



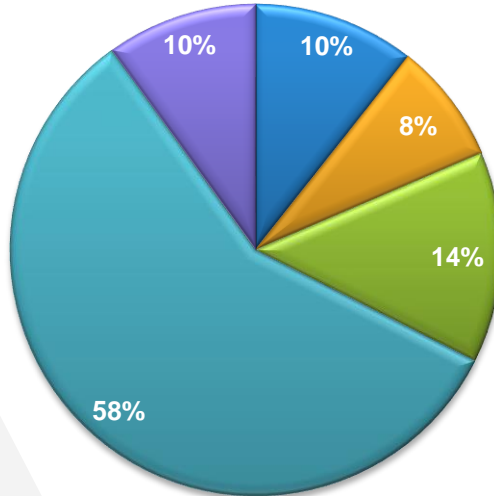
Move MONTHLY Review Jul 2019



Viewership Area wise %

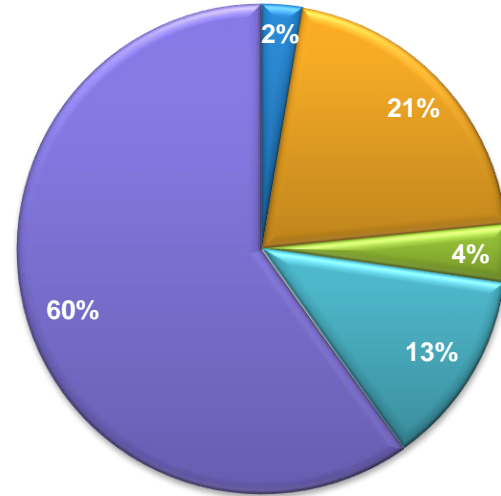
Karachi

- Clifton
- DHA
- Rashid Minhas Road
- Sh-e-Faisal
- Sh-e-Pakistan



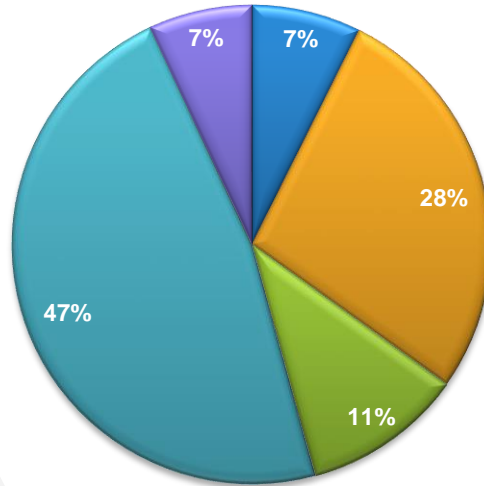
Lahore

- Iqbal Town
- Cantt
- DHA
- Ferozpur Road
- Gulberg

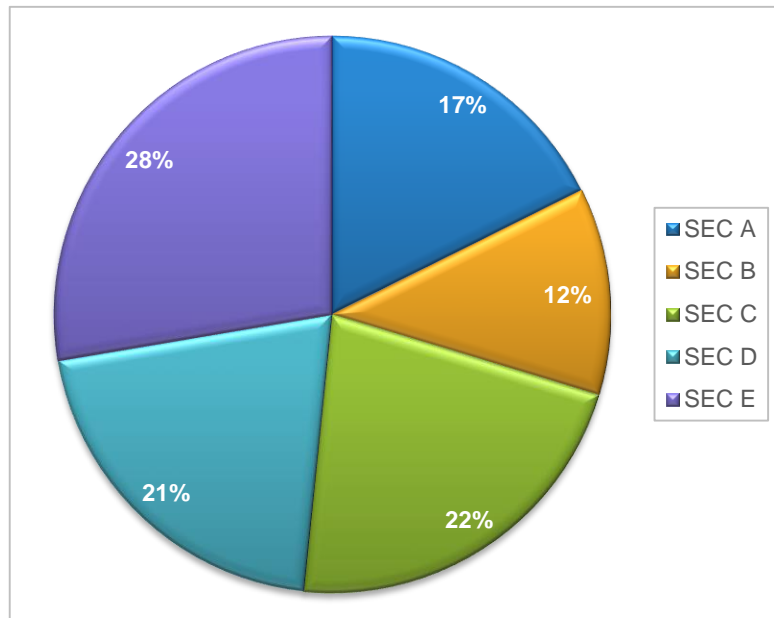
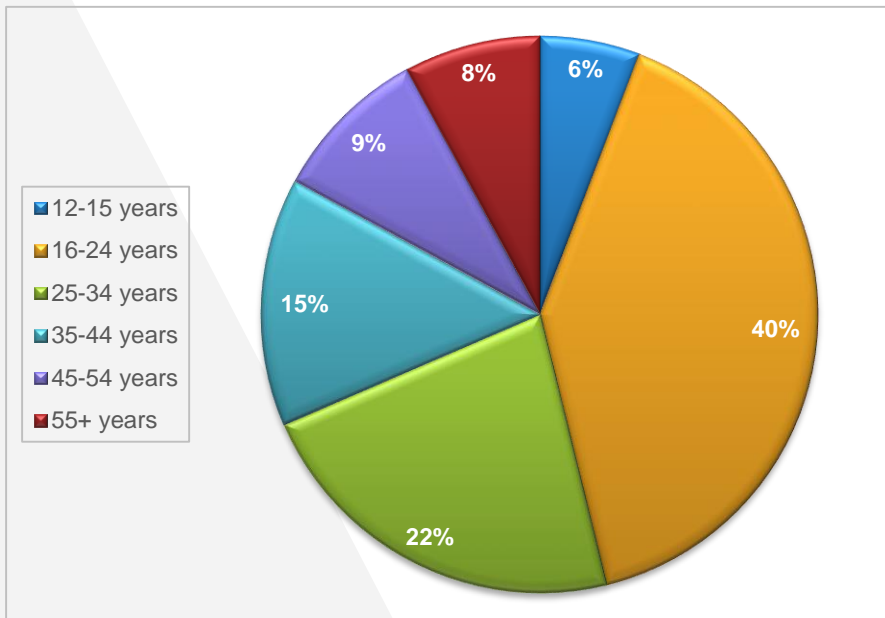


Viewership Area wise %


Rwp- Isb



Target Group Share Ratings




Top 10 Panels Karachi

| Rank | Location | Medium | Vendor | Rating % |
|------|------------------------------|--------------|--|----------|
| 1 | Najeab Center | Wall Pasting | Champion | 11.10 |
| 2 | Elegant Residency | Wall Pasting | Champion | 11.03 |
| 3 | Business Avenue, Sh-e-Faisal | Wall Pasting | 'bheem Adv. | 10.95 |
| 4 | Sh-e- Quaideen | BQS | Sign Source  | 10.90 |
| 5 | Kh-e-Itthad | Wall Pasting | Media Communication | 10.45 |
| 6 | Metro pole | Wall Pasting | MNB | 10.15 |
| 7 | Hilal-e-Ahmer, Ill Swords | Wall Pasting | MOA | 9.90 |
| 8 | University Road | Wall Pasting | Vision Publicity | 9.85 |
| 9 | Qablai Khan | Wall Pasting | Ammar Ad | 9.40 |
| 10 | Sunset Boulevard | Wall Pasting | Insight Solution | 6.27 |

