

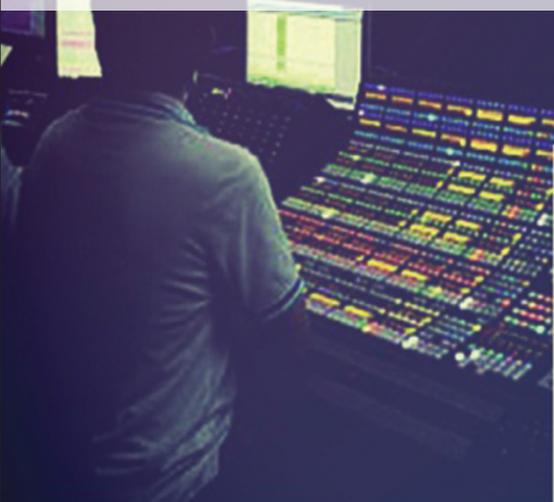


Individualland
Creating Space for the Individual



State of Electronic Media

The Evolution of Private Television in Pakistan



Supported by

Friedrich Naumann
STIFTUNG **FÜR DIE FREIHEIT**

State of Electronic Media

The Evolution of Private Television in Pakistan

Authors: Ghulam Mustafa, Hoor Kakar, Zulfiqar Haider, Rehan Ali

Designer: Adeel Amjad

The authors acknowledge the support of Friedrich Naumann Foundation for Freedom for providing financial assistance to conduct this research. The information presented here would not have been possible without inputs from various sections of civil society. Despite all the assistance received, the authors personally assume the responsibility of any omissions.

Individualland

House 289, Alstonia Avenue

Safari Villas-III, Bahria Town

Islamabad - Pakistan

Tel: +92-51-5732791-2

E-mail: info@individualland.com

Url: www.individualland.com

Supported by:

Friedrich Naumann Foundation for Freedom

P.O. Box 1733

Islamabad - Pakistan

Tel: +92-51 26 55 750, 26 55 751

Fax: +92-51 26 55 752

E-mail: pakistan@fnst.org

Url: www.southasia.fnst.org

ISBN: 978-969-9582-46-2

No of printed copies: 1000

Islamabad, 2017

Disclaimer:

This manual has been produced by Individualland (IL) with assistance of Friedrich Naumann Foundation for Freedom. The contents of this publication reflect the views and findings of the authors alone and not necessarily of the Friedrich Naumann Foundation for Freedom.

Acronyms

PEMRA	Pakistan Electronic Media Regulatory Authority
STN	Shalimar Television Network
BBC	British Broadcasting Corporation
CNN	Cable News Network
NTM	Network Television Marketing
PTV	Pakistan Television
AGAR	Annual Gross Advertisement Revenue
DSNG	Digital Satellite News Gathering
ENG	Electronic News Gathering
APU	Auxiliary Power Units
OB	Outside Broadcasting
VTR	Video Tape Recording
DV Cam	Digital Video Camcorder
DNPS	Dunya News Production System
TRP	Television Rating Point

Table of Contents

01

Introduction

05

Expansion of
Private TV Channels

12

Legislation in
Private Media

13

Regulatory
Authority and the License

15

Cross-Media
Ownership and
Role of PEMRA

17

Women Presence
in Electronic Media

18

Technical Expertise
and Resources

21

Software Used
by Electronic Media
in Pakistan

22

Television Rating
Points and Consumption
Patterns

23

Conclusion



Introduction

The landscape of electronic media encompasses broadcast on television, radio, computer, mobile phones, and other electronic devices. The ongoing evolution in technology has led to the emergence of a digital age that has vastly expanded the landscape of electronic media; television being the biggest and a fast growing medium in this landscape. This report accounts the evolution of private television in response to the expansion of electronic media landscape after media privatization in Pakistan in the year 2000.

Pakistan's electronic media, especially the television aspect, has undergone extraordinary over the years. Before liberalization of media in the early 2000s, the television landscape of Pakistan was limited to two state-regulated channels, i.e. PTV and STN. Today, it has transformed into

Pakistan Television (PTV)

The first transmission of Pakistan Television was aired during 1964;

Initially PTV's transmission was limited to 6 days a week; 3 hours each day.

PTV Transmission switched from Black and White to colour during 1976;

The first conceptual logo of PTV was designed by Abdul Rehman Chughtai (modified later by Shehzad Nawaz Khan and recently redesigned, in 2016, by PTV's Creative Manager Babar Sagheer).

In 1984, under The Companies Ordinance 1984 (XLVII of 1984) of the Securities and Exchange Commission of Pakistan (SECP), the Pakistan Television was registered as a corporation.

bustling landscape of 95 satellite TV Channels; 32 news channels and various sports and entertainment channels. Another 24 international TV channels have landing rights in Pakistan.

