

How Prime-Time News Viewers Feel About The Rating System: A Case Study Of Geo, Samaa, And Express News Channels In Pakistan

Dr. Muhammad Umair Chaudhary¹, Dr. Sobia Usman²,
Dr. Usman Farooq³

¹Independent Researcher, Ph.D (Media Studies)

Email: thechaudhary@hotmail.com

²Assistant Professor, Department of Media Sciences,
SZABIST University, Karachi

³Assistant Professor, Faculty of Communication & Design,
Indus University Karachi

Abstract

This research paper investigates the attitudes and perceptions of prime-time news viewers in Pakistan toward the ratings system. Specifically, the study focuses on three prominent news channels: Geo, Samaa, and Express. Understanding viewers' perspectives on the ratings system is essential as it can influence news channels' content selection, programming, and advertising strategies. Quantitative techniques and the survey method were applied. Stratified random sampling was utilized to obtain a sample of two hundred (200) News viewers respondents. Pakistani news channels, namely Geo News, Samaa, and Express-News. According to the results, Geo News is a highly preferred and trusted news channel, with a significant portion of the respondents considering it their primary news source. The survey also reveals that breaking news, negative news, and sensational content play important roles in attracting viewership and influencing the rating system for news channels. Additionally, there is a perceived correlation between high ratings and the inclusion of sensational news, which may indicate that the public's demand for sensational content affects news reporting to some extent. The study also revealed that the rating system plays a critical role in shaping media dynamics and content production, making it crucial to understand how it affects the information disseminated to the public.

Keywords: Viewers, News Channels, Geo News, Samaa News, Express-News.

Introduction

In marketing, rating refers to the audience size for a particular program or channel at a given time. Surplus rating points (GRPs) measure the surplus weight a particular advertising strategy can convey. TRPs (Target rating points) modify a vehicle's rating to reflect only those individuals who coordinate the sponsor's intended interest group. It determines the popularity of a channel or program. When ratings are released in Pakistani media, each channel promises to be at the top.

The primary focus of any news channel is the news. Each and every occurrence can be viewed in chronological order on a news channel. Geo News, Express News, and Samaa T.V. are our population's most viewed news channels. People believe that the content of these news channels is valid and accurate. By manipulating events under their own will, these news channels play with the minds of honest individuals. The Pakistani media's aimless pursuit of ratings is a harsh reality. The competition among channels is intensifying gradually. The independent objective of our media is to increase cash flow. In the current climate, most media outlets prioritize ratings and statistics over the quality of their content. Living in a country where anything can happen and become news is a given. In this situation, there is a constant scramble among news channels for higher TRP (Target rating point) and GRP (Gross rating point). Numerous Pakistani News Channels assert that they are the most popular in the media industry. Rating must be essential to the channels; higher ratings result in more commercials, which are sold at a higher price, ultimately leading to higher revenues (Qamar, 2018).

This rating was approximated using the People's Meter. It tracks the number of viewers for a specific program or performance during a specific schedule vacancy. People's Meter data is utilized to establish the norm after some time. In electronic media, the rating system is a significant factor in sensationalizing content, especially news stories (Ahmed, 2017).

The rating system quantifies the number of viewers tuning in to particular programs and is commonly used as a barometer of a channel's popularity and financial success. Advertisers and stakeholders heavily rely on these ratings to make crucial business decisions, including advertising investments and content strategies. Consequently, this system has the potential to significantly impact the news content and editorial choices made by channels, leading to concerns about journalistic integrity and credibility (Gitlin, 2000).

In the ever-evolving media and journalism landscape, television news channels hold significant power in shaping public opinion and disseminating information to the masses. The advent of rating systems has further intensified the competitive environment as news networks strive to capture the largest audience share during prime-time slots. In Pakistan, the media industry has witnessed exponential growth over the past decade, with several news channels vying for viewership supremacy. Amidst the ongoing debates about media ethics and the blurring boundaries between sensationalism and informative reporting, it becomes imperative to explore the viewpoints of the ultimate recipients of the news i.e. the viewers. This research paper seeks to understand how prime-time news viewers in Pakistan perceive the rating system and its potential influence on the news content offered by three prominent news channels: Geo, Samaa, and Express.

