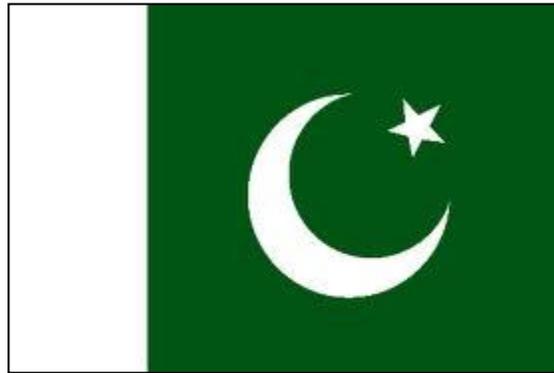


info@asaaid



Pakistan

Media and Telecoms Landscape Guide

June 2012

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1. Introduction

Pakistan suffers from poverty and political instability, the constant threat of war with its larger neighbour India and the overspill of conflict from Afghanistan.

This staunchly Islamic country of 187 million people is also prone to large-scale natural disasters, including earthquakes, floods and drought.

A strong earthquake struck northern Pakistan in 2005, killing more than 75,000 people. It caused massive damage to buildings, roads and bridges and left three million homeless just as winter was setting in.

In July 2010, vast areas of the Indus valley were devastated by floods after exceptionally heavy rain in the Himalaya Mountains swelled the headwaters of the Indus, Pakistan's main river.

More than **20 million people were displaced** from their homes and 2,000 were killed. At one point a fifth of Pakistan's land area was under water. There were further serious floods in 2011.

Conflict between the Pakistan army and local insurgents along the **Afghan border** has created an on-going humanitarian crisis.

At one point in 2009, 1.5 million people were forced to flee their homes as the army battled fundamentalist Islamist insurgents advancing down the Swat Valley towards the capital Islamabad.

According to UNHCR, in early 2011, one million people were still displaced from their homes by fighting between the insurgents and government forces in the **Federally Administered Tribal Areas (FATA)** along the Afghan border and in the **adjoining Khyber Pakhtunkhwa Province**, formerly known as the North-West Frontier Province.

In 2011, Pakistan also played host to 1.7 million refugees from Afghanistan. Most were living in camps. A majority of these were set to return to Afghanistan by the end of 2012.

Mostly rural, poor and multilingual

According to the UNDP Human Development Report for 2011, just over half the population of Pakistan lives in poverty. One in five Pakistanis scrapes by on less than \$1.25 per day.

The adult literacy rate is 50%, according to UNESCO. Most men can read and write, but most women cannot.

Most Pakistanis still live in rural villages and depend on agriculture.

Only 36% live in towns and cities. Yet the Pakistani port city of Karachi is one of the largest cities in the world, its population estimated between 13 and 18 million.

The official languages of government are **Urdu** and **English**.

Only 8% of Pakistanis speak **Urdu** as their mother tongue, with native Urdu speakers mostly found in the southern province of Sindh. However, Urdu is taught as a second language at schools across the country.

Urdu has thus become the country's lingua franca and is the language most widely used on state radio and television. **Urdu** is closely related to **Hindi**, the national language of India, although it uses a different alphabet.

Punjabi is the most widely spoken language in Pakistan. It is the mother tongue for close to 61 million people, according to the Ethnologue website for linguistic research, citing figures for 2000.

That would have made Punjabi first language of some 43% of the population at the time.

About 12% of Pakistanis speak **Sindhi**, mainly in the southern province of Sindh.

Some 10% of Pakistanis speak **Siraiki**. The strongholds of this language are in parts of Punjab and Sindh.

Pashto is widely spoken in north-western areas close to the Afghan border. It is the language of the Pashtun people, who are also the largest ethnic group across the border in Afghanistan.

There are differences of opinion over the number of **Pashto** speakers in Pakistan.

Pakistan's 1998 census showed that 15% of the population spoke **Pashto** as a mother tongue. But the *CIA World Factbook* maintains that Pashto is spoken only by 8% of Pakistanis.

Baloch is the mother tongue of about 3% of Pakistanis. Baloch speakers are concentrated in the sparsely inhabited south-western province of Balochistan.

There are many other regional languages spoken by minorities, including **Hindko**, **Pahari**, **Brahui** and **Gogri**.

Flourishing private TV and radio

Pakistan has a vigorous and diverse media, but standards of journalism are uneven. News stories are often biased and inaccurate.

More than 90 private **TV stations** and 115 private **radio stations** have gone on air since the government started to license private broadcasters in 2002.

There are also about 25 non-commercial FM radio stations, mostly run from university campuses.

The Pakistani government has temporarily ceased issuing licenses for **commercial satellite TV**, saying that the market is now saturated and that carrying capacity is limited.

Access to private TV channels has been helped by the creation of local cable networks. More than 3,000 licenses have been issued to **cable television distribution companies**.

Cable TV is the fastest growing field of media in Pakistan. There were about 4.2 million cable TV subscribers in 2009, according to the **Pakistan Electronic Media Regulatory Authority (PEMRA)**.

Generally speaking, where television is available, most Pakistanis **prefer TV to radio** as a source of information.

Many small unlicensed FM radio stations run by fundamentalist Islamist insurgents operate in conflict zones near the Afghan border, although the number of these “mullah radios” has declined in recent years due to efforts by **PEMRA** to shut down unlicensed operators.

Mobile mania

Over the past decade, Pakistanis have become addicted to the mobile phone.

More than half of all Pakistani adults own a mobile handset.

By January 2012, there were more than 114.6 million mobile phone lines in the country, giving a mobile penetration rate of 66.5%. However, this statistic disguises the fact that many handset owners have SIM cards for two or more networks.

Pakistanis use text messaging intensively. In 2011 each handset owner sent on average more than 140 SMS messages per month, even though only half the population can read and write.

That represented an increase of nearly 16% from 120 messages per phone per month in 2010.

Many young people also use their mobile handsets to listen to the radio.

Border tension with India

Pakistan was created as a Muslim state in 1947 by the partition of British colonial India into two states, one with a Muslim majority (Pakistan) and the other with a Hindu majority (India).

Some 120 million people were caught up in mass migration, and an estimated 1 million died in the resulting ethnic clashes.

For many years, Pakistan consisted of two separate territories, Pakistan (also known as ‘West Pakistan’) and East Pakistan, separated by India in the middle.

East Pakistan broke away with Indian help in 1971 to become the independent state of Bangladesh.

Pakistan’s relationship with India has always been marred by tension and hostility.

Immediately after independence, the two countries fought a war in 1947-48 over the disputed territory of Kashmir.

This led to the partition of Kashmir along a ceasefire line. India and Pakistan fought a second and equally inconclusive war over this remote territory of snow-capped mountains in 1965.

The two countries – which both possess nuclear weapons – have come close to open conflict over Kashmir on several occasions since then.

Simmering tension reached a new high in 2008 following terrorist attacks by Muslim extremists on a hotel and railway station in the Indian city of Mumbai, which killed over 200 people.

India accused elements within Pakistan's security establishment of supporting the suicide mission.

Pakistan has been under **military rule** for much of its life as an independent state.

Strategic alliances and foreign support

Pakistan received an estimated US\$ 12 billion of US development and military assistance between 2002 and 2009. Since 2000, it has also acquired billions of dollars of military hardware from other countries, including Chinese fighter aircraft and French submarines.

However, relations with Washington have soured in recent years over accusations that Pakistan has provided covert support for Islamist insurgents fighting US and NATO forces in Afghanistan.

Relations with the United States hit a new low after a US commando raid on a house in the Pakistani city Abbottabad in May 2011. This resulted in the killing of Osama bin Laden, the global leader of the Al-Qaeda armed Islamist movement, who was found to have taken refuge there.

Government acquiescence to the NATO-led occupation and warfare in Afghanistan has fed widespread anti-Americanism in the country.

Anti-American sentiment has also been fuelled by US air strikes at the cross border bases of Afghan insurgents inside Pakistan using pilot-less drone aircraft.

One such attack in November 2011 accidentally killed 24 Pakistani soldiers.

Throughout its history Pakistan has been a large recipient of foreign aid for development and emergency relief work.

According to United Nations' **OCHA** <http://fts.unocha.org/pageloader.aspx?page=emerg-emergencyDetails&appealID=905> about US\$ 1.3 billion in donations came from the UN, bilateral aid organizations and from NGOs in the aftermath of the devastating Indus River flooding in late July 2010. This included food, shelter and other items of immediate humanitarian assistance.

Elections and leadership

Pakistan returned to elected civilian government in 2008 after many years of military rule.

Former Prime Minister **Benazir Bhutto** had been widely expected to sweep back to power at the head of the Pakistan People's Party (PPP), founded by her late father **Zulfikar Ali Bhutto**.

However, she was assassinated three months before the general election in February 2008.

The PPP won the most votes and the most seats in parliament.

Bhutto's husband, **Asif Ali Zardari**, then spearheaded a movement to remove **General Pervez Musharraf** the country's military head of state, from power.

Musharraf was forced to resign in August 2008 and **Asif Ali Zardari** became president of Pakistan's first civilian government since 1999 shortly afterwards.

He nominated close ally **Yusuf Raza Gilani** as prime minister.

Both men were still in office in June 2012.

Islamist insurgency

Apart from corruption scandals and internal instability, Zardari's government faces a **major insurgency** by fundamentalist Islamist groups in the volatile **Federally Administered Tribal Areas (FATA)** along the Afghan border and in **Balochistan** in the southwest.

The insurgents are allied to, but separate from, the Taliban rebel movement in Afghanistan.

They draw support from fiercely independent local tribes that have long resisted the imposition of central government authority, and from foreign Islamist groups including al-Qaeda.

The insurgents make heavy use of unlicensed radio FM stations in areas under their influence.

The Islamist insurgency has fanned the flames of political violence throughout Pakistan.

Bombings are commonplace and often result in heavy civilian casualties. Several high-profile politicians have been assassinated by fundamentalist Islamists.

According to the Pak Institute for Peace Studies, over 7,100 people died as a result of political violence in Pakistan in 2011, with a further 6,700 seriously injured.

Both figures showed a decline of around 30 per cent compared to 2010.

About 77% of Pakistanis are Sunni Muslims. A further 20% are Shia Muslims. The remaining 3% of the population are mostly Christian and Hindu.

Pakistan at a glance

Population	192.3 million (2011 census unofficial provisional result)
Capital city	Islamabad
Main languages	Urdu and English are the official languages of government. The most widely spoken languages are: Punjabi 48%, Siraiki 10%, Sindhi 12%, Pashto 8-15%, Urdu 8% and Balochi 3%
Per capita GDP	\$2,625 (UN 2010)
Adult literacy	Total population: 50.0% Adult male: 64% Adult female: 35% (UNESCO 2008)
Mobile phone lines	114 million (Pakistan Telecommunications Authority [PTA] December 2011)
Mobile phone penetration (lines per 100 inhabitants)	66.5 per cent (PTA December 2011)
Mobile network coverage	99% in Punjab, 89% in Sindh, but only 23% in Balochistan (PTA)
International dialling code	+92
Internet users	29 million (ITU 2010)
Ranking in UN Human Development Index 2011	145 (out of 187)
Ranking in Reporters Without Borders World Press Freedom Index 2011-2012	151 (out of 178)

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2. Media overview

Pakistan's media is flourishing. Many of the privately owned media groups command big radio, TV and newspaper audiences and are highly profitable.

Television has become the main source of news and information for people in Pakistan's towns, cities and large areas of the countryside.

Generally speaking, where television is available, Pakistanis prefer TV to radio as a source of information.

However, much of the rural population continues to rely heavily on radio.

So, too, do millions of Pakistanis who live in zones of conflict near the Afghan border. Many of the armed fundamentalist Islamist groups that operate there disapprove of television on religious grounds.

Young urbanites are increasingly tuning in to FM stations for music and entertainment on their mobile phones.

The limits to media freedom

The standard of Pakistani journalism is very uneven.

Some media outlets publish well-researched even-handed reporting.

Others easily fall prey to unsubstantiated rumour and external pressure.

The media also remain dogged by censorship, intimidation, a harsh regulatory regime and corruption.

Several journalists are killed each year in the course of their work, mostly by armed groups linked to political factions.

According the New York-based **Committee to Protect Journalist (CPJ)**, seven journalists were killed in 2011, making Pakistan the most deadly country in the world for working journalists for the second year in a row.

Pakistan ranked 151st out of 178 countries in the 2011 Press Freedom Index of the organization Reporters without Borders.

The government exercised a monopoly over radio and television until 2002.

When the liberalization of ownership eventually took place, it did so under military rule in an atmosphere of tight control over media freedom.

As a result, private radio and TV stations were restricted in the content that they could broadcast and the channels of distribution they could use.

The government limited the range of private FM stations to 50 km, making it difficult for city-based stations to reach remote rural audiences.

The government also forbade private radio stations to produce their own news programmes, forcing them to relay news bulletins from the state-owned **Pakistan Broadcasting Corporation (PBC)** instead.

It also forbade private TV channels to broadcast free to air from terrestrial transmitters. They may only broadcast by cable and satellite.

As a result, state-run **Pakistan Television (PTV)**, which does use terrestrial transmission, has perpetuated its domination of rural TV audiences.

Despite the liberalisation of media ownership, the broadcasting of all news and information remained subject to tight state control.

In November 2007, General Pervez Musharraf, the military head of state at the time, declared a state of emergency. He sacked the Supreme Court and all private television and radio stations were temporarily switched off.

Meanwhile, the state broadcasters remained on air, putting out official government statements.

Harsh censorship was imposed upon all media shortly afterwards.

Despite such restrictions, the competition for audiences created by the diversity of media ownership has helped to push back the boundaries of press freedom.

By mid-2012, about 115 privately owned commercial FM radio stations were on air across Pakistan.

Most of them churn out a steady diet of music and phone-in programmes. Many generate strong revenue streams from advertising.

By mid-2012, there were also about 25 campus radio stations linked to universities across the country.

More than 90 privately owned TV stations were broadcasting by satellite and cable.

Many of them command higher audiences than state-run PTV in the areas they reach.

Several private TV channels, such as **Geo News**, **Dawn News** and **Express News**, exclusively broadcast news and current affairs programming.

Some experts believe that Pakistan's media sector is suffering from too-rapid growth and that standards of professional news reporting have suffered as a result.

Subservience to official policy is reinforced by a system that awards cash prizes to selected writers and journalists, allocates government positions to selected members of the press, and even provides coveted housing plots to journalists who toe the line.

A 2010 European Union-financed study of the media and governance in Pakistan <http://www.initiativeforpeacebuilding.eu/pdf/pakistanOct.pdf> said various interest groups, particularly the military, have found "a vast array of naïve and for-sale journalists ready to produce or reproduce stories according to the dictates of their customers."

Radio facts:

- **Pakistan Broadcasting Corporation (PBC)** www.radio.gov.pk, which runs the state radio network, retains an official monopoly on broadcasting national and international radio news. It covers the entire country on FM, medium and short wave.
- Private radio stations are allowed to relay the news bulletins and programmes of PBC and, to a limited extent, the **BBC Urdu** service and **Voice of America (VOA)**.
- Private FM stations are not allowed to produce and broadcast their own national and international news under the terms of their radio license, although **this restriction is sometimes ignored**. Some private stations are allowed to broadcast local news.
- The **Pakistan Electronic Media Regulatory Authority (PEMRA)** www.pemra.gov.pk limits the transmitter strength of private FM stations. They are allowed a maximum broadcast coverage radius of 50 km.
- Private radio has almost no penetration in rural areas.
- State-run PBC retains a virtual monopoly of rural radio audiences.

Television facts:

- The government-run **Pakistan Television Corporation (PTV)** www.ptv.com/pk retains a monopoly of free-to-air terrestrial broadcasting.
- Private TV channels are only allowed to broadcast on cable, satellite and the internet.
- Marketing research company Gallup Pakistan estimated there were 86 million TV viewers in Pakistan in 2009. Of these, 48 million - more than half - were terrestrial viewers who could only receive PTV channels.

- There are at least five Islamic religious TV channels, including the popular private channel **Quran TV**.

Pakistan's powerful media groups

There is considerable cross-media ownership between newspapers and radio and television stations.

Major large circulation daily newspapers exercise wide influence on public opinion from within large media groups that also include radio and TV stations.

Many of Pakistan's newspapers were founded by journalists with a political and nationalist agenda.

However, the liberalisation of broadcasting in 2002 led to a wave of investment in the media by businessmen with a straightforward commercial interest.

The new FM radio stations have proved particularly profitable. Their opening coincided with a period of rapid economic growth that brought with it a boom in advertising.

The three largest private media groups are:

- **Jang Group** www.jang.com.pk owns **Geo TV**, Pakistan's most popular private television network, along with a stable of newspapers and magazines. These include **Daily Jang**, Pakistan's top-selling daily newspaper, **Daily Awam**, **Daily Awaz**, **Daily Waqt**, **The News** and **The Pakistan Times**.
- **Dawn Media Group** www.dawn.com . This media group grew from the English-language Dawn Newspaper, founded in 1947 by Mohammad Ali Jinnah, the political leader responsible for Pakistan's creation as an independent Muslim state. **Dawn** is one of the largest and most influential **English** language daily newspapers in Pakistan. It remains a cornerstone of the Dawn Media Group, which also **Dawn News TV** and the **City FM 89** radio network. The latter broadcasts in four major cities. Other Dawn Media Group publications include the **Herald**, a monthly current affairs magazine,
- **Lakson Group** www.lakson.com.pk This diversified business conglomerate owns the popular **Express News** and **Express 24/7** TV news channels, along with the **Daily Express**, **Express Tribune** and **Express Sunday** newspapers.

