embracing all ages and socio-economic groups. It was cited by the BBC 2008 audience survey as one of Pakistan's most popular commercial stations.

Contact:

Chief Executive Aman Ahmed

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Email: marketing@fm100pakistan.com

Address:

Plot #43-5, E-3,

Block 6,

PECHS,

Karachi 75400

City FM 89 www.cityfm89.com



City FM 89 is a music and entertainment station, with studios in **Karachi, Lahore, Islamabad** and **Faisalabad**.

It forms part of the **Dawn Media Group** www.dawn.com which also includes the **Dawn News** TV channel and the **Dawn** newspaper.

City FM 89 was launched in 2004 and claims more than one million regular listeners.

Contact:

Tel: +92 21 2331095-8

Fax: +92 21 2331099

Address:

Dockyard Road,

West Wharf Industrial Area,

Karachi

Radio One FM 91 www.fm91.com.pk.



Radio One is a music and entertainment station that broadcasts in **Karachi, Lahore, Islamabad** and **Gawadar**.

It is owned by the Karachi-based **Airwaves Media** group, which also owns the cable TV channels **Waseb** www.waseb.tv and **TVOne** www.tv1online.tv

Contacts:

Tel: +92 21 111 111 191

Fax: +92 21 345 222 53

Email: info@91radio1.fm

Address:

11-F, KDA Scheme # 1,

Main Karsaz Road,

Karachi.

FM 96 Sunrise Pakistan www.fm96pakistan.com



Sunrise Pakistan is a radio network based in **Sarghoda** in the northern Punjab.

It operates four FM stations in **Sargodha, Islamabad, Sahiwal** and **Jehlum**.

They broadcast round the clock in **Urdu, Punjabi, English** and **Pashto**.

Programming consists of music news, talk shows, discussion programmes and interviews and phone-in programmes.

The network carries hourly news bulletins.

Contact:

Director – Iftikhar Ahmed

Tel: +92 48 383 8493

Email: info@fm96pakistan.com

Address:

Sunrise FM-96

Sargodha Akram Plaza,

Aziz Bhatti Town,

Khushab Road,

Sargodha.

HUM FM 106.2 www.humfm.com/2005



Hum FM is a music and entertainment station that broadcasts from several major cities in Pakistan and **Sharjah** in the United Arab Emirates (UAE).

It has stations in **Karachi, Islamabad, Lahore, Peshawar, Rawalpindi** and **Sukkur**, a town in northern Sindh province.

Contact:

Chief Executive – S Jamal,
Shamal Media Services,
C-71, Phase II Extension,
Main National Highway,
Defence,
Karachi

Tel:: +92 21 5381800

Fax: +92 21 5397476

Humara FM www.humara.fm



Humara FM broadcasts music, talk shows and drama from **Islamabad, Karachi, Lahore, Rawalpindi Faisalabad, Multan** and **Peshawar**.

The station is owned by the Karachi-based Hum Network, which also owns **HUM TV** www.hum.tv .

Humara FM opened in 2010.

Contact:

Tel: +92 41-8500541-3

Email: info@humara.fm

Address:

720 Batala Colony,

Satayana Road,

Faisalabad

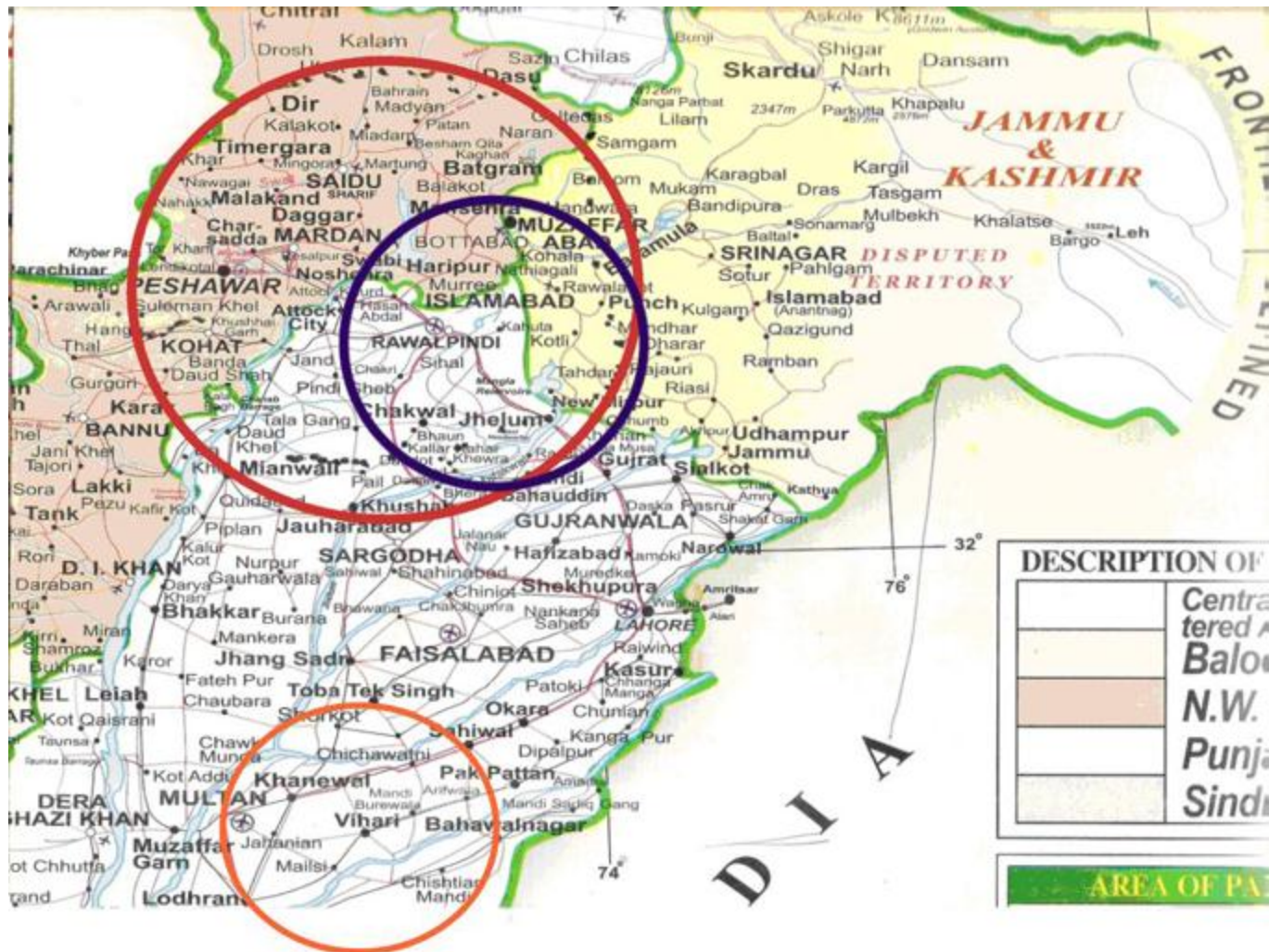
Power Radio FM 99 www.power99.com.pk



Launched in 2003, Power Radio broadcasts round the clock in **Islamabad, Abbottabad** and **Vehari**.

The news and entertainment station broadcasts in Urdu. **Punjabi, Saraiki, Potohari, Sindi, Pashto, Balochi, Barahvi, Dari** and **English**.

Power 99 claims that its Islamabad transmitter covers a 70km radius around the city (see coverage map below).



Power Radio coverage map Source: Power Radio

Chief Executive – Najib Ahmed

Mob: +92 345-5299999

Tel: +9251-2279599

Fax: +9251-2801189

Email: najib@power99.com.pk

30-West, ATS Center, 1st Floor,

Fazal-e-Haq Road,

Blue Area,

Islamabad.

Josh FM 99 www.joshfm99.com



This network of music radio stations, launched in 2010, broadcasts from **Karachi, Lahore** and **Hyderabad** in **Urdu and English**.

It relays BBC Urdu news three times a day.

Contact:

Chief Executive – Sarmad Palijo

Tel: +92 21 3530 6703-05

Fax: +92 21 3530 6710

Email: feedback@joshfm99.com

Mast FM103 www.mastfm103.com.pk



This radio network based in Lahore broadcasts in **Lahore, Karachi, Multan** and **Faisalabad**.

Chief Executive – Muhammad Bajwa

Tel: +92 42 6308576

+92 111-111-103

1st Floor,
LDA Plaza
Egerton Road,
Lahore

Apna Karachi 107 www.apnakarachi107.fm



This **Karachi** music and news radio station is well known for its traffic news and city updates.

General Manager - Shahzad Qureshi

Email: shahzadqureshi@apnakarachi107.fm

Senior Manager Sales - Talal Durrani

Mob: +92 321-9290527

E: talaldurrani@apnakarachi107.fm

Tel: +92 21 279 1053-4

Fax: +92 21 279 1052

Email: apnakarachi107@cyber.net.pk

Address:

FM 107 Private Limited,
4th Floor, Technology Park,
Shahrah-e-Faisal,
Karachi

Radioactive 96 FM www.radioactive96.fm

Radioactive 96 FM is a music station that broadcasts in **English** to a youth audience in **Karachi**.

Telephone: +92 1-111-111-96

Email: info@radioactive96.fm

Ewaz FM www.ewaz.com.pk

Ewaz FM operates three radio stations in **Kharian, Haripur** and **Mandi Bahauddin** in the northern Punjab.

Broadcasting mainly in **Urdu** and **Punjabi**, It caters mainly for rural listeners in the agricultural belt between the rivers the rivers Jehlum and Chenab.

Tel: +9251 449 0180

Email: info@ewaz.com.pk

EWAZ Communications (Pvt) Ltd,
146 Industrial Triangle,
Kahuta Road,
Islamabad.

