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Communication Scene of Pakistan

Asian Communication Handbook

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Asian Mass Communication Research and Information Centre
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ASIAN COMMUNICATION HANDBOOK

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Communication Scene of PAKISTAN

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and
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The communication scene of Pakistan consists of four distinct aspects pertaining to (1) ownership; (2) freedom and credibility; (3) societal circumstances; and (4) phases of technical advancement.

The government controls 11 of the better-known newspapers through a National Press Trust. These papers survive mainly on government advertising, which amounts to about 60 per cent of all advertising in the country. In addition to these 11 newspapers, the government controls all radio and television broadcasting. Both radio and television, and the government-owned newspapers, are perceived to be far less credible than the independent newspapers and foreign broadcasting services like BBC and VOA.

The independent or privately-owned newspapers command large circulations and considerable influence. Over the years, these publications have also learned how to use their freedom of expression amid mounting social and political pressures. Most of these widely circulated newspapers have put up a sustained struggle for these rights during almost all previous regimes. Even at present this struggle continues. As a result, newspapers now enjoy a higher degree of freedom, and this has enhanced their credibility. On the other hand, state-owned electronic media (radio and television) have become less influential than they were before CNN, Star Plus, Music Television, Prime Sports were available. Government media now has to work in competition with them. Today, with the increasing popularity of dish antennae, the news function of the official electronic media is being reviewed, and some change appears imminent.

In the absence of independent electronic media, Pakistan's daily newspapers are widely considered to be the only reliable means of information about the society. After a long and sustained struggle against governmental press advice, discretionary quotas for advertising and newsprint, censorship and legal action, these newspapers have now been able to improve their overall quality. And, despite some bad incidents in the recent past, the government too is slowly beginning to accept the notion of press freedom and people's right to be informed. At this juncture, however, yet another floodgate of pressure and intimidation has been opened by some political parties and ethnic groups. Though it peaked in 1990 when four reporters were killed, this pressure still persists. Although verbally condemned by all, such incidents of violence against newspaper workers still take place. This development has made it a triangular fight for a Free Press, but the

* The commentary is written by Nisar A. Zuberi while the statistics that follow the commentary are compiled by Ijaz S. Gilani.

press workers are now clearly more motivated than in the past to exercise their freedom of expression.

Despite some very basic problems, such as wide-spread illiteracy and limited buying capacity of the masses, the technological advancement of the media has been phenomenal. One daily newspaper (*The News*) has fully computerized its system of production. It is also printing colour news photos which are selected through satellite transmission. Almost all Urdu and English newspapers now employ computers for composing. Almost all successful publications now use offset printing and are profusely coloured. They offer a wide variety of reading material and their circulations are on the increase.

The Press

When Pakistan came into being in August 1947, the Press immediately began serving the new nation. All newspapers were highly motivated as inheritors of the Muslim Press of undivided India, and all were privately owned. Radio Pakistan, however, was under the control of the government as it is today. Soon after the country was established, freedom of the Press became a major point of contention between the bureaucracy and the daily newspapers. Till today the government-press relations show some tensions at times. This or that controversy continues to rage, and the present is no exception.

As the need for a constitutional democracy in the country remained unmet, the 1960s brought some very rude shocks. President (Field Marshal) Ayub Khan imposed martial law and also amended the Press Ordinance (1963) to make it more severe. He established a National Press Trust (1964) which acquired the controlling rights of 11 publications—nine of them dailies. Both these steps curtailed the freedom of the Press. Press freedom was restored in 1988 when the old Press Ordinance was annulled.

The year 1964 saw the advent of television in Pakistan. Within a short time, television dethroned radio as the most popular mass medium. Both are popular media of entertainment, but their information role is grossly under-utilized. This under-utilization on the part of official radio and TV forces the newspapers to publish detailed political news which is not given by the state-owned electronic media.

In 1988 an interim government annulled the Press and Publication Ordinance, which was known as the 'Black Law', and promulgated in its place the Press Registration Ordinance. This solved some of the outstanding problems including the need for the issuance of a declaration, or a letter of government's permission, to start a periodic publication. As a natural consequence, the number of publications has increased since 1988.

