



## MARKET

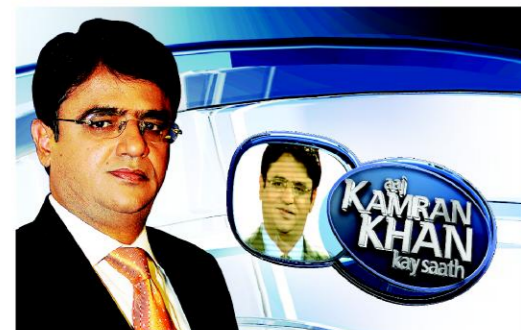
Through decades, the Electronic Media industry of Pakistan remained in darkness, as the only source of news and information was the state TV channel. The conformity of information always remained a doubt in the minds of viewers. But, the spark to reinvent and innovate in order to come out of the clutter and be unique has always led to great achievements and prospects. The same spark prompted Jang group to launch an international TV channel by the name of "Geo TV" in order to serve the growing demand of information for the people of Pakistan.

Now in its seventh year, the Geo TV Network has provided its viewers with a thorough insight into the world of politics, business, education, sports, leisure and entertainment. It has a daily outreach of more than a million homes throughout Pakistan. Geo TV Network informs and entertains while celebrating cultures and prompting dialogue in the spirit of "live and let live." It plays the part of a dependable source in the growth of a rising market in sequence with today's shifting world.

## ACHIEVEMENTS

The Geo TV Network is the most viewed TV Network in Pakistan with Geo Network channel ratings exceeding all other Pakistani satellite TV channels. Geo TV has the widest distribution on cable systems in Pakistan with 100% carriage within 90 days of launch.

In Pakistan, Geo TV Network pioneered segmented news bulletins, live talk shows, interactive infotainment shows and soaps. Geo led the way by introducing political satires, and



The biggest brand in Pakistan doesn't mind sharing its brand equity.  
**But there is an easier way...Advertise with us!**

Imitation is the best form of flattery, but let's just say we have been flattered one too many times.  
GEO is imitated as a brand in 23 categories and at least 157 known products.

News GEO SUPER AAG

Geo Television Network Jeetay Rahe

Contact us: marketing@geo.tv

debates on important national and cultural issues that engaged the audiences throughout Pakistan.

Geo TV has a state-of-the-art newsroom computer system designed to meet the challenges of today's dynamic news environment. Newsgathering, feeds, wires, scripts, rundowns, archives, contacts, video browser, on air schedules, personal work spaces, staffing and many more facilities have been created and formatted to meet individual requirements.

Geo TV has always endeavoured to excavate the truth and has, in due course, introduced a whole new impression of investigative reporting in Pakistan. Due to its high quality investigative stories, it is the only channel that was acknowledged by the New York Times as a channel that has changed Pakistan's media landscape.

Geo TV initiated the first telethon in Pakistan, which raised \$100K in a twelve hour period through call ins on a premium rate number. Geo has been engaging viewers on festivals like Eid with interactive quiz programmes and travelling road shows. The Network launched AAG, the first youth channel from Pakistan, and pioneered political debates on TV.

In the Pakistani TV industry, Geo is the only network to have put up a team of 120 people dedicated to research, product development and in house development of ERP solution.

Geo TV ran the largest and most aggressive recruitment and training campaign in the history of Pakistan. With diverse cultural backgrounds

and multi-ethnic origins, team Geo adds up to create a strong resource base. Geo invests heavily in human resources as it recognises this to be the foundation upon which Geo's future will be built. It is this very foundation that will allow Geo to attain and sustain a leadership position, thus fulfilling the promise associated with its creation.

## HISTORY

Geo TV was established in May 2002, and test transmission started on 14th August 2002. Regular transmission started on 1st October 2002. Geo TV was the first South Asian Urdu language channel to provide content comparable to international standards. The launch of Geo TV brought an incredible change in the electronic media industry of Pakistan, with an efficient and effective approach, it provided the common man of Pakistan to highlight their grievances, comments, suggestions and deliberate their views.

## THE PRODUCT

Geo TV Network started with its flagship channel of Geo TV, but later branched it out into two channels, Geo News and Geo TV (entertainment channel) respectively. Later it also launched other entertainment and sports channels.

