Digital Media



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Digital Media

The digital media industry has transformed how we communicate, entertain, and access information, emerging as one of the most dynamic and influential sectors of the global economy.

The Global Digital Media Landscape

Digital media has evolved from traditional print and broadcast methods into a multifaceted ecosystem powered by the internet and mobile technology. Today, it not only encompasses streaming and social networking but also online news, podcasts, and interactive content. The market size for Digital Media was valued at USD 791.35 billion in 2024. The Digital Media market is projected to grow from USD 867.89 Billion in 2025 to USD 1992.19 Billion by 2034, exhibiting a compound annual growth rate (CAGR) of 9.67% during the forecast period (2025 - 2034).[1] Additionally, with over 5 billion active digital media users worldwide, this industry has redefined audience engagement and surpassed many traditional media segments in both revenue and influence.[2]

> *Digital media has revolutionized how content is produced and consumed, making it possible for individuals to connect, share, and collaborate in ways that were unimaginable just a few decades ago.*
> ***– Reed Hastings, Co-founder and CEO of Netflix***



[1] *Market Research Future, Https://www. marketresearchfuture. c. (2025, March 05). Digital Media Market Size, Industry Share | Forecast, 2034. Retrieved from https://www.marketresearchfuture.com/reports/digital-media-market-28629*
[2] *Internet and social media users in the world 2025 | Statista. (2025, March 05). Retrieved from https://www.statista.com/statistics/617136/digital-population-worldwide*

A Journey Through Digital History

Decade Advancements

1960s Digital Pioneering: Mainframe computers began to process and display digital text, signaling the first steps toward digital publishing.

1970s Cable and Satellite Television: The expansion of cable networks introduced more channels and content, marking the initial shift towards digital broadcasting.

1980s Personal Computing and Early Digital Publishing: The advent of personal computers and desktop publishing software enabled more widespread digital content creation.

1990s The Internet Revolution: The World Wide Web emerged, transforming traditional media with online news, blogs, and the first digital advertising models.

2000s Rise of Social Media and Streaming: Platforms like YouTube, Facebook, and early streaming services began to dominate, fostering interactive and on-demand content.

2010s Mobile-First and On-Demand Era: The proliferation of smartphones led to the exponential growth of apps, social media, and digital video platforms such as Netflix and Spotify.

2020s Immersive and AI-Driven Experiences: The current decade sees rapid advancements in augmented reality (AR), virtual reality (VR), and AI-powered content personalization, as well as the emergence of the metaverse.

These advancements have deepened audience engagement, pushing traditional boundaries and prompting established media entities to reinvent their models.

A Paradigm Shift

Before the digital revolution, media consumption was largely passive and dictated by fixed schedules. Traditional media-print newspapers, broadcast television, and radio-dominated daily life, leaving little room for user interaction. However, the democratization of content through digital platforms has upended these conventions. User-generated content, social media influencers, and interactive live streaming have not only diversified content delivery but also redefined audience participation. Digital media is not merely a channel for communication; it is an ever-evolving space where creativity and connectivity converge to empower every individual to be both a creator and a consumer.



Digital Platforms

Today, digital media spans a broad spectrum of platforms and devices, each contributing uniquely to the industry's growth. Streaming services have reshaped entertainment by offering vast libraries of on-demand movies, TV shows, and original programming. Giants like Netflix, Disney+, and Amazon Prime lead the way, while niche platforms continue to cater to specialized audiences. Social media networks such as Facebook, Instagram, TikTok, and Twitter are pivotal in content dissemination, enabling real-time communication and viral trends. Online news portals, digital magazines, and podcasts have reinvented journalism, making information more accessible and engaging. Furthermore, the rapid growth of digital advertising has opened up new revenue streams, with programmatic ad buying and influencer partnerships becoming critical to monetization strategies.



Mobile devices continue to serve as the primary gateway to digital media for billions of users. With an average user spending several hours daily on mobile apps and websites, digital media consumption is increasingly personalized. The proliferation of high-speed internet and 5G connectivity has only accelerated this trend, fostering a new era of interactive and immersive media experiences. In 2024, digital content is expected to account for over 90% of all media consumption, reflecting a monumental shift towards digital-first engagement.[3]

Social media platforms have revolutionized digital content creation, offering robust tools that empower individuals to produce and share high-quality content with minimal barriers. Platforms like Instagram, TikTok, YouTube, and Facebook have democratized the content creation process, enabling anyone with a smartphone to become a creator. These platforms provide intuitive editing tools, live streaming capabilities, and integrated analytics, which allow creators to fine-tune their content and optimize engagement. With over 2.49 billion monthly active users, the platform has come a long way. In fact, 47% of all global internet users access YouTube every single month.[4] TikTok is a juggernaut with 1.04 billion monthly active users, dominating as one of the fastest-growing networks ever.[5] This surge in accessibility has also led to an explosion of user-generated content, transforming consumers into active participants in the digital media landscape. In 2024, the short-form video content claimed a staggering 90% share of internet traffic.[6] This underscores the growing preference for concise and engaging short-form video formats, indicating a significant shift in online media consumption habits towards shorter, more digestible content.

The rise of influencers, vloggers, and other digital content creators has reshaped traditional marketing dynamics, with brands increasingly leveraging these figures for authentic audience engagement. Influencer marketing has seen exponential growth, with the industry valued at approximately USD 22 billion globally as of 2024, and projections suggest it will continue to expand at a robust pace.[7]

According to a study, 89% of marketers believe that influencer marketing is more effective than other channels and provides a return on investment of 8 times the original cost. Recent surveys indicate that nearly 70% of brands plan to increase their influencer marketing budgets in the coming year, recognizing the unmatched trust influencers command among younger demographics—where 80% of Gen Z report relying on influencer recommendations over traditional advertisements.[8]

> *In the digital era, content is not king—user experience is.*
> ***– Mojo Media Labs***



Future Trends

Looking ahead, the digital media landscape is set to evolve even further. The integration of AI and machine learning is revolutionizing content recommendations, ensuring that audiences receive hyper-personalized experiences. AR and VR technologies are beginning to create immersive environments that blur the lines between digital and physical realities—ushering in the era of interactive storytelling and experiential marketing. Moreover, the metaverse is emerging as a new frontier, offering virtual spaces where social interaction, commerce, and entertainment converge seamlessly. As digital media platforms continue to innovate, advertisers and content creators alike are poised to benefit from enhanced user insights and real-time analytics, driving more efficient and engaging campaigns.

> *Digital design is like painting, except the paint never dries.*
> ***– Neville Brody, English graphic designer, typographer and art director***

[3] *20+ Interesting Short Form Video Statistics & Trends (2024). (2025, March 03). Retrieved from https://vidico.com/news/short-form-video-statistics*
[4] *YouTube Stats: How Many People Use YouTube in 2024? (2024, September 05). Retrieved from https://backlinko.com/youtube-users*
[5] *TikTok Statistics You Need to Know in 2025. (2025, January 23). Retrieved from https://backlinko.com/tiktok-users*
[6] *20+ Interesting Short Form Video Statistics & Trends (2024). (2025, March 03). Retrieved from https://vidico.com/news/short-form-video-statistics*
[7] *Dmi, S. @. (2025). 20 Surprising Influencer Marketing Statistics. Digital Marketing Institute. Retrieved from https://digitalmarketinginstitute.com/blog/20-influencer-marketing-statistics-that-will-surprise-you*
[8] *DMN Editorial Team. (2024). Influencer Marketing Pays For Itself 8 Times Over. DMNews. Retrieved from https://dmnews.com/influencer-marketing-pays-for-itself-8-times-over*

Digital Hubs: The Rise of Emerging Markets

While North America and Europe have long been leaders in digital media innovation, emerging markets in Asia, Latin America, and Africa are rapidly catching up. Countries such as India, Brazil, and Pakistan are witnessing unprecedented growth in digital infrastructure, mobile connectivity, and local content production. In these regions, digital media is not only a tool for entertainment but also a crucial driver of economic growth and social transformation. Local startups are increasingly focusing on culturally relevant content that resonates with diverse audiences, while international media giants are investing heavily to tap into these burgeoning markets. This confluence of global and local dynamics is setting the stage for a more inclusive and expansive digital media ecosystem.



A Cultural Revolution

Digital media's impact extends beyond economics and technology—it has fundamentally altered cultural norms. The boundaries between content creator and consumer have blurred, leading to a more participatory culture where viral trends, memes, and user-generated content shape public discourse. This digital democratization has empowered individuals to tell their own stories, create communities, and challenge established narratives.