The landscape of television in Pakistan has witnessed highs and lows throughout its history. Starting from the launch of Pakistan Television (PTV) in 1964 with the support of a Japanese organisation, Nippon Electric Company Limited, the government of Pakistan initiated black and white television transmission. Being a state-regulated channel, the revenue for PTV was based on government funds, license fees and advertising companies. In 1982, Pakistan's television landscape adopted the coloured transmission with an upgrade of technique and equipment by PTV. For 26 years, PTV enjoyed monopoly in Pakistan's television sphere. During the 1st govt of Benazir Bhutto during 1990, a semi-private television network was launched named Peoples Television Network (Changed to Shalimar Recording and Broadcasting Company, and later renamed Shalimar Television Network, STN). Both, PTV and STN came under the

Shalimar Television Network (STN)

STN was Pakistan's first semi-private television channel launched in 1990 under a three year agreement signed with Shalimar Television Network (STN).

STN started its transmission on terrestrial beam from Islamabad. Later, two more stations were set up in Lahore and Karachi.

STN, in agreement with an American television network; Cable News Network (CNN), and British media company, British Broadcasting Corporation (BBC), started telecasting their programs under censorship.

In 1990, a new company, Network Television Marketing (NTM), was established that bought the prime time (7 pm to 11 pm) of STN.

NTM gained popularity among the public and therefore bought morning time from STN. Its stations were established in 20 urban districts across Pakistan.

Though the channel STN closed down in 1999, the infrastructure existed and was bought by ATV in 2002 and was no longer under the Ministry of Information and is run on its own resources.



control of Ministry of Information. STN ended PTV's monopolistic hold of the electronic media in Pakistan through its quality content production. According to Khawar Azhar, a veteran advertising and marketing professional, "the quality of product on STN was such that with a total of 500 staff members it generated half the revenue generated by PTV with a total of 5000 members". However, financial restraints led to the premature closure of STN in 1999, and thus, the PTV remained the sole TV channel which continued with a censor policy imposed by the government which was evident during the news segments of the broadcast.

After 2000, the deregulation of electronic media in the Musharraf regime opened the media sphere to private corporations. The media landscape, spearheaded by private broadcasters, revolutionised the broadcasting sector. It paved for the mushrooming of independent private television channels with freedom of 24/7 news and entertainment broadcasting. The advent of private channels became a decisive factor in the progression of social and political scenarios in Pakistan which is prevalent in the evolution of political reporting today. Pakistan Electronic Media Regulatory Authority (PEMRA) was established in March 2002 to regulate and monitor the private electronic media.

Timeline of Events in Pakistan's Electronic Media Landscape

Year	Events
1964	Pilot black and white transmission stations launched at Lahore in November and at Dhaka (East Pakistan; now Bangladesh) in December under Ayub Khan's presidency. ¹
1967	Transmission centre set up in Rawalpindi. ²
1972	Pakistan Television's Lahore centre's new building was inaugurated by then Prime Minister Zulfikar Ali Bhutto. ³
1974	Transmission centre set up in Quetta and Peshawar ⁴
1976	Coloured transmission launched in Pakistan. ⁵
1984	Pakistan Television was registered as a corporation under The Companies Ordinance 1984 (XLVII of 1984) of the Securities and Exchange Commission of Pakistan (SECP)
1990	Semi-private television network launched namely; Peoples Television Network (changed to Shalimar Recording and Broadcasting Company, and later renamed Shalimar Television Network, STN) Pakistan's first private television channel STN launched and telecasted programmes of CNN and BBC. NTM (a private media company) was also established, its programmes were telecasted on prime time of STN. ⁶
1996	STN started self-production of programmes
1999	STN closed down; PTV bought STN and launched its Channel 3.
2000	Privatization of media; ARY Digital was launched as the first entertainment TV network.
2002	Pakistan Electronic Media Regulatory Authority (PEMRA) was founded. ⁷ The first private news channel was launched; Geo News.



Expansion of Private Television Channels



General Pervez Musharraf privatized electronic and print media, which led to the proliferation of private electronic media in the 2000s. Pakistan's electronic media landscape entered a new era with the launch of a private entertainment network; ARY Network, by the ARY Group in late 2000. The ARY Group bought an old channel in London and started its operation from the UK. ARY Digital was its flagship channel that aired content of different genres of entertainment. At the time when there was no other private TV channel in Pakistan, it was feared that news will never sell and money can only be earned through entertainment channels. However, in 2002, Jang Media Group launched their first TV channel, Geo News, which was Pakistan's first private news channel. The booming advent of Geo News poised other private media networks to launch news channels, with some of the prominent ones being; ARY News (2004), Aaj News (2005), Dawn News (2007), Express News (2008), and Dunya News (2010). It must be highlighted that Dawn News and Express News (Express 24/7) started their transmission in English; followed by Geo Network's channel Geo English. However, due to minimal viewership of these 3 channels, the English transmission of Dawn News was converted to Urdu transmission in 2010, while Geo English and Express 24/7 were closed down in 2008 and 2011, respectively.