Radio

There were only two radio stations (at Lahore and Peshawar) when Pakistan was established. Today the number of radio stations has increased to 17. The ten larger stations at Islamabad, Karachi, Lahore, Peshawar, Quetta, Multan, Hyderabad, Faisalabad, Khairpur and Rawalpindi broadcast an average of about 16 hours of daily programmes. The seven smaller stations at Bahawalpur, Abottabad, Dera Ismail Khan, Skardu, Khuzdar, Turbat and Gilgit broadcast five to nine hours of programmes daily.

Until the introduction of TV in 1964, radio was the most popular mass medium for music, drama, and other entertainment. After 1964, television won over the attention and praise of the middle-class urban population. This had the effect of restricting the use of radio to the poor or illiterate, villagers and small-town dwellers. Since the number

of such people is fairly large in Pakistan, radio is still the prime source of entertainment for about half the population. However, radio news is controlled by the federal ministry of information and broadcasting. Its news bulletins contain in great detail the activities of government ministers and the prime minister. In the absence of a dynamic policy for the dissemination of news by Radio Pakistan, foreign broadcasting services like BBC and VOA have gained a sizeable audience. It is not surprising, therefore, that only 18.7 per cent of Pakistanis listen to radio regularly, while 51.4 per cent do not pay any attention at all to its programmes. Out of 18.7 per cent who listen regularly, more than two thirds live in villages.

Since the introduction of a private TV channel has proven very successful, some serious discussion of introducing non-governmental radio is going on. If this idea was to ever become a reality, it would also prove to be a very profitable venture.

Television

Since its introduction in 1964, television has become the prime source of entertainment in Pakistan. At first it had some intellectual appeal which subsided gradually in the wake of commercialism and stereotyped sentimentalism. With its five stations at Peshawar, Islamabad, Quetta, Lahore and Karachi and one micro-wave link, Pakistan Television (PTV) presents a mix of programmes for about seven hours daily. About 51.87 per cent of the programming is entertainment. Since 1974, when the last of the five existing TV stations was inaugurated at Peshawar, PTV remained the sole provider of the magic-box attraction until 1990. In 1990, a semi-private channel (Shalimar Television Network, or STN) started transmission, and the TV scene began to change. At first, the new channel beamed only CNN programmes 24 hours a day. Later STN sold out its prime time to NTM (Network of Television Marketing) which undertook the transmission of entertainment programmes in the evening time slot. With habit forming CNN programmes, there also began a craze for dish antennae, and the daily newspapers began publication of international TV programmes such as WSBBC. On 26 November 1992, another government Channel PTV₂ was inaugurated by the Prime Minister, Mr Nawaz Sharif. This third Channel is also meant for instructional programmes.

PTV and PTV₂ are popular entertainers. STN provides news from CNN plus entertainment through NTM for about five hours every day.

Almost all TV transmission in Pakistan is supported by advertising which has been divided between PTV and NTM for the last two years. This division is becoming a tug of war which, among other things, also has had a positive consequence: quality of locally produced TV programmes is improving.

Ijaz S. Gilani holds a doctorate in political science from MIT. He has served as Chairman, Prime Minister's Committee on Research and Chairman of the Department of International Relations, Quaid-i-Azam University Islamabad. He also founded the Pakistan Institute of Public Opinion (Gallup Pakistan).

Nisar A. Zuberi, PhD, is a Professor at the University of Karachi. He also holds two Masters degrees in psychology and journalism, respectively. He presently teaches courses in news writing, development support communication, social sciences and research methodology. His special interests are media effects and development support communication.

▼ PAKISTAN

Capital : ISLAMABAD
Area : 796,095 sq km
Year of data compilation : 1992

I. General Information

1. Demographic Profile

(a) Vital Statistics

	Male	Female	Total
Population: Number (1991)	61,000,000	56,320,000	117,320,000
Percentage	52	48	100
Life Expectancy	59.3	60.7	60.0
Infant mortality rate	108 per 1000 live births		
Population growth rate	3.1% (1990)		
Population density	142 persons per sq km (1990)		

Source: Statistical Supplement, Economic Survey 1991-92, Government of Pakistan, Finance Division, Economic Adviser's Wing, Islamabad.

