Ministry Profile
Together In The Spirit To Show Pakistan God’s Love
The PAK7 Vision Is:

TO SEE  
God fully glorified in Pakistan  

TO SEE  
God known and enjoyed at all levels  

TO SEE  
His Church built up in the knowledge of God  

TO SEE  
the appreciation of the Gospel of Jesus Christ and the fullness of the Holy Spirit  

TO SEE  
the people of Pakistan blessed through the Good News of God’s love and grace

A Media Ministry

PAK7 is a strategic and exciting new ministry sharing the Good News of God’s redemptive love with the people of Pakistan through high-quality Christian television and new media.

Featuring a variety of programming including movies, dramas, documentaries, music, cartoons, chat shows, and Christian teaching, our content will be culturally attractive, while clearly communicating the Christian message in engaging and creative ways.

Local believers, who better understand the needs and interests of the Pakistani people, will produce the majority of our programs and other media content. And with over 70% of the population under the age of 35, there will be a strong focus on producing for youth, children and young adults.

Television powerfully shows the difference that following Jesus makes in people’s lives; it challenges the way we think and influences the way we feel and act. It is watched by families, it is watched in private, it is shared with friends. God uses it to touch people and change their hearts and minds.

In this way, we will address the social, psychological, emotional and entertainment needs of both Christian and non-Christian audiences throughout Pakistan and other Urdu-speaking regions. We will also encourage and equip the Church, facilitating its witness to Jesus Christ.

PAK7 plans to launch its TV channel in 2020, on satellite, cable, and on-demand while piloting proofs of concept in 2018 and 2019 using new media.

“This kind of television is the most wonderful way to share God’s love in Pakistan.”

DR. JAMES TEBBE RECTOR, FORMAN CHRISTIAN COLLEGE, LAHORE
Pakistan

PAKISTAN FLAG:
The green color symbolizes the religion of Islam and a vertical white band symbolizes minority religions. A large white crescent and star are traditional symbols of Islam.

PAKISTAN REGIONAL LANGUAGES:

- Punjabi: 48%
- Sindi: 12%
- Saraiki (a Punjabi variant): 10%
- Pashto (alternate name, Pashtu): 8%
- Urdu (official): 8%
- Balochi: 3%
- Hindko: 2%
- Brahui: 1%
- Burushaski, and other: 8%

English (official, lingua franca of Pakistani elite and most government ministries)
Urdu (official; widely spoken and understood and used in most media)

PAKISTAN BACKGROUND:
The Indus Valley civilization, one of the oldest in the world and dating back at least 5,000 years, spread over much of what is presently Pakistan. The area underwent successive invasions in subsequent centuries of the Persians, Greeks, Scythians, Arabs, Afghans, and Turks.

Meet Them At The Crossroads
Many Pakistanis long for a more meaningful, satisfying life. They love their country but have a deep desire to somehow find a better life. Jesus Christ alone can give the abundant life they long for. He is made known through the Gospel demonstrated and proclaimed using television and other media. Pakistan is at a crossroads and we have a unique opportunity to influence for the better.

205,000,000
PAKISTAN POPULATION
(July 2017)

(Source: The World Factbook)
PAKISTAN RELIGIONS:

Muslim (official) 96.4%
includes 85-90% Sunni and 10-15% Shia

Other 3.6%
includes Christian, Hindu and others

PAKISTAN ETHNIC GROUPS:

- Punjabi 44.7%
- Pashtun (Pathan) 15.4%
- Sindhi 14.1%
- Sariaki 8.4%
- Muhajirs 7.6%
- Balochi 3.6%
- Other 6.3%

PAKISTAN BROADCAST MEDIA:
The media are government regulated. One dominant state-owned TV broadcaster, Pakistan Television Corporation (PTV) operates a network consisting of 8 channels. Private TV broadcasters are permitted; to date 69 foreign satellite channels are operational.

PAKISTAN TELEPHONE SYSTEM:
The telecommunications infrastructure is improving, with investments in mobile-cellular networks increasing. More than 90% of Pakistanis live within areas that have cell phone coverage; fiber-optic networks are being constructed.

A New Generation Of Christians In Pakistan

God is raising up a new generation of Pakistani Christian leaders in all sectors who are well-educated, confident, and determined to bear witness in the most difficult places. The organizations they lead are pioneering new avenues for sharing the love of Jesus.

