



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

Two broad forms of Media are;

I. Print Media



•Newspaper, Magazines etc

II. Electronic Media



•TV, Radio,
Broadcasting, 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

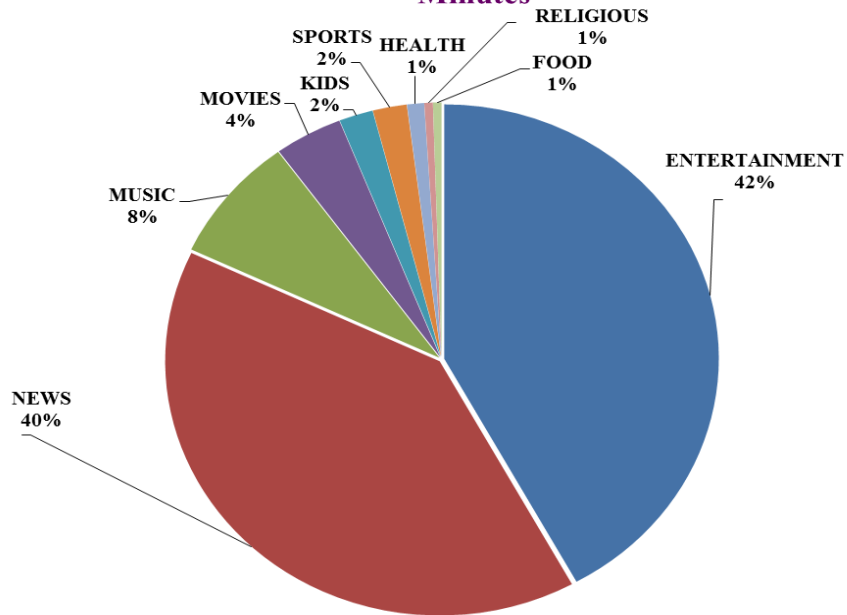
- ◆ Total no. of Newspaper & Magazines in Pakistan - more than 100.
- ◆ Total no. of TV channels in Pakistan - 92
- ◆ Total no. of FM radio stations in Pakistan - more than 150

Advertisement Industry

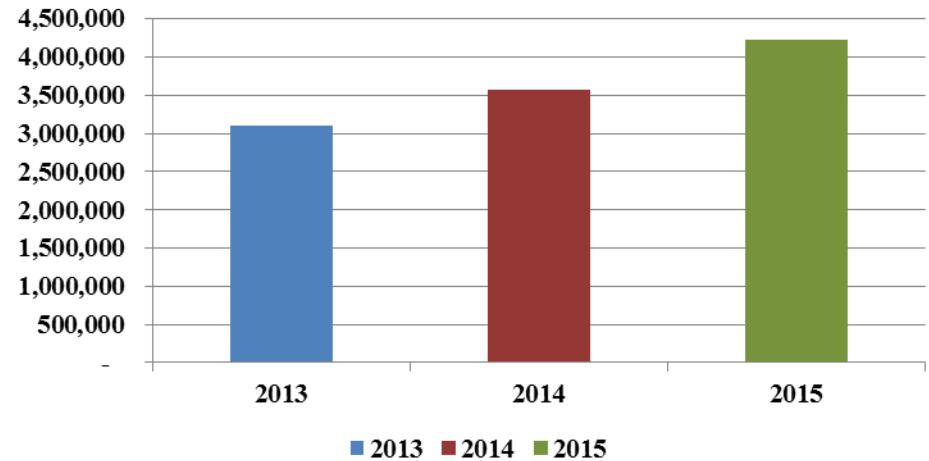
Key Facts

- ❖ Total TV Viewers 135 million (75% of total population)
- ❖ Total Cable outreach 74 million (55% of total viewership)
- ❖ Total Advertising Market PKR 65bln
- ❖ TV Advertising PKR 45bln
- ❖ Print Media Advertising PKR 17bln

