

Gallup TV Ratings Services – The Only National TV Ratings Service

ARY Musik tops the list of most watched Music Channels among Cable and Satellite viewers in the month of May

Dear Readers,

Greetings!

Gallup TV Ratings Service (the only National TV Ratings Service) released a report on most popular **Music 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, **ARY Musik** had an average reach of around 400,000 Cable and Satellite Viewers in the month of May. Second in line was **MTV** with approximately 200,000 viewers.

The channel list below provides list of other channels who come in the top five music channels. 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 : MUSIC CHANNELS			
TA: Adults 18+ , CnS Viewers			
Period: MAY 2013			
Rank	Channel Name	Avg Reach %	Avg Reach '000
1	ARY Musik	0.95	403
2	MTV	0.474	201
3	Oxygene	0.193	82
4	AAG TV	0.089	38
5	Channel G	0.033	14

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 (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 18+ TV Viewing Men and Women across Pakistan's 4 provinces. The table only report music channels in this current press release.

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

Research Executive

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