<table>
<thead>
<tr>
<th>Title</th>
<th>Situational report on mass media in Asian countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Syed Amin-ul-Hasan Jafri</td>
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<td>Date</td>
<td>1977</td>
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<td><a href="http://hdl.handle.net/10220/231">http://hdl.handle.net/10220/231</a></td>
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Situational Report On Mass Media In Asian Countries

By

Syed Amin-ul-Hasan Jafri
SITUATIONAL REPORT
ON
MASS MEDIA IN ASIAN COUNTRIES

By

Syed Amin-ul-Hasan Jafri

A paper presented at
International Seminar on
"Rural Communication"
(December 13-20, 1977)

Convened by the Department of Communication
and Journalism, Osmania University, Hyderabad
in Collaboration with the ICSSR and the Asian
Mass Communication Research and Information Centre,
Singapore (AMIC)
SITUATIONAL REPORT
ON
MASS MEDIA IN ASIAN COUNTRIES
By
Syed Amin-ul-Hasan Jafri.

TRUTH, it is said, is better, and more so in the case of socio-economic and cultural conditions in what are dubbed as the "Third world" countries. Here, in this seminar we have to concern ourselves with the harsh realities of the mass media scene in Asia, let's face them.

Asia, a continent stretching from the Red Sea to the Pacific Ocean, comprises 42 countries which, among them, shelter nearly two-thirds of the world population. Media-wise, the continent presents a mixed picture, varying from the rich to the poor pockets and the contrast among the countries is mind-boggling. On the whole, Asia trails behind the other continents, except, of course, Africa.

A stock-taking of the overall media situation in all the 42 countries reveals interesting trends. Japan has reached the saturation point, while China, Cyprus, Hong Kong, Iran, Israel, Kuwait, Lebanon, Singapore, South Korea, Taiwan and the Persian Gulf Emirates present a fairly rosy picture. The other countries, mostly in the South and South-east Asian regions, can be placed anywhere between "developing" and "underdeveloped" categories. The former comprise Brunei, India, Indonesia, Iraq, Jordan, Macau, Malaysia, Mongolia, North Korea, Oman, Pakistan, Philippines, Saudi Arabia, South Yemen, Sri Lanka, Syria, Thailand, Turkey and Viet Nam; the latter include Afghanistan, Bangladesh, Bhutan, Burma, Cambodia, Laos, Maldives, Nepal and North Yemen.

The availability of different mass media per 1000 persons in Asia as a whole can be summed up as follows:
- Daily Newspaper Copies: 50
- Radio Sets: 100
- Television Sets: 2
- Cinema Seats: 5
- Books: 40 new titles per million persons a year

The availability of books is 40 new titles per million persons a year. All but 7 Asian countries have local and/or national news agencies but only a handful of them have overseas bureaux or correspondents. Satellite Communication, however, seems to be catching up fast on the Asian media scene. At least 21 countries are today linked to the Atlantic/India/Pacific Ocean Intelsat Systems, through their earth stations.

Statistics on the media availability in the rural areas of Asia are scanty. But, the sketchy information now available to us, goes to show that the availability or use of media in rural communities is dismally low and woefully inadequate to the communication needs of the people. The situation is pretty bad in some countries where the populations are large and mostly rural, whose territories are vile and extensive with underdeveloped physical communication network.

The problem facing Asian media planners and practitioners is, therefore, two-fold: how to develop and expand the media systems in media-poor countries; and how to build up media systems in the rural areas, to make mass media dependable tools of communication -- especially in rural Asia. The way planners and practitioners face this challenge and the alternatives they evolve will determine the prospects for mass media development in the Asian context, especially in the rural and media-poor zones, in the years to come.

