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<th><strong>Title</strong></th>
<th>Situational report on mass media in Asian countries</th>
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<tr>
<td><strong>Author(s)</strong></td>
<td>Syed Amin-ul-Hasan Jafri</td>
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<td><strong>Date</strong></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-Hassan Jafri

A paper presented at
International Seminar on
"Rural Communication"
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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 behi
the other continents, except, of course, Africa.

A stock-taking of the overall media situation in all the 42
Asian countries reveals interesting trends. Japan has reached the satuраt
point, while China, Cyprus, Hong Kong, Iran, Israel, Kuwait, Lebanon,
Singapore, South Korea, Taiwan and the Persian Gulf Emirates present
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
can be summed up as follows:

- Daily Newspaper Copies: 50
- Radio Sets: 100
- Television Sets: 2
- Cinema Seats: 5
- 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
only to show that the availability or use of media in rural communi-
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
vast 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 development communication -- in rural Asia. The way
planners and practitioners face this challenge and the alternatives
and strategies 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 provide a
better appreciation of the availability and suitability of different
mass media in the case of every individual country.
AFGHANISTAN:
Population: 20,000,000; Rural: Urban Ratio: 90:10; Literacy Rate: 10%;
Radio Transmitters: 6; Radio Sets: 1,000,000;
Television Transmitters: 1; Television Sets: N.A.;
Newspapers: 53; Circulation: 520,000 Copies;
Dailies: 15; Circulation: 110,000 Copies;
Cinema Houses: 30; Seating Capacity: 15,000; Film Production: 20;

BAHRAIN:
Population: 300,000; Rural: Urban Ratio: 20:80; Literacy Rate: 70%;
Radio Transmitters: 5; Radio Sets: 150,000;
Television Transmitters: 1; Television Sets: 50,000;
Newspapers: 2; Circulation: 82,000 Copies;
Dailies: 2; Circulation: 12,000 Copies;
Cinema Houses: 10; Seating Capacity: 11,000; Film Production: Nil;

BANGLADESH:
Population: 80,000,000; Rural: Urban Ratio: 90:10; Literacy Rate: 25%;
Radio Transmitters: NA; Radio Sets: 3,000,000;
Television Transmitters: NA; Television Sets: 300,000;
Newspapers: N.A.; Circulation: N.A.;
Dailies: 25; Circulation: 420,000 Copies;
Cinema Houses: 100; Seating Capacity: 60,000; Film Production: N.A.;

BHUTAN:
Population: 1,000,000; Rural: Urban Ratio: 95:5; Literacy Rate: 55%
Radio Transmitters: None; Radio Sets: N.A.;
Television Transmitters: None; Television Sets: None;
Newspapers: None; Circulation: Nil;
Dailies: None; Circulation: Nil;
Cinema Houses: 3; Seating Capacity: 2,000; Film Production: Nil;

BRUNEI:
Population: 200,000; Rural: Urban Ratio: 35:65; Literacy Rate: 70%
Radio Transmitters: 10; Radio Sets: 40,000;
Television Transmitters: 1; Television Sets: 10,000;
Newspapers: 13; Circulation: 55,000 Copies;
Dailies: None; Circulation: Nil;
Cinema Houses: 10; Seating Capacity: 10,000; Film Production: 15;

BURMA:
Population: 33,000,000; Rural: Urban Ratio: 80:20; Literacy Rate: 70%;
Radio Transmitters: 5; Radio Sets: 1,000,000;
Television Transmitters: None; Television Sets: None;
Newspapers: 13; Circulation: 470,000 copies;
Dailies: 7; Circulation: 350,000 Copies;
Cinema Houses: 420; Seating Capacity: 305,000; Film Production: 100;

ODISHA:
Population: 8,500,000; Rural: Urban Ratio: 85:15; Literacy Rate: 55%
Radio Transmitters: N.A.; Radio Sets: 300,000;
Television Transmitters: N.A.; Television Sets: 100,000;
Newspapers: 1; Circulation: 170,000 copies;
Dailies: 3; circulation: 70,000 Copies;
Cinema Houses: 60; Seating Capacity: 30,000; Film Production: N.A.;
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;

GERMANY:
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.
Cinema Houses: 330; Seating Capacity: 185,000; Film Production: 1;

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: 105,000; 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;

IRAQ:
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: 1,800,000 copies;
Cinema Houses: 500; Seating Capacity: 300,000; Film Production: 250;

Ireland:
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: 1,200,000 copies;
Dailies: 6; Circulation: 250,000 copies;
Cinema Houses: 30; Seating Capacity: 10,000; Film Production: 20;
Population: 3,600,000; Rural: Urban Ratio: 85:15; Literacy Rate: 90%;
Radio Transmitters: 39; Radio Sets: 1,000,000;
Television Transmitters: 28; Television Sets: 1,000,000;
Newspapers: 555; Circulation: 3,900,000 copies;
Dailies: 23; Circulation: 1,400,000 copies;
Cinema Houses: 260; Seating Capacity: 180,000; Film Production: 300;