Significance of the study

This research aims to contribute to the existing literature on media studies and rating systems, providing valuable insights into how prime-time news viewers in Pakistan interact with and perceive the ratings-driven media environment. The findings may have implications for media professionals, regulators, and policymakers seeking to promote responsible and unbiased journalism while addressing the concerns and preferences of the viewers. By shedding light on this aspect of media dynamics, the research strives to foster a better-informed and more engaged media audience in Pakistan.

Objectives of the study

1. To analyze the prime time slot for TRP of Geo, Express, and Samaa News.
2. To examine the viewers' perceptions regarding the impact of the rating system on the quality and objectivity of news content
3. To investigate the viewer's perception of prime-time programming.

Research Questions

1. Is rating a significant factor in the sensitization of news stories in Pakistani media?
2. What types of programs receive the highest ratings on news channels?

3. Are consumers more engaged in the content displayed solely for rating purposes?
4. Whether there exists a distinction between the perspectives of male and female audiences?

Literature Review

The rating system is a crucial aspect of media industries worldwide, influencing content production, revenue generation, and overall programming decisions. Pakistan's media landscape has experienced significant growth, with an influx of news channels competing for viewership during prime-time slots. Understanding how prime-time news viewers feel about the ratings system is essential to gauge its impact on media content and audience preferences. This literature review summarizes key findings and insights from relevant studies concerning the ratings system's influence on prime-time news viewers in Pakistan.

Bourdon & Meadel (2015) analyzed the political aspect of audience measurement in a comparative investigation of France, Israel, the United Kingdom, and the United States. It identifies three relationships between the state and measurement, namely The guaranteeing state, The regulating state, and The measuring state. The guarantor state measures through a public broadcaster and participates in its implementation. The state incorporates audience measurement data as policy criteria into restrictive legal texts, primarily to regulate concentration. The reader state interprets audience measurement statistics as valid representations of the general public.

Qamar et al. (2018) asserted that the proliferation of Pakistani channels began after the PEMRA issued licenses to a large number of private channels, and that the credibility of Pakistani news media was subsequently questioned. Credibility is the backbone of the complete media system, so assessing the audience's trustworthiness on news channels is crucial. Understanding the credibility of news channels is becoming increasingly crucial. This study investigates how news audiences perceive the credibility of news channels. The data revealed a negative relationship between age, gender, education, and occupation and the credibility of news media channels, but a positive relationship between political affiliation and perceptions of news channel credibility.

Ali & Rahman (2019) stated that most people learn about politics through the news media, the news media play a significant role in influencing the political opinions and party preferences of electors. The study examined

the impact of the biases of television news channels on the voting behavior of electorates. When news channels give one side of the political spectrum a distinct advantage through subjective reporting, partisan viewpoints are exposed. Pakistani cable television news stations are classified as news channels. During election campaigns, the study's findings indicate that electors rely on television news channels for information. The study discovered that bias in television news has a significant impact on voter behavior and election outcomes.

Akram et al. (2021) determined what the main themes and concepts are in Pakistani media's current affairs talk programs. Researchers argued that talk shows on news channels provide information and opinions regarding government policy, politics, socioeconomic issues, education, health, and development, among other topics. The majority of time (70%) was devoted to political issues, while education, health, development, and the economic each received less than 1%. According to the study all Pakistani news channels have adopted a nearly identical format for their political talk programs, inviting both government and opposition parties to discuss current events and political issues. In addition, talk programs lack discussion of the nation's various political, social, and economic problems and their solutions.

Saeed et al. (2021) explained that the news and perspectives of Pakistani television channels are widely disseminated on digital media for the purposes of information or analysis, where the general public discusses overt and covert agendas by referencing their presentational style and empirical content. Participants held a negative view of Pakistani electronic media due to their perception of biased, inaccurate, and unscrupulous reporting, as revealed by the research results.