Understanding this expansion of private electronic media in Pakistan requires the analysis of the media ownership in Pakistan. Presently, with 95 television channels being broadcasted, Pakistan has some 56 electronic media owners with satellite TV licences. PTV and ATV are both, terrestrial and satellite; while the private corporations that have launched satellite channels are given in the table below;

S. No	Owned By	Channel Name	Genre	Language
1.	APNA TV Channel (Pvt.) Ltd.	8XM AbbTakk APNA News Jalwa	Music Entertainment News Miscellaneous	Urdu
2.	Sports Star International (Pvt.) Ltd.	A Plus Public TV	Entertainment Miscellaneous	Urdu
3.	Recorder Television Network (Pvt.) Ltd.	Aaj News Aaj Entertainment	News Entertainment	Urdu
4.	Fun Infotainment Network (Pvt.) Ltd.	Neo	Miscellaneous	Urdu
5.	SunBiz (Pvt.) Ltd.	7News	Miscellaneous	Urdu
6.	ARY Communications	ARY Digital ARY Musik ARY News ARY Qtv ARY Zauq	Entertainment Music News Religious Food	Urdu
7.	Awaz Television Network	Awaz TV	Entertainment	Sindhi
8.	HB Media (Pvt.) Ltd.	Capital TV	Miscellaneous	Urdu
9.	Interact (Pvt.) Ltd.	Channel 5	News	Urdu
10.	City News Network (Pvt.) Ltd.	City 42 City 41	Metropolitan Metropolitan	Urdu
11.	Vision Networks TV Limited	CNBC News	News	Urdu, English
12.	Aurora Broadcasting Services (DAWN media grp.)	Dawn News Herald Entertainment	News Entertainment	Urdu
13.	Mehran TV (Pvt.) Ltd.	Dharti TV	Entertainment	Sindhi
14.	Dhoom Television Network (Pvt.) Ltd.	K-21	Entertainment	Urdu
15.	Fortune Marketing (Pvt.) Ltd.	Din News	News	Urdu

S. No	Owned By	Channel Name	Genre	Language
16.	National Communications Services (SMC-Pvt)	Dunya TV Dunya Entertainment	News Entertainment	Urdu
17.	Television Media Network (Pvt.) Ltd.	Express 24/7 Times TMN Express Entertainment Express Music	News Miscellaneous Entertainment Music	Urdu
18.	Leo Communication (Pvt.) Ltd.	Film World Filmazia Aruj TV	Movies Movies Entertainment	Urdu
19.	Independent Media Corporation (Pvt.) Ltd.	Geo Tez Geo Kahani Geo News Geo Entertainment Geo Super	News Miscellaneous News Entertainment Sports	Urdu
20.	Ziauddin Enterprises (Pvt.) Ltd.	Health TV	Miscellaneous	Urdu
21.	Hum Network Limited.	Hum TV Masala Tv Hum News Hum-Sitaray	Entertainment Food News Entertainment	Urdu
22.	Indus TV Network	Indus Music Indus Vision	Music Entertainment	Urdu Urdu
23.	Kawish Television Network (Pvt.) Ltd.	Kawish TV KTN KTN News	Entertainment Miscellaneous News	Sindhi
24.	AVT Channels (Pvt.) Ltd.	Khyber News AVT Khyber K-2	News Entertainment Entertainment	Pashto
25.	Ariel Broadcasting Services (Pvt.) Ltd.	Koh-e-Noor	Miscellaneous	Urdu
26.	Labbaik (Pvt.) Ltd.	BOL News BOL entertainment	News Entertainment	Urdu
27.	Divine Intervention (Pvt.) Ltd.	Mashriq TV	Entertainment	Urdu
28.	Indus Link Media Communications (Pvt.) Ltd.	Mehran TV	Entertainment	Sindhi
29.	Multi Plus Corporation (Pvt.) Ltd.	Metro One	Metropolitan	Urdu
30.	Air Waves Media (Pvt.) Ltd.	News One TV One Waseb TV	News Miscellaneous Miscellaneous	Urdu Urdu Seraiki

S. No	Owned By	Channel Name	Genre	Language
31.	Classic Entertainment (Pvt.) Ltd.	Oxygene	Music	Urdu
32.	IRIS Communications (Pvt.) Ltd.	Punjab TV	Entertainment	Punjabi
33.	Top End Network	Ravi TV	Miscellaneous	Seraiki
34.	Rohi Entertainment Company (Pvt.) Ltd.	Rohi TV	Miscellaneous	Saraiki
35.	Royal Media Network (Pvt.) Ltd.	Royal TV	News	Urdu
36.	East Films (Pvt.) Ltd.	GTV	Entertainment	Balochi
37.	Jaag Broadcasting Systems (Pvt.) Ltd.	SAMAA TV	News	Urdu
38.	Dolphin Media (Pvt.) Ltd.	Sindh TV Sindh TV News	Entertainment News	Sindhi
39.	Tilton (Pvt.) Ltd.	Sohni Dharti	Agriculture	Urdu
40.	Central Media Network (Pvt.) Ltd.	Value TV	Miscellaneous	Urdu
41.	Virtual University	VTV-1 VTV-2 VTV-3 VTV-4	Education	Urdu
42.	Visionary Baluchistan Media Corporation (Pvt) Ltd.	VSH TV	News	Balochi
43.	Nidai Millat (Pvt.) Ltd.	Waqt TV Waqt News	Entertainment News	Urdu
44.	Zam Television Network (Pvt.) Ltd.	SEE TV	Entertainment	Urdu
45.	Total Media Limited.	Zaiqa Business Plus	Food Miscellaneous	Urdu
46.	Muntaha-e-Noor Sachal TV (Pvt.) Ltd.	Such TV	News	Urdu
47.	Roze (Pvt.) Ltd.	Roze TV	Miscellaneous	Urdu
48.	Media Roots (pvt.) Ltd.	Pashto One	Miscellaneous	Pashto
49.	National Communication Services	Lahore News HD	News	Urdu
50.	Indus TV Network (Pvt.) Ltd.	Indus Vision	Miscellaneous	Urdu
51.	Vision Network TV	GNN	Miscellaneous	Urdu

