

Gallup TV Ratings Services – The Only National TV Ratings Service

Geo News tops the Viewership Charts among Cable and Satellite Viewers in the month of May 2013

Dear Readers,

Greetings!

Gallup TV Ratings Service (the only National TV Ratings Service) released a report on most popular News Channels. The report is compiled on the basis of the Gallup TV Ratings Services, the only National TV Ratings available for Pakistan.

According to the report Geo News had an average reach of around 7 million Cable and Satellite Viewers in the month of May. Second in line was PTV News (by a huge margin!) with only 1.5 million viewers.

The channel list below provides list of other top ten news channels. Please note that the figures released are not counting the viewership of TV Viewers who have access to Terrestrial TV. These terrestrial TV viewers still occupy a majority of TV viewers in the country. Similarly the figures released are for Top News Channels only.

For more information about Gallup TV Ratings or TV Ratings in general please do not hesitate to contact us at caf@gallup.com.pk

Data Source: Gallup Pakistan			
TOP 10 : NEWS CHANNELS			
TA: Adults 18+, CnS Viewers			
Period: MAY 2013			
Rank	Channel Name	Avg Reach %	Avg Reach '000
1	GEO News	16.568	7,027
2	PTV News	3.647	1,547
3	ARY News	3.391	1,438
4	Express News	3.167	1,343
5	AAJ News	2.32	984
6	Samaa TV	2.105	893
7	BBC World	1.138	483
8	CNN	0.958	406
9	KTN News	0.892	378

10	Indus News	0.851	361
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It is worth noting that this was the Election Month, the viewership of some channels saw a rise and surprisingly some international channels including BBC and CNN also came in the top ten list.

Gallup Pakistan's TV Ratings service is based on a panel of over 5000 Households Spread across both Urban and Rural areas of Pakistan (covering all four provinces). The Gallup Ratings are currently the only barometer of measuring audience size in terms of population size. It also allows data mining capability for analysis at the demographic level.

If you want any further details please visit Gallup Pakistan website.

As always your views and comments will be most welcomed and greatly appreciated.

Feel free to contact us in case of further queries.

Gallup Pakistan is also present on

With best regards,

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