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# CASE STUDY OF EXPRESS NEWS

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Interviewed: Deputy General Manager of Sales, Express News



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SUBMITTED TO: SIR KASHIF MEHMOOD  
Superior University, Lahore

## Group Members

<b>M. Rehan Asghar</b>	BSSE 15126
<b>Anam Hassan</b>	BSSE 15127
<b>Sajid Ali</b>	BSCS 15115
<b>Wahab Rehman</b>	BSCS 15102
<b>Hamza Nadeem</b>	BSCS 15130

# Electronic Media

## **First of all let's start the definition of Electronic Media**

**Electronic media** are **media** that use **electronics** or electromechanical energy for the end user (audience) to access the content. This is in contrast to static **media** (mainly print **media**), which today are most often created **electronically**, but do not require **electronics** to be accessed by the end user in the printed form.

## **Importance of Print Media:**

Electronic Media has great importance in our lives. Electronic media are universal in the majority of the created world. Electronic media gadgets have discovered their way into all parts of present day life. The term is applicable to media nature for examining its effect contrasted with printed media and widening the extent of comprehension media past a shortsighted part of media, for example, one conveyance stage (e.g. the World Wide Web) beside numerous different choices.

## **Impact of Televisions in our lives:**

With quick development of data innovation and electronic media, TV has topped the rundown among the media of publicizing. Television has the best effect as it speaks to both eye and the ear. Items can be demonstrated, their utilizations can be shown and their utilities can be told over TV. Much the same as radio, ads are appeared in TV amid short breaks and there are additionally supported projects by promoters.

## **Advantages of Electronic Media:**

It is best as it has a varying media sway. Television promoting has an enduring effect. With assortments of channels and projects sponsors have a considerable measure of decision to choose the channel and time to publicize. With local channels coming up any individual even ignorant people can watch the promotions and comprehended it by seeing and hearing.

## **Some Limitations of Electronic Media:**

Television ads are typically costly to get ready and in addition to broadcast With verging on each producer attempting to impart their message through TV publicizing the effect among the viewers is likewise decreasing. Presently a-days individuals are exchanging on channels at whatever point there is a business break

# Express News

**Express News** is an Urdu language Pakistani television news channel Based in Lahore, launched on January 1, 2008. It is owned and run by the country's third largest Urdu daily, Daily Express. The owners of the channel, Lakson Group, launched 'Express 24/7', a 24-hour Pakistani English news channel on February 5, 2009.

Express Media Group had launched their entertainment channel Express Entertainment on 1 January 2012. EMG had also launched their channel, Hero TV, from 5 June 2012

Express Television Network is classified as the second largest media group catering the domains of entertainment, news, and current affairs. Express News publication enjoys the status of the only newspaper being published in 11 cities simultaneously. **Express News TV Live** is a prime Urdu news channel of Pakistan, mainly focuses on social, political, cultural, economic and global issues that affects the nation



We Interviewed,

Mr. Kashif Cheema

Deputy General Manager of Sales Department

Express Channel, Lahore.



# Transcription of Interview

## Question no: 1

Would you would tell us about yourself? What are your core responsibilities here?

Ans: My self Is **Mr. Kashif** and I am working in **Express News Channel**. My basic responsibilities consists of looking forward to the sales department. Every company has its financial stream and as far as T.V channels are concerned, our main source of income is advertisement that you sees on your T.Vs and my job is to keep to get that advertisements for our channel and keep our value as higher as possible.

## Question no: 2

Tell us about your educational background and work experience before joining Express news?

Ans: Well, I have MBA's degree in Marketing. Fortunately during my MBA's degree I got job in **Pakistan Television Corporation** as **an Assistant Public Relations Officer**. Due to which I got opportunity to work in Pakistan Television Corporation's **marketing and sales department** and since then I'm working in Media field and it is been always my first priority.

## Question no: 3

Does it helpful to work in Express which is private sector instead of Public sector?

Ans: Yes, I means Express is a wonder full organization before that I was in Pakistan Television Corporation which is a public sector but working in a private sector is really opposite thing. You needs to be really passionate about your job, you needs to be on the toes and you have the opportunity to accelerate in the particular field. The private sectors are way more designed, disciplined and competitive then public sector.

## Question no: 4

Do you have any marketing and sales experience before you joined Express News?

Ans: I don't have any specific marketing experience but I will say that everybody is salesman by birth. I means that when a kid is born, he cries and asks for milk. What is he doing, he is selling himself to give himself something. By the passage of time we just polished and our skills. We becomes good negotiators, and good convincer by doing a degree like MBA in institutions where your teachers and colleagues polishes you. These skills then become more polished and flourished when you comes to this Particular filed.

Question no: 5

How would you perceive the strength of your channel?

Ans: Basically our channel's main strength is our vast coverage throughout Pakistan. It means our backbone is print media "**Daily Express**" and it is the only newspaper of Pakistan which is publishing from 11 independent stations that means we have really broad coverage in Pakistan. When we launched our Channel back in 2008 the main SOP that was in our minds was that we have a DSNG's factor. We were the first channel which was launched with 24 DSNG Vans. We also launched the latest technologies regarding this field in Pakistan so that was also our main strength.

