

# **MARKET RESEARCH**

## **RANKING AND AUDIENCE SHARE OF AFGHANISTAN TV CHANNELS**

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**AUGUST 2023**

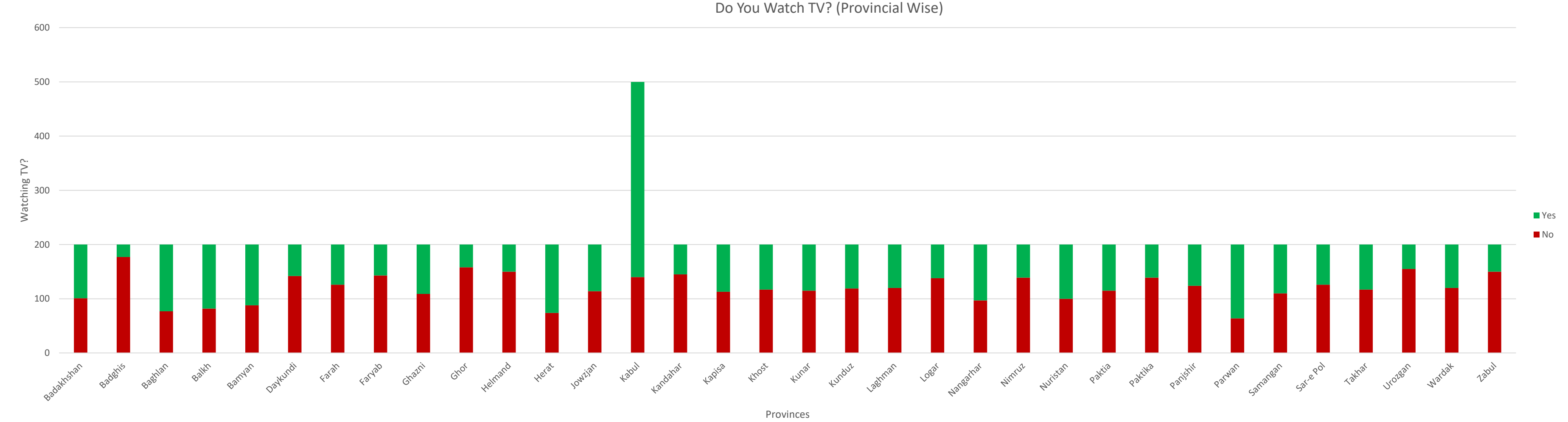
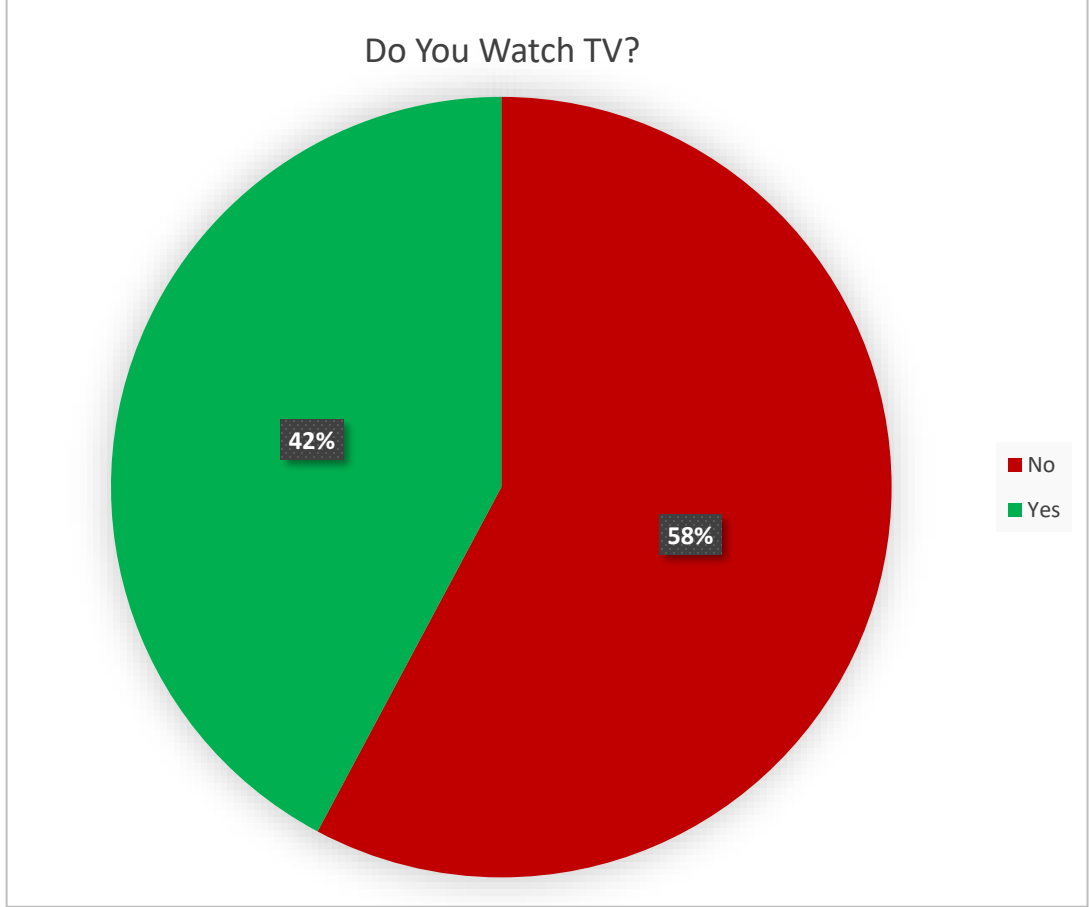
## ABOUT THE MARKET RESEARCH