Top 10 Panels Lahore

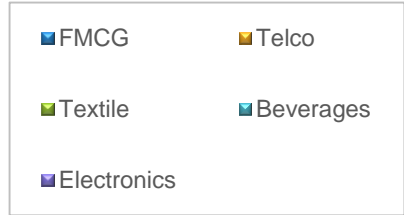
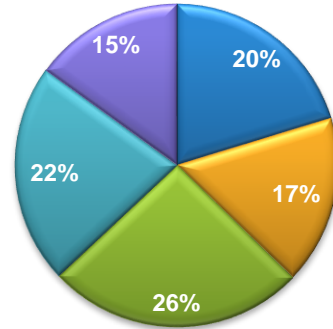
| Rank | Location | Medium | Vendor | Rating % |
|------|-------------------------|-----------|--|----------|
| 1 | Main Market | Billboard | Sahar Ad | 10.99 |
| 2 | MM Alam Road | Billboard | Hafiz Bro | 10.65 |
| 3 | Muslim Town Flyover | Billboard | Sahar Ad | 10.50 |
| 4 | Jalal Sons, Main Market | Billboard | Hafiz Bro  | 10.45 |
| 5 | Gulberg Plaza | Billboard | Eaglets | 10.33 |
| 6 | Shah Alam Market | Billboard | Ravi Ad | 10.30 |
| 7 | Jinnah Flyover | Billboard | MNK | 10.25 |
| 8 | Jinnah Flyover | Billboard | MNK | 9.95 |
| 9 | Chand Mari Chowk | Billboard | Spectrum Lines | 9.85 |
| 10 | Chubruuji Chowk | Billboard | Ad Message | 6.73 |

Top 10 Panels Rwp-Isb

| Rank | Location | Medium | Vendor | Rating % |
|------|-------------------|-----------|--|----------|
| 1 | IJP Road | Billboard | Hafiz Bro | 10.80 |
| 2 | IJP Road | Billboard | Gashoo Ad | 10.71 |
| 3 | Chandni Chowk | Billboard | Pindi Ad | 10.52 |
| 4 | Raja Bazar | Billboard | Hafiz Bro  | 10.40 |
| 5 | Moti Mehal | Billboard | Gashoo Ad | 10.30 |
| 6 | Blue Area | Billboard | Pindi Ad | 10.15 |
| 7 | Saddar | Billboard | Ad Sign | 10.02 |
| 8 | Commercial Market | Billboard | Classic Ad | 9.95 |
| 9 | F-10 | Billboard | Pindi Ad | 9.90 |
| 10 | Defence Chowk | Billboard | Hafiz Bro | 7.25 |

Category Wise Summary

Category Wise Spend

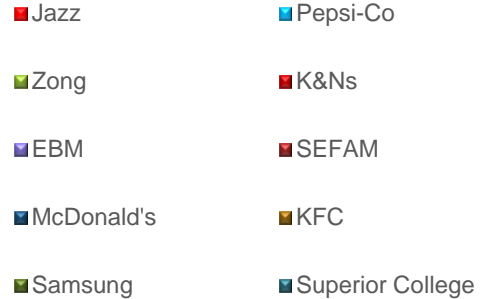
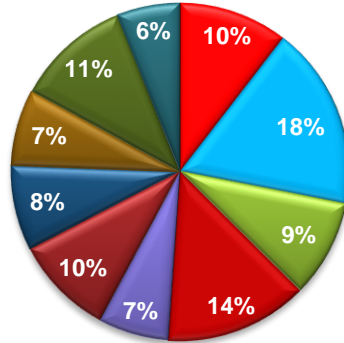


