



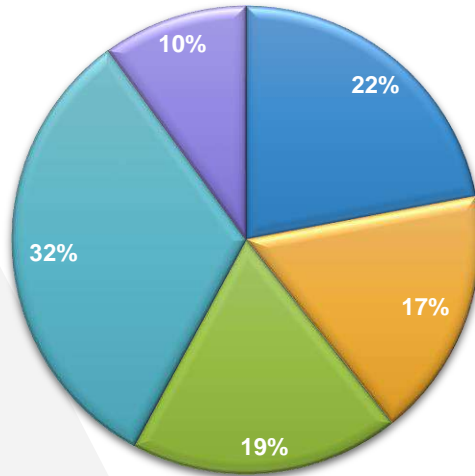
Move MONTHLY Ratings April 2018



Viewership Area wise %

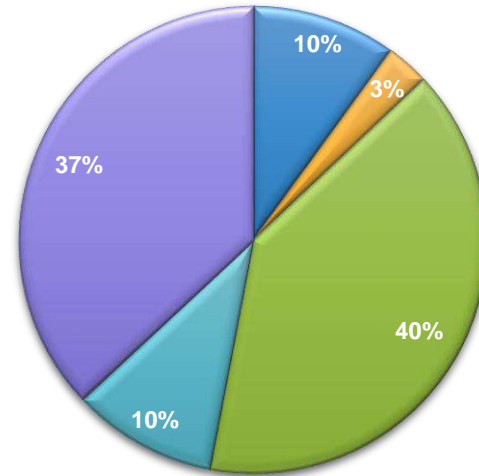
Lahore

- Cantt
- Circular Road
- Ferozpur Road
- Gulberg
- Model Town



Karachi

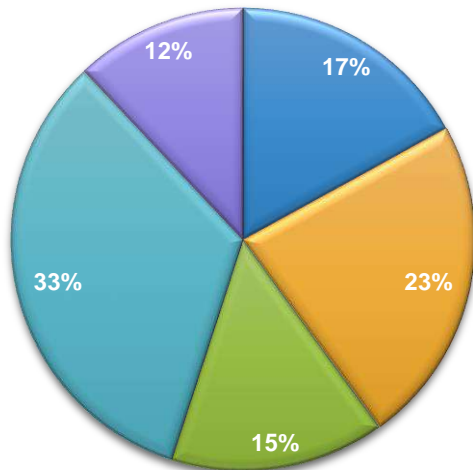
- Korangi Road
- Shah Muhammad Suleman Road
- Sh-e-Faisal
- Sh-e-Millat Expressway
- Tariq Road



