

Chapter 12 | MASS MEDIA, CULTURE AND NATIONAL HERITAGE

Today we live in a mediated society because opinions, views, values and cultures of the people are shaped by all forms of media-electronic, print and digital. Media and Culture has a very strong and deep relationship. This relationship has become more intensified and diversified by technological advancements. During the last few years digital media has changed the ways of interaction and socialization of people. The content of media is crucial as what is shown to people has impact on their culture and lifestyles. The users of media are not passive consumers of the content, as it affects their perspective including culture, thought patterns and opinions.

Mass Media is providing education, awareness and entertainment among cross cultural groups. Therefore, the Vision 2025 and the 11th Five Year Plan have emphasis on developing not only the State Media but also creating an enabling environment for the private media for achieving the dream of a progressive and enlightened Pakistan. The key target is switching over from analogue to digital broadcasting and protect, promote and nurture Pakistani culture and cultural diversity by countering the cultural onslaught from all across the world through traditional and digital media.

Performance review of 2016-17

The Pakistani mass media scenario is very dynamic and has witnessed the most robust growth. Today, there are more than 90 Satellite TV Channels, 4983 cable operators, 34 landing TV Channels from abroad like BBC, CNN etc. and 210 FM Radio Stations. The advent of digital media has brought forth a set of opportunities and challenges for traditional media. Moreover, modern state of art studios /introduction of latest equipment/ communication facilities like video conferencing, electronic data transfer, chat / mobiles etc. have brought in a revolution and contributed immensely in the media development.

For improving the quality of audio and video signals and increasing the population and area coverage, an amount of Rs300.60 million was earmarked to twenty one on-going and two new projects of Information & Broadcasting Division in PSDP 2016-17. The financial utilization by June, 2017 is expected to be 100 per cent.

Mass Media Sector

Pakistan Television Corporation (PTVC)

The revised allocation for PTVC is Rs230.30 million which is expected to be utilized fully on seventeen ongoing projects of PTVC, most of which are meant for providing TV signals to the left out areas of Khyber Pakhtunkhwa, Sindh, Balochistan, Southern Punjab, Gilgit-Baltistan and Azad Jammu & Kashmir. The projects for setting-up Rebroadcast stations at Kotli Sattian, Buner, Pooran, Astore and National News Bureau have been completed during 2016-17. The work on Rebroadcast Stations at Barkhan, Karan, Athmuqam, Ziarat

remained in progress during 2016-17 and will continue during 2017-18. Under the new initiative proposed by M/o Planning, Development & Reform, the project titled “Dubbing of Pakistani Dramas into foreign languages” is successfully being implemented and civil works, import and installation of equipment under the project has been completed. The work on the programming portion of the project has been started and is expected to be completed by June, 2018.

Pakistan Broadcasting Corporation (PBC)

The revised allocation for PBC is Rs48 million which is also expected to be utilized fully on two on-going and two new projects of PBC. The new project titled “Installation of FM-101 transmitter at Narowal” is expected to be completed by 30th June, 2017. Similarly, work on the project “100 KW MW Transmitter at Gwadar” remained in progress in 2016-17 and will continue in 2017-18. A project titled “Establishment of Sautul Quran FM Network Phase-II” has also been initiated.

Electronic Media in Pakistan	
PTV Stations	7
TV Transmitters	100
PBC Radio Stations	27
PBC FM Radio Stations	46
Commercial FM Radio Stations	148
Non-Commercial FM Radio Stations	52
Cable Operators Licensed	4983
Cable Subscribers	13.9 million
Total TV viewership (Terrestrial, Cable & Satellite)	135 million
Total Cable & Satellite viewership	74 million
Total Terrestrial viewership	61 million
Satellite Channels (Local)	91
Landing Rights Permission Channels	34
Internet Protocol Television (IPTV)	01
Mobile TV Licenses	05
Source: PEMRA, PTV & PBC	

Pakistan National Council of Arts (PNCA)

PNCA is responsible for promotion and projection of performing and visual arts. An amount of Rs22.37 million was allocated in PSDP 2016-17 to two on-going projects of PNCA. The project titled “Preparation of Database of Paintings/Art works at PNCA, Islamabad” is expected to be completed by 30th June, 2017 whereas the on-going project titled “Up-gradation of Security of National Art Gallery, PNCA, Islamabad” will be completed during 2017-18.

Development Communication Project

Development Communication project aims to generate development discourse in the country through electronic, print and digital media and arranging conferences/seminars/workshops on various sectors of economy. The project was approved in 2013 at a cost of Rs616.40 million. The project has been allocated Rs100 million during 2016-17.

The financial review of the Mass Media Sector for 2016-17 is as under:

(Rs million)

Agencies	Revised Allocation 2016-17	Estimated Expenditure 2016-17
Pakistan Television Corporation	230.23	230.23
Pakistan Broadcasting Corporation	48	48
Pakistan National Council of Arts (PNCA)	22.37	22.37
Total	300.60	300.60

Culture

Pakistan has rich tangible (ancient sites and historic structures etc.) and intangible (languages, beliefs, rituals, traditions, music, dance, folktales and arts) cultural heritage. National History and Literary Heritage Division and its attached departments are doing their best to promote soft image of Pakistan through preservation and conservation of archaeological and historical sites, promotion of literature and reading culture, promotion of national language, customs and traditions.

Department of Archeology & Museum (DOAM)

During 2016-17, an amount of Rs7.85 million was allocated to following two projects of DOAM:

- Establishment of Digitalization Centre for the Documentations of Artifacts and Archival Material at Department of Archeology Museum, Islamabad
- Designing of National Museum of Pakistan, Islamabad.