A country-by-country account gives us a fair picture of the mass media situation in the Asian continent. Figures relating to population, rural:urban ratio, and literacy rate are included to help get a better appreciation of the availability and suitability of different mass media in the case of every individual country.
<table>
<thead>
<tr>
<th>Country</th>
<th>Population</th>
<th>Rural:Urban Ratio</th>
<th>Literacy Rate</th>
<th>Radio Transmitters</th>
<th>Radio Sets</th>
<th>Television Transmitters</th>
<th>Television Sets</th>
<th>Newspapers</th>
<th>Circulation</th>
<th>Dailies</th>
<th>Circulation</th>
<th>Cinema Houses</th>
<th>Seating Capacity</th>
<th>Film Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>Afghanistan</td>
<td>20,000,000</td>
<td>90:10</td>
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<td>1</td>
<td>N.A.</td>
<td>53</td>
<td>520,000</td>
<td>15</td>
<td>110,000</td>
<td>30</td>
<td>15,000</td>
<td>20</td>
</tr>
<tr>
<td>Bahrain</td>
<td>300,000</td>
<td>80:20</td>
<td>70%</td>
<td>5</td>
<td>150,000</td>
<td>1</td>
<td>50,000</td>
<td>23</td>
<td>82,000</td>
<td>2</td>
<td>12,000</td>
<td>10</td>
<td>11,000</td>
<td>Nil</td>
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<tr>
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<td>80,000,000</td>
<td>90:10</td>
<td>25%</td>
<td>NA</td>
<td>3,000,000</td>
<td>NA</td>
<td>300,000</td>
<td>13</td>
<td>470,000</td>
<td>7</td>
<td>350,000</td>
<td>420</td>
<td>60,000</td>
<td>NA</td>
</tr>
<tr>
<td>Brunei</td>
<td>1,000,000</td>
<td>95:5</td>
<td>5%</td>
<td>None</td>
<td>N.A.</td>
<td>None</td>
<td>None</td>
<td>13</td>
<td>55,000</td>
<td>None</td>
<td>N.A.</td>
<td>10</td>
<td>60,000</td>
<td>Nil</td>
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<tr>
<td>Bhutan</td>
<td>1,000,000</td>
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<td>70%</td>
<td>10</td>
<td>40,000</td>
<td>1</td>
<td>10,000</td>
<td>13</td>
<td>470,000</td>
<td>None</td>
<td>70,000</td>
<td>60</td>
<td>15,000</td>
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<tr>
<td>Burma</td>
<td>33,000,000</td>
<td>80:20</td>
<td>70%</td>
<td>5</td>
<td>1,000,000</td>
<td>1</td>
<td>470,000</td>
<td>13</td>
<td>470,000</td>
<td>7</td>
<td>350,000</td>
<td>420</td>
<td>305,000</td>
<td>100</td>
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<tr>
<td>Zambia</td>
<td>8,500,000</td>
<td>85:15</td>
<td>55%</td>
<td>N.A.</td>
<td>300,000</td>
<td>N.A.</td>
<td>100,000</td>
<td>13</td>
<td>170,000</td>
<td>3</td>
<td>70,000</td>
<td>60</td>
<td>30,000</td>
<td>N.A.</td>
</tr>
</tbody>
</table>
### CHINA:
- Population: 925,000,000; Rural:Urban Ratio: 80:20; Literacy Rate: 75%;
- Radio Transmitters: 170; Radio Sets: 30,000,000; (140,000,000 Loudspeakers);
- Television Transmitters: 60; Television Sets: 1,000,000;
- Newspapers: 3,650; Circulation: 46,000,000 Copies;
- Dailies: 1,900; Circulation: 21,000,000 Copies;
- Cinema Houses: 6,000; Seating Capacity: N.A.; Film Production: 5,300;
- Mobile Teams: 12,000;

### FRANCE:
- Population: 650,000; Rural: Urban Ratio: 60:40; Literacy Rate: 85%;
- Radio Transmitters: 4; Radio Sets: 300,000;
- Television Transmitters: 5; Television Sets: 150,000;
- Newspapers: 69; Circulation: 340,000 Copies;
- Dailies: 12; Circulation: 80,000 Copies.

