

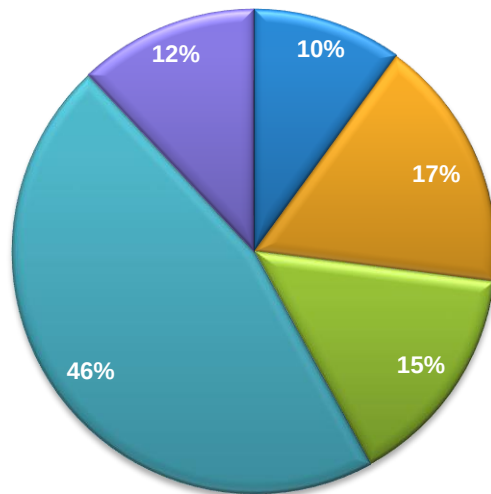


Move MONTHLY Review Feb 2020

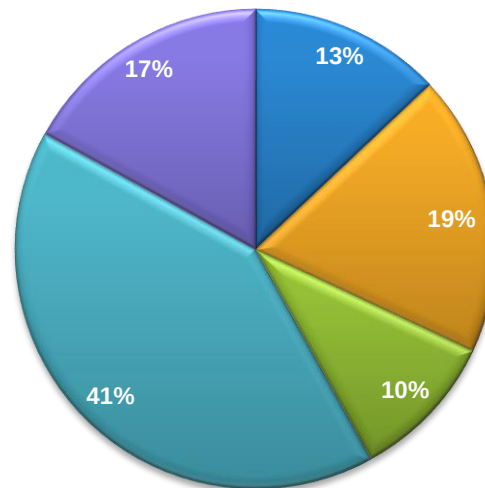
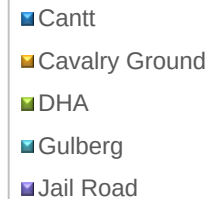


Viewership Area wise %

Karachi

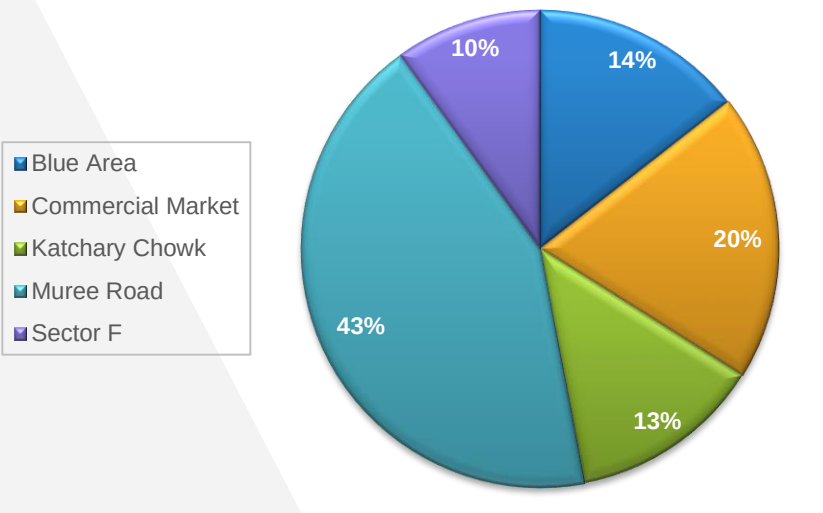


Lahore



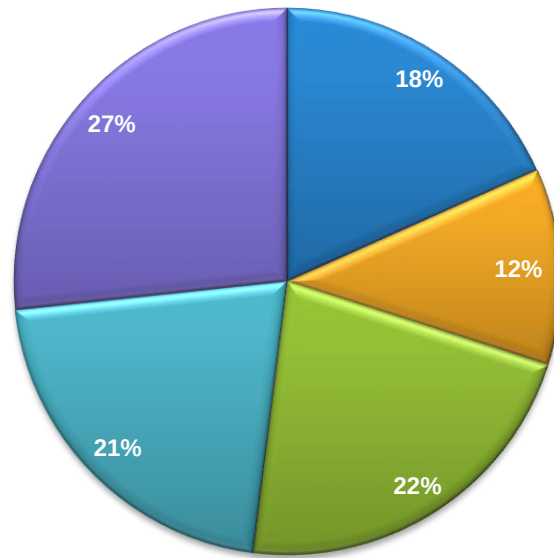
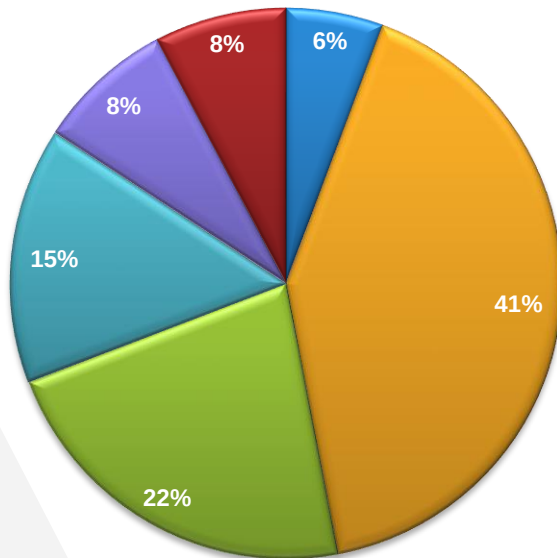
Viewership Area wise %