Local radio stations in FATA

The following government-licensed FM stations operate in the rebellious Federally Administered Tribal Areas (FATA) on the Afghan border, which are largely autonomous.

(Up to 150 unofficial FM stations operated by Islamic Fundamentalist insurgent groups and their sympathisers also operate in FATA and neighbouring parts of Khyber-Paktunkhwa Province)

The population of approximately 3.5 million is divided into a dozen large tribes, and several smaller ones. The main language of the region is **Pashto**.

The FATA are divided for administrative purposes into seven autonomous Tribal Areas and six Frontier Regions (see map).

Pakistani law and ordinary Pakistani administrative procedures do not apply in the FATA.

FATA Secretariat radio stations

The following radio stations are run by the FATA Secretariat, the government agency charged with administering these remote tribal territories on the Afghan border, where ordinary Pakistani law does not apply.

- **Radio Khyber** (Khyber Agency)

Contact: Said Nazir

Tel: +92 91 582 7166

Mob: +92 333 941 466

- **Radio Razmak** (North Waziristan Agency)

Contact – Bakhtawar Jan

Tel: +92 92 823 0692

- **Radio Miran Shah** (North Waziristan Agency)
Contact: Fazal Rehman
Tel: +92 92 831 2332
+92 92 831 3332
- **Radio Wana** (South Waziristan Agency) (Destroyed by militants in 2006)

PBC radio stations covering parts of FATA

- **Radio Paktunhkhwa 92.2 FM Pashto** language station based in Peshawar.

Director of Information – Shuaib Ud Din

Tel: +92 91 921 0136

Mob: +92 301 886 6391

Radio Pakistan 101 FM Urdu-language music and entertainment station based in **Peshawar**.

Contact – Bilal

Tel: +92 91 921 0988

Mob: +92 345 902 2241

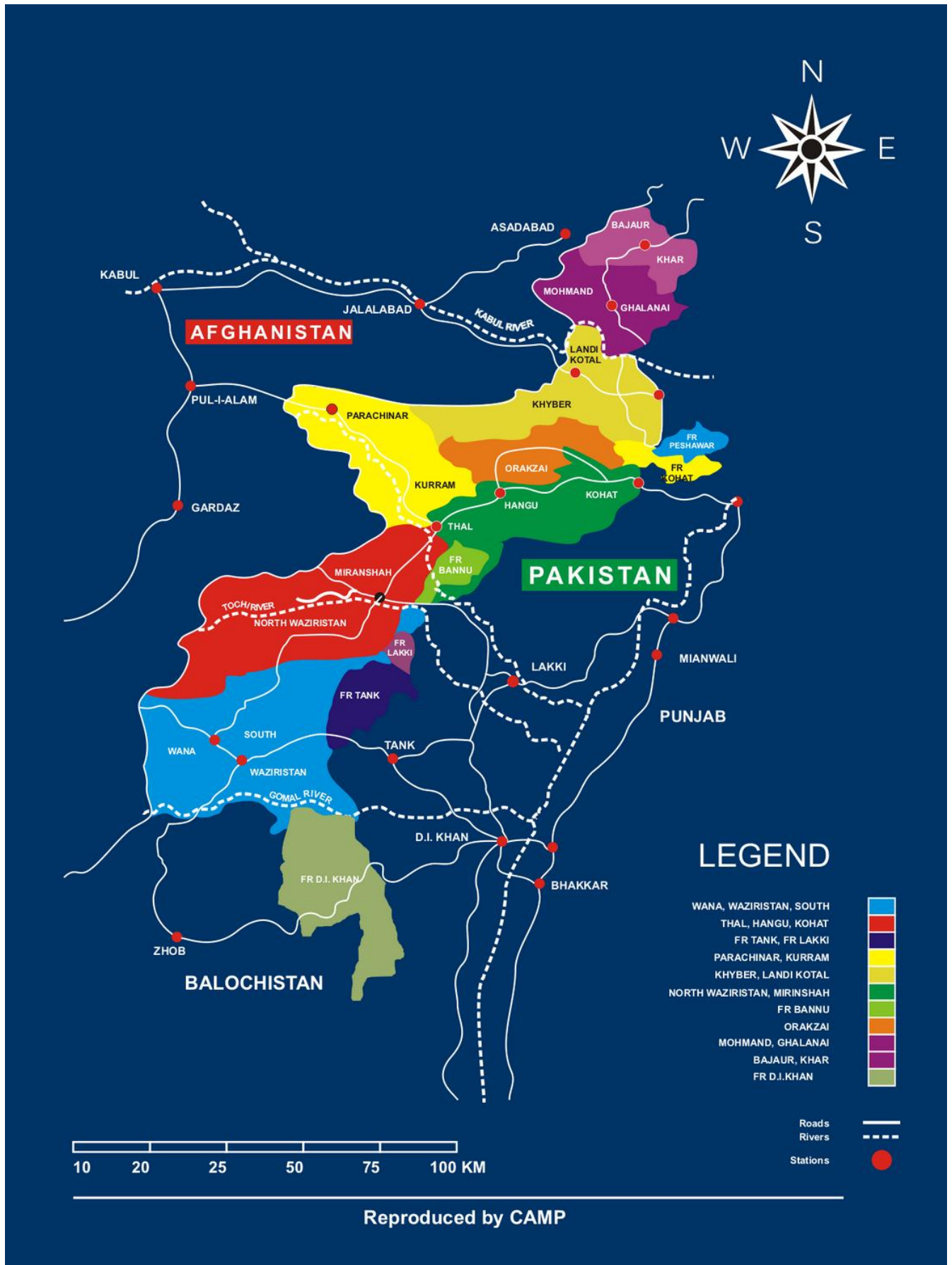
- **Radio Swat 96 FM** radio station launched in 2009, based in the Swat valley.

Contact: Major Aqeel

Mob: +92 321 956 2098

+92 333 523 9938

- **PBC Peshawar** Medium wave regional station (540 AM)
Tel: + 92 921 0728
- **PBC DI Khan 93 FM** Local radio station based in **Dera Ismael Khan**
Tel: +92 96 674 7193
- **PBC Kohat 93 FM** Local radio station based in **North Waziristan**
Tel: +92 92 292 60012
- **PBC Bannu 93 FM** Local radio station based in **Bannu Frontier Region**
Tel: +92 92 863 3334



A full list of government-licenced commercial radio stations can be found on the PEMRA website at:

http://www.pemra.gov.pk/pemra/images/docs/fm/List_Of_Commercial_FM_Radio.pdf

A full list of government-licenced campus radio stations can be found on the PEMRA website at:

http://www.pemra.gov.pk/pemra/images/docs/fm/List_Of_Non_Commercial_FM_Radio.pdf

International radio stations which are influential in Pakistan

BBC Urdu Service www.bbc.co.uk/urdu

BBC Urdu is a multi-media broadcasting service, providing radio news and current affairs programming and online content to Urdu-speaking people across the world.

In late 2010, the BBC claimed nine million weekly listeners in Pakistan, most of whom tuned in to its Urdu service.

Its popular website www.bbcurdu.com records seven million page impressions per month.

The BBC Urdu service broadcasts for two hours per day on short wave.

However, most Pakistanis listeners tune to its programmes that are re-broadcast by local partner FM stations.

In early 2011, the BBC had 37 FM relay partners in Pakistan.

However, the ability to of the BBC Urdu service to broadcast on FM has sometimes been hampered by government interference

The military government of General Pervez Musharraf banned all FM relay broadcasts of BBC Urdu between 2007 and 2008.

Following the country's return to democracy, the Pakistan Electronic Media Regulatory Authority (PEMRA) ruled in March 2010 that BBC Urdu's FM partner stations could only carry three 10-minute slots of BBC programming per day.

A month later, it temporarily suspended all BBC Urdu broadcasts by 24 of the service's 34 relay partners at the time. This restriction was subsequently lifted.

The BBC Urdu service broadcasts three times a day.

Its 30-minute breakfast programme *Jahanuma* goes out at 06.30.

Its flagship evening news programme *Sairbeen* starts at 20.00, providing 60 minutes of national and international news and current affairs.

Finally, it broadcasts *Shabnama*, a 30-minute round-up of the day's main events, broadcast at 22.30.

In addition, the BBC Urdu service broadcasts weekly magazine features on sports, science and the economy.

It has reporting bureaux in **Islamabad, Karachi** and **Lahore**.

During the 2010 floods, the BBC Urdu service broadcast a series of special lifeline radio programmes for disaster affected communities. These were relayed by 34 FM relay partners within Pakistan.

Full list of FM relay partners and their locations needed

Contacts:

Names and email addresses needed)

Tel: +92 51 2651146/7

Fax: +92 51 2651149

BBC Pashto Service www.bbc.co.uk/pashto

The BBC Pashto service broadcasts to an estimated 30 to 40 million Pashto speakers in both Pakistan and Afghanistan.

About half these people live in Pakistan. They include 1.7 million Afghan refugees and most of the population of the volatile Federally Administered Tribal Areas (FATA) along the Afghan border.

BBC Pashto broadcasts on short wave.

It also broadcasts for 15 hours per day on FM from 21 transmitters in Afghanistan.

(State number and location of transmitters and FM relay partners in Pakistan).

Besides news and current affairs programmes, the BBC Pashto service broadcasts the popular radio drama, *New Home, New Life*.

BBC Islamabad office (reporting bureau)

Tel +92 51: 2651146-7

Fax: +92 51 2651149

Radio Aap ki Duniyaa www.voanews.com/urdu/news

Radio Aap ki Duniyaa (Your World) is the **Urdu** language service of **Voice of America (VOA)**, the international radio service of the US government.

It broadcasts news and information for 12 hours through the night from 19.00 until 07.00 on FM **in which locations?** using PBC frequencies.

The station also broadcasts on 972 kHz medium wave from transmitters in **which locations?**

Radio Aap ki Duniya also broadcasts for three hours per day on short wave. The station carries a mixture of news, Pakistani, Indian and Western music, discussion programmes and phone-in shows.