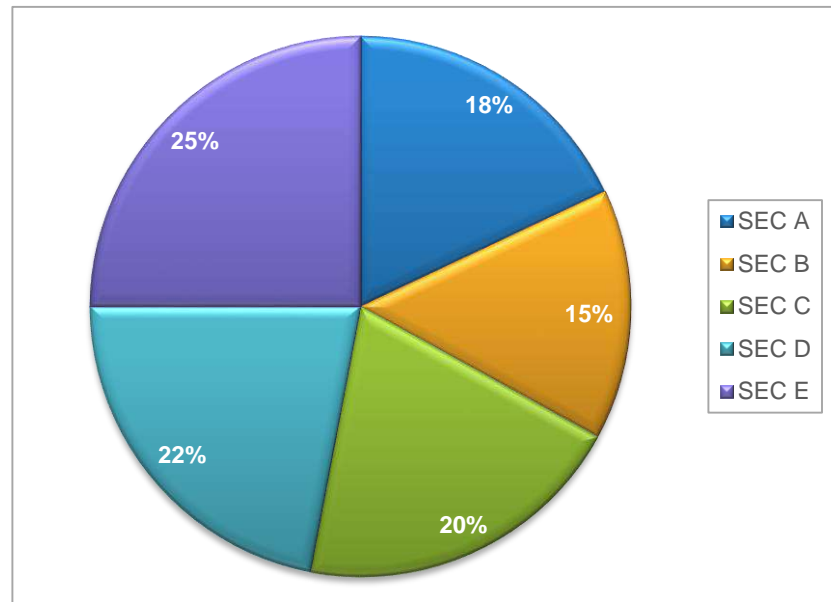
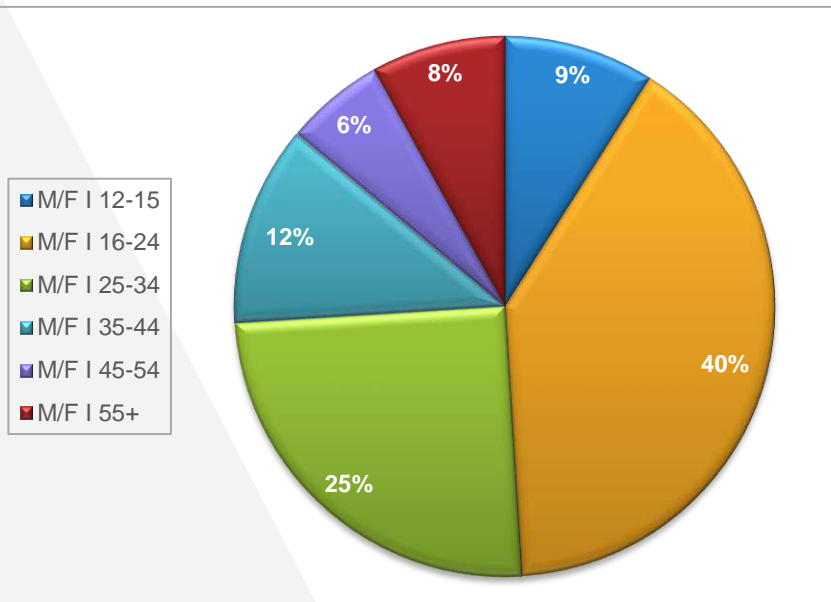
Viewership Area wise %

Rwp-Isb

- Airport Road
- Commercial Market
- F-7
- Muree Road
- Raja Bazar




Target Group Share Ratings




Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Ittehad Signal	Wall Pasting	Media Communication	7.45
2	FTC Flyover	Wall Pasting	Gashoo Ad	7.15
3	Kashif Center	Wall Pasting	Zodiac Link	7.03
4	Al Tijarah Center	Wall Pasting	ECHO3 move	6.98
5	Palm R/A	Wall Pasting	Zodiac Link	6.90
6	Emerald Tower	Wall Pasting	Media Tik	6.75
7	III Sword	Wall Pasting	The Sign	6.15
8	Absara Apartment	Wall Pasting	Zodiac Link	5.45
9	National Stadium	Wall Pasting	Ammar Ad	4.98
10	I.I Chandigarh Road	Wall Pasting	MOA	4.55

