

## **Trends of Television Viewership among Pakistani Channels: A Time Series Analysis from July 2014 – June 2018**

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### ***Abstract***

*In Pakistan broadcasting is done through terrestrial, satellite and cable network. Broadcasting industry is growing, and some private TV channels have entered in this industry because cable industry has developed, and this is the most popular form of private TV channels transmission because it provides many channels at a cheapest rate. Researcher wants to investigate the television viewership trends among all types of Pakistani channels. Researcher collected secondary time-series data from various sources such as Gallup Pakistan and Aurora from fiscal year July 01, 2014 to June 30, 2018 then presents the line graph to show the different trends of Pakistani television channels viewership. Researcher analyzed trends in term of daily average television viewership hours, daily average television viewership hours according to cities and television viewership based on Pakistani channels categories. It has been found that daily average television viewership hours are decreasing in Pakistan as time go on. Television viewership on all channel's categories are decreasing except Pakistani local entertainment channels. After analyzing television viewership trends, companies will come to know which types of channels, audiences are watching more. In this way, companies can change their advertising and other marketing tactics to grasp large amount of audiences.*

**Keywords:** *Television Viewership, Pakistani Channels, Time Series Analysis*

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## **Introduction**

There are many forms of communication and electronic media is one of them. Electronic media includes television, mobile, computer, and radio for communication with audience. This research study only focuses on the television audience or viewers. Broadcasting through television is done in Pakistan through terrestrial, satellite or cable. According to McHugh (2004), the main objective of each broadcasting medium is reaching an audience with news, information, entertainment and commentary.

Television Promoters Company Limited converted into a Public Limited Company with the name of Pakistan Television Corporation Limited (PTV) in 1967. The industry grows gradually, and some private television channels have entered in Pakistan such as Geo Network, Aaj TV, Dunya TV, Express TV, ARY, Hum network, etc. In Pakistan, cable industry is developing very quickly, and this is the most popular form of private TV transmission because it provides a large number of channels and programs at the cheapest price.

## **Objective**

Objective of this research study is to find out the television viewership trends among all types of Pakistani channels from FY 2014 – 2018.

## **Significance**

After analyzing television viewership trends, companies will come to know which types of channels, audiences are more watching. In this way, companies can change their advertising and other marketing tactics to grasp large amount of audiences. For academics point of view, we can come to know why watching the television trend is increasing or decreasing for last three to four years.

## **Literature Review**

According to Antwi et al. (2016), the attention of the audience and viewership determine the success of a media organization. Murdoch et al. (2013) found that consumer is the undisputed king of content. Over the past decade, control of the viewing experience has shifted rapidly to the one who holds the remote. According to Clarken (2014) viewership has been increased of television programs on devices such as tablets and smart phones; and growing time and attention spent on newer sources of video

content, such as YouTube. O'Donnell (2007) concluded that because of frequent interruptions during the programs and week-long gaps between episodes, familiar structure enables viewers to stay with the stories. Cromwell (2015) said that ratings have fallen across broadcast and cable networks, but projections for television ad spending continue to grow year by year. A technique used for forecasting the data is defined as a time series data. According to Singh et al. (2018), an ordered sequence or observations having a time component is called a time series such as daily stock price, temperature, pressure etc. Maity (2018) said that time series analysis helps to get an insight of the time series that in turn may enhance the prediction of the variables whereas Fulcher (2018), found time series as a fundamental data type for understanding dynamics in real-world systems.

### Methodology

This research study is based on secondary data collected from various sources such as Gallup Pakistan and Aurora. According to Gallup Pakistan media survey (2017), they adopted internationally practiced methods from “Kent, Measuring Media Audiences (1994)” for nationally survey procedure. The weightage percentage sample from all over Pakistan is mentioned in Table 1.

Table 1  
*Weightage percentage of Sample*

All Pakistan	100
Provincial Break-up	
Punjab	58
Sindh	24
KPK	13
Balochistan	05

*Source:* Gallup Pakistan

Researcher collected data from the surveys and present it in the form of line graph to see the trends of Pakistani television channels viewership. To find out the trends, time-series data was collected from fiscal year July 01, 2014 to June 30, 2018.

## Observation and Discussion

Daily television viewership hours are one of the important indicators to check the trend of viewership. Table 2 reveals the viewership in term of daily average hours.

