

## Cross-Media Ownership Concentration - MOM Pakistan 2019

Indicator of influence											Weighted TV	Weighted Print	Weighted Radio	Weight Internet	
OWNER	Television	Audience Share	Radio	Audience Share	Print	Audience Share	Online	Audience shar	82	16	12	7	Result		
Jang Group	Geo TV	24,5	24,5		Jang	27	jang.com.pk	15,91	37,1	20,09	4,32	0	2,597	27,007	
					Akhbar-e-Jahan	Missing Data	thenews.com.pk	11,88							
					The News	Missing Data	27	geo.tv							9,31
					Pakistan Times	Missing Data									
Express Group	Express News	4	4		Express	18	Express.pk	10,26	30,29	3,28	2,88	0	2,1203	8,2803	
					Express Tribune	Missing Data	18	express.com.pk							10,26
					Sindh Express	Missing Data		Tribune.com.pk							9,77
Government	PTV	11,24	11,24	FM101 Radio Pakistai	5,1 3,3	8,4		0		9,2168		1,008		10,2248	
Nawaiwaqt Group		0			Nawa-i-Waqt	14	nawaiwaqt.com.pk	1,09	1,09		2,24	0	0,0763	2,3163	
					The Nation	Missing Data	14								
					Nida-i-Millat	Missing Data									
Samaa Group	Samaa News	7	7	Samaa FM	1,5	1,5		samaa.tv	Missing data	0	5,74		0,18	5,92	
								samaafm.com	Missing data						
Dawn Group	Dawn News	Missing Data	0	City FM 89	Missing Data	0	Dawn	3	Dawn.com	18,7	18,7		0,48	1,309	1,789
							Daily Star	Missing Data	3	Dawnnews.tv					
Dunya News Group	Dunya News	3	3			0	Dunya	3	dunya.com	5,24	5,24	2,46	0	0,3668	2,8268
	Lahore News	Missing Data						dunya.com	5,24						
ARY Group	ARY News	12,27	12,27			0	arynews.tv	Missing data	0	10,0614	0			10,0614	

**TOTAL TOP 8**

**68,426**

### 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/>