

# 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 min. weekly (original)
Radio:	18 hours 30 min. weekly

Broadcast programs and additional features are available at:

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

**Facebook:** VOA Urdu

**Twitter:** @urduvoa

**YouTube:** Urdu VOA

**Instagram:**

[urduvoa](https://www.instagram.com/urduvoa)

## Features and Programs

### Radio:

Urdu has three hours of live radio Monday through Friday. The broadcast covers events affecting South Asia and the world, health, education, politics, call-in interactives, and roundtable discussions. The service radio affiliate, Radio Pakistan, airs VOA's pre-produced 30-minute show seven days a week. Radio's prime time bulletin and some of the shows are streamed live on Facebook with an audience of thousands of audiences every week.

### 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.