

The logo for Gallup Pakistan, featuring the word "GALLUP" in white uppercase letters above the word "PAKISTAN" in white uppercase letters, both contained within an orange rectangular box.

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Special Press Release

Media

Television Audience Viewership

TELEVISION VIEWERSHIP IN PAKISTAN

AN AVERAGE TV VIEWER SPENDS TWO HOURS DAILY WATCHING TELEVISION

(Gallup Pakistan)

Gallup Pakistan is releasing this press release in relation to Television Audience Viewership in Pakistan. The purpose of this press release is to provide our readers interesting findings from the Gallup Pakistan TV Ratings Panel over 3000 households across Pakistan (the only national TV Ratings in Pakistan). This press release gives findings at two levels- all viewers (inclusive of cable/ satellite and terrestrial network) and cable and satellite viewers only.

ALL VIEWERS

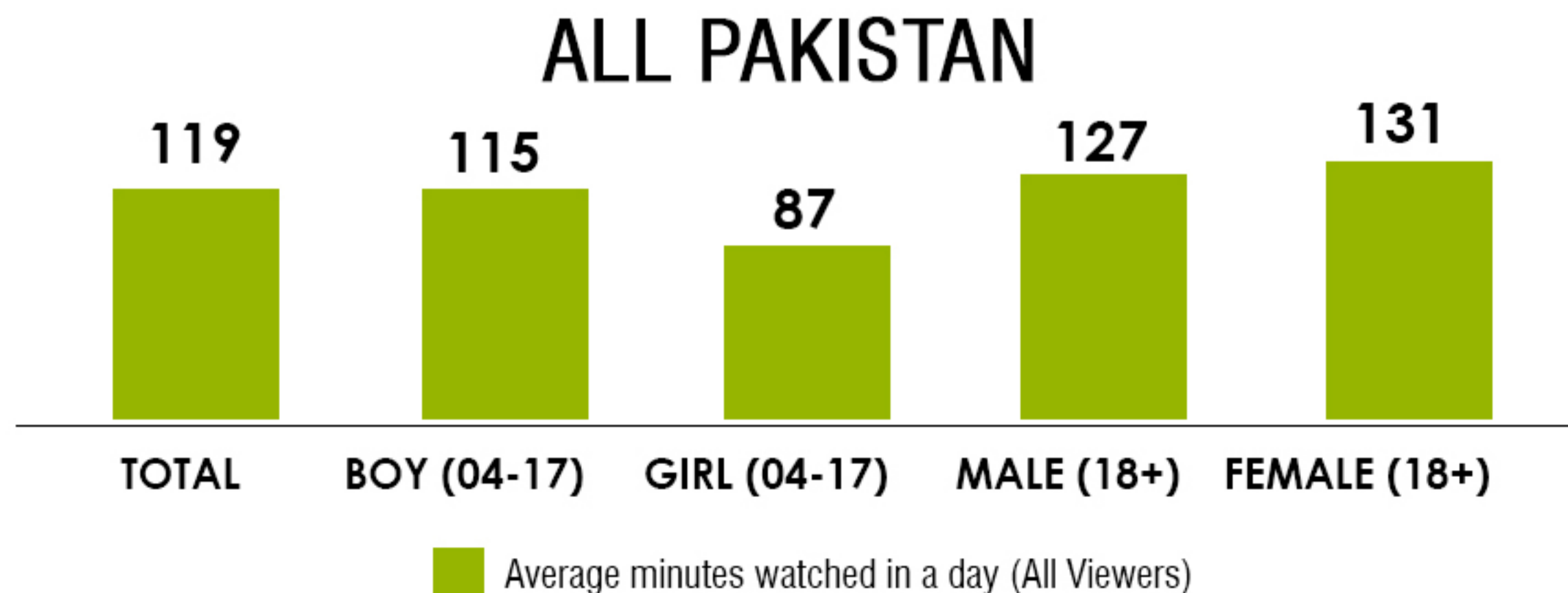
AN AVERAGE TV VIEWER WATCHES 119 MINUTES PER DAY

On average a TV viewer in Pakistan spends 2 hours daily watching television (119 minutes). This result translates into 14 hours of television viewership per week, 56 hours in a month and 672 hours annually, which means an average Pakistani spends 12% of the time he is awake (approximately 17 out of 24 hours) watching television.