Print media facts:

- Pakistan has around 300 privately owned daily newspapers. According to the Pakistan Bureau of Statistics (formerly the Federal Bureau of Statistics) www.pbs.gov.pk, they had a combined daily sale of 6.1 million copies in 2009.
- Most newspapers are published in **Urdu** or **English** and are regional rather than national in nature.
- Pakistan's largest newspaper is the conservative **Urdu** language **Daily Jang** which claims nationwide daily sales of 850,000.
- Undated figures from the marketing research organization **Gallup Pakistan** say about 60% of urban populations and 36% of rural populations read newspapers. (These figures broadly track urban and rural literacy rates). About 10% of the population read magazines. Gallup found that about 30% of the population read a periodical at least once a day.

Going online

Internet usage is growing rapidly from a low base, as witnessed by the phenomenal growth in popularity of the social networking site **Facebook**.

Bandwidths remain low, but this could change rapidly, as large sums of money have been invested in web infrastructure projects.

At least 30 cities now have **WiMAX** networks, which enable internet access by wireless anywhere within a wide area.

By some measurements, Pakistan has deployed the largest **WiMAX** network in the world. This fourth-generation technology offers metropolitan area networks a signal radius of about 50 km. The relatively low cost of **WiMAX** deployment makes last-mile broadband Internet economically viable, even in remote locations.

The authorities have sought to block some websites, citing religious and moral concerns. The Pakistan Telecommunications Authority (PTA) is charged with monitoring **YouTube**, **MSN**, **Bing**, **Hotmail** and **Amazon** for anything that might be perceived as anti-Islamic content

Blogging has also become an important part of political life in Pakistan and has opened a broad new avenue for self-expression.

Hosh Media www.hoshmedia.org is a Pakistani site for crowd-sourced social activism that offers free courses online in citizen journalism.

Internet facts:

- The **Pakistan Telecommunication Authority (PTA)** said there were 29 million internet users at the end of 2011 – equivalent to about 16% of the population.
- Among them were 6.4 million **Facebook** users (www.socialbakers.com, May 2012).
- According to the PTA, about 1.7 million people had access to broadband services in 2010. This was less than one per cent of the population
- Popular aggregator sites such as **Teabreak** www.teabreak.pk/network.php, **Blogger.pk** www.bloggers.pk and **Metblogs** www.metblogs.com make bloggers' narratives easier to access.

The repressive measures imposed by General Musharraf were lifted following Pakistan's return to elected government in 2008, but much of the media is still beholden to various political and military factions.

In recent times, there have been fresh moves to control the media in Pakistan, particularly the internet.

The government made an unsuccessful attempt to ban on 1,600 'offensive' words from the internet in February 2012.

It subsequently invited tenders for the creation of a national internet filtering and blocking system aimed at preventing access to millions of 'undesirable' websites.

In May 2012 the government shut down the micro-blogging website Twitter for a day over alleged concerns about blasphemy.

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3. Radio overview

Television has become the dominant source of news and information in cities and towns and the most densely populated parts of the countryside.

However, radio remains a major source of news, information and entertainment in many rural areas. About two-thirds of the population lives in the countryside.

Radio plays a particularly important role in remote and poorly developed rural areas, such as the mountainous regions along the Afghan border.

Here most people are poor, the electricity supply is unreliable or non-existent, cable TV is not available and the terrestrial signal of state-run Pakistan Television (PTV) is often weak.

In the cities, radio is popular as a source of music and entertainment, particularly for young people, who listen on their mobile phones.

Large rural audiences

A BBC media audience survey of more than 4,000 people across Pakistan in 2008 showed that radio stations of the state-run **Pakistan Broadcasting Corporation (PBC)** www.radio.gov.pk attracted big audiences in rural areas and among low-income groups.

PBC brands its network of FM, medium and short wave stations as **Radio Pakistan**.

The survey showed that **BBC** and **Voice of America**, which produce programming targeted at Pakistan in the **Urdu** and **Pashto languages**, were also popular in rural areas.

These foreign stations can be received on short wave and in some areas on medium wave. Their news programmes are also re-broadcast by some Pakistani FM stations.

The BBC survey found that more than half of all rural households in the provinces of Sindh, Balochistan and Khyber Pakhtunkhwa had a radio set.

But radio ownership was much lower in Punjab, where only one in five rural households had a radio.

In Sindh, 52% of respondents from rural areas said they listened to the radio at least once a week. However, only 32% of respondents in urban areas of the province said they listened to radio regularly.

Strong on local issues

One major advantage of radio over television in a multi-language country like Pakistan is that radio is easier and cheaper to direct at local audiences. It can therefore address local issues more effectively in the preferred language of its target audience.

PBC, for instance, operates 22 local radio stations broadcasting in 23 local languages.

Most Pakistani TV channels, on the other hand, target a nationwide audience in **Urdu** and **English**.

According to the website of the government broadcasting regulator, the **Pakistan Electronic Media Regulatory Authority (PEMRA)** www.pemra.gov.pk, 106 private commercial radio stations were operational by November 2011.

Another nine stations had been granted licenses, but had not begun to broadcast.

In addition, **PEMRA** listed 27 operational campus radio stations linked to different universities.

The regulator has said it sees room for licensing up to 650 private radio stations.

Curbs on transmission

PEMRA limits the transmitter range of all private FM radio stations to 50 km.

Since most private radio stations are based in cities and large towns, this restriction makes it almost impossible for them to compete with PBC for audiences in remote rural areas.

The number of private radio stations on air doubled in 2008, the year that Pakistan returned to elected government. However, the rate at which new licences are being issued has slowed since then.

In 2011 PEMRA halted the issue of new radio licences after the government said that the market was already saturated.

Many of the private stations are very profitable thanks to low operating costs and high revenues from advertising.

Typically, Pakistan's private FM stations play music for 70% of the time. They devote about 10% of air time to talk shows, 10% to advertising and 5% to news.

This focus by default on music and entertainment has earned them the nickname of "Juke Box Radios".

Many private radio stations broadcast from several different cities – typically between two and six.

Hot FM has the largest network. It broadcasts from 16 cities across Pakistan and claims to reach more than 50 million people.

PEMRA does not allow private FM stations to produce their own national news or current affairs programming.

However, some are allowed to broadcast local news. All private stations are allowed to rebroadcast the news bulletins and current affairs output of state-run **PBC**.

Popular foreign stations

Some private stations are also allowed to relay the news programmes of the **BBC Urdu service** www.bbc.co.uk/urdu and the Urdu service of **Voice of America (VOA)** www.voanews.com/urdu/news .

The **BBC** had 37 FM relay partners in Pakistan in May 2012, while programmes from **VOA's** Urdu service were relayed by several **PBC** FM stations.

However, the government has frequently taken action to limit the extent of **BBC** relay broadcasts.

In March 2010, **PEMRA** ruled that **BBC Urdu's** FM partner stations could only carry three 10-minute slots of **BBC** programming per day.

In early 2011, several private FM stations lobbied for the right to relay longer programme segments from the **BBC Urdu service**.

Remote frontier regions

Although radio is losing ground to television throughout Pakistan, it remains a vital source of news and information for people in the remote, conflict-prone mountainous areas along the Afghan border.

Many of the fundamentalist Islamist insurgents fighting there disapprove of television on religious grounds. They have blown up several TV transmitters and have been known to destroy TV sets and computers found in private homes.

But the militants have also been quick to exploit the power of radio.

By 2009, the insurgents and conservative religious clerics allied to them were broadcasting from more than 100 small unlicensed FM radio stations in the **Federally Administered Tribal Areas (FATA)** along the Afghan border, according to **PEMRA's** annual report for the year.

These "mullah radios" are highly partisan and can present a distorted and socially damaging view of the world. They have campaigned actively against polio vaccination, for example.

They are widely used by the insurgents to intimidate and control the local population. Their numbers have declined due to action by **PEMRA**, which has closed 180 illegal stations since 2005, including 20 in the province of **Khyber Pakhtunkhwa** (KPK) in 2010 alone.

However, many of these unlicensed FM stations remain popular because they broadcast in local dialects of **Pashto** and they focus on local issues of immediate relevance and interest to their target audience.

There are no independent radio stations in the **FATA**. Listeners must choose between the tightly controlled broadcasts of government **PBC** stations and the rebel propaganda emanating from the “mullah radio” stations. Their only alternative is to tune in to the **BBC and VOA Pashto services**, where available.

A 2008 survey of media perceptions in the **FATA** by the Pakistani media development organization **PACT Radio** showed that most people listened to radio at home in the evening between 18.00 hours and midnight, local time.

The 2008 BBC audience survey also found that most people throughout Pakistan listened to the radio at home.

But it noted that many young adults from middle and high-income groups also listen to radio on their mobile phones.

PBC dominates

According to the 2008 BBC audience survey, the most popular radio network nationally is **PBC's Radio Pakistan**. It found that 44% of all respondents who had listened to radio in the previous week had tuned into **Radio Pakistan** national or regional stations.

The **BBC** was in second place with 33%.

Both these stations were more popular with rural audiences than with people in towns and cities.

PBC's national music and entertainment station **FM 101** www.radio.gov.pk/fm101.htm was ranked third at 23%.

Close behind in fourth and fifth place were two private radio stations -- **FM100** www.fm100pakistan.com, which broadcasts in **Islamabad, Lahore** and **Karachi**, and **Radio Awaz 105 FM** www.radioawaz.com.pk, which broadcasts from the towns of **Gujrat, Gujranwala, Sheikhpura, Sadiqabad** and **Khanpur**.

The survey showed that **FM 101, FM 100** and **Radio Awaz** all had a predominantly urban audience.

A full list of government-licensed commercial radio stations can be found on the **PEMRA** website at:

http://www.pemra.gov.pk/pemra/images/docs/fm/List_Of_Commercial_FM_Radio.pdf

A full list of government-licenced campus radio stations can be found at:

http://www.pemra.gov.pk/pemra/images/docs/fm/List_Of_Non_Commercial_FM_Radio.pdf

3.1 State radio - Pakistan Broadcasting Corporation (PBC)

Pakistan Broadcasting Corporation (PBC) www.radio.gov.pk

Until 2002 the state-run Pakistan Broadcasting Corporation (**PBC**) had an official monopoly of the radio waves. Despite the proliferation of private FM radio stations since then, **PBC** remains hugely influential. It broadcasts under the brand name of **Radio Pakistan**.

The state broadcaster operates a flagship national radio service known as the **National Broadcasting Service (NBS)**.

In addition, it operates two chains of urban-based music and entertainment stations broadcasting in **Urdu** and **English** respectively.

It also runs a chain of 23 local FM stations that broadcast extensively in local languages

Altogether PBC operates 23 medium wave, 34 FM and seven short wave stations (see map below) that reach 97% of the country's population.

The 2008 BBC survey of media audiences in Pakistan showed that **PBC** radio stations command a large audience in rural areas where often no other radio or TV station is available.

The survey also found that **PBC** stations were popular amongst low-income groups across the country. This may partly reflect the **popularity of PBC's local-language programmes** amongst illiterate and poorly educated sectors of the population.

The national radio networks are:

National Broadcasting Service (NBS)

The National Broadcasting Service (NBS) is PBC's main news and current affairs station.

It carries hourly news bulletins, talk shows, commentaries, phone-in programmes and live coverage of important events.

NBS mainly broadcasts in **Urdu** and **English**, but its regional variants also feature some programming in other languages.

The station is on air for 17 hours a day from 0700 until midnight.

NBS broadcasts on medium wave and satellite from **Islamabad** and Pakistan's four provincial capitals **Karachi**, **Lahore**, **Peshawar** and **Quetta**.

Each of these production centres provides regional variations to the core programme schedule.

NBS news programmes are often rebroadcast on other stations of the PBC network.

FM 101

FM 101 is the PBC's popular music and entertainment station that broadcasts in **Urdu** and several local languages from nine cities across Pakistan.

It is on air for 24 hours per day.

Besides playing Pakistani and Western pop music, **FM 101** provides traffic updates, weather forecasts and sports and business news.

The station also covers health and hygiene, women's issues and fashion.

Prominent personalities from different walks of life are often interviewed on live phone-in shows.

Local variants of FM 101 are broadcast from **Islamabad, Peshawar, Sialkot, Faisalabad, Lahore, Quetta, Hyderabad, Karachi and Multan.**

FM 93 community radio stations

In addition to its national networks, **PBC** operates the **FM 93** chain of 22 local radio stations.

Since 2002, they have been competing directly with Pakistan's new generation of privately owned FM radio stations.

The **FM 93** stations broadcast a mixture of music, talk shows, interviews and special programmes for women, youth and farmers in 23 different languages.

Most of these community radio stations have powerful transmitters of 2,000 to 3,000 watts. A couple have 5,000-watt transmitters. There are **FM 93** stations in the following cities:

**Abbottabad
Bannu
Bhit Shah
Chitral
Dera Ismail Khan
Faisalabad
Gilgit
Gwadar
Hyderabad
Islamabad
Karachi**

**Khairpur
Kohat
Lahore
Larkana
Mianwali
Mirpur
Mithi
Multan
Muzaffarabad
Rawalpindi
Sargodha**

Planet 94

Planet 94 is **PBC's English-language FM station**.

It broadcasts Western popular and contemporary music and entertainment news, and targets an educated urban youth audience.

The station is on air for 24 hours per day in **Islamabad, Karachi and Rawalpindi**.

Planet 94 ran special coverage of the flooding emergency of 2010 and an appeal that collected substantial sums of money for flood relief.

The following is a list of all **PBC FM stations**, as published on the **PBC** website:

Pakistan Broadcasting Corporation FM radio network

No.	Station	Launched	Power (kw)
1.	FM-101, Islamabad (Murree)	1998	2.5
2.	FM-101, Islamabad (Kalar Kahar)	2003	2
3.	FM-101, Lahore	2005	2
4.	FM-101, Faisalabad	2002	2.5
5.	FM-101, Sialkot	2009	2.5
6.	FM-101, Peshawar	2004	2
7.	FM-101, Karachi	1996	5
8.	FM-101, Hyderabad	2009	2.5
9.	FM-101, Larkana	1995	1
10.	FM-101, Quetta	2002	2
11.	FM-93, Islamabad	2009	2.5
12.	FM-93.5, Rawalpindi	2003	2.5
13.	FM-93, Lahore	2008	5
14.	FM-93, Multan	2007	2.5
15.	FM-93, Sargodha	2005	3
16.	FM-93, Mianwali	2005	3
17.	FM-93, Chitral	2006	2
18.	FM-93, Abbottabad	2010	2.5
19.	FM-93, Bannu	2005	3
20.	FM-93, Kohat	2005	3
21.	FM-93, Karachi	2009	2.5
22.	FM-93, Hyderabad	2002	3
23.	FM-93, Mithi	2005	3
24.	FM-93.5, Bhit Shah	2007	2
25.	FM-93, Gwadar	2005	3
26.	FM-93, Muzaffarabad	2005	2.5
27.	FM-93, Mirpur	2009	2.5
28.	FM-93.3, Khairpur	2010	5
29.	FM-93, D. I. Khan	2010	2.5
30.	FM-93 Faisalabad	2010	2.5
31.	FM-93 Multan	2010	2.5
32.	FM-93 Gilgit	2010	2.5
33.	FM-94, Islamabad	2009	2.5
34.	FM-94, Karachi	2010	2.5