Table 2  
*Daily Average TV Viewership Hours*

Years	Daily Average TV Viewership Hours
FY 2014-2015	2.25
FY 2015-2016	2.11
FY 2016-2017	2.01
FY 2017-2018	1.92

*Source:* Gallup Pakistan

Table 2 shows that in FY 2014 – 2015 Pakistani audience watched daily television an average of 2.25 hours, in FY 2015 – 2016 they watched daily television an average of 2.11 hours, in FY 2016 – 2017 they watched daily television an average of 2.01 hours whereas in FY 2017 – 2018 they watched 1.92 hours almost 15% decrease as compared to FY 2014 – 2015. On the other hand, Table 3 represents the daily average television viewership in term of cities/regions. Researchers also checked the daily average television viewership based on cities/regions. Table 4 presents the picture of that trend.

According to Table 3, audiences from metro daily watched an average 2.23 hours television in FY 2014 to 2015, 2.17 hours television in FY 2015 to 2016, 2.11 hours television in FY 2016 to 2017 and 2.08 hours in FY 2017 to 2018. Audiences from large cities daily watched an average 2.40 hours television in FY 2014 to 2015, 2.58 hours television in FY 2015 to 2016, 2.52 hours television in FY 2016 to 2017 and 2.33 hours in FY 2017 to 2018.

Table 3  
*Daily Average TV Viewership Hours According to Cities*

Years	Metros*	Large	Small
	Cities & Towns**	Cities	
	*	**	

FY 2014-2015	2.23	2.40	2.14
FY 2015-2016	2.17	2.58	2.11
FY 2016-2017	2.11	2.52	2.15
FY 2017-2018	2.08	2.33	2.03

*Source:* Gallup Pakistan

\*Metros include Lahore, Karachi and Islamabad.

\*\*Large Cities include Hyderabad, Faisalabad, Multan, Peshawar and Quetta

\*\*\*Small Cities & Towns include Gujrat, Jacobabad, Kasur, Mardan, Rajanpur, Rohri, Pashin, Sahiwal, Sargodha and Thatta

On the other hand, audiences from small cities and towns daily watched an average 2.14 hours television in FY 2014 to 2015, 2.11 hours television in FY 2015 to 2016, 2.15 hours television in FY 2016 to 2017 and 2.03 hours in FY 2017 to 2018.

Now researcher will present the main aspect of viewership data in term of different television channels categories. Table 4 presents the trend that which categories of Pakistani television channels were viewed more.

Table 4  
*TV viewership based on Pakistani channels categories*

Years	Local Entertainment	News	Others*
FY 2014-2015	51%	17%	32%
FY 2015-2016	50%	20%	30%
FY 2016-2017	53%	21%	26%
FY 2017-2018	55%	19%	26%

*Source:* Gallup Pakistan

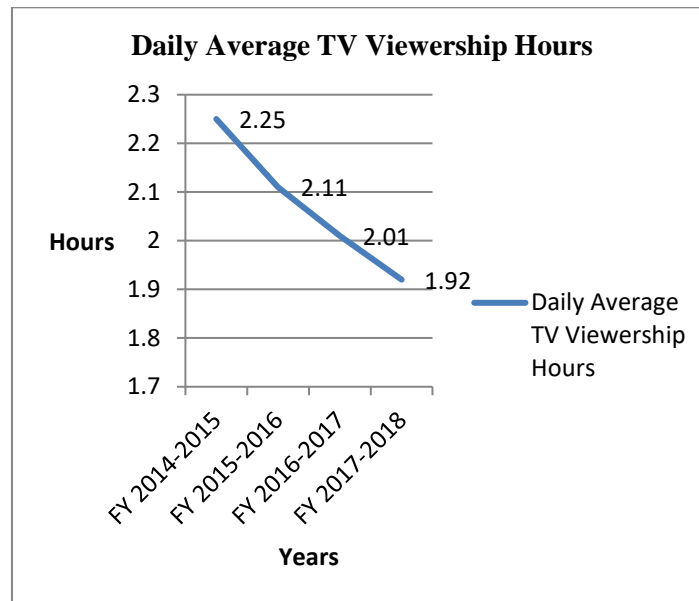
\*Others include sports, children, music, educational, food, health, religious, regional, foreign and cable operator channels.

According to Table 4, 51% viewers watched local entertainment channels, 17% watched news channels and 32% watched other channels in FY 2014 to 2015. In FY 2015 to 2016, 50% viewers watched local entertainment channels, 20% watched news channels and 30% watched others channels, 53% viewers watched local entertainment channels, 21% watched news channels and 26% watched others channels in FY 2016 to 2017 whereas 55% viewers watched local entertainment channels, 19%

watched news channels and 26% watched others channels in FY 2017 to 2018.