Question no: 6

How would you perceive the weaknesses of your channel?

Ans: Any business becomes weak when you do not invest in it with the passage of time. It means we have a really hard competition with the other channels so we have to pick the every possible news before them to compete them. Weakness is when you do not prefer the taste of your customers or viewers in our case.

Question no: 7

What are the joys of your job as a sales manager?

Ans: It is a very interesting job, very adventurous. We are given different tasks because we are the people who get or produce revenue for our channel so the whole horizon of our channel depends upon us. So this is why itself is really tough but interesting though. We used to meet our clients, add agencies on daily basis and we have to conduct good PR activities so this whole job is really interesting according to my perception.

Question no: 8

What was the vision behind the name "**Express**"? Why did you choose this word as brand name for your channel?

Ans: The main reason behind the name Express was the "**fast**", we took that name from Express trains or the express services. When they call them express because they are fast and reliable so we took this name as our channel's name because we are the fast and brought the reliable news to our customers faster than our competitors.

Question no: 9

How did Express channel define itself or advertise itself to attract more audience?

Ans: As I told you earlier that at the launch time of our channel we had a very good base of our paper **Daily Express** that supported us a lot. We used that medium, we also used the other digital mediums of that time, through websites and also did outdoor advertisements. We started this channel with a **big bang**, I mean at the time of launch, we had a great financial support, great staff and great faces at our channel for example we took on board

**Javed Chaudhary (the columnist)** as an anchor on our channel and these things really gave us the required boost.

**Question no: 10**

How much political conditions have impact on our media channels?

Ans: If you will observe our channel then you will find out that we never tilt towards the Government nor opposed them. We keeps ourselves on medium pace and If something needs appreciation then do appreciate it but If something needs to be criticized then we have to criticize it positively. We have a really balanced approach and even Pakistani audience is mature enough that they know Express channel is the most balanced channel in Pakistan. Although governments have a pressure on media channels not only in Pakistan infact throughout the world but even then our channel stands very well.

**Question no: 11**

Do cultural and Economic conditions impacts the business of your channel?

Ans: Yes cultures of any community impacts on the business. We have to keep going by following our cultures and traditions but the most important thing is Economy. Economy is actually the **hub** of everything. If economic condition is bad then obviously we will be on back foot. In media channels have to make some big investments with the passage of time to compete with other channels. We have to make investments in new setups, new technologies and the main big thing is to take on board really famous anchor persons by paying them a lot of money. So obviously if your country has a good economic conditions then your company will get more healthy activities, more advertisements and it will really bumps up your revenues.

**Question no: 12**

What are the main current challenges you are facing in market?

Ans: Competition! Now a days we have a lot of channels who are competing with us. Back in 2008, when we started our channels we had only two competitors **GEO** and **ARY** but since then you can see there are tons of news channels launched till today SO by every passing day it is becoming tougher to survive in this market. Advertisements are the only source of income for private channel but now a days there a lot of channels who are sharing this cake so it shrinks down our revenue stream but even then we are taking a lead because we are also delivering the best quality content. Competition is good but we are enjoying it.

**Question no: 13**

What do you learnt so far from the success of your channel? What are your good experiences so far?

Ans: We have a great experience so far. We are running one of the best Pakistani channel. We interacts with our viewers directly, we always tries to break the ice by introducing something new to our viewers. News was the serious business for couple of last decades but now a days you can see that there is a bit of funny touch in our channels that refreshes

viewer's minds. For example you may have seen our character **Bankay Mian**. We have added this feature and it is called "Satire (the fun element)". So by these things one company can attract their customers to keep with them. If you want to be successful in tough competition then you always have to prefer the thoughts and values of your customers.

**Question no: 14**

Do you think that our media channels are increasing the negativity in our society just to stay in the race of breaking the news?

Ans: No! It is not right. I don't think so that those channels are spreading the negativity. There may be few channels who want to make their way in this market but renowned channels like Express and other top media channels do not follow such a pattern. We publish the news which are actually news. Unfortunately we have a lot and a lot of news in Pakistan and a channel's main task is to publish the news so we have to keep posting the news because we sell the news.

**Question no: 15**

What do you think channels in Pakistan not only publish the news but they also create the news?

Ans: No, I don't think so. I do not have any example in mind that any channel created any news. Now a days people have a broader reach to everywhere. As we break a news that there is a firing going on in Sukhar then people will even know about it before we publish it. Social Media is the great example for this. Social media is way faster than even news channels. So I do not think that any channel can create a news.

**Question no: 16**

Our news channels only focus on Political news, don't you think that they should also focus on other things like technology etc.?

Ans: Yes, I think so that we should also focus on some other things like technologies etc. but we have to keep running according to the demand of our viewers. If you are watching our 9pm news and all of a sudden we started our bulletin with a technology news then you will tune to other channel so this is why we have to keep it according to our viewership and lastly we have to keep the spice in our news. News is like a spice, people do not concern about the Economic conditions or what technology advancements are going on but they are interested in political news. People don't want to eat boiled rice, they want Biryani and this is what media channels are selling.