In 2005, VOA launched a Monday to Friday 30-minute TV magazine programme in **Urdu** aimed at young people.

This programme, called *Khabron se Aage (Beyond the Headline)* is carried Monday to Friday at 19.30 by **Geo TV** www.geo.tv Pakistan's biggest cable TV network.

VOA Islamabad office (Reporting bureau):

Tel: +92 51 227 8784
+92 51-227 7025,
Fax: +92 51 227 7349

House. No. 1,
St. 89,
G-6/3, Islamabad.

.Deewa Radio www.voanews.com/pashto/news <http://www.voanews.com/deewa/news/>

Deewa Radio is the **Pashto** language service of **Voice of America (VOA)** for Pakistan and Afghanistan.

It is aimed at Pashto-speaking audiences living in the border area between Afghanistan and Pakistan. There are an estimated 30 to 40 million Pashto speakers in the two countries.

Deewa Radio broadcasts on medium wave from a transmitter in the Tani-Khost region of Afghanistan, near the Pakistani border.

Until 2010, it was also broadcast on medium wave by the PBC transmitter in Peshawar. However, the Daily Times of Lahore reported on February 7 2010 that the Pakistani government had stopped Deewa Radio's medium wave transmissions from Peshawar after Islamist militants threatened to bomb PBC's premises in the city.

Deewa Radio also broadcasts on short wave. Most of its programming is produced in Washington.

VOA Islamabad office (Reporting bureau):

Tel: +92 51 227 8784

+92 51-227 7025,

Fax: +92 51 227 7349

House. No. 1,

St. 89,

G-6/3, Islamabad.

4. Television

Overview

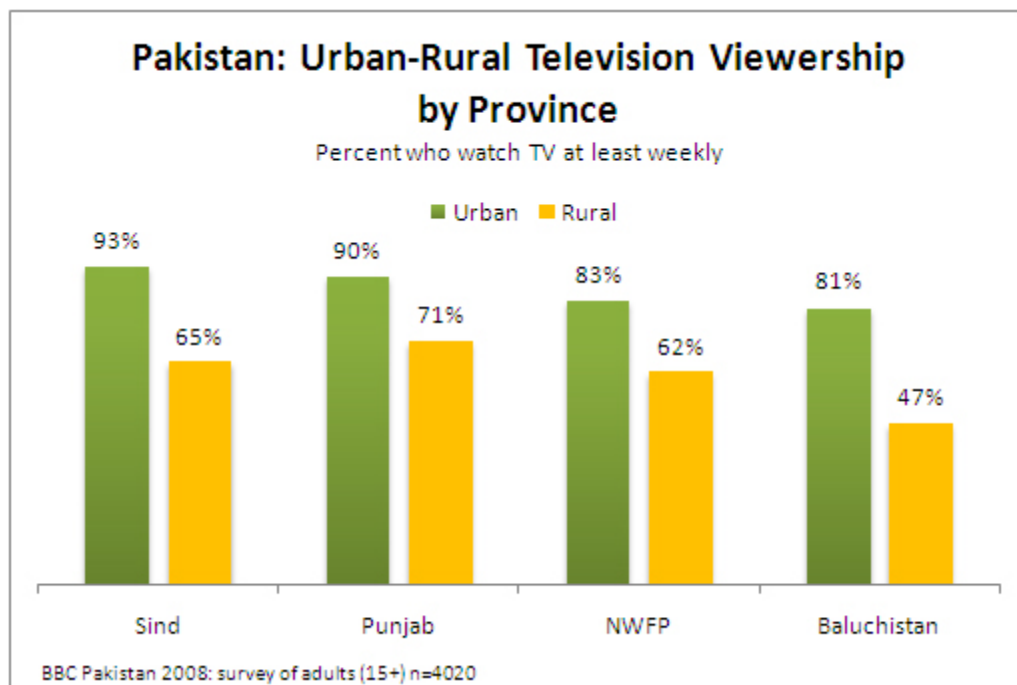
In normal times, television commands larger audiences than radio in most parts of Pakistan.

According to the marketing research organization Gallup Pakistan, there were 86 million television viewers in the country in 2009.

Of these, 52 million - more than 60% - lived in rural villages. The number of rural viewers has increased massively in recent years, mainly due to electrification in the countryside.

The BBC media audience survey of 2008 found that more than 90% of the urban population in the densely populated provinces of Punjab and Sindh watched television at least once a week.

In the rural parts of these provinces, more than 60% of the population also watched television regularly.



The state broadcaster, **Pakistan Television Corporation (PTV)** retains an official monopoly of terrestrial free-to-air television services.

This gives PTV a huge share of the national TV audience, especially in rural areas where cable and satellite channels are not available.

In 2009, Gallup Pakistan reckoned that 48 million people – just over half of all TV viewers – watched terrestrial television. That meant effectively that they were watching PTV.

However, since the liberalisation of broadcasting in 2002, PTV has experienced stiff competition from private satellite and cable broadcasters, particularly in urban areas.

By 2009 there were more than eight million subscribers to cable TV services across the country, according to the **Pakistan Electronic Media Regulatory Authority (PEMRA)**.

Gallup Pakistan estimated that 38 million people aged 10 and over watched cable and satellite TV channels on an average day in 2009. Only 12 million of these lived in villages.

Cheap televisions made in China have helped to increase the TV audience among low income groups. By 2010, there about 22 million TV sets in Pakistan.

Nearly 100 TV channels are available on cable and satellite, including more than 20 foreign channels, including BBC, CNN and Al-Jazeera.

Some TV channels, including the popular **Geo TV**, can also be accessed on the internet and on mobile phones.

Most Pakistani TV channels broadcast in **Urdu** and **English**. Some also make extensive use of local languages.

In urban areas, the cable channels **Geo TV** and its stablemate **Geo News** compete favourably with **PTV**.

The privately owned religious channel **Quran TV** is also very popular.

However, **PTV** dominates the rural areas.

Thousands of small towns and villages have not yet been connected to the cable network. And even where cable TV does reach, many poorer families cannot afford the cable TV connection charge of about US\$3.50 per month.

The BBC media audience survey of 2008 showed that 69% of urban residents possessed home access to cable or satellite TV.

However, only 11% of respondents in rural areas had home access to cable or satellite.

The cable companies do not share their income from connection fees with the television channels that they distribute. Pakistan's private TV stations therefore have to generate all their revenue from advertising and programme sponsorship.

There are around 12 private news channels, the most popular of which is **Geo News**.

PEMRA regulations prevent cable and satellite channels from broadcasting 'live' news. However, since Pakistan's return to democracy in 2008, a very brief delay of just a few seconds seems to be acceptable to the authorities.

While television audiences are growing fast in most of Pakistan, they remain relatively small in the conflict-prone and religiously conservative areas along the Afghan frontier, particularly in the Federally Administered Tribal Areas (FATA).

A survey by the Community Appraisal and Motivation Programme (CAMP) organisation, *Understanding FATA 2008* www.understandingfata.org illustrates this point clearly. When asked which stations they watched regularly, 42 per cent of respondents in FATA replied 'None'. Less than two percent of respondents said they valued TV as a source of information.

Many of the Islamist insurgent groups disapprove of television.

Besides discouraging the local population in FATA from watching TV, militants have been known to destroy TV sets in people's homes and rip up cable networks.

Journalistic standards on Pakistani television are generally low. Many of the reporters charged with covering major national events have received little or no training.

Commentaries on news and current affairs are often ill-informed and poorly presented.

In most cases, TV news coverage is heavily influenced by the political faction which the channel is associated with.

Soap operas, especially TV dramas in Urdu produced in India, are extremely popular. The Pakistani TV industry has so far been unable to produce any blockbuster successes to compete with them.

The popularity of Indian soaps is illustrated by a survey of 3,600 radio listeners conducted by the marketing research company Group M. When asked which TV channels they watched, the majority replied **Star Plus**, an Indian channel that specialises in soaps.

The same survey found that in **Karachi**, the average viewer spent 128 minutes each day watching the TV, compared to 104 minutes listening to radio.

The 2008 BBC audience survey found that the most popular TV channels, measured in terms of the percentage of respondents who had watched them in the previous week, were:

PTV Channels 1, 2 or 3	56%
Geo News	36%
PTV News	31%
Geo TV	26%
Quran TV	20%

Pakistan's main TV networks

Pakistan Television Corporation (PTV) www.ptv.com.pk



Television in Pakistan is dominated by the government-controlled **Pakistan Television Corporation** (PTV).

Since 2002, PTV has experienced stiff competition from private cable and satellite channels in Pakistan's main cities, but it remains the only nationwide terrestrial broadcaster.

PTV is controlled by the Ministry of Information and Broadcasting. It employs more than 6,000 people.

PTV's monopoly of terrestrial TV broadcasting guarantees it access to the majority of TV viewers in rural areas who do not have access to satellite or cable.

Gallup Pakistan estimated in 2009 that 48 million people – just over half the total number of TV viewers in Pakistan, watched terrestrial TV broadcasts. That is tantamount to saying they watched PTV channels.

PTV broadcasts from five main centres: **Islamabad, Karachi, Lahore, Quetta** and **Peshawar**.

It also runs a television training academy in **Rawalpindi** and a small regional station serving Kashmir in **Muzaffarabad**.

The network has two national channels, three regional channels and one international channel which is broadcast by satellite to Pakistani émigré communities in the Gulf, Europe and North America.

PTV has announced plans to launch three other TV channels broadcasting to regional audiences in **Pashto**, **Punjabi** and **Sindhi**.

In early 2011, PTV was broadcasting the following channels

- **PTV Home** is an entertainment channel which mainly broadcasts in **Urdu** and **English**. It is on air round the clock and claims to reach 89% of the population.

