

October 2012 - Television Audience Measurement Edition

Gallup Pakistan Media Cyberletter



October 2012 Edition: Media and Television Audience Measurement Cyberletter

Produced by: Gallup Pakistan Jointly with Gilani Research Foundation

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from the editor

Dear Colleagues,

It is with great pleasure that Gallup Pakistan revives the process of sharing Audience Measurement data for greater public consumption. The purpose of this sharing is to build greater awareness about Media Landscape in the country and industry as well as help train more informed Media Planning. If you have any suggestions on how we can improve, please do let us know.

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PTV Home

tops the list of TV channels from all genres, Star Plus comes second!

Statistics reveal that PTV Home is the most viewed channel in Pakistan (cable and terrestrial viewers combined), having an average reach of 43.258% which represents about 53 million viewers. Second in line is Star Plus, having an average reach of 14.235% which represents about 17 million people. PTV News comes in third place in the list of Top 10 Channels overall, with average reach of 12.297%. The Chart on the right lists the other top channels which are ATV, Sony, Geo News etc.

For many the finding that PTV still dominates the overall TV landscape is counter-intuitive. However, Gallup Pakistan has over the years proven that research sometimes helps go beyond our preconceived notions and biases. PTV remains at the top because it is one of the two free channels and does not require cable connection. According to Gallup Media Survey 2010, large portions of Pakistani public, including 81% of Rural Population living in 45,000 villages simply DO NOT HAVE CABLE ACCESS and therefore cannot watch cable channels even if they are willing to do so.

It is significant to note that among cable and satellite viewers, PTV fares not so well.

In short there is a TV access divide in the country and the readers of this cyberletter live in the “Have’s section of the community (cable and satellite section)” and therefore may find the findings slightly difficult to comprehend.

If you have any queries or feedback about this Divided TV Landscape, please feel free to get back to us.

Data Source: Gallup Pakistan National TV Ratings Survey

Jan 1 - Sep 22 , 2012

Average Reach

Top 10 Channels (Overall)

(Daily)

Rank	Channel	In %	In thousands
1	PTV Home	43.258	53,640
2	Star Plus	14.235	17,651
3	PTV News	12.297	15,248
4	ATV	7.303	9,056
5	GEO News	6.639	8,223
6	Sony	6.631	8,223
7	Cartoon Network	3.87	4,799
8	GEO Entertainment	3.735	4,631
9	KTN	2.664	3,303
10	ARY Digital	2.33	2,889

Target audience: All ages 4+ National Viewers

top cable sat channels

Data Source: Gallup Pakistan National TV Ratings Survey

Jan 1 - Sep 22 , 2012

Channel-wise Average Reach%

Target: CnS Viewers

Among (Cable & Satellite Viewers)

Rank	Channel Name	Avg. Reach %	Avg. Reach In thousands
1	Star Plus	25.780	17,619
2	GEO News	12.020	8,217
3	Sony	12.020	8,212
4	PTV Home	11.920	8,144
5	Cartoon Network	7.010	4,794
6	GEO Entertainment	6.760	4,618
7	PTV News	4.880	3,335
8	KTN	4.820	3,296
9	ATV	4.390	2,998
10	ARY Digital	4.210	2,879

Target Audience = Cable Sat Channels Viewers

Star Plus

tops the lists of Top 10
Channels from Cable
and Satellite, Geo News
comes second!

In terms of top channels STAR Plus comes at the
Top with about 17.6 million viewers, 2nd in line is
GEO News with 8.2 million viewers.

top news channels

PTV News

tops the list of Top 10 News Channels overall, Geo News comes second!

PTV News tops the list of Top 10 News Channels overall, with an average reach of 12.297%. GEO News comes in second with considerably lower average reach of 6.639%. Express News is fast catching up and has one of the highest growing audience market in the country.