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In this market research, we conducted a survey with over **7,100** participants randomly selected from various regions of the country from April to July 2023. This survey was conducted by the call center section of Afghan Wireless Communication Company, involving 500 respondents from Kabul and 200 from other provinces.

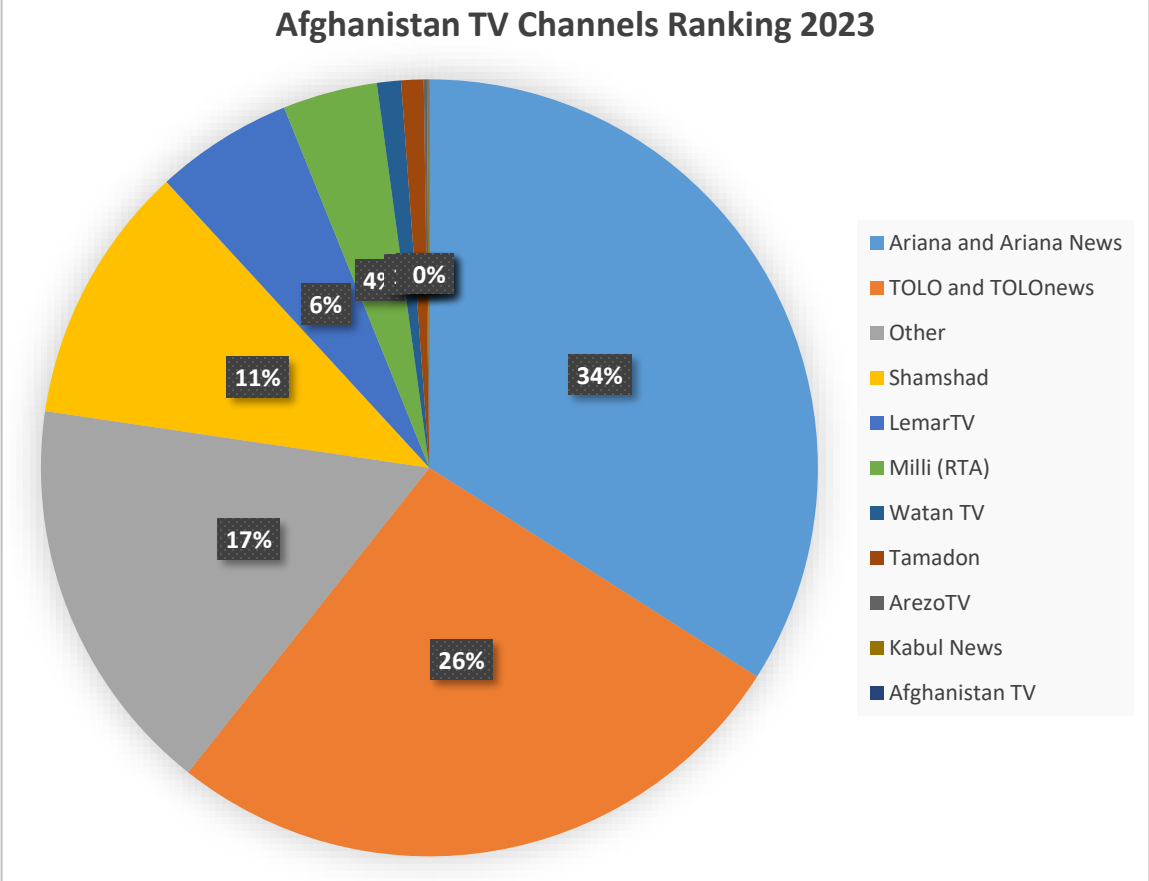
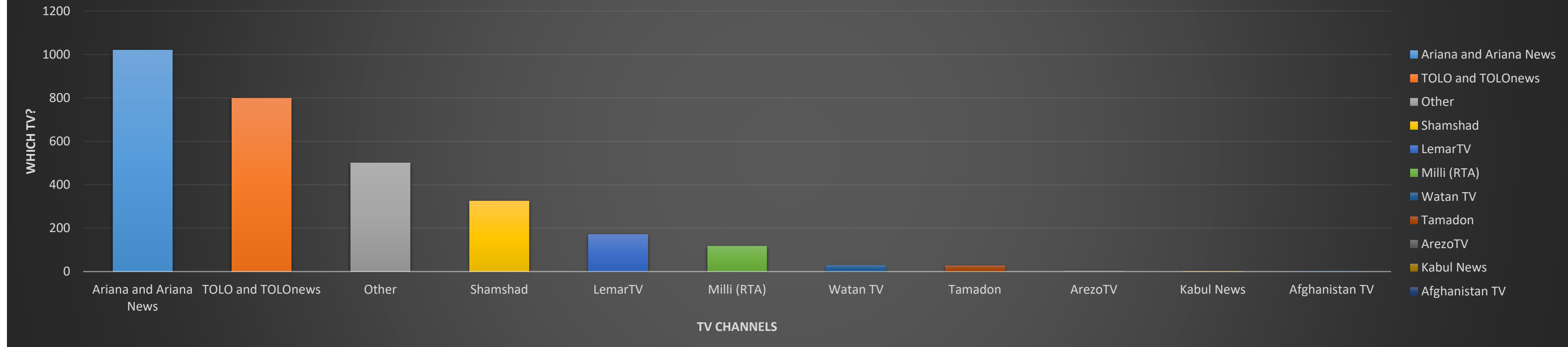
For any query, please contact us at: [marketing@arianatelevision.com](mailto:marketing@arianatelevision.com)





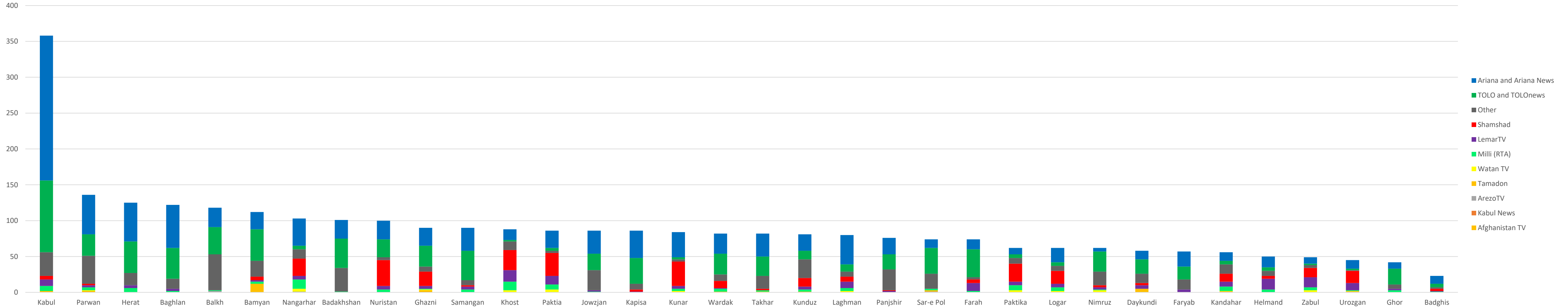
**TV POPULARITY IN AFGHANISTAN | 42% of People In Afghanistan Watch TV and 58% Are Not Interested in Watching TV.**