Saulīte & Ščeulovs (2022) discussed that news media firms struggle to differentiate themselves in a market where news and information are oversaturated and similar. Younger viewers care more about platforms and experiences. The authors found that younger people consume less national media and prefer overseas media. Examining the unique characteristics of media brand associations that positively influence audience preference and media brand choices among younger audiences would help national media brands attract younger audiences and lay the ground work for meeting audiences' needs for a unified media brand experience across multiple platforms without sacrificing strong and unique media brand associations. The research emphasizes the role of content experience in media brand differentiation and audience consumption.

Kanwa et al. (2022) investigated the political coverage of Pakistani News Channel prior to the 2013 general election. According to the findings of the study, none of the news channels satisfied the fundamental obsessions of objectivity and reasonable reporting. Due to the vague and insufficient requirements of ECP regarding media ethics rules, the allocation of airtime on electronic media was extremely discriminatory. Despite occupying a prominent position in the state's news plan, this study's analysis of the conduct of the elections provided a devastating explanation of the main political parties.

According to Nawaz and Noureen (2023) with the advent of social media, information is disseminated to the public in a fraction of a second without being vetted by journalists. Due to the availability of social media platforms, individuals who were once media consumers are now media producers. The avalanche of data generated by social media and conventional media obscures consumers' perceptions of the veracity of information and the credibility of platforms. The study found that the credibility and viewership of electronic media have decreased due to the prevalence of social media. In addition, the researcher discovered that the public utilizes electronic media to access social media information. The researchers found that official sources were viewed as more credible than anonymous sources, and that content attributes increased the credibility of electronic and social media.

Theoretical Framework

The theoretical framework of a research paper provides a conceptual basis and theoretical underpinnings for the study. It outlines the main concepts, theories, and models that guide the research and help understand the phenomenon being investigated. In the case of present study, the following theoretical framework is proposed:

The Uses and Gratifications Theory

The Uses and Gratifications Theory, originally proposed by Elihu Katz in the 1950s, posits that media consumers actively choose and use media to fulfill specific needs and gratifications. Viewers' preferences for specific news channels and their opinions about the rating system can be understood through this framework. The theory suggests that viewers select media outlets that cater to their informational needs, entertainment preferences, and social interactions. This study will analyze prime-time news viewers' feelings about the rating system to explore how the ratings impact their choice of news channels and the gratifications they seek from those channels.

The Social Cognitive Theory

The Social Cognitive Theory, proposed by Albert Bandura, emphasizes the role of observational learning and social interactions in shaping individual behavior and attitudes. In the research paper context, this theory can be utilized to investigate how viewers' perceptions of news channels and the rating system are influenced by social interactions, discussions, and online engagements with other viewers. Moreover, the theory also explores how viewers' beliefs and attitudes about news channels are shaped by their exposure to ratings and viewer feedback.

By employing these theoretical frameworks, the research paper can better understand prime-time news viewers' feelings about the ratings system and its impact on their media consumption behavior, content preferences, and perceptions of news channels in Pakistan. These theories provide a solid foundation for analyzing the complex dynamics between viewers, media channels, and the ratings system, ultimately contributing to a comprehensive and nuanced analysis of the research topic.

Research Methodology

The analyst utilized investigation techniques to examine the content aired on Pakistani news channels, namely Geo News, Samaa, and Express-News, and research techniques to assess the perceptions and attitudes of the general population regarding the rating competition between Pakistani news channels. Below are references to the nuances: The researcher utilized a survey method to evaluate the perspectives and perceptions of the general population regarding Pakistani news channels, their rating competition, and the content of their news broadcasts. Utilizing quantitative techniques, the survey method was applied. Stratified random sampling was utilized to obtain a sample of two hundred (200) News viewers' respondents. Pakistani news channels, namely Geo News, Samaa, and Express-News. There are 14 items in total on the questionnaire. This questionnaire was given to each respondent. Among the sample size of 200, 100 respondents were male, and 100 were female, having an age range between 25 and 45 was selected for the study, as individuals in this age range are profoundly affected by news stories. Data were subsequently interpreted using SPSS and presented as tables.

Data Analysis and Interpretation

Demographic Analysis of Participants

The questionnaire was distributed among two hundred (200) respondents. According to the results, 100 were male, and 100 were female, respectively. The overwhelming population was adults aged 25-45. The Demographics characteristics of participants are as under:

1. Gender

Male	50.00%
Female	50.00%

2. Age Group

25-30	5.00%
30-35	74.00%
35-40	15.00%
40-45	6.00%

Q1: Do you view the news on Pakistani T.V. Channels?