(b) Age Distribution

Age Category	Number	Per Cent *
9 years old & below	36,806,804	31.373
10-19 years old	26,500,242	22.588
20-29 years old	16,939,835	14.439
30-39 years old	12,576,704	10.720
40-49 years old	9,893,595	8.433
50-59 years old	6,501,874	5.542
60-69 years old	4,536,764	3.867
70 years & above	3,564,182	3.038

* Source for Per Cent Ratio: Population Census Report, 1981.

(c) Language

<i>Language</i>	<i>Number</i>	<i>Per Cent</i>
Urdu	11,732,000	10
Punjabi	64,526,000	55
Sindhi	14,078,400	12
Pushto	16,424,800	14
Baluchi	3,519,600	3
Other Languages	7,039,200	6
Total	117,320,000	100

Based on Gallup Nation-wide Survey 1992.

(d) Religion

<i>Religion</i>	<i>Number</i>	<i>Per Cent*</i>
Muslim	113,415,590	96.672
Christian	1,824,326	1.555
Ahmadi	145,477	0.124
Hindu	1,777,398	1.515
Parsi	9,385	0.008
Sikh	3,520	0.003
Buddhist	3,520	0.003
Others	140,784	0.120

Source for Per Cent Ratio: Population Census Report, 1981.

2. Economic Indicators*(a) GNP*

- i. Factor Cost 1,077,877 (Rs. Million)
- ii. Market Price 1,225,392 (Rs. Million)

(b) Per Capita Income

- i. Factor Cost 9,188 (Rs.)
- ii. Market Price 10,446 (Rs.)

Source: Economic Survey 1991-1992.

of such people is fairly large in Pakistan, radio is still the prime source of entertainment for about half the population. However, radio news is controlled by the federal ministry of information and broadcasting. Its news bulletins contain in great detail the activities of government ministers and the prime minister. In the absence of a dynamic policy for the dissemination of news by Radio Pakistan, foreign broadcasting services like BBC and VOA have gained a sizeable audience. It is not surprising, therefore, that only 18.7 per cent of Pakistanis listen to radio regularly, while 51.4 per cent do not pay any attention at all to its programmes. Out of 18.7 per cent who listen regularly, more than two thirds live in villages.

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*(c) Health Services**(i) Hospitals*

<i>Hospital Type</i>	<i>No. of Hospitals</i>	<i>No. of Beds</i>
Hospitals	774	75,552
Dispensaries	4,007	
Basic Health Units and Sub Health Centres	4,384	
Maternity and Child Health Centres	1,057	
Rural Health Centres	464	
TB Centres	219	
Total	10,905	75,552

(ii) Doctors

<i>Doctors/Medical Staff</i>	<i>Number</i>	<i>Per 1,000 Population</i>
Registered Doctors	55,572	0.5
Registered Dentists	2,193	
Registered Nurses	18,150	
Registered Lady Health Visitors	3,463	
Registered Midwives	16,299	
Total	95,677	0.8

Source: Economic Survey 1991-1992.

(d) Transport

<i>Means of Transport</i>	<i>Distance Covered</i>
Railway Track (1990)	8,775 km
Roads (1989-90)	169,502 km
Navigable Inland Waterways	Not available

Source: Economic Survey 1991-1992.

II. Mass Media**1. Print Media***(a) Newspaper Organizations*

<i>Type of Organization</i>	<i>Number</i>	<i>Per Cent</i>
Government	1	Not available
Private	4	
Others	—	
Total	5	100

(b) *Employment in Newspaper Organizations:* Not available

(c) *Circulation*

(i) *Dailies*

<i>Language</i>	<i>Number</i>	<i>Circulation</i>	<i>Circulation Per 1,000 Population</i>
Urdu	103	Not available	Not available
English	17	NA	NA
Sindhi	9	NA	NA
Gujarati	3	NA	NA
Pushto	1	NA	NA
Total (1992)	133		

Source: Pakistan Press Directory 1988, Press Information Department, Government of Pakistan, Islamabad.

