Following are some of the research findings:

Pakistan is the 4th most populated in Asia

<table>
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<tr>
<th>Access to Television (Individuals)</th>
<th>Households with Televisions</th>
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<tbody>
<tr>
<td>Estimated 134 to 140 Million have direct or communal access to TV</td>
<td>20 Million in 2012 (Express Tribune) Estimated 21-21.5 Million in 2014</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cable TV Access</th>
<th>Cable TV Connections</th>
<th>Cable TV Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>51% Households in 2013 (Gallup)</td>
<td>Estimated 15 Million in 2014*</td>
<td>Estimated 105 Million Viewers*</td>
</tr>
</tbody>
</table>

* Figures based on growth projections on Gallup 2013 Data

Digital Distribution Platforms - Television

Breakdown of digital distribution platforms in terms of viewers and number of households

- Cable Networks: Est. 105 Million viewers & 14 to 15 Million households
- Terrestrial Networks: Est. 35 Million viewers & 5 to 8 Million households
- Broadband and Satellite: Est. 10.2 Million viewers & 1.4 Million households

Source: CM Wave 2012

Media Penetration in Pakistan

Literacy rate in Pakistan stands at 46% making broadcast the most popular medium. Radio and Television are by far, ahead of print in terms of geographical spread and impact.

Note: Figures represent ‘million viewers’ - Radio penetration figures may vary.
Media plays crucial role in shaping public opinion and setting the mass agenda. Aim of this programme is to campaign for ethical, unbiased and impartial journalism, safety of journalist and freedom of expression to guarantee the rule of law, peace and harmony in the society. The objective of this thematic area is to explore, identify and foreground the issues and role of media and its importance in shaping mass opinion, development of society and social growth. Major focus of Media Watch programme is:

- Promotion of Ethical Journalism
- Efforts for Impartial, balance and unbiased reporting
- Journalist Safety and Security
- Monitoring, Analysis and Research on Media issues
- Promotion of Freedom of Press and Right to Information
- Promotion of Investigative Journalist through Right to Information (RTI) laws

CPDI’s Achievements as Media Watcher

During past many years CPDI has achieved the following notable success in different projects under Media Watch Programme:

Promoting the Use of RTI for Investigative Reporting

- Around 300 journalists trained exclusively on use of RTI as a tool for Investigative Journalism
- Our RTI Helpline 051-2224496, email: rtihelpline@cpdi-pakistan.org facilitating journalists in drafting and filing RTI Requests for Investigative Reporting since 27th February 2014.
- As many as 18 investigative stories published in National newspapers in 2014 based on facilitation provided to journalists on the use of RTI
- RTI Champion Award established in 2013 and given to a journalist every year for outstanding investigative reporting based on the use of RTI laws.
- Regional conference on ‘Investigative Journalism and Citizens’ Right to Information’ held on 3rd May World Press Freedom Day, 2014 was jointly organized by CPDI and Press Council of Pakistan (PCP) in which Journalists and RTI Activists from the region gathered to share how citizens and journalist have used right to information legislation for public accountability and public good in South Asia.

Strengthening Voice for Safety of Journalists in Pakistan

Consolidating the critical achievements and build upon the gains made during last few years by International Media Support (IMS), Open Society Foundation (OSF) and UNESCO, CPDI took the advocacy to the next level by translating UN designated Journalist Safety Indicators (JSI) into specific actionable points for media industry, government and civil society, including but not limited to a model ‘Media Friendly’ Policy Framework.

- Policy dialogues have been conducted with the representatives of federal and provincial governments involving the political leadership, renowned Journalist, Journalist unions and officials of press clubs. The purpose was to create political consensus among major stakeholders including political parties for journalist friendly policies and to formally get support for UN Action Plan. One such dialogue was conducted in federal Capital whereas four of these dialogues were conducted in provincial capitals.
- CPDI's Media Safety project team hold consultations with Pakistan Collation on Media Safety (PCOMS) members to extract actionable items from Journalist Safety Indicators (JSI)
- A cadre of national legal experts has been developed to help bring together global best practices, translate them to local context and draft them into a Model Policy Framework.

Citizens’ Oversight of Federalism in Context of 18th Amendment

Building the capacity of journalists at district and provincial level in context of 18th amendment was one of the achievements we attained to make journalists aware about the implementation status of 18th amendment in Khyber Pakhtunkhwa (KP). After getting training on how journalists should report about the performance of provincial and district departments, many stories were published on newspapers about the performance of different institutions after 18th amendment.

Ratings System and its impacts on the content of Electronic Media

CPDI has arranged focus groups with major stakeholders to decipher the rating phenomena for Electronic Media in Pakistan. In this regard targets were set to produce a comprehensive study by gathering all the evidence and engaging major stakeholders including advertisers, consumers, content developers, ratings providers, regulator and civil society so that the existing Ratings system could be mapped.

- CPDI has engaged journalists, media researchers, heads of regulatory bodies, advertisers, cable operators, representatives of Medialogic and Anchorpersons and direct consumers of media to understand the pros and cons of existing ratings system and its influence and impact on the content of TV programmes.