

Gallup TV Ratings Services – The Only National TV Ratings Service

Star Plus is Pakistan's Most watched Channel among Cable & Satellite Viewers : Gallup TV Ratings Service

Dear Readers,

Greetings!

Gallup TV Ratings Service (the only National TV Ratings Service) released a report on most popular **TV Channels in Pakistan**. 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, **Star Plus** tops the list and had an average daily reach of around **12 million Cable and Satellite Viewers** during the time period **Jan- to date (2013)**. Second in line are PTV Home and Geo News with approximately 8 million average daily Cable and Satellite Viewers.

The channel list below provides list of other channels who come in the top 20 channels list. Please note that the figures released are not counting the viewership of Terrestrial TV Viewers. These terrestrial TV viewers still occupy a majority of TV viewers in the country.

Data Source: Gallup Pakistan			
Top 20 channels in terms of viewership in 2013			
Target Audience: Cable & Satellite Viewers			
Period: Jan-Jun , 2013			
Function: Daily Average Reach (in % and thousands Viewers)			
Rank	Channel Name	Avg Reach %	Avg Reach '000
1	Star Plus	17.645	12,507
2	GEO News	11.434	8,105
3	PTV Home	10.544	7,474
4	Sony	8.925	6,327
5	Cartoon Network	8.543	6,055
6	GEO Entertainment	7.376	5,228
7	ARY Digital	5.078	3,599
8	KTN	5	3,544
9	PTV News	4.825	3,420
10	Urdu 1	4.233	3,000
11	Hum TV	4.19	2,970
12	ATV	3.898	2,763
13	Express News	2.972	2,107

14	ARY News	2.881	2,042
15	Ten Sports	2.861	2,028
16	Sindh TV	2.446	1,734
17	PTV Sports	2.213	1,568
18	ARY Qtv	2.019	1,431
19	Samaa TV	1.906	1,351
20	A Plus	1.889	1,339

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 numbers . It also allows data mining (with statistical validity) for analysis at the demographic level. Gallup TV Ratings also provides unique insights due to its 20 years of trends data available for all the major and minor TV channels in Pakistan.

The current report accounts for TV Viewing Men and Women across Pakistan's 4 provinces.

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

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,

Amal Naeem

Research Executive
Gallup Pakistan, Islamabad

Phone: [+92-51-2655630](tel:+92-51-2655630)

Fax: [+92-51-2655632](tel:+92-51-2655632)

Email: amal.naeem@gallup.com.pk;
isb@gallup.com.pk

Web: www.gallup.com.pk

Blog: www.gallupakistan.blogspot.com

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