This is a remarkable development. God’s hand is clearly moving among this new generation of Christian leaders. Their organizations need equipping, encouragement, resources and prayer as well as the supporting partnership of the global church. Pairing these young leaders with caring, mature leaders from the global church can assist them to move into a new paradigm of working together as the Body of Christ.

In recent years, foreign workers have often retreated, withdrawn or dominated the national workers. As God passes the baton to this new generation of church leaders, they will benefit immeasurably from working with the strong partnership and prayerful support of the global church.
2014
In 2014, the indigenous vision to cooperatively use media was birthed to encourage and equip the Pakistani church to witness as well as directly share the love and hope of the Gospel.

2017
In 2017, PAK7 began to lay a foundation to establish partnerships with local churches and ministries and indigenous Christians leaders.

2018
In 2018, the production and airing of pilot films will be able to provide proofs of concepts and research with new media.

2020
In 2020, PAK7 plans to launch a new TV channel providing inspirational and educational content to the people of Pakistan.

The PAK7 Mission Is:
To provide the Pakistani Church an opportunity to witness to Jesus Christ and the Gospel through inspirational, informational and educational media services.

Doing God’s Will In God’s Way

PAK7 will not only carry out the Great Commission by making the Good News of God’s love and grace known; it will do so in the manner envisioned by Jesus Christ himself in John 17:20-23. Formed in the spirit of partnership with engagement from all major denominations in Pakistan, and with the support of the global church, PAK7 is truly God’s people acting as one.

As a ministry, PAK7 desires to serve Pakistan and to enrich the people of Pakistan spiritually and socially. We give particular emphasis to easing the plight of those disenfranchised by disability, poverty, ethnicity or any other cause.

Through inspirational and educational media content, PAK7 is committed to bringing the Gospel to the people of Pakistan. It will do so with content that is culturally appropriate and designed to support the work of local churches and other indigenous ministries.

PAK7 initiative seeks to be a means of blessing to the people of Pakistan.
The Media Landscape in Pakistan

Television

Television is the dominant media platform in Pakistan, with more than three-quarters of adults watching every week. Almost 90% of people living in urban areas watch every week compared with 70% in rural areas. Interestingly, television use also increases substantially with Pakistanis’ education levels. However, our initial access to the Pakistan population will be 14% via Satellite Television.

We then intend to obtain a PEMRA (Pakistan Electronic Media Regulatory Authority) broadcasting license to open up full access to an additional 45% of viewers who watch cable TV.

(Source: Broadcasting Board of Governors, Oct 2014)

Mobile Phone

In January 2018, Hootsuite and We Are Social reported over 109 million mobile phone users in Pakistan. Mobile users account for 68% of Pakistan’s Web traffic for browsing, watching video and accessing social media. The report shows 32 million access social media via mobile phones, with an estimated growth rate of 14% year over year—4 million additional users in the last year.

As in many developing economies, some segments of society can afford new technology and Internet access, and will be able to access content on demand. For the rest, voice and SMS will be the predominant forms of communication. The use of these means of communication is rapidly increasing.
Internet & Social Media

The 2018 Hootsuite and We Are Social report shows that 22% of the population have access to the Internet. And although this is a small percentage it still represents a sizeable audience of 44 million users, growing 27% in the last year.

However, Internet connection speeds are still very slow across the country. In the fourth quarter of 2016, the 4 Mbps broadband adoption rates for Pakistan rose to only 5.7%—meaning that Pakistan was in the bottom three in the world for 4 Mbps adoption.

On the positive side, Internet connectivity speeds, adoption and usage are growing rapidly. The opportunity to share God’s love through digital media is growing every day. Today there are 35 million active social media users, and their number grew 13% during 2017.

With the increased number of people coming online and using social media, we are able to communicate directly with millions of people in a highly personalized way in the new media world of online intimacy.

(Source: Hootsuite and We Are Social, Jan 2018)
PAK7’s Programming Policies Are Designed To:

☑ Address the spiritual, moral, social and economic needs, concerns and interests of Pakistanis

☑ Portray the life and integrity of the world’s Christian communities, and especially those indigenous to Pakistan

☑ Enable the peoples of Pakistan to hear, see and understand the essentials of the Christian faith

☑ Support the development of church leadership, especially in environments where no local formal theological training is available

☑ Support indigenous ministries working in the areas of rural development, health, environmental protection, education, micro-enterprise development, etc.

☑ Provide broadcast and media communication vehicles into Pakistan for a wide spectrum of Christian churches and organizations which can produce appropriate programming

☑ Never criticize other religions or denominations since we are called to be witnesses rather than critics. Instead we present the positive message of God’s love, grace and forgiveness freely offered to all who will simply accept it in faith. This unique user-friendly ethos enables us to become the channel families prefer.