S. No	Owned By	Channel Name	Genre	Language
	Limited			
52.	24-Seven Media Network (Pvt.) Ltd.	Play Entertainment	Miscellaneous	Urdu
53.	Media Unlimited (PVT.) Ltd.	N-Vibe	Miscellaneous	Urdu
54.	Star Asia (Pvt.) Ltd.	Star Asia	Miscellaneous	Urdu
55.	Asset Plus (Pvt.) Ltd.	Mirror TV Network	Miscellaneous	Urdu
56.	Galaxy Broadcast (Pvt.) Ltd.	Channel 92	Miscellaneous	Urdu

The table above highlights the presence of regional media that has emerged as a result of liberalization and has been producing and broadcasting local content in regional languages. The regional media encompassing 5 regional languages include 5 Sindhi, 3 Seraiki, 2 Balochi, 2 Pashto, and 1 Punjabi, media organisations.

Legislation in Private Electronic Media

Javed Jabbar, Former Federal Minister of Information and Broadcast, is one of the renowned names who have contributed in the sphere of electronic media in Pakistan for freedom of information. He worked for an advertising agency which was given the air time of Shalimar Television Network (STN) and considered the information provided to the people through private channels is public property. He filed a public interest petition against Benazir Bhutto's first government (1988 – 1990) alleging that the government had issued licenses, without a tender or notice, to people affiliated with an advertising agency which is illegal because of conflict of interest. Dr Mubashir Hasan, a renowned political leader, was a co-petitioner with Mr. Javed Jabbar, who was of the view that media ownership and advertising agencies, across the globe are separated due to conflict of interest. The petition was first heard in the Sindh High Court; however, the matter was put aside after dismissal of Benazir Bhutto's first government in 1990.

In 1995, Jabbar filed a case in the Supreme Court of Pakistan against Benazir Bhutto's second government (1993 – 1996) for misusing its authority by following a non-transparent procedure to issue permanent licenses of private television channels and FM Radio. The full bench of the Supreme Court of Pakistan, headed by Chief Justice Sajjad Ali Shah, heard the argument made by Javed Jabbar. The Supreme Court agreed that the issue raised in this public interest petition carried significant weight, and therefore the petition was qualified as a regular hearing. The hearing however did not proceed to any decision as Bhutto's second government was dismissed in 1996. Under the caretaker government, Mr. Javed Jabbar was appointed as the Minister of Petroleum and Natural Resources. However, due to his proactive interest in media issues, he was asked by the cabinet to develop legislation for the issuance of licenses for private and independent television channels in Pakistan.

On 14th February 1997 the Electronic Media Regulation Ordinance was introduced by the care-taker government. The Ordinance, however, became irrelevant in July 1997, as it was not presented in the parliament within four months by the new government of Nawaz Sharif. Due to public pressure, the first Citizens' Media Commission of Pakistan was established in December

1997; through which people started raising voices for free and independent media. On 14th February 1998, the first Electronic Media Freedom Day was observed by the commission. In October 1999, General Pervez Musharraf appointed Mr. Javed Jabbar as Advisor on National Affairs and Information. During this time, the Pakistan Electronic Media and Regulatory Authority (PEMRA) law draft incorporated public interest and was approved by the cabinet in 2000, namely; Regulatory Authority for Media Broadcast Organization. After the resignation of Mr. Javed Jabbar from the cabinet in 2000, General Pervez Musharraf on 1st March 2002 made this draft into a law through an ordinance. With this, for the first time in the country, independent and private television channels and FM Radio stations were allowed to run legally under a regulatory authority, PEMRA.

Regulatory Authority and the Procedure of License

As mentioned above, to regulate and issue licenses to private television channels in Pakistan an organization by the name of Pakistan Electronic Media and Regulatory Authority (PEMRA) has been established. This organization is responsible for issuing landing rights to satellite television, FM Radio stations, Cable TV, Cable operators, Mobile TV, Internet Protocol TV and foreign television channels. PEMRA is the only organization in the country which has the authority to close down the transmission of electronic media and also issue licenses to the media.