GENRE Split in 2015 - %age share in Advertisement Minutes

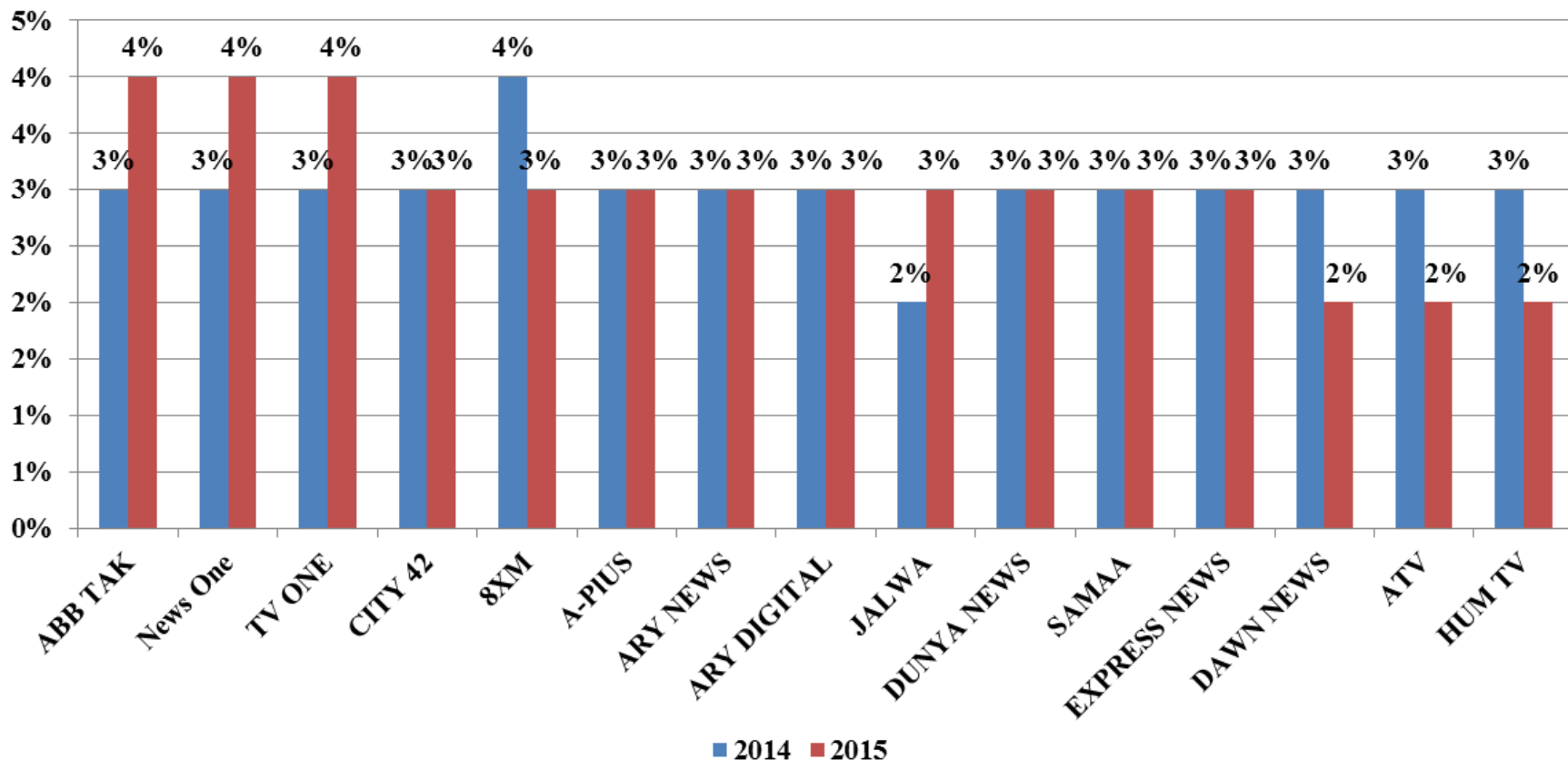


Total Minutes Of Advertising



