Top 10 Radio Frequencies in Pakistan

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Radio Station</th>
<th>Audience Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FM 106</td>
<td>9.3%</td>
</tr>
<tr>
<td>2</td>
<td>FM 100 Lahore</td>
<td>6.2%</td>
</tr>
<tr>
<td>3</td>
<td>FM 103</td>
<td>6.0%</td>
</tr>
<tr>
<td>4</td>
<td>FM 107 Karachi</td>
<td>5.6%</td>
</tr>
<tr>
<td>5</td>
<td>FM 99 Islamabad</td>
<td>5.2%</td>
</tr>
<tr>
<td>6</td>
<td>FM 101</td>
<td>5.1%</td>
</tr>
<tr>
<td>7</td>
<td>FM 100 Islamabad</td>
<td>4.5%</td>
</tr>
<tr>
<td>8</td>
<td>Radio Pakistan AM</td>
<td>3.3%</td>
</tr>
<tr>
<td>9</td>
<td>FM 104 Peshawar/ Sialkot</td>
<td>1.50%</td>
</tr>
<tr>
<td>10</td>
<td>FM 100 Karachi</td>
<td>1.30%</td>
</tr>
</tbody>
</table>

Notes
1. The % reported here share of Radio channel among all 18+ Individuals who report they have listened the radio on a particular day. The number is an estimate as some respondents report having heard multiple Radio Stations.
2. The number can include people who have listened to the radio every day, every other day, every week, month or even once a year. We counted them a listener if they claimed to have heard the radio in past one year.
3. The Sample Size for the survey was ~18,000 Respondents spread across 4 Provinces of Pakistan covering both Urban and Rural areas. The Error Margin for the survey is +/2-3% @95% Confidence Interval.
4. The Survey methodology was Face to Face Interviewing at the Home of the Respondent by a trained interviewer of Gallup Pakistan.
5. Field work was conducted using staggered field work approach i.e. field work was spread across various months of the year 2017-18. The purpose was to gather a snapshot not just in one single moment of the month but across the year. The last collection was done in July 2018.
6. For Projection purpose the National Census 2017 population numbers have been used.
7. Respondents who hear multiple Radio channels have been counted only once based on the most heard Radio Station they state.
8. The respondents were asked to name FM Channel they had listened to. They were not asked where they had listened to the radio. This is an estimation with significant assumptions done. We would therefore advise caution in interpretation especially.

Disclaimer
The information which would be provided by Gallup Pakistan does not constitute financial or other professional advice and is general in nature. It does not take into account users specific circumstances and should not be acted on for any commercial purposes/ gains/ loses.
Whilst we have tried to ensure the accuracy and completeness of the contents of our data, Gallup Pakistan or its agents/employees cannot offer any undertaking or guarantee, either expressly or implicitly, including liability towards third parties, regarding how correct, complete or up to date the data is. We reserve the right to supplement the provided data at any time. Gallup Pakistan accepts no liability for any loss or damage howsoever arising out of the use of the provided data or reliance on the content of the professional research service provided.

Gallup Pakistan shall not be liable for any indirect, consequential, or incidental damages whatsoever (including, without limitation, those arising under a theory of warranty, contract or tort or for loss of business revenue, profits, business interruption, failure to realize savings, etc.) arising out of the use this data.

Indemnification by users of report. Users and readers of this data hold Gallup Pakistan and its affiliates harmless from any and all loss, damage, liability and costs, including attorney’s fees, resulting from any claim or demand by third parties, arising from any misuse, disclosure or misrepresentation by Client with respect to the Licensed Materials or Limited Excerpts.
Firm Operating the License

M/S Future Tech Engineering & System (Pvt) Ltd, House# 302, Street 30, F-11/2 Islamabad, 051-2264710,
2. M/S Lahore Broadcasting Corporation (LBC), 18-B, Tariq Block, News Garden Town Lahore, 042-5858100
M/S Tradeserve International, 1st Floor, LDA Plaza, Egerton Road, Lahore, 042-6308576
1. M/S Syndicate Entertainment (pvt) Ltd, 11th Floor, Technology Park, Shahrah e Faisal, Karachi, 021-7782258
1. M/S The Communicators (Pvt) Ltd, 30-West, First Floor,ATS Centre, Fazal e Haq Road, Blue Area Islamabad

Radio Pakistan

3. M/S Capital FM Pvt Ltd

Radio Pakistan

Ms/ Radio Buraq (Pvt.) Ltd. 106-East, 1st Floor, Asif Plaza, Fazal-e-Haq Road, Blue Area, Islamabad, Tel: 051-7101014 Fax 051-2652519

M/S FMS Pvt Ltd

Plot# 43-5, E/3, Block 6 PECHS, Karachi,
021-34549055-9

:ounted only once based on the most heard Radio Station they state.
nel they had listened to. They were not asked where they had listened to the Radio (whether in their own to
The respondents were asked to name FM Channel they had listened to. They were not asked where they had listened to the FM Channel.

This analysis is an estimation with significant assumptions done. We would therefore advise caution in interpretation especially.

won or on the road or while being based in another city) because of this audience ascribed to an FM Chan
The respondents were asked to name FM Channel they had listened to. They were not asked where they had listened to the ... is an estimation with significant assumptions done. We would therefore advise caution in inte
The respondents were asked to name FM Channel they had listened to. They were not asked where they had listened to the FM Channel. It is an estimation with significant assumptions done. We would therefore advise caution in interpretation especially.