COUNTRY PROFILE

Zambia 19 Million

Approx. TV viewers : 6 million | **Approx. Pay TV viewers : 2.5 million** | **Dominant languages : Nyanja, Bemba, English**

Major cities, towns, provinces	Population (approx.)	Males (%)	Females (%)
Lusaka, Lusaka Province	1.7 Million	48%	52%
Kitwe, Copperbelt Province	506 000	49%	51%
Ndola, Copperbelt Province	443 000	49%	51%
Chingola, Copperbelt Province	209 000	49%	51%
Kabwe, Central Province	195 000	48%	52%

Urban population : 39 %

Rural Population : 61 %

Media Landscape

TV Stations	ZNBC TV1, ZNBC TV2, Muvi TV, Diamond TV, QTV, CBC TV
Radio Stations	ZNBC Radio 1, ZNBC Radio 2, ZNBC Radio 4, Flava FM, Rock FM, QFM, Phoenix FM, Zambezi FM, Komboni
Newspapers	Zambia Daily Mail, Times of Zambia, Daily Nation, The Mast, New Vision, The Independent Observer, Sunday Mail, Sunday Times
Magazines	This is Zambia, Solwezi Today Magazine, Colour Magazines Zambia, ZASA Mag, Nkwazi Magazine

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