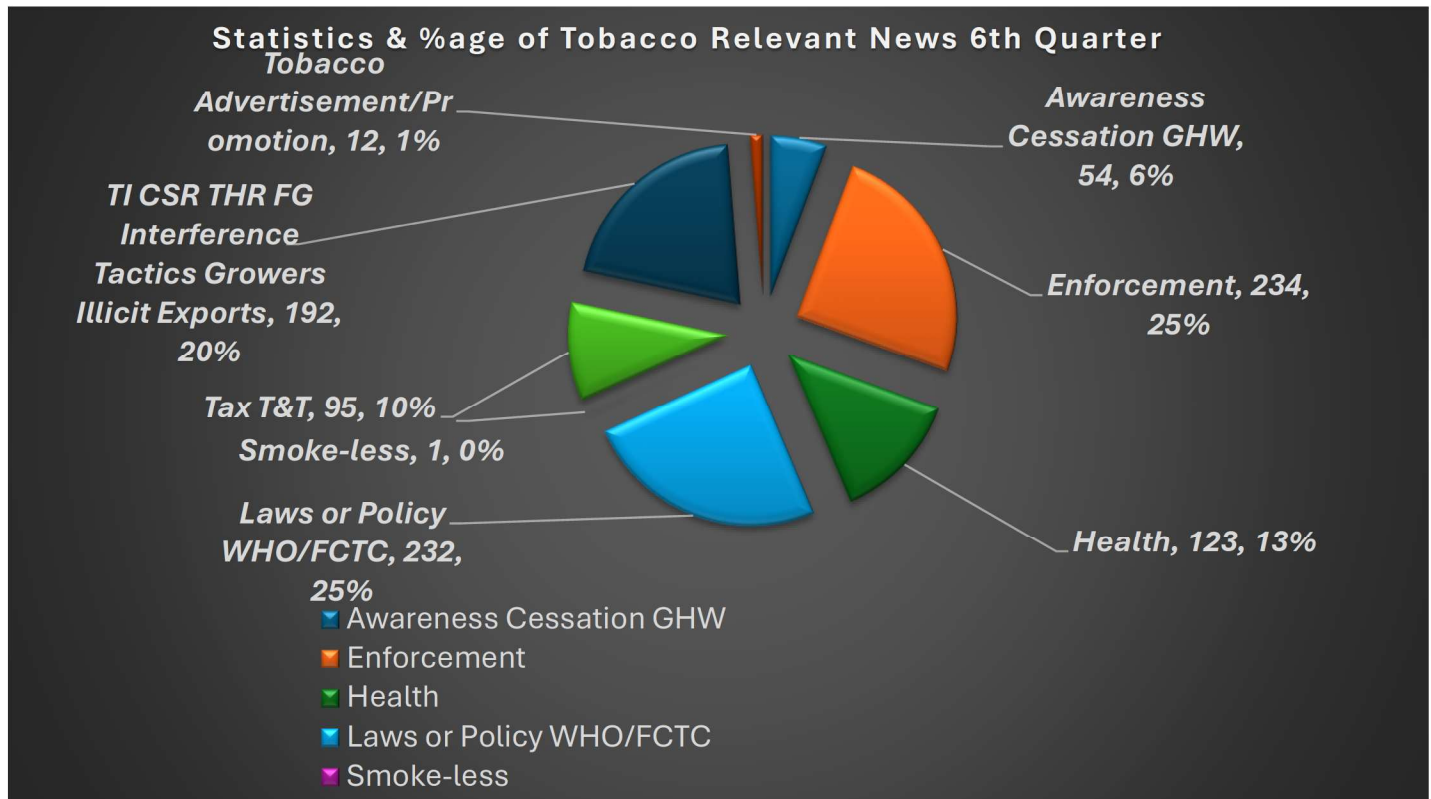


**National Print & Digital Media Monitoring Report
Quarter 6 of June-September 2025**

**Prepared by Society for Alternative Media and Research
(SAMAR)**

SAMAR National Print & Digital Media Monitoring Report Quarter 6 of June-September 2025



During Quarter 6 (June–September 2025), a total of **1,017 news items** were monitored, of which **192 were directly relevant to the tobacco industry**. These included **33 TI, 5 Tobacco Harm Reduction, 3 CSR, 14 Industry Front Group, 1 Industry Interference, 84 Tobacco Tactics, 16 Exports, 36 Growers, and 0 Smuggling/Illicit Trade** items. Beyond industry-related categories, **232 news items** covered **Laws or Policy (WHO/FCTC)**, while **234** fell under **Enforcement**. Coverage related to taxation and pricing totaled **95 items** (86 on tax & price, 9 on track & trace). Awareness and cessation generated **41** and **13** items respectively. Health-related reporting amounted to **123 items** (80 Tobacco & Health, 42 Vaping & Health, and 1 Nicotine & Health). Additionally, **12 items** covered **Tobacco Advertisement/Promotion**, while **74 news items** were categorized as **Other Tobacco News**.

