



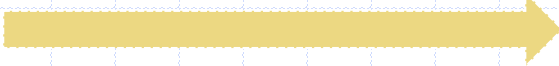
Electronic Media

Media - Definition

❖ “Communication channels through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting such as newspapers, magazines, TV, radio, billboards, direct fax, and internet”

Segments of Media

Three broad forms of Media are;

- | | | |
|--|--|--|
| I. Print Media |  | •Newspaper, Magazines etc |
| II. Electronic Media |  | •TV, Cable, Internet, Fax etc |
| III. Digital Media |  | •Social Media (Facebook, Twitter etc) |
| IV. Classic Media & Below-the-Line-Media |  | •Theatre Cinema, Books, billboards, poster 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

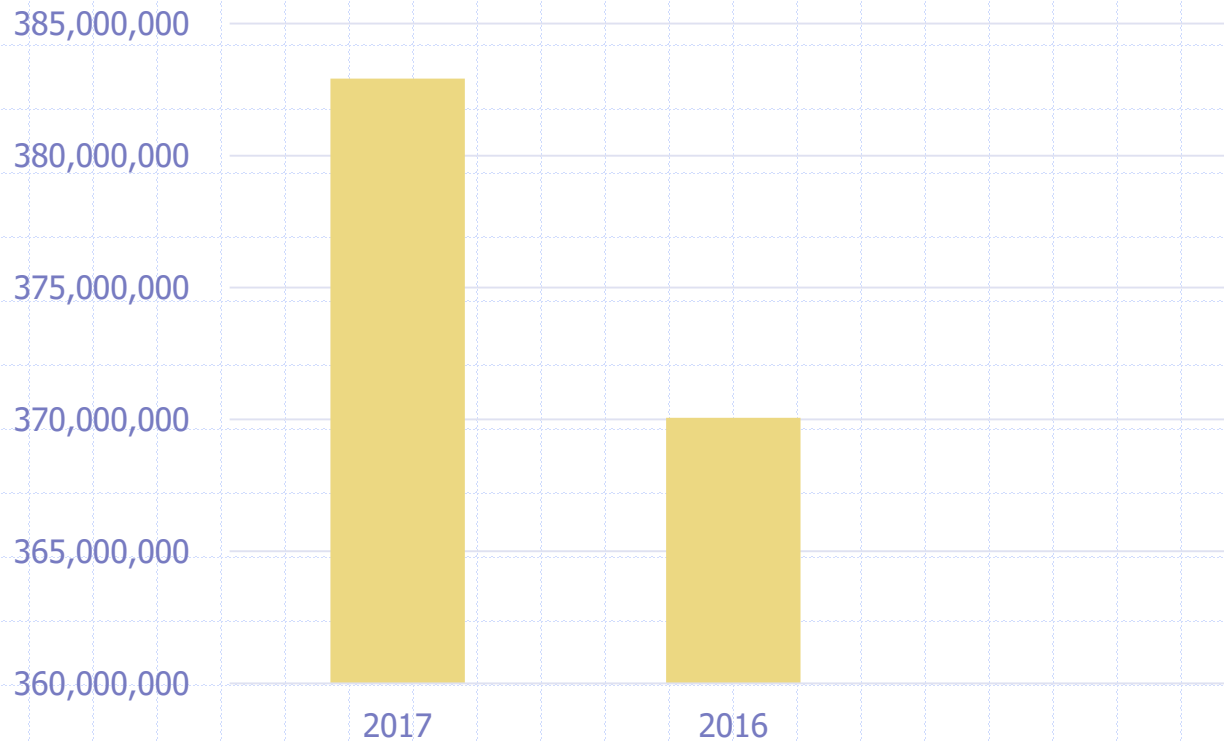
- ◆ Total no. of Newspaper & Magazines in Pakistan - more than 400.
- ◆ Total no. of TV channels in Pakistan – more than 90
- ◆ Total no. of FM radio stations in Pakistan - more than 160

