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KHABARNAMA LOSES VIEWERSHIP TO SATELLITE CHANNELS:

Results released on: July 27, 2001



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Islamabad, July 27, 2001

According to a recent study carried out by Gallup Pakistan the viewership of evening news telecast Khabarnama drops very sharply in homes which get access to Satellite channels through Cable or Dish. The study shows that complete or partial viewership of Khabarnama is around 38% among men and women who do not have access to cable TV or dish. But it drops to less than a third of this to around 12% among those who have access to cable or dish. The decline is even sharper in larger cities especially Karachi where the viewership of Khabarnama among men and women who have access to cable or dish drops to less than 10% of TV viewing men and women.

The Media Research Team of Gallup has explained that these figures include the combined viewership of Khabarnama on PTV and PTV World and the data are drawn from Gallup TV Ratings for the first week of July (July 1-7, 2001). They have also pointed out that around 75% of urban TV viewers and a larger proportion in rural areas still do not have access to cable or dish.

This analysis is part of the on-going TV Ratings service provided by Gallup Pakistan, the Pakistani affiliate of Gallup International. The Ratings are based on TV viewership data gathered from a national sample of TV viewers. These viewers are selected statistically and they represent a cross section of rural and urban viewers belonging to different gender, age, income, educational and regional backgrounds.

- Note: • The figures which are reported here refer to “Reach” of Khabarnama. They include anyone who has watched all or part of Khabarnama on either PTV or PTV World.
- The figure (for example 38%) means that 38% of typical TV viewers watched Khabarnama on the average during the week of July 1-7, 2001.

The text of this report can also be seen on the internet at:
www.gallup.com.pk.