



Non Stop Entertainment

MARKET

Over the last decade, Pakistan has witnessed a significant boom in the media industry and access to local as well as international channels has become quite common. The growth in TV households has been 10%, from 21.9 million in 2002 to 24.6 million in 2008. Similarly, TV penetration has also seen a substantial leap, from 55.3% in 2002 to 86.9% in 2008. Notably the penetration of cable TV, a driving force in this sector, has also risen from 40% in 2002 to an astounding 54.8% in 2008. Nearing the end of 2008, the expected reach will touch a staggering 11 million homes. Although the sector has witnessed enormous growth over the past years, there is still immense potential and demand for channels which target the younger generation, especially women. TVONE has tailor-made shows and dramas that target this very audience with their valuable perspective in mind.

ACHIEVEMENTS

Groundbreaking Launch Event

The 'Timeless Rhythms of An Empire' traces the journey of Muslim influence on music, art and culture of the sub-continent, starting from its birthplace - the whispering sands of Arabia. The stage show recreates this journey starting from pre-Islam Arabia, travelling through Spain, North Africa and Persia and finally reaching the Asian sub-continent.

It shows how enlightened thought can blend with ethnic traditions to produce an exquisite fusion of art and creativity.

Proceeding from extensive research on the subject, experienced composers have created original music, often using the original instruments, while professional choreographers have designed beautiful, artistic tableaux and dances, interspersed with live performances by top singers, to provide a rich visual experience.

Maestros such as Ustad Sami and Farid Ayaz Khan were specially requested to lend their voices to this programme.

Projection of relevant images on side-screens adds authenticity and credibility to this musical story.

The show also serves to project the liberal and tolerant face of Islam, which is of utmost importance, keeping the current global scenario in mind, while also paying tribute to the gifted singers and musicians of our era.

HISTORY

Positioned as 'Pakistan Hai Number One', TVONE was launched in September 2005. It arrived on the scene when there was significant competition in the market from both established Pakistani and Indian satellite channels. Also, customer's preferences were more inclined towards programming coming from neighbouring countries.

Due to its philosophy, clear vision and innovative programming, TVONE, within three years of its inception, was challenging other established Pakistani and Indian satellite channels. Brilliant drama productions especially, have been able to win the audience back from the Indian soaps that they had become inclined towards.

THE PRODUCT

TVONE is vibrant, progressive and youthful. With a responsibility for providing premier entertainment based on a modern social outlook, it's the channel with a vision for tomorrow.

The projection of the real contemporary Pakistan is the primary focus. Contemporary Pakistan is a modern and culturally rich society full of art, colour and zest. This true representation of our society is high on the agenda.

The channel offers entertainment based dramas and music programmes along with news, reality shows on social and youth issues and stage shows. It is the first channel to do a 9am - 1pm live morning show, 'She's on One', exclusively for women. TVONE is the first channel to dedicate a 2-hour slot solely for tele films on relevant social-issues. Other innovative initiatives undertaken by TVONE are an interactive show called 'Dial a Prize', where prizes are given away to callers and also, the first of its kind, a radio / TV show, catering to young contemporary Pakistanis.

Sipahi Maqbool Hussain

Faith gets stronger with sufferings... love can withstand the test of time... loyalty can never be shaken by atrocities... freedom of spirit cannot be entrapped behind bars...

ISPP and Interflow Communications present, Sipahi Maqbool Hussain, the heart-warming epic of a brave soldier who faces 40 years of darkness, hostility, humiliation and torture at the hands of enemy and yet upheld the pride of his motherland.

Directed by: Haider Imam Rizvi Written by: Wasi Shah

Watch tonight

Watch tonight at 08:00 pm Watch tonight at 07:45 pm

Muthi Bhar Chaawal...

The heart-breaking story of a strong woman forced to marry her brother-in-law, and a young girl made in love with her father's killer. Adapted from Rajinder Singh Bedi's 1970 classic Muthi Bhar Chaawal is Film Director Saugata's debut in the field of Television Drama.

Muthi Bhar Chaawal combines the colour and festivity of Sindh culture with the passion and romance of a powerful story that is beautifully performed by a cast of leading actors.

Starring: Nisham, Sabar Ali, Ahsan Khan, Aisha Haq, Mahwish Jurt, Rashid Mahmood, Sherba Jurt, Faris Jabben, Baboo Israr, Mehboob Ghannod, Achi Khan, Bilal and Hamam.

Screenplay: Iqbal Rizvi
Director: Saugata
DOP: Naim Muzaffar
Producer: Asghar Mirza
Executive Producer: Seema Tanzeer Khan

A TVONE Production.

Every Wednesday at 8:00 pm

Sahir Lodhi Show

He's got his smart. But he speaks from the heart and gets his guests to speak their minds. Whatever may be the issue, Sahir asks some bold questions and gets some candid answers. Singing, dancing, acting, mimicking - this multi-talented host has viewers in his grip from the moment his show begins. He pays tribute to local heroes and he leaves behind a thought provoking message.

Every Friday, Saturday & Sunday at 9:00 pm

The drama **Queen** Which will you be today?

King of the streets Which will you be today?

The first-forward **Chef** Which will you be today?

The scheming **Mother-in-law** Which will you be today?