Advertisement Industry

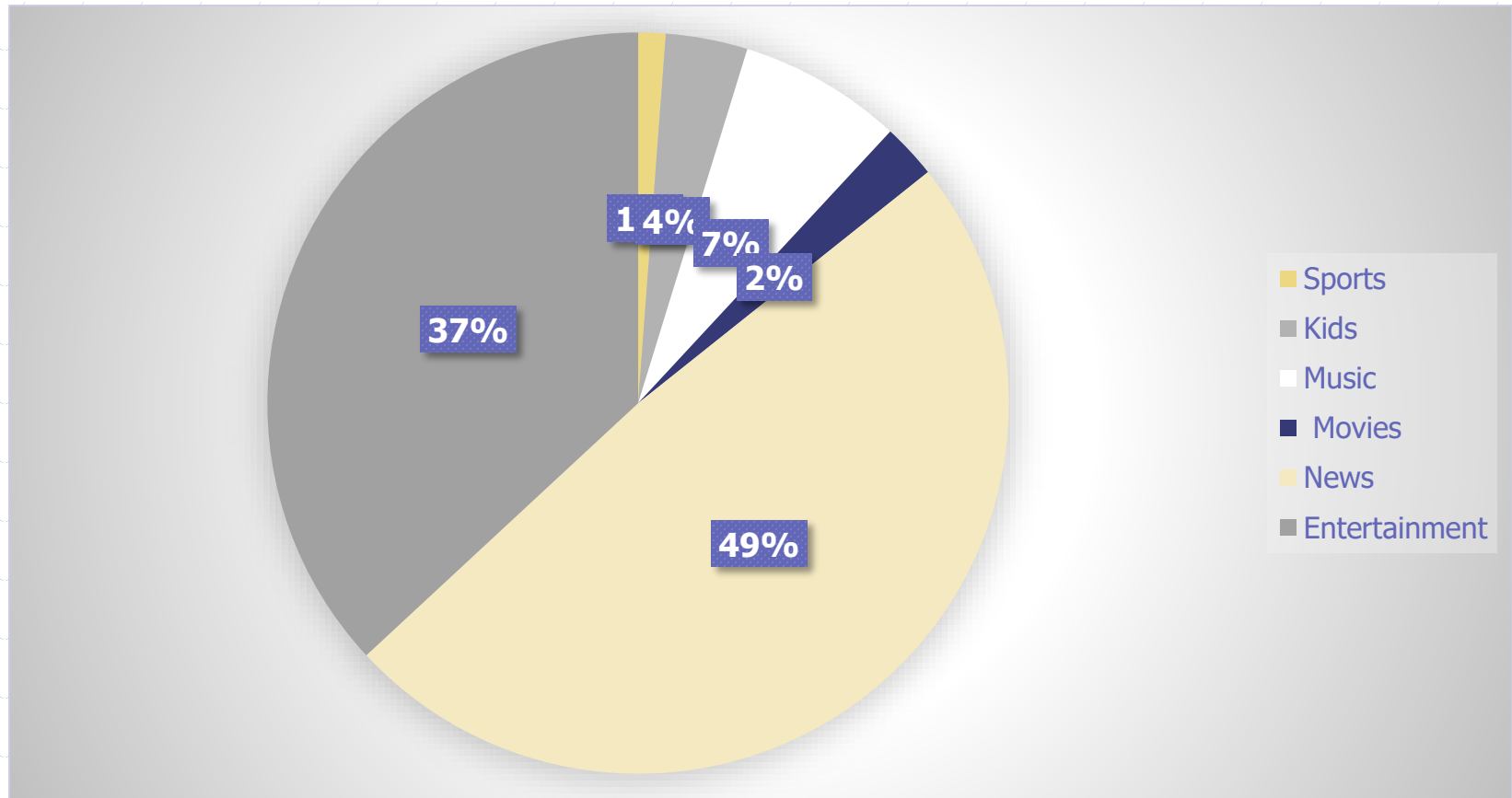
Key Facts

❖ Total TV Viewers	135million (75% of total population)
❖ Total Cable outreach	74 million (55% of total viewership)
❖ Total Advertising Market	PKR 87.7bln
❖ TV Advertising	PKR 62bln
❖ Print Media Advertising	PKR 20bln
❖ Digital Advertising	PKR 5.5bln