	Yes	No
f	200	-
%	100	-

According to the results in the above table, all the respondents (200 out of 200) indicated that they view the news on Pakistani T.V. channels, while none answered "No." The data suggests that 100% of the respondents surveyed watch the news on Pakistani T.V. channels.

Q2: Is rating a significant cause of sensual flavor in objective Pakistani news stories?

	Yes	No	Don't Know
f	167	23	10
%	83.5	11.5	05

According to the results, 83.5 % of respondents (167 out of the total surveyed) believe that rating contributes significantly to the sensational flavor in objective Pakistani news stories, whereas 11.5% of the respondents (23 out of the total surveyed) suggest that do not see rating as a significant cause of sensational flavor in objective news stories.

However, 5% of respondents (10 out of the total surveyed) were uncertain or needed a clear opinion. The interpretation of the table is that a significant majority of the respondents (83.5%) believe that rating is a significant cause of sensational flavor in objective Pakistani news stories. However, a few respondents disagree (11.5%), and some are unsure or have no opinion (5%).

Q3: Which is your most reliable news channel?

	Geo News	Samaa News	Express-News
f	140	35	25
%	70	17.5	12.5

According to the results, 70% of the respondents (140 out of the total surveyed) consider Geo News their most reliable news channel. 17.5% of the respondents (35 out of the total surveyed) regard Samaa News as their most reliable news channel, whereas 12.5% (25 out of the total surveyed) trust Express-News as their most reliable news channel. The interpretation of the table is that Geo News is the most preferred and considered the most reliable news channel among the respondents, with 70% of them choosing it as their primary source. Samaa News and Express News follow, with 17.5% and 12.5% of respondents considering them the most reliable news channels.

Q4: Do you think that these three channels mirror or constructs reality?

	Yes	No	Don't Know
f	120	60	20
%	60	30	10

The above table results indicate that 60% of the respondents (120 out of the total surveyed) believe that the three channels mirror reality in their news coverage. 30% of the respondents (60 out of the total surveyed) do not think the channels accurately reflect reality and may construct it, and only 10% of the respondents (20 out of the total surveyed) were uncertain or did not have a clear opinion on whether the news channels mirror or construct reality. The results showed that 60% of the respondents believe that the mentioned news channels (Geo News,

Samaa News, and Express-News) mirror reality in their news reporting. 30% of the respondents think the channels do not accurately mirror reality and may construct it in their news coverage. 10% of the respondents needed clarification or a clear opinion on whether the news channels mirror or construct reality.

Q5: Which news channel do you use to stay informed?

	Geo News	Samaa News	Express-News
f	120	45	35
%	60	22.5	17.5

According to the results, 60% of the respondents (120 out of the total surveyed) use Geo News as their primary news channel to stay informed. However, 22.5% of the respondents (45 out of the total surveyed) use Samaa News as their main source, whereas 17.5% (35 out of the total surveyed) use Express-News as their preferred news channel to stay informed. Interpretation of the table is as follows: Geo News is the most widely used news channel among the respondents, with 60% of them using it to stay informed. Samaa News is used by 22.5% of the respondents as their primary source for staying informed. Express News is the preferred news channel for 17.5% of the respondents to stay informed.

Q6: Do you think that negative news is the cause of a high rating?

	Yes	No	Don't Know
f	185	12	3
%	92.5	06	1.5

The results depict that 92.5% of the respondents (185 out of the total surveyed) believe that negative news contributes significantly to high ratings for news channels, 6% of the respondents (12 out of the total surveyed) do not think negative news is the cause of high ratings for news channels. However, 1.5% of the respondents (3 out of the total surveyed) needed clarification or a clear opinion on whether negative news affects high ratings or not? According to the results, most respondents (92.5%) believe that negative news plays a crucial role in driving high ratings for news channels. A small minority (6%) of the respondents do not think

that negative news is the cause of high ratings. A small percentage (1.5%) of the respondents were unsure or needed a clear opinion.