### HONG KONG:
- Population: 4,500,000; Rural:Urban Ratio: 10:90; Literacy Rate: 85%;
- Radio Transmitters: 11; Radio Sets: 1,400,000;
- Television Transmitters: 26; Television Sets: 1,100,000;
- Newspapers: 324; Circulation: 5,000,000 copies;
- Dailies: 73; Circulation: 1,500,000 copies;
- Cinema Houses: 85; Seating Capacity: 165,000; Film Production: 160;

### INDIA:
- Population: 620,000,000; Rural: Urban Ratio: 80:20; Literacy Rate: 35%;
- Radio Transmitters: 146; Radio Sets: 25,000,000;
- Television Transmitters: 15; Television Sets: 1,000,000;
- Newspapers: 12,700; Circulation: 36,000,000 copies;
- Dailies: 850; Circulation: 10,000,000 Copies;
- Cinema Houses: 9,000; Seating Capacity: 6,000,000; Film Production: 3,000;

### INDONESIA:
- Population: 135,000,000; Rural: Urban Ratio: 80:20; Literacy Rate: 55%;
- Radio Transmitters: N.A.; Radio Sets: 15,000,000;
- Television Transmitters: N.A.; Television Sets: 700,000;
- Newspapers: 924; Circulation: 6,100,000 copies;
- Dailies: 170; Circulation: 2,100,000 copies;
- Cinema Houses: 500; Seating Capacity: 500,000; Film Production: 50;

### JAPAN:
- Population: 36,000,000; Rural: Urban Ratio: 55:45; Literacy Rate: 55%;
- Radio Transmitters: 70; Radio Sets: 15,000,000;
- Television Transmitters: 200; Television Sets: 7,000,000;
- Newspapers: 200; Circulation: 2,600,000 Copies;
- Dailies: 30; Circulation: 1,000,000 copies;
- Cinema Houses: 500; Seating Capacity: 200,000; Film Production: 250;

### IRAQ:
- Population: 12,000,000; Rural: Urban Ratio: 40:60; Literacy Rate: 60%;
- Radio Transmitters: 12; Radio Sets: 4,000,000;
- Television Transmitters: 6; Television Sets: 1,100,000;
- Newspapers: 96; Circulation: 1,000,000 copies;
- Dailies: 6; Circulation: 250,000 copies;
- Cinema Houses: 30; Seating Capacity: 60,000; Film Production: 20;
<table>
<thead>
<tr>
<th>Country</th>
<th>Population</th>
<th>Urban: Rural Ratio</th>
<th>Literacy Rate</th>
<th>Radio Transmitters</th>
<th>Radio Sets</th>
<th>Television Transmitters</th>
<th>Television Sets</th>
<th>Newspapers</th>
<th>Dailies</th>
<th>Circulation</th>
<th>Cinema Houses</th>
<th>Seating Capacity</th>
<th>Film Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARLAND</td>
<td>3,600,000</td>
<td>85:15</td>
<td>90%</td>
<td>39</td>
<td>1,000,000</td>
<td>28</td>
<td>1,000,000</td>
<td>505</td>
<td>23</td>
<td>3,900,000</td>
<td>260</td>
<td>180,000</td>
<td>300</td>
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<td>JAPAN</td>
<td>116,000,000</td>
<td>25:75</td>
<td>100%</td>
<td>950</td>
<td>78,000,000</td>
<td>6,150</td>
<td>30,000,000</td>
<td>7,230</td>
<td>180</td>
<td>60,000,000</td>
<td>2,500</td>
<td>1,150,000</td>
<td>2000</td>
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<tr>
<td>JORDAN</td>
<td>3,000,000</td>
<td>50:50</td>
<td>50%</td>
<td>7</td>
<td>800,000</td>
<td>2</td>
<td>200,000</td>
<td>43</td>
<td>60</td>
<td>60,000</td>
<td>45</td>
<td>25,000</td>
<td>5</td>
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<tr>
<td>KOREA (NORTH)</td>
<td>16,400,000</td>
<td>50:50</td>
<td>90%</td>
<td>N.A.</td>
<td>2,000,000</td>
<td>N.A.</td>
<td>500,000</td>
<td>N.A.</td>
<td>12</td>
<td>1,000,000</td>
<td>12</td>
<td>1,000,000</td>
<td>200</td>
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<tr>
<td>KOREA (SOUTH)</td>
<td>36,000,000</td>
<td>55:45</td>
<td>96%</td>
<td>94</td>
<td>7,000,000</td>
<td>59</td>
<td>3,000,000</td>
<td>1,045</td>
<td>44</td>
<td>11,900,000</td>
<td>690</td>
<td>430,000</td>
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<tr>
<td>KUWAIT</td>
<td>1,100,000</td>
<td>40:60</td>
<td>60%</td>
<td>8</td>
<td>600,000</td>
<td>7</td>
<td>300,000</td>
<td>34</td>
<td>6</td>
<td>520,000</td>
<td>12</td>
<td>15,000</td>
<td>20</td>
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<tr>
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<td>3,500,000</td>
<td>80:20</td>
<td>40%</td>
<td>N.A.</td>
<td>200,000</td>
<td>N.A.</td>
<td>50,000</td>
<td>15</td>
<td>5</td>
<td>10,000</td>
<td>20</td>
<td>10,000</td>
<td>N.A.</td>
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<tr>
<td>URBANON</td>
<td>3,000,000</td>
<td>55:45</td>
<td>95%</td>
<td>6</td>
<td>2,000,000</td>
<td>8</td>
<td>600,000</td>
<td>402</td>
<td>42</td>
<td>2,000,000</td>
<td>180</td>
<td>90,000</td>
<td>20</td>
</tr>
</tbody>
</table>
MACAU:
Population: 300,000; Rural: Urban Ratio: 00:100; Literacy Rate: 85%;
Radio Transmitters: N.A.; Radio Sets: 100,000;
Television Transmitters: 1; Television Sets: N.A.;
Newspapers: N.A.; Circulation: N.A.;
Dailies: 6; Circulation: 30,000 Copies;
Cinema Houses: 10; Seating Capacity: 10,000; Film Production: Nil;