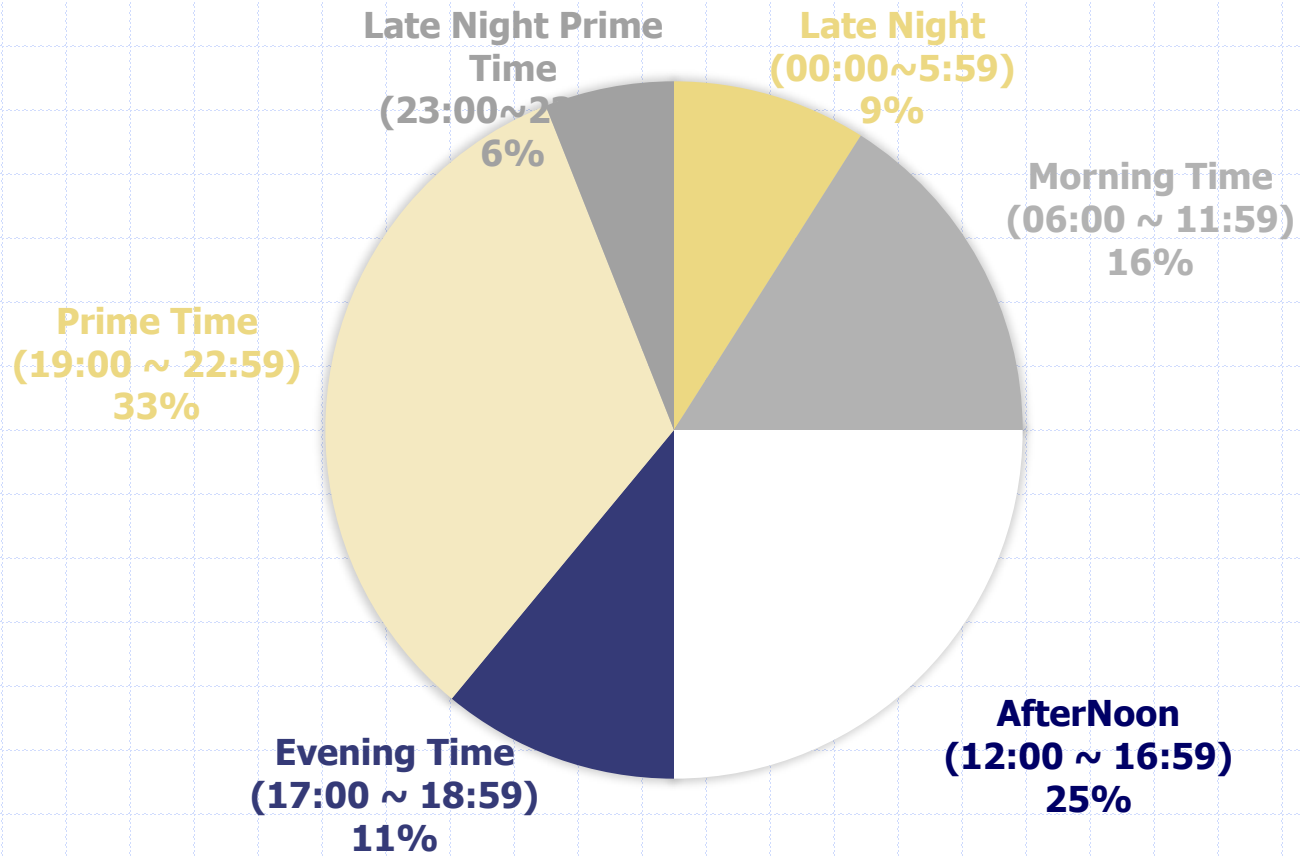
Number of Minutes Advertised