The entire allocation is expected to be utilized by 30th June, 2017.

Pakistan Academy of Letters (PAL)

An amount of Rs35 million has been allocated in PSDP 2016-17 to fund the only on-going project of Pakistan Academy of Letters (i.e. Construction of Auditorium at Pakistan Academy of Letters, Islamabad). The scope of the project consists of construction of Auditorium Hall, Committee Rooms, Exhibition Hall, Basement and Boundary Wall etc. The project so far has achieved 70per cent physical progress.

Urdu Dictionary Board, Karachi

Urdu Dictionary Board, Karachi is a literary institution which was established in 1958 with prime objective of compiling a comprehensive dictionary Urdu Dictionary. The Board has completed and published a comprehensive dictionary containing 22 volumes on Urdu Language in year 2012. The 22 volume Urdu Dictionary has been digitized under the project titled "Computerization of Urdu Dictionary" at a cost Rs14.360 million. The dictionary will be published on the website as well.

The financial review of Culture sector for 2016-17 is given below:

Organization-wise financial review 2016-17

Agencies	Revised Allocation 2016-17	Estimated Expenditure 2016-17
Pakistan Academy of Letters	35	35
Department of Archeology & Museum (DOAM)	11.90	11.90
Urdu Dictionary Board	14.36	14.36
National Book Foundation	2.62	-
Total	63.88	61.30

Outlook 2017-18

In Pakistan, attempts are being made to convert broadcasting from analogue to digital to keep track with technological advancements and developments in the field. The country is expected to show remarkable progress in almost all components of this industry such as the broadcasting industries, including traditional broadcasting and those broadcasting exclusively over the Internet; motion picture and sound recording industries; the publishing industries and publishing exclusively on the Internet; the telecommunications industries; data processing industries, and the information services industries. The information industry is to grow by leaps and bounds in the near future and contribute more to the economy and job market. It would attract more local and foreign investment and provide employment to hundreds of thousands of people. The digital video broadcasting, digital audio broadcasting, DTH, Internet Protocol Television (IPTV), mobile audio and TV and digital multimedia broadcasting is the future of broadcasting culture in Pakistan.

Programmes

Mass Media Sector

The allocation for 2017-18 for the Mass Media sector is Rs811.79 million. The organization-wise details of allocation for PSDP 2017-18 are as follows:

Organization-wise allocation of the PSDP 2017-18 for Mass Media sector

Agencies	Allocation 2017-18 (Rs million)
Pakistan Television Corporation	329.84
Pakistan Broadcasting Corporation	267
Pakistan Electronic Media Regulatory Authority	155
Pakistan National Council of Arts	39.95
Department of Electronic Media & Publications	10
Associated Press of Pakistan Corporation	10
Total	811.79

An amount of Rs329.84 million has been earmarked for PTVC in PSDP 2017-18. Keeping in view the targets, the entire amount has been allocated to ten ongoing and four new projects of PTVC. The work on setting-up of RBSs in Khyber Pakhtunkhwa, Baluchistan, Sindh, Punjab and AJK will remain in progress in the year 2017-18. Priority has been given to nearing completion and fast track projects. An amount of Rs170 million has been allocated for upgradation, replacement and modernization of transmission, studio and production equipment. Rs45 million have been kept for RBS Shangla for providing TV coverage to left out pockets.

Among the new projects, an amount of Rs155 million has been allocated to the three projects of Pakistan Electronic Media Regulatory Authority (PEMRA) which includes media development and implementation of code of conduct.

An amount of Rs267 million has been allocated to one ongoing and four new projects of Radio Pakistan in PSDP2017-18. An amount of Rs167 million has been earmarked for replacement and upgradation of transmitters and studio equipment at Mirpur, Muzaffarabad and Multan. The Phase-II of the Sautul Quran FM radio stations has been provided Rs50 million for expansion of services.

An amount of Rs39.95 million has been allocated for PNCA to carry out the remaining work of its only ongoing project titled “Up-gradation of security of National Art Gallery, PNCA”, feasibility study for establishment of National Film Academy and establishment of digital archives library.

Culture

The total allocation for 2017-18 for the Culture sector is Rs 272.7 million. The organization-wise details of allocation for PSDP 2017-18 are as follows:

Organization-wise allocation of the PSDP 2017-18 for the Culture sector

Agencies	Allocation 2017-18 (Rs million)
Pakistan Academy of Letters (PAL)	149.35
National Library of Pakistan	30
Quaid-e-Azam Mazar Management Board	40
Urdu Dictionary Board	10
National Book Foundation	33.35
Department of Archaeology and Museums	10
Total	272.7

Funds to the tune of Rs29.35 million and Rs33.35 million have been allocated for completion of ongoing projects titled “Construction of Auditorium at Pakistan Academy of Letters (PAL)” and “Construction of National Book Foundation Author Club and Resource Centre at Lahore” respectively in PSDP 2017-18. Similarly funds to the tune of Rs30 million have been allocated for upgradation and renovation of National Library of Pakistan. Rs 120 million have been provided for establishment of regional offices of Pakistan Academy of Letters at Peshawar, Quetta, Dadu, Muzaffarabad, Gilgit and FATA. An amount of Rs 40 million has been earmarked for carrying out feasibility study of Pakistan Park at Mazar-e-Quaid, Karachi and waste water treatment plant at peripheral area of Mazar-e-Quaid. Rs10 million have been allocated for recording of first digital Urdu sound dictionary. A sum of Rs. 10 million has been provided for preservation and restoration of Rawat Fort.