Contact addresses of Pakistani Broadcasting Corporation (PBC) stations/units

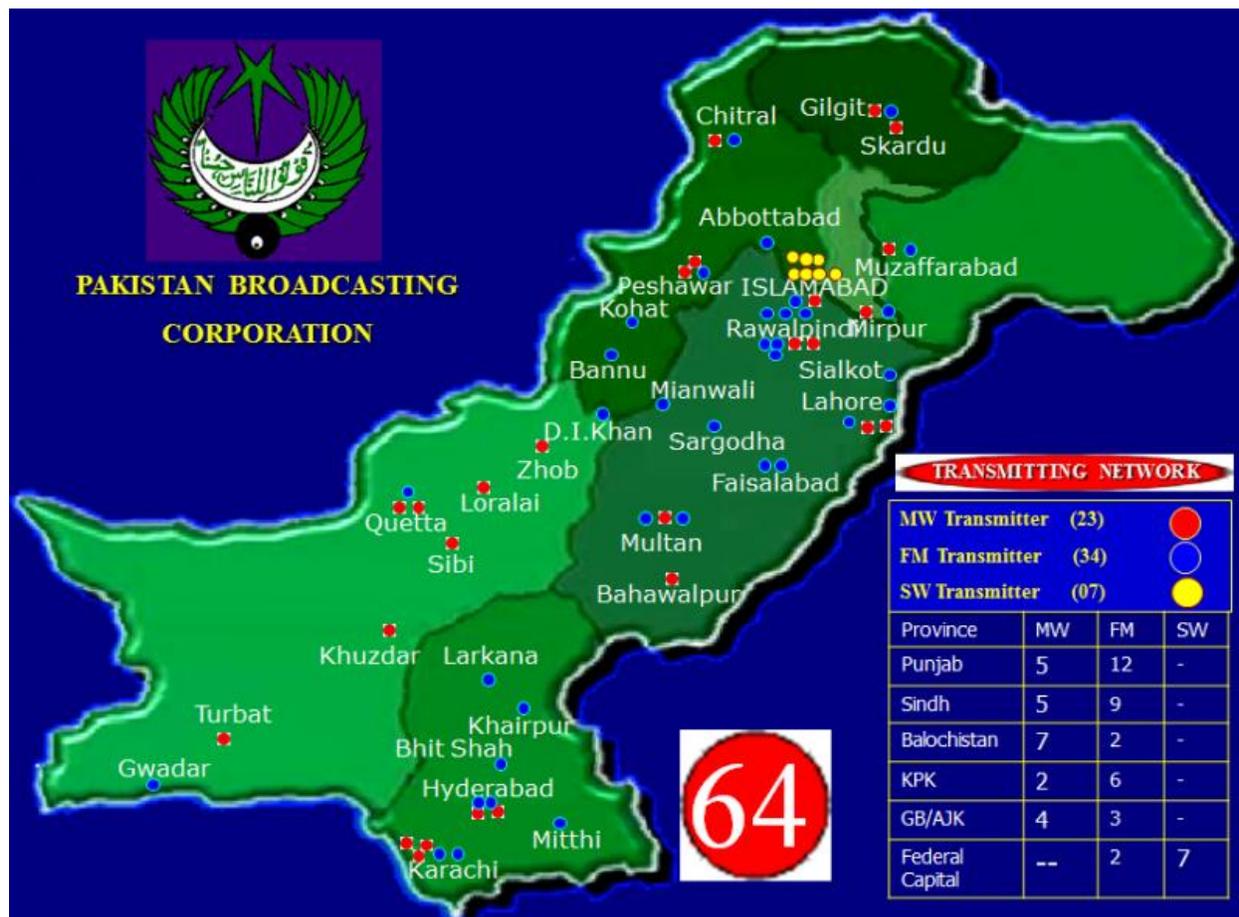
PBC STATIONS (local-dial telephone numbers in second column)		
PBC Islamabad/ FM-93	051-921 1141	sdislamabad@yahoo.com PBC, 1 st Floor, NBH, Constitution Avenue, Sector G-5/2, Islamabad
PBC Rawalpindi-I/ FM-93.5	051-927 2241	sdpindi1@yahoo.com Pakistan Broadcasting Corporation, 303 Peshawar Road, Rawalpindi.
Radio Trarkhal/ FM-93	0582-292 0848	sdmuzaffarabad@yahoo.com Broadcasting House, C.M.H. Road, Muzaffarabad.
Radio Trarkhal (Short Wave)	051-927 2260	sdpbcwrp11@hotmail.com Pakistan Broadcasting Corporation, 303 Peshawar Road, Rawalpindi.
AJK Radio Mirpur/FM-93	0582-792 7050	shakeeljk@hotmail.com Azad Kashmir Radio, Near Chungi No.4, Sector F-3, Kotli Road, Mirpur (AJK)
PBC Gilgit /FM-93	0581-192 0367	Broadcasting House, Jutial, Gilgit.
PBC Skardu	0581-592 0270	Radio Pakistan, Skardu
PBC Chitral (FM- 93)	0943-41 2636	pbcchitral@gmail.com Broadcasting House, Near PIA Office, Polo Ground Road, Chitral
PBC Peshawar	091-921 0278	radiopeshawar@yahoo.com Broadcasting House, Soray Pul, Khyber Road, Near Assembly Hall, Peshawar City.
PBC Abbottabad (FM-93)	0992-931 0346	sdratd46@yahoo.com Broadcasting House, Post Office Ghangi, Mansehra Road, Abbottabad.
PBC Kohat (FM-93)	0922-926 0012	Radio Pakistan, KDA, Kohat
PBC Bannu (FM- 93)	0928- 633334	pbcbannu@yahoo.com Broadcasting House, Township, Koht Road, Bannu.
PBC D. I. Khan (FM-93)	0966- 747193	radio_dera@yahoo.com Radio Pakistan Dera Ismail Khan.
PBC Lahore (FM- 93)	042-992 00671	sdpbcl@yahoo.com Broadcasting House, Empress Road, Near

		Shimla Pahari, Lahore
PBC Faisalabad (FM-93)	041-922 0148	ahsanzaheer92@gmail.com Pakistan Broadcasting Corporation, Peoples Colony, D-Ground, Faisalabad
PBC Sargodha (FM-93)	048-923 0565	Radio Pakistan, Club Road, Sargodha
PBC Mianwali (FM-93)	0459- 237345	Radio Pakistan, Muhallah Ameer Abdullah Khan Rokhari, Mianwali.
PBC Multan	061-920 0222	radiomultan@yahoo.com Broadcasting House, Nusrat Road, Multan Cantt.
PBC Bahawalpur	062-925 0401	Broadcasting House, Near Sport Stadium, Circular Road, Bahawalpur.
PBC Karachi (FM-93)	021-992 30465	sdkarachi@gmail.com PBC, New Broadcasting House, Gulshan-e-Iqbal, Block-14, Karachi-75300
PBC Hyderabad (FM-93)	022-920 0590	pbchyderabad@yahoo.com Broadcasting House, Mearan Muhammad Shah Road, Hyderabad Sadr.
PBC Khairpur (FM-93.5)	0243-928 0253	pbk.khairpur@gmail.com radio.khairpur@yahoo.com Broadcasting House, Near D.P.O. House, Khairpur
PBC Larkana (FM-93)	074-941 0115	pbcbhlarkana@yahoo.com Broadcasting House, Wagan Road, Wakeel Colony, Near Edhi Centre, Larkana
PBC Mithi (FM-93)	0232-262 429	pbcmithi19@yahoo.com Broadcasting House, Revenue Colony Mithi, Distrcit Tharparkar.
PBC Bhit Shah (FM-93)	022-276 2284	Radio Pakistan, Bhit Shah.
PBC Quetta	081-920 1593	Broadcasting House, Near Iranian Consulate, Ghalib Road, Quetta.
PBC Loralai	0824- 410785	pbcloralai@gmail.com Broadcasting House, Zhob Road, Loralai.
PBC Gwadar (FM-93)	0864-421 1420	Radio Pakistan, Gwadar.
PBC Zhob	0822-	Broadcasting House, Quetta Road, Zhob

	413296	
PBC Turbat	0852-412618	Radio Pakistan, Near P. O, GPO Road, Turbat
PBC Khuzdar	0848-412607	Radio Pakistan, Mir Chakar Khan Road, Khuzdar
PBC Sibbi (Relaying Station)	-	Radio Pakistan (Relaying Station), Sibbi
PBC FM-101 CHANNELS		
FM-101 Islamabad	051-920 6464	FM-101, Broadcasting House, 1 st Floor, Constitution Avenue, Sector G-5/2, Islamabad
FM-101 Karachi	021-992 31495	FM-101, PBC, New Broadcasting House, Gulshan-e-Iqbal, Block-14, Karachi-75300
FM-101 Lahore	042-920 0673	bob_mdar@yahoo.com FM-101, Broadcasting House, Empress Road, Near Shimla Pahari, Lahore
FM-101 Faisalabad	041-922 0154	fm101fsd1@gmail.com FM-101 Channel, PBC, Peoples Colony, D-Ground, Faisalabad
FM-101 Quetta	081-920 1260	fm101quetta1@gmail.com FM-101, Broadcasting House, Near Iranian Consulate, Ghalib Road, Quetta.
FM-101 Hyderabad	022-920 0596	FM-101, PBC, Mearan Muhammad Shah Road, Hyderabad Sadr.
FM-101 Peshawar	091-921 3542	fm101pesh@gmail.com FM-101, PBC, Soray Pul, Khyber Road, Near Assembly Hall, Peshawar City.
FM-101 Sialkot	052-429 1068	sdfm101sialkot@yahoo.com FM-101, PBC, Airport Road, Gohadpur, Sialkot.
FM-101 Multan	061-920 0293	FM-101, Broadcasting House, Nusrat Road,

All **PBC** radio stations have a **Facebook page**. Some also have **Twitter accounts**. They make use of YouTube and/or blogger sites. Details of **PBC's social media sites** can be found at <http://www.radio.gov.pk/socialmediainfo>.

Pakistan Broadcasting Corporation radio transmitter map



PBC spokesman - Mubasher Majoka

Tel: +92 51 921 9439

+92 51 921 4038

Mobile: +92 300 515 0896

Email: spokesman@radio.gov.pk

mmajoka@gmail.com

Pakistan Broadcasting Corporation Headquarters

Address: G-5, Constitutional Avenue

Islamabad, Pakistan

Department	Email address	Telephone
Director General PBC	directorgeneralpbc@gmail.com	+92-51-921 4278 +92-51-922 2161 Fax:+92-51-922 3827
WebDesk	webdesk@radio.gov.pk	+92-51-920 9602 fax +92-51-920 1816 +92-51-921 3516
News	cnoradio1@gmail.com	+92-51-921 0689 +92-51-922 2432 Fax:+92-51-920 1861 +92-51-921 3516
Reporting	cnoreporting@gmail.com	+92-51-920 8772 +92-51-921 5210
National Broadcasting Service (NBS)	cac.pbc@gmail.com	+92-51-920 8306
FM 101 (Islamabad)	islamabad@fm101.gov.pk	+92-51-920 6464
Central Production Unit	cpsradui@isb.comsats.net.pk	+92-51-920 1645
Sales & Marketing	dირsales@live.com	+92-51-920 8849
IT wing	itwing@radio.gov.pk	+92-51-920 8334
Controller Reporting	f_ahmad00@yahoo.com	+92-51-920 8772 +92-300-530 6676

3.2 State radio - government radio stations in FATA

The following government-licensed FM stations operate in the largely autonomous **Federally Administered Tribal Areas (FATA)** on the Afghan border.

Dozens of unofficial FM stations run by fundamentalist Islamist insurgent groups and their sympathisers also operate in FATA and neighbouring parts of **Khyber Paktunkhwa Province**.

The population of approximately 3.5 million in **FATA** is divided into a dozen large tribes, and several smaller ones. The main language of the region is **Pashto**.

The **FATA** are divided for administrative purposes into seven autonomous **Tribal Areas** and six **Frontier Regions** (see map).

Pakistani law and ordinary Pakistani administrative procedures do not apply in the **FATA**.

FATA Secretariat radio stations

The following radio stations are run by the **FATA Secretariat**, the government agency charged with administering these remote tribal territories on the Afghan border.

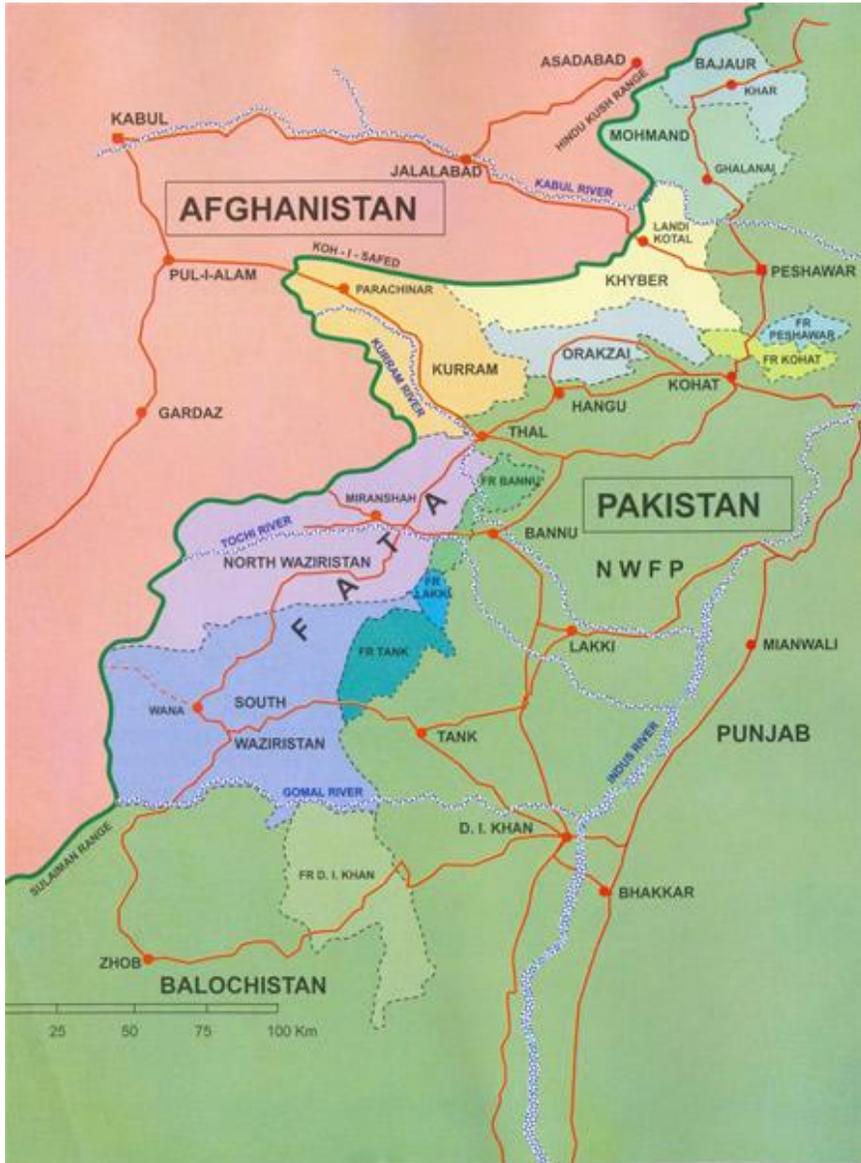
- **Radio Khyber** (Khyber Agency)
Contact — Said Nazir
Tel: +92 91 582 7166
Mob: +92 333 941 466
- **Radio Razmak** (North Waziristan Agency)
Contact – Bakhtawar Jan
Tel: +92 92 823 0692
- **Radio Miran Shah (North Waziristan Agency)**
Contact – Fazal Rehman
Tel: +92 92 831 2332
+92 92 831 3332
- **Radio Wana** (South Waziristan Agency)
Destroyed by militants in 2006

PBC radio stations covering parts of FATA

- **Radio Paktunhkhwa 92.2 FM**
Pashto language station based in Peshawar.
Contact – Director of Information Shuaib Ud Din
Tel: +92 91 921 0136
Mob: +92 301 886 6391

- **Radio Pakistan 101 FM**
Urdu-language music and entertainment station based in **Peshawar**.
Contact – Bilal
Tel: +92 91 921 0988
Mob: +92 345 902 2241
 - **Radio Swat 96 FM**
Radio station launched in 2009, based in the Swat valley.
Contact – Major Aqeel
Mobile: +92 321 956 2098
+92 333 523 9938
 - **PBC Peshawar**
Medium-wave regional station (540 AM)
Tel: + 92 921 0728
 - **PBC DI Khan 93 FM**
Local radio station based in **Dera Ismael Khan**
Tel: +92 96 674 7193
 - **PBC Kohat 93 FM**
Local radio station based in **North Waziristan**
Tel: +92-92 292 60012
- PBC Bannu 93 FM**
Local radio station based in **Bannu Frontier Region**
Tel: +92-92 863 3334

Map of the Federally Administered Tribal Areas (FATA), Pakistan



3.3 Private radio stations

HOT FM 105 www.hotfm.com.pk



Hot FM is the largest private radio network in Pakistan.

It broadcasts from 14 cities and claims to reach 50 million people in all areas of the country.

It broadcasts a mix of entertainment and information from:

Karachi
Hyderabad
Nawabshah
Larkana
Quetta
Dadu
Jacobabad
Mirpurkhas
Chitral
Sanghar
Badin
Mitthi
Shikarpur
Naushehro Feroz.

Hot FM claims that its Karachi station alone receives 100,000 SMS messages per month from its listeners.

Chief Executive – Abdul Karim Quereshi

Tel: +92 51 444 6647

Fax: +92 51 453 8349

Address:

Sachal Satellite Communications (Pvt) Ltd,
59-E Street No. 7,
I-10/3
Islamabad

Awaz 105 FM www.radioawaz.com.pk



Awaz FM operates a network of 12 FM stations broadcasting to the central **Punjab**.

It was cited by the BBC 2008 audience survey as one of Pakistan's most popular commercial stations.

Awaz FM broadcasts from the following cities:

Gujrat
Gujranwala
Sheikhupura
Bhalwal-Sargodha
Sadiqabad
Khanpur-Liaquatpur
Jhang
Pakpattan
Rajanpur
Bahawalpur
Okara
Sahiwal

Chief Executive – Mirza Muhammad Naeem

Mob: +92 300 500 9087
 +92 321 622 5105

Address:

Corporate Office Islamabad

Street No. 9, House No. 19

G-8/1

Islamabad

Tel: +92 51-226 4710, 51-226 2779

Fax: +92 51-226 4782

Email: info@radioawaz.com.pk

Gujrat

First Floor

Dhakhhar Plaza Rehman Shaheed Road

Tel: +92 53-360 6105, 360 7105

Fax: +92 53-370 0111

Email: info@radioawaz.com.pk

FM 100 www.fm100pakistan.com



FM 100 is a network of music and entertainment radio stations based in **Karachi**.

Founded in 1995, it broadcasts 24 hours a day in **Karachi, Islamabad, and Lahore**.

FM 100 broadcasts programmes in **Urdu, Punjabi and English**.

The station aims at a wide audience, embracing all ages and socio-economic groups.

FM 100 was cited by the BBC 2008 audience survey as one of Pakistan's most popular commercial stations.

