



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

Date Established:	May, 1951
Target Areas:	Pakistan, including FATA, Pakistani diaspora in the Middle East, Europe, and Urdu-speaking population in India.
Weekly audience:	7% in Pakistan
TV:	2 hours 8 minutes weekly (original)
Radio:	46 hours weekly

Broadcast programs and additional features are available at:

[urduvoa.com](http://urduvoa.com)

**Facebook:** VOA Urdu

**Twitter:** @urduvoa

**YouTube:** Urdu VOA

**Instagram:**

[urduvoa](http://urduvoa)

## Features and Programs

### Radio:

Four to five hours of regular radio broadcasts including coverage of events affecting South Asia and the world, health, education, politics, call-in interactives, and roundtable discussions.

On September 15, 2017, Urdu Radio launched '*Sada e Jahan*' in Pakistan, a program co-produced with FM Radio Channel Power 99, and broadcast on VOA Urdu and Power 99.

VOA Urdu Radio's overnight coverage also 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.

### TV:

**View 360** – a 30-minute show on AAJ News Pakistan, launched April 17, 2017. A fast-paced news and current affairs show provides unbiased news and views on U.S.- Pakistan relations, education, science, health, entertainment and the Pakistani diaspora. The program also includes *World View*, which is a one-minute international news brief that airs Monday through Friday. The show airs Monday through Friday at 7:30 PM on AAJ TV.

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.

### Internet:

VOA Urdu's website [www.urduvoa.com](http://www.urduvoa.com) provides web-exclusive interviews, special features and news. It also includes radio and television content, as well as cultural and literary features. Urdu web is also expanding its reach through social media with publishing videos and experimenting with Facebook Live, OBS, Twitter, Periscope and Instagram.