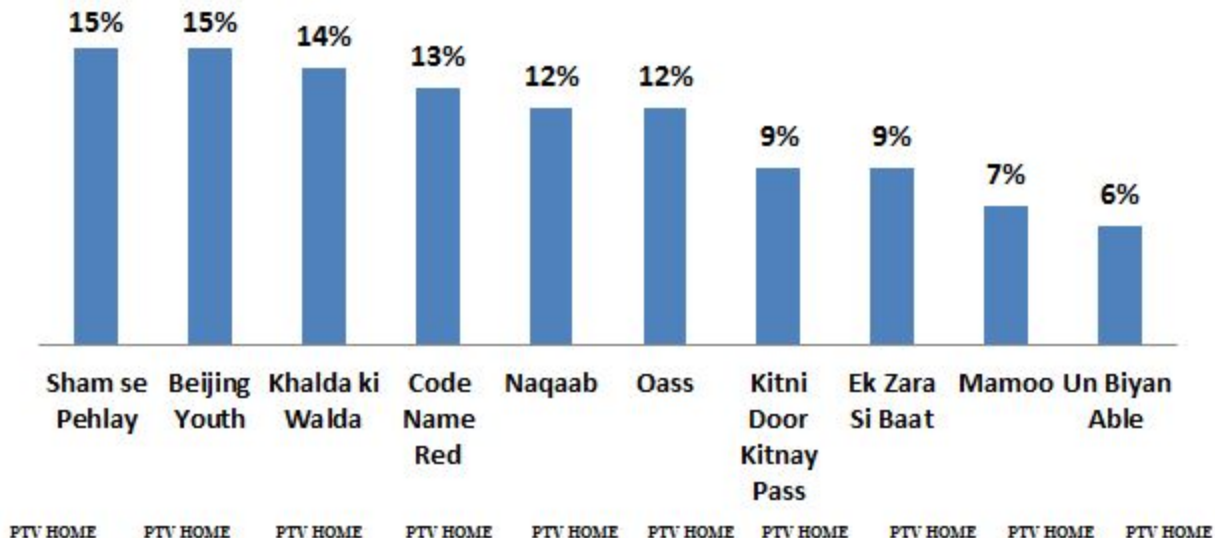


## Gallup Pakistan TV Ratings (May 2018)



Source: Gallup Pakistan TV Ratings

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association  
([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk); [www.gilanifoundation.com](http://www.gilanifoundation.com))

Opinion Poll  
**MEDIA**  
**Television**

**PTV Home Drama Sham Se Pehlay Tops and Beijing Youth achieves second position in terms of viewership crossing 18 Million TV Viewership benchmark.  
(GALLUP & GILANI PAKISTAN POLL)**

Islamabad, September 06, 2018

According to Gallup Pakistan TV Ratings service (the only National TV Ratings in Pakistan), PTV home drama “Sham se Pehaly” achieved top position in May 2018 by achieving Rating of 15% and reaching to around 18.9 Million Viewers.

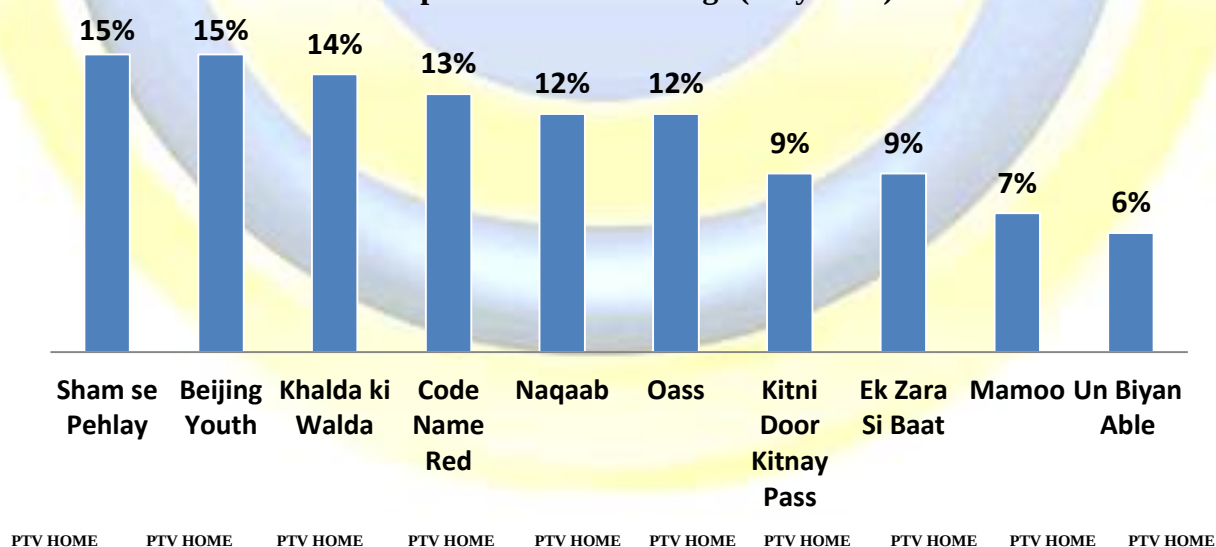
The second in line was Beijing Youth reaching rating of 15% and viewership of 18.1 Million.

It is interesting to note that Beijing Youth entails the story of four young cousins who are in search of their respective goals and dreams. The story surfaces the dynamism of modern China and its striking culture.

Beijing Youth is the first ever serial that is being broadcasted on a Pakistani channel after an agreement between China Radio International and state television of Pakistan. This initiative is a part of Belt and Road plan between the two countries.

Since the initiation of CPEC (China Pakistan Economic Corridor) the cultural exchange between the two stakeholders has amplified significantly. CPEC is considered not only a project of energy and infrastructure but also a platform for people to people connectivity. The cultural exchanges between Pakistan and China is a corner stone of CPEC and airing this series on State television will lead to better understanding of Chinese customs and traditions as well as open doors for future collaboration in the world of media and art.

**Gallup Pakistan TV Ratings (May 2018)**



Source: Gallup Pakistan TV Ratings

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association  
([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk); [www.gilanifoundation.com](http://www.gilanifoundation.com))

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.

## Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



**Thursday, September 06, 2018**

*(3 Pages, English version Only)*

**Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.**

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

*If you have any further questions regarding this poll, please feel free to contact us.*

*Best Regards,*

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**Disclaimer:** Gallup Pakistan is providing this data in Public Interest and Free of Charge. Although all care has been taken to ensure that the numbers are accurate and statistically significant, Gallup Pakistan does not take any responsibility for its authenticity, accuracy and robustness. The information contained in this survey can be used by the reader at his/her own risk. Gallup Pakistan is not going to be responsible and cannot be held legally liable for any profit or loss arising out of use of these numbers.

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Daily Gilani Poll  
2018



of Gallup Pakistan  
(1980-2018)