As digital media continues to evolve, its role as a transformative force in global communication and entertainment is indisputable. With innovative platforms, immersive technologies, and emerging markets driving its expansion, the digital media industry is set to shape the future of how we connect, learn, and entertain ourselves—reinventing the very fabric of modern society.

> *The challenge is not just to use digital media but to use it well, in ways that empower rather than exploit.*
> *– **Howard Rheingold, American critic and writer***

The Emergence of Digital Media in Pakistan

The digital media landscape in Pakistan has undergone a remarkable transformation over the past decade, redefining how content is created, consumed, and monetized. This shift is fueled by increased internet penetration, widespread smartphone adoption, and a young, tech-savvy population. With over 129 million broadband subscribers and 192 million mobile users as of 2024, Pakistan is experiencing a digital revolution that is reshaping its economy and cultural landscape.[9]



The Shift from Traditional to Digital Media

For decades, Pakistan's media was dominated by television, newspapers, and radio. However, with the expansion of 4G services and the growing affordability of smartphones, digital platforms have emerged as the primary source of information and entertainment. By 2023, over 71 million Pakistanis were active social media users, signifying a shift toward on-demand and personalized content consumption.[10]

As of January 2024, YouTube leads social media in Pakistan with 71.7 million users, reaching 64.6% of internet users and 29.5% of the population. TikTok follows with 54.38 million users (49.0% internet reach), while Facebook has 44.5 million users (40.1% internet reach). Other platforms in order of popularity include Snapchat, Instagram, LinkedIn, and X.[11]

This transformation has democratized content creation, allowing independent creators, influencers, and businesses to reach vast audiences without relying on traditional media gatekeepers. Today, digital media spans streaming, news, entertainment, music, education, and even podcasts, contributing significantly to Pakistan's creative economy.

Apart from international social media platforms, streaming services have become a major force in Pakistan's entertainment sector, offering an alternative to conventional television. Platforms like ARY ZAP, Geo TV, Bol Entertainment, and Hum TV Digital provide on-demand dramas, news, and live TV. Meanwhile, newer entrants such as See Prime and UrduFlix cater to audiences seeking original web series and short films.

Pakistan's video-on-demand sector is thriving due to the affordability of mobile data and the growing trend of mobile-first entertainment. Platforms like Tamasha and Tapmad TV have capitalized on this shift by offering seamless streaming experiences tailored for mobile users.

[9] *Pakistan Telecommunication Authority. (2024). Annual report 2024. https://pta.gov.pk/assets/media/pta_ann_repport_29-01-2024.pdf*
[10] *PromiAD. (2024). Social Media in Pakistan is evolving - 2024 Trends – PromiAD. PromiAD. Retrieved from https://promiad.com/social-media-in-pakistan-is-evolving*
[11] *PromiAD. (2024). Social Media in Pakistan is evolving - 2024 Trends – PromiAD. PromiAD. Retrieved from https://promiad.com/social-media-in-pakistan-is-evolving*

A study by DataReportal found that video content accounts for over 60% of total mobile data usage in Pakistan, highlighting the rapid adoption of digital streaming services.[12] This trend has fueled competition and innovation, leading to better content, user experience, and monetization strategies.

The digital revolution has also reshaped the news industry. Traditional outlets have expanded their online presence, with platforms like Dawn, Express Tribune, and Dunya News adapting to the growing demand for real-time updates. Simultaneously, digital-first news portals such as The Centrum Media, UrduPoint, Daily Pakistan, and ProPakistani have gained popularity for their multimedia-rich reporting and audience engagement. Independent journalism has also flourished, with platforms like The Current, Naya Daur Media, and Dialogue Pakistan offering alternative perspectives and in-depth analysis. Pakistan's digital news sector has benefited from the increasing accessibility of information. According to Reuters Digital News Report 2023, over 45% of Pakistanis now prefer online news over traditional sources, a trend expected to grow with further internet penetration.[13]

Social media platforms have empowered content creators and influencers, shaping consumer behavior and cultural trends. Platforms like YouTube, TikTok, Instagram, and Facebook have become major hubs for entertainment, lifestyle content, and brand collaborations. Pakistan's influencer marketing industry has seen exponential growth, with brands investing heavily in digital campaigns. A 2023 study estimated that over 50% of Pakistani businesses now allocate a portion of their marketing budgets to influencer collaborations.[14]

With influencers boasting millions of followers, digital platforms have given rise to new economic opportunities, including brand sponsorships, affiliate marketing, and e-commerce integrations. The accessibility of social media has also allowed small businesses and entrepreneurs to market their products cost-effectively. Pakistan's music industry has also embraced digital platforms. YouTube and Spotify have further expanded the reach of Pakistani musicians, with streaming revenue becoming an essential income source for emerging artists. Podcasts have also gained popularity, with platforms like Pakistan Podcast Network, Thought Behind Things catering to diverse interests, from entrepreneurship and technology to storytelling and cultural discussions.

Digital media is not just about entertainment—it has also revolutionized education in Pakistan. The rise of EdTech platforms like Maktab, Sabaq, Ilm Ki Dunya, and Taleemabad has made quality education more accessible. These platforms offer video lectures, interactive learning modules, and online assessments, catering to students across different academic levels.

[12] *DataReportal – Global Digital Insights. (2025, March 05). DataReportal – Global Digital Insights. Retrieved from https://datareportal.com/reports/digital-2024-pakistan*
[13] *Overview and key findings of the 2023 Digital News Report. Retrieved from https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2023/dnr-executive-summary*
[14] *Influencer Advertising - Pakistan | Market Forecast. Retrieved from https://www.statista.com/outlook/amo/advertising/influencer-advertising/pakistan*

Government Initiatives and Digital Media Growth

The Pakistani government has recognized the potential of digital media in driving economic growth and has introduced several initiatives to support its expansion.

The Digital Pakistan Vision launched in 2019, aims to enhance internet connectivity, digital infrastructure, and online entrepreneurship. It has encouraged investments in local startups and digital content creation. The DigiSkills Training Program, initiated in 2018 offers online courses in areas such as freelancing, digital marketing, and content creation. This program has trained over a million individuals, equipping them with skills essential for digital entrepreneurship. The E-Rozgaar Program established by the Punjab government in 2017 provides training in digital skills to young graduates, enabling them to earn through freelancing platforms. Courses include technical skills, content marketing, and creative design. The E-Commerce Policy introduced to promote online trade, this policy addresses various aspects like regulation, tax rationalization, and consumer protection. It aims to create a conducive environment for e-commerce platforms, benefiting digital content creators and online businesses.

DigiMAP[15], founded in 2020, is a formal alliance of independent, non-legacy digital media platforms. With a membership of 36 organizations across the country, its mission is to strengthen public interest by fostering solidarity, providing resources, and enabling networking and empowerment. DigiMAP envisions a robust digital media community that upholds informed citizenship and free expression. Its key activities and goals include advocating for policies that support digital media growth, organizing events and workshops to enhance digital media literacy and skills, and expanding its membership while promoting ethical and transparent journalism.



[15] *ChatGPT. (2025, March 05). Retrieved from https://chatgpt.com/c/67c87ab2-bc78-8012-bdc0-eaf8228a4b8d*

Digital Media Companies in Pakistan

Pakistan's digital media landscape has evolved into a vibrant ecosystem spanning streaming, news, social media, music, education, and beyond. The table below gives a list of some platforms

Category	Companies
Streaming and Video-on-Demand	ARY ZAP, Geo TV, Bol Entertainment, Hum TV Digital, See Prime, Tamasha, Tapmad TV, UrduFlix
News & Digital Magazines	The Centrum Media, UrduPoint, Daily Pakistan, ProPakistani, Samaa Digital, The Current, Naya Daur Media, The Correspondent PK, Dialogue Pakistan
Entertainment and Lifestyle	MangoBaaz, Discover Pakistan, Parhlo
Music and Audio Streaming	Patari
Learning and Publishing	Sabaq, Daastan



The Centrum Media

Centrum Media (TCM) is Pakistan's first digital news platform, established in 2016 by Talha Ahad. The organization delivers context-rich storytelling across various digital channels, including TCM Originals, TCM Politics, and TCM Explains, while also expanding into educational initiatives like TCM Academy. It aims to redefine digital journalism by focusing on inclusivity and unbiased reporting, addressing a wide spectrum of topics such as politics, social issues, and entertainment. With a vision of elevating journalism to global standards, TCM's content is known for its depth and accessibility, resonating with a diverse, primarily young audience in Pakistan and beyond.