Data Source: Gallup Pakistan National TV Ratings Survey
Jan 1 - Sep 22 , 2012
Top 10 News Channels (Overall)
Average Reach (Daily)

Rank	Channel	In %	In thousands
1	PTV News	12.297	15,248
2	GEO News	6.639	8,233
3	Express News	1.138	1,552
4	ARY News	1.252	1,412
5	AAJ News	0.844	1,047
6	Samaa TV	0.712	883
7	Indus News	0.524	650
8	Dunya News	0.384	476
9	Sindh News	0.372	461
10	KTN News	0.370	460

Target audience: All ages 4+ National Viewers

NEWS

Note : An earlier version of the cyberletter had a typing error with respect to KTN News which has been corrected in this version. The error is regretted by the editors.

top entertainment channels

PTV Home

tops the list of Top 10 Entertainment Channels overall, Star Plus comes second!

PTV Home again tops the list of Top 10 Entertainment Channels overall, an average reach of 43.258%. Second place is taken by Star Plus with average reach of 14.235%, and in third place is ATV, with an average reach of 7.303%.

It is worth noting that the Indian channels such as Star Plus and Sony (scoring so high in rating figures) are legally banned by PEMRA.

Data Source: Gallup Pakistan National TV Ratings Survey

Jan 1 - Sep 22 , 2012

Average Reach

Top 10 Entertainment Channels (Overall)

(Daily)

Rank	Channel	In %	In thousands
1	PTV Home	43.258	53,640
2	Star Plus	14.235	17,651
3	ATV	7.303	9,056
4	Sony	6.631	8,223
5	GEO Entertainment	3.735	4,631
6	ARY Digital	2.33	2,889
7	Hum TV	1.683	2,087
8	HBO	0.646	801
9	TV One	0.425	527
10	Filmazia	0.395	490

Target audience: All ages 4+ National Viewers

ENTERTAINMENT

top musical channels

Oxygene

tops the list of Top Music Channels in
Pakistan, AAG TV comes second!

Oxygene is at the top of the list for Top Music Channels,
with average reach of 0.155%.