Rwp-Isb



Target Group Share Ratings

- 12-15 years
- 16-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55+ years



- SEC A
- SEC B
- SEC C
- SEC D
- SEC E

Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Najeab Center	Wall Pasting	Champion	11.10
2	Nursery Flyover	Wall Pasting	Sahar Ad	11.03
3	Norani Kbab House	Wall Pasting	MNB	10.95
4	Tariq Road	Wall Pasting	Media Communication	10.75
5	The Plaza	Wall Pasting	The Sign	10.40
6	FTC Bridge	Wall Pasting	Gashoo Ad	9.74
7	Baloch Bridge	Wall Pasting	Media Communication	9.30
8	Kh-e-Itthad	Wall Pasting	Media Communication	9.01
9	ARY Cash & Carry	Wall Pasting	Call Ad	8.87
10	Johar Mor	Wall Pasting	Do Ad	8.85

Top 10 Panels Lahore

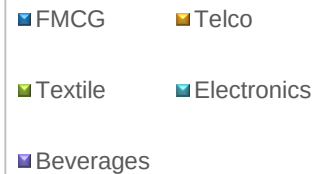
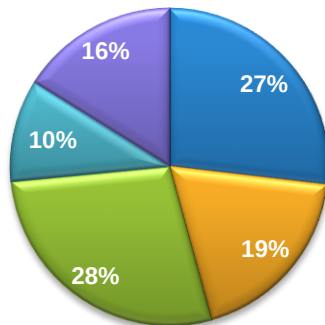
Rank	Location	Medium	Vendor	Rating %
1	Mini Market	Billboard	Flex-o-Sign	10.55
2	Shalimar Hotel	Billboard	Sahar Ad	10.40
3	Main Market	Billboard	Hafiz Bro	10.33
4	Liberty R/A	Wall Pasting	Eaglets 	10.20
5	Liberty R/A	Wall Pasting	Sahar Ad	10.12
6	Chand Mari Chowk	Billboard	Spectrum lines	9.90
7	Shadman Signal	Billboard	Hafiz Bro	9.85
8	Chubruji Chowk	Billboard	Classic Ad	9.60
9	Muslim Town Flyover	Billboard	Sahar Ad	9.55
10	DHA Exit	Billboard	Hafiz Bro	9.50

Top 10 Panels Rwp-Isb

Rank	Location	Medium	Vendor	Rating %
1	Raja Bazar	Billboard	Hafiz Bro	10.60
2	Chandni Chowk	Billboard	Gashoo Ad	10.45
3	Moti Mehal	Billboard	Gashoo Ad	10.30
4	Centaurus Mall	Wall Pasting	Retail Communication 	10.25
5	Blue Area	Billboard	Pindi Ad	10.20
6	Katchray Chowk	Billboard	Gashoo Ad	10.11
7	Roomi Park	Billboard	Sahar Ad	9.80
8	Rawal Road	Billboard	Hafiz Bro	9.50
9	9 th Avenue, IJP Road	Billboard	Gashoo Ad	9.40
10	F-6 Press Club	Billboard	AA	9.39