MASTERMIND Kaqauti

THE ULTIMATE QUIZ MASTERS

HAPPY HOUR

with **Rukhsana**

BAND KHIRKYON KAY PEECHAY

A 22 carat serial on TVONE

Band Khirkyon Kay Peechay

Four women, Spill by life, they dress in silk, sport diamonds and Dior, frequent salons and spas.

But, behind the velvet curtains and Pashmina shawls is heartbreak, intrigue and infidelity.

A TVONE Production.

Cast: Sonia Robtson, Saba Hameed, Rabina Akbar, Kira Ali, Naim Muzaffar, Shireen Abbasi, Sali Hussain, The Yorgans, Laila, Adria, Saira Siddiq, Shereel Maqbal, Danish Tahir, Saima Inayat, Sahar Khan.

Writer: Sarwana Farid
Senior Producer: Shireen Abbasi
Producer: Ahsan Khan
Director: Saugata Khan

Every Wednesday at 8:00pm

In a short span of time TVONE shows such as:

- **Naya Andaz**
- **She's on One**
- **Taboo**
- **Spotlight**
- **Teletheatre**
- **Dil ki Madham Boliyan (Serial)**
- **Muthi Bhar Chaawal (Serial)**
- **Band Khirkyon Kay Peechay (Serial)**
- **Sahir Lodhi Show**

and many more have become signature shows in the television industry.

RECENT DEVELOPMENTS

After the success TVONE witnessed in its post launch phase, it was realised that the channel holds immense potential for more significant growth. It was imperative to invest further on the brand in order to take it to the next level.

TVONE has recently revamped its studios and has invested heavily on its equipment to be amongst the leaders in its category. Its technical team and support staff have been trained and equipped with the latest methodologies to deliver unsurpassed quality.

After the advent of News1, TVONE was provided with the opportunity to focus primarily on entertainment, and stretch its boundaries from being an 'Infotainment' channel. Thus, its brand essence, 'Non-Stop Entertainment' took shape.

TVONE has an optimistic and positive approach towards its environment. It has begun supporting and endorsing social reform organisations and charitable causes through content induction and ground activation.

In a country where average income is approximately Rs. 170 a day and 24% of the population lives below the poverty line, it is virtually impossible to afford the most basic necessities. Keeping these facts in mind, TVONE took ownership of encouraging people to maintain small kitchen gardens within their homes where they will be able to grow their own fruits and vegetables. It targeted families from low income brackets, residing mainly in colonies and "Kutchi Abadis". The drive has been immensely successful in achieving its desired objective of self sufficiency.

The idea behind this initiative was, 'Khud Ugao, Khud Pakao, Khud Khao'.

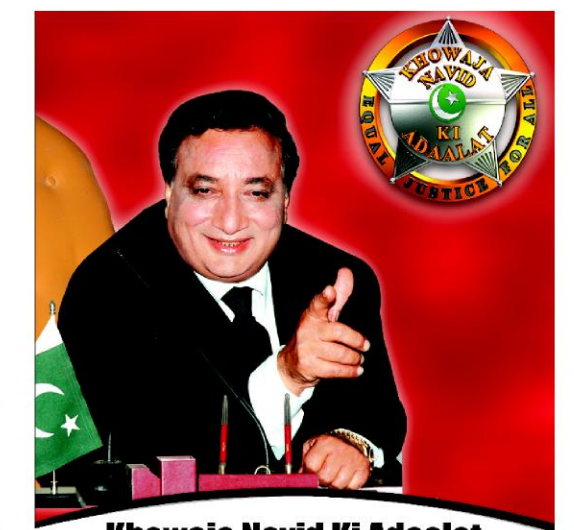
PROMOTION

TVONE has surpassed all its competition in becoming one of the most visible brands. Its promotions and activations hold an innovative and captive feel to it, engaging its target market at all touch points. The brand has been marketed with the philosophy of a 360 degree approach, delving into the hearts and minds of all its audience.

From a convoy of trailers, moving across the cities, to live lounges placed strategically on streets, visits to homes of TVONE viewers, with prizes in cash and lastly, a number of celebrity endorsements. TVONE, since its inception has taken the lead.

Other on ground events such as 'Salon on Wheels', coupled with door-to-door visits by beauticians and cosmetologists, have catered to the core target market.

For the general audience, movie trailers in



SHE'S ON ONE

Discover the great of rubies and glow with new beauty regimes while giving style to home one self!

Salon Kitchen Queen

shopping malls, apartment blocks and residential areas show promos and programmes in a mini movie theatre, in order to give a hands on experience of the brand.

BRAND VALUES

- Brand Personality
- Charismatic
- Dynamic
- Realistic
- Creative
- Contemporary
- Stylish
- Objective
- Striking the Right Balance between Individualism and Nationalism
- Dependable, Straight-Forward and Reliable

TVONE's philosophy, based on the principles of Entertain, Enlighten and to Empower, works within boundaries to create healthy and constructive change, which has a high level of credibility and integrity. The essence of the brand is based on the following attributes: Inspire - Motivate - Relate - Relax.

www.tvone.com.pk

THINGS YOU DIDN'T KNOW ABOUT TV ONE

- The founders of TVONE were the first to launch an independent channel in Pakistan by the name of NTM.
- TVONE enjoys a very high viewership in Australia, New Zealand and Japan.
- TVONE is shortly to be launched in USA and Canada.