

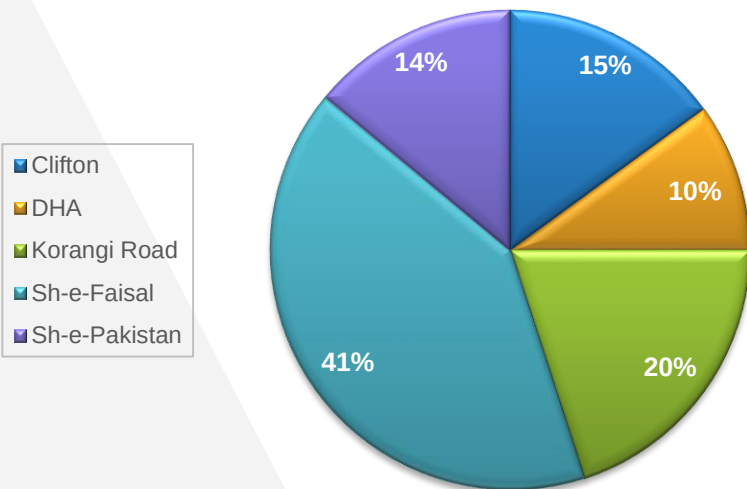


Move MONTHLY Review Jan 2020

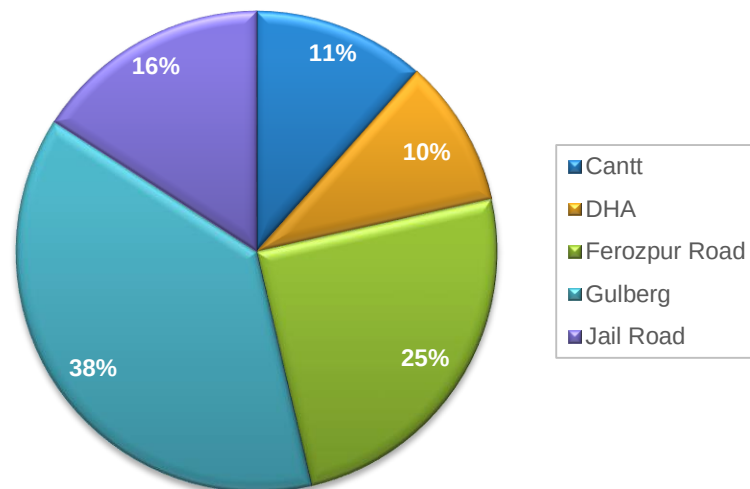


Viewership Area wise %

Karachi

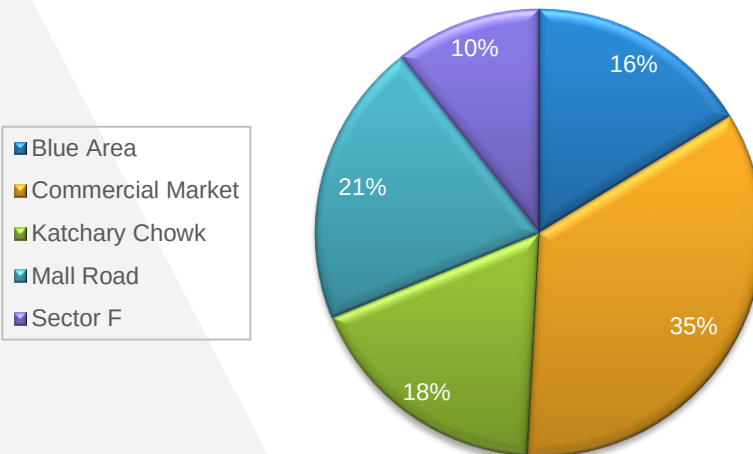


Lahore



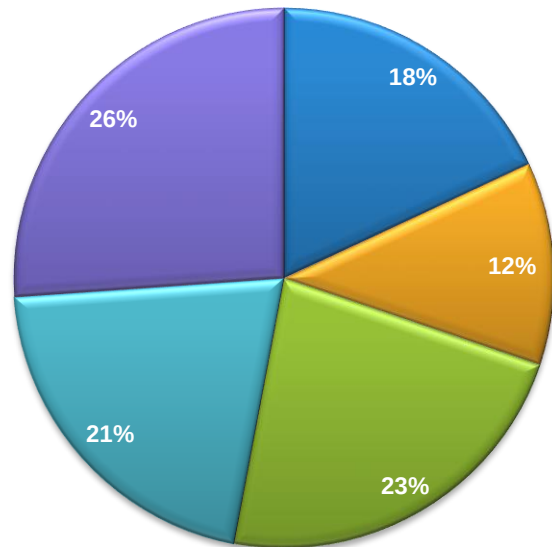
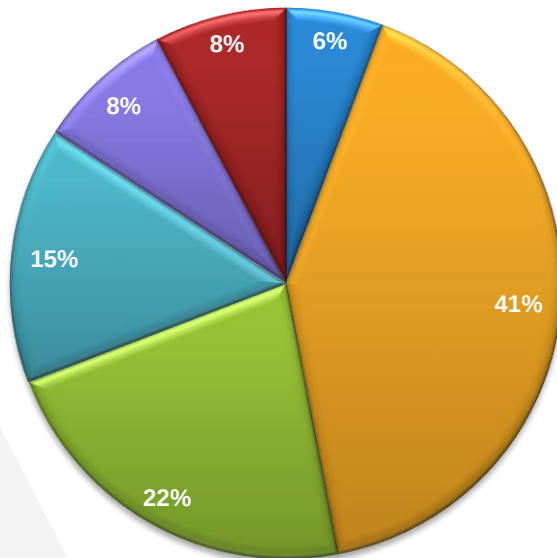
Viewership Area wise %

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	11.24
2	Fayyaz Center	Wall Pasting	Diplex Inn	11.13
3	Nursery Flyover	Wall Pasting	Sahar Ad	11.01
4	Norani Kbab House	Wall Pasting	MNB 	10.80
5	Dadex Center	Wall Pasting	Do Ad	10.20
6	NCR Building	Wall Pasting	Ammar Ad	9.80
7	Baloch Bridge	Wall Pasting	Champion	9.40
8	ARY Cash & Carry	Wall Pasting	Call Ad	9.05
9	Nipa Flyover	Wall Pasting	MOA	8.90
10	Hassan Square	Wall Pasting	Sagar Art	8.47

Top 10 Panels Lahore

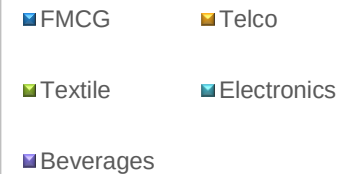
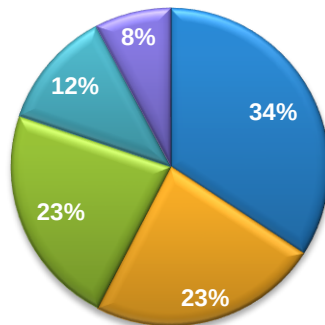
Rank	Location	Medium	Vendor	Rating %
