

## CHAPTER 12

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### MASS MEDIA, CULTURE AND NATIONAL HERITAGE

**T**he mass media sector of Pakistan has shown phenomenal growth in the last few years. The cumulative investment in this sector will reach Rs4,000 million by the end of financial year 2014-15, whereas the advertisement revenue from this sector has been counted to Rs47,000 million. The sector has a strong contribution to the job market since it has offered employment to more than 2,00,000 skilled and unskilled workers. At the same time, this sector is facing multiple challenges, whereas the foremost being technological onslaught of continuous evolution of new media, that is, satellite televisions, internet connectivity and mobile telephony, etc.

The International Telecommunication Union (ITU) has set 2015 as the cut-off year for digitalisation of all television broadcasts worldwide. The year 2014-15 has become a watershed period in television broadcasting by entering the digital era. The Digital Terrestrial Multimedia Broadcasting (DTMB) standard has been piloted through the Rebroadcast Station (RBS) Murree with the technical and financial assistance of China.

#### Performance review of 2014-15

During 2014-15, priority was given to the ongoing and near-completion projects. Accordingly, an amount of Rs436 million was earmarked for 33 ongoing projects of the Pakistan Television Corporation (PTVC), Pakistan Broadcasting Corporation (PBC), Pakistan Academy of Letters (PAL) and Pakistan National Council of Arts (PNCA). Three new projects for dubbing of Pakistan dramas in foreign languages, establishment of the Saut-ul-Quran FM Network and capacity-building of the commerce sector journalists were included in the PSDP 2014-15 under the new initiatives proposed by the Ministry of Planning Development and Reform. The expected financial utilisation by June 2015 is around Rs310 million, showing 79 per cent progress.

#### Pakistan Television Corporation

The revised estimates of the PTVC are Rs190 million. The ongoing projects of the Rebroadcast Stations for providing TV signals to the left out areas of Gilgit-Baltistan, AJ&K, Balochistan, Sindh and other provinces made headway. The work on high-powered transmitters at Mian Channu and Badin, aimed at providing better quality TV signals to the targeted population of the areas and across the border remained in progress during the financial year 2014-15, and will continue during 2015-16. The civil works on projects of Rebroadcast Stations Pooran (Khyber Pakhtunkhwa), Aliabad/Karimabad (Gilgit-Baltistan) are at advanced stages. The other projects of Gilgit-Baltistan (Khaplu, Shiger, Astore, Gahkuch and Chillas) have been inaugurated during 2015. Under the umbrella of the China-Pak Economic Corridor (CPEC), another project 'Establishment of DTMB Standard Pilot Project at RBS Murree', costing Rs200 million, is being funded through the Chinese grant-in-aid.

## Pakistan Broadcasting Corporation

The utilisation of the PBC budget has also come to 100 per cent. The project for rehabilitation of the Medium-Wave Radio Broadcasting Network has successfully been completed with financial assistance of Japan during financial year 2014-15. The installation works on 100-Kilowatt Medium-Wave digital transmitter at Hyderabad and Multan have also been completed. The regular transmission from newly-installed 100 KW MW digital transmitter at Hyderabad has been aired.

Electronic media in Pakistan		
PTV stations		7
V Transmitters		110
Radio stations		27
Commercial FM radio stations		140 (129 operational)
Non-Commercial FM radio stations		45 (32 operational)
Cable operators (licensed)		3600
Total TV viewership (Terrestrial, Cable and Satellite)		135 million
Total Cable and Satellite viewership		74 million
Total terrestrial viewership		61 million
Satellite channels (Local)		90 (83 operational)
Channels with landing rights permission		26
Multipoint System	Multi-channel Distribution	02 (Both operational)

### Directorate of Electronic Media and Publications

An amount of Rs20 million was provided for project 'Media Monitoring and Tracking Centre' in 2014-15. The entire released amount of Rs31 million has been utilised. The project is for tracking TV commercials released by various public sector organisations for monitoring and verifying the number of times these advertisements are telecast. At present, the government advertisements worth Rs4,000 million to Rs5,000 million are released annually to electronic media, but there is no system or mechanism to ensure and verify whether the advertisements have been aired as per approved media plan or not.

### Pakistan National Council of Arts

During 2014-15, an amount of Rs27.51 million has been spent on the preparation of database of artworks, restoration of the damaged paintings, and upgradation of security at the National Art Gallery (NAG) of the PNCA.

### Outlook for 2015-16

The proposed allocation for financial year 2015-16 for the mass media and culture sector is Rs390.91 million. The organisation-wise details are as follows:

(Rs million)

Agencies	Revised allocations 2014-15	Estimated expenditure 2014-15	Allocations 2015-16
Pakistan Television Corporation	225.576	225.576	213.186
Pakistan Broadcasting Corporation	44.623	44.623	63.227
Department of Archaeology and Museum	79.425	-	-
Pakistan National Council of Arts	27.514	27.514	18.333
Pakistan Academy of Letters	28	28	28
Information Service Academy	20		
Directorate of Electronic Media and Publications	30.836	30.836	23.164
Quaid-e-Azam Mazar Management Board			45
<b>Total</b>	<b>455.934</b>	<b>356.549</b>	<b>390.910</b>

Works on the PTV's on-going projects of the RBSs in KPK, Balochistan, Sindh and AJ&K will remain in progress 2015-16. Keeping in view the targets, an amount of Rs213.186 million has been earmarked for 18 ongoing projects of the PTV in the coming financial year. The installation work on 650 feet tower at the RBS Mian Channu will be initiated and completed. This RBS will provide TV coverage to the left out pockets in South Punjab. Physical work on the RBSs in Badin, Pooran and Kohat will continue.

Under the new initiatives proposed by the Ministry of Planning Development and Reform, the work on establishment of Saut-ul-Quran FM Network has been initiated for airing round-the-clock recitation from the Holy Quran. It was targeted to air the signals from the first of Ramadan. An amount of Rs31 million has been allocated for this project in PSDP 2015-16. Similarly, an amount of Rs32.227 has been allocated for two other ongoing projects – Replacement of 10 KW MW transmitter with 100 KW MW digital transmitter under the USAID program and shifting of the Broadcasting House at Dera Ismail Khan and Replacement of MW transmitters of Hyderabad, Muzaffarabad and Multan.

For completion and early launching of the Media Monitoring and Tracking Service, an amount Rs23.164 million has been allocated for the project in the next financial year.

An amount of Rs18.33 million has been proposed for the PNCA to carry out restoration of the damaged paintings, arts works, preparation of database of paintings and upgradation of security of the National Art Gallery, which will continue in the financial year 2015-16.

For a project 'Upgradation of Security Measures at Mazar-e-Quaid Karachi', Rs45 million has been allocated, which will be spent on beefing up of the security arrangements around the mausoleum of the Father of the Nation.