



# Electronic Media

# Media - Definition

❖ “Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet.”

## Segments of Media

Two major segments of Media are

I. Print Media



•Newspaper, Magazines etc

II. Electronic Media



•TV, Radio, Cable,  
internet etc.

# Overview of Media Industry in Pakistan

## Brief History

- ◆ Pre- partition mainly the medium constitutes Newspapers.
- ◆ Establishment of Pakistan Broadcasting Corporation on 14th August 1947. (Radio Pakistan)
- ◆ Pakistan Television Network (PTV) state owned channel aired first time on November 26, 1964. The only Channel remained till 1990.
- ◆ Post 2002 era, emergence of Private TV channels.

## Current Status

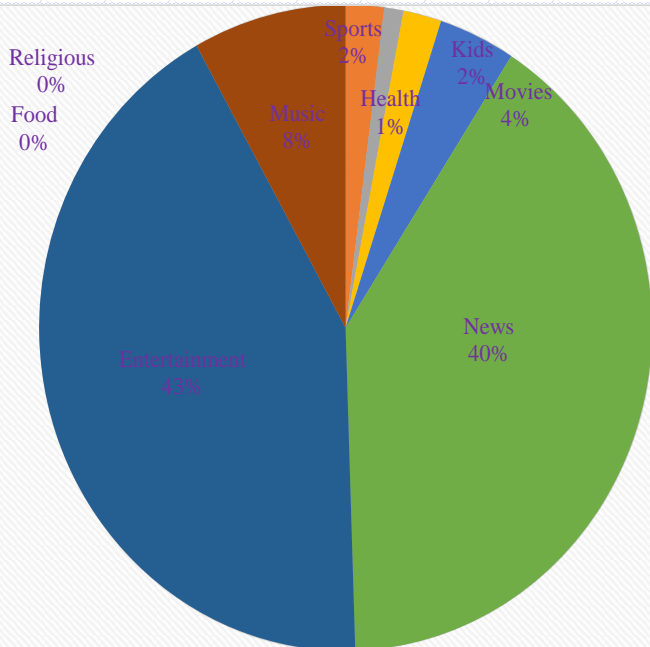
- ◆ Total no. of Newspaper & Magazines in Pakistan - more than 400.
- ◆ Total no. of TV channels in Pakistan - 104
- ◆ Total no. of FM radio stations in Pakistan - more than 160

# Advertisement Industry

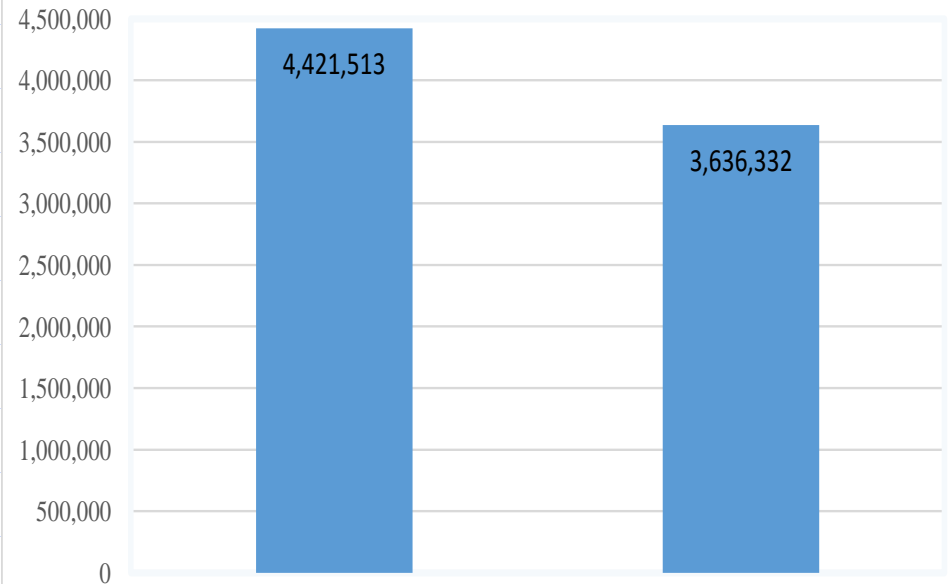
## Key Facts

- ❖ Total TV Viewers 143million (75% of total population)
- ❖ Total Cable outreach 74 million (55% of total viewership)
- ❖ Total Advertising Market PKR 75bln
- ❖ TV Advertising PKR 55bln
- ❖ Print Media Advertising PKR 20bln