Chief Executive - Aman Ahmed

Tel: +92 21 454 9055
+92-21-454 9056
+92-21-454 9059

Email: marketing@fm100pakistan.com

Address:

Plot #43-5, E-3,
Block 6
PECHS
Karachi 75400

City FM 89 www.cityfm89.com



City FM 89 is a music and entertainment station, with studios in **Karachi, Lahore, Islamabad and Faisalabad**.

It forms part of the **Dawn Media Group** www.dawn.com, which also includes the **Dawn News** TV channel and the **Dawn** newspaper.

City FM 89 was launched in 2004 and claims more than one million regular listeners.

Karachi (head office)

Tel: +92-21 3233 1095 to 98

Fax: +92-21 233 1099

Email: contact@cityfm89.com

Address:

City FM 89,
11 Dockyard Road,
West Wharf Industrial Area
Karachi

Lahore

Tel: +92-42 357 89465 to 68

Fax: +92-42 578 9470 4th Floor, Ashrafi Towers

Address

City FM 89,
19 Commercial Zone,
Liberty Market,
Lahore

Islamabad

Tel: +92-51 260 6121 to 23

Fax: +92-51 260 6124

Address:

City FM 89,
c/o Dawn News TV,
2nd Floor 12 Mauve Area,
Zero Point G 7/1
Islamabad

Faisalabad

Tel: +92-41 240 8793 to 94

Fax: +92-41 240 8795

Address:

City FM 89,
4th Floor, Chaudhry Arcade,
P-10 Block 08,
New Civil Lines
Faisalabad

Radio One FM 91 www.fm91.com.pk



This music and entertainment station broadcasts in **Karachi, Lahore, Islamabad** and **Gawadar**.

Radio One is owned by the Karachi-based **Airwaves Media** group. It also owns the cable TV channels **Waseb** www.waseb.tv and **TVOne** www.tv1online.tv

Karachi (Head office)
Tel: +92-21 111 111 191
Fax: +92-21 345 222 53
Email: info@91radio1.fm

Address:
Radio One,
11-F, KDA Scheme # 1
Main Karsaz Road
Karachi

Lahore
Tel: +92-42 111 111 191
Fax: +92-42 3584 5804
Email: info@91radio1.fm

Address:
Radio One,
Suite # 203/204,
Century Tower Building,
Kalma Chowk,
Lahore.

Islamabad
Tel: +92-51 111 111 191
Fax: +92-51 281 3094
Email: info@91radio1.fm

Address:
Radio One,
Suite # 4, Ground Floor
Green Trust Tower
Jinnah Avenue, Blue Area,
Islamabad

6. FM 96 Sunrise Pakistan www.fm96pakistan.com



Sunrise Pakistan is a radio network based in **Sarghoda** in the northern Punjab.

It operates four FM stations in **Sargodha, Islamabad, Sahiwal** and **Jhelum**.

They broadcast round the clock in **Urdu, Punjabi, English** and **Pashto**. Programming consists of music news, talk shows, discussion programmes and interviews and phone-in programmes.

The network carries hourly news bulletins.

Director – Iftikhar Ahmed

Tel: +92-48 383 8493

Email: info@fm96pakistan.com

Address:

Sunrise FM-96,
Sargodha Akram Plaza,
Aziz Bhatti Town,
Khushab Road,
Sargodha.

7. HUM FM 106.2 www.humfm.com/2005



Hum FM is a music and entertainment station that broadcasts from six major cities in Pakistan and from **Sharjah** in the United Arab Emirates (UAE).

It has stations in **Karachi, Islamabad, Lahore, Peshawar, Rawalpindi** and **Sukkur**, a town in northern Sindh province.

Chief Executive – S. Jamal

Tel: +92-21 538 1800
Fax: +92-21 539 7476

Address:
Shamal Media Services,
C-71, Phase II Extension,
Main National Highway,
Defence,
Karachi.

Humara FM90 www.humara.fm



Humara FM90 broadcasts music, talk shows and drama from **Faisalabad**.

The station is owned by the Karachi-based Hum Network, which also owns **HUM TV**
www.hum.tv.

Humara FM first went on air in 2010.

Tel: +92 41 850 3193
+92 41 850 3194
Email: info@humara.fm

Address:
Humara FM90,
2-W-101 Main Susan Road,
Faisalabad.

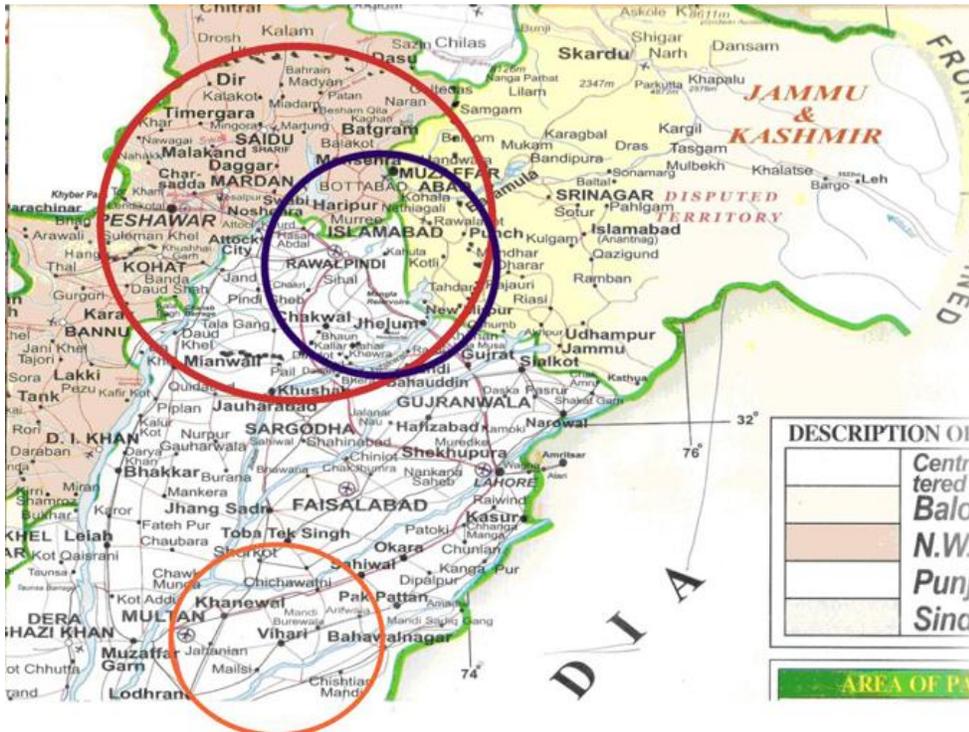
Power Radio FM99 www.power99.com.pk



Launched in 2003, **Power99FM** broadcasts round the clock in **Islamabad, Abbottabad and Vehari** in Sindh province.

The news and entertainment station broadcasts in **Urdu, Punjabi, Saraiki, Potohari, Sindi, Pashto, Balochi, Barahvi, Dari and English.**

Power 99FM claims that its Islamabad transmitter covers a 70km radius around the city



Power99FM broadcast coverage map

Source: *Power99FM website*

Chief Executive – Najib Ahmed
 Mobile: +92 345 529 9999
 Tel.: +92 51 227 9599
 Fax: +92 51 280 1189
 Email: najib@power99.com.pk

Address:
 Power99FM,
 30-West, ATS Centre, 1st Floor,
 Fazal-e-Haq Road,
 Blue Area,
 Islamabad.

Josh FM 99 www.joshfm99.com



This network of music radio stations, launched in 2010, broadcasts from **Karachi**, and intends to expand to **Lahore** and **Hyderabad** in **Urdu and English**.

It relays **BBC Urdu news** three times a day.

Chief Executive – Sarmad Palijo
 Tel: +92 21 3530 6703-05
 Fax: +92 21 3530 6710
 Email: feedback@joshfm99.com

Address:
 Josh FM 99,
 The Forum,
 Khayaban-e-Jami, Block 8,
 Clifton,
 Karachi.

Mast FM103 www.mastfm103.com.pk



This radio network is based in Lahore and broadcasts in **Lahore, Karachi, Multan** and **Faisalabad**.

Chief Executive – Muhammad Bajwa
Tel: +92 42 630 8576

Address:
Mast FM103,
1st Floor, LDA Plaza
Egerton Road
Lahore

Apna Karachi 107 www.apnakarachi107.fm



This **Karachi** music and news radio station is well-known for its traffic news and city updates.

General Manager - Shahzad Qureshi
Email: shahzadqureshi@apnakarachi107.fm

Senior Manager Sales - Talal Durrani
Mobile: +92 321-9290527
Email: talaldurrani@apnakarachi107.fm
Tel: +92 21 279 1053-4
Fax: +92 21 279 1052
Email: apnakarachi107@cyber.net.pk

Address:
FM 107 Private Limited,
4th Floor, Technology Park,
Shahrah-e-Faisal,
Karachi.

Radioactive 96 FM www.radioactive96.fm



Radioactive 96 FM is a music station that broadcasts in **English** to a youth audience in **Karachi**.

Telephone: +92 21 111 111 96

Email: info@radioactive96.fm

Ewaz FM www.ewaz.com.pk



Ewaz FM operates three radio stations in **Kharian**, **Haripur** and **Mandi Bahauddin** in the northern Punjab.

Broadcasting mainly in **Urdu** and **Punjabi**, it caters mainly to rural listeners in the agricultural belt between the rivers Jhelum and Chenab.

Tel: +92 51 449 0180

Fax: +92 51 449 1845

Email: info@ewaz.com.pk

Address:

EWAZ Communications (Pvt) Ltd,
146 Industrial Triangle,
Kahuta Road,
Islamabad.

3.4 International radio stations

British Broadcasting Corporation (BBC) Urdu and Pashto language services

BBC Urdu www.bbc.co.uk/urdu

BBC Urdu is a multi-media broadcasting service, providing radio news and current affairs programming and online content to Urdu-speaking people across the world.

In late 2010, the **BBC** claimed nine million weekly listeners in Pakistan, most of whom tuned in to its Urdu radio service.

The BBC's popular Urdu language website, www.bbc.co.uk/urdu, records seven million page views per month.

The **BBC Urdu service** broadcasts radio programmes for two hours per day on short wave.

However, most Pakistanis listeners tune in to BBC Urdu programmes that are re-broadcast by local partner FM stations.

In May 2012, the BBC had 37 FM relay partners in Pakistan, but the ability of the BBC Urdu service to broadcast on FM has sometimes been hampered by government interference.

The military government of General Pervez Musharraf banned all FM relay broadcasts of BBC Urdu between 2007 and 2008.

Following the country's return to democracy, the **Pakistan Electronic Media Regulatory Authority (PEMRA)** ruled in March 2010 that BBC Urdu's FM partner stations could only carry three 10-minute slots of BBC programming per day.

A month later, it temporarily suspended all BBC Urdu broadcasts by 24 of the service's 34 relay partners in Pakistan at the time. This restriction was subsequently lifted.

The BBC Urdu service broadcasts three times a day.

Its 30-minute breakfast programme, *Jahanuma*, goes out at 0630.

Its flagship evening news programme, *Sairbeen*, starts at 2000, providing 60 minutes of national and international news and current affairs.

Finally, it broadcasts *Shabnama*, a 30-minute round-up of the day's main events, broadcast at 2230.

In addition, BBC Urdu broadcasts weekly magazine features on sports, science and the economy.

It has reporting bureaus in **Islamabad, Karachi** and **Lahore**.

During the 2010 floods, the BBC Urdu service broadcast a series of special lifeline radio programmes for disaster-affected communities. These were relayed by 34 FM relay partners within Pakistan.

The following radio stations in Pakistan relayed BBC Urdu programmes in May 2012:

- | | |
|--------------------------------------|--------------------------------------|
| 1. Awaz FM 105 Gujrat | 20. Hum Awaz FM 90 Faisalabad |
| 2. Awaz FM 105 Gujranwala | 21. Aap Ki Awaz FM 92 Okara |
| 3. Awaz FM 105 Seikhpura | 22. Aap Ki Awaz FM 92 Kasoor |
| 4. Awaz FM 105 Sadiqabad | 23. Hum FM 106.2 Peshawar |
| 5. Awaz FM 105 Rajan Pur | 24. Hum FM 106.2 Islamabad |
| 6. Awaz FM 105 Bhalwal | 25. Hum FM 106.2 Lahore |
| 7. Awaz FM 105 Khan Pur | 26. Hum FM106.2 Sukkur |
| 8. Awaz FM 105 Jhang Sadar | 27. Hum FM106.2 Karachi |
| 9. Awaz FM 105 Pakpattan | 28. Awaz FM 105 Bahawalpur |
| 10. Rose FM 90 Meer Pur | 29. RJP FM 100 Ahmedpur |
| 11. Rose FM 90 Bhimber | 30. RJP FM 99 Rahimyarkhan |
| 12. Geo Kashmir 96 Kotli | 31. RJP FM 98 Lodhran |
| 13. Apna FM 107 Karachi | 32. RJP FM 97 Khaniwal |
| 14. Highway FM 92 Nooria Abad | 33. Solo FM 89 Liya |
| 15. Highway FM 91 Tando Adam | 34. Solo FM 88 Multan |
| 16. Highway FM 92 Khair Pur | 35. Ravi FM 88 Pholl Nagar |
| 17. Dilber FM 94 Sawabi | 36. Ravi Fm 88.2 Kalar Kahar |
| 18. Dilber FM 94 Charsada | 37. Sur FM 102 Gujrat Khan |
| 19. Super FM 90 Bahawal Nagar | |

BBC Urdu office in Islamabad

Tel: +92 51 265 1146/7

Fax: +92 51 265 1149

BBC Pashto Service www.bbc.co.uk/pashto

The BBC Pashto Service broadcasts on short wave to an estimated **30 to 40 million Pashto speakers** in both Pakistan and Afghanistan.

About half these people live in Pakistan. They include 1.7 million Afghan refugees and most of the population of the volatile Federally Administered Tribal Areas (FATA) along the Afghan border.

BBC Pashto broadcasts for 15 hours per day on FM from transmitters in **Afghanistan**.

The BBC is available in **Dari and Uzbek as well as Pashto**, with English from 0000 to 0500 local time, on a network of Afghan FM relay stations. Some can be heard by people living in Pakistan.

Here are four BBC Pashto relay stations in Afghanistan that might be audible in Pakistan:

- | | |
|---------------------------|----------------------------|
| 1. Jalalabad 89 FM | 3. Kandahar 90 FM |
| 2. Khost 90.1 FM | 4. Spinboldak 92 FM |

Besides news and current affairs programmes, the BBC Pashto service broadcasts the popular radio drama, *New Home, New Life*.

BBC Islamabad office (Reporting bureau)

Tel: +92 51 265 1146

+92 51 265 1147

Fax: +92 51 265 1149

Voice of America (VOA) Urdu and Pashto language services

Radio Aap ki Duniyaa www.voanews.com/urdu/news

Radio Aap ki Duniyaa (Your World) is the **Urdu** language service of **Voice of America (VOA)**, the international radio service of the US government.

It broadcasts news and information for 12 hours through the night from 1900 until 0700 on FM using **Pakistan Broadcasting Corporation (PBC)** frequencies.

The station broadcasts on 972 kHz medium wave and also for three hours per day on 1539 KHz short wave.

Radio Aap ki Duniyaa carries a mixture of news, Pakistani, Indian and Western music, discussion programmes and phone-in shows.

In 2005, VOA launched a daily 30-minute TV magazine programme in **Urdu** aimed at young people. It is broadcast Monday to Friday.

This programme, called *Khabron se Aage (Beyond the Headline)* is carried by **Geo TV** www.geo.tv, Pakistan's biggest cable TV network, every weekday at 1930.

VOA Urdu broadcasts are available on 1539 kHz (medium wave) from Dubai, UAE, from 1900 to 0700 local Pakistani time (UTC+5 hrs), and on 104.0 mHz on **Radio Buraq** in Sialkot, Pakistan:

Broadcast times	AM (kHz)		Short wave (kHz)	
00.00-01.00	972	1539		
01.00-02.00	972	1539	7460	11975
02.00-14.00				
14.00-15.00	972	1539	11880	15725
15.00-24.00	972	1539		

VOA Islamabad office (Reporting bureau)

Tel: +92 51 227 8784

+92 51 227 7025

Fax: +92 51 227 7349

Email: urdu@voanews.com

See also www.facebook.com/voaurdu/info

Address:

VOA,

House No. 1, St. 89,

G-6/3,

Islamabad.

Deewa Radio www.voanews.com/pashto/news www.voanews.com/deewa/news/

Deewa Radio is the **Pashto** language service of **Voice of America (VOA)** for Pakistan and Afghanistan.

It is aimed at Pashto-speaking people living in the border area between Afghanistan and Pakistan. There are an estimated 30 to 40 million Pashto speakers in the two countries.

Deewa Radio broadcasts on 621 MW from a transmitter in the Tani-Khost region of Afghanistan, near the Pakistani border and on short wave.

Until 2010, it was also broadcast on medium wave by the **Pakistan Broadcasting Corporation (PBC)** transmitter in **Peshawar**.

However, the Daily Times of Lahore reported on 7 February 2010 that the Pakistani government had stopped Deewa Radio's medium wave transmissions from Peshawar after Islamist militants threatened to bomb PBC's premises in the city.

