



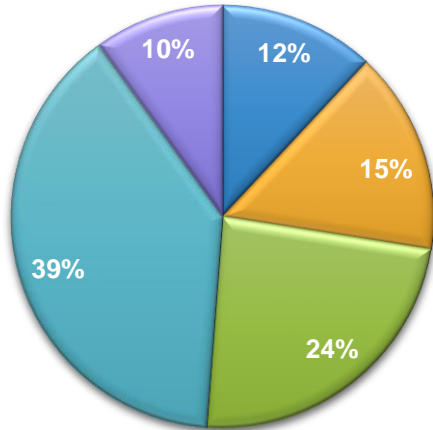
Move MONTHLY Review June 2019



Viewership Area wise %

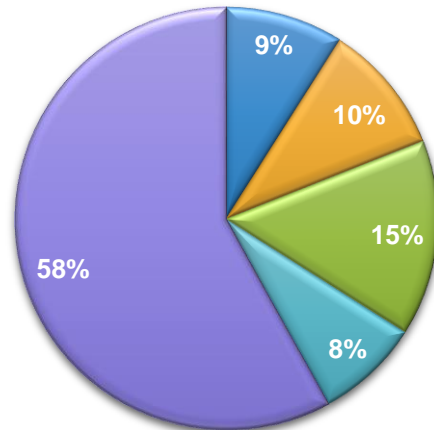
Karachi

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



Lahore

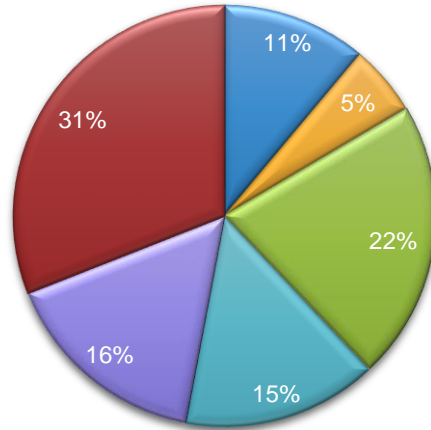
- Cantt
- DHA
- Ferozpur Road
- Johar Town
- Gulberg



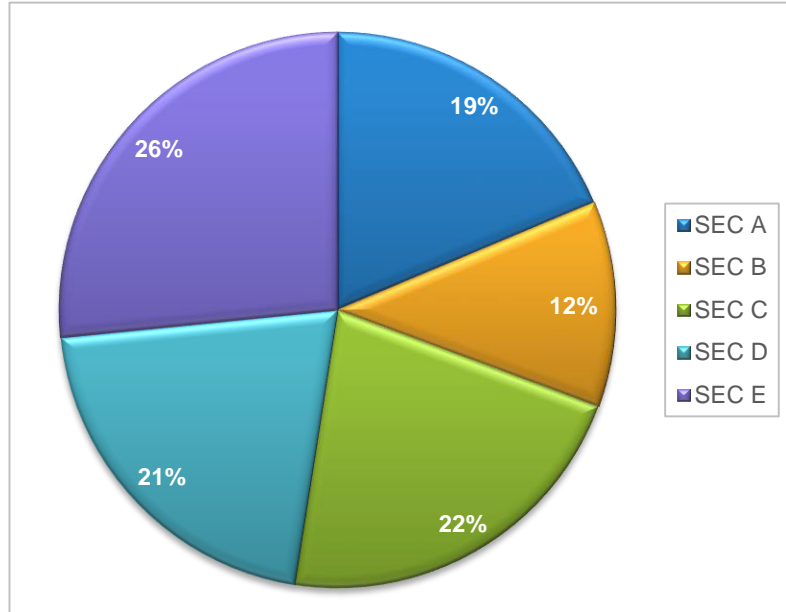
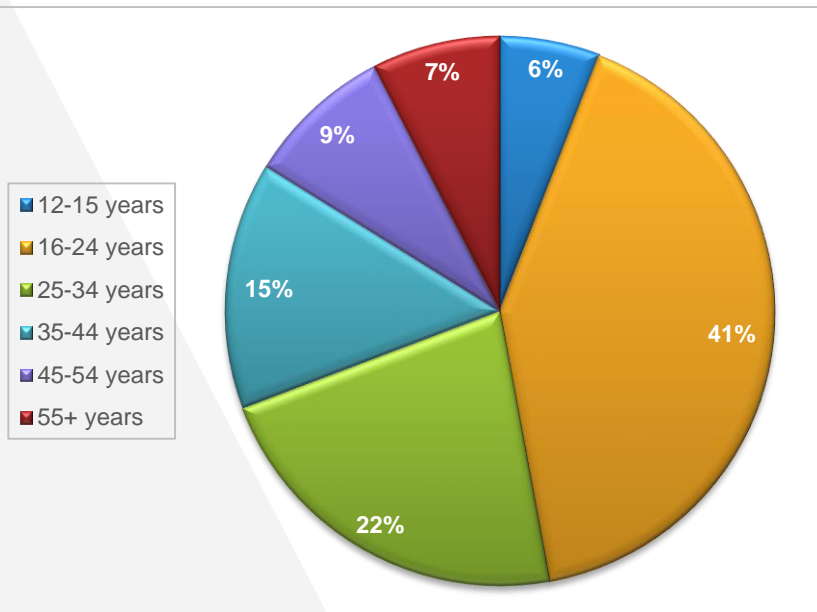
Viewership Area wise %