### Trends in Tv Viewership

After thoroughly discussed the observations in previous section, now researcher will describe the trends of television viewership in Pakistan. With the help of Table 2, a line graph was drawn to describe the daily average television viewership hours.



*Figure 1.* Daily average TV viewership hours in Pakistan

From the figure 1, it can be depicted that as years are gone trend of daily average television viewership in Pakistan is decreasing such as people daily watched almost two and half hours in FY 2014 to 2015 but in FY 2017 to 2018 they are hardly watch two hours television in Pakistan. Further we check the trend of television viewership in Pakistan on the basis of cities or observation from Table 3.

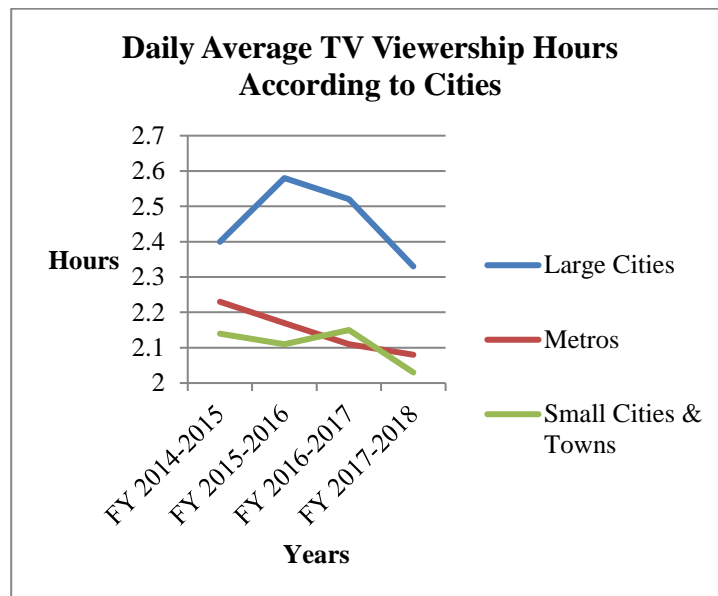


Figure 2. Daily Average TV Viewership Hours According to Pakistani Cities

From figure 2, it can be found that trend of daily watching television is decreasing in Metros and small cities & towns as years are going. In large cities at one time average daily television viewership trend was in peak but now it is decreasing. With the help of Table 4, trend of television viewership among different Pakistani channels categories can be checked.

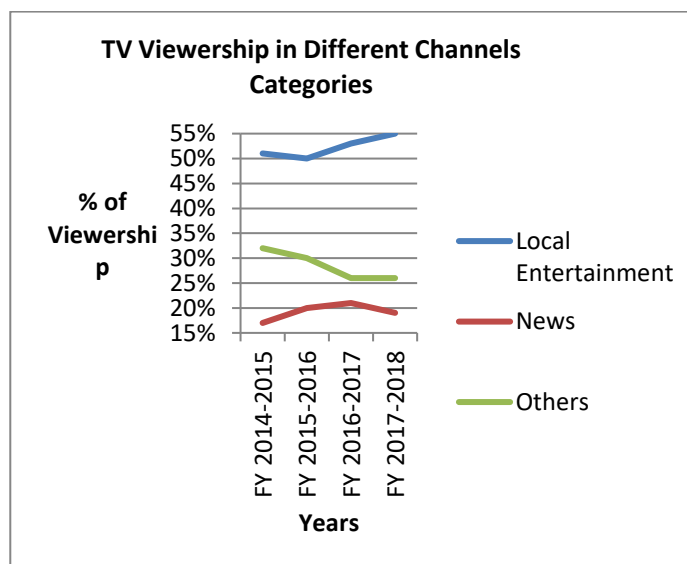


Figure 3. TV Viewership in Different Pakistani Channels Categories

For figure 3, it can be extracted that trend of watching NEWS channels is decreasing among Pakistani viewers whereas trend of watching others channels is almost constant as years are going on. Last but not the least trend

of watching local entertainment channels is increasing day by day among Pakistani audiences.

### **Conclusion**

Conclusion of the whole research study is that daily average viewership of Pakistani television channels is decreasing, and metros and large cities are also losing their viewership share as time passes. Major reason to lose viewership share day by day because of digitalization, as more people watched their favorite program on social networking site or YouTube with the help of mobile technology. According to Gallup Pakistan media survey 2017, 90% people of Pakistan are using internet on their smart phones. If we talk about in term of channels category wise, then only local entertainment channels are moving with good pace so companies try to advertise more in local entertainment channels.



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