**Asia Research Reports**

InterMedia's multiyear AudienceScapes project is aimed at bridging knowledge gaps about media preferences, personal communication habits and the use of information and communication technologies (ICTs) in developing regions around the world.

*AudienceScapes looks at the general population’s access to and use of media, access to and use of information and communication technologies (ICTs), and word-of-mouth communication habits; and how these factors affect people's acquisition of knowledge about key development topics.*

**Pakistan**

**Religious Media Content - A Cable TV Phenomenon** [1]

![Quran TV, owned by media group ARY](image)

[1]
In less than a decade, the private media revolution in Pakistan has seen the introduction of more than 100 new private channels. The liberalization of Pakistan's cable and satellite TV market by the government in the aftermath of the Kargil war opened the door for private media. This led to the
introduction, for the first time, of non-state Pakistani voices.

It was less than a decade ago, that Pakistanis had just one network on their televisions, until the government of President Pervez Musharraf finally deregulated the licensing process which issues
cable and satellite channels. Today, there are close to a hundred private cable and satellite channels that are available to those who have access to a cable or satellite connection. These regulatory changes have had significant implications for how news and information is disseminated, particularly in a country where television is the overall most accessed medium. However, radio remains popular
in rural and difficult to access regions.

**Timor-leste**

*Timor-Leste Communication and Media Survey* [3]

[4]
Timor-Leste, a small South East Asian country that gained its independence from Portugal in 1975
only to be occupied by Indonesia until the late 1990s, is one of many smaller islands in South East Asia facing issues of poverty and, at times, famine. The United Nations Integrated Mission in Timor-Leste released a report on its 2010 survey of media in Timor-Leste this June. The survey looks at demographics, the reach of various media, mobile phone and internet use, as well as the
effectiveness of various communication strategies and who is not using media at all in Timor-Leste.

**Related Blog entries**

**Cracking the 'Great Firewall': The Role of China's Netizens** [5]

Despite the government crackdown on Facebook and Twitter, more Chinese citizens than ever are using the internet. Some are using social media to question or criticize the government. Will the pressure from China's growing population of netizens usher in a new era of transparency or
information control?

The Link Between Humanitarian Aid and Public Diplomacy [6]
Is humanitarian aid a public image builder for donor countries? Though this may seem like an obvious linkage, hard evidence for it is not easy to come by. However, a recent panel discussion at the Carnegie Endowment in Washington, D.C. provided some empirical support to the notion.

**Citizen Video Producers Changing Indian Media** [7]
Hundreds of citizens from disadvantaged communities are now using video cameras to report on issues that affect them and their neighbors. With training from the Video Volunteers, local video producers are changing the dominant model of media in the country to make it more democratic and
diverse.
Whither Democracy/Wither Democracy: The Rise of Internet Censorship in India [8]
Democratic India’s rising economy has been perceived as a welcome counterforce to the rise of the neighboring, authoritarian and restrictive regime in China. But recent legislation on internet censorship in India represents one example on a growing list of government actions that increase
surveillance of new media and shrink the overall space for dissent within Indian civil society. While the government signaled its willingness to reconsider the new rules on Monday of this week, advocates for internet freedom remain concerned.
Radio Show on HIV and Discrimination Brings Hope for Nepali Women [9]
Equal Access, an information and education non-profit based in San Francisco, California, has found a new way to use media to address issues of HIV/AIDS and abuse against women in Nepal. The weekly 30-minute “Samajhdari” (Mutual Understanding) radio programme aims to reduce violence and discrimination against HIV-positive women, as well as general violence against women that puts
them at higher risk of contracting HIV.
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