



Special Press Release

Media**Television Audience Viewership**

Television viewership in Pakistan: An average TV viewer spends two hours daily watching television; Viewership in larger cities 35% more than rural areas. TV viewership on a decline possibly due to people switching to mobile and internet.

Islamabad, April 17, 2018

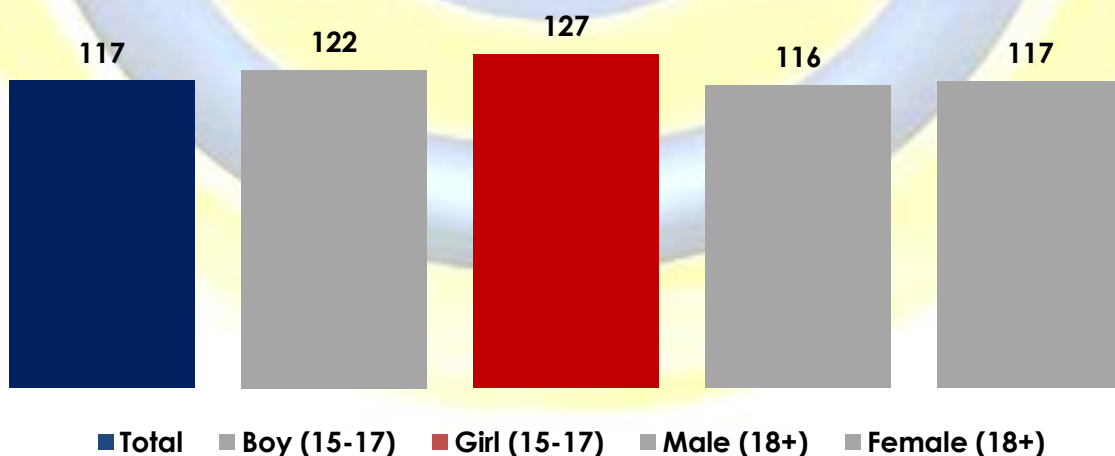
Gallup Pakistan is releasing this press release in relation to Television Viewership Habits in Pakistan. The purpose of this press release is to provide our readers interesting findings from the Gallup Pakistan TV Ratings Panel spread over 3000 households across Pakistan (the only national TV Ratings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

All Viewers**An average Pakistani watches 117 minutes of television per day**

On average a television viewer in Pakistan spends 2 hours daily watching television (117 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 his active time (approximately 17 out of 24 hours) watching television.

Gender Breakdown: On average girls aged between 15 to 17 years watch 127 minutes per day

Amongst the TV viewers in Pakistan, on average boys in the age category 15-17 watch 122 minutes of television per day; girls in the same age category watch 127 minutes. Adult males (18+) watch 116 minutes of television per day; female adult watch 117 minutes of television. While the results indicate an insignificant gap between the two genders in terms of television viewership amongst the adults, girls tend to watch television significantly more than adult females (10 more minutes per day), whereas boys watch 6 more minutes per day compared to adult males.

Overall Television Viewership 2018



Rural-Urban Breakdown: On average urban TV viewer watches 130 minutes per day

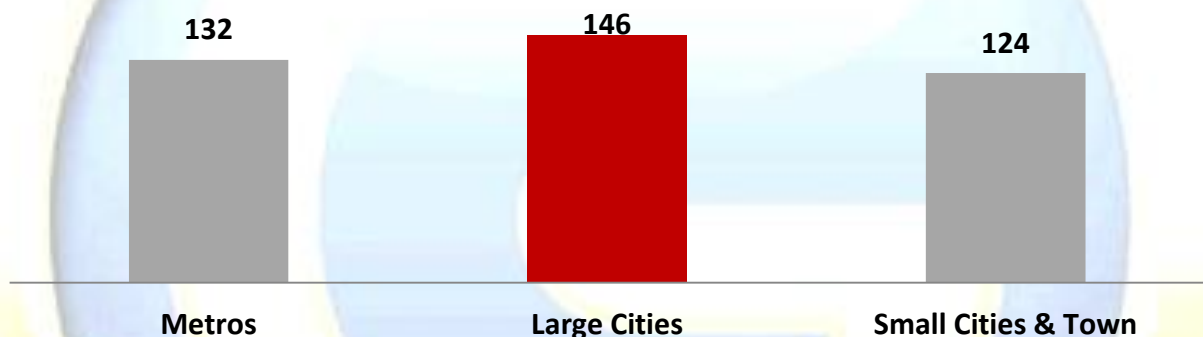
In urban areas the average time a TV viewer spends watching television is 130 minutes and 108 minutes in rural areas. This shows that on average urban TV viewers watch 22 more minutes of television than rural viewers.