Category Wise Summary

Category Wise Spend



Category Impacts Millions



FMCG

Telco

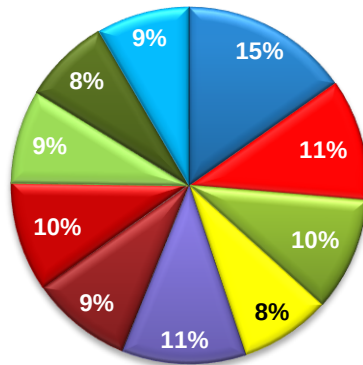
Textile

Electronics

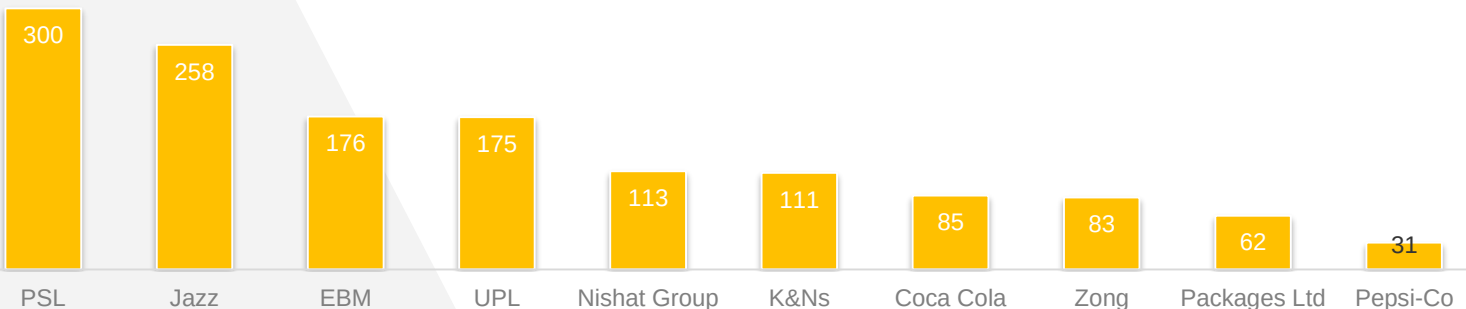
Beverages

Top 10 Advertisers

Relative Share of Spend

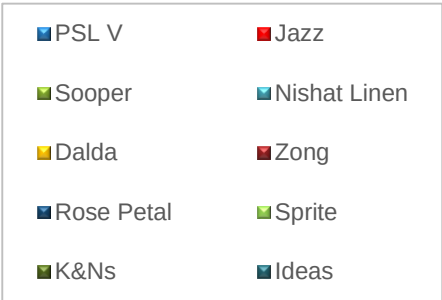
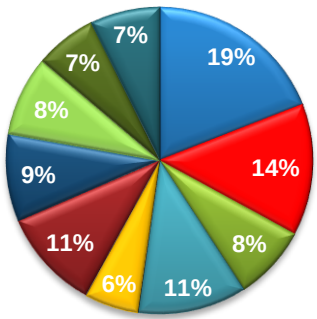