Anyone with a Pakistani citizenship and who fulfils the requirements mentioned below can apply for an electronic media license from PEMRA;

1. The person or company applying for license should be financially sound;
 2. The person should have technical know-how;
 3. Should be financially stable (PEMRA will verify the documents submitted by the applicant);
 4. His past record should be clean and he should carry a good reputation;
 5. The administrative control of the company should be in the hands of people carrying Pakistani passports and who should be Pakistani Nationals.
- Within 100 days after the application has been submitted PEMRA can issue licenses to the person or company or can refuse to issue the license.

The fee structure of various categories for a satellite TV station license for a term of 15 years in Pakistan is mentioned in the table below:

S. No	Category of Channel	Processing Fee	License Fee	Annual Renewal Fee (+ % of AGAR ¹⁰ as per audited accounts)
1.	News or Current Affairs	Rs. 2 Lac	Rs. 50 Lac	Rs. 10 Lac + 5% AGAR
2.	Sports	Rs. 2 Lac	Rs. 15 Lac	Rs. 7 Lac + 7.5% AGAR
3.	Regional language	Rs. 2 Lac	Rs. 10 Lac	Rs. 5 Lac + 5% AGAR
4.	Health or Agro	Rs. 2 Lac	Rs. 5 Lac	Rs. 3 Lac + 5% AGAR
5.	Education	Rs. 2 Lac	Rs. 5 Lac	Rs. 3 Lac + 5% AGAR
6.	Entertainment	Rs. 2 Lac	Rs. 15 Lac	Rs. 7 Lac + 7.5% AGAR
7.	Specialized subject station (non - commercial)	Rs. 25, 000	Rs. 10 Lac	Rs. 3 Lac

The following four categories cannot be issued the licenses of private channels and FM Radio Stations:

1. A person who is not a Pakistani national and is not residing in Pakistan.
2. A foreign company which is registered under a foreign law.
3. Any company whose majority of shares are owned by a foreign company.
4. Any person who is funded or sponsored by foreign governments and organizations.

Cross – Media Ownership and the Role of PEMRA

The Pakistan Electronic Media Regulatory Authority (PEMRA), as a regulatory body, has the responsibility of keeping the check and balance on the content produced by these media groups. The authority in this sphere, when concentrated among a few corporations, leads to regressive biasness through media. The role of PEMRA is to effectively check the mechanisms and structure of the cross-media ownership. Cross-media ownership entails the ownership of multiple media businesses by a single entity; including print (newspaper, magazine and publishing), and electronic (television broadcast and cable, radio, film and music). In Pakistan, the cross-media ownership particularly includes the ownership of newspapers and cable & broadcast stations.

In 2003, an amendment was approved in the Pakistan Electronic Media Regulatory Authority Ordinance, 2002, in favour of the freedom and expansion of private media ownership and allowed the cross media ownership. Under Section 39 of the Ordinance, regulations for cross-media ownership were incorporated, namely the Pakistan Electronic Media Regulatory Authority (Media Ownership and Control) Regulations, 2002. This amendment aimed to bring a balance in the media sphere for prospective private media owners.



PEMRA

Today, Pakistan has more than 94 locally launched television channels. In the light of this race for ratings, the cross-media ownership poses challenges to the freedom and fairness in the media sphere. The media owners, rightly so, have expanded their businesses by launching their outlets on different media platforms, i.e. print and electronic.

The four major cross-media corporations present in Pakistan are;

1. Independent Media Corporations (Jang Media Group, Geo Network)
2. Aurora Broadcasting Services (DAWN Network, DAWN Newspaper)
3. Lakson Group (Express News, Express Tribune)
4. Business Recorder Media Group (Business Recorder Daily Newspaper, Aaj TV)

The drawback of cross-media ownership is that it neglects public interest and thus it neglects the role of media as the watchdog of the society. It risks leading the competition, among the small and big media corporations, over quantity rather than quality. Furthermore, the race of numbers among these corporations risks moulding a politically biased rhetoric on their respective media outlets. The horizontal and vertical expansion of these media groups also gains an impact on commercial as well as operational aspects of media. Their digital presence and credibility has been effective in sustaining their oligopoly in the sector of media. The expansion, to a certain extent, has influenced the effectiveness of PEMRA's regulatory role; instead of controlling the irregular media concentration, it provides licenses on the basis of open-bidding. The existing media organisations and big corporations that are financially viable, and have progressed technically, outbid small corporations and individual bidders in the process.



Women Presence in Electronic Media

Since the Pakistani private media has come into the market the role of women in television channels has increased but compared to the role of men it is still less. Pakistan is ranked 143 on the World Economic Global Gender Gap Index 2016. This ranking poses challenges to development of women in Pakistan in all spheres especially media. According to a report; “Media and Gender in Pakistan”, by the International Federation of Journalists in 2015, in a total of 121 press clubs across Pakistan, the number of male member journalists is 11,991 and female member journalists is 643. The table below gives a detailed account of journalists in different regions of Pakistan.