(ii) *Non-Dailies*

<i>Language</i>	<i>Number</i>	<i>Circulation</i>	<i>Circulation Per 1,000 Population</i>
Urdu	1,000	Not available	Not available
English	366	NA	NA
Sindhi	60	NA	NA
Gujarati	6	NA	NA
Pushto	8	NA	NA
Baluchi/Brahvi	5	NA	NA
Punjabi	5	NA	NA
Arabic	2	NA	NA
Persian	2	NA	NA
Total	1,454		

Source: Pakistan Press Directory 1988, Press Information Department, Government of Pakistan, Islamabad.

(d) *Newsprint Consumption*

<i>Newsprint Consumption</i>	<i>Quantity</i>
Annual Newsprint Consumption (1988)	52,700 tons
Consumption Per 1,000 population	449 kg
Newsprint Imports	Not available

Source: World Media Handbook, 1992-94 Edition United Nations.

(e) Books

<i>Books</i>	<i>Number</i>
Production (No. of Titles)	679 (in 1988) 1,441 (in 1983) 1,429 (in 1981)
Total Production	Not available
Circulation Per 1,000 Population	Not available

Source: National Library of Pakistan, Research & Planning Department.

*(f) News Agencies**(i) Number of News Agencies*

<i>News Agencies</i>	<i>Number</i>
Local News Agencies	4
Foreign News Agencies	13
Foreign Correspondents	56
Press Associations	4

(ii) Employment in News Agencies

<i>Name of News Agency</i>	<i>Number of Employees</i>		
	<i>Journalists</i>	<i>Others</i>	<i>Total</i>
<i>Local</i>			
Associated Press of Pakistan (APP)			
Pakistan Press International (PPI)			
United Press of Pakistan (UPP)		Not available	
News Network International (NNI)			
Subtotal (Estimated)			700
<i>Foreign</i>			
AP	3		
UPI	1		
Reuter	3		
AFP	3		
TASS	2		
XINHUA	3		
IRNA	1	Not available	
INA	1		
MENA	1		
PIT	1		
Kyodo	1		
SPA	1		
DPA	1		
Total	22	Not available	

(ii) Employment in News Agencies (*Continued*)

Names of countries served:	USSR	S. Arabia
	India	UK
	China	Poland
	Bangladesh	F.R.G.
	Iran	Malaysia
	Hungary	Indonesia
	Japan	Yugoslavia
	Turkey	Romania
	Bulgaria	Egypt
	Czechoslovakia	USA

(g) *Publishers*

(i) Number

<i>Publisher Ownership</i>	<i>Number</i>	<i>Per Cent</i>
Government	218	100
Private	—	—
Total	218	100
Publishers' Associations	2	

(ii) Name & Addresses of Publishers & Associations

Government Publishers

<i>Name</i>	<i>Address</i>
Printing Corporation of Pakistan	Islamabad
Institute of Cost and Management	Karachi
Pakistan Punjabi Adabi Board	Lahore
Pakistan Agriculture Research Council	Islamabad
Islamic Research Institute	Faisal Mosque, Islamabad

Top Four Private Publishers

<i>Name</i>	<i>Address</i>
Ferozzsons, Lahore	60, Shahr-e-Quaid-e Azam, Lahore
Urdu Academy Sindh	16, Bahadur Shah Market, MA Jinnah Road, Karachi
Sh. Ghulam Ali & Sons, Lahore	14, Lawrence Road, Lahore
Sangi-i-Meel, Publications, Lahore	Chowk Urdu Bazar, Lahore
Jang Publishers	Lahore

Publishers' Associations

Pakistan Publishers & Book Sellers Association, Karachi

Pakistan Publishers & Book Sellers Association (Import Group), Lahore

(h) Trade Statistics: Not available*(i) Laws Governing Print Media*

Name of Law/Regulation	Subject/Area Covered
Registration of Printing and Publication Ordinance (R.P.O.) 1988	Registration of Publication & Presses, Rules of procedure to start of publication
Wage Boards Award	Wages of newspaper workers

2. Broadcasting Media*(1) Radio**(a) Radio Stations*

<i>Radio Stations</i>	<i>Number</i>	<i>Per Cent</i>
Government-owned/Corporations	24	100
Private Stations	—	—
Total	24	100

Source: Seventh Five Year Plan (1988-1993).

