

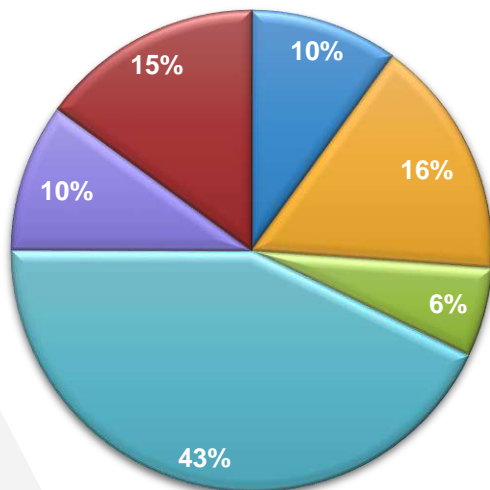
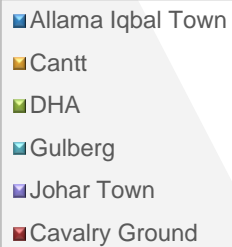


Move MONTHLY Ratings April 2019

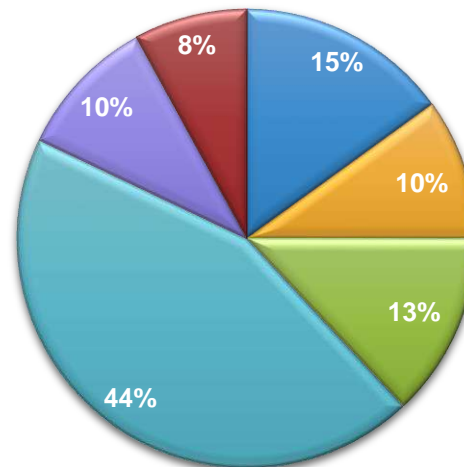
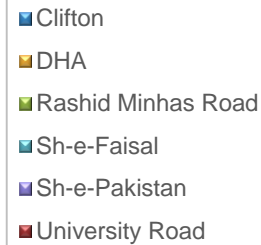


Viewership Area wise %

Lahore

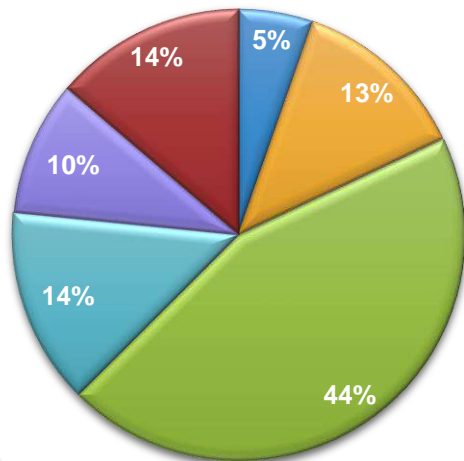
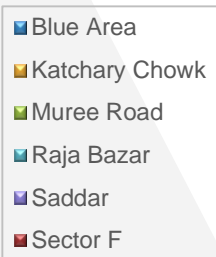