Contacts needed

- **PTV News** is a nationwide news and current affairs channel that claims to reach 78% of the population. Most of its programming is in **Urdu** and **English**.

Sales Manager PTV News – Khalid Zia

Tel: +92-51-9201895, 9077286

Mob: +92 3028561236

+92 3005124247

E-Mail: drkhalidzia@ptv.com.pk

Khalidzia66@gmail.com

Room 614, 6th Floor,

PTV HQ Office,

Constitutional Avenue F-5,

Islamabad

- **PTV National**, despite its name, carries regional programming for Pakistan's four main provinces. It broadcasts large chunks of programming each day in **Sindhi, Punjabi, Saraiki, Pushto, Hindko ,Balochi and Brahvi.**

Contacts needed

- **PTV Bolan** is a special TV channel for Balochistan based in the provincial capital **Quetta**. It broadcasts in the main local languages; **Balochi, Brahvi and Pushto** from 16.00 to midnight.

General Manager PTV Bolan

Tel: +92 81-9202458

Email: gmgta@ptv.com.pk

Executive Programme Manager PTV Bolan

Tel: +92 81-9201151

Email: epmq@ptv.com.pk

PTV Bolan,

Halli Road,

Quetta

- **AJK TV** is a special TV channel for Kashmir. It transmits from **Muzaffarabad** and claims to reach 40% of the 3.5 million population of Azad, Jammu and Kashmir. One of the station's key roles is promote Pakistan's case in the border dispute with Kashmir and counter propaganda from India. Its original studios in Muzaffarabad were completely destroyed by an earthquake in 2005.

Contacts needed

- **PTV Global** is an international channel broadcast by satellite around the world. Its target audience is the Pakistani émigré community in the Gulf, Europe and North America.

General Manager PTV Global - Ms. Kanwal Masud

Tel: +92-51-9258873

Mob: +92-300-8564525

email: kanwalmasud@hotmail.com

PTV's national headquarters are in Islamabad:

Tel: +92 51 921 2222;

+92 51 921 3333

Pakistan Television Corporation Headquarters,
Constitution Avenue F-5,
Islamabad.

Geo Television Network www.geo.tv

The Geo Television network belongs to the Independent Media Corporation, owner of the influential **Jang Group** of newspapers.

It broadcasts two of Pakistan's most popular TV channels, **Geo TV**, and **Geo News**.

These are distributed by satellite and cable from the network's headquarters in **Dubai** in the **United Arab Emirates**.

Geo launched the first interactive TV infotainment programmes in Pakistan, in which viewers call in from mobile phones.

It broadcasts mainly in **Urdu** and **English**.

The network operates seven news reporting bureaux in Pakistan and has correspondents in New York, Washington and London.

Geo TV broadcast the first telethon in Pakistan in 2010. It raised \$100,000 for flood relief in a 12-hour period through calls to a premium rate number.

The Geo TV Network has had several run-ins with the Pakistani government.

These resulted in the broadcast of its channels being suspended for several days by the military government of General Pervez Musharraf during the state of emergency in 2007.

The network was also taken off air for two days in March 2009, by the elected government of President Asif Ali Zardari.

Geo News www.geo.tv is a dedicated news and current affairs channel which broadcasts in **Urdu**. It first went on air in 2005. Geo TV rapidly became the most popular source of TV news in Pakistan. According to the BBC media audience survey of 2008, Geo News was the second most popular TV channel in Pakistan after PTV. 36% of respondents said they had watched Geo News in the previous week.

Geo TV www.geo.tv/geotv/default.asp is an **Urdu** language channel launched in 2002. According to the BBC media audience survey of 2008, it was the fourth most popular channel in Pakistan. 26% of respondents said they had watched it in the previous week.

Geo Super www.geosuper.tv is a 24-hour sports channel.

AAG www.aag.tv is a youth channel which broadcasts a lot of music videos.

The Geo TV Network also runs several TV channels aimed at Pakistanis living abroad.

These include **Geo UK**, **Geo USA**, **Geo ME** (Middle East), **Geo Canada**, **Geo Europe** and **Geo Japan**, **Geo Super** and **Aag TV**, which is a youth channel.

Islamabad office

Tel: +92 51 2877761

+92 51 2871821

Fax: +92 51-2275646

Geo TV Network,

Jang Building 40, Blue Area

Marketing office (Karachi)

Tel: +92-21 111-436-111

Email : marketing@geo.tv

7th floor, Landmark Plaza,
I. I. Chundrigarh road,
Karachi.

ARY Digital TV Network www.arydigitalnetwork.tv



ARY Digital is a subsidiary of the ARY Group, a **Dubai**-based, family owned, holding company founded by businessman Abdul Razzak Yaqoob.

The group's name comes from his initials ARY.

Its network of cable and satellite channels includes the popular religious channel **Quran TV**.

According to the BBC media audience survey of 2008, Quran TV was the fifth most popular TV channel in Pakistan. 20% of respondents said they had watched it in the previous week.

Quran TV broadcasts talk shows and programmes related to Islam in Urdu.

Most of its programmes are hosted by religious scholars and intellectuals.

The schedule includes programmes for children. There are also programmes on issues such as health, science and etiquette.

ARY Digital began broadcasting to the UK in 2000. When satellite licenses for Pakistan became available two years later, it entered the Pakistani market.

Besides Quran TV, its **Urdu** language TV channels include :

- **ARY Digital** www.arydigital.tv (infotainment and sport)
- **ARY News** www.arynews.tv/english/index.asp
- **ARY Musik** www.arymusik.tv (popular music)
- **ARY Zauq** www.zauq.tv (food and cookery)
- **Home Box Office (HBO)** (films)
- **Nickelodeon TV Pakistan**
- **Fashion TV Pakistan.**

The ARY Group is run by its founder, Yaqoob, and his four brothers.

Pakistan head office (Karachi):

Tel: +92 21-5657315

Fax: +92 21-5657314

ARY Communications,
6TH Floor Madina City Mall,
Abdullah Haroon Road,
Karachi

.Express News TV/Express 24/7 www.express.com.pk



These two cable TV news channels are owned by the **Lakson Group**, an industrial and commercial conglomerate which also owns the **Daily Express** and **Express Tribune** newspapers.

Express News, launched in 2008, is an **Urdu** language TV channel. It is widely ranked second in popularity as a source of television news after Geo News.

Express 24/7 is its English language counterpart.

Head office in Karachi:

Tel: +92 21 3580 0051-58

Fax: +92 .21.3580 3818

Email: info@expressnews.tv

Plot #5,
Expressway,
Off Korangi Road,
Karachi.

Dawn News www.dawnnews.tv

This is a 24-hour **English** language news channel, based in **Karachi**.

Launched in 2007, it has reporting bureaux in **Islamabad, Lahore, Peshawar** and **Quetta**.

The channel employs more than 300 journalists.

Dawn TV is a subsidiary of **Dawn Media Group**, which also owns the **Daily Dawn** newspaper, **The Herald** current affairs magazine, and the **City FM 89** radio network.

The group's news website www.dawn.com claims over 10 million page views per month and is one of the most popular websites in Pakistan.

A marketing survey conducted in 2008 showed that over 90% of Pakistani visitors to the site were male university graduates under the age of 30.

Head office:

Tel: +92 21 111 11 44 55

Fax: +92 21 2330951-52

11 Dockyard Road,

West Wharf Industrial Area,

Karachi

Other private TV news stations specialising in news

Aaj News www.aaj.tv. 24-hour news and current affairs in **English**. Owned by Business Recorder Group which publishes the **Business Recorder** financial newspaper. Bureaux in **Karachi, Lahore** and **Islamabad**.

Business Plus is a 24-hour business news channel in **Urdu**. It belongs to **Total Media Solutions**, owner of the **Daily Times** newspaper. Claims to reach 22.5 million homes. With cable penetration of 87% in metro cities. www.businessplus.tv

Channel Five www.khabraingroup.com/default.htm is an **Urdu** language TV channel owned by the Khabrain Group.

Dunya News www.dunyanews.tv **Urdu** news and current affairs channel based in **Lahore**. Launched in 2008.

Indus News www.indus.tv 24-hour Urdu news and infotainment channel that forms part of the Indus Media Group stable of cable TV channels based in **Karachi**.

News One www.tv1online.tv/index.html is a 24-hour news channel in **Urdu**, based in **Karachi**. It also has production facilities in **Lahore, Islamabad** and **Multan**. It forms part of the **Air Waves Media** group. This also owns the entertainment channel **TVOne**, **Waseb TV**, which broadcasts in **Siraiki** and the **Radio One FM 91** network.

Royal News www.royaltelevision.tv , 24-hour TV news and current affairs channel based in **Lahore**.

Samaa TV www.samaa.tv. Is an **English** language satellite news channel with studios in **Karachi, Lahore, Islamabad, Quetta** and **Peshawar**. It carries news bulletins, political analysis, programmes ranging from social issues to health and technology.

Waqt News www.waqtnews.tv Urdu -language 24-hour news channel based in **Lahore**, with offices in **Karachi and Islamabad**. It is owned by the **Nawa-e-Qaqt** media group which also owns the **Nawa-e-Qaqt** and **Nation** newspapers.

Private regional language TV channels

Sindh TV/Sindh TV news www.thesindh.tv Twin TV channels based in **Karachi** that broadcast in **Sindhi**.

Kawish Television Network (KTN) ktntv.tv/index.html TV network based in **Karachi** which runs three **Sindhi**-language channels; **KTN**, **KTN News** and **Kashish**. The same media group also owns the **Sindhi**-language **Daily Kawish** newspaper in **Hyderabad**.

Waseb TV www.waseb.tv broadcasts in **Siraiki** from **Multan**. It forms part of the **Air Waves Media** group, which also owns the entertainment channel **TVOne**, the news channel **News One** and the **Radio One FM 91** network.