(b) Radio Transmitters

<i>Transmitter Frequency</i>	<i>Power</i>	<i>Number</i>	<i>Per Cent</i>
Low Frequency	1131 kW	13	24
Medium Frequency	2291 kW	24	44
SW Transmitters	—	18	32
Total		55	100

Land area receiving Radio Signals: 88%

Source: Seventh Five Year Plan (1988-1993).

(c) Employment in Radio Broadcasting Media

	<i>Tech</i>	<i>Admin</i>	<i>Journal</i>	<i>Prod</i>	<i>Others</i>	<i>Total</i>
No. of Employees	Not available					5,747

Source: Pakistan Broadcasting Corporation Authorities.

(d) Radio Receivers

<i>Receivers</i>	<i>Location</i>		<i>Total</i>	<i>Per 1,000 Population</i>
	<i>Urban</i>	<i>Rural</i>		
Licenced	Not available		—	—
Unlicenced	Not available		—	—
Total (Estimated)*	Not available		82,012,400	70

* Based on Gallup Nation-wide Survey, 1992.

*(e) Programmes**(i) Programme Type*

<i>Programme Type</i>	<i>Hours Per Month</i>	<i>Per Cent</i>
News	891	11
Entertainment	3,808	47
Educational	162	2
Cultural/Religious	1,296	16
Others	1,944	24
Total	8,100	100

(ii) Programme Source and Language

<i>Programme Source</i>	<i>Language</i>	<i>Hours Per Month</i>	<i>Per Cent</i>
Local programmes	Urdu	Not available	
	English		
	Punjabi		
	Sindhi		
	Pushto		
	Baluchi		
	Potohari		
	Hindko		
	Seraiki		
	Brahvi		
	Kashmiri		
	Balti		
	Shina		
	Chitrali		
	Kohistani		
	Gojri		
	Gujarati		
	Hrgi		
	Bushiski		
	Pahari		
Imported	Not available	—	—
Total		8,100	100

Source: Pakistan Broadcasting Corporation Authorities.

(f) External Transmission

Transmitted to 17 countries and areas.

(g) Language of Programmes Transmitted Externally

<i>Language</i>	<i>Hours Per Month</i>
Arabic	60
Gujarati	30
Bangla	NA
Hindi	30
Tamil	60
Sinhali	NA
Farsi	60
Dari	60
Burmese	30
Indonesian	30
Turki	30
English	10
French	30
Myanmar	30
Sylheti	NA
Turkish	30
Urdu	315

(h) Foreign Inputs

(i) Foreign Experts: None

(ii) Foreign Experts in Training

<i>Country</i>	<i>Field of Training</i>	<i>Number</i>
Member of ABU & CBA	Engineer/Technician	1
	Production/Journalist	5
	Other	6
Total		12

Source: Pakistan Broadcasting Corporation Authorities.

(iii) Foreign Leased Broadcast: None

(iv) Foreign Programmes: Not available

*(i) Annual Revenue Budget**(i) Budget Amount*

<i>Type of Budget</i>	<i>Capital (Million Rs.)</i>	<i>Recurrent</i>
License	21.000	—
Government Grants	284.000	—
Commercial	50.358	—
Foreign Aid	—	—
Others	2.759	—
Total	358.917	—

Source: Pakistan Broadcasting Corporation Authorities.

*(ii) Foreign Aid: None**(iii) Training Budget: Rs. 3.5 Million**(j) Laws Governing Radio Broadcasting Media*

<i>Name of Law/Regulation</i>	<i>Subject/Area Covered</i>
Pakistan Broadcasting Corporation Act—1972	Policy, Management and Service Structure

*(2) Television**(a) Television Stations*

<i>Television Station</i>	<i>Number</i>	<i>Per Cent</i>
Government-owned/Corporations	6	60
Private Stations	4	40
Total	10	100

(b) Television Transmitters

<i>Transmitter Frequency</i>	<i>Power</i>	<i>Number</i>	<i>Per Cent</i>
VHF	10W to 20kW	45	94
UHF	30kW	3	6

Land area receiving TV Signals: 37.5%

Source: Pakistan Television Corporation Authorities.