Breakdown by City Type: On average TV viewer in large cities watches 146 minutes per day

The average time spent watching television in metropolitans is 132 minutes, 146 minutes in large cities and 124 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 (22 minutes more per day compared to small cities and town and 14 more minutes per day compared to metros).



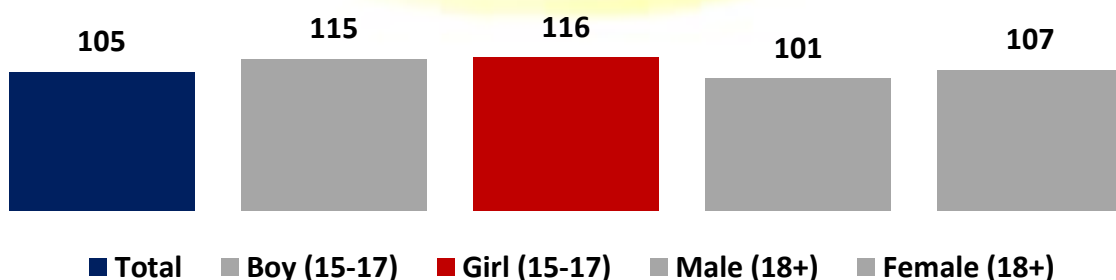
Not only do people living in bigger cities have greater access to TV and cable connections than people in rural areas, but due to the sedentary lifestyle of most urbanites, their average television viewership statistics are higher.

Cable and Satellite TV Viewers

An average cable and satellite TV viewer watches 105 minutes per day

On average a cable and satellite TV viewer watches 101 minutes per day. Boys in the age category 15-17 watch 115 minutes of cable and satellite TV per day, whereas girls watch 116 minutes. Adult males (18+) watch 101 minutes, while female adults watch 107 minutes. These results show that amongst cable and satellite TV viewers, younger girls watch 11 more minutes per day compared to the national average, whereas adult females watch 5 more minutes per day than males.

Cable & Satellite Viewership





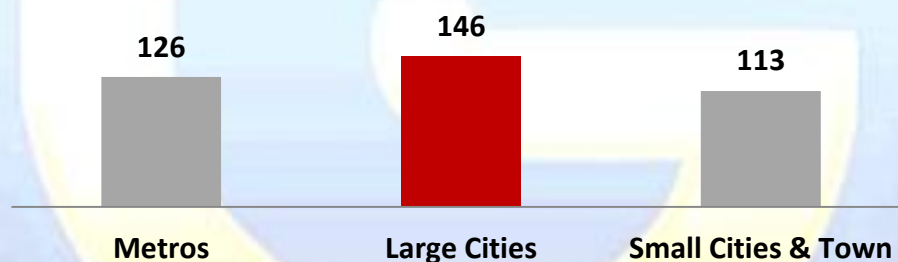
Rural-Urban Breakdown: On average urban cable and satellite TV viewer watches 125 minutes per day

In urban areas the average time spent watching cable and satellite television is 125 minutes and 87 minutes in rural areas. This shows that on average urban cable and satellite TV viewers watch 38 more minutes per day than rural viewers.



Breakdown by City Type: On average cable and satellite TV viewer in large cities watches 146 minutes per day

The average time spent watching cable and satellite television in metropolitans is 126 minutes, 146 minutes in large cities and 113 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. (33 minutes more per day compared to small cities and town and 20 more minutes per day compared to metros).