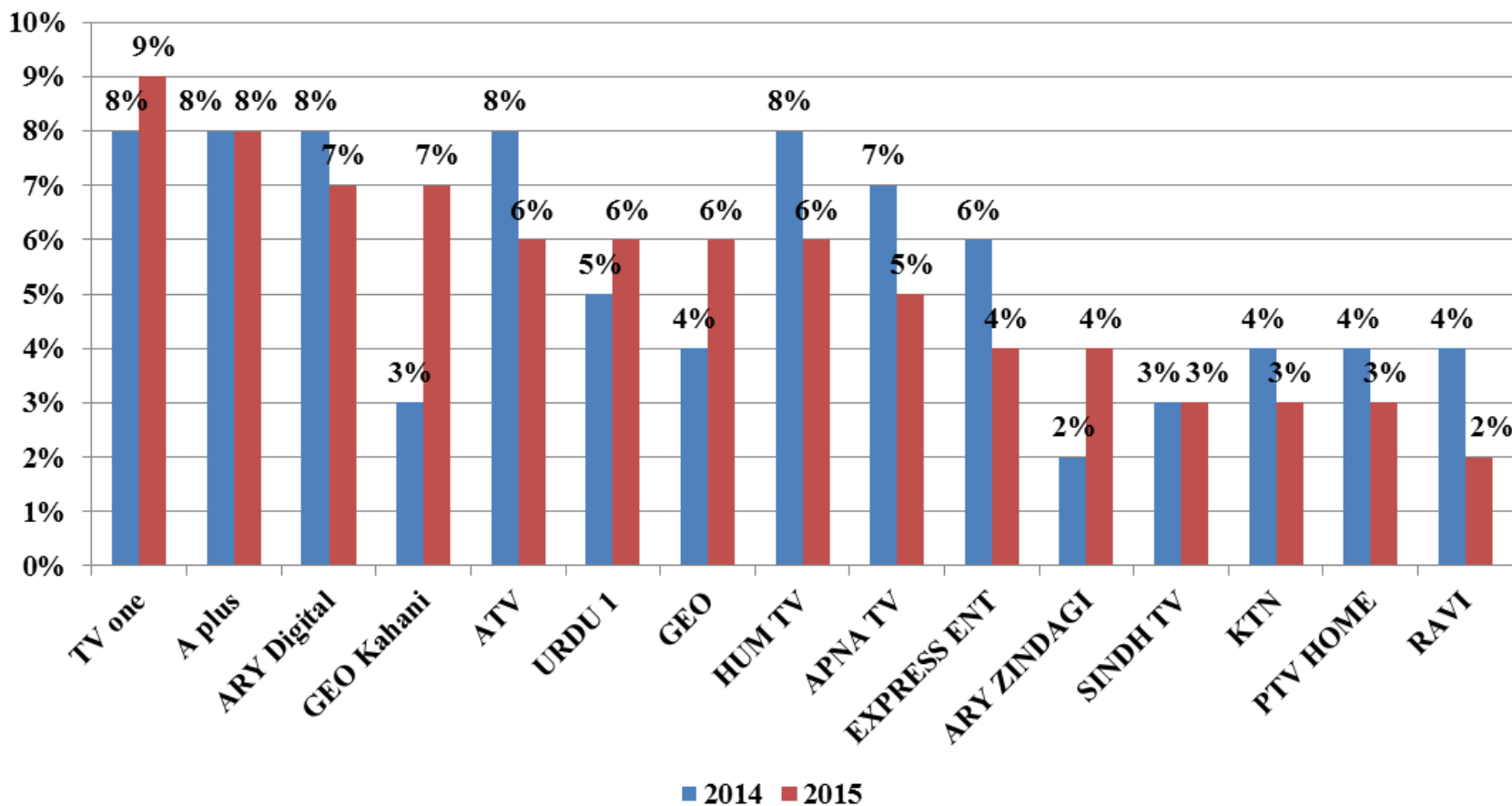
- Entertainment, News and Music had 90% share in the advertising minutes

