

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, FM radio networks, and its website carries live streams of the service's TV and radio programs, along with customized web and digital 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 and around the world.
Weekly audience:	7% in Pakistan
TV:	2 hours 8 min. weekly (original)
FM Radio:	1 hour 15 min. weekly

Broadcast programs and additional features are available at:

urduvoa.com

Facebook: @VOAUrdu

Twitter: @voaurdu

YouTube: VOAUrdu

Instagram: voaurdu

Website: urduvoa.com

Features and Programs

TV:

View 360 – a 25-minute show on AAJ News Pakistan, launched on 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 show includes analysts and experts from different walks of life. It airs Monday to Friday 7:30 PM on AAJ TV.

Washington Bureau - VOA Urdu actively engages as the Washington Bureau with 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.

Web and Digital Platforms

VOA Urdu's website www.urduvoa.com provides web and digital exclusive interviews, special features and news. It also includes radio and television content, as well as cultural and social features. In addition, Urdu web is expanding its reach through social media, publishing videos and using Facebook Live, YouTube Live, Twitter Space, and Instagram. VOA Urdu broadcasts a 15-minute Facebook Live news bulletin Monday through Friday. This news and current affairs broadcast covers events affecting South Asia and the world.

Ain Mutabiq – VOA Urdu's first digital-only women-focused program aims to discuss issues that are considered taboo in Pakistani society, where women bear the brunt of some of the flawed social norms. The title "Ain Mutabiq" is multi-faceted. "Ain" is the first letter in the Urdu word used for a woman and the phrase "Ain Mutabiq" means pertinent, to the point, or appropriate.

VOA Sindhi: Beginning in 2022, VOA Urdu launched a page in the Sindhi language. This page resides within the www.urduvoa.com website and publishes content on world news, current affairs, science, technology, women's issues, education, as well as bilateral relations between the U.S. and the South Asian region and its population. This page will cater to the Sindhi speaking audience residing in Pakistan, India and all over the world.

FM Radio

The service offers three FM bulletins Monday through Friday. These five-minute bulletins are carried by affiliate FM 100 in Pakistan with an audience of hundreds of thousands every week.