Rohi TV www.rohi.pk News and entertainment channel targeting **Siraiki** speakers in the **Punjab** and **Sindh**. It is based in **Islamabad**.

APNA Channel <http://www.apna.tv> **Punjabi**-language TV station broadcasting from Thailand. Its Pakistan head office is situated in **Karachi**.

AVT Khyber avtkhyber.com **Pashto** language TV channel based in **Islamabad**, with studios in **Karachi**, **Quetta** and **Peshawar**. Its programming is aimed at Pashto speakers in both Pakistan and Afghanistan and the Pashto-speaking diaspora around the world

5. Newspapers and news agencies

Overview

Newspaper circulation appears to be declining as a result of increasing competition from TV, radio and news websites on the internet.

Reliable circulation figures for newspapers in Pakistan are hard to come by.

According to the Federal Bureau of Statistics, the average daily sale for all Pakistani daily newspapers fell to 6.1 million in 2008 from a peak of 9.9 million in 2007.

The Federal Bureau of Statistics reported that 75% of all newspapers sold in 2008 were published in **Urdu** – 4.6 million per day.

The other main languages of publication were **English** (671,000 per day) and **Sindhi** – (640,000).

However, newspaper readership is much higher than these figures would suggest, since every copy sold is usually read by several people.

Furthermore, all the main newspapers also publish online editions.

In 2009, the Federal Statistics Bureau recorded the existence of 252 daily newspapers, 139 weeklies and 279 monthlies.

Pakistan's largest circulation newspaper is the conservative **Daily Jang** www.jang.com.pk, an **Urdu**-language paper which claims a daily sale of 850,000.

It is followed by **Nawa-e-Waqt** www.nawaiwaqt.com.pk , a right-wing **Urdu** daily that claims to sell about 500,000 copies per day.

The largest circulation **English** language paper is **The Dawn** www.dawn.com , which claims a daily sale of 138,000, mostly in and around Karachi.

The newspaper market is dominated four large media groups which also have major interests in radio and television:

- **Jang Group** owns Pakistan's top selling newspaper, the **Urdu** language **Daily Jang**, and **The News**, a large circulation **English** language daily.
- **Dawn Group** owns **The Dawn**, Pakistan's largest circulation English language newspaper
- **Nawa-e-Waqt Group** owns **Nawa-e-Waqt**, a mass circulation **Urdu** newspaper, and **The Nation**, its **English** language counterpart
- **Lakson Group**, a diversified industrial and commercial conglomerate, owns the **Urdu-language Daily Express** and **English-language Express Tribune** newspapers.

There are three large domestic news agencies in Pakistan, and several smaller ones.

They act as wholesalers of news and information to a wide range of Pakistani media.

News agencies are useful channels for disseminating information widely and rapidly at minimum effort and cost.

They provide ready-made news for other media outlets which lack their own resources to provide comprehensive nationwide coverage.

However, agency stories are normally edited or added to by the newspapers and TV and radio stations that use them.

The three biggest news agencies in Pakistan are:

- **Associated Press of Pakistan (APP)** www.app.com.pk which is government-controlled
- **Pakistan Press International (PPI)** <http://www.ppnewsagency.com/> the main independent rival of APP. It employs 300 staff in several bureaux across the country.
- **United Press of Pakistan (UPP)**, a private sector news agency which supplies information to many newspapers and government departments

Pakistan's main daily newspapers

Daily Jang www.jang.com.pk

The Daily Jang is Pakistan's largest circulation daily newspaper. It claims a daily sale of 850,000 copies.

The conservative and generally pro-government newspaper is based in **Karachi** and prints regional editions in **Rawalpindi, Lahore, Quetta** and **Multan**. The newspaper also prints an overseas edition in **London**, aimed at Pakistani émigrés in Europe.

It was founded in 1939 and has a large sale in Pakistan's main cities,

Tel: +92 21 263 0611-19

Email: jangkarachi@janggroup.com.pk

Jang Group of Newspapers,

Printing House,

1.1. Chundrigar Road,

Karachi 74200

Nawa-e-Waqt www.nawaiwaqt.com.pk

Nawa-e-Waqt is a right-wing, conservative **Urdu**-language newspaper based in **Lahore**. It is also printed in **Islamabad** and **Karachi**.

Nawa-e-Waqt claims a daily sale of 500,000 and is widely regarded as Pakistan's second largest newspaper.

The Nawa-e-Waqt media group also publishes an English-language daily in Lahore called **The Nation** , www.nation.com.pk

Group Managing Editor – Majid Nizami

Tel: +92 42 363 67551-54

Email:

NIPCO House,
4 Shaarey Fatima Jinnah,
Lahore

The Dawn: www.dawn.com

The Dawn is generally considered to be Pakistan's largest circulation **English**-language daily.

The liberal newspaper is published in **Karachi** and claims daily circulation of 138,000. This is slightly less than the 140,000 claimed by its closest rival, The News International, but The Dawn is generally considered more influential.

It was founded in 1941 in Delhi by Muhammad Ali Jinnah in 1941, the founding father of modern Pakistan.

The newspaper is published by **Dawn Media Group**, which also owns the popular **Dawn News** TV channel, **The Herald** current affairs magazine, and the **City FM 89** radio network.

Editor – Abbas Nasir

Tel: +92 21 111 444 777

Email (Marketing Department) mktg@dawn.com

Haroon House,
Dr Ziauddin Ammed Road,
Karachi, 74200

The News International www.thenews.com.pk

The News International is generally regarded Pakistan's second largest English language newspaper after **Dawn**. It claims a daily circulation of 140,000. That is , slightly more than the circulation claimed by The Dawn, which is widely regarded as the real leader.

The News International forms part of the **Jang** media group and is based in **Karachi**. It is also printed in **Lahore** and **Rawalpindi**.

Director of Marketing - Lucas Peter

Direct: +92 21 2626088

PABX: +92 21 263 0611-19

Email: lucas.peter@janggroup.com.pk

Jang Group of Newspapers,
Printing House,
1.1. Chundrigar Road,
Karachi 74200

Daily Express www.express.com.pk

The Daily Express is a large-circulation **Urdu**-language newspaper published in **Karachi**.

It was launched in 1998 and is now printed in several other cities across Pakistan.

The Daily Express is owned by the **Lakson Group**, an industrial and commercial conglomerate.

The media division of Lakson also owns the **Express Tribune** www.tribune.com.pk **English**-language newspaper (which is partnered with the Paris-based International Herald Tribune), and the popular **Express News** TV channel .

Marketing Director - Azfar Nizami,

Tel: +92-21-35800051-8

Fax: +92-21-35800050

Email : anizami@express.com.pk

5 Expressway,
Off Korangi Road,
Karachi

The contact details of most published newspapers in Pakistan can be found on the website of the **All Pakistan Newspaper Society** www.apns.com.pk

Are there any other regionally important newspapers that we should mention that are widely read and influential in key conflict-prone or disaster-prone areas?

Leading news agencies

Associated Press of Pakistan www.app.com.pk/en/



The government-controlled Associated Press of Pakistan (APP) publishes news in **English, Urdu, Sindhi, Pashto** and **Arabic**.

It also operates video and photo news services.

AAP has a large network of provincial bureaux and district correspondents.

A full contact list of its bureaux and correspondents can be found at http://www.app.com.pk/en/index.php?option=com_contxtd&Itemid=48

APP supplies news to all of Pakistan major news outlets.

Director News - Akram Malik

Tel: +92 51 220 3076

Mob: +92 300 555 2158

PABX of Head Office (Islamabad): +92 51-11277278

Pakistan Press International (PPI) www.ppinewsagency.com



PPI was established in 1956 with a view to providing an objective news service and to compete with the APP monopoly.

It publishes news stories in **English** and **Urdu**.

IPP also produces 10 rip-and-read news bulletins per day for 25 radio stations. For long periods, IPP was the only credible source of political news available to much of the Pakistani media.

The agency employs over 300 journalists and part-time correspondents in all parts of the country.

Besides general and political news, the agency publishes news of social programmes, such as human rights, women's empowerment, literacy, children's rights, family planning and environmental issues.

It also has a policy of improving public awareness of social problems such as drug addiction, smoking and other health hazards.

Although PPI is a private limited company, it does not pay dividends to its shareholders. All profits are recycled into developing the news agency.

All major newspapers, radio and television stations in Pakistan subscribe to the PPI news service.

PPI is based in **Karachi**. All press releases should be sent to:

pressrelease@ppinewsagency.com

A full contact list of PPI's regional bureaux and correspondents can be found on the news agency's website at: <http://www.ppnewsagency.com/contactus.htm#L1>

Chairman and Chief Executive - Owais Aslam Ali

Tel: +92 21-2630562

+92 21-2630563,

Fax: +92 21 2631275

+92 21 -2631125

Email: owais.ali@attglobal.net

chiefexecutive@ppnewsagency.com

Chief Editor – Farooq Moin

Email: Chiefeditor@ppnewsagency.com

Head Office (Karachi)

Press Centre,

Shahrah-e-Kamal Ataturk,

Karachi

Sharp Eye www.sharpeye.com.pk

Sharp Eye is a television film news agency based in **Lahore**. It was founded by prominent journalist Mian Muhammad Azhar Amin in 2000.

Editor/Chief Executive: Mian Muhammad Azhar Amin

Tel: +92 42 731 3401

+92 42 731 3402

Mob: +92 300 8400508

Email: editor@sharpeye.com.pk

111 Lytton Road,
Qurtaba Chowk
Lahore

United Press of Pakistan (UPP)

UPP is based in **Karachi**. It supplies news by fax to newspapers across Pakistan in **English and Urdu**.