Since its inception, TCM has garnered significant achievements, amassing over 1 billion views and engaging millions monthly across its platforms. Its flagship series, including Naked Truth and Independence Diaries, have been widely acclaimed for tackling critical issues. TCM's innovative approach has also led to recognition from notable institutions and personalities such as UN Women and renowned Pakistani celebrities. The platform's coverage of key events, such as its exclusive podcast series with major political leaders during Pakistan's general elections, highlights its commitment to shaping public discourse through unique storytelling techniques.

In addition to its digital news initiatives, TCM operates under the broader TCM Group umbrella, which includes Centrum Communications and TCM Studios. Centrum Communications serves as a creative agency offering media consulting and branding services, while TCM Studios focuses on high-quality video production for clients ranging from international media outlets to corporate entities. Furthermore, TCM Academy provides digital skills training to empower professionals in journalism, marketing, and communications. This diversified model allows TCM to remain financially sustainable while delivering impactful content.

Operating with a team of over 40 professionals and a network of freelance journalists, TCM's unconventional approach includes a collaborative newsroom environment and a video-only content strategy. By addressing gaps in traditional media through data-driven decisions and contextual storytelling, TCM continues to expand its reach, emphasizing narratives that resonate with a global audience. Its efforts mark a significant shift in Pakistan's media landscape, pushing boundaries in both journalism and communication innovation.

Primary Products

- **TCM Originals**
- **TCM Politics**
- **Independence Diaries**
- **TCM Explains**

MangoBaaz



MangoBaaz is a digital media platform established in 2015 to challenge conventional narratives about Pakistan and offer engaging, relatable content for young audiences. The platform initially started as an experimental project and later evolved into a full-fledged digital media company. With a focus on providing alternative perspectives, MangoBaaz specializes in humor, cultural commentary, lifestyle features, and digital storytelling, appealing to Pakistan's tech-savvy millennial audience. The company generates its revenue through native advertising, embedding brands into its highly shareable content, which includes videos and articles.

MangoBaaz has gained notable recognition for its innovative approach, earning approximately 2 million monthly page views and 3 million views on video content shared across platforms like Facebook. It raised $115,000 in seed funding from Fatima Ventures in 2016, making it the first media startup in Pakistan to secure venture capital backing. Its business model leverages native advertising, which has shown a significantly higher click-through rate compared to traditional ads, helping the platform partner with leading multinational brands for impactful campaigns.

The company's operations are centered on creating content that resonates with youth, who constitute over 70% of Pakistan's population. MangoBaaz produces a diverse range of content, including humor-driven features, thought-provoking cultural pieces, and trending news. The platform's in-house production studio ensures high-quality video output, which has become a key area of focus, reflecting the growing demand for visual storytelling in the digital space. Recent campaigns, such as promoting Sprite through culturally relevant narratives, exemplify its integration of creativity with brand objectives.

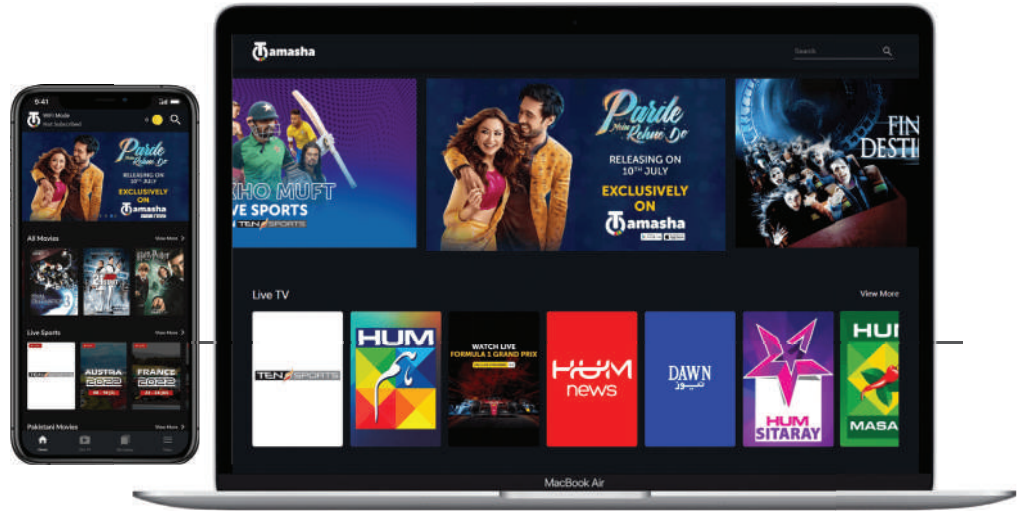
MangoBaaz's success is not just in its audience engagement but also in shaping perceptions of Pakistan globally. Its commitment to showcasing a nuanced and vibrant side of the country has attracted partnerships with prominent brands and secured its position as a leading name in digital media innovation in Pakistan. The company continues to expand its video operations and explore new ways to connect with audiences in a rapidly evolving media landscape.

Tamasha

Tamasha is an over-the-top (OTT) streaming platform designed to provide Pakistani audiences with access to a wide range of digital entertainment. It features live TV channels, movies, web series, sports events, and original content, catering to diverse viewer preferences. With partnerships such as STARZPLAY, Tamasha delivers exclusive global and local content, enhancing its appeal in a competitive market. The platform also incorporates interactive elements like quizzes and live game shows during sports events, offering users engaging experiences alongside opportunities to win prizes..

Recognized as Pakistan's leading streaming service, Tamasha has won the Best Online Streaming Platform award at the Pakistan Digital Awards for two consecutive years. It reports over 15 million monthly active users and has set viewership records with live streaming of events like the Asia Cup and ICC World Cup. The platform's innovation in sports broadcasting and content delivery has distinguished it as a major player in the digital entertainment sector, pushing boundaries and raising industry standards.

Tamasha's offerings include live sports streaming, an extensive library of movies and web series, and exclusive originals that showcase local talent. Its unique features, such as real-time match coverage and interactive user participation, provide an immersive experience for its audience. These innovations, combined with high-quality streaming services, have positioned Tamasha as a household name in Pakistan's digital media landscape.



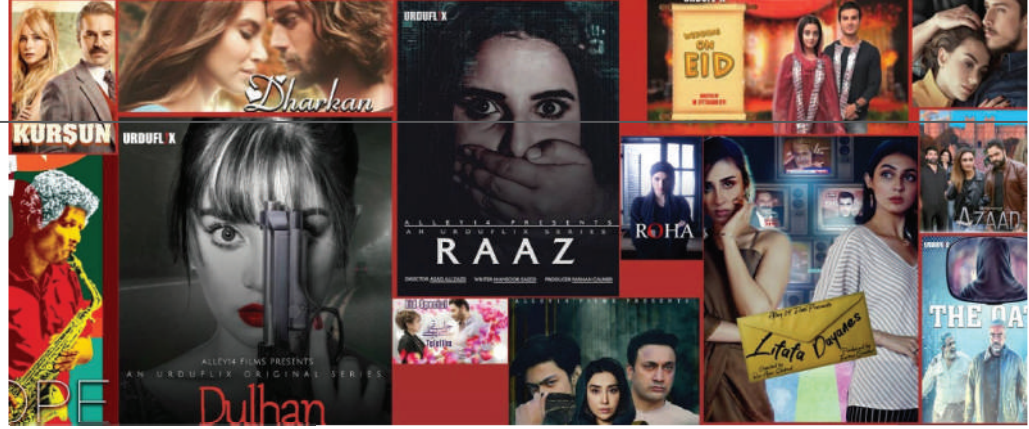
ProPakistani

ProPakistani is a prominent digital media platform in Pakistan, catering to diverse interests with its comprehensive coverage of technology, business, telecom, education, sports, and entertainment. Established to serve as a reliable news source, it provides a mix of breaking news, detailed features, interviews, product reviews, and market analyses. The platform also offers practical tools such as price comparisons, consumer guides, and expert commentary to aid decision-making for its tech-savvy and general audience. Through its tailored content, ProPakistani bridges information gaps in Pakistan's fast-evolving digital landscape, establishing itself as a central hub for news and trends.

The platform has garnered recognition for its editorial reliability and influence, consistently maintaining high standards of accuracy and neutrality. ProPakistani has become a trusted source for local and international readers, particularly for its in-depth reporting on technological innovations and business developments in Pakistan. By offering insights into significant national and global events, the platform has been featured across various media outlets, enhancing its reputation as a credible information provider.

With an impressive reach, ProPakistani attracts millions of monthly visitors, solidifying its position as one of Pakistan's most visited digital platforms. It has successfully diversified its offerings with services like ProPrice, which provides real-time price comparisons, and extensive reporting on industries such as telecom, real estate, and the auto sector. The platform also engages users through multimedia content, including live streaming and coverage of major events, further enhancing its interactive user experience. By combining news, practical resources, and engaging features, ProPakistani effectively meets the varied needs of its audience.

