

## Media outlets with political affiliations - MOM Pakistan 2019

Indicator of influence												Weighted TV	Weighted Prir	Weighted Rad	Weight Internet	
OWNER	Television		Audience Share	Radio	Audience Share	Print	Audience Share	Online	Audience shar		82	16	12	7	Result	
<b>Mashriq Group</b>	Mashriq TV	Missing Data	0	N/a	0	Mashriq The Statesman	3 Missing Data	3	mashriqtv.pk	Missing data	0	0	0,48	0	0	<b>0,48</b>
<b>Kawesh Group</b>	KTN News	Missing Data	0		0	Kawish Koshish	5 2	7	thekawish.com	Missing data	0	0	1,12	0	0	<b>1,12</b>
<b>The Government</b>	PTV	11,24	11,24	FM 101 Radio Pakistan FM 100 Pakistan	5,1 3,3 12			20,4			0	9,2168		2,448		<b>11,6648</b>
<b>Ummat Publications</b>			0		0	Ummat Takbeer Ghazi	1 Missing Data Missing Data	1	ummat.net	Missing data	0		0,16	0	0	<b>0,16</b>
<b>Azad Papers</b>			0			Jasarat	1	1,0	jasarat.com	Missing data	0	0	0,16	0		<b>0,16</b>
<b>Dawn Group</b>	Dawn News	Missing Data	0	City FM 89	Missing Data	Dawn Daily Star	3 Missing Data	3	Dawn.com Dawnnews.tv	18,7 Missing data	18,7		0,48		1,309	<b>1,789</b>
<b>Dunya Group</b>	Dunya News Lahore News	3 Missing Data	3		0	Daily Dunya	Missing Data	0	dunyaews.tv	5,24	5,24	2,46	0		0,3668	<b>2,8268</b>
			14,24		20,4			15			23,94				<b>TOTAL</b>	<b>18,2006</b>

### Sources:

**TV Audience Data** Gallup 2018  
**Print Readership Data** Gallup 2018  
**Radio Listenership Data** Gallup 2018  
**Media Consumption Online** Ipsos 2014-2015  
**\*\*** 82 TV  
**\*\*** 16 Print  
**\*\*** 12 Radio  
**\*\*** 7 Online

Audience shares of Print, Television, Online and Radio were weighted in accordance with consumption behaviour

\*\*Media Consumption Trends from Synergyzer (source CARAT) for TV, Print, Radio

<http://www.synergyzer.com/media-consumption-patterns-in-pakistan/>