

P R O F I L E



Language of Broadcast: Urdu & English

Content: 55 hrs. of original radio programming per week, 36 hrs. of repeats per week; 4.5 hrs. of original TV programming per week; Internet

Distribution: 2 affiliates (1 FM, 1 TV), 2 IBB SW frequencies, 2 IBB MW frequencies

Radio: VOA's radio programs (*Urdu VOA*) broadcast through one affiliate, the Pakistan Broadcasting Corporation (PBC). The government-owned radio service airs one live and one pre-recorded 30-minute program on a network of 12 FM stations in 12 cities around Pakistan. VOA's Urdu service also broadcasts programs on 2 IBB MW and 2 SW frequencies.

TV: VOA's TV news-magazine program *Beyond the Headlines (Khabron se Aage)* is carried on one affiliate, Express News, one of Pakistan's premier cable and satellite TV news sources. The broadcast airs Monday-Friday at 6:30 p.m., local time.

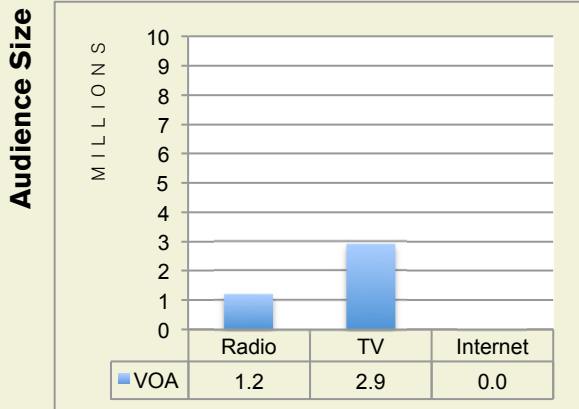
Staff: 24

Budget: \$4,464,000

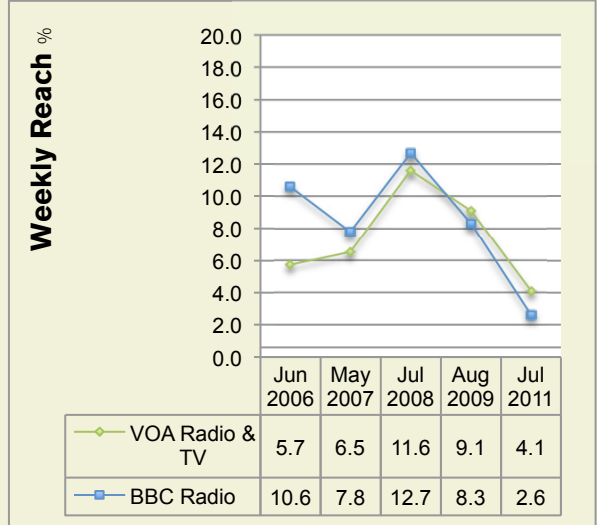
Established: 1951 to 1953; 1954 to present



P E R F O R M A N C E D A T A (Using Data from Pakistan, July 2011)



Weekly Reach by Media (%)	
VOA	
Radio	1.2
TV	3.0
Internet	0
Total	4.1



Awareness (%)	
VOA	
	8

Credibility	
Percentage of surveyed weekly audience that finds broadcasts credible (%)	
VOA	
Radio	92
TV	81

Understanding	
Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)	
VOA Radio*	
Current Events in Pakistan	95
U.S. Culture	59
U.S. Policies	40

Quality	
Combined Scores from audience panel	
VOA	
Radio	3.1
TV	3.2

Urdu

* Understanding ratings for VOA TV are 76% for Current Events, 62% for U.S. Culture and 55% for U.S. Policies.

Data are from a July, 2011 nationwide survey of adults (15+) in Pakistan. The survey excluded areas that are inaccessible due to the prevailing security situation or natural disaster: Federal Administrative Tribal Areas (FATA), Provincially Administered Tribal Areas (PATA), Northern Areas, Jammu & Kashmir. The survey is representative of 90% of the total adult population of Pakistan. Subsequent FATA data may be found on the Pashto page.