Q7: Which channel most frequently exaggerates the news?

	Geo News	Samaa News	Express-News
f	110	25	65
%	55	12.5	32.5

The above table shows that 55% of the respondents (110 out of the total surveyed) believe that Geo News is the channel that most frequently exaggerates the news. 12.5% of the respondents (25 out of the total surveyed) believe that Samaa News exaggerates the news the most. However, 32.5% of the respondents (65 out of the total surveyed) think that Express-News is the channel that most frequently exaggerates the news. The results depict that most respondents (55%) believe that Geo News is the news channel that most frequently exaggerates the news. A smaller percentage of respondents (12.5%) think Samaa News exaggerates the news the most. A significant portion of respondents (32.5%) believe that Express-News is the channel that exaggerates the news the most.

Q8: What is your preferred News channel content??

	Morning shows	Talk shows	News	Interviews	Live shows	Others
f	45	35	30	40	30	20
%	22.5	17.5	15	20	15	10

According to the results, 22.5% of the respondents (45 out of the total surveyed) prefer morning shows on news channels, 17.5% of the respondents (35 out of the total surveyed) prefer talk shows on news channels, 15% of the respondents (30 out of the total surveyed) prefer news as their preferred content on news channels, 20% of the respondents (40 out of the total surveyed) prefer interviews as part of the news channel content, 15% of the respondents (30 out of the total surveyed) prefer live shows on news channels, and only 10% of the respondents (20 out of the total surveyed) prefer content that is not explicitly listed in the table. The interpretation of the table is that among

the listed options, the most preferred news channel content is interviews, with 20% of respondents expressing a preference for it. Morning and talk shows are the next preferred content, with 22.5% and 17.5% of respondents favoring them. Regular news broadcasts and live shows are equally preferred by 15% of the respondents. 10% of the respondents prefer other content types not explicitly listed in the table.

Q9: Do you believe that the news channel's programs are appropriate for all ages or only adults?

	For all ages	For adults	Don't Know
f	15	175	10
%	7.5	87.5	05

The table results depict that 7.5% of the respondents (15 out of the total surveyed) believe that the news channel's programs are suitable for all ages. 87.5% of the respondents (175 out of the total surveyed) think that the news channel's programs are appropriate only for adults, and 5% of the respondents (10 out of the total surveyed) were unsure or did not have a clear opinion on whether the news channel's programs are suitable for all ages or only for adults. The table's interpretation is that most respondents (87.5%) believe that the news channel's programs are appropriate only for adults. A small percentage of respondents (7.5%) think the news channel's programs suit all ages. A few respondents (5%) were unsure or needed a clearer opinion on whether the news channel's programs are appropriate for all ages or only for adults.

Q10: Do you think breaking news plays a significant role in the rating system?

	Yes	No	Don't Know
f	178	15	7
%	89	7.5	3.5

According to the results as depicted in the table, 89% of the respondents (178 out of the total surveyed) believe that breaking news plays a significant role in the rating system of news channels, whereas 7.5% of the respondents (15 out of the total surveyed) do not think breaking news has a significant impact on the rating system and 3.5% of the respondents (7 out of the total surveyed) were unsure or did not have a clear opinion

on whether breaking news affects the rating system. The interpretation of the table is that a significant majority of the respondents (89%) believe that breaking news plays a significant role in the rating system of news channels. A small percentage of respondents (7.5%) do not think breaking news significantly impacts the rating system. A few respondents (3.5%) were unsure or needed a clearer opinion on whether breaking news affects the rating system.

Q11: Which channel complies with media ethics?

	Geo News	Samaa News	Express-News
f	65	87	48
%	32.5	43.5	24

The results show that 32.5% of the respondents (65 out of the total surveyed) believe that Geo News complies with media ethics. However, 43.5% of the respondents (87 out of the total surveyed) believe that Samaa News complies with media ethics, whereas the remaining 24% (48 out of the total surveyed) believe that Express News complies with media ethics. The table results showed that among the listed options, Samaa News is considered by the largest percentage of respondents (43.5%) as a news channel that complies with media ethics. Geo News is perceived as complying with media ethics by 32.5% of the respondents. A smaller percentage of respondents (24%) believe Express News complies with media ethics.