## Afghanistan TV Channels Ranking 2023



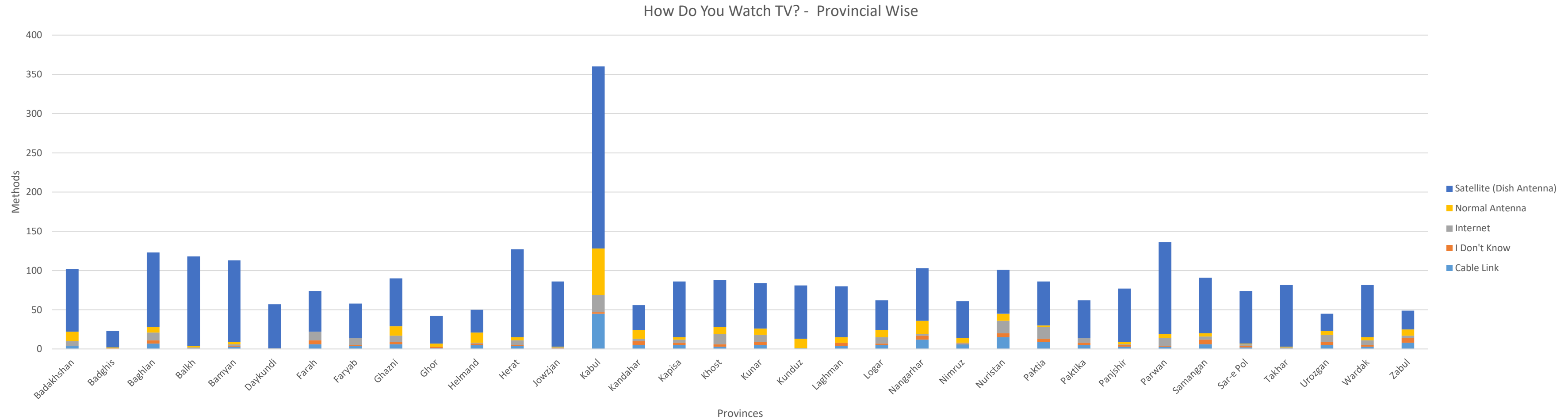
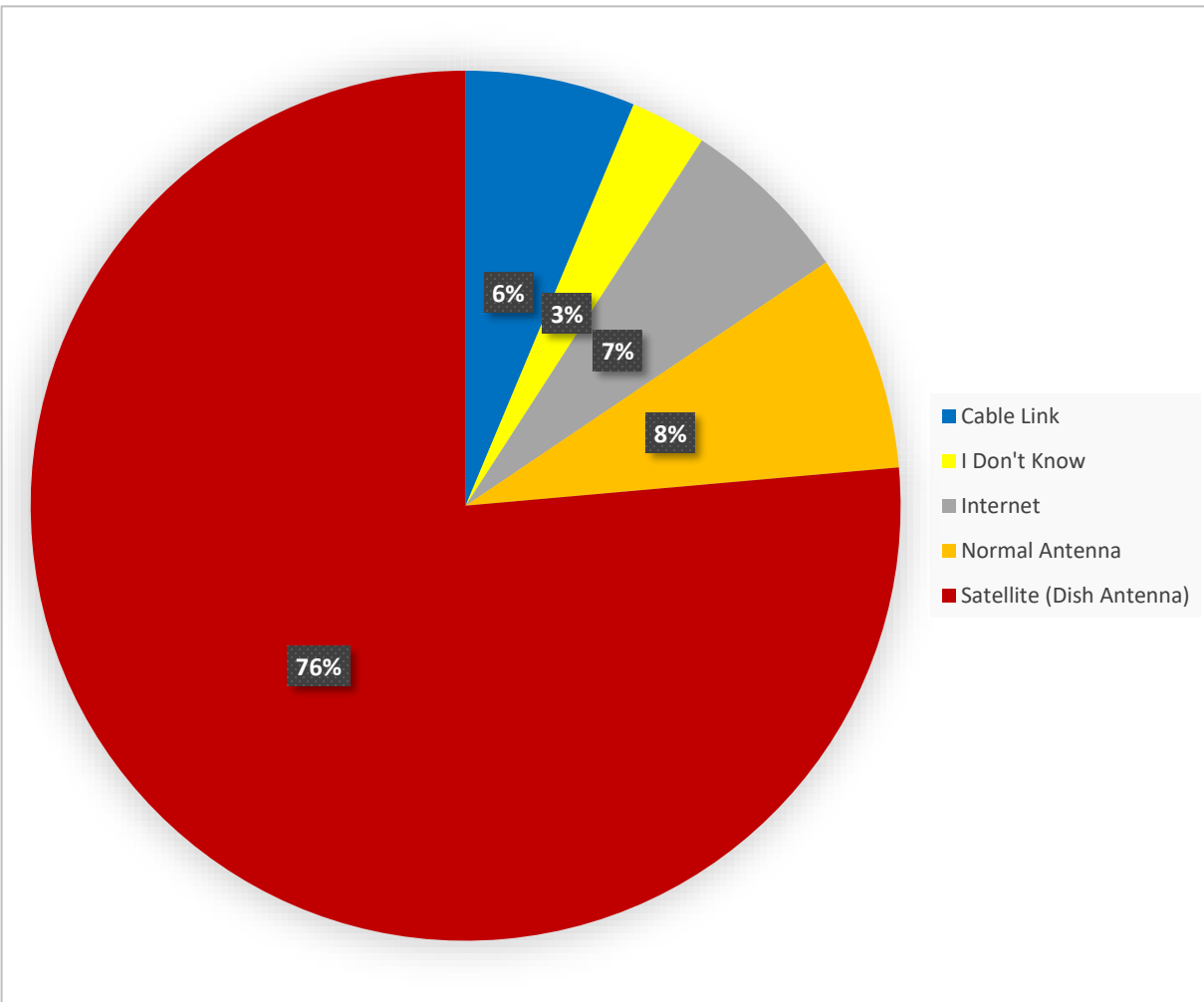
**TV CHANNELS RANKING IN AFGHANISTAN | TOP 5 CHANNELS IN ORDER: 1- Ariana & Ariana News 2- TOLO & TOLOnews 3- FOREIGN CHANNELS (BBC, Afghanistan International, etc) 4- SHAMSHAD 5- LEMAR TV**