1	Ferozpur Road	Billboard	Sahar Ad	10.53
2	Mini Market	Billboard	Flex-o-Sign	10.30
3	Main Market	Billboard	Hafiz Bro	10.15
4	Liberty R/A	Wall Pasting	Eagle's 	10.10
5	Liberty R/A	Wall Pasting	Sahar Ad	10.05
6	Chand Mari Chowk	Billboard	Spectrum lines	10.03
7	Cricket House	Billboard	Sahar Ad	9.95
8	Jinnah Bridge	Billboard	Flex-o-Sign	9.90
9	Vince Petrol Pump, Multan Rd	Billboard	Hafiz Bro	9.85
10	Opp Services Hospital	Billboard	Hafiz Bro	9.14

Top 10 Panels Rwp-Isb

Rank	Location	Medium	Vendor	Rating %
1	Chandni Chowk	Billboard	Pindi Ad	10.51
2	Raja Bazar	Billboard	Classic Ad	10.40
3	6 th Road	Billboard	Hafiz Bro	10.35
4	9 th Avenue, IJP Road	Billboard	Gashoo Ad 	10.30
5	Centaurus Mall	Wall Pasting	Retail Communication	10.22
6	Moti Mehal	Wall Pasting	Pindi Ad	10.15
7	Moti Mehal	Billboard	Gashoo Ad	9.70
8	Roomi Park	Billboard	Sahar Ad	9.60
9	Katchray Chowk	Billboard	Gashoo Ad	9.42
10	Rawal Road	Billboard	Pindi Ad	9.35