Q12: Which Pakistani news channel is the finest for live streaming and breaking news?

	Geo News	Samaa News	Express-News
f	121	47	32
%	60.5	23.5	16

The results portray that 60.5% of the respondents (121 out of the total surveyed) consider Geo News as the finest for live streaming and breaking news, and 23.5% of the respondents (47 out of the total surveyed) believe that Samaa News is the finest for live streaming and breaking news whereas 16% of the respondents (32 out of the total surveyed) think that Express-News is the finest for live streaming and breaking news. According to the table, Geo News is the most preferred

news channel for live streaming and breaking news, with 60.5% of the respondents considering it the finest. Samaa News follows, with 23.5% of the respondents believing it to be the finest for live streaming and breaking news. Express News is considered the finest for live streaming and breaking news by 16% of the respondents, the lowest among the three options.

Q13: Which channel provides the best Political News in Pakistan?

	Geo News	Samaa News	Express-News
f	87	62	51
%	43.5	31	25.5

The results of the above table indicate that 43.5% of the respondents (87 out of the total surveyed) consider Geo News the best source for political news in Pakistan. 31% of the respondents (62 out of the total surveyed) believe that Samaa News provides the best political news, and the remaining 25.5% of the respondents (51 out of the total surveyed) think that Express-News is the best channel for political news. The table results portray that among the listed options, Geo News is perceived as providing the best political news in Pakistan, with 43.5% of the respondents considering it the top choice. Samaa News follows, with 31% of the respondents believing it to be the best source for political news. Express News is considered the best for political news by 25.5% of the respondents, which is the lowest among the three options.

Q14: How essential is the rating system for news channels?

	50%	100%	Don't Know
f	33	149	18
%	16.5	74.5	09

According to the results, 16.5% of the respondents (33 out of the total surveyed) believe the rating system is 50% essential for news channels. 74.5% of the respondents (149 out of the total surveyed) believe that the rating system is 100% essential for news channels, and only 9% of the respondents (18 out of the total surveyed) were unsure or did not have a clear opinion on the importance of the rating system for news channels. The table's interpretation is that most respondents (74.5%) believe that the rating system is 100% essential for news

channels. A smaller percentage of respondents (16.5%) think the rating system is 50% essential for news channels. A few respondents (9%) were unsure or needed a clearer opinion on the importance of the rating system for news channels.

Discussion

Based on the interpretation of the tables, we can draw some key insights and observations. Table 1: All respondents (100%) view the news on Pakistani T.V. channels, indicating a high level of engagement with news content on T.V. Table 2: A significant majority of respondents (83.5%) believe that the rating is a significant cause of sensational flavor in objective Pakistani news stories. This suggests that there is a perception that news channels may prioritize sensational and attention-grabbing content to improve their ratings. Table 3: Geo News is considered the most reliable news channel among the respondents, with 70% viewing it as their most preferred source. This indicates that Geo News has established itself as a credible and trustworthy news channel. Table 4: 60% of the respondents believe that the mentioned news channels (Geo News, Samaa News, and Express-News) mirror reality in their news reporting. This suggests that most respondents trust these news channels to present news accurately. Table 5: Geo News is the most widely used news channel among the respondents (60%), followed by Samaa News (22.5%) and Express-News (17.5%). This indicates that Geo News has a higher viewership than other channels. Table 6: Most respondents (92.5%) believe that negative news is crucial in driving high ratings for news channels. This suggests that there is a perception that negative and sensational news attracts more viewership. Table 7: Geo News is perceived by most respondents (55%) as the news channel that most frequently exaggerates the news. This perception may impact the channel's credibility among some viewers. Table 8: Interviews are the most preferred news channel content among the respondents (20%), followed by morning and talk shows. This indicates viewers are interested in in-depth discussions and interviews with experts and guests. Table 9: Most respondents (87.5%) believe that the news channel's programs are appropriate only for adults. This suggests that the respondents perceive news content as more suitable for mature audiences. Table 10: A significant majority of respondents (89%) believe that breaking news plays a significant role in the rating system of news channels. This indicates that breaking news is seen as crucial in attracting viewership. Table 11: Samaa News is considered by the largest percentage of respondents (43.5%) as a news channel that complies with media ethics.