Data Source: Gallup Pakistan National TV Ratings Survey

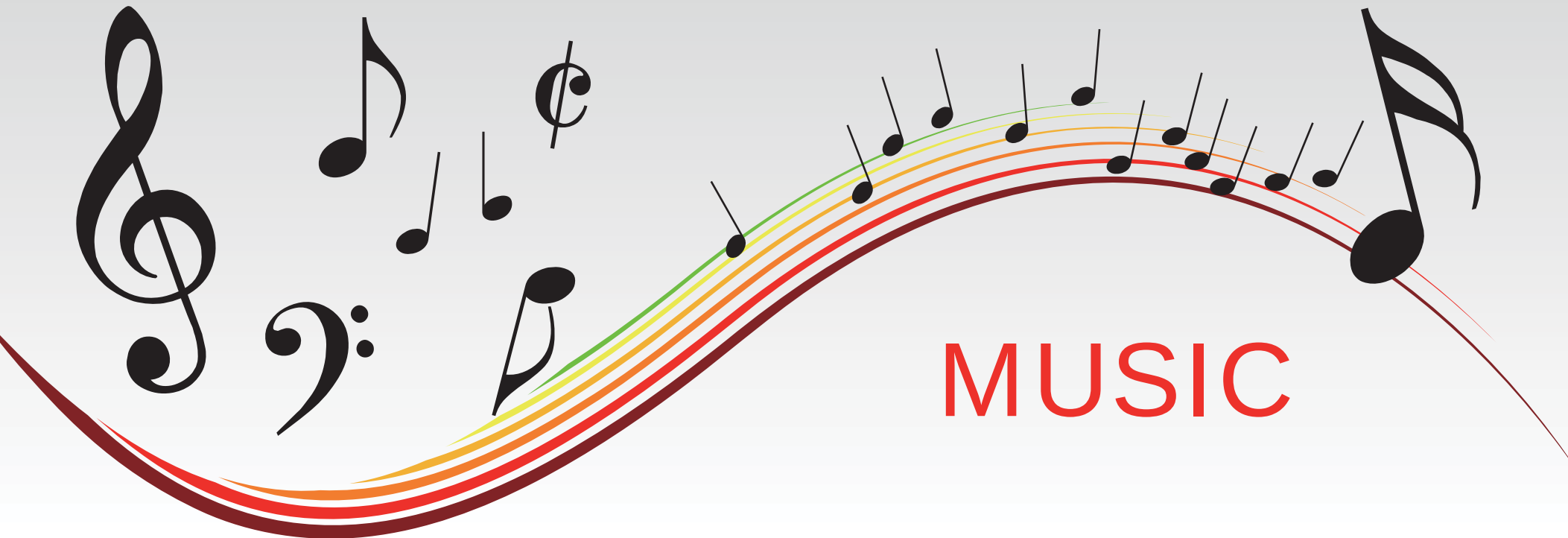
Jan 1 - Sep 22 , 2012

Average Reach

Top Music Channels (Overall)

(Daily)

Rank	Channel	In %	In thousands
1	Oxygene	0.155	192
2	AAG TV	0.094	117
3	PLAY TV	0.049	61



top cooking channels

Data Source: Gallup Pakistan National TV Ratings Survey

Jan 1 - Sep 22 , 2012

Average Reach

Top Cooking Channels (Overall)

(Daily)

Rank	Channel	In %	In thousands
1	Masala TV	0.521	645
2	ARY Zauq	0.209	260



cooking



Masala TV

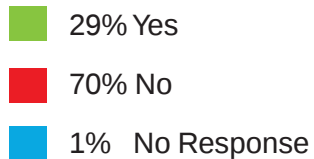
is at the top of the list of Top Cooking Channels in
Pakistan, Ary Zauq comes second!

Masala TV takes the lead with Top Cooking Channels with
average reach of 0.521%.

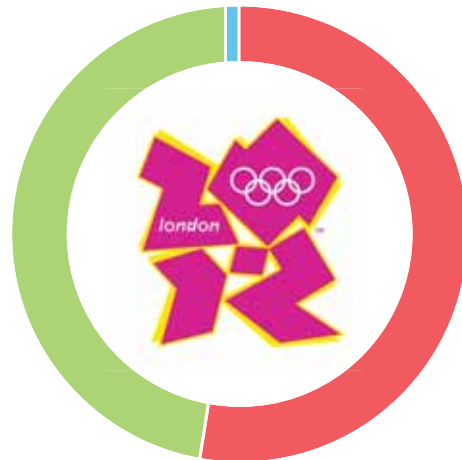
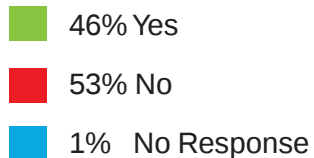
17%

more people watched the inauguration ceremony
of London Olympics 2012 than Beijing Olympics!

Data from
Gallup Pakistan Survey 2008



Data from
Gallup Pakistan Survey 2012



A nationally representative group of men and women from across the four provinces was asked “Recently, London Olympics 2012 started; did you watch the opening ceremony?” According to the Gilani Research Foundation survey carried out by Gallup Pakistan, 46% of Pakistanis watched the opening ceremony of London Olympics 2012.

This is a 17% increase from Beijing Olympics opening ceremony in 2008, when according to a Gallup Survey carried out then, only 29% of Pakistanis watched the ceremony.



Image Courtesy: AFP/Getty Images



The most popular Top Talk Show/Current Affairs Program comes from PTV News, “Such To Yeh Hai” with an average rating of 1.665% and average reach of 2.415%, occupying the prime TV slot from 8 to 9 PM. The second Top Talk Show/Current Affairs Program is “News Night” with an average rating of 1.647% and average reach of 2.242%.

PTV News dominates the list of Top Talk Shows/Current Affairs programs!

The third most popular Talk Show/Current Affairs Program comes from GEO News, ‘Capital Talk’ which also airs from 8 to 9 PM. It has an average rating of 1.239% and an average reach of 2.12%.

It is worth noting that Capital Talk is by a huge margin the most watched current affairs programme in Urban Pakistan.