TV Channels Popularity Based on The Provinces



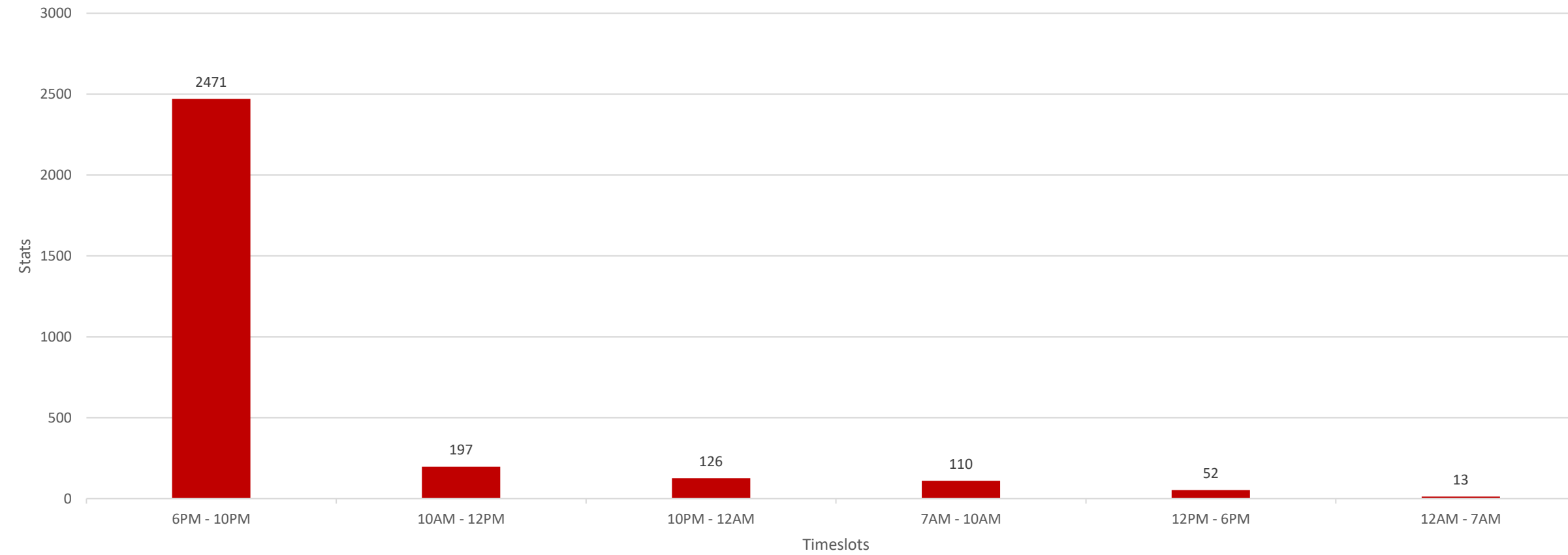
## TV CHANNELS POPULARITY BASED ON THE PROVINCES:

**Ariana and Ariana News** are The Most Popular Channels in Kabul and many of other big provinces including Herat and Nangarhar.