Key category summaries (categories with ≥10 items)

Enforcement (234)

Enforcement remained the most prominent theme this quarter. Stories extensively reported police, customs, ANF, and district administration actions against illegal tobacco activities, gutka/naswar

suppliers, counterfeit production units, and unlicensed warehouses. Numerous articles documented raids, machine seizures, arrests, and disposal of confiscated material. Many items emphasized enhanced surveillance during the extra month included in this quarter.

Laws or Policy / WHO-FCTC (232)

Policy coverage was elevated this quarter, partly due to the extended monitoring period. Articles focused on proposed legislative reforms, implementation of smoking restrictions, newer regulations on e-cigarettes and nicotine products, and provincial administrative orders reinforcing public health laws. WHO-FCTC alignment featured prominently, with civil society and medical associations urging the government to strengthen compliance across multiple provinces.

Tobacco Tactics (84)

Media coverage highlighted a wide spectrum of industry strategies attempting to influence taxation debates, regulatory processes, and public perceptions. Common tactics included portraying taxation as harmful for farmers, using economic arguments to oppose regulation, presenting selective data about illicit trade, and amplifying supportive messaging through front groups or surrogate associations. Several items exposed misinformation campaigns and industry-aligned PR efforts.

Others (74)

This category included diverse items involving agriculture-related issues, community-level discussions on tobacco crops, administrative notifications, economic commentary, business updates, and social concerns tied to tobacco-growing regions. The extended monitoring period contributed to the higher count in this category.

Health (123) – Tobacco & Health / Vaping & Health / Nicotine & Health

Health-focused reporting covered medical warnings, disease burden, and expert commentary about the risks of smoking, vaping, and nicotine products. Doctors and researchers expressed concerns about youth addiction, flavored nicotine products, and rising health complications. Many items urged stronger regulation, improved health warnings, and public education to counter the increasing popularity of vaping among young people.

Tobacco Tax & Price (86)

Taxation coverage reflected both economic and regulatory debates. Industry spokespeople continued linking high taxes to illicit trade, while public health advocates reiterated the effectiveness of taxation as a demand-reduction measure. Other stories discussed federal budget expectations, revenue projections, and market affordability concerns. The quarter saw active commentary due to fiscal planning cycles.

Awareness (41)

Awareness reporting this quarter mainly reflected **public awareness activities by anti-tobacco advocates**, particularly during World No Tobacco Day (May 31) whose coverage extended into June. Events included public seminars, district-level rallies, school campaigns, WHO awareness messages, and community activities highlighting the harms of smoking and vaping. Officials, NGOs, health professionals, and youth groups played central roles.

(No industry-sponsored awareness items were identified. If any appear in future datasets, they will be categorized as “public awareness activities by the tobacco industry.”)

Growers (36)

Coverage involving growers highlighted challenges in crop pricing, procurement issues, interactions with tobacco companies, and appeals for government or corporate support. Some items discussed weather-related crop impacts, unfair procurement practices, and demands for stable pricing structures.

Tobacco Industry (TI) (33)

TI-related coverage included company statements, production trends, supply chain updates, export challenges, pricing adjustments, and corporate responses to enforcement or policy developments. Several items noted changes in market behavior as regulation tightened.

Exports (16)

Export-oriented reporting discussed market demand fluctuations, shipment volumes, trade challenges, logistics constraints, and contributions of tobacco exports to regional economic activity.

Tobacco Industry Front Group (14)

Front-group activities were visible in messaging aligned with industry interests. Reports documented statements defending low taxation, emphasizing farmer hardship, and discouraging stricter regulation under the guise of economic protection. These groups were often featured providing alternative narratives to public health advocates.

Cessation (13)

Cessation-related stories promoted quitting support programs, highlighted medical advice, and featured district-level efforts to help smokers quit. Several items reported health department initiatives, clinic-based guidance, and expert commentary on effective cessation practices.

Advertisement/Promotion (12)

Stories in this category included indirect marketing, brand visibility, promotional placement, and concerns about youth-targeted content. Media reports stressed the need for stronger monitoring to curb promotional loopholes.