Most of Radio Deewa's programming is produced in Washington, DC. Deewa Radio is accessible from 0600 to 0900 Pakistan time on the following short-wave frequencies: 621, 9380, 11540 and 12015 kHz.

It can also be heard from 1800 to 2400 Pakistan time on 621, 7495, 9310, 9380 and 9780 kHz.

VOA Islamabad office (Reporting bureau)

Tel: +92 51 227 8784
+92 51-227 7025,

Fax: +92 51 227 7349

See also www.facebook.com/pages/Deewa-Radio-VOA/111198845566201

Address:

VOA,
House No. 1,
St. 89,
G-6/3,
Islamabad.

Radio Deutsche Welle www.dw.de

The German international radio station **Radio Deutsche Welle** broadcasts to Pakistan in **Urdu** on short wave from 1430 to 1500 every day.

It broadcasts on 5275, 15595 and 17860 kHz from transmitters in **Kigali, Singapore** and **Dhabayya** in the **United Arab Emirates (UAE)**.

In early 2012, Pakistan's largest private radio network, **Radio FM 100**, was broadcasting Deutsche Welle's Urdu service eight times daily.

It also relayed several Deutsche Welle magazine programmes in Urdu and Deutsche Welle English-language programming.

Smile FM 66.6 also broadcasts news from **Deutsche Welle** in **Islamabad**.

Deutsche Welle also has a partnership with **Nine Six International Radio Network** <http://96.com.pk/> in the province of **Khyber Pakhtunkhwa**, near the border with Afghanistan.

Nine Six takes Urdu language magazine programmes from Deutsche Welle covering science, health, lifestyle and the environment.

The station has two studios in Khyber Pakhtunkhwa province and one in **Islamabad**. It will also feed Deutsche Welle Urdu language programming to three other radio stations close to the Afghan border.

Ashiq Cable Network and **Max-I Cable** in **Lahore** have signed agreements to include **Deutsche Welle** English language channel in their networks.

This is also available on cable in Sindh province

Customer Service - Franziska Sacher

Tel (Germany): +49 228 429 4000

Fax (Germany): +49-228 429 154000

Email: franziska.sacher@dw.de

Address:

Deutsche Welle,

Kurt-Schumacher-Str. 3,

53113 Bonn,

Germany.

Date of publication: (Month) 2012
 Updated: (Month) (Year)

4. TV overview

Television is the main source of news and information and home entertainment for Pakistan's urban population.

Access to television is also increasing rapidly in popularity in the countryside, where two thirds of Pakistanis live.

However, most of the rural population can only receive state-run Pakistan Television (PTV).

The 90-plus private television stations that have sprung up over the past decade are not allowed to use terrestrial transmitters to broadcast free to air.

They are only permitted to broadcast by satellite and via cable networks, which do not extend far outside the main towns.

Liberalisation of TV ownership

When General Pervez Musharraf came to power as military head of state in 1999 there was only one terrestrial TV channel in Pakistan, owned and operated by the state.

In a move that remains unusual in the region, he liberalised the ownership of radio and television and encouraged the growth of private, commercially funded TV channels.

However, despite the existence of a government licensing system, controlled by the **Pakistan Electronic Media Regulatory Authority (PEMRA)**, critics maintain that there is no effective control over who can own a TV station or how decisions on programming are made.

The standard of television news reporting varies wildly. Unconfirmed rumours are frequently reported as fact and the way stories are presented is often heavily influenced by political or commercial considerations.

A March 2012 report from the Jinnah Institute, a Pakistani think tank, commented:

"... governments, working journalists, media moguls and the courts have all conspired to undermine the legitimacy of the media regulator, rendering it toothless and often a subject of ridicule and contempt from all sides. The Regulator abysmally failed to conceive, prescribe and enforce any entry barriers for those wishing to own 'public platforms' like TV and radio channels. As a result, in Pakistan today, owning a 'public platform' like a TV channel which influences the collective mind of the society and its nature of political, economic and sociological discourse is considered little different from owning a sewerage pipe factory." (See <http://www.jinnah-institute.org/images/b0312-18%20pdf.pdf>)

Nevertheless, several recent surveys have shown that television remains a more trusted source of information than radio or newspapers.

The growing might of TV

In normal times, television commands larger audiences than radio in most parts of Pakistan.

According to the marketing research organization **Gallup Pakistan**, there were 86 million television viewers in the country in 2009 – about 52% of the estimated population that year.

Of these, 48 million – more than half – lived in rural villages.

The number of rural TV viewers has increased massively in recent years, mainly due to electrification in the countryside.

The BBC media audience survey of 2008 found that more than 90% of the urban population in the densely populated provinces of Punjab and Sindh watched television at least once a week.

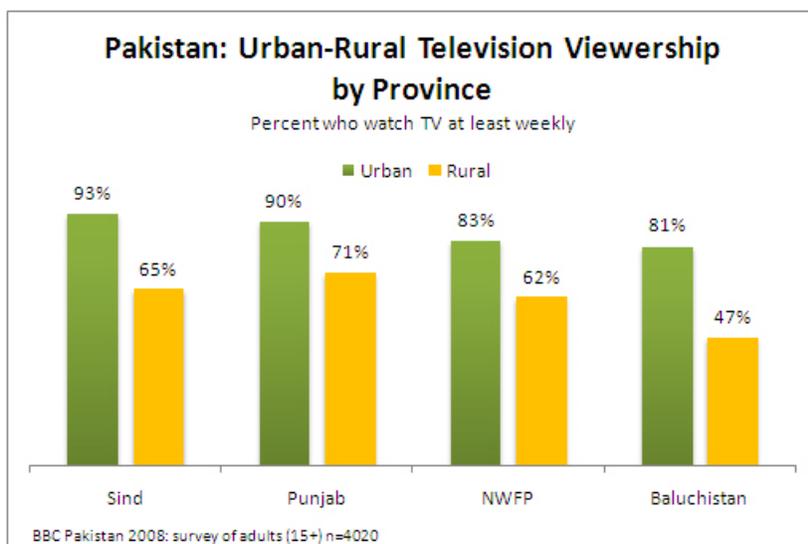
In the rural parts of these provinces, more than 60% of the population also told the BBC they watched television regularly.

Gallup Pakistan in 2006 said 11% of rural households had their own TV sets, and the trend appears strong.

A 2009 study by Erasmus University of The Netherlands, found TV sets in an average of 13% of all households they sampled.

The Erasmus University survey looked in detail at eight villages, deliberately selected for their poverty and remoteness, in all four of Pakistan's main provinces.

People who do not have their own TV sets, often watch TV outdoors in communal meeting places. These are popular throughout the country, especially in the evenings and on holidays.



Lifeline radio broadcasting is cheap and easy, but lifeline TV may be more effective

During the 2010 floods in Pakistan, some aid agencies used radio broadcasts to provide flood victims with key messages, life-saving information and special programmes.

*However, an **infoasaid** survey of people whose homes were destroyed or badly damaged by floodwater suggests that lifeline programming on television would have reached more people and produced a greater impact.*

This survey of more than 1,000 flood victims from low-income groups in villages in Punjab and Sindh provinces was carried out in November and December 2010.

30.2% of respondents said they had access to a television set, but only 22.6% were able to tune in to a radio.

Furthermore, 44% of respondents said they trusted information from television, whereas only 28.3% trusted radio.

Asked to pick just one medium that would be the best way to give them information about help to deal with the floods crisis, 35.8% said television. A further 32.4% said loudspeaker announcements. Only 12.8% chose radio.

Effective television production is more expensive and more complicated than radio programming.

But if TV is the most widely received and trusted source of information in a disaster-affected community, aid agencies should consider it seriously as a first option.

PTV dominates rural areas

The state broadcaster, **Pakistan Television Corporation (PTV)** retains an official monopoly of terrestrial free-to-air television services.

This gives **PTV** a huge share of the national TV audience, especially in rural areas where cable and satellite channels are not available.

In 2009, **Gallup Pakistan** reckoned that just over half of all TV viewers watched terrestrial television. That meant effectively that they were watching **PTV**.

However, since the liberalisation of broadcasting in 2002, **PTV** has experienced stiff competition from private satellite and cable broadcasters, particularly in urban areas.

By 2010 there were more than eight million subscribers to cable TV services across the country, according to the **Pakistan Electronic Media Regulatory Authority (PEMRA)**.

Gallup Pakistan estimated that 38 million people aged 10 and over watched cable and satellite TV channels on an average day in 2009.

Of these, 12 million – nearly a third – lived in villages.

Cheap television sets made in China have helped to increase the TV audience among low-income groups.

More than 100 TV channels are available on satellite, including more than 20 foreign channels such as **BBC, CNN and Al Jazeera**.

About 3,000 cable TV licenses have been issued and in early 2012 there were more than 2,500 cable TV distribution companies in operation. These capture TV channels by satellite and relay them to paying subscribers via a local cable network.

Some TV channels, including the popular **Geo TV**, can also be accessed on the internet and on mobile phones.

Most Pakistani TV channels broadcast in **Urdu** and **English**. Some also make extensive use of local languages.

In urban areas, the cable channels **Geo TV** and its stablemate **Geo News** compete successfully with **PTV**.

The privately owned religious channel **Quran TV** is also very popular.

However, **PTV** dominates the rural areas.

Thousands of small towns and villages have not yet been connected to the cable network. And even where cable TV does reach, many poorer families cannot afford the cable TV subscription charge of about US\$ 3.50 per month.

The BBC media audience survey of 2008 showed that 69% of urban residents possessed home access to cable or satellite TV.

However, only 11% of respondents in rural areas had home access to cable or satellite.

The cable companies do not share their income from connection fees with the television channels that they distribute. Pakistan's private TV stations therefore have to generate all their revenue from advertising and programme sponsorship.

There are around 20 private news channels, the most popular of which is **Geo News**.

Government regulations prevent cable and satellite channels from broadcasting 'live' news. However, since Pakistan's return to democracy in 2008, a very brief delay of just a few seconds seems to be acceptable to the authorities.

While television audiences are growing fast in most of Pakistan, they remain relatively small in the conflict-prone and religiously conservative areas along the Afghan frontier, particularly in the Federally Administered Tribal Areas (FATA).

A survey by the **Community Appraisal and Motivation Programme (CAMP)** organisation, *Understanding FATA 2008* www.understandingfata.org, illustrates this point clearly.

When asked which stations they watched regularly, 42 per cent of respondents in **FATA** replied 'None'. Less than two per cent of respondents said they valued TV as a source of information.

Many of the Islamist insurgent groups disapprove of television. Besides discouraging the local population in **FATA** from watching TV, militants have been known to destroy TV sets in people's homes and rip up cable networks.

Journalistic standards on Pakistani television are generally low. Many of the reporters charged with covering major national events have received little or no training.

Commentaries on news and current affairs are often ill-informed and poorly presented.

In most cases, TV news coverage is heavily influenced by whatever political faction the channel is associated with.

Soap operas, especially TV dramas in Urdu produced in India, are extremely popular. The Pakistani TV industry has so far been unable to produce any blockbuster successes to compete with them.

The popularity of Indian soaps is illustrated by a survey of 3,600 radio listeners conducted by the marketing research company Group M. When asked which TV channels they watched, the majority replied **Star Plus**, an Indian channel that specialises in soaps.

The same survey found that in **Karachi**, the average viewer spent 128 minutes each day watching TV, compared to 104 minutes listening to radio.

The 2008 BBC audience survey found that the most popular TV channels, measured by the percentage of respondents who had watched them in the previous week, were:

PTV Channels 1, 2 or 3	56%
Geo News	36%
PTV News	31%
Geo TV	26%
Quran TV	20%

4.1 National TV stations

Pakistan Television Corporation (PTV) www.ptv.com.pk



Television in Pakistan is dominated by the government-controlled **Pakistan Television Corporation (PTV)**.

Since 2002, **PTV** has experienced stiff competition from private cable and satellite channels in Pakistan's main cities,

PTV is the only television network in Pakistan that is permitted broadcast free to air from terrestrial transmitters.

This monopoly of terrestrial TV broadcasting guarantees it access to the majority of TV viewers in rural areas who do not have access to satellite or cable.

Gallup Pakistan estimated in 2009 that 48 million people – just over half the total number of TV viewers in Pakistan – watched terrestrial TV broadcasts. That is tantamount to saying they watched **PTV** channels.

PTV broadcasts from five main centres: **Islamabad, Karachi, Lahore, Quetta** and **Peshawar**.

It also runs a television training academy in **Rawalpindi** and a small regional station serving Kashmir in **Muzaffarabad**.

PTV is controlled by the Ministry of Information and Broadcasting. It employs more than 6,000 people.

The network has two national channels, three regional channels and one international channel which is broadcast by satellite to Pakistani émigré communities in the Gulf, Europe and North America.

PTV has announced plans to launch three other TV channels serving regional audiences in **Pashto, Punjabi** and **Sindhi**.

In early 2012, PTV was broadcasting the following channels:

- **PTV Home**, an entertainment channel which mainly broadcasts in **Urdu** and **English**. It is on-air round the clock and claims to reach 89% of the population.

Tel.: +92 921 2222

+92 921 3333

Email: kashif@ptv.com.pk

Address:

Pakistan Television Corporation –Headquarters

Constitution Avenue F-5

Islamabad

- **PTV News**, a nationwide news and current affairs channel that claims to reach 78% of the population. Most of its programming is in **Urdu** and **English**.

Sales Manager PTV News – Khalid Zia

Mob: +92-302 856 1236

+92-300 512 4247

Tel: +92-51 920 1895

Email: drkhalidzia@ptv.com.pk

Khalidzia66@gmail.com

Address:

PTV News,

Room 614, 6th Floor,

Pakistan Television Corporation - Headquarters,

Constitutional Avenue F-5,

Islamabad.

- **PTV National**. Despite its name, this channel carries regional programming for Pakistan's four main provinces. It broadcasts large chunks of programming each day in **Sindhi, Punjabi, Saraiki, Pushto, Hindko, Balochi and Brahvi**.

Tel.: +92 921 2222

+92 921 3333

Address:

PTV National,

Pakistan Television Corporation – Headquarters,

Constitution Avenue F-5,

Islamabad.

- **PTV Bolan** is a special TV channel for Balochistan based in the provincial capital **Quetta**. It broadcasts in the main local languages; **Balochi, Brahvi** and **Pushto** from 16.00 to midnight.

General Manager
Tel.: +92 81 920 2458
Email: gmgta@ptv.com.pk

Executive Producer
Tel.: +92 81 920 1151
Email: epmq@ptv.com.pk

Address:
PTV Bolan
Halli Road
Quetta

- **AJK TV** is a special TV channel for Kashmir. It transmits from **Muzaffarabad** and claims to reach 40% of the 3.5 million population of the state of **Azad Jammu and Kashmir**. The station promotes Pakistan's case in the border dispute with India and counters propaganda from India. Its original studios in **Muzaffarabad** were completely destroyed by an earthquake in 2005.

Tel.: +92 921 2222
+92 921 3333

Address:
AJK TV,
Pakistan Television Corporation – Headquarters,
Constitution Avenue F-5,
Islamabad.

- **PTV Global** is an international channel broadcast by satellite around the world. Its target audience is the Pakistani émigré community in the Gulf, Europe and North America.

General Manager PTV Global - Ms. Kanwal Masud
Mob: +92-300 856 4525
Tel: +92-51 925 8873
Email: kanwalmasud@hotmail.com

Geo Television Network www.geo.tv

The Geo Television network belongs to the **Independent Media Corporation**, which also owns the influential **Jang Group** of newspapers.

It broadcasts two of Pakistan's most popular TV channels, **Geo TV** and **Geo News**.

These are distributed by satellite and cable from the network's headquarters in **Dubai** in the **United Arab Emirates**.

Geo launched the first interactive TV infotainment programmes in Pakistan, in which viewers call in from mobile phones.

It broadcasts mainly in **Urdu** and **English**.

The network operates seven news reporting bureaus in Pakistan and has correspondents in New York, Washington and London.

The Geo TV Network has had several disputes with the Pakistani government. These resulted in the broadcast of its channels being suspended for several days by the military government of General Pervez Musharraf during the state of emergency in 2007.

The network was also taken off air for two days in March 2009 by the elected government of President Asif Ali Zardari, apparently for its coverage of the "long march" by lawyers to restore members of the judiciary who had been sacked earlier by the government.

The main Geo channels broadcasting to Pakistan are:

Geo News www.geo.tv A popular **Urdu** language news and current affairs channel;

Geo TV www.geo.tv/geotv/default.asp A popular **Urdu** language channel carrying a mixture of family programming;

Geo Super www.geosuper.tv A 24-hour sports channel.

AAG TV www.aag.tv A youth channel that mainly broadcasts music videos.

The **Geo TV Network** also runs **Geo International**, a set of TV channels aimed at Pakistanis living abroad.

These include **Geo UK**, **Geo USA**, **Geo ME** (Middle East), **Geo Canada**, **Geo Europe** and **Geo Japan** and **Geo Super**.

Geo News www.geo.tv

Geo News is a private news and current affairs television channel broadcasting in **Urdu**.

It went on air in 2005 and rapidly became the most popular source of TV news in Pakistan.

According to the **BBC media audience survey of 2008**, **Geo News** was the second most popular TV channel in Pakistan after **PTV**. 36% of respondents said they had watched **Geo News** in the previous week.

Tel.: + 92-21 111 436 111

Address:
Geo News,
7th floor,
Landmark Plaza,
I.I. Chundrigarh Road,
Karachi.