(c) Employment in Television Broadcasting Media

	<i>Tech</i>	<i>Admin</i>	<i>Prod.</i>	<i>Others</i>	<i>Total</i>
No. of Employees	1,339	2,448	1,281	460	5,528

Source: Pakistan Television Corporation Authorities.

(d) Television Receivers (1992)

<i>Receivers</i>	<i>Location</i>		<i>Total</i>	<i>Per 1,000 Population</i>
	<i>Urban</i>	<i>Rural</i>		
Licenced	Not available		900,500	8
Unlicenced	Not available		1,432,400	12
Total			2,332,200	20

Source: Pakistan Television Corporation Authorities.

*(e) TV Programmes**(i) Programme Type (1992)*

<i>Programme Type</i>	<i>Hours Per Month</i>	<i>Per Cent</i>
News	902	15
Entertainment	3,220	56
Education	558	10
Cultural/Religious	432	8
Commercial	221	4
Others	399	7

(ii) Languages of Broadcast (1992)

<i>Language</i>	<i>Hours Per Month</i>	<i>Per Cent</i>
<i>Local</i>		
Urdu	2,237	53.8
Punjabi	246	5.9
Pushto	279	6.7
Sindhi	270	6.5
Baluchi	105	2.5
Brahvi	104	2.5
Seraiki	46	1.1
Hindko	61	1.5
English	102	2.5
Arabic	36	0.8
<i>Imported</i>		
English	671	16.1
Total	4,157	100

(iii) Programme Source

Country	Language	Hours Per Annum	Pct Cent
England	English	3,615	100
Holland			
SAARC Exchange Programme	English	6	0
Total		3,621	100

Source: Pakistan Television Corporation Authorities.

(f) External Transmission

There is no separate transmission. Regular transmission can be seen by Dish Antenna in many countries.

(i) Destination and Language: None

(ii) Types of Programmes: None

(g) Foreign Inputs: None

(h) Annual Revenue Budget

(i) Budget Amount (Rs.)

Non-Development Budget/Recurrent (Rs.)		Budget/ Capital Development (Rs.)	
Licence	250,816,233	Self Financing	24,361,000
Commercial	729,768,157	Govt. Financing	23,146,000
Other:			
PTV Prog. Sales	7,538,258		
ETV Prog. Sales	82,545,000		
Miscellaneous	87,795,322		
Total	1,158,462,970		

(ii) Foreign Aid: None

(iii) Training Budget

Training Budget	Value (Rs.)
Local	13,119
Foreign	—
Total	13,119

Source: Pakistan Television Corporation Authorities.

(i) Laws Governing Television Broadcasting Media

Name of Law/Regulation	Subject/Area Covered
P.T.V. Code of Ethics	Ethical standards in broadcasting

3. Cinema

(a) Total Annual Film Production in 1989: 121

(b) Type of Films Produced (1989)

Language	Features	Documentary	News	Others	Total
Urdu	22				
Sindi	8				
Punjabi	46		Not available		
Seraiki	27				
Total	103	18	Not available		121

Source: National Film Development Corporation Authorities.

(c) Producers of Films (1989)

Producer	Features	Documentary	News	Others	Total
Government	—	18	Not available		18
Non-Government	103	—	Not available		103
Total	103	18	—	—	121

Source: National Film Development Corporation Authorities.

(d) Films Released

Producer	Number of Films	Year
Local	121	1989
Foreign	110	1989
Total	231	1989

(e) Film Import and Export

Import/Export	Country	Language	Number
Imported from	Hong Kong	English	18
	USA	English	18
	Italy	English	7
	Japan	English	3
	Britain	English	4
Total			50
Exported to	U.A.E.		
	England	Not available	

Source: National Film Development Corporation Authorities.

(f) Cinema Capacity & Attendance

<i>Cinema Capacity & Attendance</i>	<i>Number</i>
Cinema Halls (1990)	1,086
Total seats	347,597
Cinema Seats per 1,000 population	2.96
Annual Cinema Attendance	25.3 million
Cinema Attendance per 1,000 population	215

Source: National Film Development Corporation Authorities.