Karachi

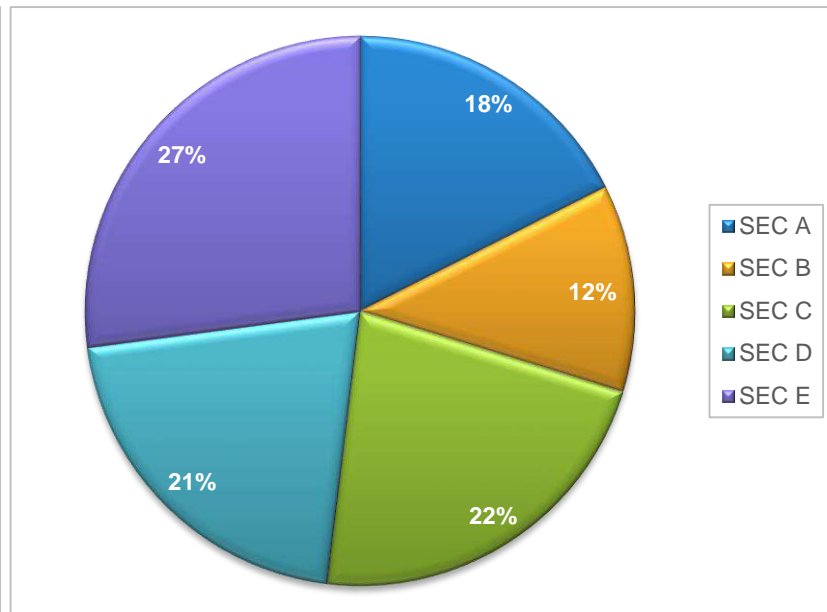
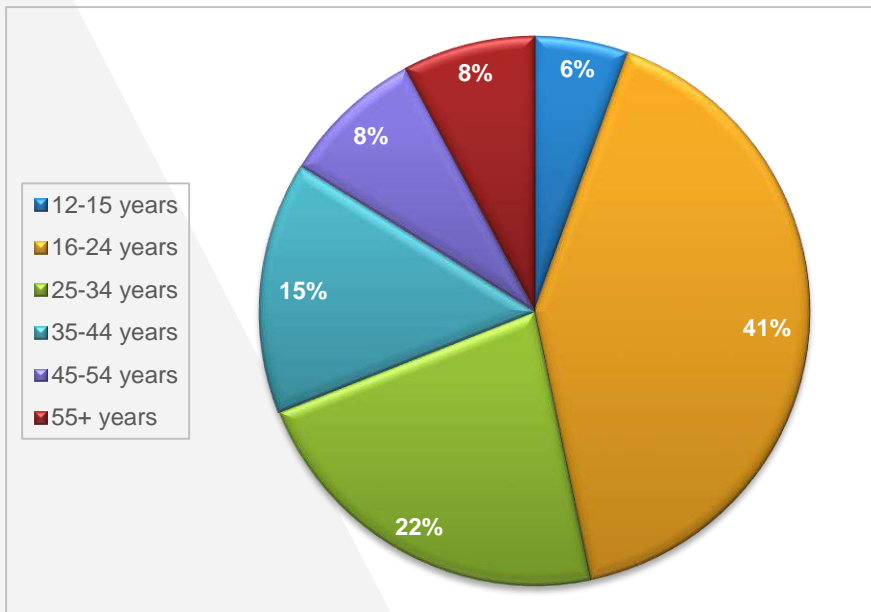


Viewership Area wise %

Rwp_Isb



Target Group Share Ratings




Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Allah Wali Chorangi	Wall Pasting	Champion	11.15
2	Najeab center	Wall Pasting	Champion	11.10
3	FTC Flyover	Wall Pasting	Gashoo Ad	10.84
4	Sh-e-Quideen	BQS	Sign Source 	10.75
5	Al Karam Square	Wall Pasting	Zodiac Link	10.60
6	Metropole	Wall Pasting	MNB	9.51
7	Kashif Center	Wall Pasting	Zodiac Link	9.40
8	Johar Mor	Wall Pasting	MOA	9.33
9	Aladin Park	Wall Pasting	Sagar Art	9.20
10	National Stadium	Wall Pasting	Ammar Ad	9.10

Top 10 Panels Lahore

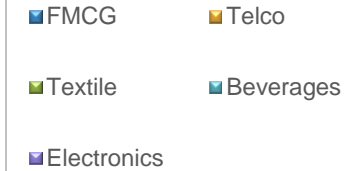
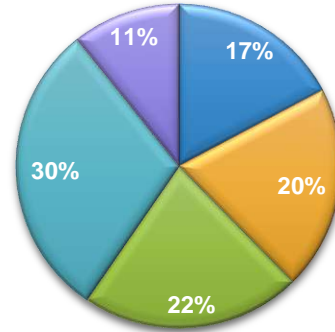
Rank	Location	Medium	Vendor	Rating %
1	MM Alam Road	Billboard	Hafiz Bro	12.10
2	Main Market	Billboard	Sahar Ad	10.22
3	Zohra Heights, Main Market	Billboard	Hafiz Bro	10.11
4	Shalimar Hotel	Billboard	Sahar Adv 	10.02
5	Liberty R/A	Billboard	Sahar Adv	10.0
6	Muslim Town Flyover	Billboard	Hafiz Bro	9.81
7	Chowk Chubruji	Billboard	Classic Ad	9.60
8	Hussain Chowk	Billboard	Art Vision	9.40
9	Karim Market	Billboard	Ad-wise	9.22
10	Karim Market	Billboard	Azmee Ad	9.10

