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AVERAGE TV VIEWERSHIP FELL DRASTICALLY FROM 4 HOURS IN 2002 TO 2 HOURS IN 2018: GALLUP PAKISTAN ANALYSIS OF ITS TV RATINGS ARCHIVES

"The average minutes watched in 2018 were 112. This indicates a gradual decline from the previous years as the 2017 average was 118 minutes; the 2016 average was 123 minutes and the 2015 average was 130 minutes. In 2002, when Gallup had started this service, the average minutes watched were 205"

2002 AVERAGE
MINUTES WATCHED
205



2018 AVERAGE
MINUTES WATCHED
112

Bilal Gilani, Executive Director Gallup Pakistan explains, 'As other media instruments became more salient, for example social media use after 3G/4G launch in 2014/15 and the general use of mobile phone connecting people with family and friends, we see that the choice set for viewers on relying on TV significantly fell. The coming few years will witness significant decline in TV viewing in Pakistan and TV channels need to adapt to this change or risk being irrelevant'

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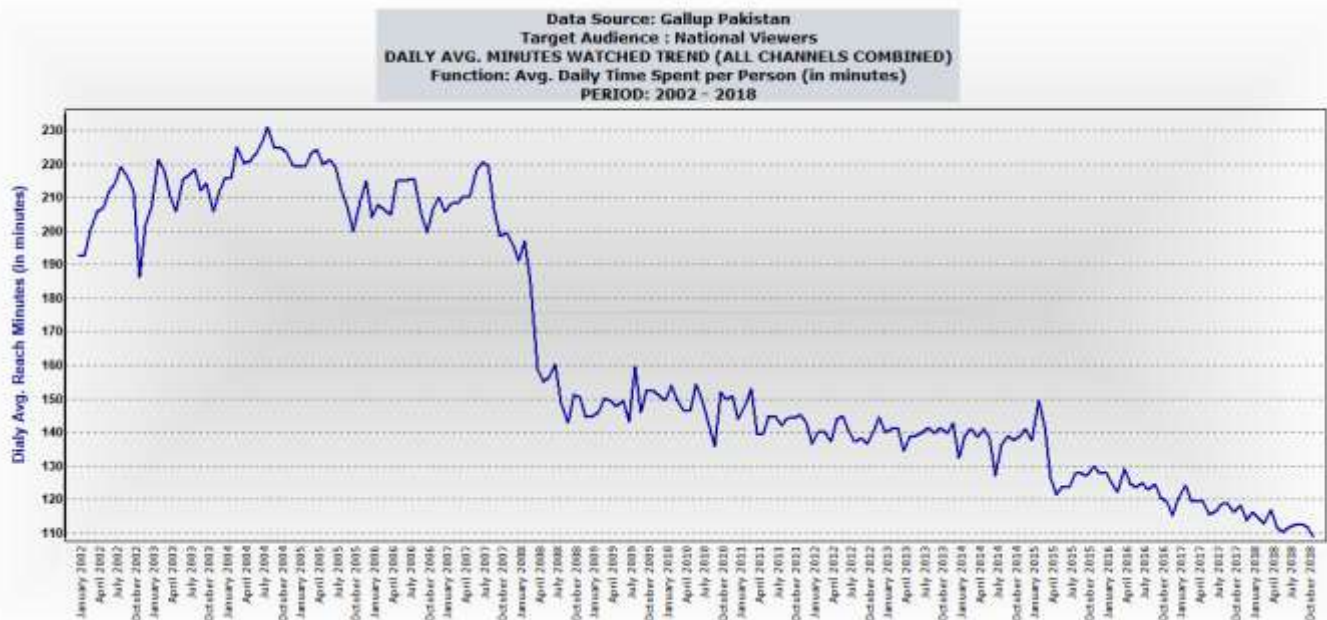
Average TV viewership fell drastically from 4 hours in 2002 to 2 hours in 2018: Gallup Pakistan Analysis of its TV Ratings archives

(Islamabad, Karachi), February 12, 2021

Gallup Pakistan has done an analysis on the archives of its TV Ratings System that it was running for over 2 decades in Pakistan since 1990s to 2018.

The analysis reveals that on average a TV Viewer in the country spent around 4 hours (~240 minutes) watching TV in 2002. This was the age in which PTV, and other terrestrial TV Channels were in many ways the only available choice as cable and satellite TV were watched by few. In 2018 when Gallup closed its TV Ratings service, the average minutes watched had dropped to almost half i.e. 120 minutes or 2 hours.

Bilal Gilani, Executive Director Gallup Pakistan explains, 'As other media instruments became more salient, for example social media use after 3G/4G launch in 2014/15 and the general use of mobile phone connecting people with family and friends, we see that the choice set for viewers on relying on TV significantly fell. The coming few years will witness significant decline in TV viewing in Pakistan and TV channels need to adapt to this change or risk being irrelevant'



In November 2018, the average minutes watched were 108. The 2018 average was 112 minutes. This indicates a gradual decline from the previous years as the 2017 average was 118 minutes; the 2016 average was 123 minutes and the 2015 average was 130 minutes. In 2002 when Gallup had started this service, the average minutes watched were 205.

Some background on Gallup Pakistan TV Ratings Services:

In 1994, Gallup started releasing fortnightly TAM reports providing ratings for both PTV and NTM programs. Over the years, Gallup TV Ratings gained widespread acceptance among the advertisers, the media planning companies, advertising agencies and the Media and till the introduction of People Meters was taken as the sole common currency among them for TV ad scheduling, evaluation, and costing purposes. Gallup TV Ratings Service covered both Urban areas through its widespread reach in Metros and towns but also a rural panel of viewers across the country. The Nationally Representative character of Gallup TV Ratings allowed its users to get audience size estimates in population numbers instead of just rating points. This allowed for an easier, more relatable benchmarking of various channels and vehicles in the media industry. Gallup TV Ratings service was based on a continuous viewer panel, established in a mix of cities and villages, representing the urban and rural population. The rural component in the panel was added in April 2000 and therefore been operational for over 2 decades. Starting April 98, the service had been broadened to cover all leading satellite channels as well. The service was eventually discontinued in 2018.





*Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International*

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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,
Gallup Pakistan*

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Daily Gilani Poll
2021



of Gallup Pakistan
(1980-2021)