Top Talk Shows / Current Affairs Program
Period: 1 - 22 Sep. 2012
Target Audience: All ages 4+ National Viewers

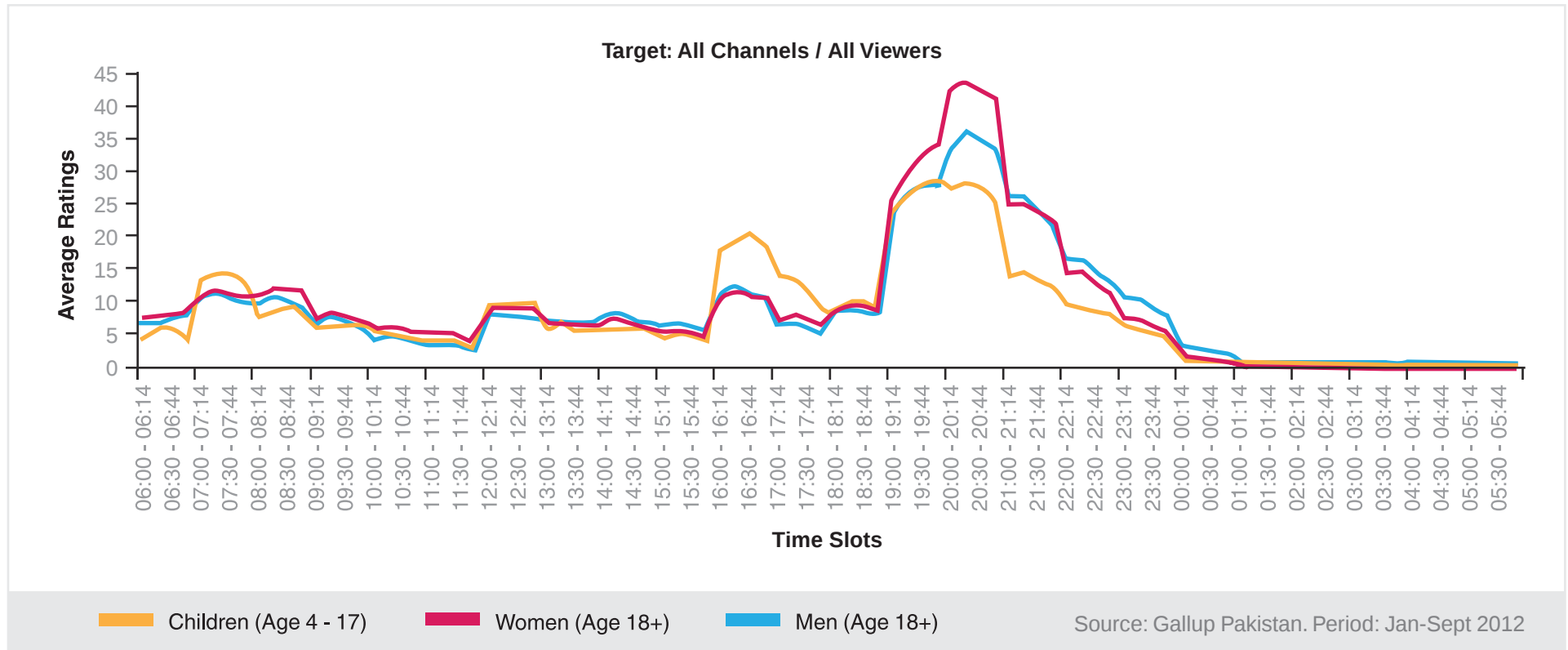
10

Channel	Program Name	Anchor Person	Time	Average Reach % (in Percentage)	Average Reach '000 (in Thousands)
PTV News	Such to Yeh Hai	Syed Anwaar-ul-Hassan	8 - 9 pm	2.415	2,995
PTV News	News Night	Sadia Afzaal	8 - 9 pm	2.242	2,780
GEO News	Capital Talk	Hamid Mir	8 - 9 pm	2.12	2,629
PTV News	Baat Se Baat Naji Kay Sath	Nazir Naji	10 - 11 pm	2.119	2,627
PTV News	Sochta Pakistan	Moeed Pirzada	10 - 11 pm	2.115	2,622
PTV News	Insight	Sidra Iqbal	8 - 9 pm	1.904	2,361
GEO News	Lekin!	Sana Bucha	8 - 9 pm	1.859	2,306
PTV News	News Line	Mariam Chaudhary	10 - 11 pm	1.709	2,120
PTV News	Seedhi Baat	Azam Khalil	7 - 8 pm	1.431	1,774
GEO News	Aaj Kamran Khan ke Sath	Kamran Khan	10 - 11 pm	1.078	1,337
ARY News	Off the Record	Kashif Abbasi	8 - 9 pm	0.546	678
GEO News	Aapas ki Baat	Muneeb Farooq/Najam Sethi	11 - 11:55 pm	0.528	655
ARY News	Sawal Yeh Hai	Dr. Danish	8 - 9 pm	0.515	639
AAJ News	Islamabad Tonight	Nadeem Malik	8 - 9 pm	0.254	315
Express News	Live with Talat Hussain	Talat Hussain	8 - 9 pm	0.227	282
SAMAA TV	Tonight with Jasmine	Jasmeen Manzoor	10 - 11 pm	0.225	279
Express News	FrontLine	Kamran Shahid	8 - 9 pm	0.224	278
GEO News	Meray Mutabiq	Sarwat Waleem	6:30 - 7:30 pm	0.217	269