Top 10 Panels Rwp-Isb

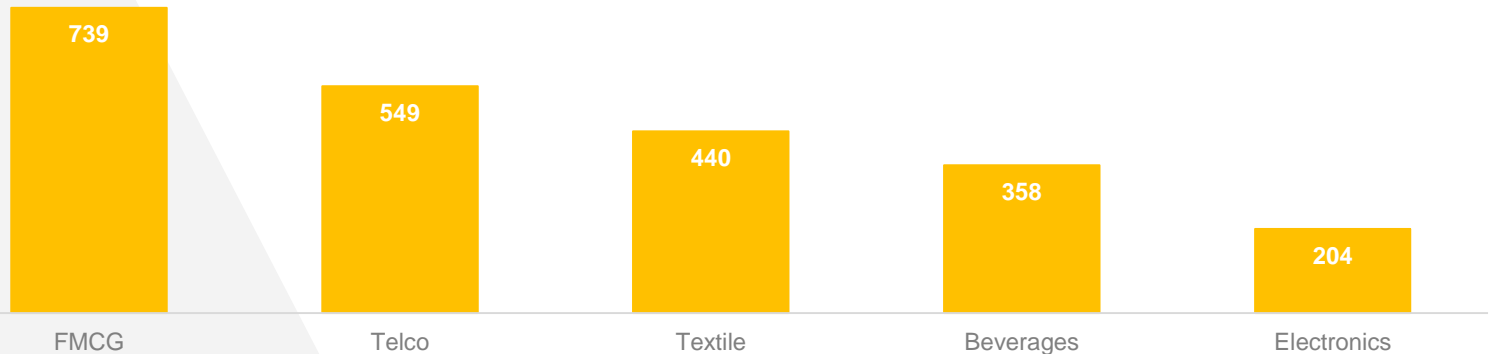
Rank	Location	Medium	Vendor	Rating %
1	Raja Bazar	Billboard	Hafiz Bro	10.88
2	F-6 Press Club	Billboard	AA	10.65
3	Naz Cinema Chowk	Billboard	Hafiz Bro	10.42
4	Melody	BQS	Sign Source 	10.35
5	IJP Road	Billboard	Gashoo AD	10.21
6	F-10	Billboard	Image Creation	10.01
7	Saddar	Billboard	Ad Sign	9.91
8	Commercial Market	Billboard	Gashoo Ad	9.82
9	Rawal Road	Billboard	Pindi Ad	9.72
10	Aiport Road	Billboard	Pindi Ad	9.25

Category Wise Summary

Category Wise Spend

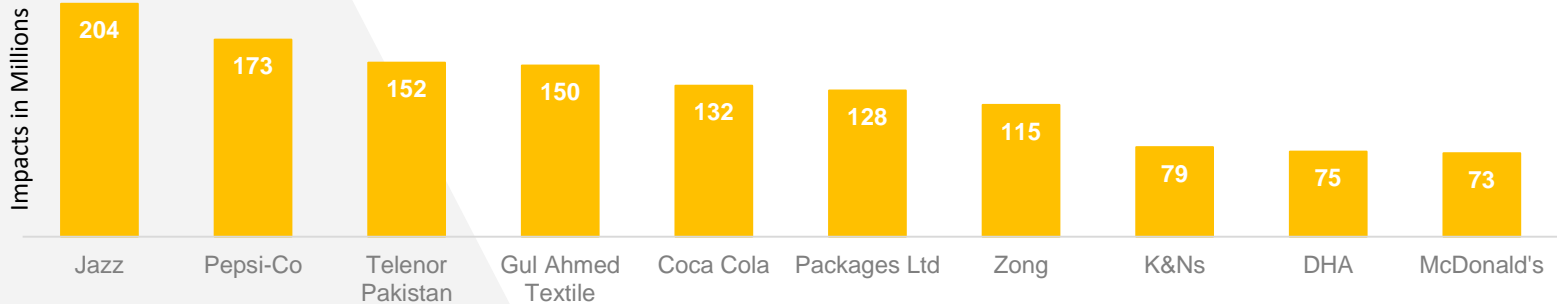
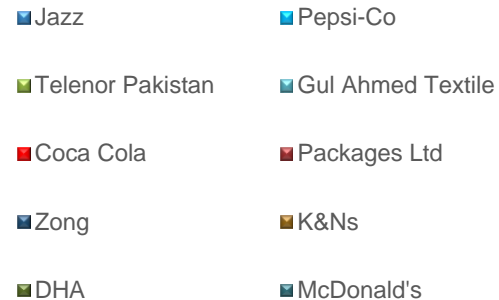
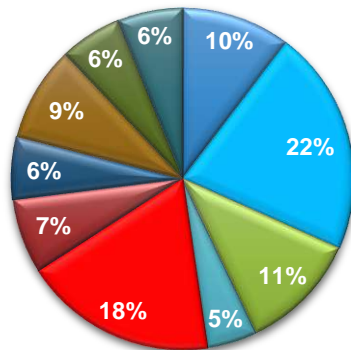