## GENRE SPLIT in CY16- % Share of Advt. Minutes

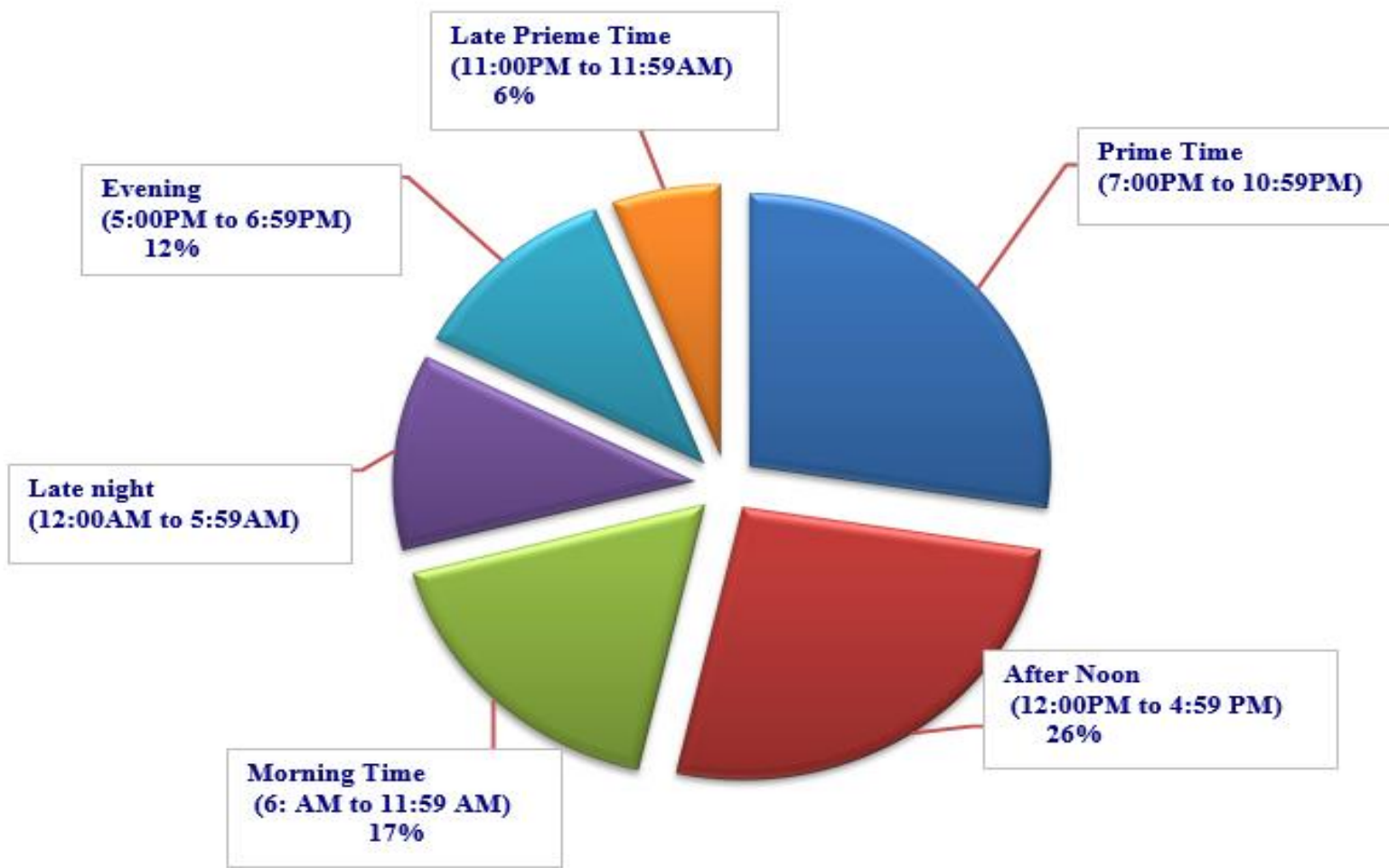