Geo TV www.geo.tv/geotv/default.asp

Geo TV is an **Urdu-language** channel launched in 2002.

According to the **BBC media audience survey of 2008**, it was the fourth-most popular channel in Pakistan. 26% of respondents said they had watched it in the previous week.

Geo TV broadcast the first telethon in Pakistan in 2010, raising \$100,000 for flood relief in a 12-hour period through calls to a premium rate number.

Tel: +92-51 287 7761
+92-51 287 1821
Fax: +92-51 227 5646

Address:
Geo TV,
Geo TV Network
Jang Building 40, Blue Area
Islamabad

ARY Digital TV Network www.arydigitalnetwork.tv

ARY Digital is a subsidiary of the **ARY Group**, a Dubai-based, family-owned holding company founded by Pakistani businessman Abdul Razzak Yaqoob.

The group's name comes from his initials, 'ARY'.

ARY Digital's network of cable and satellite channels includes the popular religious channel **Quran TV** (or ARY QTV).

ARY Digital began broadcasting to the UK in 2000. When satellite licenses for Pakistan became available two years later, it entered the Pakistani market.

Besides **Quran TV** (ARY QTV), its **Urdu** language TV channels include:

- **ARY Digital** www.arydigital.tv
(infotainment and sport)
- **ARY News**
www.arynews.tv/english/index.asp
- **ARY Musik** www.arymusik.tv
(popular music)
- **ARY Zauq** www.zauq.tv (food and cookery)
- **Home Box Office (HBO)** (films)
- **Nickelodeon TV Pakistan**
- **Fashion TV Pakistan.**

The **ARY Group** is run by Yaqoob and his four brothers.

Tel.: +92-21 565 7315

Fax: +92-21 565 7314

Address:

ARY Communications,
6TH Floor Madina City Mall
Abdullah Haroon Road
Karachi

Quran TV (also known as **ARY QTV**)

This Islamic religious channel was the fifth-most popular TV channel in Pakistan, according to the BBC media audience survey of 2008. 20% of respondents said they had watched it in the previous week.

Quran TV broadcasts talk shows and programmes about Sunni Islam, in **Urdu**.

It is owned by the Dubai-based **ARY Group**.

Most programmes are hosted by religious scholars and intellectuals.

The schedule includes programmes for children.

There are also programmes on issues such as health, science and etiquette.

Tel.: +92-21 256 4724

Fax: +92-21 257 7811

Address:

ARY Qtv
D-120 S.I.T.E
Karachi

Express News TV/Express 24/7 www.express.com.pk

These two cable TV news channels are owned by the **Lakson Group**, an industrial and commercial conglomerate.

It also owns the **Daily Express** and **Express Tribune** newspapers.

Express News, launched in 2008, is an Urdu-language TV channel. It is widely ranked second in popularity as a source of television news after **Geo News**.

Express 24/7 is its English language counterpart.

Tel: +92 21 3580 0051-58

Fax: +92 21 3580 3818

Email: info@expressnews.tv

Address:

Express News TV/Express 24/7,

Plot #5

Expressway,

Off Korangi Road

Karachi.

Dawn News www.dawnnews.tv

This is a 24-hour **English** language news channel, based in **Karachi**.

Launched in 2007, it has reporting bureaux in **Islamabad, Lahore, Peshawar** and **Quetta**. The channel employs more than 300 journalists.

Dawn TV is a subsidiary of **Dawn Media Group**, which also owns the daily **Dawn** newspaper, **The Herald** current affairs magazine, and the **City FM 89** radio network.

The group's news website www.dawn.com claims over 10 million page views per month and is one of the most popular websites in Pakistan.

A marketing survey conducted in 2008 showed that over 90% of Pakistani visitors to the site were male university graduates under the age of 30.

Tel: +92-21 111 11 44 55

Fax: +92-21 233 0951-52

Address:

Dawn News,

11 Dockyard Road,

West Wharf Industrial Area,

Karachi.

Aaj News www.aaj.tv

Aaj News broadcasts 24-hour news and current affairs in **English**.

It is owned by **Business Recorder Group** which publishes the **Business Recorder** financial newspaper.

Aaj News has reporting bureaus in **Karachi, Lahore** and **Islamabad**.

It is not related to the **Daily Aaj** newspaper, despite similar logos.

Editor – Bilal Khan

Tel.: +92 111 010 010

Fax: +92 21 223 7067

Email: aajcommentd@aaj.tv

Address:

Aaj News,

531 Recorder House,

Business Recorder Road,

Karachi – 74550.

Business Plus www.businessplustv.pk

This is a 24-hour business news channel broadcasting in **Urdu**.

It belongs to **Total Media Solutions** www.tmsevents.com, part of the **Jang Group of Newspapers**, owners of biggest-selling Urdu-language **Daily Jang** and the English-language **Daily Times** newspaper.

The same group also owns the separately managed **Geo TV Network**, which broadcasts the popular channels **Geo News and Geo TV**.

Business Plus claims to reach 22.5 million homes along with cable penetration of 87% in metro cities.

Channel Five www.khabraingroup.com

Channel Five is an **Urdu** language TV channel owned by the **Khabrain Group** of newspapers www.khabraingroup.com.

Tel.: +92 42 363 09155-58
+92 111 558 855
Fax: +92-42 363 72500

Dunya News www.dunyanews.tv

Dunya News is an **Urdu** news and current affairs channel based in **Lahore**. It was launched in 2008.

Its Facebook page is: <http://www.facebook.com/dunyatvnetwork>

Tel.: +92-111 138 692
Fax: +92-42 636 2440
Email: info@dunya.tv

Address:
Dunya News Head Office,
8-A Abbot Road,
Lahore.

Indus News www.indus.tv

This 24-hour **Urdu** news and infotainment channel forms part of the **Indus Media Group** network of cable TV channels, based in **Karachi**.

Indus TV Network Chief Executive – Ghazanfar Ali
Tel.: +92-21 582 3271-5

Address:

Indus News,
F -23, Block 5
Rojhan Street,
Kehkashan Clifton,
Karachi.

News1 TV www.tv1online.tv

This is a 24-hour news channel in **Urdu**, based in **Karachi**.

It also has production facilities in **Lahore, Islamabad** and **Multan**.

News1 TV forms part of the **Air Waves Media** group. This also owns the entertainment channel **TVOne Global, Waseb TV** (which broadcasts in **Siraiki**) and the **Radio One FM 91** network.

Its Facebook page is: <http://www.facebook.com/tvoneglobalpakistan>

Tel.: +92-21 343 15290-2
Fax: +92-21 345 49221
Email: feedback@tv1online.tv

Address:

Airwaves Media,
Interflow House,
12-Tipu,
Sultan Road 7 & 8,
MCHS Block,
Karachi.

Royal News www.royaltelevision.tv

This **Urdu** language 24-hour TV news and current affairs channel is based in **Lahore**.

Tel. +92 42 588 2144
Fax: +92 42 586 1301
Email: info@royaltelevision.tv

Address:

Royal News,
95 Tipu Block,
New Garden Town,
Lahore.

Samaa TV www.samaa.tv

Samaa TV is an **English** language satellite news channel with studios in **Karachi, Lahore, Islamabad, Quetta** and **Peshawar**.

It carries news bulletins, political analysis and programmes ranging from social issues to health and technology.

Group Director Communications – Fahd Haroon

Tel. +92 111 772 622

Fax: +92 21 322 70856

Email: fahd.haroon@samaa.tv
interactive@samaa.tv

Address:

Samaa TV

16th Floor

Technocity Corporate Towers

Altaf Hussain Road, off I.I. Chundrigar Road

Karachi

Waqt News www.waqtnews.tv

This **Urdu** language 24-hour news channel based in **Lahore**, with offices in **Karachi and Islamabad**.

It is owned by the **Nawa-e-Waqt** media group which also owns the **Nawa-e-Waqt** and **Nation** newspapers.

Tel.: +92 42 363 07141-44

Fax: +92 42 363 15206

Address:

Waqt News Head Office

23, Queens Road Lahore

4.3 Private regional language TV stations

Sindh TV/Sindh TV news www.thesindh.tv

These twin TV channels, based in **Karachi**, broadcast in **Sindhi**.

Head Office

Tel.: +92-21 439 0835-6

Fax: + 92-21-4530127

Email: info@sindhnews.net

Address:

Sindh TV,
Hannan Centre, 3rd Floor,
Near Baloch Colony Flyover,
Main Shahra-e-Faisal,
Karachi.

Kawish Television Network (KTN) www.ktntv.tv/index.html

The Kawish Television Network (KTV) network owns three **Sindhi**-language channels; **KTN**, **KTN News** and **Kashish**.

The **Karachi**-based media group also owns the **Sindhi**-language **Daily Kawish** newspaper in **Hyderabad**.

Tel.: +92-21 580 0520-5

Fax: +92-21 588 34826-9

Address:

KTN News,
West Point Tower Mezzanine Floor
Ext-II DHA
Karachi

Waseb TV www.waseb.tv

This regional TV station broadcasts in **Siraiki** from **Multan**.

It forms part of the **Air Waves Media** group, which also owns the entertainment channel **TVOne**, the news channel **News One** and the **Radio One FM 91** network.

Chief Executive – Farouk Syed

Tel.: +92 61 653 6609-10

Fax: +92 61-6538300

Email: mkt@waseb.tv

Address:
Waseb TV,
R-440, Defence View Housing Scheme,
Shershah Road,
Multan.

Rohi TV www.rohi.pk

This news and entertainment channel targets **Siraiki** speakers in the **Punjab** and **Sindh**.

It is based in **Islamabad**.

Tel: +92-51 220 1345
+92-51 227 8278
+92-51 282 9314
Fax: +92-51 220 1302
E-mail: info@rohivv.tv

APNA Channel <http://www.apna.tv>

This **Punjabi**-language TV station broadcasts from Thailand.

Its Pakistan head office is situated in **Karachi**.

Tel.: +92-21 351 23546-8
E-mail: info@apna.tv

Address:
APNA TV Building
Plot # 22, Sector # 14
Korangi Industrial Area
Karachi

AVT Khyber www.avtkhyber.com

This **Pashto** language TV channel is based in **Islamabad**, with studios in **Karachi**, **Quetta** and **Peshawar**.

Its programming is aimed at Pashto speakers in both Pakistan and Afghanistan and at the Pashto-speaking diaspora around the world.

Tel.: + 92-51 227 1485
Fax: + 92-51 227 6913
Email: info@avtkhyber.com

Address:

AVT Khyber,
House No. 16,
Street 85, Sector G-6/4,
Islamabad.

Date of publication: (Month) 2012
 Updated: (Month) (Year)

5. Print overview

Newspaper circulation appears to be declining as a result of increasing competition from TV, radio and news websites on the internet.

Reliable circulation figures for newspapers in Pakistan are hard to come by.

According to the Federal Bureau of Statistics in Islamabad, the average daily sale for all Pakistani daily newspapers fell to 6.1 million in 2008 from a peak of 9.9 million in 2007.

Urdu dominates

The Federal Bureau of Statistics reported that 75% of all newspapers sold in 2008 were published in **Urdu** – 4.6 million per day.

The other main languages of publication were **English** (671,000 per day) and **Sindhi** (640,000).

However, newspaper readership is much higher than these figures would suggest, since every copy sold is usually read by several people. All the main newspapers also publish online editions.

Three top-selling papers, four top media groups

Pakistan's largest circulation newspaper is the conservative **Daily Jang** www.jang.com.pk, an **Urdu**-language paper which claims a daily sale of 850,000.

It is followed by **Nawa-i-Waqt** www.nawaiwaqt.com.pk, a right-wing **Urdu** daily that claims to sell about 500,000 copies per day.

The largest circulation **English** language paper is **The Dawn** www.dawn.com which claims a daily sale of 138,000, mostly in and around **Karachi**.

The newspaper market is dominated four large media groups which also have major interests in radio and television:

- **Jang Group** owns Pakistan's top selling newspaper, the **Urdu** language **Daily Jang**, and **The News**, a large circulation **English**-language daily;
- **Dawn Group** owns **Dawn**, Pakistan's largest circulation English-language newspaper;

- **Nawa-i-Waqt Group** owns **Nawa-i-Waqt**, a mass-circulation **Urdu** newspaper, and **The Nation**, its **English**-language counterpart;
- **Lakson Group**, a diversified industrial and commercial conglomerate, owns the **Urdu**-language **Daily Express** and **English**-language **Express Tribune** newspapers.

News agencies

There are three large domestic news agencies in Pakistan, and several smaller ones. They act as wholesalers of news and information to a wide range of Pakistani media.

News agencies are useful channels for disseminating information widely and rapidly at minimum effort and cost.

They provide ready-made news for other media outlets that lack their own resources to provide comprehensive nationwide coverage.

However, news agency stories are normally edited or added to by the newspapers and TV and radio stations that use them.

The three biggest news agencies in Pakistan are:

- **Associated Press of Pakistan (APP)** www.app.com.pk, which is government-controlled
- **Pakistan Press International (PPI)** <http://www.ppnewsagency.com>, the main independent rival of APP. It employs 300 staff in several bureaux across the country.
- **United Press of Pakistan (UPP)** <http://www.united-press.com/united-press-of-pakistan>, a private sector news agency which supplies information to many newspapers and government.

NOTE: The contact details of most published newspapers in Pakistan can be found on the website of the **All Pakistan Newspaper Society** www.apns.com.pk

5.1 Leading newspapers

Daily Jang www.jang.com.pk

The **Daily Jang** is Pakistan's largest circulation daily newspaper. It is published in **Urdu** claims a daily sale of 850,000 copies.

The conservative and generally pro-government newspaper is based in **Karachi**.

It prints regional editions in **Rawalpindi, Lahore, Quetta** and **Multan**.

The newspaper also prints an overseas edition in **London**, aimed at Pakistani émigrés in Europe.

It was founded in 1939 and has a large sale in Pakistan's main cities.

News editor

Tel: +92 21 263 0611-19

Email: jangkarachi@janggroup.com.pk

Address:

Daily Jang,
Jang Group of Newspapers,
Printing House,
1.1. Chundrigar Road,
Karachi 74200.

Nawa-i-Waqt www.nawaiwaqt.com.pk

This conservative **Urdu**-language newspaper is based in **Lahore**.

Nawa-i-Waqt is also printed in **Islamabad** and **Karachi**.

Nawa-i-Waqt claims a daily sale of 500,000 and is widely regarded as Pakistan's second-largest newspaper, after the **Daily Jang**.

The Nawa-i-Waqt media group also publishes **The Nation** www.nation.com.pk, an English-language daily in Lahore which calls itself "the most quoted Pakistani newspaper internationally."

Group Managing Editor – Majid Nizami

Tel.: +92 42 636 7580

Fax: +92 42 636 7005

Address:
Nawa-iWaqf,
NIPCO House,
4 Shaarey Fatima Jinnah
Lahore

Dawn: www.dawn.com

The daily **Dawn** is generally considered to be Pakistan's largest circulation **English-language** daily.

The liberal newspaper is published in **Karachi** and claims daily circulation of 138,000. This is slightly less than the 140,000 claimed by its closest rival, **The News International**, but **Dawn** is generally considered more influential.

The newspaper is published by **Dawn Media Group**, which also owns the popular **Dawn News** TV channel, **The Herald** current affairs magazine, and the **City FM 89** radio network.

The Dawn was founded in 1941 in Delhi, India, by Muhammad Ali Jinnah, the founding father of modern Pakistan,

Editor – Abbas Nasir
Tel: +92 21 111 444 777
Email (Marketing Department): mktg@dawn.com

Address:
The Dawn,
Haroon House,
Dr Ziauddin Ammed Road,
Karachi 74200.

The News International www.thenews.com.pk

The News International is generally regarded Pakistan's second-largest English language newspaper after **Dawn**.

It claims a daily circulation of 140,000, thus slightly more than the circulation claimed by **Dawn**, which is widely regarded as the real leader.

The News International forms part of the **Jang** media group and is based in **Karachi**. It is also printed in **Lahore** and **Rawalpindi**.

Director of Marketing - Lucas Peter
Tel (direct): +92-21 262 6088
Tel PABX: +92-21 263 0611-19
Email: lucas.peter@janggroup.com.pk

Address:
The News International,
Jang Group of Newspapers
Printing House
1.1. Chundrigar Road
Karachi 74200

Daily Express www.express.com.pk

The Daily Express is a large-circulation **Urdu**-language newspaper published in **Karachi**.

It was launched in 1998 and is now printed in several other cities across Pakistan.

The Daily Express is owned by the **Lakson Group**, an industrial and commercial conglomerate.

The media division of Lakson also owns the **Express Tribune** www.tribune.com.pk, an **English**-language newspaper, which is partnered with the Paris-based **International Herald Tribune**

It also owns the popular **Express News** TV channel.

Marketing Director - Azfar Nizami,
Tel: +92-21 358 00051-8
Fax: +92-21 358 00050
Email: anizami@express.com.pk

Address:
Daily Express
5 Expressway
Off Korangi Road
Karachi

Mashriq Group of Newspapers

Daily Mashriq <http://dailymashriq.com.pk>
Daily Statesman <http://www.statesman.com.pk>

The **Daily Mashriq** is an **Urdu** language newspaper based in **Peshawar**, the capital city of **Khyber Pakhtunkhwa province**.

It claims to be the largest circulation newspaper readership in the whole province.

It carries five special supplements each week, focusing on issues ranging from religious matters through politics and sports to show business.