Top 15 Channels (All Genres) - % of Minutes of Advertising



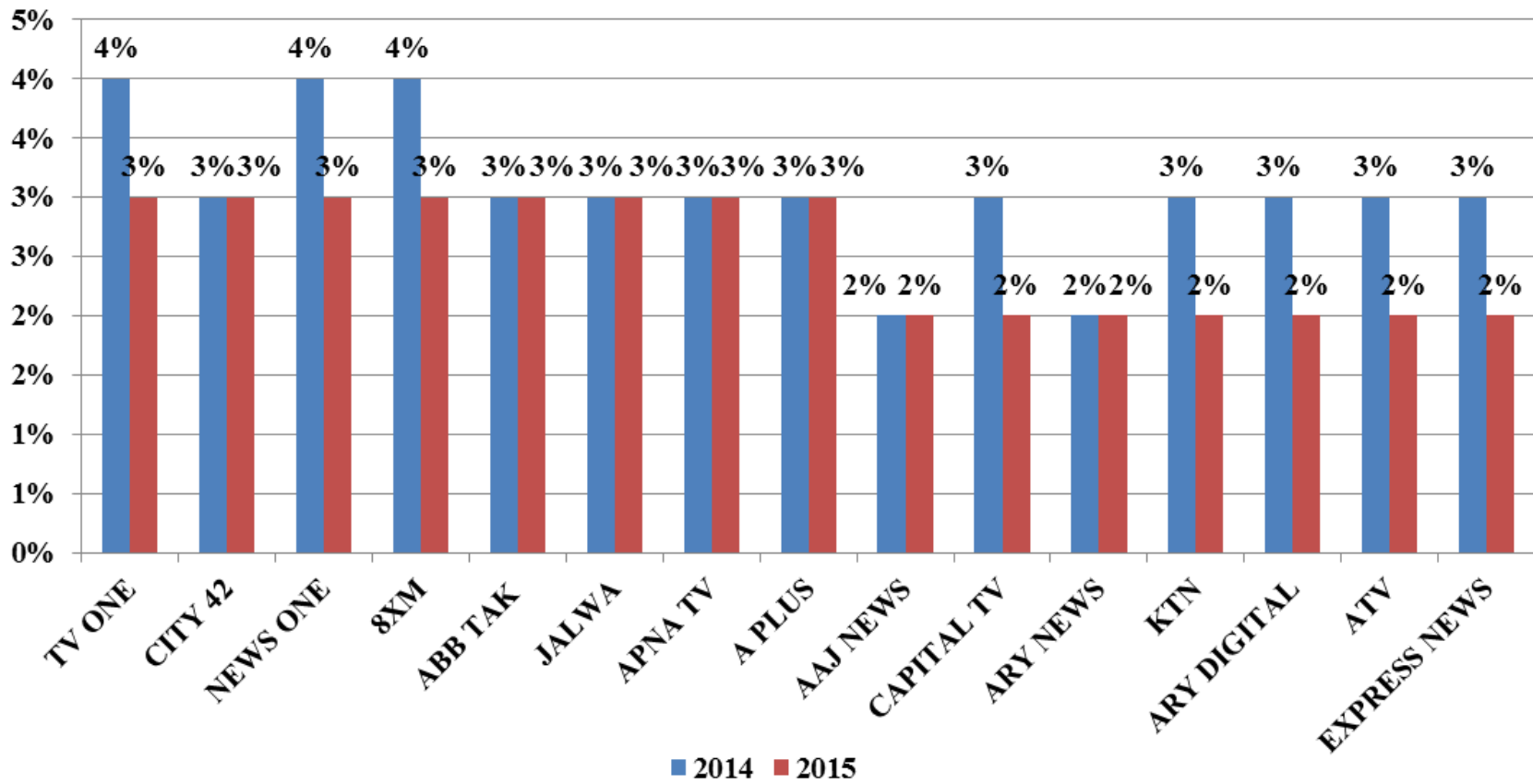
- Top 15 Channels had 45% share in the total advertisement spending in CY15 (CY14: 45%)