Key offerings include comprehensive updates on technology, telecom, business, and sports, alongside entertainment news and tutorials. These services are bolstered by market comparisons, live event coverage, and an expanding portfolio of digital tools and resources designed to support informed consumer decisions. As a leading voice in Pakistan's digital media sphere, ProPakistani continues to innovate and evolve, aligning its services with the demands of a tech-driven audience.



Urduflix

UrduFlix, launched by Emax Media in January 2021, is the first Urdu-focused OTT platform, designed to deliver a diverse array of content tailored for Urdu-speaking audiences globally. With a vision to place Pakistani content on the global entertainment map, UrduFlix offers an extensive library of original productions, including web series, films, and drama serials, as well as internationally acclaimed shows dubbed in Urdu. The platform's catalog spans genres such as action, romance, and suspense, featuring both local and foreign content, including popular Turkish and Korean dramas.

The platform distinguishes itself with exclusive original programming like The Mirza Malik Show, a celebrity talk show hosted by Shoaib Malik and Sania Mirza, and gripping series such as Dulhan Aur Aik Raat and Naagin. Additionally, it showcases a variety of films and dramas, reflecting Pakistan's cultural richness and creative storytelling. UrduFlix's content strategy focuses on delivering high-quality entertainment for audiences of all demographics, from drama enthusiasts to fans of reality shows.

UrduFlix is accessible on multiple devices, including iOS, Android, smart TVs, and web browsers, ensuring seamless viewing experiences for its subscribers. The service's affordability and adaptability have made it a compelling choice for viewers, offering subscription packages suited to different user needs. Through strategic partnerships with content creators and local production houses, UrduFlix continues to expand its offerings, further enhancing its appeal in the competitive OTT landscape.

The platform has garnered attention not only for its content but also for its role in showcasing Pakistan's talent and storytelling to a global audience. By combining original Urdu productions with dubbed international hits, UrduFlix bridges cultural and linguistic gaps, making it a pivotal player in the region's digital entertainment industry. Its launch marked a significant milestone for Pakistan's media sector, aligning local creativity with the growing global demand for on-demand streaming services.

DISCOVER PAKISTAN UHD TV

Discover Pakistan

Discover Pakistan is the first high-definition satellite TV channel in Pakistan dedicated solely to promoting the country's tourism. Launched on March 23, 2021, the channel is owned by Options International and aims to showcase Pakistan's natural beauty, cultural heritage, and tourism potential to both domestic and international audiences. With its slogan, "Sab se Pyara Pakistan," it highlights the scenic landscapes, historical landmarks, and cultural richness of Pakistan through a wide array of programming.

The channel offers an extensive portfolio of shows such as "Discovery Ride," hosted by Zenith Irfan, the first Pakistani woman to motorcycle across the country, and "Welcome to Pakistan," hosted by Hina Ejaz. Other programs like "Story of Pakistan," "Madventures," and "Dil Hai Pakistani" focus on cultural diversity, adventure, and food tourism. Discover Pakistan also collaborates with entities like the Pakistan Tourism Development Corporation (PTDC) and regional tourism authorities, such as the Gilgit Baltistan Tourism Authority, to produce documentaries and promote events like the Cold Desert Rally. These partnerships underscore its commitment to showcasing Pakistan's unique tourism opportunities while supporting government and private initiatives to boost the industry.

In addition to its televised content, Discover Pakistan has signed agreements with organizations such as the Walled City of Lahore Authority and the Evacuee Trust Property Board to highlight religious tourism sites, including Gurdwaras, churches, and Sufi shrines. The channel also emphasizes sustainable tourism by raising awareness about environmental preservation and cultural sensitivity. A key upcoming project is a tour guide app aimed at connecting tourists with local businesses, accommodations, and guides, fostering grassroots economic benefits.

Discover Pakistan has gained significant traction through its innovative approach to storytelling and outreach, including collaborations with international platforms like National Geographic to map Pakistan's mountainous terrain. With a strategic focus on global audiences, the channel is expanding its broadcasting reach to regions such as Europe, the Middle East, and North America, reinforcing its vision of portraying Pakistan as a progressive and peaceful nation. Recognized for its pioneering efforts, Discover Pakistan continues to be a driving force in reshaping the narrative around the country's tourism and culture.

tapmad

TapMad

TapMad is a leading Pakistani digital streaming platform offering a mix of live and on-demand content, including entertainment, sports, and news. Established in 2011, the privately owned service has become a popular choice for viewers seeking premium content in Pakistan and beyond. With an emphasis on user-friendly experiences and ad-free streaming, TapMad delivers high-definition programming across a broad array of genres.

TapMad has solidified its reputation through exclusive partnerships and licensing agreements. It holds broadcasting rights for global sports events such as the English Premier League, UEFA Champions League, and Pakistan Super League, along with major cricket tournaments featuring India, Australia, and England. These achievements underscore its credibility as a top-tier digital entertainment service.



The platform boasts a diverse library of over 20000+ movies, live TV channels, and sports coverage, catering to all age groups. TapMad's expensive sports portfolio includes global football leagues, Grand Slam tennis, and UFC fights, offering subscribers unparalleled access to international events. With its robust technology infrastructure, TapMad guarantees seamless, high-quality streaming for millions of users.

Primary Products

- **Sports Streaming:** TapMad offers exclusive rights to major sports events, such as the English Premier League, UEFA Champions League, Pakistan Super League, IPL, and UFC. This includes cricket series hosted by top cricketing nations and other popular sports like tennis Grand Slams.
- **Entertainment Content:** The platform provides on-demand access to over 200 movies, ranging from action-packed blockbusters to family-friendly films. It also streams live entertainment channels catering to diverse audiences.
- **Live News Channels:** TapMad delivers live news streams, ensuring users stay updated on current events globally.
- **Ad-Free, Premium Services:** Users can opt for ad-free experiences across all content categories, making it a preferred choice for uninterrupted entertainmen

PATARI

Patari

Patari is a pioneering Pakistani music streaming platform launched in 2015, renowned for its extensive collection of local music spanning various genres and eras. The platform provides a centralized space for users to explore, stream, and share Pakistani music, offering both mainstream and indie tracks. Beyond music, Patari has expanded its offerings to include podcasts and exclusive artist collaborations, positioning itself as a hub for creative content in the region. With dedicated mobile applications for iOS and Android, the service ensures a seamless and accessible user experience for music enthusiasts
.
As one of Pakistan's most celebrated startups, Patari has achieved significant milestones, including securing $200,000 in seed funding from the investment syndicate Sarmayacar. The platform has received widespread acclaim for its adherence to copyright compliance, fostering a sustainable ecosystem for artists by paying over PKR 1.25 million in royalties. Patari's efforts have not only revitalized the local music industry but also attracted global attention, evidenced by its participation in Facebook's F8 program and partnerships with prominent Pakistani artists and productions.

Patari is lauded for its ability to bridge the gap between listeners and the local music industry, driving both cultural preservation and innovation. It serves as a transformative force by legally streaming Pakistani music, ensuring artists receive their dues. The platform's exclusive rights to popular releases and a diverse library contribute to its strong market presence. Additionally, Patari fosters community building through interactive content, creating a vibrant digital space for music lovers.

Primary Products

- **Music Streaming:** A vast library of Pakistani music spanning genres like pop, folk, classical, and indie, featuring both established and emerging artists.
- **Podcasts and Original Content:** Exclusive access to podcasts and creative collaborations, making Patari a diverse platform for audio entertainment.
- **Artist Royalties and Promotions:** Ensures fair revenue sharing with artists by adhering to copyright laws, contributing to the growth of Pakistan's music industry.
- **Mobile Applications:** User-friendly apps for iOS and Android, enabling easy streaming and offline listening for music lovers.
- **Exclusive Releases:** Rights to popular songs and albums, giving users early access to high-demand content.

ARY ZAP



ARY ZAP is the digital streaming platform of ARY Digital Network, offering on-demand and live content across multiple genres, including entertainment, news, sports, and religious programming. ARY ZAP extends the ARY network's reach beyond traditional television, providing a seamless digital viewing experience. The platform delivers high-definition streaming of ARY Digital's dramas, ARY News' 24/7 coverage, ARY Qtv's religious content, and ARY Zindagi's lifestyle programming, making it a comprehensive entertainment hub for audiences worldwide.