Province	Number of Press Clubs	Number of Regd. Women	Number of Regd. Men	Men-Women Ratio
Sindh	23	219	2628	12:1
Punjab	37	375	7954	21:1
Baluchistan	30	12	559	47:1
Khyber Pakhtunkhwa	25	35	768	22:1
Gilgit- Baltistan	6	2	82	41:1

Where men have worked in the Pakistani electronic media and made a name for them, the same way Pakistani women have also done well. Sultana Siddiqui is the first Asian woman to launch her own channel which is of the same standard of other channels owned by big media tycoons. Sultana Siddiqui started her career from PTV in 1974 and her first drama Marvi was given an international award. Sultana Siddiqui launched Hum Network Limited and on 17th January 2005 Hum TV started its test transmission. In March 2013 Hum TV organized its first award ceremony. At this time various channels are working under the Hum Network which includes Masala TV, Style 360, Hum Sitaray, Hum Europe and Hum Films. Other prominent names of women on the technical side of the television production include the present Programming Head of Hum Network, Maimoona Siddique (Previously worked in production at NTM), Razia Arif who was the General Manager of Marketing for NTM (Lahore Station), and Natasha Kamal who was the Production Lead of NTM (Islamabad Station).

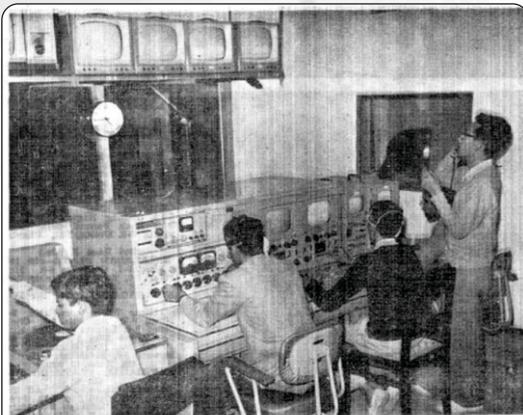
Technical Expertise and Resources

Electronic media requires technical skills and expertise at different stages of production of the content to be broadcasted. Considering the different levels of production, the obligatory technical expertise and technical equipments for the media channels varies in range. The production of a news program requires a set; therefore the technical staff includes the interior designers, technicians to install the set, and technicians to install the cameras and microphones on set. On-field live recording requires mobile technical equipment i.e. DSNGs, APUs etc. The studio technicians include the software and hardware engineers for post and pre production. These engineers are skilled in equipment operation, signal transmission, internet applications, editing, scripts and graphics, and camera cuts, etc. The IT experts include the satellite engineers, and web-networking experts. The final shape to the news program segment includes the input of technical staff.



The advent of private media channels in a digital age has increased the competition from the perspective of technical expertise and resources available with media corporations. With the scope of competition increasing for PTV with the launch of private media networks like ARY, DAWN and Geo networks, it has endeavoured to revive its status by improving its professional and technical quality and extending its outreach. Today, PTV has an estimate of 10, 000 members in its staff among which 3000 to 4000 are members of the technical staff. The IT department, which was set up in 2003 – 2004 in PTV, has about 2000 experts. PTV has about 4 to 5 DSNGs along with 7 Auxiliary Power Units (APUs), which has similar functions to DSNGs, i.e. on-field live coverage. The DSNGs have built-in monitors which are connected to wireless cameras. Cables are also available on DSNGs in case the networks are blocked by jammers. The APUs can be installed on temporary or permanent basis in open-air locations, such as cricket stadium, to broadcast live programs. PTV also has Outside Broadcasting (OB) cameras for on-field recording and production. The trained staff members present on a DSNG is 3 to 4; for OB operation the technical staff members include cableman, cameraman, and producers. For Electronic News Gathering (ENG), cameraman and reporter go on-field; the equipment required is camera and microphone.

According to Sagheer Ahmed, Creative Head Publicity Promos of PTV, the expertise of technical staff can be elaborated in two ways; their required skill



Engineers of the Pilot Television Station, Lahore, are busy making final check-up for its inauguration by President Ayub.

and the calibre of their skill execution, as the staffers might not be able to deliver according their said expertise. Proclaiming PTV as the mother organisation, Sagheer Ahmed stated that, “The privately-run media in Pakistan has managers and editors who have gained their expertise through their service in PTV”. Moreover, he stated that PTV being a

terrestrial channel has a local as well as global satellite and thus, the software and hardware engineers have satellite operation expertise.

While only PTV and NTM existed in the electronic media sphere of Pakistan, the linear editing system (analogue system) existed. A team would be required with the cameraman to carry the Video Tape Recorder (VTR); which had a U-Matic or Beta-Cam cassettes inserted for recording. The analogue system would take 24 hours to edit a single program; two VTRs were patched together for the process. Copies of the recorded program would be then sent to stations in different cities from where their transmission would be aired in the allotted time.

Today, the non-linear editing is less time consuming after the introduction of digital systems, cameras and DV Cams. The digital cameras were introduced by Geo in the sphere of electronic media in Pakistan. These were Sony PD 150 (used till date) and Sony 100. The system which was introduced at Geo television's initial stage was Apple Mac G4. Later all the Mac G4s were replaced with G5 and presently, Macs having Intel Motherboards are being used. The cameras used today in the media industry of Pakistan include a memory recording chip which is a timesaving technology. At the time Geo was launched in 2002, the mobile network was not very popular in Pakistan as it is today; satellite phones and audio beepers would be given to field reporters going to remote areas.