Chief Executive: Mr. Mahmudul Aziz,

Tel: +92 21 5682694

+92 21 5683235

Fax: +5845473-5682694

Head Office:

1, Victoria Chambers,

Haji Abdullah Haroon Road,

Karachi-74400

6. Traditional Channels of Communication

Data on traditional and informal sources of information – including friends and family, community leaders and religious figures, etc - is hard to come by.

But generally traditional sources of information are giving way to the electronic media.

Only in remote areas is there any significant reliance on tribal elders and Muslim clerics.

But even there, local FM radio stations, many of them set up clandestinely by Islamic fundamentalist insurgents, are listened to avidly.

It is often stated that mosques are an important source of information, but there has been limited research to support this point.

Preachers have traditionally used their sermon at Friday prayers to deliver religious, social and political messages to their congregations and there is no doubt that they are influential opinion formers.

Islamic preachers exert such an important influence on their congregations that the government, fearful of hate-mongering and fanning support for Islamist radicals - has attempted to control the subject matter that can be discussed in mosque sermons – albeit without much success.

Mosques also serve as meeting places where leaflets can be distributed and books, pamphlets and DVDs, can be bought and sold.

There have been some attempts to use mosques to promote various health and ecology agendas.

In 1991, for example, one water conservation project used imams to promote measures to save water in a rural community near **Faisalabad** http://www.idrc.ca/cp/ev-93953-201-1-DO_TOPIC.html It appears to have met with some success, but such programmes are few and far between.

Some of the best research on informal information networks has been done in the Federally Administered Tribal Areas (FATA) along the border with Afghanistan.

This remote area not subject to Pakistan's national laws, but is governed under special colonial Frontier Control Regulations.

According to a 2008 survey of 4,000 FATA residents conducted by Community Appraisal and Motivation Programme (CAMP) www.understandingfata.org , 51% of respondents mentioned radio as a source of information and 42% mentioned the local and national press.

Only 19% mentioned Friday sermons and 17% cited books.

16% cited information from tribal elders, 13% cited communal gatherings – known in FATA as *hujras* - and 11% friends and family.

Television was not directly cited as a source since many people in FATA regard watching TV as sinful.

Asked which sources of information they valued the most, 35% of respondents said radio and 8% newspapers.

Only 4% said they valued most highly the information they received from tribal elders and only 3% valued that received in Friday sermons for information.

Relatives were only cited as the most valuable sources of information by 3% of respondents and *hujras* by less than 3%..

But when asked which institutions they trusted the most, 47.75 per cent of respondents mentioned the mullahs.

In the tribal areas, *hujras* – evening gatherings of men in a specific place – and larger less frequently held meetings known as tribal *jirgas* are the traditional ways in which information is disseminated.

Local community leaders known as *maliks* and tribal elders have traditionally been trusted on important matters.

These conduits still exist, but such gatherings are much less important than they once were.

Generally they only exist amongst Pashtun communities. Even there, *maliks* have often been the targets of attacks by Islamist radicals who want to break their hold over their kinsmen.

A 2007 USAID research report

<http://www.eawag.ch/forschung/siam/lehre/alltagsverhaltenII/pdf/PBehaviorChangeStrategy.pdf> into promoting safe drinking water and health in Pakistan's rural areas suggested using traditional communication methods within a mix of other media to promote health strategies.

It advocated using puppet plays, songs, dance and drama, as well as drawing mullahs into promoting health.

A survey of research carried out by this project found that 48 per cent of those questioned recommended face-to-face communication for getting health messages across in rural areas.

36% cited community heads and 22% cited imams as the most effective people to communicate hygiene messages.

A further 25% recommended TV adverts and 18% recommended announcements at mosques.

Another method that is used successfully across Pakistan is wall-chalking – graffiti.

Even today, when almost every adult male has a telephone, graffiti is still widely used by political parties, jihadi groups and student groups.

Mosque loudspeakers favoured as a source of information in the 2010 floods

Many mosques have loudspeaker systems to call the faithful to prayer.

A survey of people displaced from their homes by the 2010 floods in rural areas of Sindh and Punjab suggested that imams and mosque public address systems could be an effective channel of communication at times of crisis.

The infoasaid survey of more than 1,000 low income villagers displaced from their homes by floodwater found that half did not have access to a radio or television. Only 27.2% had a mobile phone.

Asked to pick just one channel of communication through which to receive information about the help they needed, nearly a third of respondents – 32.4% - said loudspeaker announcements.

Loudspeaker announcements were nearly as popular as television (35.8%) and considerably more so than radio (12.8%).

18.6% of respondents cited community and religious leaders as their most trusted source of information and a further 12.4% named school teachers.

But just over two thirds - 67.2% - said they regarded family and friends as the most trustworthy source of information, showing the continued importance of face-to-face communication.

Television was the most trusted source of information from the mass media (44%). Radio was only trusted by 28.3% and newspapers by 7.1%

All those questioned had been forced to move out of their homes as a result of flood damage. Some here staying with friends and relatives, others were in camps.

7. Media Resources

Intermedia Pakistan www.intermedia.org.pk

Intermedia is a Pakistani NGO founded in 2005 to promote press freedom and media development. It undertakes research, advocacy and journalism training.

Intermedia Pakistan is based in **Islamabad** and has a field office in **Peshawar**.

Executive Director Adnan Rehmat formerly headed the Pakistan operations of the US-based international media development organization Internews.

Executive Director – Adnan Rehmat

Tel: +92 51 260 4205

Email: info@intermedia.org.pk

adnan@intermedia.org.pk

Intermedia

H #42,

Street 3, F-6/1

Islamabad 44000

Internews Pakistan www.internews.org.pk

Internews is a US-based media development organization with a large presence in Pakistan. Its country office is based in **Islamabad**.

Internews has partnered with local universities to improve and expand radio journalism and broadcast education in Pakistan.

Internews has conducted radio broadcast training programs at Peshawar University and has developed a curriculum for teaching broadcast journalism at other universities in Khyber Pakhtunkhwa Province (formerly Northwest Frontier Province).

It established Pakistan's first university-based women's broadcast media centre at Fatima Jinnah Women University (FJWU) in Rawalpindi in 2004.

Internews has also worked to develop the broadcast media law and regulatory environment in Pakistan.

Following the the 2005 earthquake, Internews provided training and equipment to enable the local media to reach victims with vital information about humanitarian response, and inform citizens and policymakers about the nature and scale of the earthquake and the progress of the relief effort.

After the devastating floods of July 2010, Internews helped to set up and run a Humanitarian Information Portal www.hip.org.pk to provide information about flood damage and relief efforts in Sindh and Punjab.

In April 2010, shortly before the floods, Internews published a useful handbook for local journalists on Humanitarian Reporting in Pakistan. This may be downloaded from the internet at:

http://www.internews.org/pubs/pakistan/Humanitarian%20Reporting_Journalists%20Handbook_Pakistan_.pdf

Tel:: +92 51 261 1633

+92 51 261 1634

Fax: + 92-51-2611635

Email: info@internews.org.pk

Internews Pakistan,
H # 12,
St. 12, F-8/3,
Islamabad, 44000

PACT Radio www.pactradio.com



PACT Radio is a media development organization that uses radio to promote peace and reconciliation in troubled areas of Pakistan along the Afghan border.

It produces a daily current affairs programme *Da Pulay Poray* (Across the Border Line) discussion programmes, Islamic religious programmes and soap operas in **Pastho**.

These are broadcast by radio stations in Pashto speaking areas of both Pakistan and Afghanistan.

PACT Radio is based at the Department of Journalism at Peshawar University.

The organization was founded in 2004 by John Butt, a British convert to Islam who has been living in Pakistan for more than 25 years. In early 2011, he had been forced to leave Pakistan following death threats from Islamic fundamentalists.

Butt also serves part-time as a Muslim chaplain at Cambridge University in the UK.

Director – John Butt

Tel: +92 91 525 2082

Email: editor@pactradio.com

203 Badshah Tower,
Stadium Road,
Peshawar

Rural Media Network Pakistan (RMNP) www.online-rmnp.tripod.com

The Rural Media Network Pakistan (RMNP) was established in 2004 to assist the development of independent rural media in Pakistan.

Based at **Bahawalpur** in the central Punjab, it conducts training programmes for both male and female journalists and campaigns to promote the freedom of press.

RMNP publishes a monthly newsletter on press freedom.

Tel: +92 62 227 2253

Email: rmnpak@gmail.com

246-C, Satelite Town,
Block Z,
Ahmedpur East District
Bahawalpur.

Pakistan Press Foundation (PPF) www.pakistanpressfoundation.org

The Pakistan Press Foundation (PPF) is an independent media research, documentation and training centre working to promote and defend press freedom.

It works particularly to improve the quality of Pakistan's regional and local language media.

PPF is based in **Karachi** and organises seminars and workshops for the training of journalists.

Telephone: +92 21 263 3215

+92 21 262 7882

Email: director@pakistanpressfoundation.org

Press Centre,

Shahrah Kamal Ataturk,

Karachi 74200

Journalism Pakistan www.journalismpakistan.com

Journalism Pakistan is a media consultancy and web-based forum for Pakistani journalists set up by veteran journalists Steve Manuel and Imran Naeem Ahmad.

Their website aims to provide the media, in general and citizen journalists in particular, with an opportunity to voice their opinions, post stories, share information about themselves and their organizations, interact with other journalists and keep abreast of the latest happenings in the world of journalism.

Directors – Steve Manuel and Imran Naaem

Imran Naeem mob: +92 321 517 3277

Email: journalismpakistan@gmail.com

steve.m@journalismpakistan.com

imrannaeem@journalismpakistan.comtancy

505, Executive Suites,

F-11 Markaz,

Islamabad.

Mishal www.mishal.com.pk

Mishal is a media development consultancy based in Karachi that offers a wide range of communications services, ranging from public relations to media buying and corporate video production. It was founded in 2003.