JAPAN:
Population: 116,000,000; Rural: Urban Ratio: 25:75; Literacy Rate: 100%;
Radio Transmitters: 950; Radio Sets: 78,000,000;
Television Transmitters: 6,150; Television Sets: 30,000,000;
Newspapers: 7,230; Circulation: 12,250,000 copies;
Dailies: 180; Circulation: 60,000,000 copies;
Cinema Houses: 2,500; Seating Capacity: 1,150,000; Film Production: 2000;

JORDAN:
Population: 3,000,000; Rural: Urban Ratio: 50:50; Literacy Rate: 50%;
Radio Transmitters: 7; Radio Sets: 800,000;
Television Transmitters: 2; Television Sets: 200,000;
Newspapers: 43; Circulation: 235,000 copies;
Dailies: 4; Circulation: 60,000 copies;
Cinema Houses: 45; Seating Capacity: 25,000; Film Production: 5;

KOREA (NORTH):
Population: 16,400,000; Rural: Urban Ratio: 50:50; Literacy Rate: 90%;
Radio Transmitters: N.A.; Radio Sets: 2,000,000;
Television Transmitters: N.A.; Television Sets: 500,000;
Newspapers: N.A.; Circulation: N.A.;
Dailies: 12; Circulation: 1,000,000 copies;
Cinema Houses: N.A.; Seating Capacity: N.A.; Film Production: 200;

KOREA (SOUTH):
Population: 36,000,000; Rural: Urban Ratio: 55-45; Literacy Rate: 96%;
Radio Transmitters: 94; Radio Sets: 7,000,000;
Television Transmitters: 59; Television Sets: 3,000,000;
Newspapers: 1,045; Circulation: 11,900,000 copies;
Dailies: 44; Circulation: 5,900,000 copies;
Cinema Houses: 690; Seating Capacity: 430,000; Film Production: 400;

KUWAIT:
Population: 1,100,000; Rural: Urban Ratio: 40:60; Literacy Rate: 60%;
Radio Transmitters: 8; Radio Sets: 600,000;
Television Transmitters: 7; Television Sets: 300,000;
Newspapers: 34; Circulation: 520,000 copies;
Dailies: 6; Circulation: 100,000 copies;
Cinema Houses: 12; Seating Capacity: 15,000; Film Production: 20;

LAOS:
Population: 3,500,000; Rural: Urban Ratio: 80:20; Literacy Rate: 40%;
Radio Transmitters: N.A.; Radio Sets: 200,000;
Television Transmitters: N.A.; Television Sets: 50,000;
Newspapers: 13; Circulation: 110,000 copies;
Dailies: 5; Circulation: 10,000 copies;
Cinema Houses: 20; Seating Capacity: 10,000; Film Production: N.A.

VIETNAM:
Population: 3,000,000; Rural: Urban Ratio: 55:45; Literacy Rate: 95%;
Radio Transmitters: 6; Radio Sets: 2,000,000;
Television Transmitters: 8; Television Sets: 600,000;
Newspapers: 402; Circulation: 2,000,000 copies;
Dailies: 42; Circulation: 500,000 copies;
Cinema Houses: 180; Seating Capacity: 90,000; Film Production: 20;
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<tr>
<td>LAOS</td>
<td>300,000</td>
<td>00:100</td>
<td>85%</td>
<td>N.A.</td>
<td>100,000</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
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<td>80:20</td>
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<td>5</td>
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<td>92</td>
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<td>700,000</td>
<td>908</td>
<td>4,250,000</td>
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<td>N.A.</td>
<td>300,000</td>
<td>31</td>
<td>420,000</td>
<td>233</td>
<td>550,000</td>
<td>24</td>
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<td>NEPAL</td>
<td>13,250,000</td>
<td>90:10</td>
<td>15%</td>
<td>5</td>
<td>200,000</td>
<td>None</td>
<td>None</td>
<td>233</td>
<td>550,000</td>
<td>24</td>
<td>370,000</td>
<td>15</td>
<td>N.A.</td>
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<td>OMAN</td>
<td>1,000,000</td>
<td>90:10</td>
<td>25%</td>
<td>N.A.</td>
<td>200,000</td>
<td>None</td>
<td>None</td>
<td>7</td>
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<td>17</td>
<td>600,000</td>
<td>664</td>
<td>7,100,000</td>
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<td>PHILIPPINES</td>
<td>44,000,000</td>
<td>65:35</td>
<td>85%</td>
<td>333</td>
<td>7,000,000</td>
<td>22</td>
<td>1,000,000</td>
<td>1,092</td>
<td>5,900,000</td>
<td>8</td>
<td>900,000</td>
<td>720</td>
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QATAR:
Population: 300,000; Rural:Urban Ratio: 40:60; Literacy Rate: 30%
Radio Transmitters: 6; Radio Sets: 100,000;
Television Transmitters: 3; Television Sets: 100,000;
Newspapers: 24; Circulation: 92,000 Copies;
Daily: 1; Circulation: 7,000 Copies;
Cinema Houses: 10; Seating Capacity: 8,000; Film Production: N.A.