This perception may positively impact Samaa News's reputation as a responsible news outlet. Table 12: Geo News is the most preferred news channel for live streaming and breaking news, followed by Samaa News and Express-News. Geo News's popularity in this category may be attributed to its strong coverage and reporting of live events. Table 13: Geo News is perceived as providing the best political news in Pakistan, followed by Samaa News and Express-News. This suggests that Geo News is viewed as a leading channel for political news coverage. Table 14: Most respondents (74.5%) believe the rating system is 100% essential for news channels. A smaller percentage of respondents (16.5%) think the rating system is 50% essential for news channels. A few respondents (9%) were unsure or had no clear opinion on the importance of the rating system for news channels.

The results show that existing literature highlights the significant impact of the rating system on prime-time news viewers in Pakistan. The system shapes news content, viewer preferences, and overall media dynamics. While viewers are conscious of the ratings-driven competition, concerns about the potential compromise of journalistic integrity and credibility persist. This case study on Geo, Samaa, and Express News Channels can provide further insights into the viewers' perspectives and shed light on potential challenges and opportunities in the evolving media landscape of Pakistan. Future research can build upon these findings to address emerging trends and developments in media consumption and the ratings system's effects on the news industry.

Conclusion

From the survey results, it can be concluded that Geo News is a highly preferred and trusted news channel, with a significant portion of the respondents considering it their primary news source. The survey also reveals that breaking news, negative news, and sensational content play important roles in attracting viewership and influencing the rating system for news channels. Additionally, there is a perceived correlation between high ratings and the inclusion of sensational news, which may indicate that the public's demand for sensational content affects news reporting to some extent. Moreover, interviews are a preferred content type among the respondents, showing an interest in in-depth discussions and expert opinions. It is important to note that perceptions may vary among different audiences, and the survey results reflect the respondents' views at the time of the survey. The data provides valuable insights into the preferences and opinions of the surveyed population, which can be

utilized to understand news consumption patterns and make informed decisions in the media industry.

References

- Ahmed, S. H. (2017). Challenges and opportunities of a media planner. Internship Report, BBA (Brac Business School), BRAC University, Bangladesh, pp. 1–34
- Akram, T., Ullah, R., & Wahid, F. (2021). A Content Analysis of Current Affairs Talk Shows on Pakistani News Channels. *Global Media and Social Sciences Research Journal (GMSSRJ)*, 2(2), 14-24.
- Ali, A., & Rahman, S. I. (2019). Media Bias Effects on Voters in Pakistan. *Global Regional Review*, 4(4), 557-567.
- Bourdon, J., & Meadel, C. (2015). Ratings as politics. Television audience measurement and the state: An international comparison. *International Journal of Communication*, 9, 20.
- Gitlin, T. (2000). *Inside prime time: With a new introduction*. Univ of California Press.
- Kanwa, L., Anwar, M. N., Saima, A., & Anwar, M. N. (2022). Pre-Election Political Campaigns Covered by Pakistani TV Channels: A Content Analysis. *Global Multimedia Review*, V (I), 64-78.
- Nawaz, M., & Noureen, A. (2023). Credibility and Viewership of Pakistani Mass Media in Digital Age. *Journal of Social Sciences and Media Studies*, 6(2), 8-17. <https://doi.org/10.21123/jossams.v6i2.232>
- Saeed, M., Farooq, T., Khan, M. A., & Mahmood, N. (2021). Perception of Electronic News Media of Pakistan in the Digital Age. *Asian Journal for Public Opinion Research*, 9(3), 293–306. <https://doi.org/10.15206/ajpor.2021.9.3.293>
- Saulīte, L., & Ščeuļovs, D. (2022). The Impact on Audience Media Brand Choice Using Media Brands Uniqueness Phenomenon. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3), 128.
- Qamar, A., Tariq, A., & Baloch, Z. (2018). Audience Credibility on News Channels: A Case Study of ARY and Geo News. *PUTAJ-Humanities and Social Sciences*. 25(1), 141-159