GENDER BREAKDOWN

ON AVERAGE ADULT FEMALE TV VIEWER WATCHES 131 MINUTES PER DAY

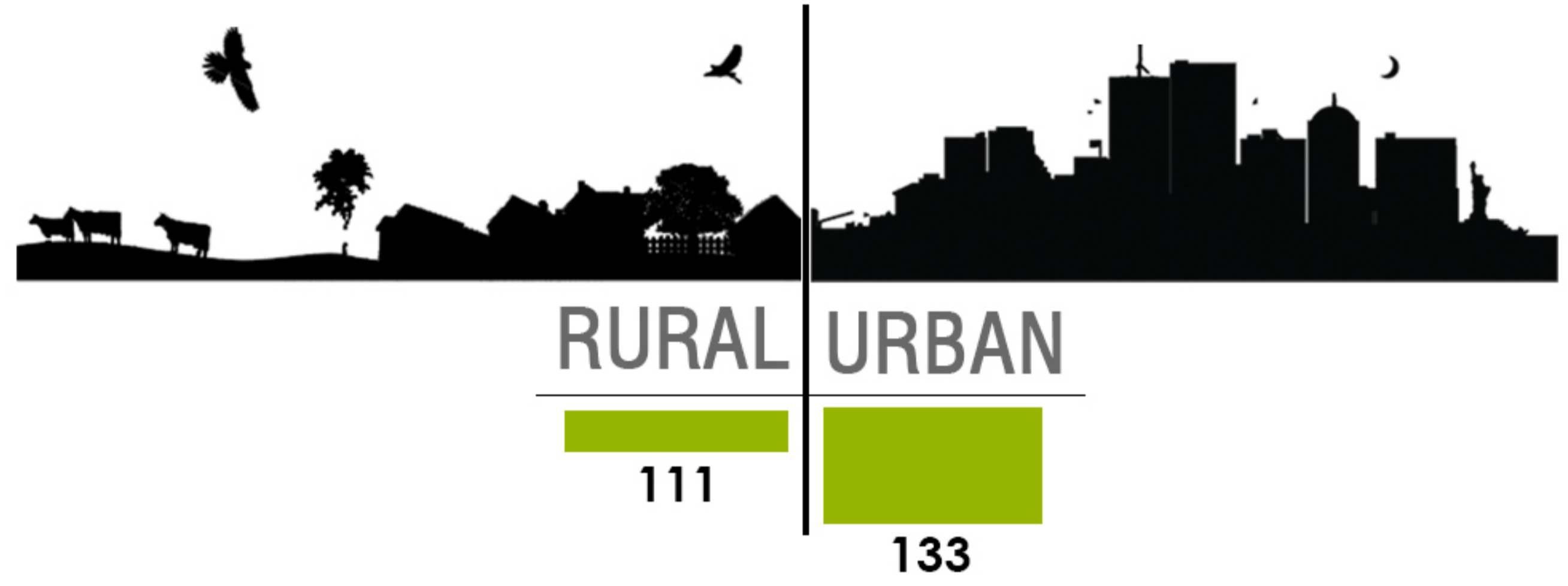
Amongst the TV viewers in Pakistan, on average boys in the age category 4-17 watch 115 minutes of television per day; girls in the same age category watch 87 minutes. Adult males (18+) watch 127 minutes of television per day; female adult watch 131 minutes of television. While the results indicate an insignificant gap between the two genders in terms of television viewership amongst the adults, boys tend to watch television significantly more than girls in the same age category (28 more minutes per day), whereas adult males watch 4 more minutes per day compared to female adults.