MALDIVES:
Population: 150,000; Rural: Urban Ratio: 80:20; Literacy Rate: 30%;
Radio Transmitters: 5; Radio Sets: 10,000;
Television Transmitters: None; Television Sets: None;
Newspapers: N.A.; Circulation: N.A.;
Dailies: 1; Circulation: 1,000 copies;
Cinema Houses: 2; Seating Capacity: 1,000; Film Production: Nil;

MALAYSIA:
Population: 12,600,000; Rural: Urban Ratio: 70:30; Literacy Rate: 76%;
Radio Transmitters: 92; Radio Sets: 3,000,000;
Television Transmitters: 38; Television Sets: 700,000;
Newspapers: 908; Circulation: 4,250,000 Copies;
Dailies: 50; Circulation: 1,400,000 Copies;
Cinema Houses: 500; Seating Capacity: 325,000; Film Production: 80;

NEPAL:
Population: 13,250,000; Rural: Urban Ratio: 90:10; Literacy Rate: 15%;
Radio Transmitters: 5; Radio Sets: 200,000;
Television Transmitters: None; Television Sets: None;
Newspapers: 233; Circulation: 550,000 Copies;
Dailies: 24; Circulation: 370,000 Copies;
Cinema Houses: 15; Seating Capacity: N.A.; Film Production: N.A.;

OMAN:
Population: 1,000,000; Rural: Urban Ratio: 90:10; Literacy Rate: 25%;
Radio Transmitters: N.A.; Radio Sets: 200,000;
Television Transmitters: N.A.; Television Sets: 40,000;
Newspapers: 7; Circulation: 20,000 Copies;
Dailies: None; Circulation: None;
Cinema Houses: N.A.; Seating Capacity: N.A.; Film Production: Nil;

PAKISTAN:
Population: 76,000,000; Rural: Urban Ratio: 75:25; Literacy Rate: 20%;
Radio Transmitters: 22; Radio Sets: 6,000,000;
Television Transmitters: 17; Television Sets: 600,000;
Newspapers: 664; Circulation: 7,100,000 Copies;
Dailies: 93; Circulation: 1,100,000 Copies;
Cinema Houses: 600; Seating Capacity: 320,000; Film Production: 200;