Top 10 Panels Lahore

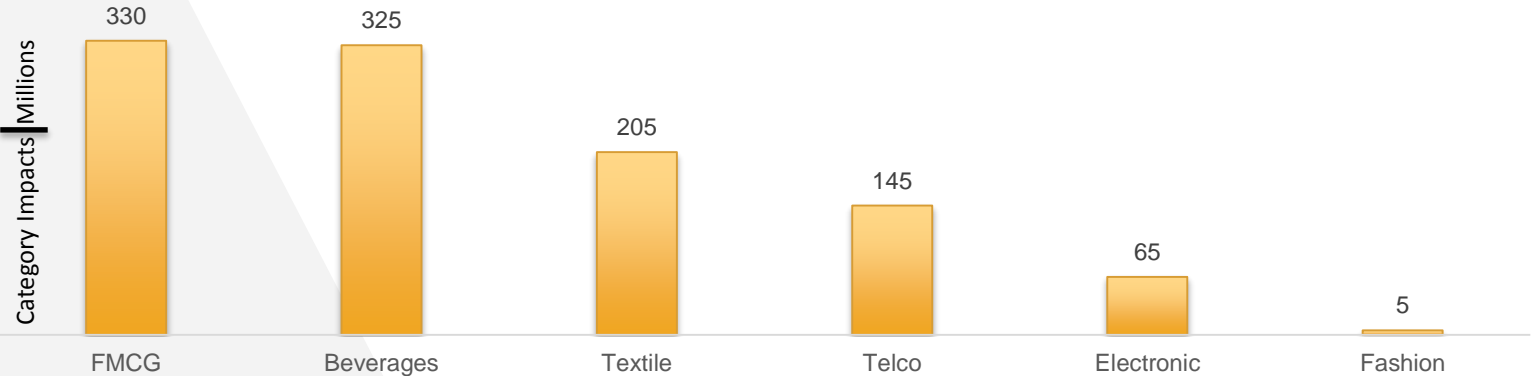
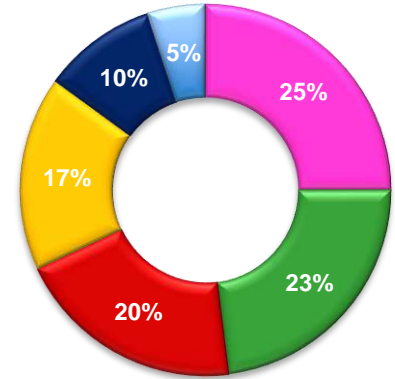
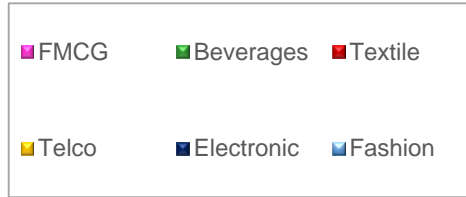
Rank	Location	Medium	Vendor	Rating %
1	MM Alam Road	Billboard	Hafiz Bro	2.45
2	Opp Jinnah Hospital	Billboard	Ad Infinity	2.23
3	Muslim Town	Billboard	Classic Adv	2.20
4	Link Road, Model Town	Billboard	Ravi Adv 	2.15
5	UBL Chowk	Billboard	Hafiz Bro	2.08
6	Main Boulevard Gulberg	Billboard	AA	2.05
7	Jinnah Flyover	Billboard	Flex-o-Sign	1.97
8	Liberty R/A	Wall pasting	Spectrum Lines	1.80
9	Mian Mir Bridge	Billboard	MNK	1.65
10	Sherpau Bridge	Billboard	Hafiz Bro	1.45

Top 10 Panels Rwp-Isb

Rank	Location	Medium	Vendor	Rating %
1	Mall Road	Billboard	MNK	3.87
2	Moti Mehal	Billboard	Ravi Ad	3.70
3	F-10	Billboard	Hafiz Bro	3.65
4	Liaquat Bagh	Billboard	Hafiz Bro 	3.63
5	Raja Bazar	Billboard	Gashoo Ad	3.45
6	Chandni Chowk	Billboard	Gashoo Ad	3.38
7	Blue Area	Billboard	Pindi Ad	3.25
8	6 th Road	Billboard	Hafiz Bro	3.19
9	Muree Road	Billboard	Pindi Ad	3.03
10	Abpara	Billboard	Hafiz Bro	2.95