RURAL-URBAN BREAKDOWN

ON AVERAGE URBAN TV VIEWER WATCHES 133 MINUTES PER DAY

In urban areas the average time a TV viewer spends watching television is 133 minutes and 111 minutes in rural areas. This shows that on average urban TV viewers watch 22 more minutes of television than rural viewers.



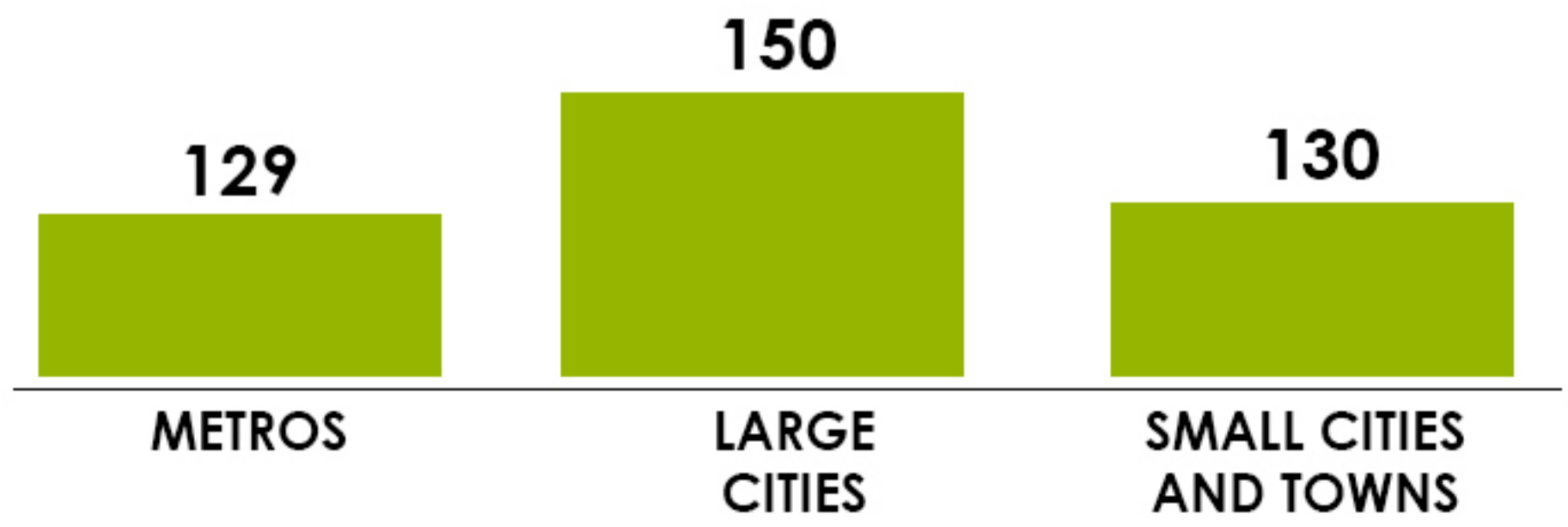
BREAKDOWN BY CITY TYPE

ON AVERAGE TV VIEWER IN LARGE CITIES WATCHES 150 MINUTES PER DAY

The average time spent watching television in metropolitans is 129 minutes, 150 minutes in large cities and 130 minutes in small cities and towns.

Thus, people in large cities watch television significantly more than those living in metros and small cities and town (20 minutes more per day compared to small cities and town and 21 more minutes per day compared to metros)