Question no: 17

How can you manage to generate that much revenue to run this big jumbo setup?

Ans: Advertisements are the only source of Income in Pakistan. Do you saw BBC or CNN, they usually do not advertise as much as we have to do. Why? Because in their countries they generates revenue through subscriptions but unfortunately in our country We do not have any system like that. We hopes that DTH will be launched in Pakistan soon but till then our only revenue source is Advertisement. Do you know that PTV is the only channel who is getting its revenue by subscriptions through your bills, Let see when it will become available for other channels too?

## Challenges:

Competition! Now a days we have a lot of channels who are competing with Express. Back in 2008, when Express started channels then they had only two competitors **GEO** and **ARY** but since then you can see there are tons of news channels launched till today SO by every passing day it is becoming tougher to survive in this market. Advertisements are the only source of income for private channel but now a days there a lot of channels who are sharing this cake so it shrinks down the revenue stream of Express but even then it is taking a lead because it also delivering the best quality content. Competition is good but Express is enjoying it.

## SWOT Analysis:

### Strengths:

Basically channel's main strength is vast coverage throughout the Pakistan. It means that its backbone is print media "**Daily Express**" and it is the only newspaper of Pakistan which h is publishing from 11 independent stations that means it has really broad coverage in Pakistan. When they launched Express News Channel back in 2008 the main SOP was that they have a DSNG's factor. It was the first channel which was launched with 24 DSNG Vans. It also launched the latest technologies regarding this field in Pakistan so that was also Express channel's main strength.

### Weakness:

Any business becomes weak when do not invests in it with the passage of time. It means that Express News have a really hard competition with the other channels so it has to pick the every possible news before them to compete them. Weakness is when you do not prefer the taste of your customers or viewers in our case.

### Opportunities:

There is always a door open for the new opportunities. In or Media channels, we have a lots of news coming every day and several T.V channels are making many mistakes in presenting these news so there lack of technique is a great opportunity for Express News to grab the audience. They also have opportunities by defining some new trends in this field by implementing new techniques, technologies and ideas.

### Threats:

Entry of any new news channel is a great threat for Express News. If other channels brought new technologies, new ideas and innovations then they may capture the audience of Express News so this is always serious threat for Express News.

## PEST Analysis:

### **Political Environment:**

If you will observe Express News channel then you will find out that Express never tilt towards the government nor opposed them. It keeps itself on medium pace and If something needs appreciation then do appreciate it but If something needs to be criticized then it has to criticize it positively. It has a really balanced approach and even Pakistani audience is mature enough that they know Express channel is the most balanced channel in Pakistan. Although governments have a pressure on media channels not only in Pakistan In fact throughout the world but even then Express channel stands very well.

### **Cultural Environment:**

Cultures of any community impact on the business. We have to keep going by following our cultures and traditions so that a channel can survive in market, like on Eid-ul-Fitr all channels cast programs for Eid.

### **Economical:**

The most important thing is Economy. Economy is actually the **hub** of everything. If economic condition is bad then obviously we will be on back foot. In media channels, have to make some big investments with the passage of time to compete with other channels. Channel has to make investments in new setups, new technologies and the main big thing is to take on board really famous anchor persons by paying them a lot of money. So obviously if your country has a good economic conditions then your company will get more healthy activities, more advertisements and it will really bumps up your revenues.

### **Technological:**

As the need of time Express is using new technology. It is hiring skilled technicians and use one of the best technology in the Pakistan. It has published its website and also developed a mobile app. Express is also using HD Cameras. As the all know that in media technology is used in everything.

For example (write a news to cast a news). Everywhere Express uses technology like news are written by computers and shown to an anchor (In Prompt) in a screen, so that he can be able to read the news in front of camera.

## Conclusion:

We took interview marketing head of one of the biggest news channel, we analyzed different techniques like SWOT & PEST Analysis. By all these things we came to the following conclusions:

1. Business and specially marketing is all about giving the solution to the end user of its problem and get some financial benefits in return.
2. To acquire more n more customers/end users, companies adopts new patterns, Techniques and technologies.
3. Companies needs to keep on investing in new things to compete with their rivalries.
4. Companies needs to set new trends in their respecting field to stay ahead of their competition or to lead them.
5. In Business, the most important thing is the values and demands of Customers/end users. Company should have to give first preference to their customers otherwise now a days you have a lot of competition and in this case you will lose your customers with in no time.
6. Companies have to keep going on along the news trends, Economical conditions and Culture of that specific region or country.

If we talks about the Express News specifically, then we have to admit that these multi-million setups needs to work really précised. They are generating huge amount of revenue by getting some highly paid Advertisements. They also has a great source of Income which is “Daily Express” but while running in this fast race of breaking the news first or to beat the other news channels, many news channels makes mistakes in fact blunders. So I have a question,

What to do you thinks about that Electronic Media is creating so much depression and spreading Negativity in our Society?

SELFIE PROOF:

