

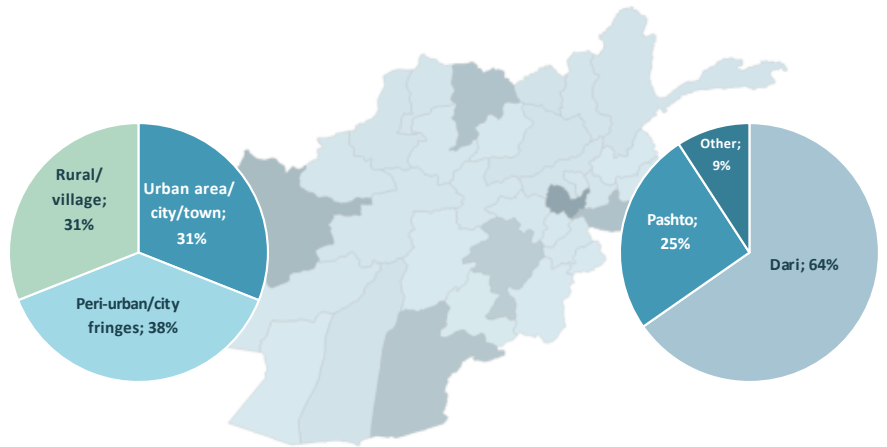


AFGHANISTAN MEDIA AUDIENCE LANDSCAPE

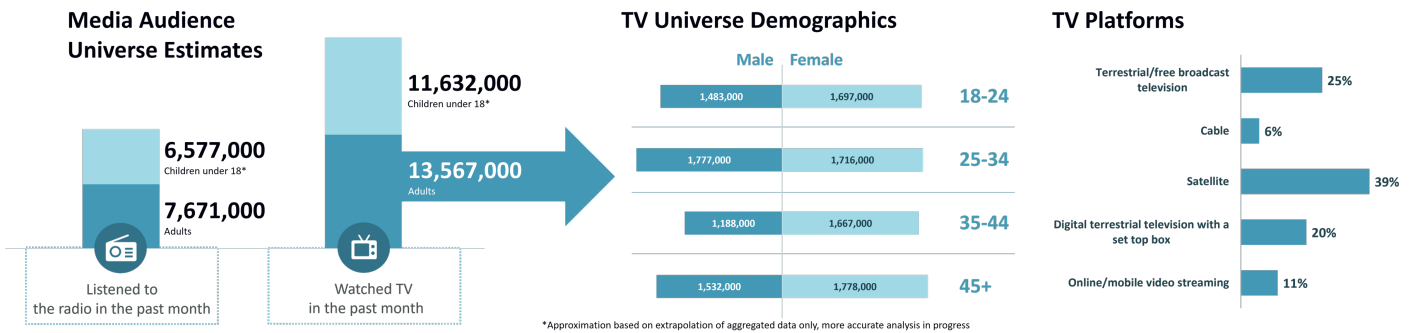


December 2023 to January 2024

The GeoPoll Afghanistan Media Audience Landscape Establishment Survey comprised of 2,000 Computer Assisted Telephone Interviews (CATI) with respondents across the country, conducted in from December 2023 to January 2024.



Based on the survey data, **approximately 67% of the adult Afghan population watch television at least once a month:**



Top TV Stations Audience Estimates

	% of total viewers	Total viewers	Adults	Under 18	% of male viewers	% of female viewers
Tolo TV/Tolo News	42,46%	14 367 000	7 735 000	6 632 000	39,41%	45,52%
Afghanistan International	17,82%	6 040 000	3 252 000	2 788 000	18,73%	16,91%
Ariana TV	10,94%	3 711 000	1 998 000	1 713 000	12,30%	9,58%
Gem Bollywood	10,93%	3 681 000	1 982 000	1 699 000	6,50%	15,35%
Faza TV	10,59%	3 566 000	1 920 000	1 646 000	6,22%	14,95%
Lemar TV	6,88%	2 338 000	1 259 000	1 079 000	9,42%	4,33%
Shamshad TV	4,84%	1 651 000	889 000	762 000	7,81%	1,86%
Afghanistan National TV	3,18%	1 087 000	585 000	502 000	5,34%	1,03%
BBC	2,66%	908 000	489 000	419 000	4,50%	0,81%
Tamadon TV	2,57%	869 000	468 000	401 000	2,68%	2,46%
Watan TV	2,18%	745 000	401 000	344 000	3,94%	0,41%
Arezo TV	2,18%	737 000	397 000	340 000	2,05%	2,30%
Yak TV	1,87%	635 000	342 000	293 000	1,70%	2,05%
Amu TV	1,48%	501 000	270 000	231 000	1,48%	1,49%