BREAKDOWN BY CITY TYPE

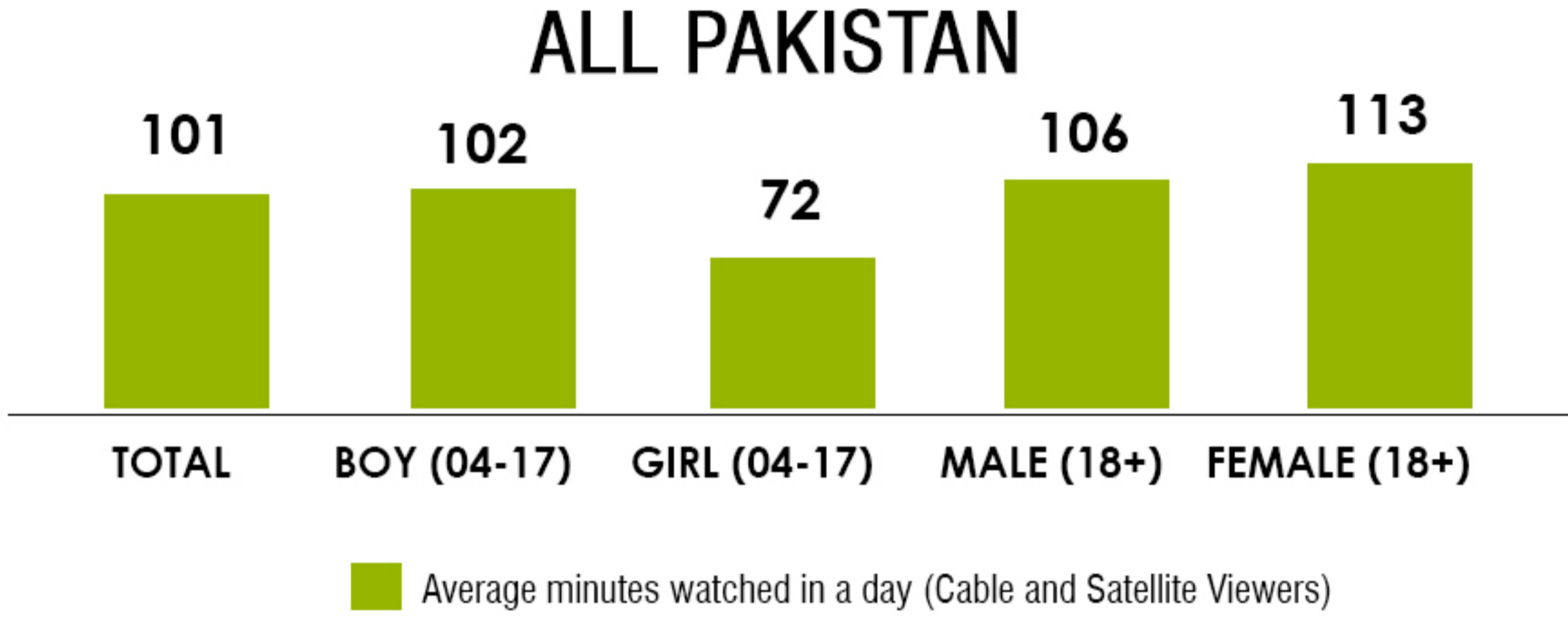


Media Television Audience Viewership

CABLE AND SATELLITE TV VIEWERS

AN AVERAGE CABLE AND SATELLITE TV VIEWER WATCHES 101 MINUTES PER DAY

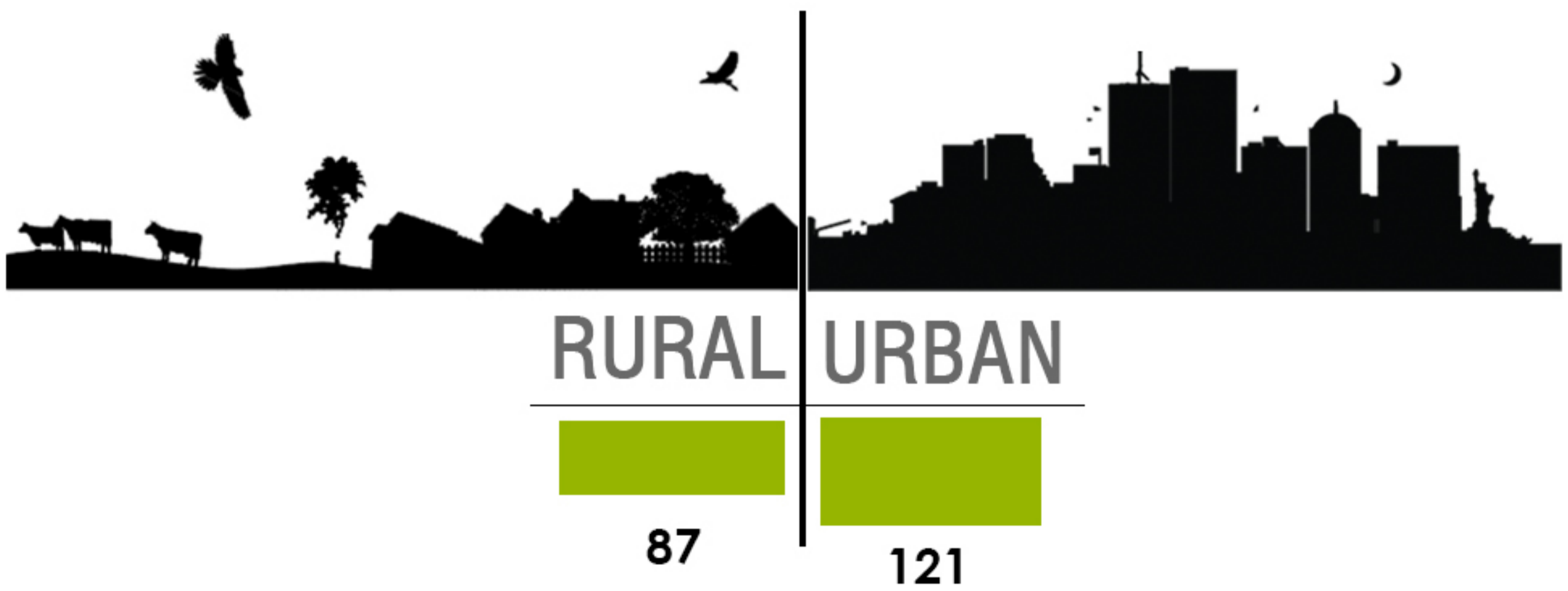
On average a cable and satellite TV viewer watches 101 minutes per day. Boys in the age category 4-17 watch 102 minutes of cable and satellite TV per day, whereas girls watch 72 minutes. Adult males (18+) watch 106 minutes, while female adults watch 113 minutes. These results show that amongst cable and satellite TV viewers, younger boys on average watch 30 more minutes per day compared to girls, whereas adult females watch 7 more minutes per day than males.



RURAL-URBAN BREAKDOWN

ON AVERAGE URBAN CABLE AND SATELLITE TV VIEWER WATCHES 121 MINUTES PER DAY

In urban areas the average time spent watching cable and satellite television is 121 minutes and 87 minutes in rural areas. This shows that on average urban cable and satellite TV viewers watch 34 more minutes per day than rural viewers.



Media Television Audience Viewership

BREAKDOWN BY CITY TYPE

ON AVERAGE CABLE AND SATELLITE TV VIEWER IN LARGE CITIES WATCHES 138 MINUTES PER DAY

The average time spent watching cable and satellite television in metropolitans is 118 minutes, 138 minutes in large cities and 117 minutes in small cities and towns. Thus, people in large cities watch cable and satellite television more than those living in metros and small cities and town. (21 minutes more per day compared to small cities and town and 20 more minutes per day compared to metros).

BREAKDOWN BY CITY TYPE



WHAT DO TV VIEWERS IN PAKISTAN WATCH?