Users can access ARY ZAP to watch live streams of ARY's television channels alongside exclusive digital content. The platform features a diverse library of Pakistani dramas, reality shows like Jeeto Pakistan, breaking news, sports highlights, music videos, and movie trailers. Its adaptive streaming technology ensures smooth playback, catering to a growing audience that prefers digital consumption over traditional television. ARY ZAP's content is available across multiple devices, allowing users to watch their favorite shows anytime, anywhere.

As part of ARY Digital Network, ARY ZAP benefits from the group's strong media presence. ARY Digital remains a leading entertainment channel, producing some of Pakistan's most-watched dramas and reality shows. ARY News continues to provide real-time news updates and in-depth journalism, while ARY Qtv delivers Islamic teachings and discussions. ARY Zindagi offers lifestyle and infotainment programming, further diversifying the network's content offerings. Through ARY ZAP, all these channels are easily accessible, enhancing the network's digital footprint
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ARY ZAP continues to expand its services, integrating new features to improve user experience and engagement. The platform's ability to stream high-quality content across multiple categories has positioned it as a key player in Pakistan's digital media landscape. By bringing ARY Digital Network's television channels and exclusive content to an online audience, ARY ZAP strengthens the group's commitment to accessible, high-quality entertainment and information.

Geo TV

Geo TV has established a strong digital presence through its comprehensive online platform, providing users with access to news, entertainment, sports, and lifestyle content. As part of Geo Television Network, one of Pakistan's largest media groups, Geo TV's digital services extend the reach of its television channels to a global audience. The network's online platform offers live streaming, on-demand video content, and real-time news updates across multiple categories, ensuring accessibility across devices.

Geo News, the network's flagship news channel, is available for live streaming on its digital platform, delivering continuous coverage of national and international events. The website features dedicated sections for politics, business, sports, entertainment, health, and technology, alongside investigative reports and fact-checking segments. Geo Urdu provides news in the national language, catering to a wider audience. The platform also includes exclusive video content, expert analysis, and talk shows, making it a key destination for real-time information.

Beyond news, Geo TV's digital platform hosts a vast library of entertainment content, including drama serials, reality shows, and morning programs. Users can watch full episodes of popular



dramas, as well as entertainment news and celebrity interviews. The sports section covers local and international events, with live updates, analysis, and video highlights. The business segment provides financial insights and stock market trends, while the health and science sections offer informative articles on medical advancements and technology updates.

Geo TV's digital expansion is supported by strategic partnerships and a growing online audience. The network's content is accessible via its website and mobile applications, ensuring a seamless experience for users across platforms. Geo's fact-checking initiative strengthens its credibility by addressing misinformation and verifying viral claims. The platform continues to evolve, integrating new digital formats to enhance user engagement and content accessibility.

Bol Entertainment

BOL Media Group is a global media conglomerate with an extensive presence across news, entertainment, digital platforms, and publications. Since its inception, the group has expanded rapidly, offering a diverse range of content in over 16 international and regional languages. With a record-breaking digital footprint, BOL has established itself as a key player in the media industry, boasting 680+ channels, more than 50 million subscribers, and over 10 billion views worldwide. Its infrastructure, known as Bolistan, is one of the most advanced media facilities globally, reinforcing its commitment to cutting-edge broadcasting technology.

BOL News operates as a 24-hour news platform, delivering real-time updates with state-of-the-art reporting tools, including its patented News Management System (NMS). With correspondents stationed worldwide, the channel provides extensive coverage of global and local events, ensuring transparency and impartiality in news delivery. As the only media network transmitting in 16+ languages, BOL caters to a diverse audience, broadcasting in English, Urdu, Arabic, Chinese, Russian, Spanish, French, and more.

BOL Entertainment offers high-definition Urdu entertainment content, featuring a mix of drama, talk shows, and reality programming. With popular shows like Marham and BOL Kahani, the network appeals to a broad audience while maintaining high production values. The network's content is accessible across various digital platforms, ensuring viewers can engage with their favorite programming at their convenience.

BOL Digital has set new records in digital media engagement, amassing over 50 million subscribers and generating over 10 billion views across platforms. With a rapidly growing audience, BOL's digital reach is expected to surpass 100 million followers. The network's social media channels hold records for the most retweeted videos, highest Facebook shares, and highest YouTube views. BOL Publications further strengthens the group's presence by producing a range of print and digital publications that cover news, entertainment, and analysis.

Primary Products

- **BOL News –** A 24/7 news channel providing instant global and local coverage in 16+ languages with advanced reporting systems.
- **BOL Entertainment –** A leading Urdu entertainment channel featuring dramas, talk shows, and reality programming.
- **BOL Digital –** A record-breaking digital platform with one of the highest engagement rates across social media.

Hum Network

Hum Network Limited is a Pakistani media conglomerate that operates a diverse portfolio of television channels, digital platforms, and publications. Established in 2004, the company has grown into a leading player in South Asia's entertainment industry. It operates multiple general entertainment and specialized channels, catering to diverse audiences across Pakistan and international markets, including North America, Europe, and the Middle East.

Hum Network's television portfolio includes Hum TV, the flagship general entertainment channel that airs dramas, soaps, and morning shows. Hum Sitaray, launched in 2013, offers a mix of local and international content, while Hum Masala, Pakistan's first dedicated 24-hour food channel, remains a leader in the culinary genre. The network also operates Hum News, a 24-hour Urdu news channel launched in 2018, which integrates virtual reality technology in its broadcasts. Hum Pashto 1 caters to Pashto-speaking audiences, and Ten Sports offers round-the-clock sports coverage.

Beyond television, Hum Network has expanded into digital media and publishing. The company previously operated Hum Mart, an e-commerce platform launched in 2018. Its publishing arm includes Humsay



magazine and Masala TV Food Mag, Pakistan's top-selling culinary magazine with a readership of over 20,000. The publication division has also released cookbooks featuring recipes from popular chefs. The network's digital presence is extensive, with active engagement across social media and strategic partnerships in the entertainment, fashion, and corporate sectors.

Hum Films, established in 2014, focuses on film production and distribution. Its debut film, Na Maloom Afraad, was released in the same year. The company also organizes large-scale events, including the Hum Awards, Hum Style Awards, and the Masala Family Festival. These platforms promote local talent and contribute to the entertainment industry's growth in Pakistan.

Primary Products

- **Hum TV –** A leading general entertainment channel in Pakistan and internationally.
- **Hum Masala –** The first 24-hour Urdu food channel in Asia.
- **Hum News –** A 24-hour Urdu news channel integrating advanced digital technologies.

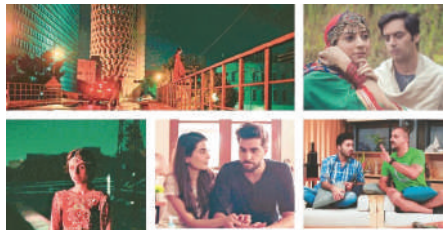
See Prime

SeePrime is a digital media platform specializing in premium short films and original content from South Asia. Established in 2020, the company has built a diverse catalog of high-quality productions that include short films, mini-series, indie projects, and anthologies. With over 328,000 YouTube subscribers and more than 58 million views, SeePrime has established itself as a key player in the South Asian digital entertainment space. The platform collaborates with renowned directors, actors, and writers to create engaging narratives that explore contemporary themes and social issues.

The company produces a wide range of content, including short films such as Prince Charming, Chahat, Dancing Doll, and Nanu Aur Main, which have collectively garnered millions of views. The Guftugu mini-series, directed by Nadeem Baig and featuring acclaimed actors like Syed Muhammad Ahmed, has been a standout success, drawing audiences with its exploration of human relationships. SeePrime also ventures into anthology storytelling with Karachi Kahaani, a collection of short films that depict various facets of urban life. Additionally, the platform has experimented with web series like Cheaters, offering episodic narratives in a digital-first format.



Beyond storytelling, SeePrime has expanded into original soundtracks, producing music for its films and series. Tracks such as Mora Saiyaan and Kahaniyaan from Teri Meri Kahaniyaan have gained popularity, further enhancing the cinematic experience. The company also collaborates with brands and sponsors like Zeera Plus, integrating strategic partnerships into its productions. With a focus on high production values and compelling storytelling, SeePrime attracts a broad audience seeking diverse and meaningful entertainment.



Primary Products

- **Guftugu (Mini-Series)**
- **Prince Charming (Short Film)**
- **Karachi Kahaani (Anthology Series)**

UrduPoint

UrduPoint is a Pakistan-based digital media company that operates a web portal offering content in Urdu, along with English and other languages. It has grown into one of Pakistan's most visited websites. The platform provides a wide range of content, including news, entertainment, technology updates, sports coverage, and lifestyle articles. It also features digital services such as online dictionaries, live streaming, and educational resources, catering to a diverse audience both in Pakistan and globally.