Top 15 Entertainment Channels - % of Minutes of Advertising



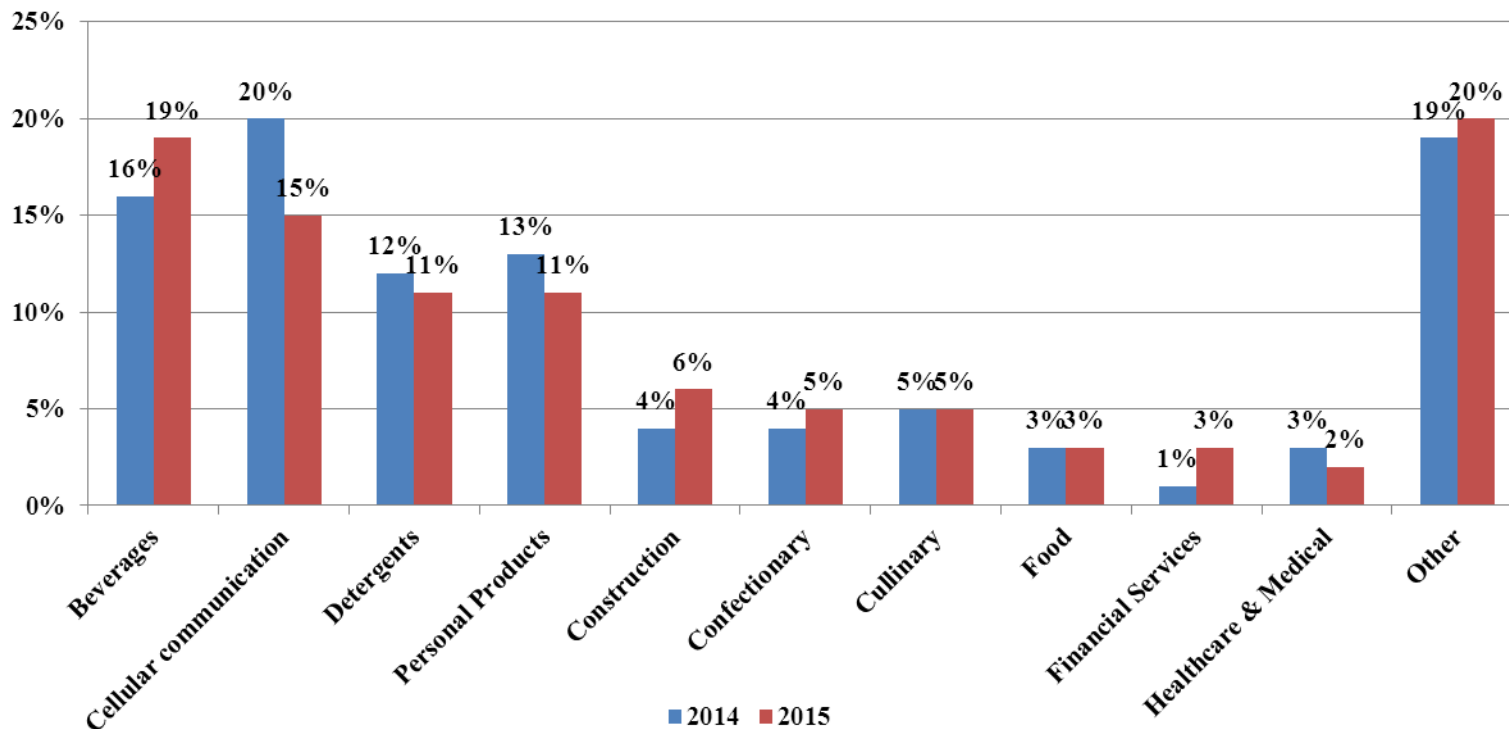
- Top 15 Entertainment Channels had 79% share in the total advertisement spending in CY15 (CY 14: 82%)