ALL VIEWERS

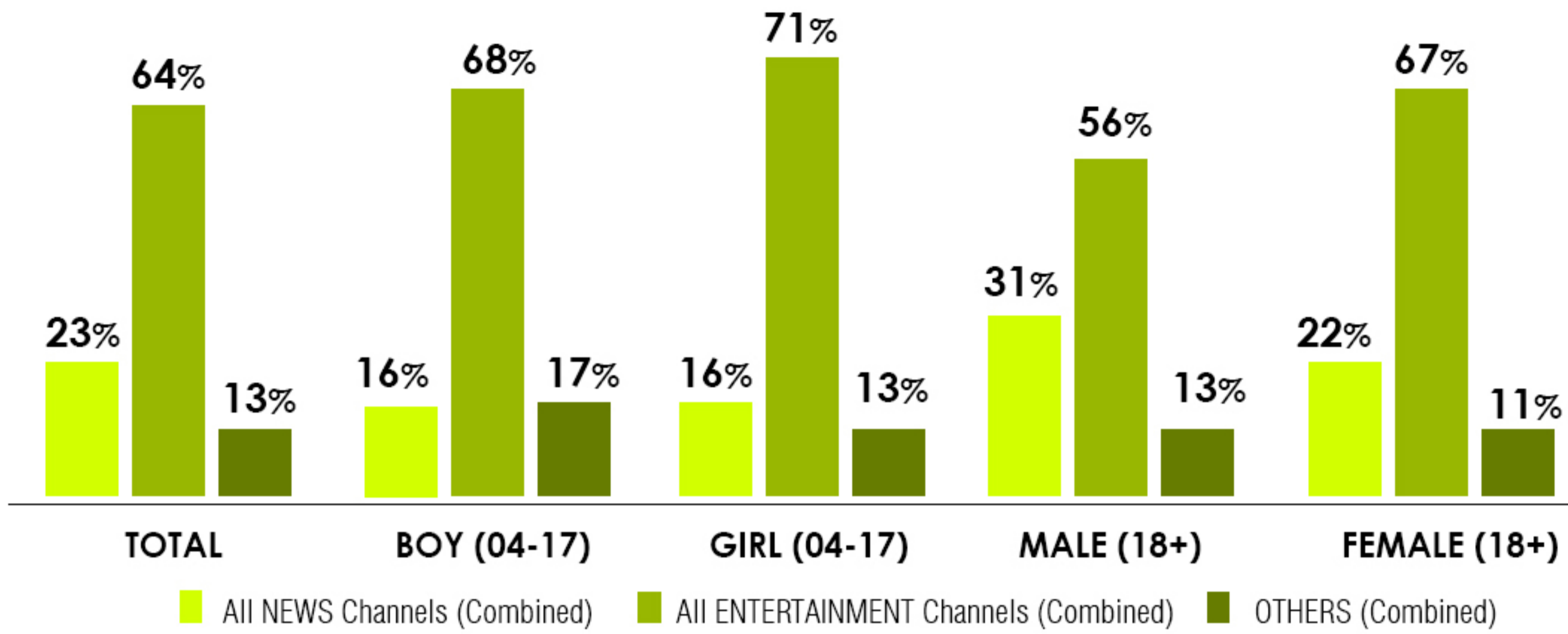
64% TV VIEWERS WATCH ENTERTAINMENT CHANNELS

23% of Pakistani TV viewers watch news channels, 64% watch entertainment channels and 13% watch other channels (others category includes sport channel, cooking channels and Islamic channels).

GENDER BREAKDOWN

ADULT MALES WATCH NEWS CHANNELS MORE THAN THEIR COUNTERPARTS

Amongst young TV viewers (aged 4-17) the results show insignificant difference across the two genders. Young boys and girls watch an equal share of news (16% each); girls watch entertainment channels relatively more than boys (71% vs. 68%) and boys watch other channels more than girls (17% vs. 13%). Amongst adult males TV viewers, 31% watch news channels, 56% watch entertainment channels and 13% watch other channels. On the other hand, amongst adult female TV viewers, 22% watch news channels, 67% watch entertainment channels and 11% watch other channels. Comparing the figures for adult males and females, females tend to dominate the viewership of entertainment channels by 11% whereas males dominate the viewership of news channels by 9%