Express News	Kal Tak	Javed Chaudhry	10 - 11 pm	0.217	269
Express News	Takraar	Nadia Naqi	10 - 11 pm	0.188	233
AAJ News	Bottom Line with Absar Alam	Absar Alam	8 - 9 pm	0.159	198
SAMAA TV	News Beat	Paras Khursheed	8 - 9 pm	0.159	198
ARY News	Aggar	Aamir Ghauri	10 - 11 pm	0.147	183
Dunya News	Cross Fire	Mehr Bukhari	10 - 11 pm	0.067	84
Dunya News	Kyun?	Arshad Sharif	7 - 8 pm	0.048	59
Dunya News	On the Front	Kamran Shahid	8 - 9 pm	0.027	34
Dunya News	Dunya @ 8 with Malick	Muhammad Malick	8 - 9 pm	0.027	34
Dunya News	Nuqta-e-Nazer	Mujeeb-ur-Rehman Shami	7 - 8 pm	0.01	13
Waqf TV	8 PM with Fareeha Idrees	Fareeha Idrees	8 - 9 pm	0.001	2

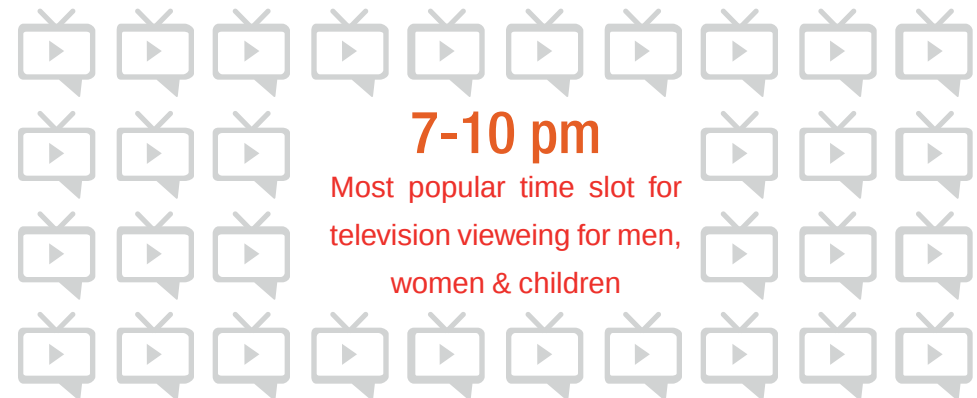
Source: Gallup Pakistan. Period: 1-22 Sept 2012. Target Audience: All viewers

tv viewing trends

Max/Min Viewing Timeslot in a day (Period: Jan - Sep 2012)



Predictably, the most popular time slot for television viewing for men, women and children is between 7 to 10 PM. From the graph, showing TV viewing trends from January to September 2012, it can be interpreted that during this time women watch more TV than men. From 6AM to 8AM, there is a rise in TV viewing by children, and again from 4PM to 6PM. Geo News and Express News based Talk Shows also appear significant especially among Urban Viewers.



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