Top 15 Prime Time Channels (All Genres) % of Minutes of Advertising



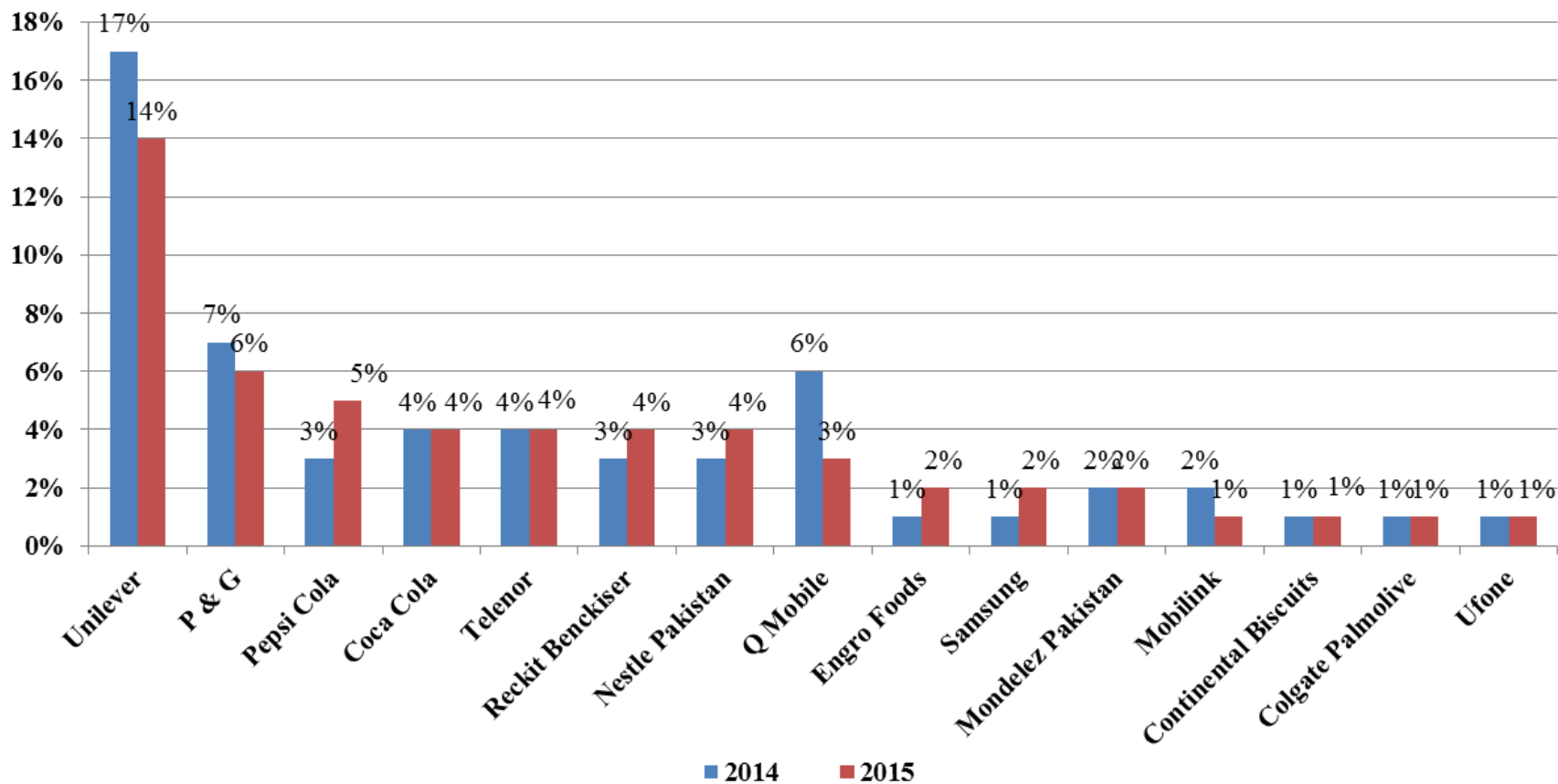
- Top 15 prime time channels' share in total advertisement spending dropped to 38% in CY15 (CY14: 46%)