†Based on spontaneous recall – prompted recall from lists will be higher, and will be collected in the diary phase
 *Approximation based on extrapolation of aggregated data only, more accurate analysis in progress

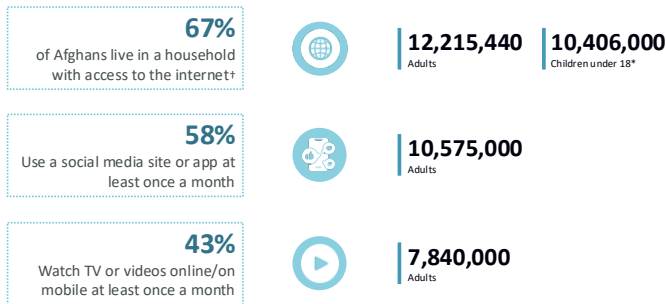
Top Radio Stations Audience Estimates

	% of total listeners	Total listeners	Adults	Under 18	% of male listeners	% of female listeners
BBC	11,44%	3 884 000	2 091 000	1 793 000	14,47%	8,40%
Radio Azadi	5,54%	1 885 000	1 015 000	870 000	7,72%	3,36%
Arman FM	5,01%	1 694 000	912 000	782 000	3,99%	6,03%
Afghanistan International	3,64%	1 231 000	663 000	568 000	3,50%	3,78%
National Radio	2,78%	944 000	508 000	436 000	3,42%	2,15%
Shamshad Radio	2,65%	905 000	487 000	418 000	4,21%	1,09%
Ariana FM	2,30%	776 000	418 000	358 000	2,00%	2,60%
Islamic Radio	1,00%	340 000	183 000	157 000	1,13%	0,87%
Radio Ashna	0,99%	338 000	182 000	156 000	1,55%	0,44%
Salam Watandar	0,67%	228 000	123 000	105 000	0,94%	0,41%
Radio Tolo	0,61%	208 000	112 000	96 000	1,00%	0,22%
Sharq Radio	0,46%	158 000	85 000	73 000	0,46%	0,47%
Deewa Radio	0,45%	154 000	83 000	71 000	0,40%	0,51%
Laghman Province Radio	0,45%	152 000	82 000	70 000	0,52%	0,37%

†Based on spontaneous recall – prompted recall from lists will be higher, and will be collected in the diary phase

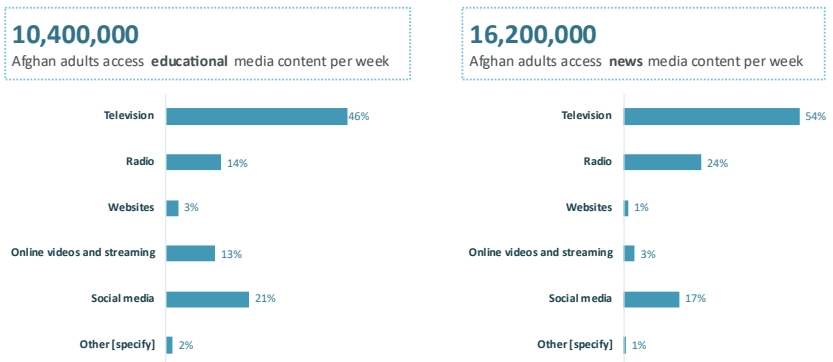
*Approximation based on extrapolation of aggregated data only, more accurate analysis in progress

Internet Access and Use



†Over 90% of these connections are via 3G or 4G mobile network
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Education and News Sources



Further information

For any questions contact Matt Angus-Hammond, Media Audience Measurement Director, GeoPoll at angus@geopoll.com

www.geopoll.com