Software used by Electronic Media in Pakistan

Today Pakistani media is completely digitalised; the transmission of all the television channels is done through various computer software techs. News channels use software for the following four purposes:

1. For gathering news from all over the country.
2. Displaying of graphics on screen.
3. For airing of transmission which in media language is called rundown software.
4. For video editing.

Currently, Geo News is using its own created software which is called Geo News Management software. Samaa TV is using the news management software of the associated press known as Electronic News Production System. Dunya News has created its own software namely DNPS; however, for graphics, Dunya News uses software called ORAD. Channel 24 has its own software by the name of Newsy; Neo News has created its own software by the name of Markaz. Other channels are using local made software by the name of Spider, which is not efficient due to bugs in its programming of the software. For video editing, the software used by most of the channels is Final Kit Pro which is run on Apple's Mac system. While in small channels, software known as Premiere is being used which is Windows based software.

Outreach of Television Channels

It must be highlighted that the private media channels launched on satellite may have posed a competition to PTV in viewership; it has not affected the outreach of PTV thus far.

PTV and ATV have a terrestrial and satellite transmission and therefore have a greater outreach as compared to all other TV channels that have satellite transmissions only.

The logo for Spider software, featuring a stylized spider web icon above the word "Spider" in a red, sans-serif font.The logo for ORAD software, featuring a red stylized 'A' shape followed by the word "ORAD" in a large, bold, red, sans-serif font, with the tagline "Mastering VideoGraphics" in a smaller, black, sans-serif font below it.

Television Rating Points and Consumption Patterns

When the monopoly of the state broadcasters was ended with the arrival of the local private media channels, PTV's long-held viewership dominance was challenged. With the expansion of private television, the relevancy of advertising agencies has also expanded. The concentration of authority does not only lie in the hands of the cross-media owners but also the advertising agencies. Now considering that the preference of the agencies will be a popular television channel led to the TV channels to develop a tool for the measurement of their popularity, i.e. viewership. This tool is called the People Metre which determines the Television Rating Point (TRP) of different TV channels. The metre is installed in a sample space of people on the basis of variables, i.e. age, gender, and social status.

The viewership for satellite transmission is collected through this mechanism and hence the channels review what content generated by them is popular among the target audiences. Moreover, the peoples' metre provides the advertising agencies and corporate media planners with an evaluation of their media campaigns. A major bulk of revenue of the electronic media channels is generated through advertisements. This weighs down an immense pressure on the media organisations to use their internal resources optimally and not depend completely on the advertising agencies.

The TRP mechanism in Pakistan is believed to be flawed as it does not cover its entire media consumption ground. Pakistan is a multi-cultural society hence the culture does not remain constant within a city. The space that encompasses the target audience thus does not determine the viewership patterns of both urban and rural areas. At present, there are 713 TRP metres in Pakistan installed only in the urban setting of Karachi, Lahore, Rawalpindi, Islamabad, Hyderabad, Faisalabad, Multan, and Peshawar. Among these, 50% of the metres are installed in Karachi. Thus the sample size only determines the urban viewership and largely ignores the rural viewership. Considering this flawed mechanism, the consumption patterns of electronic media determined through the peoples' metres are not transparent and remain inaccurate.

Conclusion

After the privatization of media in 2000, the electronic media landscape of Pakistan has experienced an expansion of diverse, independent, and plural media. Throughout the decade after its privatization, Pakistan saw the dawn of more than 80 private television channels in different languages including Urdu, English, Sindhi, Balochi, Pashto, Seraiki, and Punjabi. However, this budding of private television channels, has led to a constant competition within the media sphere. In addition to this, the competition has become tough with the advent of cross-media ownerships that have to certain extent become major players in the electronic media landscape of Pakistan. The competition is not only camera dominated, i.e. limited to the quality of entertainment or news programmes. The technical equipment and expertise that takes place behind the camera plays a major role in this competition as it ensures the quality of product. It must be highlighted that, though these channels have gained a greater viewership, the outreach of these private television channels is limited to satellite and cable transmissions only.

PEMRA's regulatory role is not as effective as it should be because its policies favour the existing media groups and big corporations with its open-bidding for licenses; the smaller corporations, media organisations, and individuals who seek to pursue licenses are outbid by these corporations. For the revision and formulation of the licensing policies for satellite TV, PEMRA made a public announcement in December 2017, inviting relevant stakeholders including Pakistan Broadcast Association (PBA), Pakistan Federal Union of Journalists (PFUJ), Chamber of Commerce and Industry (CCI), public and private sector universities, consumers' association, and the general public, to give their input on the issues raised in a questionnaire (Annexure I). Moreover, a PEMRA amendment bill 2017 is in the offing that is focusing on the creation of editorial committees in every media channel for self regulation, which is a common practice in the international media. Similarly draft bills for the welfare and protection of journalists are also being prepared. In pursuit of keeping the media free and fair, a unanimous demand of the journalist community was put forward to repeal Section 5 of PEMRA Ordinance that gives it the authority to mute the media. However, only time will prove the seriousness of the efforts made to ensure free, independents and responsible media.