Category Wise Summary

Category Wise Spend

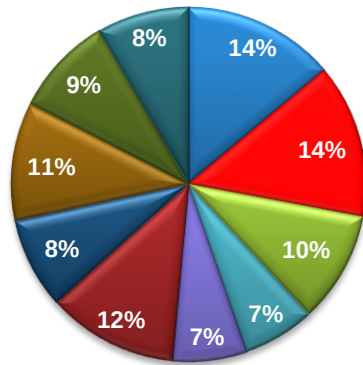


Category Impacts Millions

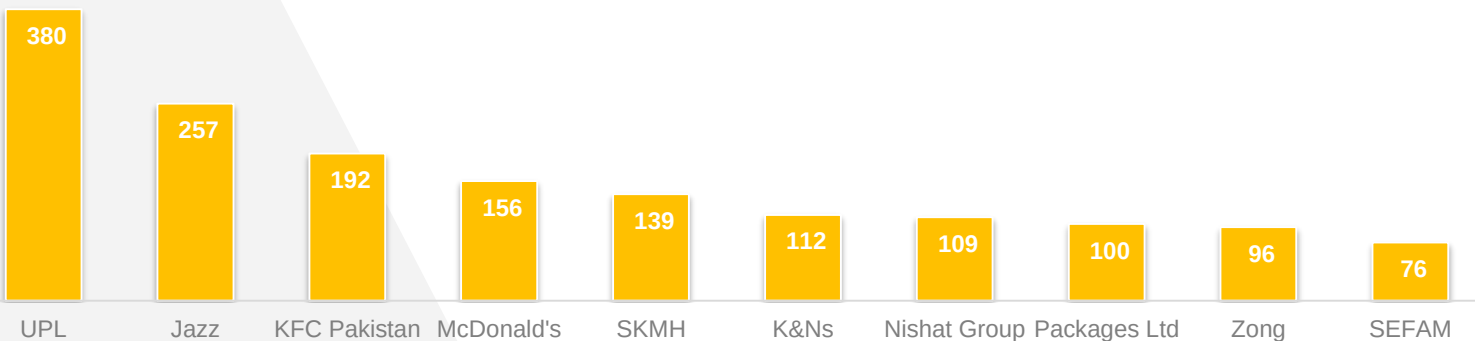


Top 10 Advertisers

Relative Share of Spend

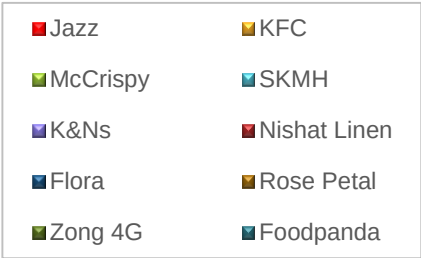
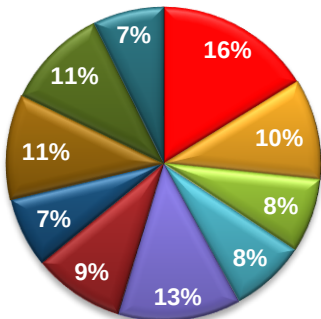