Category Impacts Millions

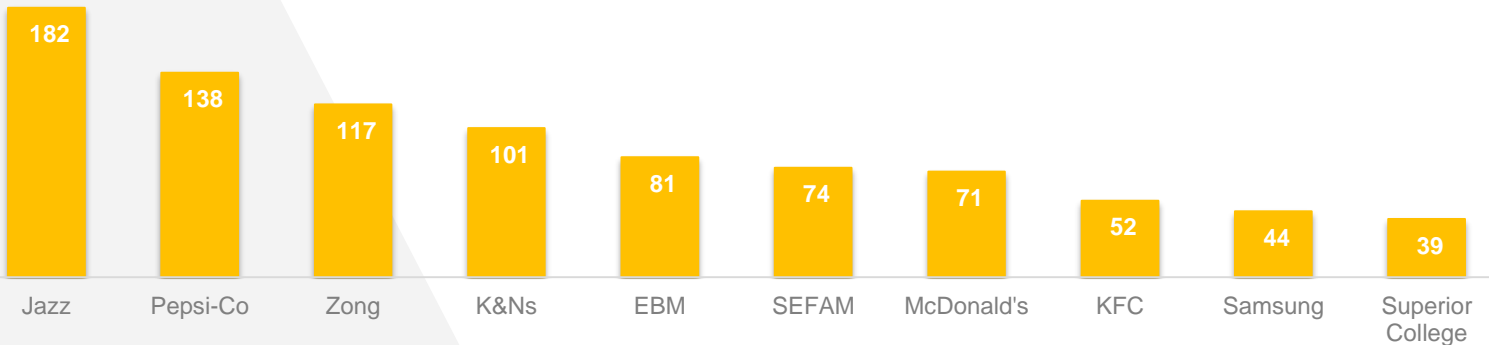


Top 10 Advertisers

Relative Share of Spend

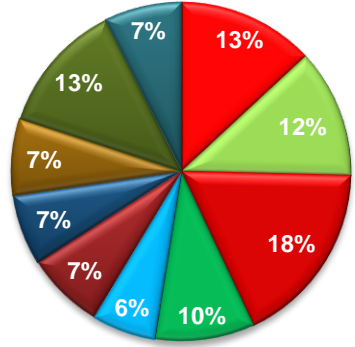


Impacts in Millions

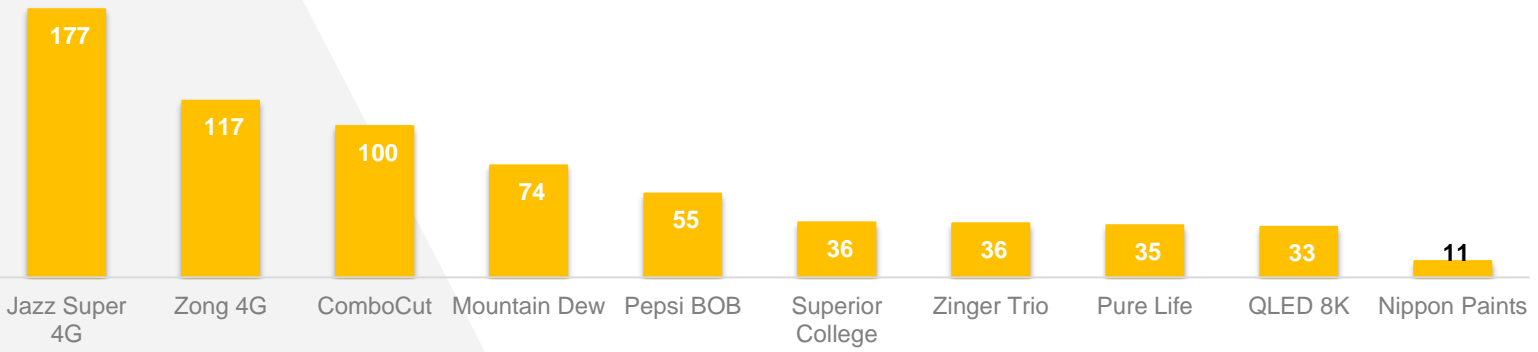


Top 10 Brands

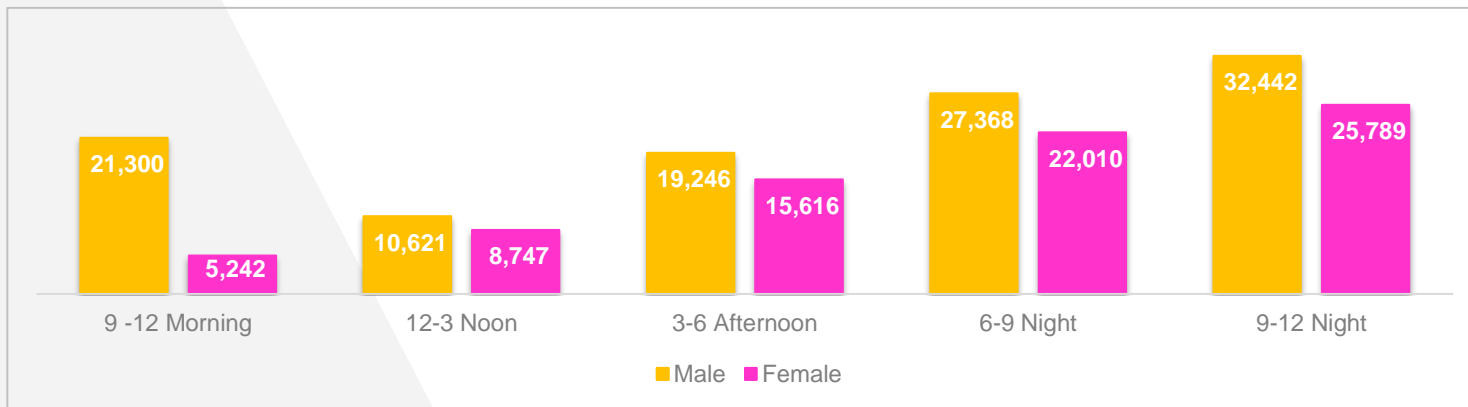
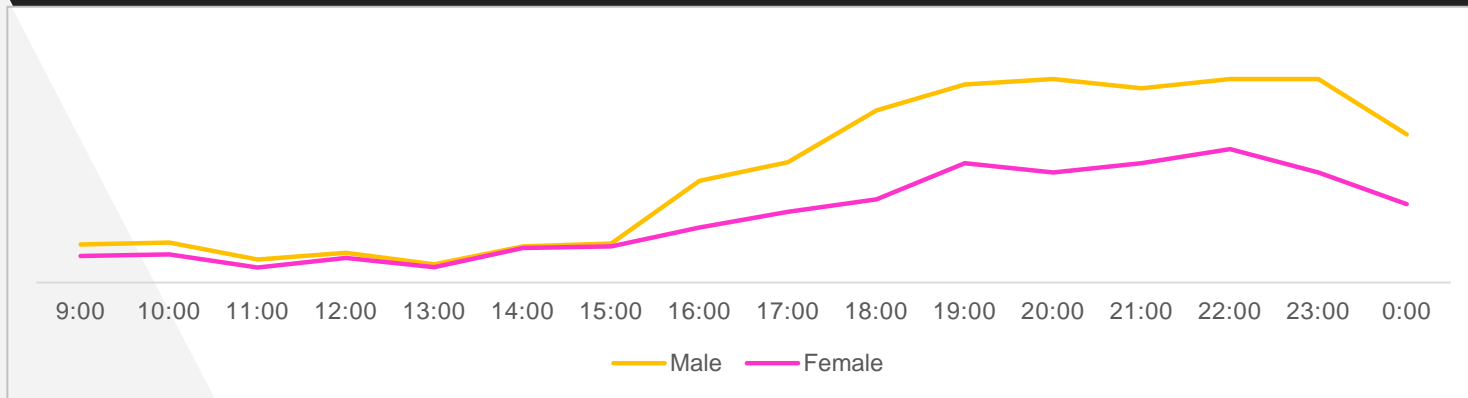
Relative Share of Spend



Impacts in Millions



Digital OOH Medium (Time band Utilization)



Top 00H Digital Mediums

Top 3 Digital Panels(Lahore)

| Rank | Location | Vendor | Rating % |
|------|----------------------|----------------------|----------|
| 1 | Liberty R/A | Sahar Ad | 29.21 |
| 2 | Model Town Link Road | Yellow Communication | 28.40 |
| 3 | Fortress Chowk | MNK | 26.50 |

Top 3 Digital Streamers Locations(Lahore)

| Rank | Location | Vendor | Rating % |
|------|--------------|------------|----------|
| 1 | MM Alam Road | Digi Prime | 20.19 |
| 2 | Kh-e-Iqbal | Digi Prime | 17.40 |
| 3 | Iqbal Town | Chinab Ad | 16.90 |

THANK YOU!