Impacts in Millions

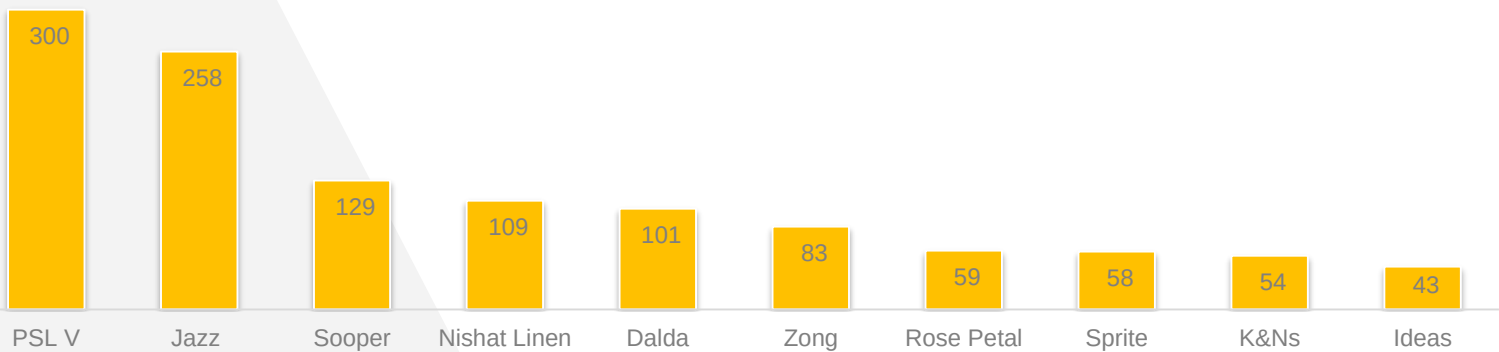


Top 10 Brands

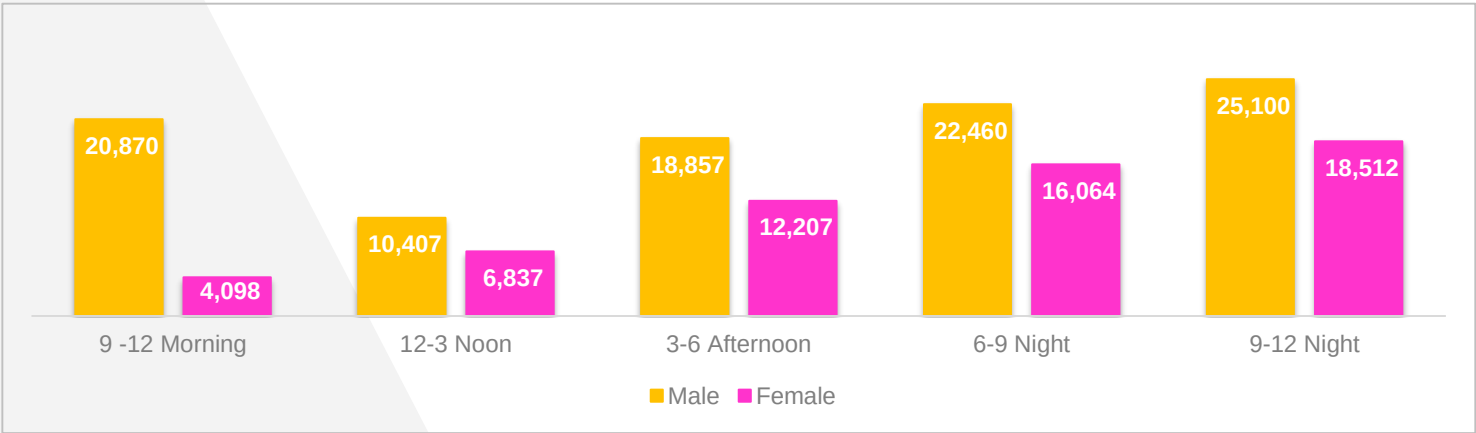
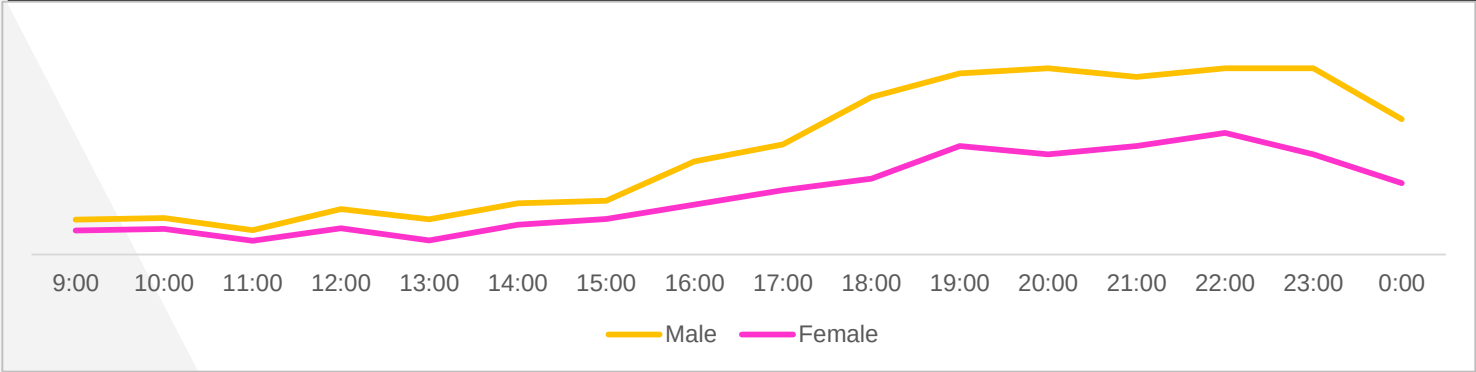
Relative Share of Spend



Impacts in Millions



Digital OOH Medium(Time band Utilization)



Top 00H Digital Mediums

Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Firdous Market	Chinab	21.10
2	Liberty Market	Sahar Ad	20.15
3	Khalid Butt Chowk	Sahar	18.10

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Iqbal Town	Chinab Ad	15.55
2	Noor Jehan Road	Chinab Ad	13.22
3	DHA	Digi Prime	11.10

THANK YOU!