## Total Minutes of Advertising

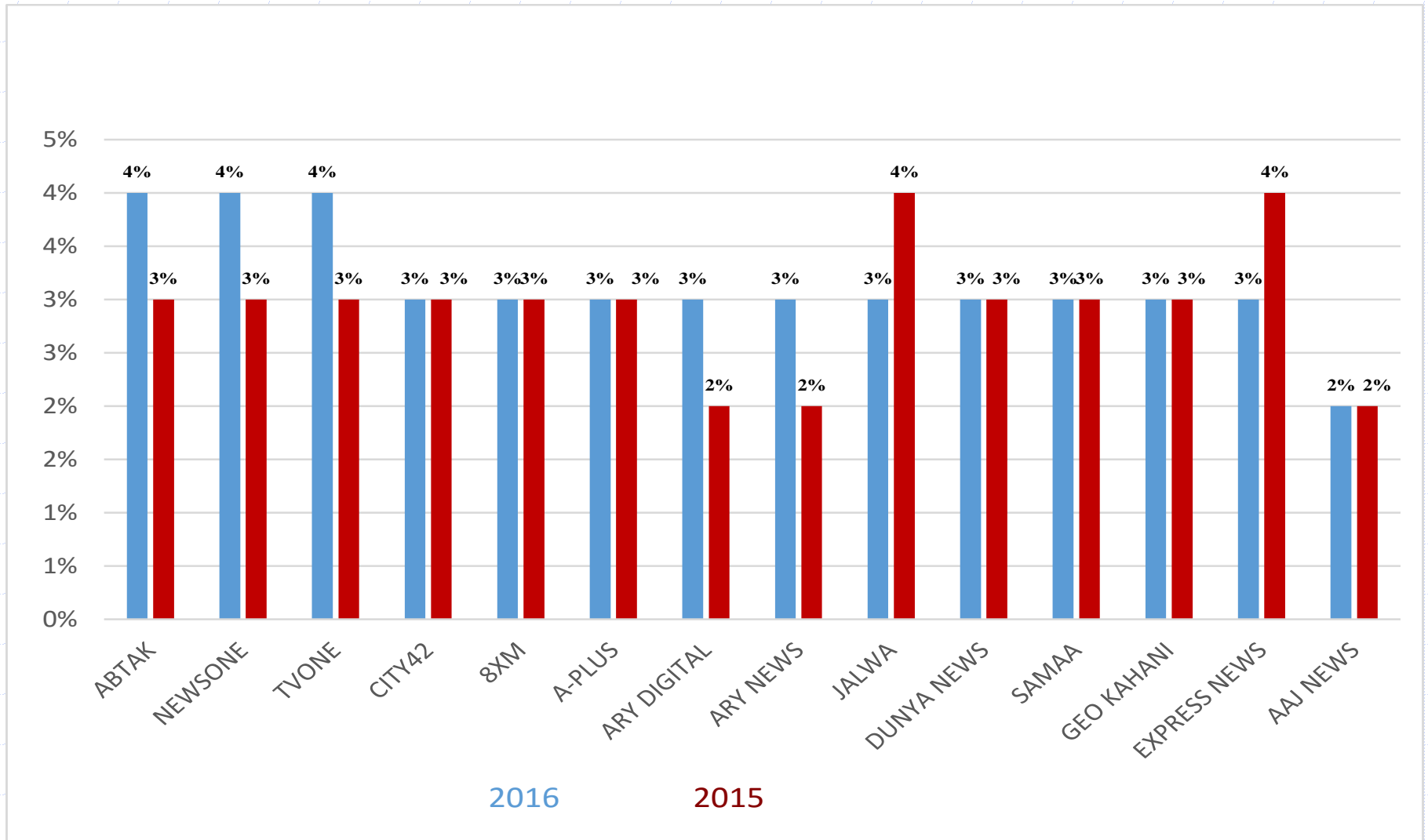


# Advertisement Industry

