

**Media Consumption Data in Pakistan for
Freedom Network**



Top 10 News Channels in Pakistan		Audience Share Estimated %	
1	GEO News	24	%
2	ARY News	12	%
3	PTV News	11	%
4	Samaa TV	7	%
5	AAJ News	7	%
6	BOL News	5	%
7	Express News	4	%
8	92News	3	%
9	AAB Tak	3	%
10	Dunya News	3	%

Notes

1. The %numbers reported here show percentage share of listed channels in average minutes an 18+ age Individual watches a news channel. For example the number reported for Geo News shows that of all the minutes watched in viewing news channels , 24% of those minutes were spent on Geo NEWS. Calculation has been averaged at Daily Basis. Minute for this calculation is actually a 15 second slot on which the respondent was asked to mark which channel he/she was watching.

2. The numbers reported here are of Cable & Satellite Viewers. Individuals who watch TV using normal Antena (which only airs government news and entertainment channel) are not part of the analysis.

3. Channels included are only News Channels. Foreign News Channels have not been included . They have negligible viewership.

3. The Sample Size for the survey a pannel of 3000 households spread across 4 Provinces of Pakistan covering both Urban and Rural areas. The Error Margin for the survey is +-2 to 3% @95% Confidence Interval.

4. The Survey methodology was Face to Face Interviewing at the Home of the Respondent by a trained interviewer of Gallup Pakistan.

5. Time Period Covered : 1 Nov 2017 - 31 Oct 2018

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