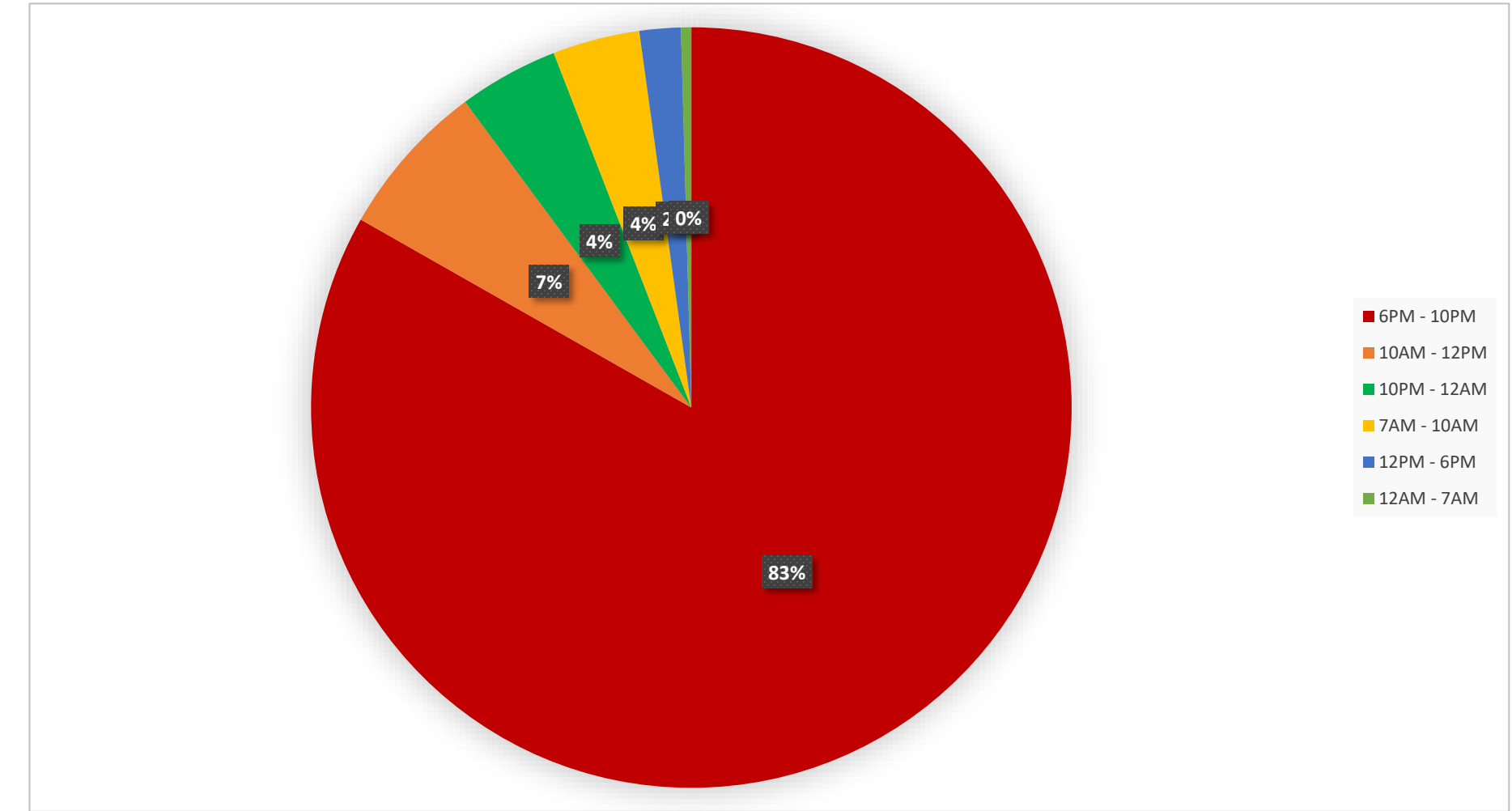


## RANKING OF VARIOUS TV SIGNAL RECEPTION METHODS IN AFGHANISTAN

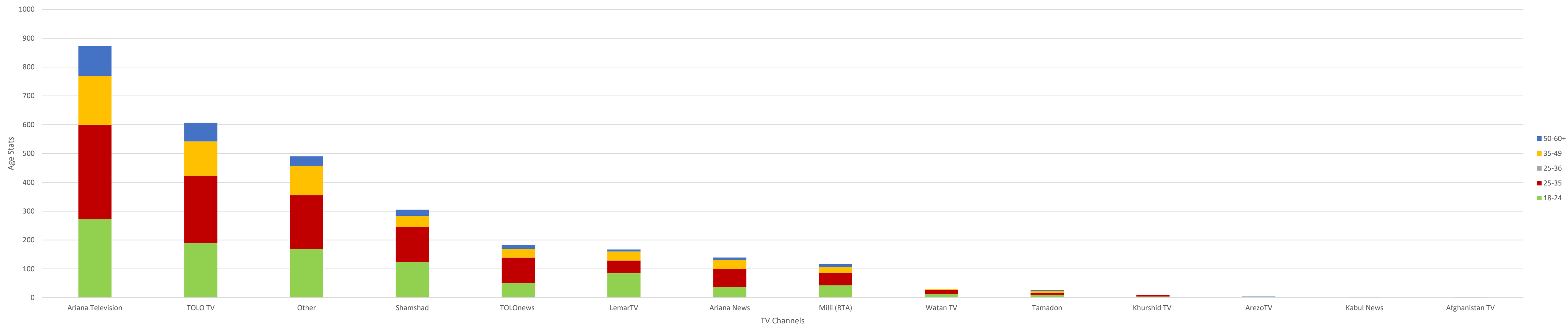
What Time Do You Watch TV The Most?



Total



PREFERRED TV WATCHING TIME SLOTS IN AFGHANISTAN



# RANKING OF TV CHANNELS IN AFGHANISTAN BASED ON AGE RANGE



**THANK YOU**