References:

1. Acquired from; http://www.pemra.gov.pk/pemra/pemgov/wp-content/uploads/2015/09/List_of_Licences_Issued_LR.pdf Date of Access: [November 20, 2017](#)
2. Nippon Electric Company Ltd. is known as NEC Corporation w. e. f April 1983
3. PTV Web Portal, Acquired from; <http://www.ptv.com.pk/public/userView/ptvWorld/engNewsDetail/8254> Date of Access: [July 14, 2017](#)
4. Interview conducted with Khawar Azhar, November 20, 2017
5. DAWN, “50 years ago today: Pakistan launches first TV channel”, April 10, 2015, Acquired from; <https://www.dawn.com/news/1147037> Date of Access: [October 13, 2017](#)
6. PTV Network; Acquired from; <http://www.ptv.com.pk/public/userView/About> Date of Access: [September 19, 2017](#)
7. DAWN, “PTV's Golden Jubilee: Fade to Black”, M. Saeed Awan, November 26, 2016; Acquired from; <https://www.dawn.com/news/1155511> Date of Access: [October 13, 2017](#)
8. PTV Network, Acquired from; <http://www.ptv.com.pk/public/userView/About> Date of Access: [September 19, 2017](#)
9. DAWN, “PTV's Golden Jubilee: Fade to Black”, M. Saeed Awan, November 26, 2016, Acquired from; <https://www.dawn.com/news/1155511> Date of Access: [October 13, 2017](#)

10. "Pakistan's Power Game and the New Media Landscape", Gilles Boqueret, Acquired from; "Pakistan's Military Labyrinths: Military, Society and Terror", Ravi Kalia, Date of Access: October 17, 2017

11. PEMRA Ordinance 2001, Acquired from;
http://www.pemra.gov.pk/pemra/pemgov/wp-content/uploads/2015/08/Ordinance_2002.pdf Date of Access: October 13, 2017.

12. Acquired from; Media South Asia Volume: Draft Chapter; "Why did a military dictator liberalize the electronic media in Pakistan?", Dr. Kiran Hassan, Date of Access: October 13, 2017

13. Acquired from; http://www.pemra.gov.pk/pemra/pemgov/wp-content/uploads/2015/09/list_of_licences_issued_stv.pdf Date of Access: June 8, 2017

14. According to the constitution, an Ordinance is dismissed if not made a parliamentary Act within four months (120 days) of its introduction.

15. Acquired from; http://www.pemra.gov.pk/pemra/pemgov/wp-content/uploads/2015/08/PEMRA_Rules_2009.pdf Date of Access: October 13, 2017

16. AGAR – Annual Gross Advertisement Revenue (Currently the case of AGAR is sub-judice)

17. Acquired from;
http://www3.weforum.org/docs/GGGR16/WEF_Global_Gender_Gap_Report_2016.pdf Date of Access: September 25, 2017

18. Country Report: Media and Gender in Pakistan", International federation of Journalists, Acquired from;
<http://www.ifj.org/fileadmin/documents/PAKISTAN.pdf> Date of Access: October 13, 2017

19. Interview conducted with Sagheer Ahmed, Creative Head of PTV, June 2017
20. Interview conducted with Sagheer Ahmed, Creative Head of PTV, June 2017.
21. DAWN, “What exactly are TRPs and why are TV channels so obsessed with them”, Shahrezad Samiuddin, July 1, 2016, Acquired from; <https://images.dawn.com/news/1175725> Date of Access: November 16, 2017
22. Acquired from; <http://reviewit.pk/television-rating-how-it-works/> Date of Access: June 12, 2017
23. Acquired from; <http://58.65.182.183/pemra/pemgov/wp-content/uploads/2017/12/IssusesforConsultationSTVPolicy.pdf> Date of Access: December 6, 2017
24. Section 5 (PEMRA Ordinance, 2002) states; Power of the Federal Government to issue directives – The Federal Government may, as and when it considers necessary, issue directives to the Authority on matters of policy, and such directives shall be binding on the Authority, and if a question arises whether any matter is a matter of policy or not, the decision of the Federal Government shall be final. Acquired from; <http://www.ahmedandqazi.com/actsandregulations/mediaLaws/thePakistanElectronicMediaRegulatoryAuthorityOrdinance2002.pdf> Date of Access: December 5, 2017
25. The News, “Journalists demand end to PEMRA power to put channels off air”, Noor Aftab, December 3, 2017. Acquired from; <https://www.thenews.com.pk/print/251641-journalists-demand-end-to-pemra-power-to-put-channels-off-air> Date of Access: December 5, 2017

Individualland creates choices! As an innovative research-based consultancy and advocacy group we open up space for the individual. Our focus is the role of the media and to generate a peaceful discourse in society. We are working to increase the number of responsible journalists, media-literacy among citizens and a greater acceptance for different ways to live.