

# (ANNEX-I)

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## GOVERNMENT OF PAKISTAN PRESS INFORMATION DEPARTMENT

The Financial Year-wise details of Government advertisement aired on various TV channels during the period From  
2013 to 30 May, 2022

S.#	Channel Name	Financial Year 2013-2014 (Rs)	Financial Year 2014-2015 (Rs)	Financial Year 2015-2016 (Rs)	Financial Year 2016-2017 (Rs)	Financial Year 2017-2018 (Rs)	Total Amount (Rs)
1	Geo News	44,624,235	137,072,659	178,012,852	179,491,041	88,811,048	628,011,835
2	ARY News	26,854,675	13,000,155	38,059,805	761,338	6,381,392	85,057,365
3	Dunya News	37,453,549	99,817,487	157,149,742	188,115,189	82,753,562	565,289,529
4	Express News	42,466,185	98,044,707	131,136,202	162,238,553	66,483,592	500,369,239
5	Samma Tv	26,423,015	45,404,514	12,975,033	65,436,904	34,370,927	184,610,393
6	PTV News	6,211,236	13,282,089	72,384,006	78,288,506	44,287,833	214,453,670
7	92 HD News	1,795,500	20,169,680	85,340,470	29,951,974		137,257,624
8	Aaj Tv	17,304,688	38,087,014	45,242,852	60,849,654	32,365,285	193,849,493
9	Dawn News	41,408,692	48,856,241	66,371,369	65,890,300	47,463,955	269,990,557
10	Hum TV	4,791,150			8,922,480	22,380,027	36,093,657
11	Abb Tak Tv	15,641,257	89,300,225	147,385,241	159,307,405	47,272,142	458,906,270
12	Capital Tv	19,565,124	75,075,360	134,761,550	127,833,160	46,320,080	403,555,274
13	Chennel-24	1,218,000	6,249,251	40,080,640	27,216,724	1,536,032	76,300,647
14	ATV	11,077,718	7,825,243	36,952,275	52,256,174	12,803,420	120,914,830
15	Neo News	730,800	5,902,400	46,384,582	51,545,760	12,240,725	116,804,267
16	News One	2,422,490	18,601,872	35,365,995	61,675,283	34,347,480	152,413,120
17	Khyber News	4,910,222	20,493,412	42,828,165	33,831,980	13,353,340	115,417,119
18	KTN News	11,038,812	16,632,856	32,611,770	28,183,330	13,134,555	101,601,323
19	City 42	7,530,810	16,384,956	21,584,990	22,894,340	7,787,080	76,182,176
20	Roze TV	10,605,844	63,756,248	50,087,707	62,421,825	24,304,513	211,176,137
21	Sindh TV	2,477,363	658,350	31,014,270	29,100,325	10,093,160	73,343,468
22	Channel 5	5,123,518	26,262,599	30,820,130	26,899,951	9,469,950	98,576,148
23	Kay-2 TV	487,200	1,577,980	21,544,149	50,715,518	6,078,333	80,403,180

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24	Such TV	1,837,352	4,287,110	16,671,844	20,644,835	6,145,274	49,586,415
25	Lahore Tv	.	.	.	.	27,802,880	27,802,880
26	Mashriq Tv	.	.	.	22,913,870	10,098,550	33,012,420
27	Metro 1	426,300	10,648,207	10,682,752	10,702,233	759,360	33,218,852
28	Hum Pashto Tv	.	5,476,661	-	.	.	5,476,661
29	Din News	1,753,920	5,556,110	9,122,145	11,686,304	19,317,480	47,435,959
30	Mehran TV	1,697,255	.	1,279,460	23,132,000	4,912,110	31,020,825
31	Star Asia	.	.	.	8,834,368	1,386,199	10,220,567
32	VSH TV	5,468,412	7,173,735	10,295,251	18,921,925	7,122,302	48,981,625
33	Waseb TV	359,100	4,072,688	18,858,736	22,443,128	10,992,640	56,726,292
34	Apna Channel	239,400	857,850	11,879,784	17,421,209	3,769,115	34,167,358
35	7-News	.	.	.	27,111,976	5,846,276	32,958,252
36	K-21	.	.	.	14,956,935	.	14,956,935
37	Punjab Tv	121,800	290,967	4,978,400	.	2,096,990	7,488,157
38	Awaz Tv	711,690	460,160	2,766,400	23,726,045	1,154,860	28,819,155
39	Rohi Tv	.	.	.	.	162,400	162,400
40	Royal News	1,543,143	7,973,136	12,213,493	33,958,670	1,527,236	57,215,678
41	Waqt News	16,234,257	26,879,922	54,268,764	37,437,935	26,346,014	161,166,892
42	Business Plus	4,247,431	14,759,614	37,204,016	32,720,506	5,076,682	94,008,249
43	Koh-i-Noor TV	487,200	.	14,382,158	12,598,424	3,427,316	30,895,098
44	Jaag TV	1,376,573	7,672,527	885,858	16,156,508	3,509,074	29,600,540
45	Express Ent.	.	.	.	.	28,462,628	28,462,628
46	Geo Ent.	.	.	.	.	14,107,959	14,107,959
47	PTV Home	.	485,706	3,109,518	4,174,453	629,467	8,399,144
48	Dharti Tv	.	.	.	.	8,204,793	8,204,793
49	8 XM	.	.	.	.	7,797,940	7,797,940
50	Arooj Tv	.	406,000	.	.	7,677,460	8,083,460
51	Alite Tv	.	4,919,749	.	.	.	4,919,749