Chief Executive – Amir Jahangir

Tel +92 21 353 41958

Email: info@mishal.com.pk

I-C, Street 7A

Badar Commercial Area,

Phase-V Extension, DHA,

Karachi 75500

Gallup Pakistan <http://www.gallup.com.pk>

Gallup Pakistan is a social market research and opinion polling organization linked to Gallup International.

Founded in 1980, it has major offices in **Islambabad**, **Karachi** and **Lahore** and 17 field offices around the country.

Gallup Pakistan publishes a weekly *Cyberletter* about media and social research in Pakistan.

Tel: +92-51-265.5630

Fax: +92-51-265.5632

E-mail: isb@gallup.com.pk

H.45, ST.52,
F-7/4,
1055 Islamabad

8. Telecommunications

Overview

More than half of all Pakistani adults and adolescents own a mobile phone and they are big fans of text messaging.

However, handset ownership is much higher among men than women.

According to the **Pakistan Telecommunication Authority (PTA)** www.pta.gov.pk the government regulator, there were 102.8 million mobile phone lines in the country in December 2010.

But many people own SIM cards for more than one mobile network. The number of individual mobile handset owners was therefore estimated to be nearer 70 million.

There were 61.7 mobile phone lines for every 100 inhabitants at the end of 2010, up from just 8.2 per 100 in 2005.

Phones are widely used to keep families in touch with distant relatives and friends. About seven million Pakistanis work in the Gulf or live abroad in Europe and North America.

Pakistanis are keen users of text messaging, even though only half the population can read and write.

A PTA study in 2010 showed that the average Pakistani mobile phone subscriber sends 128 SMS messages per month. That compares to a global average of 105.

The main mobile operators are **Mobilink, Telenor** and **Ufone**. Together they account for about three quarters of Pakistan's mobile subscribers.

Mobilink has the best overall national coverage.

At the end of 2010, there were 6.2 million fixed line telephone subscribers in Pakistan.

The use of fixed line telephones which rely on traditional copper wire connections has declined steadily in recent years.

People have switched instead to wireless local loop services. These use a wireless signal for the "last mile" to connect fixed line telephone subscribers to the trunk telecoms network.

In the five years to 2010, the number of fixed line subscribers relying on a copper wire connection declined by a third to 3.3 million. But over the same period, the number of wireless loop subscribers nearly trebled to 2.9 million.

PTCL www.ptcl.com.pk is the main fixed line telephone operator in Pakistan. It dominates both the wire connection and wireless loop sectors of the market.

Internet use is growing rapidly from a low base.

By the end of 2010 there were an estimated 21 million internet users in Pakistan. Of these, more than one million were broadband subscribers.

The number of broadband subscribers more than doubled in 2010. It is likely to continue growing fast as heavy investment in Pakistan's telecoms infrastructure continues.

Broadband services, delivered through copper wire and wireless loop are increasingly bundled together with the provision of cable TV services.

PTCL is the biggest provider of broadband internet connections. In early 2011, its fibre optic network connected 840 towns and cities. It controlled just over half the broadband market.

Broadband tariffs have fallen rapidly and home internet connections are now affordable for many people.

PTCL offers a basic home internet package at a speed of 256 Kbps for 300 rupees (US\$3.50) per month – in line with the average cost of cable TV access.

The planned introduction of 3G mobile telephone services in 2011 should make much faster internet speeds available from mobile connections in the near future and increase the popularity of the mobile internet.

The floods of 2010 had a serious impact on Pakistan's telecoms infrastructure.

Just over 10% of the country's 30,000 mobile phone base stations were damaged, although most were repaired very rapidly.

Telecoms Sans Frontieres www.tsfi.org deployed several mobile teams to assist aid agencies with communications services after the floods and help stranded locals get in touch with relatives.

These mobile communications teams were equipped with both satellite and GSM cell phones.

They were deployed in flood-affected areas where many local inhabitants had lost their phones in the floodwater or found themselves without electricity to re-charge their batteries.

The government set up a 1234 shortcode SMS Service to help raise money for flood victims from members of the public. Sending the word 'Fund' to 1234 resulted in a Rs10 (12 US cent) donation to the Prime Minister's Flood Relief Fund.

Mobile telephony

The mobile phone penetration rate reached 61.7% in December 2010, according to the **Pakistan Telecommunication Authority (PTA)**.

This gave Pakistan the highest mobile penetration rate in the region, well ahead of Sri Lanka, India, Bangladesh and Nepal.

The total number of telephone subscribers reached 102.8 million at the end of 2010, up from just five million in 2004.

However, since many people have SIM cards for two or more networks, only 70 million of these were thought to be unique users.

More than 86 per cent of men and around 40 per cent of women have their own handset.

Strong competition between Pakistan's five mobile operators and slower growth in subscriber numbers has put strong downward pressure on call charges.

Average revenue per call fell from 9 US cents in 2003 to 3.1 US cents in 2008.

The average cost of a local call is now about 1.5 US cents per minute, giving Pakistan one of the lowest mobile tariffs in the world.

At the end of 2010, there were more than 30,000 mobile phone base stations across Pakistan. Coverage is good in the flat and densely populated areas of Sindh and Punjab, but it remains patchy in mountainous and sparsely populated areas such as Balochistan, Khyber Pakhtunkhwa and Kashmir.

The PTA's Universal Service Fund has been investing in new phone masts and fibre-optic cables to improve mobile coverage in these remote areas.

There are five mobile operators in Pakistan.

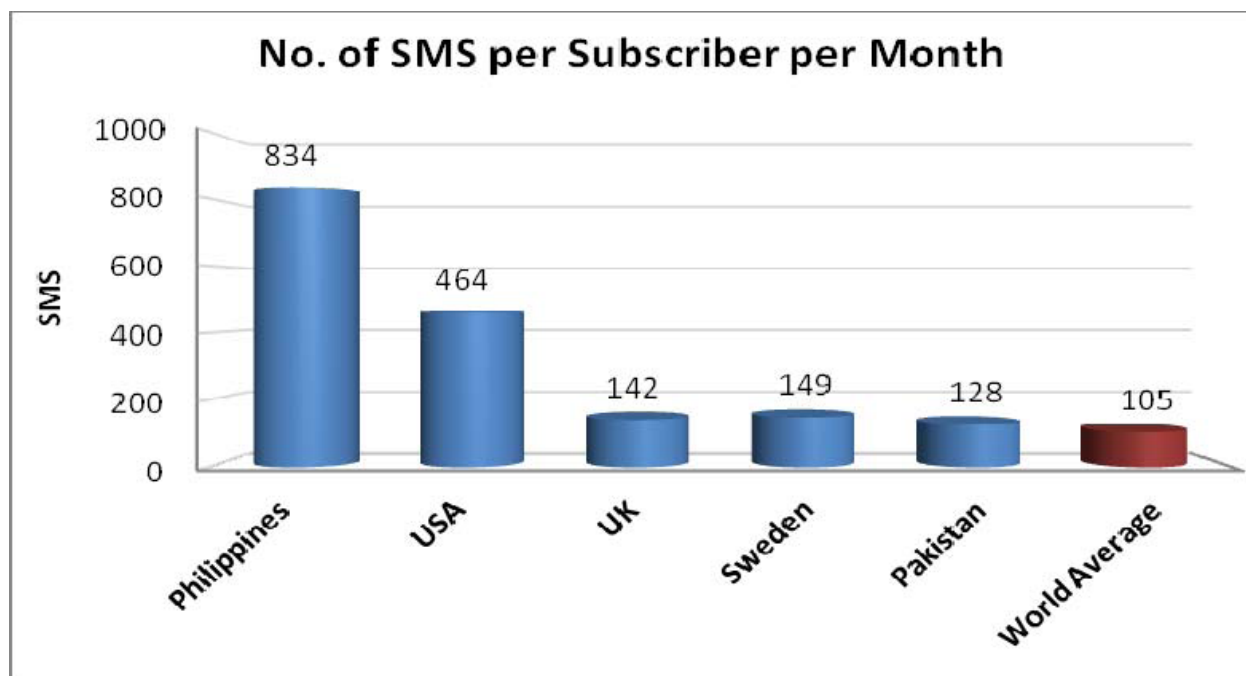
The largest is **Mobilink** It controls nearly a third of the local market and has the most extensive network of base stations.

Telenor, **Ufone** and **Warid** are also big players, but **Zong** is much smaller.

A PTA study of text messaging in 2010

www.pta.gov.pk/media/sms_traffic_trend_120111.pdf showed that Pakistanis send an average of 128 SMS messages per month.

That compares with a global average of 105, despite an adult literacy rate of only 53.7%.



Source: Pakistan Telecommunication Authority Study on SMS Traffic in Pakistan & Global Trends: The Inter-Cellular Network Utilization for SMS Traffic in Pakistan & its comparison with Global Trends, 2010.

The number of text messages sent each month increased by 253% between 2008 and 2009, giving Pakistan the highest growth rate in text messaging in the Asia Pacific region.

SMS messaging is particularly popular amongst young people, undoubtedly because it is so cheap. It typically costs about 1 US cent to send 10 SMS messages.

Even at that price, SMS messages still account for about 30% of the mobile phone operators' overall revenue

Most new phones are available with an Arabic keypad and script, although there is still no Urdu script.

Increasingly, Pakistanis are using their mobile phones to listen to the radio – particularly young people. Some reports suggest that more than 50 per cent of phone users listen to the radio in this way.

This trend will encourage the development of inter-active radio programming. It is not difficult for radio stations to persuade people listening to broadcasts on their mobile phone to call into the studio or send an SMS message.

Hot FM, which broadcasts in 16 cities across Pakistan, claims that its Karachi station alone receives 100,000 SMS messages per month from listeners.

However, station loyalty for those tuning in by mobile phone is low. Urban listeners who have a choice of FM stations often switch frequencies several times in an hour.

If a tune or programme comes on that a listener does not like, the usual reaction is to change station.