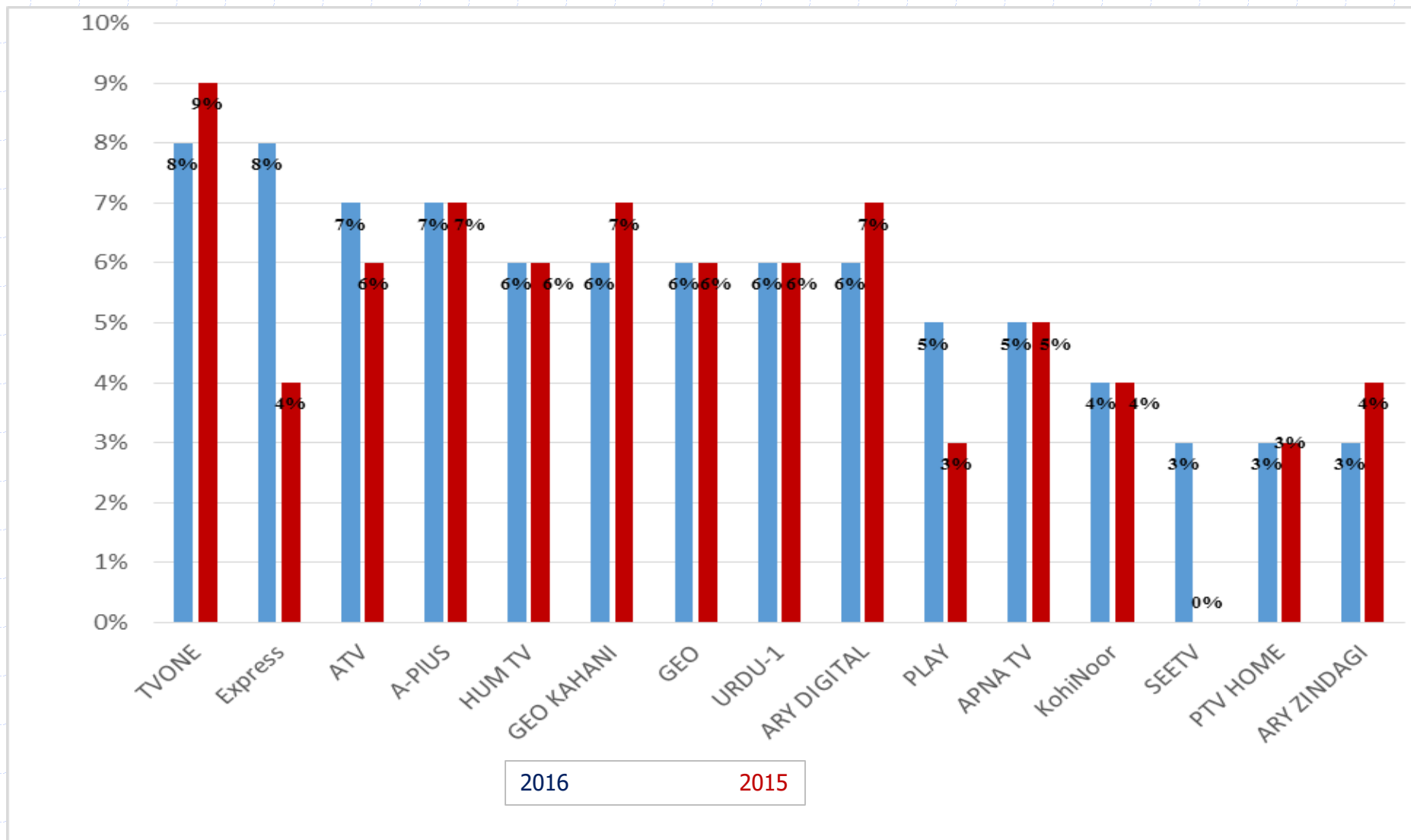
Time Band SPLIT in CY16- % Share of Advt. Minutes