SAUDI ARABIA:
Population: 9,000,000; Rural:Urban Ratio: 72:28; Literacy Rate: 15%
Radio Transmitters: N.A.; Radio Sets: 800,000;
Television Transmitters: 10; Television Sets: 800,000;
Newspapers: 25; Circulation: 150,000 Copies;
Daily: 11; Circulation: 100,000 Copies;
Cinema Houses: 10; Seating Capacity: 8,000; Film Production: N.A.

SINGAPORE:
Population: 2,400,000; Rural:Urban Ratio: 35:65; Literacy Rate: 80%
Radio Transmitters: 16; Radio Sets: 1,000,000;
Television Transmitters: 3; Television Sets: 700,000;
Newspapers: 422; Circulation: 2,150,000 Copies;
Daily: 26; Circulation: 550,000 Copies;
Cinema Houses: 75; Seating Capacity: 65,000; Film Production: 35;

SRI LANKA:
Population: 14,600,000; Rural:Urban Ratio: 75:25; Literacy Rate: 60%
Radio Transmitters: 24; Radio Sets: 1,000,000;
Television Transmitters: None; Television Sets: None;
Newspapers: 487; Circulation: 2,360,000 Copies;
Daily: 26; Circulation: 900,000 Copies;
Cinema Houses: 350; Seating Capacity: 165,000; Film Production: 125;

SYRIA:
Population: 8,000,000; Rural:Urban Ratio: 50:50; Literacy Rate: 75%
Radio Transmitters: 11; Radio Sets: 3,000,000;
Television Transmitters: 7; Television Sets: 500,000;
Newspapers: 51; Circulation: 230,000 Copies;
Daily: 7; Circulation: 80,000 Copies;
Cinema Houses: 35; Seating Capacity: N.A.; Film Production: N.A.

TAIWAN:
Population: 15,000,000; Rural:Urban Ratio: 35:65; Literacy Rate: 85%
Radio Transmitters: N.A.; Radio Sets: 4,000,000;
Television Transmitters: N.A.; Television Sets: 3,000,000;
Newspapers: 1,381; Circulation: 6,300,000 Copies;
Daily: 31; Circulation: 2,300,000 Copies;
Cinema Houses: N.A.; Seating Capacity: N.A.; Film Production: N.A.

THAILAND:
Population: 44,000,000; Rural:Urban Ratio: 80:20; Literacy Rate: 80%
Radio Transmitters: 217; Radio Sets: 7,000,000;
Television Transmitters: 48; Television Sets: 1,200,000;
Newspapers: 1,106; Circulation: 4,600,000 Copies;
Daily: 26; Circulation: 1,600,000 Copies;
Cinema Houses: 570; Seating Capacity: 425,000; Film Production: 400;
### Turkey:
- Population: 42,000,000
- Rural:Urban Ratio: 60:40
- Literacy Rate: 65%
- Radio Transmitters: 21
- Television Transmitters: 36
- Newspapers: 2,295
- Dailies: 450
- Cinema Houses: 1,800
- Film Production: N.A.

### United Arab Emirates:
- Population: 450,000
- Rural:Urban Ratio: 50:50
- Literacy Rate: 60%
- Radio Transmitters: N.A.
- Television Transmitters: N.A.
- Newspapers: 16
- Dailies: 2
- Cinema Houses: N.A.

### Vietnam:
- Population: 47,000,000
- Rural:Urban Ratio: 70:30
- Literacy Rate: 70%
- Radio Transmitters: N.A.
- Television Transmitters: N.A.
- Newspapers: 232
- Dailies: 32
- Cinema Houses: 210

### Yemen (North):
- Population: 7,600,000
- Rural:Urban Ratio: 90:10
- Literacy Rate: 10%
- Radio Transmitters: 4
- Television Transmitters: None
- Newspapers: 10
- Dailies: 6
- Cinema Houses: 25

### Yemen (South):
- Population: 2,000,000
- Rural:Urban Ratio: 70:30
- Literacy Rate: 20%
- Radio Transmitters: 4
- Television Transmitters: 5
- Newspapers: 7
- Dailies: 2
- Cinema Houses: 20