The **Daily Statesman** is its **English** language sister paper and is also published in Peshawar.

It is seen as moderate in tone and is widely read by the educated urban elite.

The Daily Statesman's Facebook page is: <http://www.facebook.com/dailymashriqpush>

Contact:

Chief Editor (both newspapers) – Syed Ayaz Badshah

Managing Editor (both newspapers) – Dr Manzoor Khan Afridi

Tel: + 92-91 265 1151

+ 92-91 265 1152

Fax: +92-91 265 1197-98

Email: naseeb313@yahoo.com

thestatesman@cyber.net.pk

Address:

Mashriq Group Head Office,
Bilal Town,
GT Road,
Peshawar City.

The Frontier Post www.thefrontierpost.com

The Frontier Post claims to have built the largest readership of any **English** language newspaper in the provinces of **Khyber Pakhtunkhwa** and **Balochistan**.

It has been published in **Peshawar** since 1984.

Thanks to Peshawar's location on the main road to the Afghan border, the newspaper is also read in major cities in **Afghanistan**, including **Jalalabad**, **Kabul** and **Kandahar**.

Chief Editor – Rahmat Shah Afridi

Tel: +92-91584 4317

+92-91 570 0095

Email: tfpost@brain.net.pk

power@pes.comsats.net.pk

Daily Aaj www.dailyaaj.com.pk/

“Aaj” is Urdu for “today”. This **Urdu** language daily published in **Peshawar** is a close competitor of the **Daily Mashriq** for readers in **Khyber Pakhtunkhwa** province.

Its Facebook page is: <http://www.facebook.com/dailyaaj>

Founder and Chief Editor – Abdul Wahid Yousafi
Tel.: +92 91 257 0503
Fax: +91 91 221 6060
Email: dailyaaj@pes.comsats.net.pk

Address:
Daily Aaj,
Sinkandar Pura,
GT Road,
Peshawar.

5.2 News agencies

Pakistan Press International (PPI) www.ppnewsagency.com



PPI was established in 1956 with a view to providing an objective news service and to compete with the government-run AAP.

It publishes news stories in **English** and **Urdu**.

IPP also produces 10 rip-and-read news bulletins per day for 25 radio stations.

For long periods, **PPI** was the only credible source of political news available to much of the Pakistani media.

The agency employs over 300 journalists and part-time correspondents in all parts of the country.

Besides general and political news, **PPI** covers social issues such as human rights, women's empowerment, literacy, children's rights, family planning and the environment.

It also has a policy of improving public awareness of social problems such as drug addiction, smoking and other health hazards.

Although **PPI** is a private limited company, it does not pay dividends to its shareholders. All profits are recycled into developing the news agency.

All major newspapers, radio and television stations in Pakistan subscribe to the **PPI** news service.

PPI is based in **Karachi**. All press releases should be sent to pressrelease@ppnewsagency.com

A full contact list of PPI's regional bureaus and correspondents can be found on the news agency's website at: <http://www.ppnewsagency.com/contactus.htm#L1>

Chairman and Chief Executive - Owais Aslam Ali

Tel.: +92-21 263 0562
+92-21 263 0563,

Fax: +92-21 263 1275

Email: owais.ali@attglobal.net

chiefexecutive@ppinewsagency.com

Chief Editor – Farooq Moin

Email: Chiefeditor@ppinewsagency.com

Address:

PPI,

Press Centre,

Shahrah-e-Kamal Ataturk,

Karachi.

Associated Press of Pakistan (AAP) www.app.com.pk/en



The government-controlled Associated Press of Pakistan (APP) publishes news in **English, Urdu, Sindhi, Pashto** and **Arabic**.

It also operates video and photo news services.

AAP has a large network of provincial bureaus and district correspondents. A full contact list of its bureaus and correspondents can be found at

http://www.app.com.pk/en/index.php?option=com_content&Itemid=48

APP supplies news to all of Pakistan major news outlets.

Director News – Akram Malik

Mobile: +92 300 555 2158

Tel.: +92 51 220 3076

Email: news@app.com.pk

Head Office (Islamabad)

Tel.: +92-51 1127 7278

Address:

AAP,

18, Mauve Area,

G-7/1,

Islamabad

Sharp Eye www.sharpeye.com.pk

Sharp Eye is a television film news agency based in **Lahore**.

It was founded by prominent journalist Mian Muhammad Azhar Amin in 2000.

Editor/Chief Executive - Mian Muhammad Azhar Amin

Mobile:+92 300 840 0508

Tel: +92-42 731 3401

+92-42 731 3402

Email: editor@sharpeye.com.pk

Address:

Sharp Eye Head Office,
111 Lytton Road,
Qurtaba Chowk,
Lahore.

United Press of Pakistan (UPP)

UPP is based in **Karachi**. It supplies news by fax to newspapers across Pakistan in **English** and **Urdu**.

Chief Executive – Mahmudul Aziz

Tel: +92-21 568 2694

+92-21 568 3235

Address:

UPP Head Office,
1, Victoria Chambers
Haji Abdullah Haroon Road
Karachi-74400

5.3 Online media

There were 29 million internet users in Pakistan at the end of 2010, according to the International Telecommunications Union (ITU).

Websites aimed at young people have taken off in a big way.

For example, www.vidpk.com which allows visitors to watch TV soap operas online, has reported up to 90,000 hits and 50,000 downloads per day.

News websites are also popular.

Dawn Media Group's www.dawn.com claims over 10 million page views per month.

A marketing survey conducted in 2008 showed that over 90% of Pakistani visitors to the site were male university graduates under the age of 30.

Several banks have rolled out online banking services.

The social networking site **Facebook** has also been a huge success – particular with teenagers and young adults.

In March 2012, **Facebook** claimed 6.4 million users in Pakistan – one in five of the country's online population – up from 3.9 million the previous year.

Over 90% of **Facebook** users were under the age of 24 and a third of them were female.

According to www.alexa.com – a website that analyses internet traffic – the most popular news and information websites in Pakistan include:

- www.Facebook.com
- www.Yahoo.com
- www.WindowsLive.com
- www.Linkedin.com
- www.Twitter.com
- www.Jang.com.pk (*Daily Jang*)

The most popular online media sites are those of **Geo TV**, **Jang Group** and **BBC**.

The government has occasionally attempted to limit access to certain websites on political and moral grounds.

Blogging has become an important form of communication in Pakistan.

There are now thousands of bloggers in the country.

Many of them are grouped by so-called aggregator sites, such as www.Teabreak.pk, www.bloggers.pk and the city-focused site www.metblogs.com.

Thanks to the aggregator sites, bloggers are rapidly becoming a social force whose influence is disproportionate to their actual numbers.

Twitter is also growing rapidly in Pakistan. Some local tweeters have thousands of followers.

When a strong earthquake occurred in southern Pakistan in mid-January 2011, it was **Twitter** that got the news out quicker than any other news service.

Less than a minute after the earthquake, a stream of tweets began from **Karachi** and **Lahore**, even though it was the middle of the night.

The US special forces raid on Abbottabad in May 2011 that resulted in the killing of Osama bin Laden was also first publicized by Pakistani tweeter and blogger Sohaib Athar. He noticed the arrival of helicopters in the city and tweeted the event live.

According to the website <http://wefollow.com/twitter/pakistan>, the most popular tweeter in April 2012 was *ReallyVirtual* with 102,730 followers. But it rated *Dr Awab* a politically-opinionated dentist with more than 4,000 followers, as the most influential tweeter.

In broader terms, social media is becoming a valuable campaigning tool in Pakistan.

One recent study of the use of social media looks at the way that **Pakistan Tehreek-e-Insaf (PTI)**, a political party headed by Pakistani politician and former cricketer **Imran Khan**, used social media to gather people for a huge demonstration it held in Lahore on 25 December 2011.

The study <http://umairmohsin.wordpress.com/2012/01/24/yes-we-khan-social-media-case-study-of-imran-khan-rally-on-december-25th-2011/> shows how **PTI** was able to clarify and defend the party's reputation, kill off rumours, engage with voters, provide imagery and spread its political ideas, using **Facebook**, **Twitter** and live internet streaming. It also used mapping via **SMS** and the **iReport** application.

Similar techniques have been used by sectarian and communal organizations to spread hate messages in Pakistan – see <http://pakteahouse.net/2012/03/24/using-twitter-youtube-facebook-and-other-internet-tools-pakistani-terrorist-group-lashkar-e-jhangvi-incites-violence-against-shiite-muslims-and-engenders-antisemitism/>

Online news outlets:

Jang Group Online editions <http://jang.com.pk/>

This group of media outlets are held by the Jang Group, owners of Pakistan's biggest newspaper, the **Daily Jang**.

Tel.: + 92 21 111 436 111

Online International News Network www.onlinenews.com.pk

Editor in Chief – Mohsin Jamil Baig

Tel.: +92-51 111 888 666

+92-51 843 5137-40

Fax: +92-51 261 1472-3

Email: online@dsl.net.pk

Editor, English edition – Muhammad Afzal Bajwa

Mobile: +92 300 854 1529

Email: m.afzal.bajwa@gmail.com

A Pakistan News www.apakistannews.com

A Pakistan News offers national and regional news updates in **English** and the latest cricket scores.

Editor for Pakistan – Sajid Mansoor

Email: editor@apakistannews.com

PakTribune www.paktribune.com

This dual language website based in **Rawalpindi** publishes news in **Urdu** and **English**. It claims 7.5 million page impressions per month.

PakTribune holds discussion forums and opinion polls as part of its effort to interact with users.

Chief Editor – Riaz Jafri

Tel.: +92 51 547 5907

Email: editor@paktribune.com

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6. Traditional and informal channels of Communication

Across Pakistan, traditional sources of information are giving way to the electronic media. Only in remote areas is there any significant reliance on tribal elders, Muslim clerics or the old chalk-scrawled message boards that once served as information exchanges.

Data on such traditional and informal sources of information – including friends and family, community leaders and religious figures – is hard to come by.

Friday sermons

It is often said that mosques are an important source of information. However, there has been limited research to support this point.

Preachers traditionally use their sermon at Friday prayers to deliver religious, social and political messages to their congregations. There is no doubt that they are influential opinion-formers in Pakistan.

Indeed, the influence of Islamic preachers on their congregations is strong enough for the government, to set rules for what's permissible for discussion in mosque sermons.

It has not had much success with this measure, aimed at stopping hate-mongering and attempts to fan support for Islamist radicals.

Mosques often serve as social forums and informal meeting places where leaflets can be distributed and books, pamphlets and DVDs can be bought and sold on the sidelines of worship.

There have been several attempts to use mosques to promote various health and ecology agendas.

In 1991 one water conservation project called on imams to promote measures to save water in a rural community near **Faisalabad** www.idrc.ca/cp/ev-93953-201-1-DO_TOPIC.html. It appears to have met with some success.

Unfortunately, such programmes are few and far between.

Research findings in the FATA

Some of the best research on informal information networks has been done in the Federally Administered Tribal Areas (FATA). Radio is clearly dominant.

According to a 2011 survey of 4,000 FATA residents conducted by Community Appraisal and Motivation Programme (CAMP) www.understandingfata.org/uf-volume-v/Understanding_FATA_Vol-V-11.pdf, 49% of respondents mentioned radio as a source of information for themselves, 33% mentioned TV, 35% mentioned the local and national press and 5% cited books or the internet.

Asked by CAMP which sources of information they valued the most, 40% of respondents said radio and 29% said newspapers. A further 26% cited TV.

Only 18% in the CAMP survey mentioned Friday sermons.

12.5% cited information from tribal elders and 9% cited communal gatherings – known in **FATA** as *hujras*.

The most valued sources of information overall were friends and family – cited by 42% of respondents.

In terms of how they the information received, 8% said they valued most highly the information they received from tribal elders, while 12% valued the information received in Friday sermons.

Friends and relatives were cited as the most valuable sources of information by 30% of respondents. Neighbours were cited by 25%.

In the tribal areas, *hujras* – evening gatherings of men in a specific place – and larger, less frequently held meetings known as tribal *jirgas*, are the traditional ways in which information is disseminated.

Local community leaders known as *maliks* and tribal elders have traditionally been trusted on important matters.

These conduits still exist, but such gatherings are much less important than they once were.

Generally they only persist amongst Pashtun communities. Even there, *maliks* have often been the targets of attacks by Islamist radicals who want to break their hold over their kinsmen.

'Face-to-face' health messaging

A 2007 USAID research report into promoting safe drinking water and health in Pakistan's rural areas suggested using traditional communication methods within a mix of other media to promote health strategies (see www.eawag.ch/forschung/siam/lehre/alltagsverhaltenII/pdf/PBehaviorChangeStrategy.pdf).

It advocated using puppet plays, songs, dance and drama, as well as drawing mullahs into promoting health.

A survey of research carried out by this project found that 48% of those questioned recommended face-to-face communication for getting health messages across in rural areas.

36% cited community heads and 22% cited imams as the most effective people to communicate health and hygiene messages to the local population.

A further 25% recommended TV adverts and 18% recommended announcements at mosques.

Another method used successfully across Pakistan is wall-chalking, or graffiti.

Even today, when almost every adult male has a telephone, graffiti in Urdu and other languages is still sprawled across walls, billboards, bridges and the sides of buildings, by political party activists, *jihadi* groups and students.

Mosque loudspeakers and flood warnings

An infoasaid survey in the aftermath of the 2010 floods in rural areas of Sindh and Punjab suggested that imams and mosque public address systems could be an effective channel of communication at times of crisis.

The total number of large and small mosques across all rural and mountainous areas of Pakistan is estimated at 300,000, of which half are thought to be unrecognized by local government authorities. No planning permission necessary for the building of mosques in Pakistan.

All mosques large and small have a public address system to call the faithful to prayer.

The infoasaid survey covered 1,000 low-income villagers displaced from their homes by floodwater. It found that some 50% did not have access to a radio or television. Only 27.2% had a mobile phone.

All those questioned had been forced to move out of their homes as a result of flood damage. Some were staying with friends and relatives, others were in camps.

Asked to pick just one channel of communication through which to receive information about the help they needed, nearly a third of respondents – 32.4% – said local loudspeaker announcements by members of the community.

Loudspeaker announcements were nearly as popular as television (35.8%) and considerably more so than radio (12.8 per cent).

Family trusted most

18.6% of respondents to the survey cited community and religious leaders as their most trusted source of information and a further 12.4 % named school teachers.

But just over two thirds – 67.2% – said that they regarded family and friends as the most trustworthy source of information overall. This showed the tendency of families to fall back upon shared resources and the continued importance of face-to-face communication.

As far as trust in the mass media was concerned, television was cited as the most trusted source of information (44%). Radio was trusted by 28.3% and newspapers by 7.1%.

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7. Media Resources

Media development organisations

Intermedia Pakistan www.intermedia.org.pk

Intermedia is a Pakistani NGO founded in 2005 to promote press freedom and media development. It undertakes research, advocacy and journalism training.

Intermedia Pakistan is based in **Islamabad** and has a field office in **Peshawar**.

Executive Director Adnan Rehmat formerly headed the Pakistan operations of the US-based international media development organization Internews.

Executive Director – Adnan Rehmat
 Tel: +92 51 260 4205
 Email: info@intermedia.org.pk
adnan@intermedia.org.pk

Address:
 Intermedia,
 H #42,
 Street 3, F-6/1,
 Islamabad 44000

Internews Pakistan www.internews.org.pk

Internews is a US-based media development organization with a large presence in Pakistan. Its country office is based in **Islamabad**.

Internews has partnered with local universities to improve and expand radio journalism and broadcast education in Pakistan.

Internews has conducted radio broadcast training programs at Peshawar University and has developed a curriculum for teaching broadcast journalism at other universities in Khyber Pakhtunkhwa Province (formerly known as North West Frontier Province).

It established Pakistan's first university-based women's broadcast media centre at Fatima Jinnah Women University (FJWU) in Rawalpindi in 2004.

Internews has also worked to develop the broadcast media law and regulatory environment in Pakistan.

Following the 2005 earthquake, Internews provided training and equipment to enable the local media to reach victims with vital information about humanitarian response, and inform citizens and policymakers about the nature and scale of the earthquake and the progress of the relief effort.

After the devastating floods of July 2010, Internews helped to set up and run the **Humanitarian Information Portal** www.hip.org.pk to provide information about flood damage and relief efforts in Sindh and Punjab.

In April 2010, shortly before the floods, **Internews** also published a useful handbook for local journalists, *Humanitarian Reporting in Pakistan*. This may be downloaded from the internet at: www.internews.org/research-publications/humanitarian-reporting-pakistan-journalists-handbook

Tel: +92-51 261 1633
 +92 51 261 1634
 Fax: + 92-51 2611635
 Email: info@internews.org.pk

Address:
 Internews Pakistan,
 H # 12,
 St. 12, F-8/3,
 Islamabad 44000.

PACT Radio www.pactradio.com



PACT Radio is a media development organization that uses radio to promote peace and reconciliation in troubled areas of Pakistan along the Afghan border.

It produces a daily current affairs programmed, *Da Pulay Poray* (Across the Border Line), discussion programmes, Islamic religious programmes and soap operas in **Pashto**.

These are broadcast by radio stations in **Pashto-speaking areas** of both Pakistan and Afghanistan.

PACT Radio is based at the Department of Journalism at **Peshawar** University. The organization was founded in 2004 by John Butt, a British convert to Islam who has been living in Pakistan for more than 25 years.