Advertisement Categories



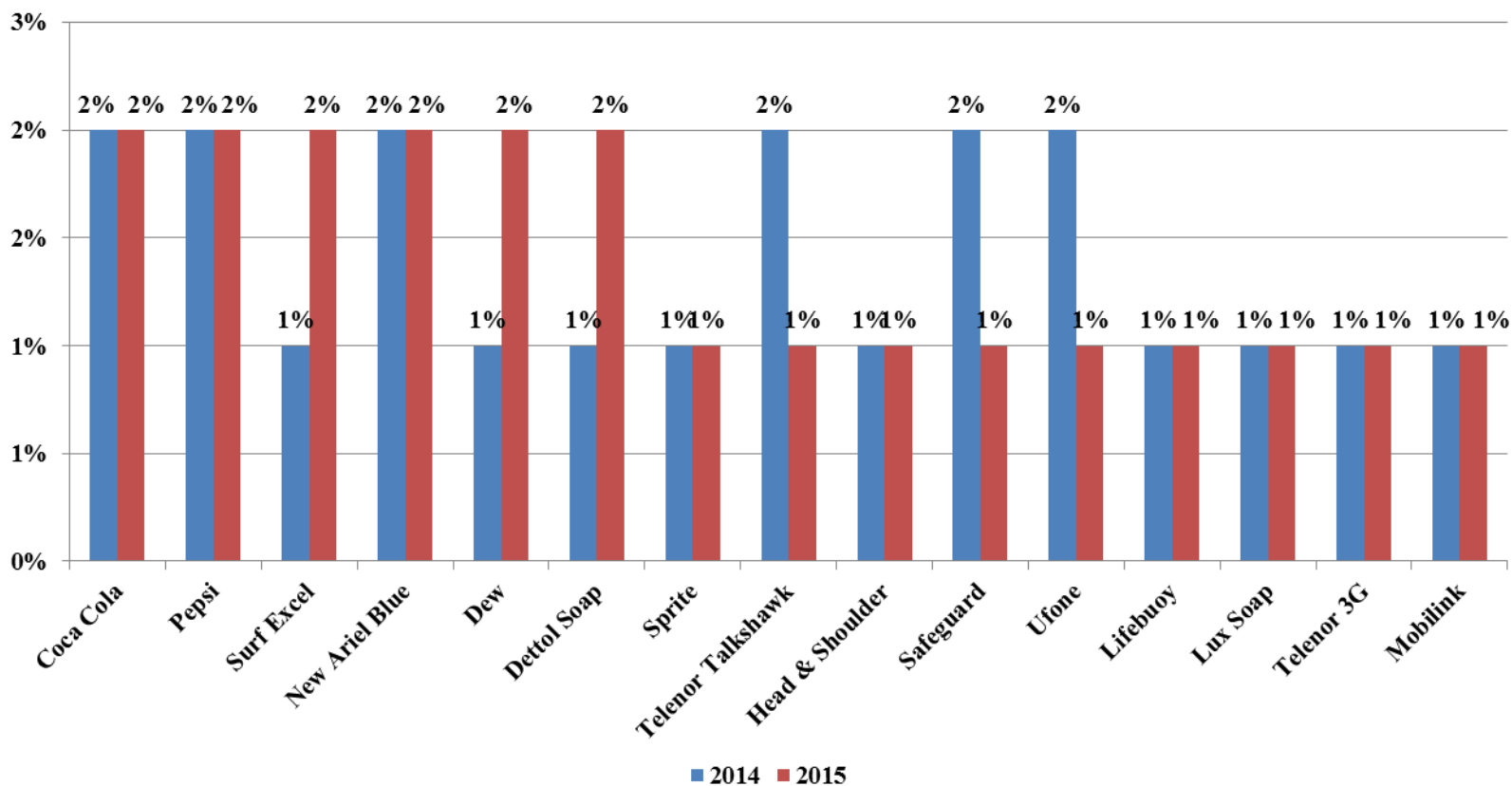
- Top Five Categories constituted 65% of total advertisement spending in CY15 (CY14: 62%)

Top 15 Players % of Minutes of Advertising



- Top 15 Players hold 54% to total advertisement spending in CY15 (CY14: 56%)

Top 15 Brands % of Minutes of Advertising



- 21% of the total advertisement spending was through top 15 Brands constitutes in CY15 (CY14: 21%)

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, etc.
3. Regulatory Risk

Bibliography

1. PEMRA Annual Report: http://http://www.pemra.gov.pk/pemra/images/docs/pub-rep/PEMRA_REPORT_2014/index.html
2. Pakistan Advertisers Society: <http://www.pas.org.pk/cable-tv-advertising-yearly-industry-report-2015-14/>

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