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52	Geo Kahani	2,574,040	.	.	.	.	2,574,040
53	TV One	1,750,613	.	.	.	.	1,750,613
54	Value News	1,259,412	.	.	.	.	1,259,412
55	Geo Tez	742,980	.	.	.	.	742,980
56	CNBC	573,300	.	.	.	.	573,300
57	FM Radio Channels		6,549,820	39,674,842	63,771,572	10,500,482	120,496,716
Total		385,566,261	970,925,260	1,706,367,216	1,997,140,610	882,871,918	5,942,871,265

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S.No.	Name of TV Channel	2018-19	2019-20	2020-21	B/F	5,942,871,265
					2021-22	Total
1	Geo News	60,990,169	25,693,187	43,874,920	80,031,955	210,590,231
2	ARY News	57,386,052	32,984,270	54,909,299	73,435,933	218,715,554
3	Dunya News	56,623,092	38,698,024	49,065,051	72,224,693	216,610,860
4	Express News	51,321,177	31,229,520	45,418,961	80,683,026	208,652,684
5	Samaa TV	40,637,164	34,929,918	40,514,777	70,954,450	187,036,309
6	PTV News	37,619,609	37,774,758	36,271,561	82,556,626	194,222,554
7	92 News	37,117,908	27,720,015	47,178,276	48,971,907	160,988,106
8	Aaj News	38,984,072	27,069,745	38,365,705	44,636,993	149,056,515
9	Dawn News	27,818,084	25,161,380	39,059,539	68,011,883	160,050,886
10	Bol TV	15,245,962	18,664,184	36,152,020	17,512,133	87,574,298
11	Hum News	23,522,514	13,308,543	19,392,222	57,244,642	113,467,921
12	Abb Tak	16,854,419	9,064,849	19,139,767	30,834,047	75,893,082
13	Public TV	14,119,303	5,926,440	19,749,482	38,235,392	78,030,616
14	GNN	9,029,408	7,486,017	17,862,946	27,034,573	61,412,943
15	Capital TV	11,325,562	7,402,058	17,063,598	22,851,433	58,642,651
16	Channel-24	3,001,111	9,313,739	7,937,250	9,142,734	29,394,834
17	ATV	920,266	9,186,562	26,446,840	48,316,986	84,870,654
18	Neo News	9,439,573	5,194,843	14,898,266	16,336,666	45,869,347
19	News One	6,146,595	9,406,802	21,322,528	20,072,001	56,947,926
20	Khyber News	3,016,580	7,429,601	8,225,850	22,345,900	41,017,931
21	KTN News	162,085	4,754,912	8,263,913	14,626,150	27,807,059
22	City 42	1,242,360	4,292,000	4,312,300	10,850,350	20,697,010
23	Roz News	3,692,063	6,733,873	13,285,384	16,205,200	39,916,519
24	Sindh TV	612,170	5,373,449	5,951,934	17,588,500	29,526,053
25	Channel-5	3,341,661	2,184,085	5,518,418	7,420,800	18,464,964
26	Kay-2 TV	484,764	2,053,328	2,164,834	12,102,667	16,805,594
27	Such TV	225,200	1,820,620	5,237,083	7,591,233	14,874,136
28	Lahore News	472,120	2,321,835	2,788,833	7,076,000	12,658,788
29	Mashriq TV	425,500	3,549,471	4,021,391	10,129,700	18,126,062
	Metro-1	-	548,342	715,666	6,399,333	7,663,341

32	Din News	945,690	1,555,851	2,094,234	3,000,533	8 7,596,308
33	Mehran TV	-	94,166	3,251,867	771,883	4,117,916
34	Star Asia	-	197,200	1,413,267	3,516,733	5,127,200
35	VSH	-	2,031,881		12,770,150	14,802,031
36	Waseeb TV	1,566,840	1,382,414	2,814,782	9,190,650	14,954,685
37	Apna TV	-	476,248	254,249	119,867	850,364
38	7-News	-	844,383	260,998	274,533	1,379,914
39	K-21 TV	296,154	1,699,379	846,141	5,593,134	8,434,807
40	Punjab TV	515,040		96,667	670,383	1,282,090
41	Awaz TV	-		254,250	2,270,700	2,524,950
42	Rohi	-			725,000	725,000
43	Royal TV	257,520			277,434	534,954
44	GTV	-	1,205,333	6,066,501	8,428,367	15,700,201
45	Discover Pakistan	-			2,961,867	2,961,867
46	PTV Sports	-			14,567,499	14,567,499
47	PTV Bolan	-			1,357,200	1,357,200
48	Times News	-		254,250	8,653,600	8,907,849
49	Aap News	4,810,829	1,978,573		-	6,789,402
50	PNN	-		4,309,402	12,314,916	16,624,318
51	Venus TV	162,400			582,900	745,300
<b>Total</b>		<b>540,760,214</b>	<b>429,180,470</b>	<b>677,686,790</b>	<b>1,136,645,857</b>	<b>8,727,144,596.27</b>

**Government of Pakistan**  
**Press Information Department**

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Details of Digital Media Advertisements Paid From 09-12-2021 to 30-05-2022

Campaign Title	Agency Name	Period	Amount
Naya Pakistan Card	M/s Brain Child	09.12.2021 to 22.12.2021	6,552,079
		25.01.2022 to 07.02.2022	39,061,328
48th Session of Council of Foreign Ministers	M/s Time & Space	23-25.03.2022	10,039,458
Govt's Efforts to ensure Welfare of People and Reforms in Different Sectors	M/s Brain Child	25-30.04.2022	5,979,294
	M/s Digital Marvels	28.04.2022 to 04.05.2022	5,953,768
Economic Indicators	M/s Digital Marvels	15-22.05.2022	7,742,566
Youm-e-Takbir	M/s Digital Marvels	28-29.05.2022	4,895,098
<b>Total Rupees</b>			<b>Rs 80,223,591</b>

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