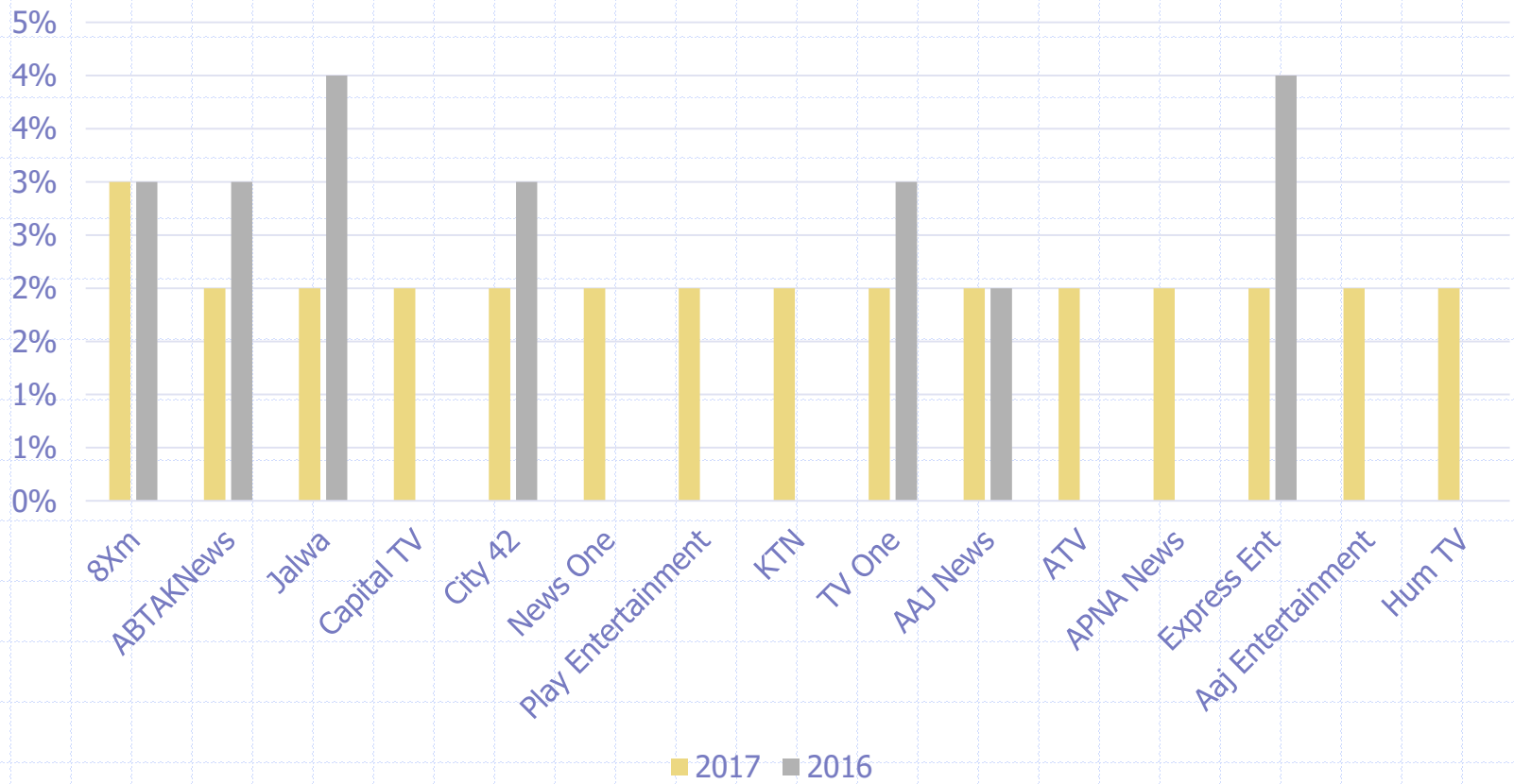
GENRE SPLIT in 2017- % share in Advertisement Minutes