In early 2011, he was forced to leave Pakistan following death threats from fundamentalist Islamists. Butt serves part-time as a Muslim chaplain at Cambridge University in the UK.

Director – Nangyally Nan
Tel: +92 91 525 2082
Email: editor@pactradio.com

Address:
PACT Radio,
203 Badshah Tower
Stadium Road
Peshawar

Rural Media Network Pakistan (RMNP) www.online-rmnp.tripod.com

The Rural Media Network Pakistan (RMNP) was established in 2004 to assist the development of independent rural media in Pakistan.

Based at **Bahawalpur** in the central Punjab, **RMNP** conducts training programmes for both male and female journalists and campaigns to promote the freedom of press.

RMNP publishes a monthly newsletter on press freedom.

Tel: +92 62 227 2253
Email: rmnpak@gmail.com

Address:
Rural Media Network Pakistan,
246-C, Satellite Town
Block Z
Ahmedpur East District
Bahawalpur

Pakistan Press Foundation (PPF) www.pakistanpressfoundation.org

The **Pakistan Press Foundation (PPF)** is an independent media research, documentation and training centre working to promote and defend press freedom.

It works particularly to improve the quality of Pakistan's regional and local language media.

PPF is based in **Karachi** and organises seminars and workshops for the training of journalists.

Tel: +92-21 263 3215
+92-21 262 7882
Email: director@pakistanpressfoundation.org

Address:
Pakistan, Press Foundation,
Press Centre,
Shahrah Kamal Ataturk,
Karachi 74200.

Bytes for All (B4A) www.bytesforall.pk

This human rights organization focuses on information and communication technologies (ICTs), organizing debates on their relevance for promoting sustainable development and strengthening human rights movements in the country.

The B4A Take Back The Tech Campaign focuses on the strategic use of ICTs by women and girls to fight violence against women in Pakistan.

Executive Director: -- Shahzad Ahmad
Mobile +92-333 5236060
Twitter: @bytesforall
Email: info@bytesforall.pk

Address:
House No. 206
Street No. 92
G- 11/3
Islamabad

Journalism Pakistan www.journalismpakistan.com

Journalism Pakistan is a media consultancy and web-based forum for Pakistani journalists set up by veteran journalists Steve Manuel and Imran Naeem Ahmad.

Their website aims to provide the media in general and citizen-journalists in particular with an opportunity to voice their opinions, post stories, share information about themselves, interact with other journalists and keep abreast of the world of journalism.

Director - Imran Naaem
Mobile: +92-321 517 3277
Email: journalismpakistan@gmail.com
imrannaem@journalismpakistan.comtancy

Director – Steve Manuel
Email: steve.m@journalismpakistan.com

Address:
505, Executive Suites,

F-11 Markaz,
Islamabad.

Media marketing, advertising and social research

Mishal www.mishal.com.pk

Mishal is a media development consultancy based in Karachi offering communications services ranging from public relations to media buying and corporate video production. It was founded in 2003.

Chief Executive – Amir Jahangir
Tel +92-21 353 41958
Email: info@mishal.com.pk

Address:
Mishal,
I-C, Street 7A,
Badar Commercial Area,
Phase-V Extension, DHA,
Karachi 75500.

Gallup Pakistan www.gallup.com.pk

Gallup Pakistan is a social market research and opinion polling organization linked to Gallup International.

Founded in 1980, it has major offices in **Islamabad**, **Karachi** and **Lahore** and 17 field offices around the country.

Gallup Pakistan publishes an online weekly, *Cyberletter*, about media and social research in Pakistan.

Tel: +92 51 265 5630
Fax: +92-51 265 5632
E-mail: isb@gallup.com.pk

Address:
Gallup Pakistan,
H.45, ST.52,
F-7/4,
1055 Islamabad.

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8. Telecommunications overview

More than half of all Pakistani adults and adolescents own a mobile phone

However, handset ownership is much higher among men than women.

According to the **Pakistan Telecommunication Authority (PTA)** www.pta.gov.pk, the government regulator, there were 116.2 million mobile phone lines in the country in February 2012.

But many people own SIM cards for more than one mobile network. The number of individual mobile handset owners was therefore estimated to be nearer 75 million.

The **PTA** says there were 67 mobile phone lines for every 100 inhabitants by February 2012, up from just 8.2 per 100 in 2005.

Phones are widely used to keep families in touch with distant relatives and friends. About seven million Pakistanis work in Gulf countries or live abroad in Europe and North America.

Heavy SMS use

Pakistanis are keen users of text messaging, even though only half the population can read and write.

A **PTA** study published in January 2012 showed that the average Pakistani mobile phone subscriber sent 142 SMS messages per month in 2010, at a total cost of 22.5 billion rupees (about US\$ 248 million).

That compares to a global average of 105 SMS per month.

Some telecoms analysts have predicted that the figures for 2011 will show a 50% increase in SMS traffic compared to 2010.

The main mobile network operators are **Mobilink**, **Telenor** and **Ufone**. Together they account for about three-quarters of all mobile subscribers.

The two other players, **Warid** and **Zong** are much smaller.

The largest mobile network is **Mobilink**. It controls nearly a third of the local market and has the most extensive network of base stations.

The use of fixed-line telephones which rely on traditional copper wire connections has declined steadily in recent years.

People have switched instead to wireless local loop services. These use a wireless signal for the “last mile” to connect fixed-line telephone subscribers to the trunk telecoms network.

In the five years to 2011, the number of fixed-line subscribers relying on a copper wire connection declined by a third to 2.9 million.

But over the same period, the number of wireless loop subscribers nearly trebled to 2.9 million.

Internet use is growing rapidly from a low base.

The **ITU** estimated there were 29.1 million internet users in Pakistan at the end of 2010. Of these, 1.8 million were broadband subscribers.

Broadband services, delivered through copper wire and wireless loop are increasingly bundled together with the provision of cable TV services.

Pakistan Telecommunication Company Limited (PTCL) www.ptcl.com.pk, a privatized government company, is the main fixed line telephone operator in Pakistan.

It dominates both the wire connection and wireless loop sectors of the landline market.

PTCL is also the biggest provider of broadband internet connections, controlling just over half the broadband market. In early 2011, its fibre optic network connected 840 towns and cities.

Broadband tariffs in Pakistan have fallen rapidly and home internet connections are now affordable for many people.

PTCL offers a basic home internet package at a speed of 256 Kbps for 300 rupees (US\$3.50) per month – in line with the average cost of cable TV access.

The planned introduction of 3G mobile telephone services in October 2012 should make much faster internet speeds available from mobile connections in the near future and increase the popularity of the mobile internet.

Disaster-prone infrastructure

The floods of 2010 had a serious impact on Pakistan’s telecoms infrastructure. Just over 10% of the country’s 30,000 mobile phone base stations were damaged, although most were repaired very rapidly.

Télécoms Sans Frontières www.tsfi.org deployed several mobile teams to assist aid agencies with communications services after the floods and help stranded locals get in touch with relatives.

These mobile communications teams were equipped with both satellite and GSM cell phones.

They were deployed in flood-affected areas where many local inhabitants had lost their phones in the floodwater or found themselves without electricity to recharge their batteries.

The government set up a 1234 shortcode SMS Service to help raise money for flood victims from members of the public. Sending the word 'Fund' to 1234 resulted in a 10 rupees (12 US cents) donation to the Prime Minister's Flood Relief Fund.

Mobile telephony growing

The 116.2 million active mobile phone lines in February 2012 gave Pakistan the highest mobile penetration rate in the region, well ahead of Sri Lanka, India, Bangladesh and Nepal, according to the **Pakistan Telecommunication Authority (PTA)**.

Strong competition between Pakistan's five mobile operators and slower growth in subscriber numbers has put strong downward pressure on call charges.

Average revenue per call fell from 9 US cents in 2003 to 3.1 US cents in 2008.

The average cost of a local call had fallen further to about 1.5 US cents per minute in early 2012, giving Pakistan one of the lowest mobile tariffs in the world.

At the end of 2010, there were more than 30,000 mobile phone base stations across Pakistan.

Coverage is good in the flat and densely populated provinces of **Sindh** and **Punjab**. It is more patchy in mountainous and sparsely populated territories such as **Balochistan**, **Khyber Pakhtunkhwa** and **Kashmir**.

The **PTA's Universal Service Fund** has been investing in new phone masts and fibre-optic cables to improve mobile coverage in these remote areas.

Mobile phone users in Pakistan are rapidly changing the kind of phones they use.

At present most own a 2G handset.

Industry sources indicate the start of a trend towards 3G handsets with internet access. Some have suggested that 20% of all handsets in Pakistan could be **3G smartphones** by 2016. This would increase the demand for mobile broadband services.

Already Pakistan has data consumption trends which are above the global average.

According to a study produced by the Swedish company Ericsson for the PTA (http://www.pta.gov.pk/media/pres210112/ericsson_230112.pdf), there will be 50 million smartphones in Pakistan by 2016, producing 70% of the revenue for network operators.

SMS messaging is particularly popular amongst young people, undoubtedly because it is so cheap.

It typically costs about 1 US cent to send 10 SMS messages.

Even at that price, SMS messages still account for about 30% of the mobile phone operators' overall revenue.

For a full PTA report on SMS usage in Pakistan, see http://www.pta.gov.pk/media/sms_traffic_report_2010_12.pdf.

New phones are available with an Arabic keypad and script, but there is still no **Urdu** script.

People sending messages in **Urdu** almost always write phonetically in Roman letters. To do this implies a degree of literacy in **English**.

This system has been the subject of much debate in Pakistan and, but no-one has yet come up with a better alternative.

Many Pakistanis – particularly young people – use their mobile phones to listen to the radio. Some reports suggest that more than half of all phone users listen to the radio in this way.

This trend will encourage the development of interactive radio programming. It is not difficult for radio stations to ensure that people listening to broadcasts on their mobile phone can call into the studio or send an SMS message.

Hot FM, which broadcasts in 16 cities across Pakistan, claims that its **Karachi** station alone receives 100,000 SMS messages per month from listeners.

However, for those tuning in by mobile phone, station loyalty is low. Urban listeners who have a choice of FM stations often switch frequencies several times in an hour.

If a tune or programme comes on that a listener does not like, the usual reaction is to change station.

Access to the Net

According to the **International Telecommunications Union (ITU)**, 16.8% of the population in 2010 had internet access (<http://www.itu.int/ITU-D/icteye/Default.aspx>). This makes for about **29 million internet users**.

Most internet users are young, educated and relatively affluent city dwellers. Most are men, but a large minority are women.

Internet usage has expanded rapidly from virtually zero before 2002 as Pakistan's new telecommunications infrastructure has been rolled out and connection costs have fallen.

But by 2007, eight per cent of all households already had a computer and one in ten Pakistanis was an internet user, according to a study by the **Ministry of Information Technology** <http://ispak.com.pk/Downloads/MoITStudyonBroadbandPenetration.pdf>.

The number of broadband connections rose from less than 30,000 in 2006 to 1.8 million at the end of January 2012, with around five million broadband users.

The introduction of wireless loop technology and mobile internet connections made it easier and cheaper to connect domestic and business customers rapidly in the main towns and cities.

Around 2,000 towns are now linked to the internet and many of these enjoy high-speed broadband.

However, there is still a big gap in internet usage between urban and rural areas.

A BBC survey in 2008 found that 10% of town dwellers in Sindh accessed the internet at least once a month, compared to just 1% of villagers.

In Punjab, the same survey found that 7% of urbanites used the internet, but virtually no-one who lived in the countryside did so.

The cost of internet access is cheap by world standards. In 2011, **PTCL** was offering domestic subscribers a basic connection at the relatively slow speed of 256 Kbps for 300 rupees (US\$3.50) per month – in line with the average cost of cable TV access.

Many college and university students enjoy free wi-fi access on campus.

Government curbs on web access

In May 2010, the **Pakistan Telecommunication Authority (PTA)** temporarily blocked access to around 450 sites, including **Facebook**, **YouTube** and **Twitter**, citing 'sacrilegious content.' It quickly relented.

A further move to control web browsing came in March 2012 when the government announced plans to create a national internet filtering system – at a cost of \$10 million.

This would be capable of blocking up to 50 million sites at any one time.

The **Human Rights Commission of Pakistan** said around 13,000 sites were already inaccessible in April 2012, although the **PTA** countered that the true figure was around 2,000.

Banned sites include those arguing for Balochi national rights as well as pornographic sites.

In May 2012 the government once again blocked **Twitter** for a day, citing concerns about blasphemous tweets.

In November 2011 the government attempted to introduce an "obscene text" ban, which prevented any of 1,600 'offensive' words from being sent as SMS messages. The initiative was abandoned after a public outcry.

8.1 Telecoms companies

Mobilink www.mobilinkgsm.com

Mobilink is Pakistan's largest mobile network operator. The company had 32 million mobile subscribers in 2011, giving it a market share of 31%.

Mobilink also has the best coverage of Pakistan, with more than 8,000 base stations across the country. The interactive map on Mobilink's website at www.mobilinkgsm.com/coverage/coverage_map.php shows the full extent of its geographical coverage.

The company allows its subscribers to use their mobile phones to pay for electricity, gas, water and telephone bills.

However, **Mobilink** does not yet offer a mobile money service that allows the transfer of cash between individual mobile phone subscribers.

The company is a subsidiary of Egypt's **Orascom Telecom**.

Tel +92 111 300 300

Email: customercare@mobilink.net

Address:

Mobilink Head Office,
Mobilink House
1A Kohistan Road
F-8 Markaz
Islamabad

Telenor www.telenor.com.pk

Telenor is Pakistan's second largest mobile operator. It runs Pakistan's only mobile money transfer service.

At the end of 2010, **Telenor** had 24.7 million subscribers and a 24% market share.

The company began operations in 2005 and is owned by Norway's Telenor Group.

Telenor set up its mobile money service **easypaisa** www.easypaisa.com.pk in 2009 after acquiring a 51% shareholding in **Tameer Microfinance Bank**.

In June 2011, there were more than 10,000 **easypaisa** agents across Pakistan where users of the service could deposit or receive cash.

Recipients of a transfer receive an SMS message with a code that allows them to collect the cash from any **easypaisa** agent.

Besides allowing people to transfer local currency within Pakistan, **easypaisa** permits Pakistani workers overseas to remit money to their families at home.

Its corporate facility allows companies to make and receive commercial payments by mobile phone.

There is also a facility that enables **Telenor** subscribers to donate money through **easypaisa** to charitable causes.

Tel: +92 51 111 345 700

Email (customer relations): telenor345@telenor.com.pk

Address:

Telenor Head Office

13-K, Moaiz Center

F-7/Markaz

Islamabad

Ufone www.ufone.com

Ufone is Pakistan's third largest mobile operator.

In December 2010, it had 20.3 million mobile subscribers, giving the company a market share of 22%.

Ufone offers unlimited mobile internet use from 500 rupees (US\$6) per month.

The company claims to cover more than 10,000 locations in Pakistan – see the full list on its website at: <http://ufone.com/coverage.aspx>

Ufone was founded in 2001 as a spin-off from Pakistan's fixed line operator **PTCL**. It was acquired by the United Arab Emirates (UAE) telecoms group **Etisalat** in 2006.

Tel.: +92 111 333 200

Email: prcomer@ufone.com

Address:

Ufone Head Office:

13-B Markaz,

Jinnah Super,

Islamabad.

Warid www.waridtel.com

Warid has the largest post-paid subscriber base of any mobile operator in Pakistan.

The company had 17.7 million subscribers in mid-2011, giving it a market share of 17%.

It offers wireless broadband using GPRS/EDGE technology.

Warid is a joint venture between **Abu Dhabi Group** and **SingTel Group** of Singapore.

An interactive coverage map and a list of locations served by **Warid** can be found on the company's website at: <http://www.waridtel.com/consumer/coverage.php>

Tel.: +92 322 425 7777

Email: pr@waridtel.com

Address:

Warid Head Office,
P.O. Box 3321,
Lahore.

Zong www.zong.com.pk

Zong is the smallest mobile network in Pakistan, but offers the cheapest tariffs.

It had 8.5 million subscribers at the end of 2010 and a market share of 8%.

An interactive coverage map can be found on Zong's website at:

http://www.zong.com.pk/index_coverage.html#

The company is a subsidiary of **China Mobile**, the world's largest telecom operator.

Tel: +92 111 222 111

Email (corporate services): corp.service@zong.com.pk

Email (customer services): customerservices@zong.com.pk

Address:

Zong Head Office
7 Mauve Area
Islamabad
Pakistan

PTCL www.ptcl.com.pk

PTCL, the privatised state telecoms company, is Pakistan's main operator of fixed line telephone services.

It operates the legacy copper wire network, but increasingly uses wireless loop technology to bridge the "last mile" to fixed line subscribers.

At the end of 2011, **PTCL** had 4.5 million fixed line telephone subscribers, of whom 2.7 million were connected by wireless loop. It provided 74% of Pakistan's landline telephone connections.

PTCL is also Pakistan's largest supplier of broadband internet services.

It had 730,000 broadband subscribers in early 2012, in over 1,000 cities and towns.

PTCL's main competitor in broadband is **WateenTelecom** www.wateen.com which uses **WiMAX** wireless technology to connect most of its internet clients.

Tel: +92-51 226 3732

+92-51 226 3734

Fax: +92-51 226 3733

E-mail: company.secretary@ptcl.net.pk

Web: www.ptcl.com.pk

Address:

PTCL Headquarters

Block-E, Sector G-8/4

Islamabad-44000