CABLE AND SATELLITE TV VIEWERS

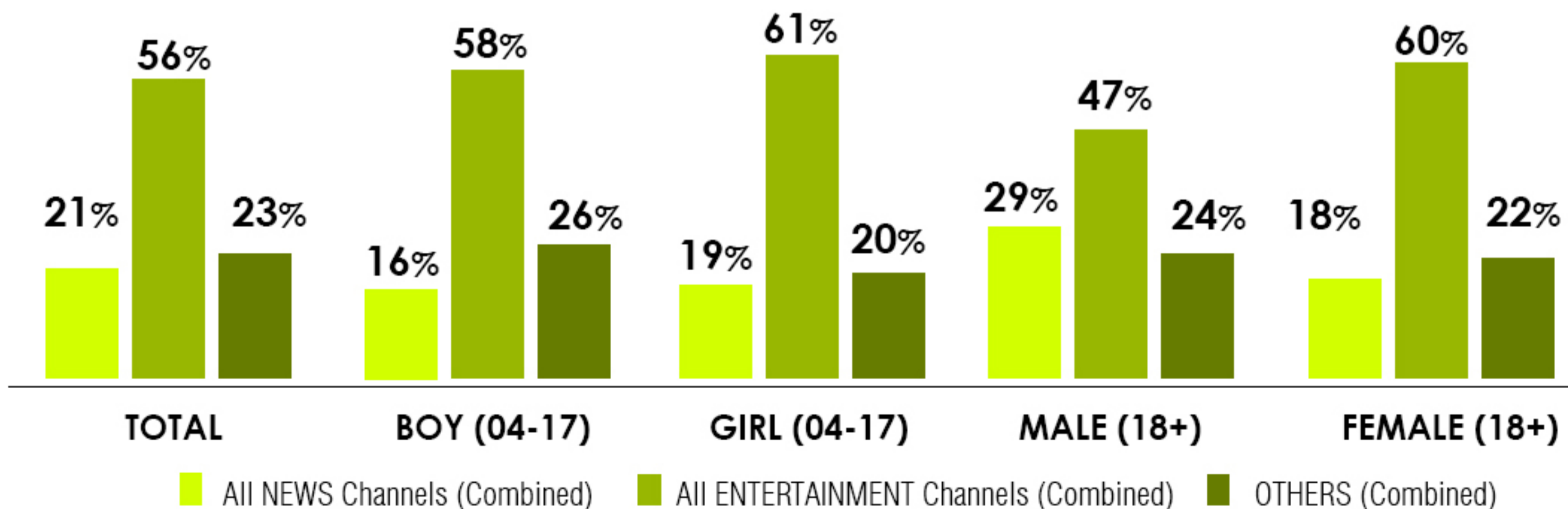
56% CABLE AND SATELLITE TV VIEWERS WATCH ENTERTAINMENT CHANNELS

On average, 21% of cable and satellite TV viewers watch new channels, 56% watch entertainment channels and 23% watch other channels.

GENDER BREAKDOWN

ADULT FEMALES WATCH ENTERTAINMENT CHANNELS SIGNIFICANTLY MORE THAN THEIR COUNTERPARTS

The results for young cable and satellite TV viewers (aged 4-17) show insignificant difference across the two genders. Young girls tend to watch news more than boys (19% vs. 16%); girls watch entertainment channels more than boys (61% vs. 58%) and boys watch other channels more than girls (26% vs. 20%). Amongst adult males TV viewers, 29% watch news channels, 47% watch entertainment channels and 24% watch other channels. In contrast, amongst adult female TV viewers, 18% watch news channels, 60% watch entertainment channels and 22% watch other channels. Comparing the figures for adult males and females, females tend to dominate the viewership of entertainment channels by 13% whereas males dominate the viewership of news channels by 11%.



Comparing the results for all viewers with the results of cable and satellite viewer, the share for entertainment significantly drops for the latter, while that for news channels remains fairly similar. This is because cable and satellite provides viewers alternate genres while terrestrial network provides viewers limited content. Therefore, with alternative options available to viewers of cable and satellite network, the entertainment share drops by 8% while share for others increases by 10%.

THE STUDY WAS RELEASED BY GILANI RESEARCH FOUNDATION BASED ON GALLUP PAKISTAN'S TV RATINGS SERVICE WHICH IS THE ONLY NATIONAL TV RATINGS IN PAKISTAN.

For more survey data see website www.gallup.com.pk or write to MS. AMNAH IMTIAZ at amnah.imtiaz@gallup.com.pk

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