Ethos Of PAK7
Together in the Spirit to show Pakistan God’s love

Equipping and encouraging the Christian minority to bear witness to Jesus Christ in a loving, non-controversial, and non-judgemental way.
Advisory Council Of Pakistani Christians

An International Working Group, composed of Pakistani and global church leaders, was established in early 2017 and meets monthly. The PAK7 US Board of Governance and the PAK7 International Council will be drawn from this Working Group. This International Council will own and operate the PAK7 media ministry.

From this Working Group will be drawn both the founding PAK7 International Council and the PAK7 US Board.

Partnerships

PAK7 was born out of the need expressed by the Pakistani church to find a way to work together in media ministry. It continues to build upon that initial interest, developing indigenous alliances with the ongoing counsel of Pakistani Christian leaders.

PARTNERSHIPS HAVE ALREADY BEEN FORMED WITH:

- Pakistan Sunday School Ministries
- The ARP (Associate Reformed Presbyterian Church)
- Church of the Atonement in Silver Spring, Maryland
- World Harvest, U.K.
- Partners providing pro bono use of studios in Karachi, UK, Lebanon, and the USA
- Many other partnerships in discussion

Advisory Council of Pakistani Christians:

Rt. Rev. Humphrey Peters

Mr. Anthony Lamuel
General Secretary of the Pakistan Bible Society and Provincial Secretary of the Anglican Communion

Rev. Zeeshan Sadiq
Synod Secretary of the Associate Reformed Presbyterian Church in Pakistan

Dr. Tariq Javed
Ministries Director, Bridge Builders

Rev. Adeel Rehmat
Director of Pakistan Mission Society

Mr. Edgar Pace
Director Emeritus, Pakistan Bible Correspondence Course
For effective programming, it is essential to determine what kinds of programs Pakistani viewers actually want and need, as well as which issues will facilitate the development of their faith. We want to start with the viewers’ actual demand, and create programs designed to meet those wants and needs.

The research group is comprised of individuals from recognized organizations in the areas of global non-profit development, fund development, financial planning, media research, media planning, Internet ministries, media in Pakistan, and social media strategy.

Strategic Gap Analysis and Audience Research

- Providing a basis to begin to develop a national Pakistani media strategy, initially assuming the use of Urdu
- Determining television viewing habits and means of TV reception (satellite, cable, terrestrial, IPTV and web TV)

These diverse backgrounds bring significant value to the PAK7 ministry that will more effectively establish the PAK7 media strategy including media delivery channels, languages, audience, genres, messaging, engagement, follow-up, and measurable impact.
In December 2017, PAK7 produced the pilot episode of *Bedtime Story*, a children's program. We plan to produce an additional series of twelve 8-10 minute episodes during 2018.

Pilot episodes like this one will be used as a proof of concept on the Internet and Social Media.

The majority of PAK7's original programming and other media content will be produced by Pakistanis in local languages. We will also acquire and dub the highest quality content from other producers around the world.

PAK7's media programming will include a balanced mix of content, which is culturally appropriate and designed to support the work of churches, Christians, and ministries in Pakistan.

We've preliminarily identified seven genres for programming: children, youth, women, entertainment, sports, personal stories and educational programs.
"My prayer is not for them alone. I pray also for those who will believe in me through their message, that all of them may be one, Father, just as you are in me and I am in you. May they also be in us so that the world may believe that you have sent me."

JOHN 17:20-21

The PAK7 initiative is compelling because it is biblical, practical, strategic and timely.

PAK7 is excited about its role in transforming the lives of the people of Pakistan and preparing for what’s ahead.

We cordially invite you to prayerfully consider how the Lord might lead you to partner with us in this strategic initiative with your time, professional skills, or finances.

THE PAK7 INITIATIVE

JOHN 17 APPROACH:
A unique media ministry in Pakistan intentional about working together as the Body of Christ, “doing God’s work God’s way.”

SAT-7 MODEL:
Based on a proven SAT-7 model of user-friendly programming provided by a coalition of organizations, churches and individuals.

RESEARCH:
Program design is based on research that determines what viewers like and what encourages their coming to faith.

MODULAR:
Redundant “modular” organization allows the ministry to continue even if local difficulties require closure of in-country operations.

FOCUS:
The focus is on Jesus Christ and the positive message of the Good News of God’s love and forgiveness without polemical content.

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