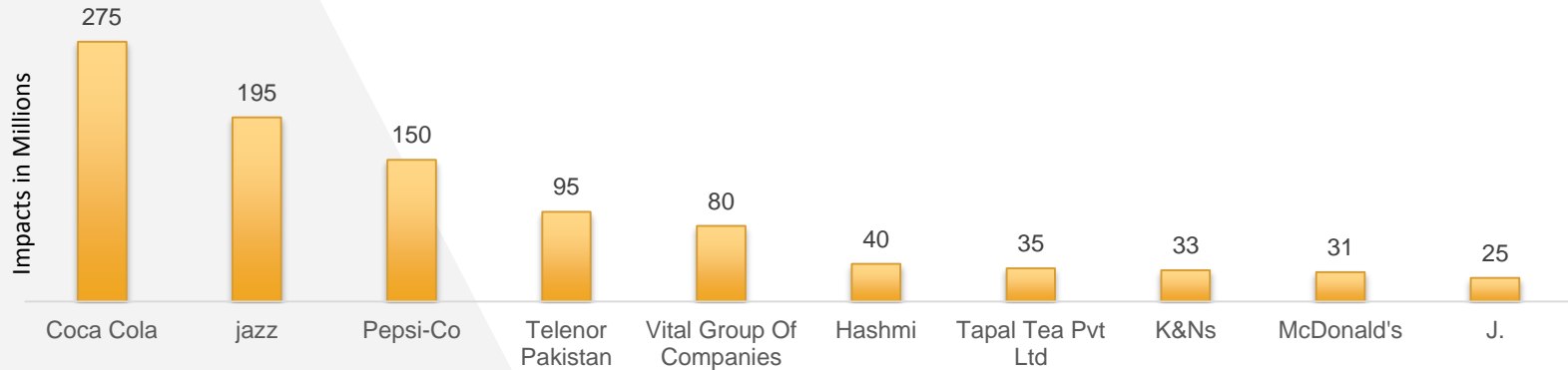
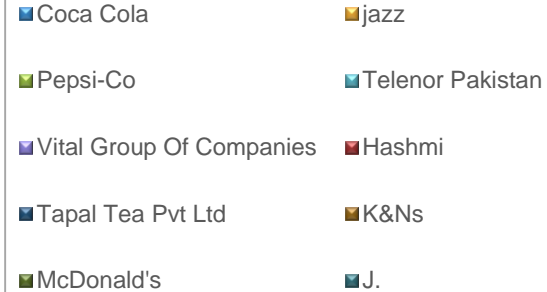
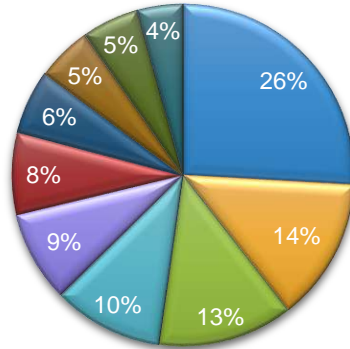
Category Wise Summary