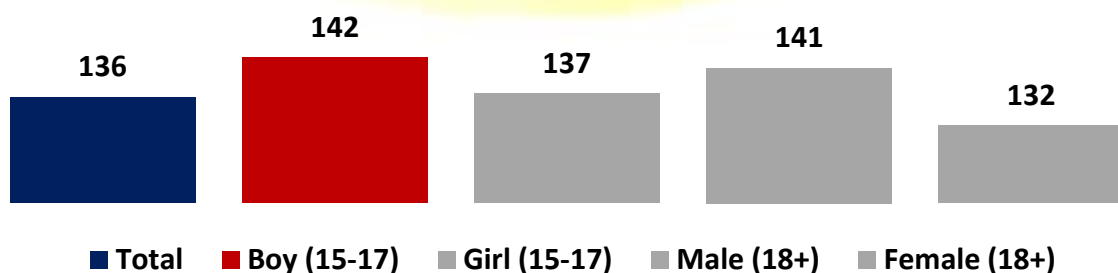


Terrestrial TV Viewers

An average terrestrial TV viewer watches 136 minutes per day

On average a cable and satellite TV viewer watches 136 minutes per day. Boys in the age category 15-17 watch 142 minutes of cable and satellite TV per day, whereas girls watch 137 minutes. Adult males (18+) watch 141 minutes, while female adults watch 132 minutes. These results show that amongst terrestrial TV viewers, younger boys watch 5 more minutes per day compared to the girls, whereas adult males watch 9 more minutes per day than females.

Terrestrial TV Viewership





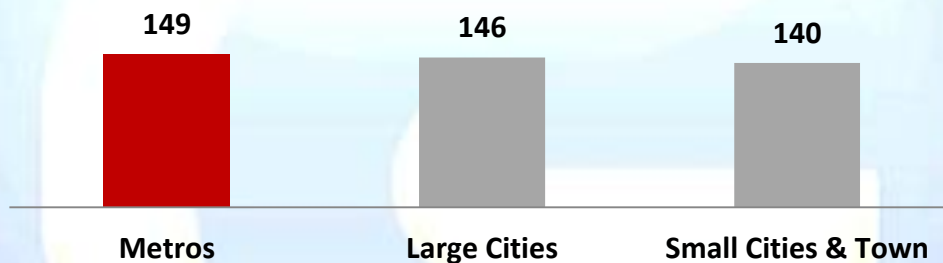
Rural-Urban Breakdown: On average terrestrial TV viewer watches 125 minutes per day

In urban areas the average time spent watching terrestrial television is 143 minutes and 132 minutes in rural areas. This shows that on terrestrial TV viewers watch 16 more minutes per day than rural viewers.



Breakdown by City Type: On average terrestrial TV viewer in the metropolitan cities watches 149 minutes per day

The average time spent watching terrestrial television in metropolitans is 149 minutes, 146 minutes in large cities and 140 minutes in small cities and towns. Thus, people in metropolitan cities watch terrestrial television more than those living in both large cities and small cities and town. (9 minutes more per day compared to small cities and town and 3 more minutes per day compared to large cities).

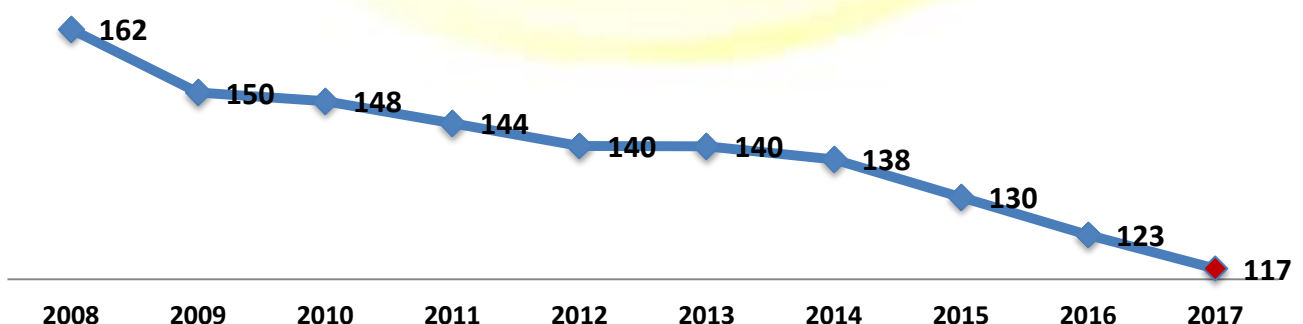


Trends in Television Viewership Habits

In 2008, an average television viewer in Pakistan was watching 2.7 hours of television daily. However, television viewership trends have not remained consistent. Over a period of 9 years, overall daily television viewership in Pakistan has declined by 45 minutes (from an average daily viewership of 162 minutes in 2008, to 117 minutes in 2018).

In the past, watching television meant watching programs on a television set, but today many other platforms are available to watch television programs. Different video platforms other than television, such as computer, laptops, tablets and smartphones (catering to nearly all market niches) are readily available for watching video content.

National Average of TV Viewership





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. Noor Un Nisa Shahid at noor@gallup.com.pk

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