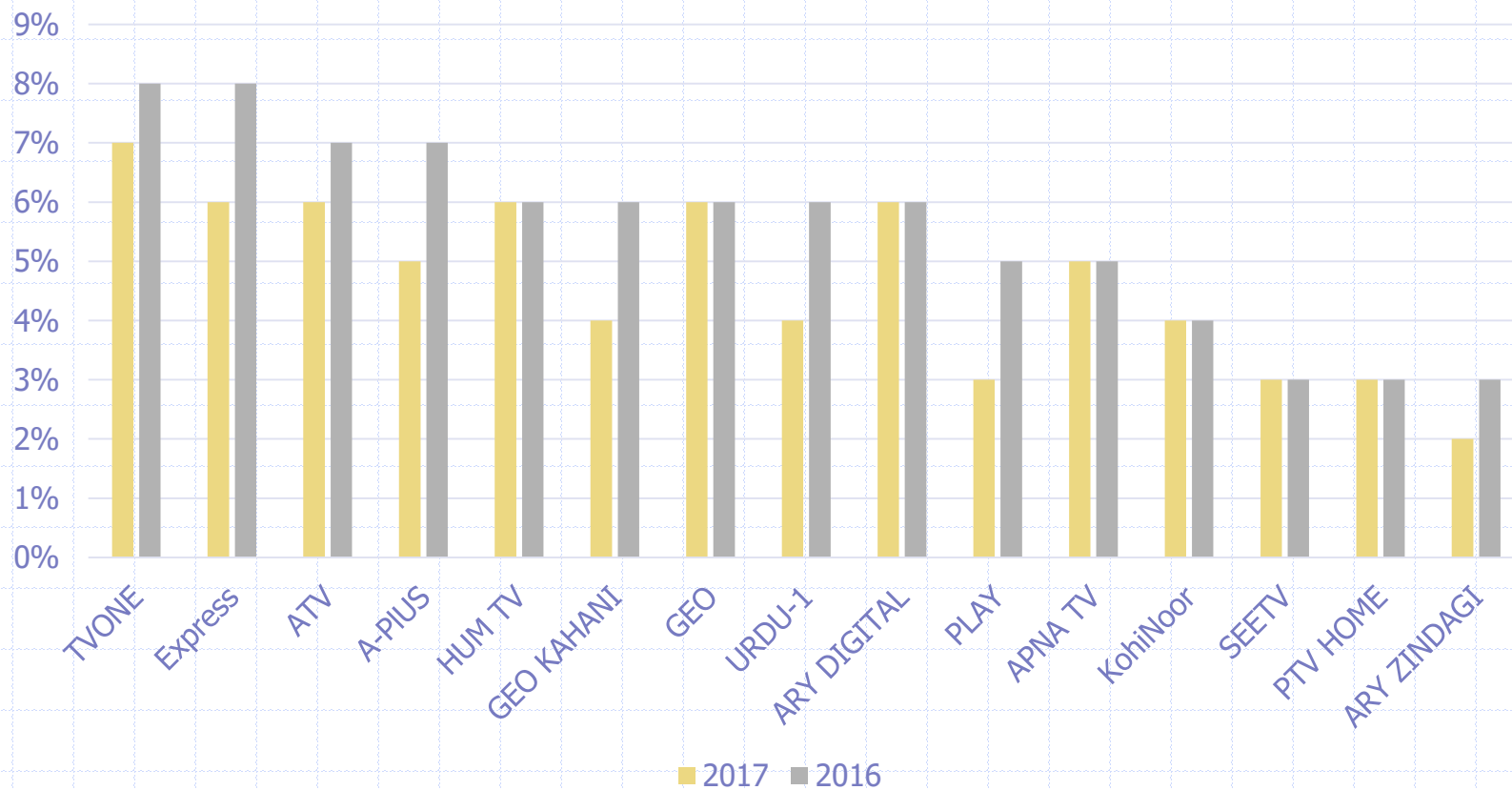
Time Band Split



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



