



Voice of America

## VOA Broadcasting to Pakistan in Urdu

VOA's Urdu Service provides a wide variety of programs on multiple platforms, and is a reliable source of news and information in Pakistan and the diaspora. VOA Urdu broadcasts on TV, medium wave, FM networks, and its website carries live streams of the service's TV and radio programs, along with special web-only video.

### Quick Facts

<b>Established:</b>	May 1951
<b>Target Area:</b>	Pakistan, including FATA, Pakistani diaspora in the Middle East, Europe, and Urdu-speaking population in India.
<b>Weekly audience:</b>	7% in Pakistan
<b>TV Programming:</b>	2 hours 5 minutes per week
<b>Radio Programming:</b>	70 hours per week

**Programs and additional features available at:**  
[urduvoa.com](http://urduvoa.com)

### Facebook:

[VOA Urdu](#)

### Twitter:

[@urduvoa](#)

### YouTube:

[Urdu VOA](#)

### Instagram:

[urduvoa](#)

### Programs and Features

#### TV

***Zindagi 360*** – A fast-paced entertainment and lifestyle program aimed at teens and young adults in Pakistan and the Pakistani diaspora. The show airs every Friday at 7:30 PM on HUM TV.

***Urdu NewsMinute*** – A one-minute international news brief that airs Monday through Friday on three different channels in Pakistan.

VOA Urdu actively works as the Washington Bureau for several affiliates in Pakistan, offering TV packages and interviews via Skype, telephone or satellite. Urdu TV team members regularly appear on the news and talk shows of affiliates to offer updates on the latest developments in the U.S.

#### Radio

Twelve hours of daily broadcasts including coverage of events affecting South Asia and the world, health, education, politics, call-in interactives, and roundtable discussions. The program's overnight coverage incorporates a trilingual format, with English-language news reports and music, and discussion programs in both Urdu and Pashto – provided by VOA Deewa Radio, which targets the Afghanistan-Pakistan border region.

#### Internet

VOA Urdu's website provides web-exclusive interviews, special features and news. It also includes radio and television content, as well as cultural and literary features.

***Independence Avenue/Web TV*** – hard-news/theme based weekly Urdu web show on [www.urduvoa.com](http://www.urduvoa.com). It includes human-interest content.