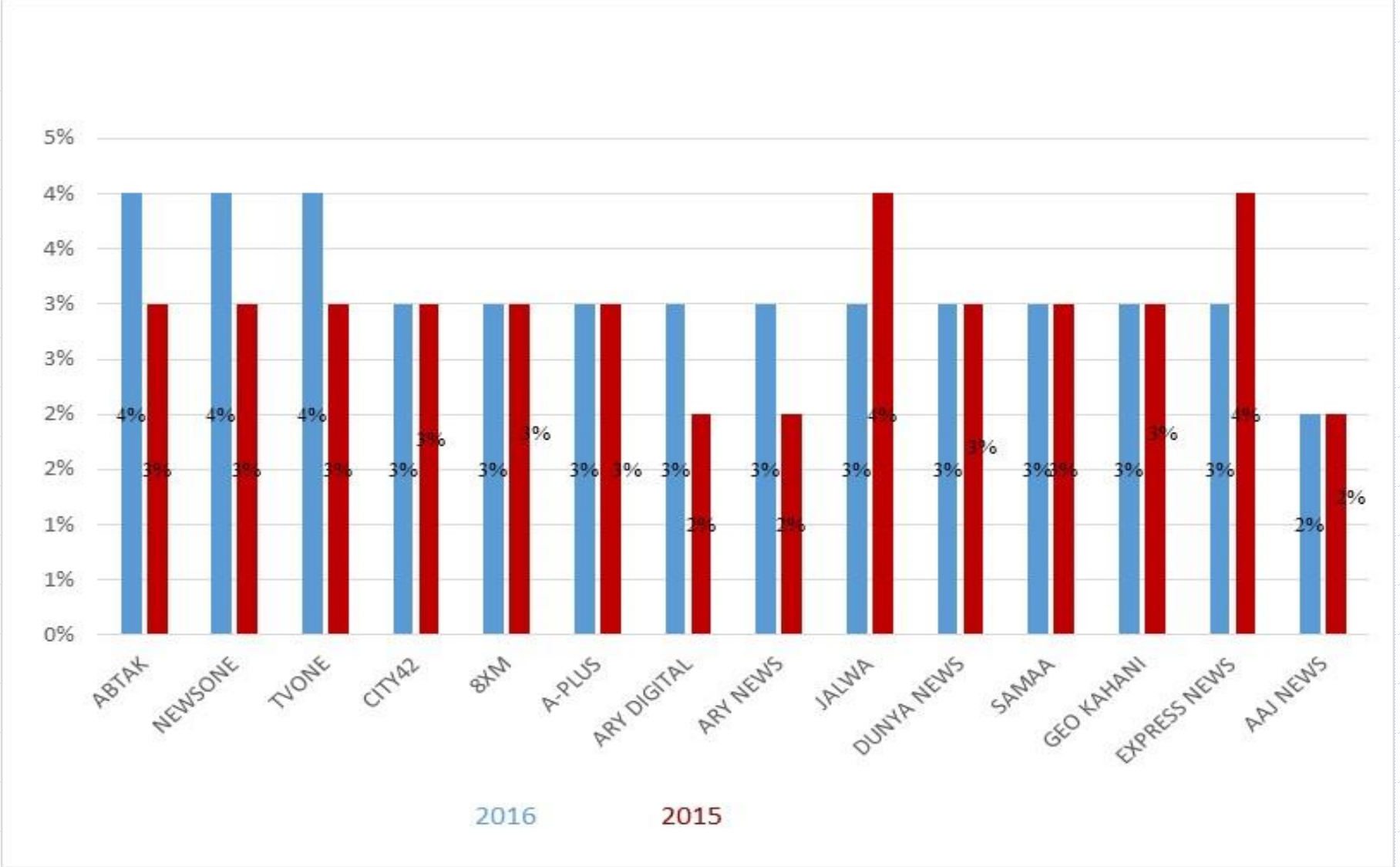
# TOP 15 CHANNELS (All Genre) - % Minutes of Advertising