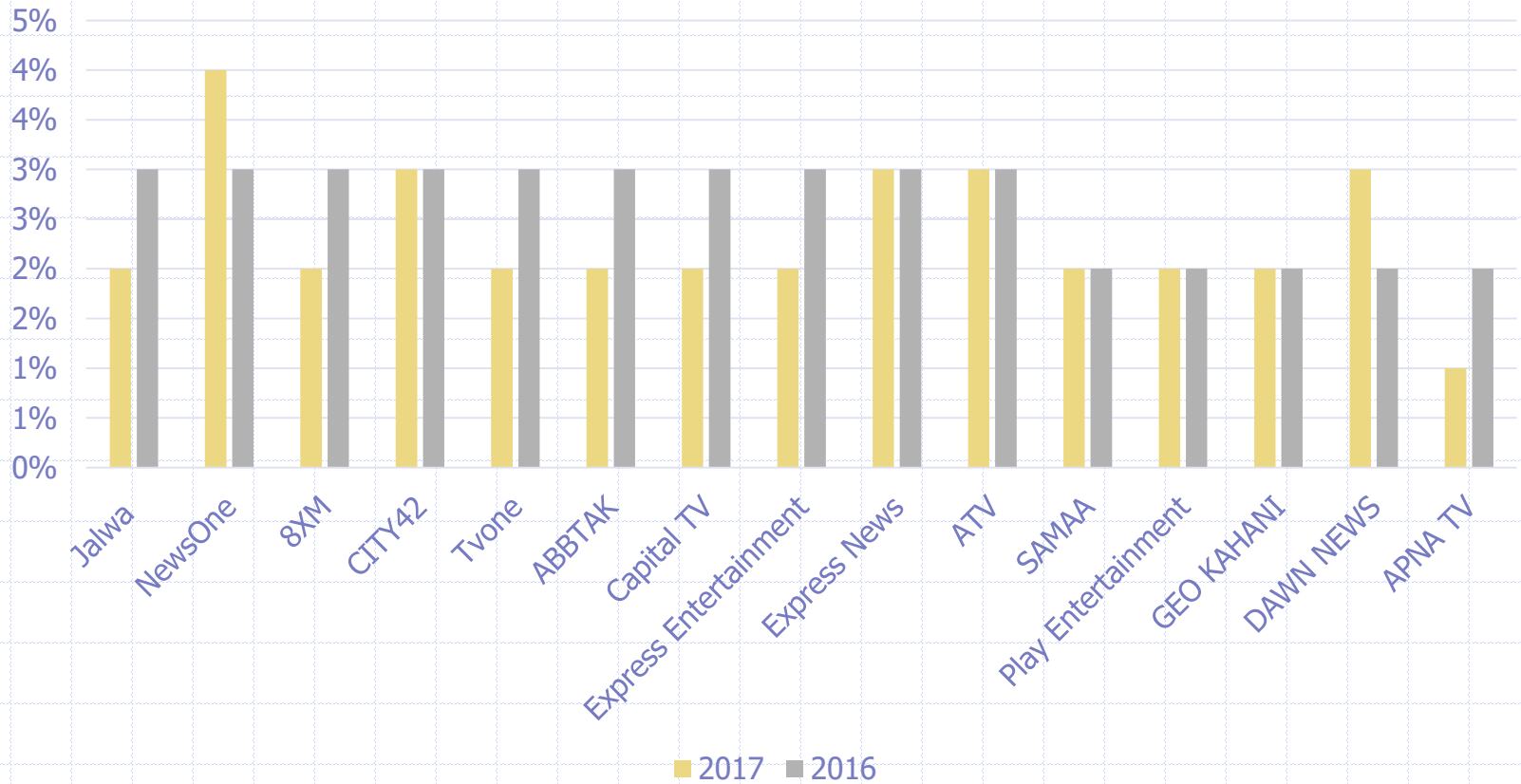
Top 15 Entertainment Channels %Share of Advert