Category Wise Spend



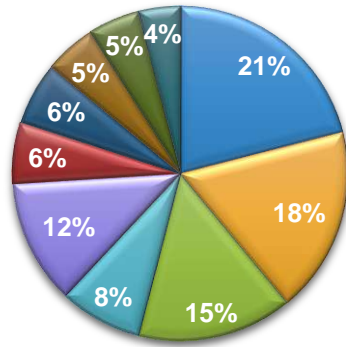
Top 10 Advertisers

Relative Share of Spend

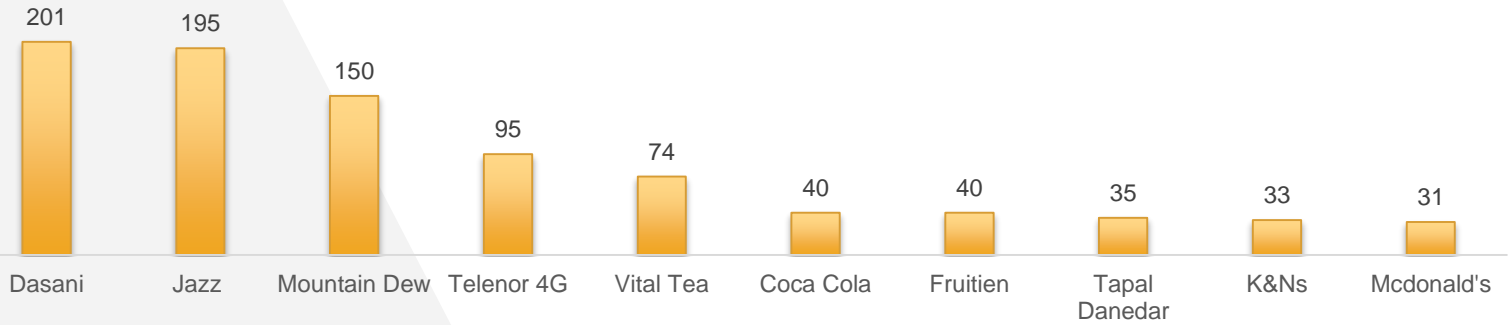


Top 10 Brands

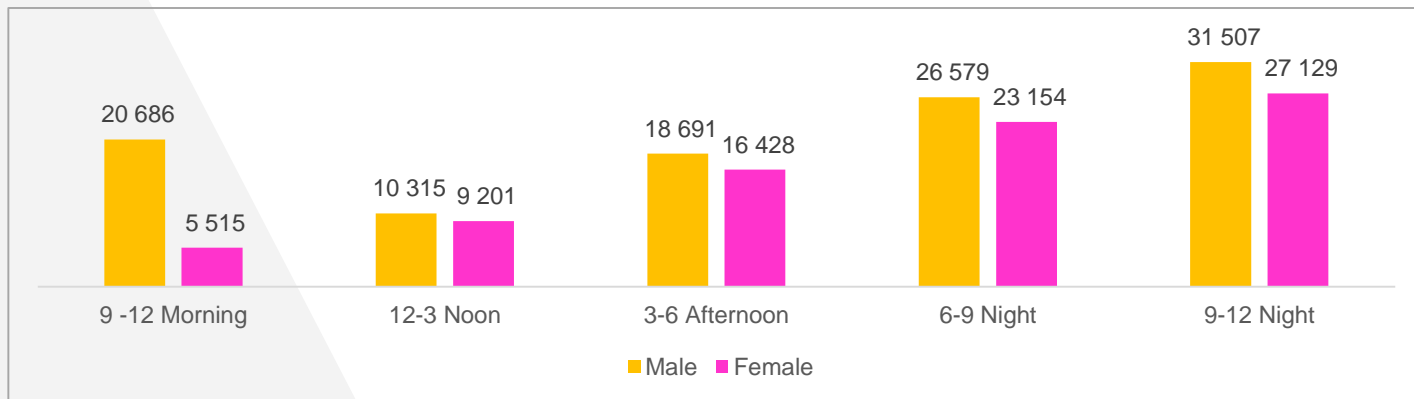
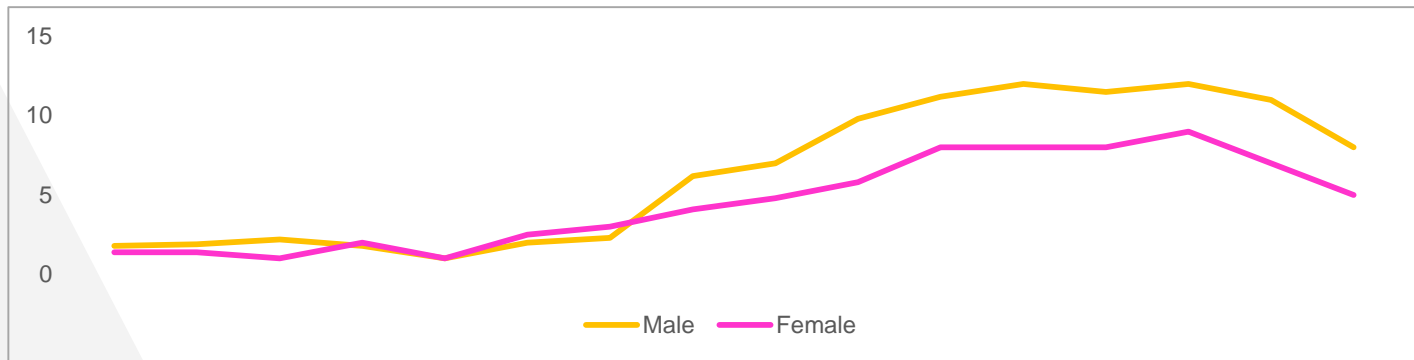
Relative Share of Spend



Impacts in Millions



Digital OOH Medium (Time band Utilization)



Top 00H Digital Mediums

Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Y Block, DHA	Spectrum lines	37.21
2	Hussain Chowk	Ad Infinity	28.20
3	Model Town, Link Road	Yellow Communication	21.36

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Qarshi Lane	MNK	20.32
2	Garden Town	Ravi Adv	18.45
3	Kh-e-Iqbal	Digi Prime	17.25

THANK YOU!