Geo News was established as an independent channel when Geo Network branched out its channels in 2005. Geo News is a Pakistan based Urdu news channel, and is rated (as per TV audience measurement research) as the most popular news channels in Pakistan. Some of the

popular news programmes are Aaj Kamran Khan Kay Sath, Jawaab Deh, and Meray Mutabiq; and the notorious political comedy programme Hum Sub Umeed Say Hain.

Geo TV was transformed into a full entertainment channel when Geo News was launched in 2005. Geo is targeted at family entertainment with a skew towards female audiences. Geo's dramas have won the hearts of Pakistani females, and Geo has created the need for format programmes with shows like Shaadi Online, Nadia Khan Show, and Baachay Man Kay Sachay. Geo also launched the first ever soap in Pakistan and has given hits like Umrao Jaan, Partition Aik Safar, and Yeah Zindagi Hay.

Geo Super is the only twenty-four hour sports channel from Pakistan, launched by the Geo Network in September 2006. From super players to super performances, super tournaments to super thrills, the channel offers the highest calibre of sportsmanship in all sporting activities. Geo Super provides unlimited coverage of every sportsman, both on the ground and off the ground.

AAG TV is a twenty-four hour channel focusing on programmes for the youth of Pakistan. AAG TV was launched in September, 2006 by Geo Network. It is a youth based television channel that is all set to educate, encourage and entertain its viewers with programmes that are thought provoking and provide an ultimate viewing experience while empowering the youth. AAG is truly a platform where the youth have the prerogative to voice their opinions and speak their minds.

International editions include Geo UK, Geo USA, Geo Middle East, Geo Canada, Geo Europe and Geo Japan.

## RECENT DEVELOPMENTS

The Geo Network has been on the forefront to cater to the digital lifestyle of its viewers. Geo Network programmes are now available online (www.geo.tv) with live audio and video feeds. Geo Network content is also available for download

The nation's heart beats with us...

Pakistan's most preferred network, year after year, for more than 5 years.\*

\*Network viewership share 2003-2008, Male & Female 15+, C&S Urban Pakistan, Source:TV Diary Data

News GEO SUPER AAG

Geo Television Network Jeetay Rahe

Contact us: marketing@geo.tv



Contact us: marketing@geo.tv



It is hard to get to the top, and even harder to stay there.

We cannot rest on our laurels. Everyday we struggle to better ourselves, to maintain the credibility and trust that took so long to build.

Throughout the year Geo News has been the preferred choice for News

Source: TV Meters Data, Male 15+ C&S 16:00-23:59 hrs, GRPS on 15 min intervals, 21st Jan - Dec 08

News

Geo Television Network Jeetay Rahe

Contact us: marketing@geo.tv

on mobile devices. This would cater to the growing entertainment and information needs of the 'on the move' audience.

Audience engagement has been the forte of the Geo Network and after being the first channel to introduce live audience interaction in programmes, the network has gone a step further. AAG TV has provided a chat platform for its audience, where the youth can chat via SMS in the window running on TV while enjoying AAG's content at the same time.

Carrying on with the objective to engage and empower the audience, Geo News has made every citizen a Journalist, another first from Geo. With 'Geo dost' every individual has become a journalist and they can report anything by sending text or video to Geo through email or SMS.

## PROMOTION

The Geo TV Network is the only TV network

with a 360-degree communication platform, utilising various mediums which are relevant to its target market. These platforms include:

- TV
- Print
- FM 101 and AAG Radio
- Interactive (Mobile and Web)
- Activation in Colleges through its AAG Campus Project
- Magazines
- Out of home

## BRAND VALUES

The Geo brand is an exhortation to live and let live – the very essence of tolerant, peaceful societies.

## www.geo.tv

### THINGS YOU DIDN'T KNOW ABOUT GEO

- The Geo TV Network has been the most viewed Pakistani TV Network in cable homes since 2003.
- Geo News had more viewers in 2008 than the competing 3 news channels put together.
- Geo TV has been the preferred choice in 2008 for family entertainment.
- More advertisers prefer the Geo brand than any other in Pakistan.
- The Geo Network has lost Rs. 250 million due to its policy of capping commercial airtime during programmes.
- The Geo Network has spent 8 times more than the Pakistani TV industry in human resource training and development.