(g) Employment in Cinema: Not available

(h) Laws Governing Cinema Media

<i>Name of Law/Regulation</i>
Central Board of Film Censors
Cinematographic Act—1961
Motion Picture Ordinance—1979 and of 1986

4. Telecommunications

(a) Telecommunication Organizations

<i>Type of Organization</i>	<i>Number</i>
Central Government	1
Private	2
Total	3

Source: Pakistan Telecommunication Corporation Authorities.

(b) Employment in Telecommunications

<i>Designation</i>	<i>Number</i>
High Level Administration	1,516
Engineers	2,483
Technical Staff	40,365
Administrative Staff	5,064
Others	14,228
Total	63,656

Source: Pakistan Telecommunication Corporation Authorities.

(c) Telecommunication Stations

Type of Station	Number
Wired	(In thousands)
Radio-Telecom	(In thousands)
Satellite	5
Radar	(Not available)

Source: Pakistan Telecommunication Corporation Authorities.

(d) Telecommunications Network

Type of Equipment	Number	Per 1,000 Population
Telephone (October 1993)	1,576,957	13
Public Telephones (December 1992)	9,158	—
Mobile Telephones (November 1993)	18,000	—
Paging Service	Not available	—
Telex (June 1993)	6,752	—
Facsimile	Not available	—
Telegraphs (June 1993)	404	—
Computer:		
Mainframe/Mini	Not available	—
PC	Not available	—

Total

Source: Pakistan Telecommunication Corporation Authorities.

(e) Cost Per Satellite Segment Minute: Not available

(f) Telecommunication Subscriptions: Not available

(g) Telephone Charges Per Subscription (1993)

Subscription Type	Amount (Rs.)
Total Charge (Per local call)	1.25
Fixed Charge (Line rent per month)	50
Miscellaneous Charge (Excise duty on overall bill)	60%
Public Telephone	—

Source: Telephone Directory, Pakistan Telecommunication Corporation Authorities; 1993.

(h) Operating Revenue

<i>Type of Operating Revenue</i>	<i>Amount (US\$)</i>
Telephone Charges	Not available
Toll Charge	
Fixed Charge	
Public Telephone	
Mobile Telephone	
Others	
Telex and Telegram Charges	
Telex (Domestic)	Rs 8,000 to Rs 1,000 per annum depending on the type of machine
Telex (International)	Rs 0.20 paisa per word
Telegram	Rs 1.50 per 10 words
Private Lines and Data Transmission	
Wireless & Miscellaneous	Not available
Total Operating Revenue	
Total Non-Operating Revenue	
Total Revenue	

Source: Pakistan Telecommunication Corporation Authorities.

(i) Laws Governing Telecommunications

<i>Name of Law/Regulation</i>	<i>Subject/Area Covered</i>
Telegraph Act 1885 (as amended in 1975)	

5. Advertising*(a) Ownership of Advertising Agency*

<i>Ownership of Advertising Agency</i>	<i>Number</i>
Local	Not available
Foreign	
Total	74

(b) Top Ten Agency Billing

<i>Name of Agency</i>	<i>Local</i>	<i>Foreign</i>	<i>Total</i>
R. Lintas	Not available		
Interflow			
Asiatic			
Manhattan Pak			
Orientr			
Spectrum			
International			
Mahattan Int.			
Blazon			
Paragon			
Total	Not available		229

(c) Employment in Advertising Agencies: 7,000*(d) Advertising Production Houses:* Not available*(e) Laws Governing Advertising*

<i>Name of Law/Regulation</i>	<i>Subject/Area Covered</i>
Motion Picture Ordinance—79-86	Not available
Cinematographic Act—61	

6. VCR*(a) VCR Sets & Outlets*

	<i>Number</i>
VCR Sets	243,990 (1990)
VCR Rental Outlets	Not available
Video Exhibition Halls	

(b) Laws Governing VCR Rentals & Copying and Exhibition: Not available

Note: One US Dollar = approximately 25 Pakistani Rupees (Rs)