Impacts in Millions

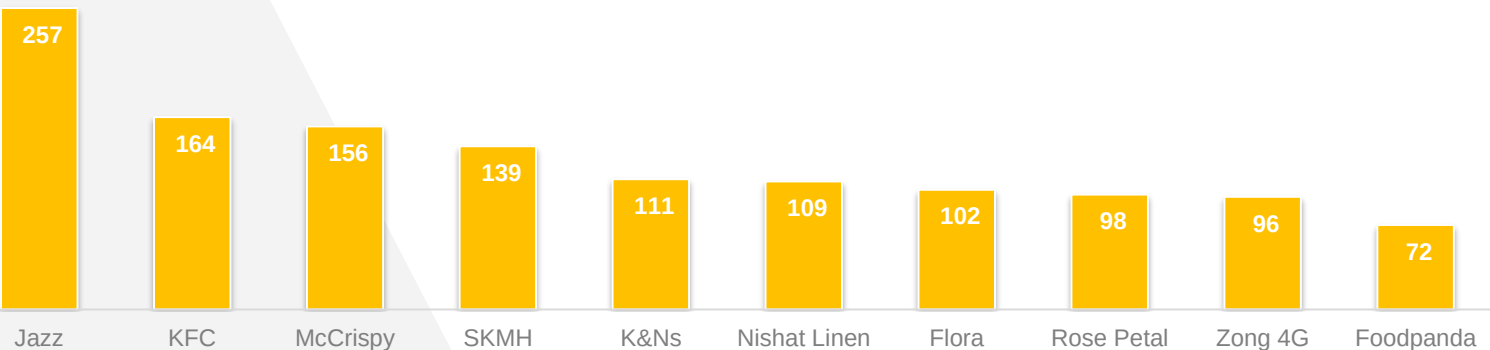


Top 10 Brands

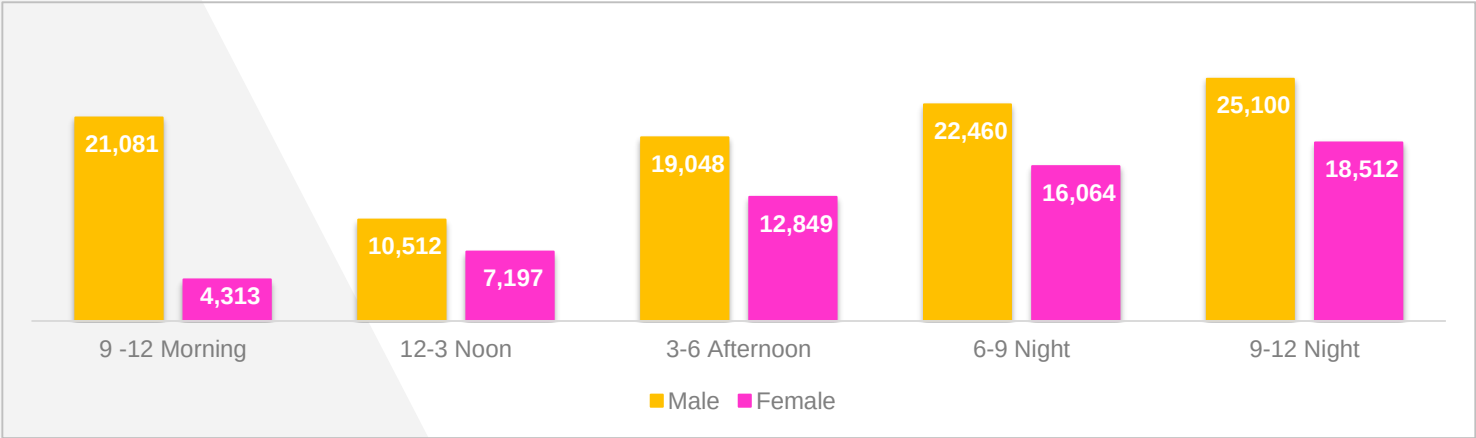
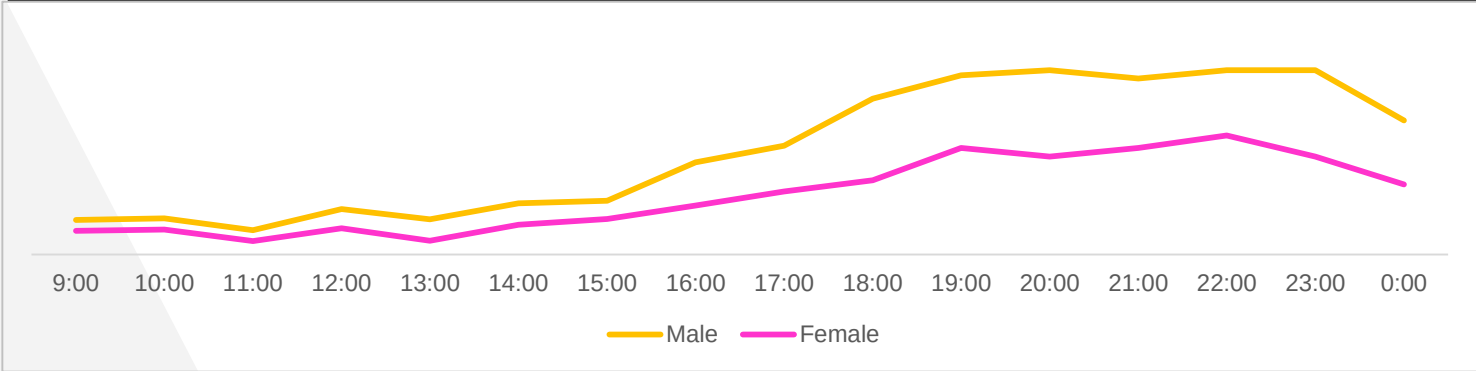
Relative Share of Spend



Impacts in Millions



Digital OOH Medium(Time band Utilization)



Top 00H Digital Mediums

Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Liberty Market	Sahar Ad	24.10
2	Khalid Butt Chowk	Sahar Ad	22.17
3	Scheme Mor	AA	21.38

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Liberty	Chinab Ad	18.10
2	Iqbal Town	Chinab Ad	17.44
3	Model Town Link Road	Digi Prime	14.10

THANK YOU!