UrduPoint has expanded its reach through strategic collaborations with international and regional media organizations. One notable partnership is with Ziff Davis, a division of J2 Global, which enabled the launch of Mashable Pakistan, delivering technology and digital culture content in both Urdu and English. The company has also worked with Facebook's Free Basics initiative, making its content accessible to users without internet charges in Pakistan.

This initiative has contributed to UrduPoint's widespread accessibility and engagement.

The platform has also been involved in sports media partnerships. In 2019, it became the official digital media partner of the Multan Sultans for the fourth season of the Pakistan Super League, broadening its influence in sports journalism. UrduPoint's YouTube presence is a significant aspect of its digital expansion, amassing over 8 million active subscribers by 2020. The channel features interviews, news reports, and entertainment content, further strengthening the brand's engagement with audiences across multiple platforms.

Among its standout offerings, UrduPoint's online dictionary remains a popular resource for language learners and professionals seeking translations and definitions. Its news coverage spans politics, business, health, and international affairs, providing real-time updates. Additionally, the platform's infotainment section includes articles and videos on cultural trends, travel, and technology. These services collectively position UrduPoint as a comprehensive digital media entity in Pakistan's online landscape.

Primary Products

- **Mashable Pakistan**
- **UrduPoint YouTube Channel**
- **Online Dictionary**

Daily Pakistan

Daily Pakistan is a Lahore-based newspaper that has been in circulation since 1997, publishing content in both Urdu and English. It operates as a major media outlet with simultaneous editions from Lahore, Karachi, Islamabad, Multan, and Peshawar. The newspaper covers a wide range of topics, including politics, business, international affairs, and sports, catering to a diverse readership across Pakistan. Under the editorial leadership of Mujeeb-ur-Rehman Shami, the publication has expanded its influence in the country's media landscape.

The publication was initially founded by Akbar Ali Bhatti, who introduced Pakistan's first colored newspaper format. After facing various challenges, including imprisonment, the newspaper changed ownership, with Mujeeb-ur-Rehman Shami taking over. His background in journalism includes serving as the Editor-in-Chief of Weekly Zindagi and holding the position of president at the Council of Pakistan Newspaper Editors (CPNE) in 2002. The newspaper maintains a strong presence in print and digital media, delivering content to a broad audience through its website and physical editions.

Daily Pakistan features contributions from notable columnists, including its chief editor, who writes the "Jalsa-e-Aam" column, and Shahid Malik, known for "Kush-Kalami." The publication provides daily coverage of national and international news, investigative reports, opinion pieces, and editorials. Its online platform extends the newspaper's reach, offering real-time updates and multimedia content to a wider audience.

Daily Pakistan's online platform serves as a key extension of its print editions, making news accessible to readers beyond traditional print circulation. With a strong digital presence, the publication continues to engage audiences with up-to-date news coverage and analysis on current events. Its role in Pakistan's media industry remains significant, providing news content across multiple platforms while maintaining its reputation as one of the country's leading newspapers.





سماء
SAMAA

Samaa Digital

Samaa TV is a Pakistani Urdu-language news channel that has been broadcasting since December 25, 2007. Headquartered in Karachi, the channel operates from five major cities, including Lahore, Islamabad, Quetta, and Peshawar. The channel delivers 24-hour news coverage in high definition. Samaa TV continues to expand its digital footprint with live streaming services, ensuring accessibility for global audiences. The channel provides real-time updates and video content on its online platform, allowing viewers to stay informed through mobile and web access.

Samaa TV has expanded its reach beyond Pakistan, launching international editions tailored for audiences in the UAE, UK, USA, and Australia. The channel covers national and international news, politics, business, sports, and entertainment, offering a mix of live reporting and in-depth analysis. Its programming includes news bulletins, investigative journalism, and talk shows featuring prominent analysts and hosts. Some



of its well-known programs include "Nadeem Malik Live," "Red Line with Syed Talat Hussain," "Straight Talk with Ayesha Bakhsh," and "Gup Shab with Vasay Chaudhry."



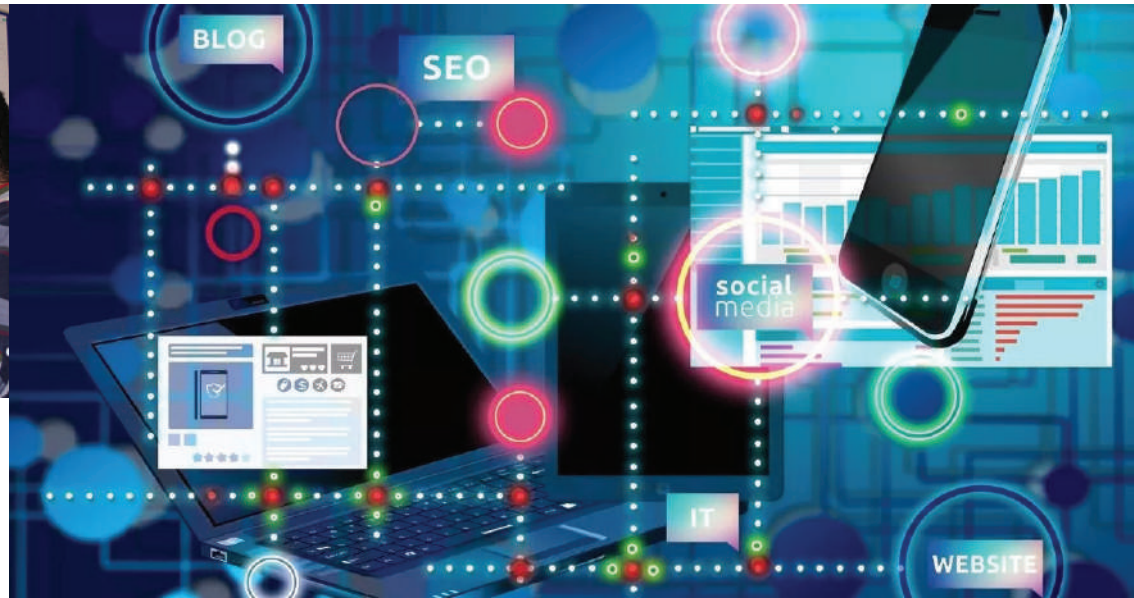
THE CURRENT

The Current

The Current is a digital media platform focused on delivering news and content tailored for younger audiences in Pakistan. Covering national, entertainment, sports, crime, business, and technology, the platform integrates multimedia storytelling with traditional journalism to engage its readers. The Current operates through an interactive digital presence, utilizing social media, newsletters, and video content to enhance accessibility and reach. It also features dedicated community sections, including global affairs, e-sports, drama reviews, and lifestyle content, ensuring a diverse range of topics for its audience.

The platform employs a mix of factual reporting, opinion pieces, and multimedia storytelling to provide in-depth coverage of current events. Its content strategy includes interactive polls, video segments, and blog contributions, encouraging audience participation and engagement. The Current also produces exclusive interviews, investigative reports, and commentary on trending social and political issues. By integrating social media-driven content with traditional journalism, it has positioned itself as a key source for younger demographics seeking news in an accessible format.

The platform has received recognition for its innovative approach to news delivery and audience engagement. By leveraging digital tools such as newsletters, interactive graphics, and real-time updates, it ensures that news remains accessible across various platforms.



Naya Daur Media



Naya Daur Media (NDM) is a bilingual digital media platform that delivers news, analysis, and multimedia content in both English and Urdu. Established as a public-funded initiative, the platform provides independent journalism aimed at educating and informing Pakistanis globally. Initially launched on Facebook, NDM later expanded to YouTube and, in 2018, introduced its dedicated website to offer a broader range of content. The platform covers news, in-depth commentary, reports, and feature articles while leveraging visual storytelling through short videos, documentaries, and infographics.

NDM produces content across multiple segments, including national and international news, politics, history, technology, and sports. Its editorial team delivers fact-based reporting and investigative journalism, supplemented by expert opinions and analyses. The platform actively engages with digital audiences through interactive discussions, live video streams, and social media engagement on Twitter, Instagram, LinkedIn, and Facebook. The Urdu-language section expands its reach to a wider audience, ensuring accessibility to diverse demographics.



Beyond traditional news coverage, NDM collaborates with industry partners and independent journalists to produce documentaries and digital storytelling projects. The platform also explores themes related to governance, human rights, and social justice, offering a space for informed discourse. Through partnerships with technology firms and media organizations, NDM enhances its digital capabilities, ensuring seamless content distribution across multiple formats.