# Top 15 Entertainment Channels - % Share of Advert

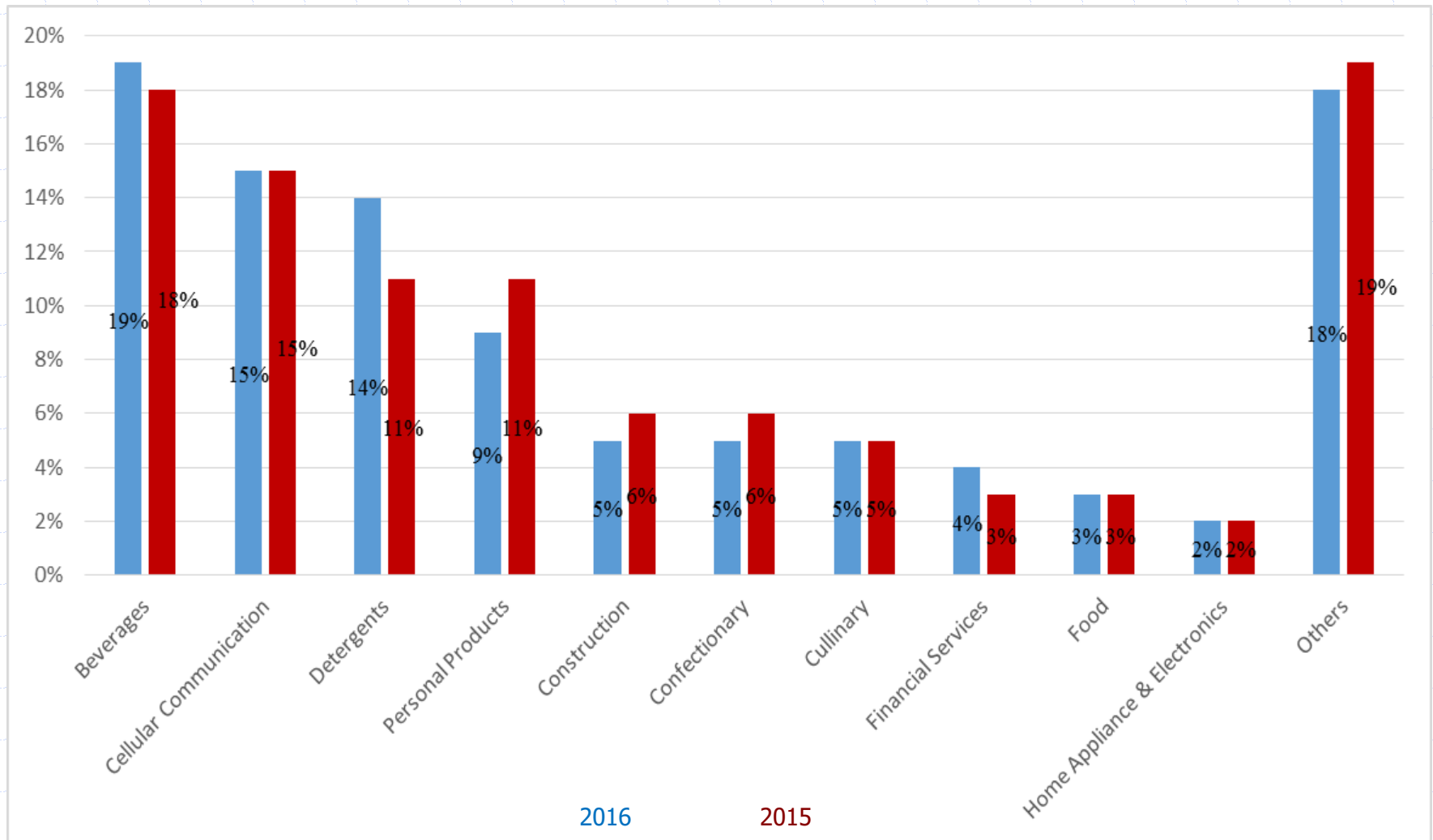


# TOP 15 PRIME TIME CHANNEL - % SHARE OF ADVERTISEMENT

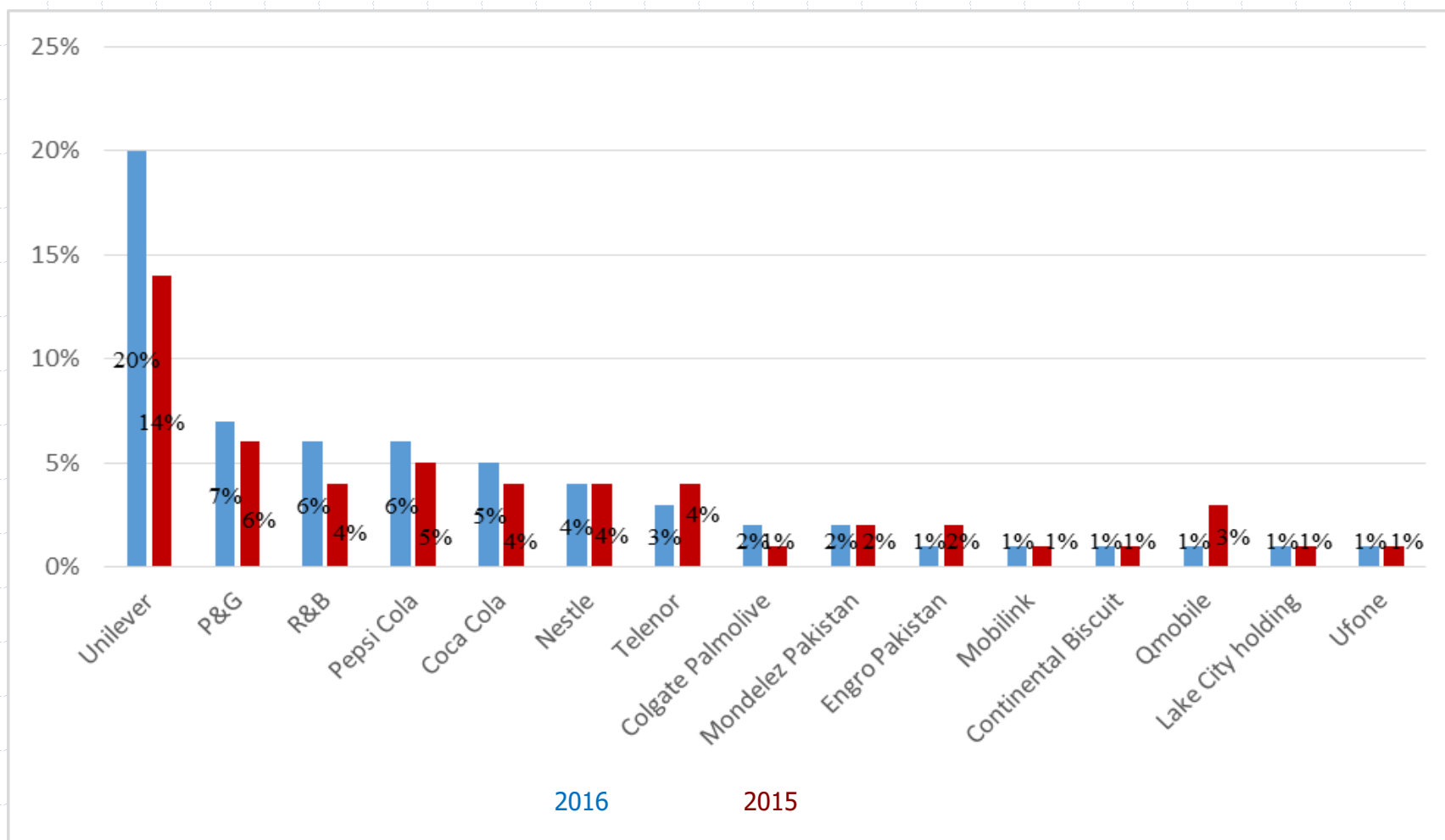




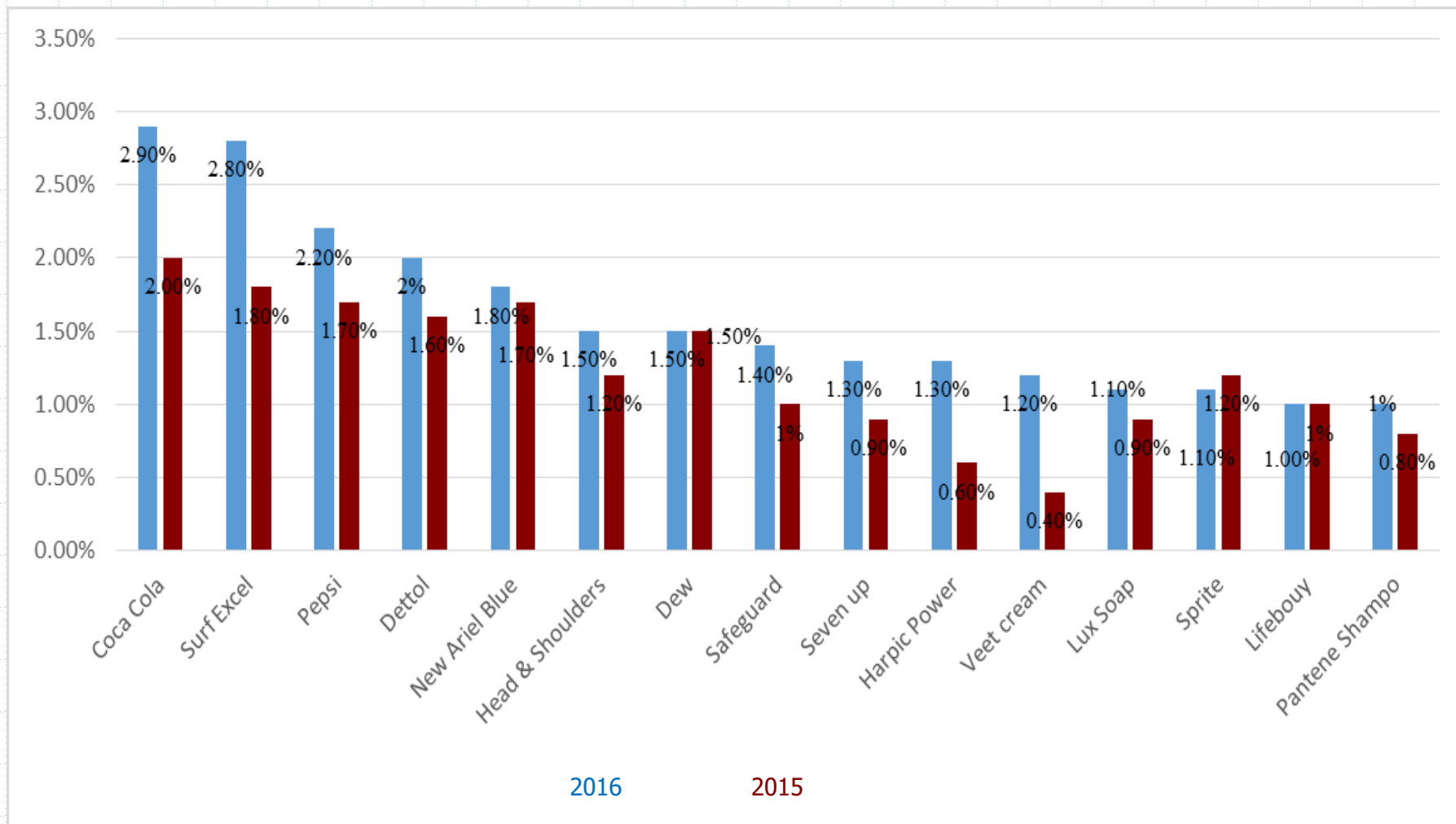
# TOP 10 Categories - % of Total Advertising



# TOP 15 PLAYERS - % Minutes of Total Advertising



# TOP 15 BRANDS %Minutes of Total Advertising



# Regulator

## Pakistan Electronic Media Regulatory Authority (PEMRA)

- ◆ Established on March 1, 2002, An independent and constitutionally established federal institution responsible for regulating and issuing channel licenses for establishment of the mass-media culture, print and electronic media.

### Mandate

- ◆ Improve the standards of information, education and entertainment.
- ◆ Enlarge the choice available to the people of Pakistan in the media for news, current affairs, religious knowledge, art, culture, science, technology, economic development, social sector concerns, music, sports, drama and other subjects of public and national interest.
- ◆ Facilitate the devolution of responsibility and power to the grass roots by improving the access of the people to mass media at the local and community level.
- ◆ Ensure accountability, transparency and good governance by optimization the free flow of information.

## Risks

1. Rapid Emergence of Mobile TV due to 3G/4G
2. Emergence of Streaming sites of TV Programs like YouTube, Daily motion, Netflix etc.
3. Regulatory Risk
4. Online Channels
5. Online Advertisements
6. Blogs / Video blogs

# Bibliography

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2. [All Pakistan : Newspaper Society: www.apns.com.pk](http://www.apns.com.pk)
3. Morenews.pk : <https://www.morenews.pk/online-advertising-pakistan-ignoring-billion-dollar-industry/>

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