Urdu Broadcasting

A U D I E N C E C O M P O S I T I O N

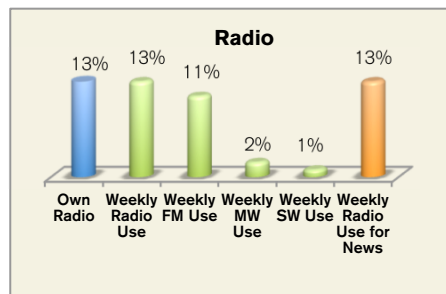
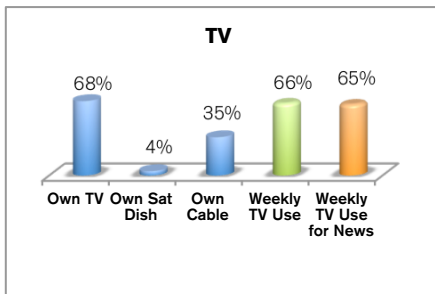
Total Population of Pakistan: 177 million

	Sample	VOA Weekly Audience
Sex	%	%
Male	52	78
Female	48	22
Age		
15-24	28	31
25-34	26	24
35-44	22	20
45-54	13	12
55-64	7	10
65+	4	3

	Sample	VOA Weekly Audience
Education	%	%
Illiterate/No Formal	39	9
Elem./Inter.	6	2
Secondary	48	63
Coll./Univ.	8	25
Ethnicity/Nationality		
Urdu	10	30
Punjabi	45	34
Sindi	12	13
Pashtun	12	8
Other	11	15

	Sample	VOA Weekly Audience
Residence	%	%
Urban	35	61
Rural	65	39
Language		
Punjabi	41	29
Sariki	14	8
Urdu	14	37
Pashto	11	7
Sindi	11	10
Other	7	7

M E D I A U S E

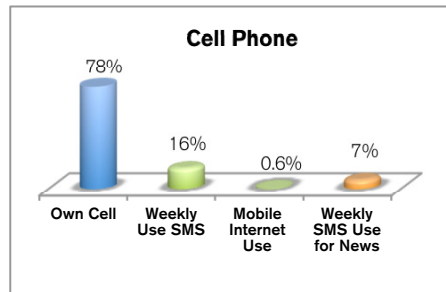
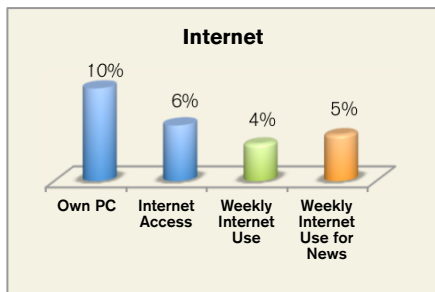


Top Ten Media Outlets

1. GEO News
2. PTV1
3. Express News
4. GEO TV
5. PTV World/11
6. Samaa
7. ARY Digital
8. ATV
9. HumTV
10. Dunya News

Top Ten Sources of News

1. GEO News
2. PTV1
3. Express News
4. ATV
5. KTN
6. GEO TV
7. PTV World
8. Aaj TV
9. Jang
10. PTV National



Web Analytics

Weekly Visitors 14,200
Weekly Visits 29,500

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): PARTLY FREE**
- **Economist Intelligence Unit Instability (2010): VERY HIGH RISK**
- The political and security environments in Pakistan remain challenging. The country is currently waging a war against Pakistan faces some serious security challenges; it is currently waging a war against Taliban forces in the western region of the country bordering Afghanistan. This conflict has led to frequent terrorist attacks on both government and civilian targets across the country.
- Pakistan has had a functioning democracy since the elections in 2008 with the current government headed by Pakistan People's Party leaders, President Asif Ali Zardari and Prime Minister Yousuf Raza Gilani. Upcoming elections are tentatively scheduled for October, 2012 or early 2013.
- Pakistan's relations with India are volatile due to unresolved conflict over Kashmir and inflamed by terrorist attacks on India originating from Pakistan.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 75.00 (151/179)**
- Despite its Freedom House rating, Pakistan has a strong domestic media; it has seen considerable growth in independent TV and radio channels over the past 5 years. However private TV channels have been subject to government interference.
- State run TV is now outperformed by private news channels, a switch driven by greater access to cable & satellite TV, although this access is limited in rural areas.
- While private FM radio channels have mushroomed, they are not allowed to carry substantial news content.
- Internet is still limited to the urban elite. The press is diverse and free but readership is mainly confined urban areas.