Category Impacts
Millions



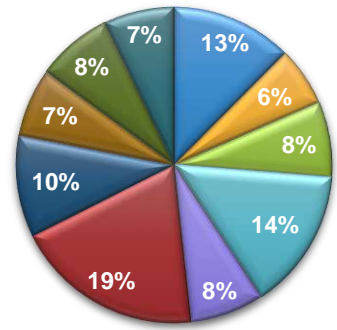
Top 10 Advertisers

Relative Share of Spend



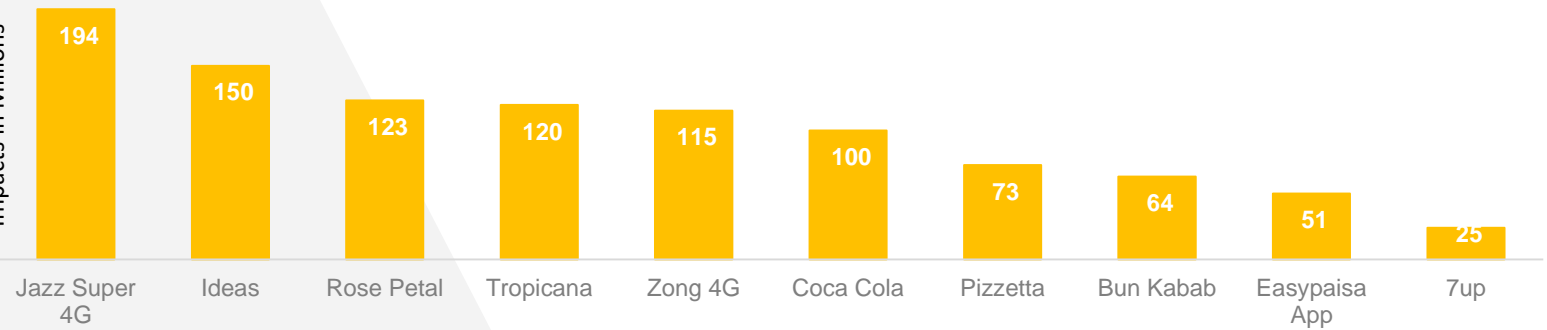
Top 10 Brands

Relative Share of Spend

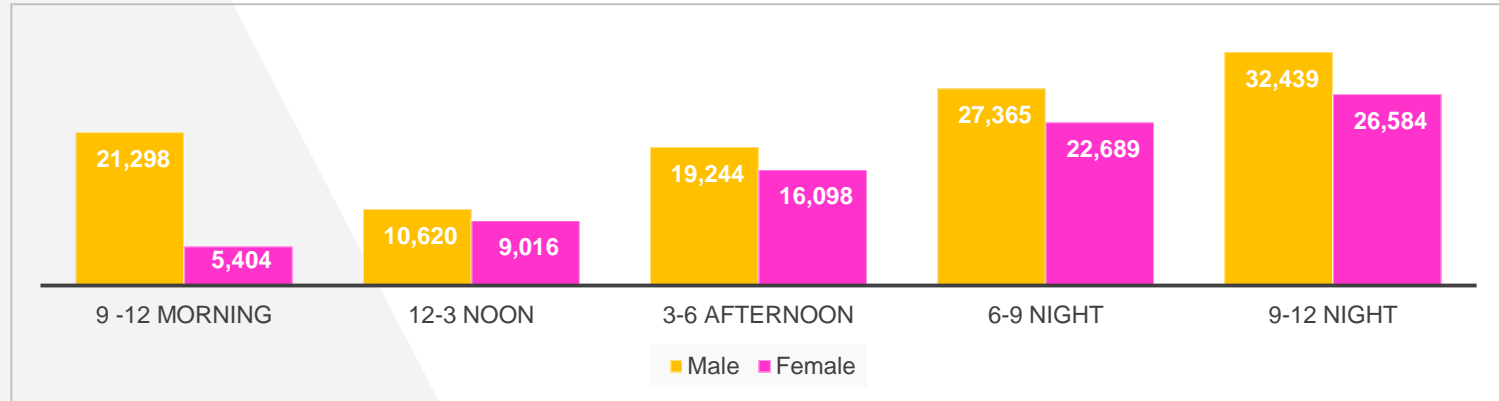
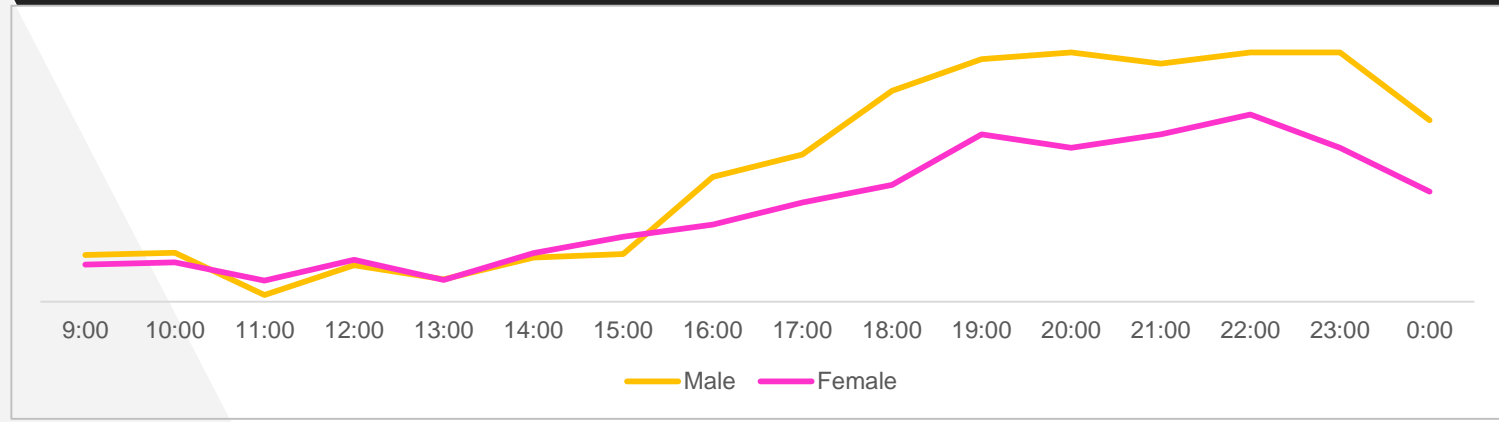


- Jazz Super 4G
- Ideas
- Rose Petal
- Tropicana
- Zong 4G
- Coca Cola
- Pizzetta
- Bun Kabab
- Easypaisa App
- 7up

Impacts in Millions



Digital OOH Medium (Time band Utilization)



Top 00H Digital Mediums

Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Khalid Butt Chowk	Sahar Ad	30.14
2	Akbar Chowk	Yellow Communication	27.41
3	Fortress Chowk	Sahar Ad	25.14

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Noor Jehan Road	Chinab Ad	16.15
2	MM Alam Road	Digi prime	15.10
3	Model Town Link Road	Digi Prime	14.87

THANK YOU!