The Correspondent

The Correspondent is a digital news organization based in Pakistan, delivering exclusive reports, features, and analyses on business, politics, technology, and sports. Operating through a virtual newsroom, the platform is designed for the digital age, focusing on in-depth journalism tailored for an online audience. Its reporting includes investigative pieces, expert opinions, and real-time coverage of major national and international events. With an emphasis on fact-based journalism, The Correspondent aims to provide insights into the most pressing issues shaping Pakistan and the world.

The platform covers a broad range of segments, including national affairs, business trends, global politics, sports developments, and lifestyle content. Through a mix of written articles, multimedia reports, and editorial opinions, it caters to a diverse readership. Its dedicated sections on technology and business provide analyses of economic trends, stock market movements, and digital innovations, while the sports section highlights both local and international sporting events, including exclusive coverage of Pakistan's cricketing scene.

The Correspondent leverages modern digital storytelling tools, incorporating videos, infographics, and interactive content to enhance audience engagement. Its team of journalists and analysts work remotely, contributing to a flexible, technology-driven news production model. The platform's online presence extends across social media channels, enabling real-time interaction with readers and fostering a community-driven approach to journalism.



Dialogue Pakistan

Dialogue Pakistan is a digital media platform focused on delivering news, human interest stories, and fact-based journalism. As Pakistan's first citizen journalism portal, it provides a space for local voices to share stories that might otherwise go unnoticed. The platform covers a wide range of topics, including social issues, politics, business, sports, health, science and technology, lifestyle, and entertainment. With a growing digital presence across multiple social media platforms, Dialogue Pakistan reaches millions of readers and viewers, offering real-time updates and in-depth analysis on key issues.

The company produces a variety of digital content, including video reports, investigative pieces, and fact-checking segments to counter misinformation. Its video content spans exclusive interviews, on-ground reporting, and social issue documentaries, ensuring a diverse multimedia approach. Dialogue Pakistan also maintains a strong online presence through Facebook, Twitter, Instagram, YouTube, Pinterest, and TikTok, enabling direct engagement with its audience. Its coverage extends beyond mainstream news, featuring reports on lesser-known issues such as labor rights, environmental challenges, and community-driven initiatives.



Parhlo

Parhlo is a digital media platform that operates as a daily online newspaper in both English and Urdu, serving readers across Pakistan. Established in 2014 by Yasir Shirazi and Irfan Burney, Parhlo has positioned itself as a platform for citizen journalism, allowing contributors to share their perspectives on news, social issues, entertainment, politics, sports, and technology. With a focus on youth-driven content, Parhlo encourages open discussions on topics often overlooked by mainstream media. Over the years, the platform has grown into a widely recognized source of viral stories, opinion pieces, and investigative reports.

Parhlo's editorial strategy includes a mix of in-house content and user-generated contributions, with over 8,500 writers having shared their stories and experiences. The platform covers a wide range of categories, including breaking news, social trends, business, technology, and entertainment, making it a diverse media outlet for Pakistani audiences.

Through its 'Your Voice' section, Parhlo amplifies citizen journalism, allowing individuals to share their insights and personal narratives. The platform has also gained recognition for its satirical and opinion-based content, such as the widely discussed coverage of the 2019 India-Pakistan standoff.

Its Urdu section, Parhlo Urdu, caters specifically to the local language audience, further expanding its influence in digital journalism. In addition to news and opinion articles, Parhlo also provides entertainment content, exclusive interviews with celebrities, and interactive features like quizzes and opinion polls.

Parhlo's growth in the digital media industry is marked by its ability to generate widespread engagement. The platform consistently ranks among Pakistan's top online publishers, with an estimated readership of over 40 million internet users monthly. It has gained traction for its viral storytelling approach and its commitment to discussing topics often ignored by traditional media.



TechJuice

TechJuice is a leading digital media platform in Pakistan, focusing on technology, startups, and entrepreneurship. Since its establishment in 2014, it has become a primary source for breaking tech news, industry trends, and updates on consumer technology. With a readership exceeding 2 million direct visitors, TechJuice plays a significant role in covering Pakistan's rapidly evolving tech ecosystem. The platform delivers news and insights on a wide range of topics, including cryptocurrency, telecom, social media, and business developments, catering specifically to the needs of local audiences.

The platform provides in-depth coverage of Pakistani startups, offering analysis, interviews, and insights into emerging businesses and entrepreneurs. It also features detailed reports on funding rounds, industry challenges, and market trends. In addition to startups, TechJuice is known for its extensive coverage of consumer technology, including mobile device reviews, price comparisons, and detailed evaluations of the latest gadgets. This has positioned it as a go-to resource for readers seeking informed purchasing decisions.

TechJuice has established partnerships with key players in Pakistan's tech and business landscape, collaborating with industry leaders, investors, and policymakers. Through these connections, it provides exclusive insights into government initiatives, regulatory developments, and market shifts affecting the local technology sector. The platform has also been recognized for its contributions to digital media and tech journalism, receiving accolades for its commitment to accurate and timely reporting.



Hamari Web

Hamari Web is a comprehensive digital media platform offering a diverse range of content and services to a vast online audience. Established in 2007 as a project of Webiz Media Pvt. Ltd., the platform has grown into a widely recognized web portal, providing news, business insights, mobile phone updates, sports coverage, health information, and religious content. With over 15 million monthly users, Hamariweb.com serves as a hub for information, catering to students, professionals, and families. The website's content spans multiple categories, ensuring accessibility to relevant and engaging material for users across various demographics.

The platform maintains key media partnerships, including collaborations with BBC Urdu and VOA Urdu, enabling it to distribute international news and multimedia content to a broader audience. Hamariweb.com has played a role in sports promotion in Pakistan, serving as a digital partner for the Pakistan Super League team Peshawar Zalmi and acting as the official media partner for Kotli Lions in the Kashmir Premier League. These partnerships strengthen the platform's influence in sports coverage and fan engagement.

Hamariweb.com has received industry recognition for its digital impact, including the Arabia 500 Fast Growth Award and the Brand of the Year



Award in 2011. Additionally, Webiz Media, the company behind Hamariweb.com, was ranked among the top 100 fastest-growing companies in Pakistan by AllWorld Network. The platform was also honored with the P@SHA ICT Award in 2009 for excellence in brand development.

The platform offers a variety of digital services, including an extensive dictionary, a name directory, financial tools, and an Urdu editor. It also provides market updates, religious resources, and lifestyle content. Users can explore sections dedicated to automotive trends, travel, and recipes. The site's mobile segment delivers information on the latest smartphone releases, ensuring that users remain informed about technological advancements.



Daastan

Daastan is a digital publishing company that has modernized the literary landscape of Pakistan through its technology-driven approach. Established with the aim of making book publishing more accessible, Daastan has built Pakistan's first digital publishing portal, Qissa, which connects authors, publishers, and readers in one seamless platform. The company operates both online and offline, supporting authors from manuscript submission to print, distribution, and marketing. Since its inception, Daastan has worked with over a thousand authors, reaching millions of readers globally and expanding its services beyond publishing to literary events, content development, and career opportunities for writers.

The company provides end-to-end book publishing solutions, allowing authors to publish their work in digital and print formats. Qissa offers a user-friendly interface where writers can upload manuscripts, format them for publication, and distribute their books globally. Beyond publishing, Daastan also focuses on content development, working with brands and businesses to create localized content in multiple languages across various media. This enables organizations to reach diverse audiences effectively. Additionally, the company actively supports career mapping for writers by connecting them with job opportunities and professional collaborations.

Daastan has established itself as a key player in literary events across Pakistan. The company organizes and partners with festivals, workshops, and competitions to foster a reading and writing culture. Its flagship programs, The Stories Untold and Literati, are annual initiatives aimed at discovering and promoting emerging literary talent. The company has also collaborated with national and international organizations, including the Asia Pacific Youth Exchange (APYE) Thailand, to create opportunities for Pakistani writers on a global scale.

DAWN

Dawn

Dawn's Digital Presence is a key component of the Dawn Media Group, extending its influence across multiple digital platforms. As Pakistan's leading English-language media entity, it offers news, analysis, and multimedia content through its website, Dawn.com, and its social media channels. With a history dating back to 1941, the brand has evolved to serve a growing online audience, delivering real-time updates, investigative journalism, and in-depth reports on national and global affairs. Dawn's digital platforms attract millions of readers each month, maintaining its reputation as a trusted source of information.

