

Chapter
15**Mass Media**

Mass Media has become a major sector of economy over the last ten years. The electronic media has overwhelmingly shifted from the hands of public sector to private sector. Investment, innovation and competition characterize the growth of the sector. Medium Term Development Framework (MTDF) 2005-10 envisaged an investment of Rs 5 billion over five years in the Mass Media sector. The MTDF provides the following policy framework to develop Mass Media

- Providing 100 percent Radio and TV coverage including cable, especially in remote and less developed areas of the country.
- Creation of a network of community based FM radio stations in private sector in all the districts.
- Strengthening and enhancing the partnership between the public and private sector in radio and TV.
- Synchronising the radio and television transmissions with the modern information technology (IT) by putting their programs on Internet.
- Modernisation of the country's premier news agency – APP.
- Strengthening the technological base of public sector electronic media through replacement of the existing electronic equipment by the state of the art equipment.
- Gradual switch over to digital technology.
- Installation of powerful medium and short-wave transmitters for regional and international coverage.

The MTDF was vigorously pursued during the last two years resulting in expansion and modernization of Mass Media both in public and private sectors. Based on the licenses issued in the domain of electronic media by Pakistan Electronic Media Regulatory Authority (PEMRA), Rs 650 million have been invested in the wireless cable (MMDS), around Rs 580 million in Direct -To- Home Technology (DTH), Rs 150 million in installation of local radio and Rs 2,600 million in satellite TV by the year 2006. It is estimated that by the end of year 2006-07 upto Rs 5 billion investments will be made in the electronic media by the private sector. In the public sector an amount of Rs 5 billion is planned to be invested for the modernization and expansion of Pakistan Television Corporation, Pakistan Broadcasting Corporation, APP and allied agencies of Ministry of Information and Broadcasting. Under a country-wide program of modernization, the studios and equipment of Pakistan Television Corporation are being digitalized and a network of new transmitters provided to maximize the coverage. New Radio Stations in remote areas of the country, including Turbat, Chaman and Gwadar. Obsolete equipment of PBC is being replaced and powerful Medium Wave Transmitters will be set up at appropriate locations. The Premier news agency of the country - APP will shift to complete satellite newsgathering system. The MTDF strategy and targets are making good headway.

Presently the cable television sector is employing 30,000 people, PTV has 6000 employees, and Radio Pakistan has manpower of over 3000. The fast expanding private electronic media in total has generated direct employment for more than 50,000 people. The electronic media is currently generating revenue of Rs 8 billion per year, which is expected to grow to Rs 20 billion by the close of the year 2007-08. The earnings of Pakistan Television Corporation have gone up to Rs 2.5 billion per annum. Similarly Pakistan Broadcasting Corporation is earning annual profit of about Rs 10 million through local Frequency Modulation (FM) channels. The investment in satellite channels and cable industry has crossed the figure of Rs 10 billion. The advertising industry of Pakistan has annual billings of more than Rs 3 billion per annum. Also the investment in print media is more than Rs 10 billion. Progress of Mass Media from 1990 to 2006 is reflected in Table: 15.1.

**Table 15.1 Mass Media at a Glance
1999-2006**

Medium	(Numbers)	
	1990	2006
Local TV Channels	2	25
Radio Stations	22	25
FM Radio Station in Private Sector	Nil	74(103 Licensed)
FM Radio Station in Public Sector	Nil	10
Dailies	310	350
Weeklies	321	363
Monthlies	180	200
Cinema Houses	1200	700
News Agencies	3	30
Regional Papers	26	30
Cable Operators (licensed)	Nil	1600
Cable Subscribers	Nil	3.5 million

Source: Audit Bureau of Circulation (ABC), Ministry of Information & Broadcasting.

Review of PSDP 2006-07

The share of the sector during the year was Rs 869.4 million out of which Rs 438 million were utilized by March 2007. The project titled "Replacement of Electronic Equipment" of PTV made headway. Two studios each at five TV stations were digitalized and Master Control Rooms renovated. Out Broadcast Vans (OB Vans) were provided to all the TV stations and Earth Stations installed in five stations. Television Station Multan started transmission in a rented building and work on the proposed new building started. Rebroadcast Centres (RBCs) at Ziarat, Umer Kot and Qilla Saif Ullah were completed. Work on a number of other RBCs throughout the country continued. The building for Radio transmitter Turbat was completed and the broadcasting house was making rapid progress. During first 9 months of FY 07 against the total allocation around 60 percent utilization has been made against the released amount of Rs 516 million. The Table 15.2 shows the agency wise financial progress of PSDP 2006-07.

Table 15.2 Agency-wise allocation and utilization of funds

(Rs Million)

Sub-Sector	Allocation 2006-07	Releases (March 2007)	Utilization (March 2007)	% Utilization Against Allocation
PTV				
Ongoing	636.6	435.2	401.7	68.4
New	50.0	29.8	8.6	59.6
PBC				
Ongoing	46.0	3.0	3.0	6.6
New	136.8	47.9	24.7	35.1
Total	869.4	516.0	438.0	59.4

Program for 2007-08

The allocation for the sector has been more than doubled from Rs 869 million during the year 2006-07 to Rs 2100 million in 2007-08. Substantial funds have been provided for the replacement of electronic equipment. Master Control Rooms in all five TV Stations will be completed and modern lighting system in the studios provided in addition to procurement of digital post-production equipment.

New powerful 100 KMMW transmitters will be installed at Hyderabad, Chaman, Parachinar, Gwadar and Multan. Radio sector will embark upon 1000 KMMW transmitters for airing the signal abroad from Lahore and Umerkot. Work on ongoing Rebroadcast Stations in less developed areas of Balochistan, NWFP, Punjab and Northern Areas at Pooran, Besham, Bunair, Kund Bangla, Chillas, Gah Kuch, Khaplu, Jaglot, Astor, Shighar, Shakargarh and Ali Abad will continue. This will enable the population of these areas to have A-Class TV signals.

Associated Press of Pakistan (APP) will shift to complete digitalization of operations through establishment of electronic newsgathering system in Islamabad and provincial capitals. This will bring about a salutary change in the operation of the country's premier news agency.

The proposed allocation for the year 2007-08 for Mass Media Sector is Rs 2119.5 million: PTV (Rs 1279.8 million), PBC (Rs 789 million) and APP (Rs 50 million).