Internet

There were an estimated 21 million internet users in Pakistan in 2010.

Most were young, educated and relatively affluent city dwellers.

Most were men, but a large minority were women.

Internet usage has expanded rapidly from virtually zero before 2002 as Pakistan's new telecommunications infrastructure has been rolled out and connection costs have fallen.

But by 2007, 8% of all households had a computer and internet user penetration had reached 10.7 per cent, according to a study by the Ministry of Information Technology <http://ispak.com.pk/Downloads/MoITStudyonBroadbandPenetration.pdf>.

The number of broadband connections rose from less than 30,000 in 2006 to 1.1 million at the end of 2010.

The introduction of wireless loop technology and mobile internet connections made it easier and cheaper to connect domestic and business customers rapidly in the main towns and cities.

Around 2,000 towns are now linked to the internet and more than 100 can receive broadband.

However, there is still a big gap in internet usage between urban and rural areas.

A BBC survey in 2008 found that 10% of town dwellers in Sindh accessed the internet at least once a month, compared to just 1% of villagers.

In Punjab, the same survey found that 7% of urbanites used the internet, but virtually no-one who lived in the countryside did so.

The cost of internet access is cheap by world standards. In 2011, PCTL was offering domestic subscribers a basic connection at the relatively slow speed of 256 Kbps for 300 rupees (US\$3.50) per month – in line with the average cost of cable TV access.

Many college and university students enjoy free wi-fi access on campus.

Websites aimed at young people have taken off in a big way. For example, www.vidpk.com which allows visitors to watch TV soap operas online, has reported up to 90,000 hits and 50,000 downloads per day.

News websites are also popular.

Dawn Media Group's www.dawn.com claims over 10 million page views per month. A marketing survey conducted in 2008 showed that over 90% of Pakistani visitors to the site were male university graduates under the age of 30.

Several banks have rolled out online banking services .

The social networking site Facebook has also been a huge success – particular with teenagers and young adults.

In March 2011, Facebook claimed 3.9 million users in Pakistan – one in five of the country's online population.

Over 90% of Facebook users were under the age of 24 and a third of them were female

The number of Facebook users in Pakistan more than doubled during the preceding 12 months.

According to www.alexa.com – a website that analyses internet traffic - the most popular websites in Pakistan, in order of usage are:

- Google
- Facebook
- YouTube
- Yahoo
- Blogger.com
- Windows Live
- Wikipedia
- Twitter
- MSN

The most popular media sites are those of **Geo TV**, **Jang Group** and **BBC**

The government has occasionally attempted to limit access to certain websites on political and moral grounds.

In May 2010, the Pakistan Telecommunication Authority (PTA) temporarily blocked access to around 450 sites, including **Facebook**, **YouTube** and **Twitter**, citing 'sacrilegious content.'

However, it quickly relented.

Blogging has become an important form of communication in Pakistan.

There are now thousands of bloggers in the country.

Many of them are grouped by so-called aggregator sites, such as www.Teabreak.pk www.bloggers.pk www.pakblogging.com and the city-focussed site www.Metblogs.com

These platforms group large numbers of bloggers onto a single site. Teabreak, for example, carries more than 1,000 individual blogs.

One example of the impact of blogs in Pakistan was the online diary posted on the BBC Urdu website under the title of '*Diary of a Swat schoolgirl.*'

This described the experiences of a teenage girl in the Swat valley north of Islamabad, whose community was overrun by Taleban Islamic fundamentalist insurgents in early 2009. Her online narrative proved so popular that it was translated into English. It can be read on: <http://criticalppp.com/archives/771>

The un-named teenager began writing an online diary after the Taleban ordered her school to close as part of an edict banning girls' education.

She began writing her blog in January 2009 and kept it up for three months on an almost daily basis, capturing the anger, fear and frustration of a young girl anxious to complete her education, even though terrible things were happening around her.

Her entry for 4 March 2009 read:

“Today our teacher asked us how many girls listen to FM radio and most of the girls said that they used to but not anymore. But few girls said that they still listen to it. Girls were of the view that once FM radio transmission is stopped only then peace can return to Swat.

The Taleban say that they use FM radio to propagate teachings of the Koran but commander Khalil after a brief teaching of the Koran subtly switches over to threaten opponents. Announcements regarding fighting, activities and murders are made on FM radio.”

Blogging facilitates a kind of public debate that does not exist anywhere else in Pakistani society.

Thanks to the aggregator sites, bloggers are rapidly becoming a social force disproportionate to their numbers.

Twitter is also growing rapidly in Pakistan. Some local tweeters have thousands of followers.

When a strong earthquake occurred in southern Pakistan in mid-January 2011, it was Twitter that got the news out quicker than any other news service.

Less than a minute after the earthquake, a stream of tweets began from **Karachi** and **Lahore**, even though it was the middle of the night.

According to the website <http://wefollow.com/twitter/pakistan> the most popular tweeter in March 2011 was *farhanmasood* with more than 30,000 followers.

Other popular tweeters included *farrukhSiddiqui* (21,000 followers), *ImranAnwar* (9,000), *Dawn_com* (8,000) and *geonews* (nearly 7,000).

But it rated *Dr Awab* a blogging dentist with more than 4,000 followers, as the most influential tweeter.

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Pakistan's main telecoms companies

Mobilink www.mobilinkgsm.com

Mobilink, a subsidiary of Egypt's Orascom Telecom, is Pakistan's largest mobile operator.

The company had 31.8 million mobile subscribers in December 2010, giving it a market share of 31%.

Mobilink also has the best coverage of Pakistan, with more than 8,000 base stations across the country.

The interactive map on Mobilink's website at http://www.mobilinkgsm.com/coverage/coverage_map.php shows the full extent of its geographical coverage.

Mobilink allows its subscribers to use their mobile phones to pay for electricity, gas, water and telephone bills.

However, it does not yet offer a mobile money service that allows the transfer of cash between individual mobile phone subscribers.

Head Office

Tel +92 111 300 300

Email: customercare@mobilink.net

Mobilink House,
1A Kohistan Road,
F-8 Markaz,
Islamabad

Telenor www.telenor.com.pk

Telenor is Pakistan's second largest mobile operator. It runs Pakistan's only mobile money transfer service.

At the end of 2010, Telenor had 24.7 million subscribers and a 24% market share.

The company began operations in 2005 and is owned by Norway's Telenor telecoms group.

Telenor set up its mobile money service **easypaisa** www.easypaisa.com.pk in 2009 after acquiring a 51% shareholding in Tameer Microfinance Bank.

By early 2011, there were more than 10,500 easypaisa agents across Pakistan where users of the service could deposit or receive cash.

Recipients of a transfer receive an SMS message with a code that allows them to collect the cash from any easypaisa agent.

Besides allowing people to transfer local currency within Pakistan, easypaisa allows Pakistani workers overseas to remit money to their families at home.

Its corporate facility allows companies to make and receive commercial payments by mobile phone.

There is also has a facility that enables Telenor subscribers to donate money through easypaisa to charitable causes.

Telephone: +92 51 111 345 700

Email (customer relations): telenor345@telenor.com.pk

Head Office

13-K, Moaiz Center,

F-7/Markaz,

Islamabad

Ufone www.ufone.com

Ufone is Pakistan's third largest mobile operator. In December 2010, it had 20.3 million mobile subscribers, giving the company a market share of 22%.

Ufone offers unlimited mobile internet use from 500 rupees (US\$6) per month.

The company claims to cover more than 10,000 locations in Pakistan – see the full list on its website at: <http://ufone.com/coverage.aspx>

Ufone was founded in 2001 as a spin-off from Pakistan's fixed line operator PTCL. It was acquired by the United Arab Emirates (UAE) telecoms group Etisalat in 2006.

Email: prcomer@ufone.com

Telephone: +92 111-333-200

Head Office,

13-B Markaz,

Jinnah Super,

Islamabad

Warid www.waridtel.com

Warid has the largest post-paid subscriber base of any mobile operator in Pakistan.

The company had 17.5 million subscribers at the end of 2010, giving it a market share of 17%.

It offers wireless broadband using GPRS/EDGE technology.

Warid is a joint venture between Abu Dhabi Group and SingTel Group of Singapore.

An interactive coverage map and a list of locations served by Warid can be found on the company's website at: <http://www.waridtel.com/consumer/coverage.php>

Telephone: +92 322 425 7777

Email: pr@waridtel.com

P.O. Box 3321,
Lahore

Zong www.zong.com.pk

Zong is the smallest mobile network in Pakistan, but it offers the cheapest tariffs.

It had with 8.5 million subscribers at the end of 2010 and a market share of 8%.

An interactive coverage map can be found on Zong's website at:

http://www.zong.com.pk/index_coverage.html#

The company is a subsidiary of China Mobile, the world's largest telecom operator.

Tel: +92 111 222 111

Email (corporate services): corp.service@zong.com.pk

(customer services): customerservices@zong.com.pk

7 Mauve Area,
Islamabad,
Pakistan

PTCL www.ptcl.com

PTCL, the privatised state telecoms company, is Pakistan's main operator of fixed line telephone services.

It operates the legacy copper wire network, but increasingly uses wireless loop technology to bridge the "last mile" to i fixed line subscribers.

At the end of 2010, PTCL had 4.6 million fixed line telephone subscribers, of whom 1.3 million were connected by wireless loop.

It provided 74% of Pakistan's landline telephone connections.

PTCL is also Pakistan's largest supplier of broadband internet services.

It had 474,000 broadband subscribers in mid-2010, 53% of the total at that time.

PTCL's main competitor in broadband is **WateenTelecom** www.wateen.com which uses Wi-Max wireless technology to connect most of its internet clients.

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Principle Sources

Nicholas Fielding, media consultant

Pakistan Electronic Media Regulatory Authority (PEMRA)

PACT Radio

Audiencescapes

UNICEF