Dawn.com serves as the primary online platform, featuring live news coverage, editorial opinions, and multimedia content, including video reports and interactive infographics. The website provides dedicated sections for politics, business, sports, and culture, ensuring comprehensive coverage. In addition to text-based reporting, Dawn leverages digital storytelling techniques such as data visualization and documentary-style reporting. Its digital presence extends to mobile applications, making content accessible across devices for readers seeking timely and reliable information.

Dawn News, originally launched as an English-language television channel in 2007, transitioned to Urdu in 2010 to cater to a wider audience. The channel maintains a strong digital presence, streaming news updates and exclusive programs online. Its investigative journalism and political analysis are widely followed, contributing to its position as a major news broadcaster. Additionally, CityFM89, another subsidiary, operates as a lifestyle radio station, reaching an audience through both traditional broadcasting and online streaming.

The group's portfolio also includes Aurora, a marketing and media magazine that focuses on industry trends, advertising strategies, and consumer insights. Aurora's digital edition provides in-depth articles, interviews, and analysis tailored for professionals in the advertising and media sectors.



The News International

The News International is one of Pakistan's leading English-language newspapers, published daily in broadsheet format from Karachi, Lahore, and Rawalpindi/Islamabad. Established in 1991 by the Jang Media Group, it serves a wide readership across Pakistan and also caters to the Pakistani diaspora in the United Kingdom through its London edition. The publication provides extensive coverage of national and international news, politics, business, sports, entertainment, and technology. It also features a dedicated Sunday edition, The News on Sunday, which offers in-depth analysis, investigative reports, and cultural insights.

The digital platform of The News International, thenews.com.pk, extends its reach beyond print, delivering real-time updates, multimedia content, and a seamless user experience across devices. The platform covers breaking news, live reporting, and exclusive stories, maintaining a strong digital presence to engage readers across social media and mobile applications. The website integrates content from the Financial Times in its business section and includes a weekend segment in the Chinese language, produced by a company based in Islamabad. In addition, The News International provides an e-paper service, allowing readers to access its print edition in a digital format.

The News International collaborates with multiple international and local partners for content sharing and syndication. Its extensive reporting network includes correspondents from major cities across Pakistan and bureaus abroad, ensuring comprehensive news coverage. The platform's business section provides in-depth analysis of financial markets, economic trends, and corporate developments, serving as a resource for professionals and investors. The publication also maintains a strong opinion and editorial section featuring diverse perspectives from experienced columnists and industry experts.



Express Tribune

The Express Tribune maintains a strong digital presence through Tribune.com.pk, its online platform dedicated to delivering real-time news coverage across Pakistan and beyond. Operated by a team working around the clock, the website provides news updates, in-depth analyses, and multimedia content, covering politics, business, world affairs, sports, entertainment, and technology. Tribune.com.pk is part of the Express Media Group and aligns with the publication's editorial stance, which emphasizes social liberalism and egalitarian values. The site also integrates an extensive blog section, featuring independent journalists, subject-matter experts, and contributing writers.

The platform offers various digital products and services, including an e-paper version of the print publication, ensuring accessibility for readers who prefer a traditional newspaper format online. Tribune.com.pk also features exclusive digital content such as T-Magazine, a lifestyle and culture publication, and T.EDIT, a curated section offering editorial insights and thought pieces. The site's technology section delivers updates on digital trends, innovation, and cybersecurity, while dedicated pages for business, sports, and entertainment provide specialized coverage. Additionally, Tribune.com.pk includes a video section, hosting news reports, interviews, and analysis to complement its written coverage.

The Express Tribune's digital reach is further extended through partnerships and affiliations, notably with the International New York Times, making it Pakistan's only internationally affiliated English-language newspaper. This collaboration enhances the global relevance of its content while maintaining a strong local perspective. The publication also supports social initiatives, with a portion of its subscription revenue allocated to The Citizens Foundation (TCF), an organization focused on providing education to underprivileged children in Pakistan.



Elements Interactive

Elements Interactive

Elements Interactive is an independent, multi-disciplinary digital studio specializing in designing, building, and connecting digital experiences. The company transforms concepts into fully realized digital solutions, catering to clients across industries seeking immersive and interactive content. With expertise in video production, social media integration, and broadcast media, Elements Interactive provides a range of creative services aimed at engaging audiences through dynamic storytelling and high-quality digital execution.

The company offers a diverse portfolio of services, including interactive media development, branding, and digital marketing strategies. It creates immersive experiences using emerging technologies such as augmented reality (AR) and virtual reality (VR), enabling brands to engage with their audiences in innovative ways. Social media content production and management are also core offerings, ensuring clients maintain a strong digital presence. The studio's broadcast media capabilities extend to producing high-quality video content for television, online streaming platforms, and corporate communications.

Elements Interactive has collaborated with various organizations, including businesses, educational institutions,



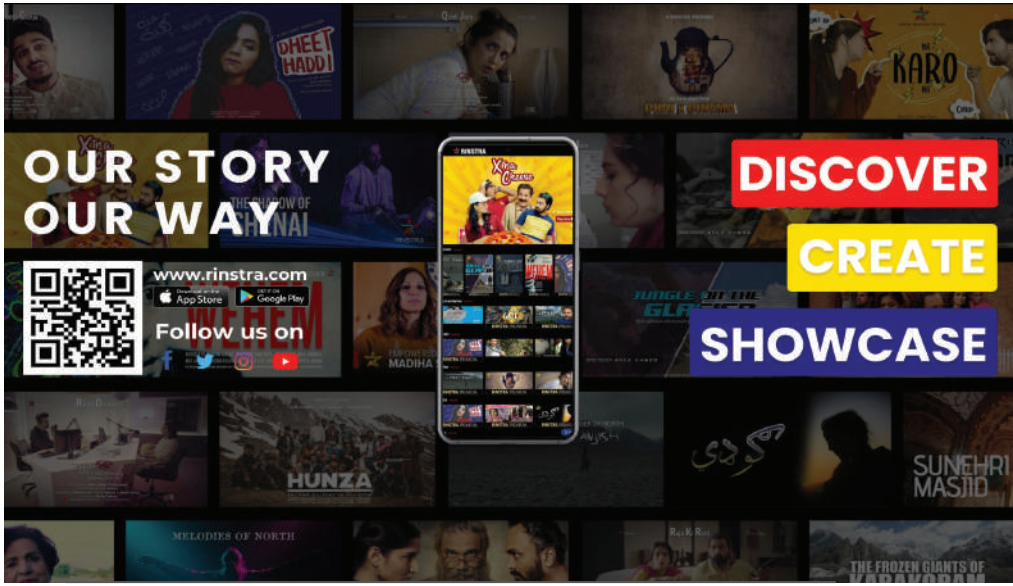
and public sector initiatives, to bring digital transformation to different regions. In Abbottabad, the company has contributed to the integration of digital learning tools, enhancing educational experiences through technology-driven solutions. It has also highlighted the economic contributions of Sialkot's small factories by showcasing their impact on local and national markets. Additionally, the company has explored the intersection of media and energy in Pakistan, analyzing how these sectors influence the country's socio-economic landscape.

The company's commitment to innovation has positioned it as a key player in the digital media industry, offering tailored solutions that align with evolving technological trends. By merging creativity with technical expertise, Elements Interactive continues to push the boundaries of digital storytelling and interactive media. Its work spans multiple formats and platforms, ensuring adaptability in an ever-changing media environment.

Rinstra

Rinstra is a multimedia technology platform based in Islamabad, Pakistan, designed for emerging filmmakers, content creators, and storytellers. Established in 2020, the platform provides a space for creative professionals to produce, distribute, and monetize digital content. With a team of 51–200 employees, Rinstra collaborates with industry veterans to nurture the next generation of digital storytellers in Pakistan and beyond. The platform serves as a hub for independent creators, offering tools and resources to showcase their work across multiple digital channels.

The company operates a streaming service that hosts a wide range of content, including web series, short films, documentaries, and digital shows. Its technology-driven platform enables creators to reach audiences directly while monetizing their content through various revenue models. Rinstra's services include content incubation, digital production support, and broadcasting solutions, allowing filmmakers and media professionals to scale their projects efficiently. It also partners with educational institutions, media organizations, and industry leaders to provide training and mentorship opportunities.



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and we'll take it from there.

Also email us for any comments, suggestions or errors in this whitepaper.

For more information on registered companies, please visit

https://techdestination.com

About this Industry Roundup

Pakistan Software Export Board developed this paper by hiring services of independent consulting firms to prepare this roundup on Pakistan's Digital Media sector. The paper focuses on Pakistan-based companies in this vertical and apprises the reader of the expertise available in this domain.

Disclaimer

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