PHILIPPINES:
Population: 44,000,000; Rural: Urban Ratio: 65:35; Literacy Rate: 85%;
Radio Transmitters: 333; Radio Sets: 7,000,000;
Television Transmitters: 22; Television Sets: 1,000,000;
Newspapers: 1,092; Circulation: 5,900,000 Copies;
Dailies: 8; Circulation: 900,000 Copies;
Cinema Houses: 720; Seating Capacity: 525,000; Film Production: 300;
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<tr>
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<tbody>
<tr>
<td>QATAR:</td>
<td>300,000</td>
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<td>30%</td>
<td>6</td>
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<td>3</td>
<td>100,000</td>
<td>24</td>
<td>92,000</td>
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<td>7,000</td>
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<td>25</td>
<td>150,000</td>
<td>11</td>
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<td>700,000</td>
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<td>500,000</td>
<td>51</td>
<td>230,000</td>
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<td>TAIWAN:</td>
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<td>3,000,000</td>
<td>31</td>
<td>2,300,000</td>
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<td>2,300,000</td>
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<tr>
<td>THAILAND:</td>
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<td>80%</td>
<td>217</td>
<td>7,000,000</td>
<td>48</td>
<td>1,200,000</td>
<td>1,106</td>
<td>4,600,000</td>
<td>26</td>
<td>1,600,000</td>
<td>570</td>
<td>425,000</td>
<td>400</td>
</tr>
</tbody>
</table>
**TURKEY:**

Population: 42,000,000; Rural:Urban Ratio: 60:40; Literacy Rate: 65%.
Radio Transmitters: 21; Radio Sets: 8,000,000;
Television Transmitters: 35; Television Sets: 1,500,000;
Newspapers: 2,295; Circulation: 10,000,000 Copies;
Dailies: 450; Circulation: 3,000,000 Copies;
Cinema Houses: 1,800; Seating Capacity: N.A.; Film Production: N.A.

**UNITED ARAB EMIRATES:**

Population: 450,000; Rural:Urban Ratio: 50:50; Literacy Rate: 60%.
Radio Transmitters: N.A.; Radio Sets: 300,000;
Television Transmitters: N.A.; Television Sets: 50,000;
Newspapers: 16; Circulation: 40,000 Copies;
Dailies: 2; Circulation: 10,000 Copies;
Cinema Houses: N.A.; Seating Capacity: N.A.; Film Production: N.A.

**VIETNAM:**

Population: 47,000,000; Rural:Urban Ratio: 70:30; Literacy Rate: 70%.
Radio Transmitters: N.A.; Radio Sets: 8,000,000;
Television Transmitters: N.A.; Television Sets: 1,500,000;
Newspapers: 232; Circulation: 4,900,000 Copies;
Dailies: 32; Circulation: 1,400,000 Copies;
Cinema Houses: 210; Seating Capacity: 150,000; Film Production: nil.

**YEMEN (NORTH):**

Population: 7,600,000; Rural:Urban Ratio: 90:10; Literacy Rate: 10%.
Radio Transmitters: 4; Radio Sets: 700,000;
Television Transmitters: None; Television Sets: None;
Newspapers: 10; Circulation: 80,000 Copies;
Dailies: 6; Circulation: 60,000 Copies;
Cinema Houses: 25; Seating Capacity: N.A.; Film Production: Nil.

**YEMEN (SOUTH):**

Population: 2,000,000; Rural:Urban Ratio: 70:30; Literacy Rate: 20%.
Radio Transmitters: 4; Radio Sets: 300,000;
Television Transmitters: 5; Television Sets: 100,000;
Newspapers: 7; Circulation: 30,000 Copies;
Dailies: 2; Circulation: 10,000 Copies;
Cinema Houses: 20; Seating Capacity: 20,000; Film Production: N.A.