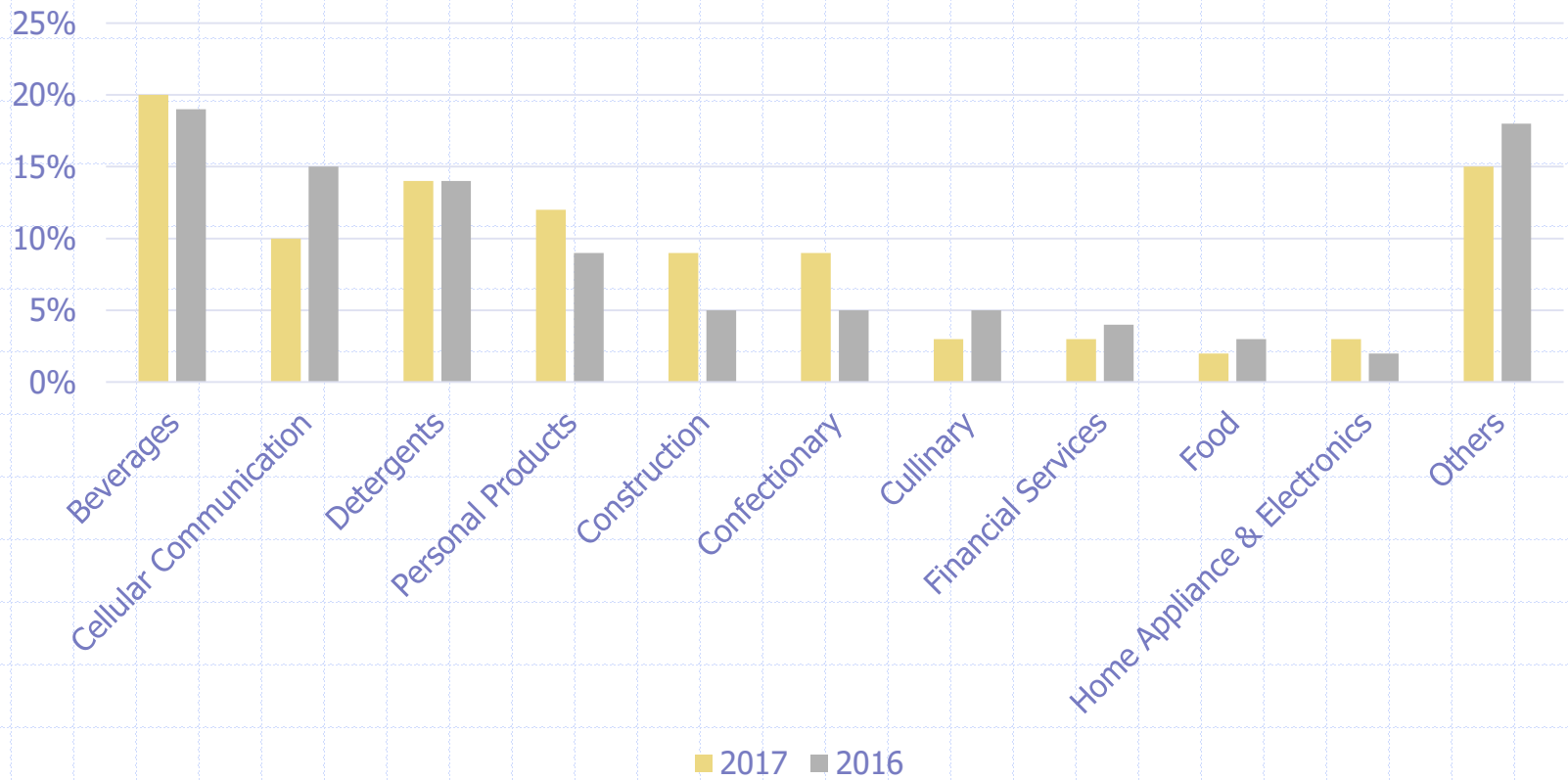
2017

2016

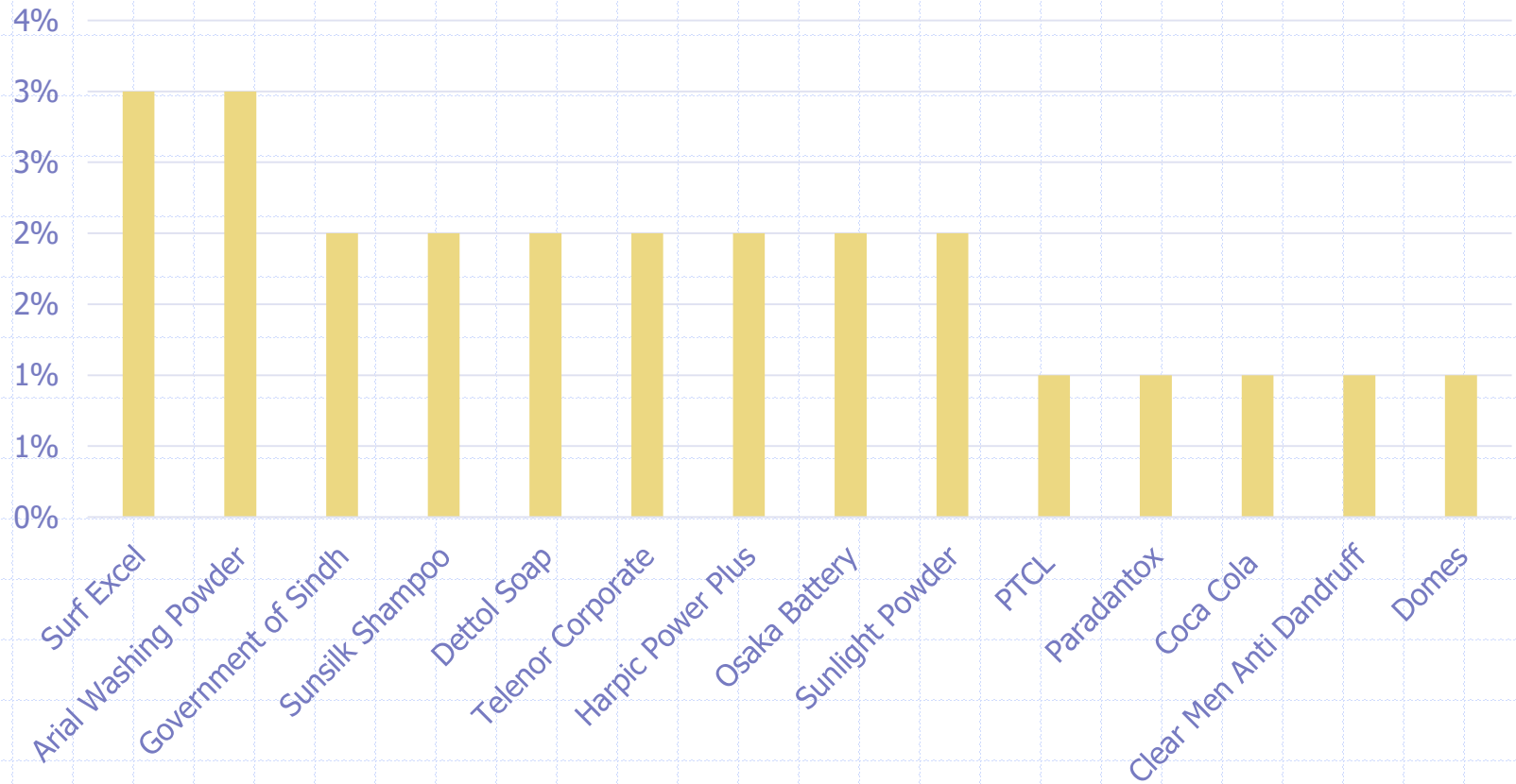
TOP 15 PRIME TIME CHANNEL -% SHARE OF ADVERTISEMENT



TOP 10 Categories -% 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 TV Streaming sites like Such.TV, Baghi.TV etc.
3. Regulatory Risk
4. Online Channels
5. Online Advertisements
6. Blogs/Video blogs
7. Controlled Freedom of Speech

Bibliography

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