Rwp- Isb


- Sector F
- Blue Area
- Commercial Market
- Kashmir Highway
- Katchary Chowk
- Muree Road



Target Group Share Ratings




Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Allah Wali Chorangi	Wall Pasting	Champion	11.55
2	Park Avenue, Sh-e-Faisal	Wall Pasting	Al Harmain	10.24
3	FTC Flyover	Wall Pasting	Gashoo Ad	10.20
4	Askari IV	BQS	Sign Source 	10.13
5	Ary Cash & Carry	Wall Pasting	Call Adv.	10.05
6	Sun set Boulevard	Wall Pasting	Insight Solution	9.95
7	CPTC Schone Circle	Wall Pasting	Marketing Adv	9.80
8	Itthad Signal	Wall Pasting	Media Communication	9.40
9	Palm R/A	Wall Pasting	Zodiac Link	9.35
10	Bhadurabad	Wall Pasting	Diplex Inn	9.33

Top 10 Panels Lahore

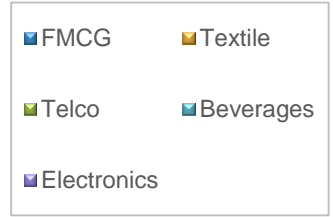
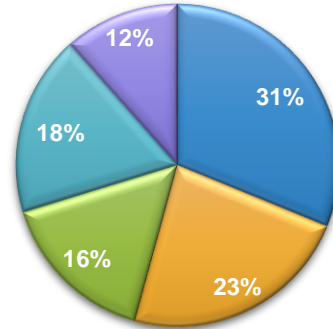
Rank	Location	Medium	Vendor	Rating %
1	MM Alam Road	Billboard	Hafiz Bro	10.95
2	Main Market	Billboard	Hafiz Bro	10.54
3	Muslim Town Flyover	Billboard	Sahar Ad	10.48
4	Chubruji Chowk	Billboard	Classic Ad 	10.44
5	Ichra	Billboard	Outdoor Services	10.30
6	Hussain Chowk	Billboard	Art Vision	10.20
7	LOS	Billboard	AA	10.10
8	Chand Mari Chowk	Billboard	Spectrum lines	9.90
9	Ali Zaib Road	Billboard	Media King	9.60
10	Wapda Towb	Billboard	AA	7.49

Top 10 Panels Rwp-Isb

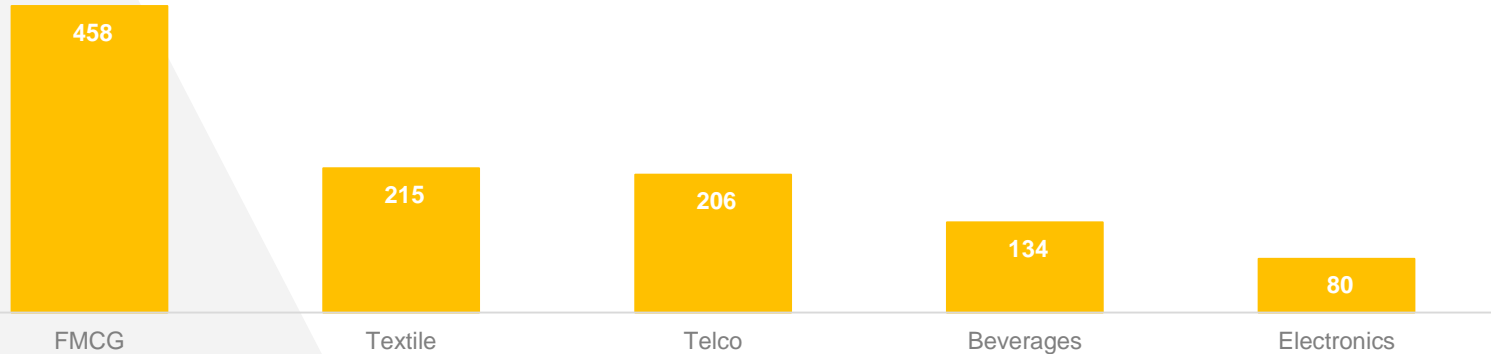
Rank	Location	Medium	Vendor	Rating %
1	Raja Bazar	Billboard	Hafiz Bro	10.73
2	IJP Road	Wall Pasting	Pindi Ad	10.51
3	Katchray Chowk	Wall Pasting	Gashoo Ad	10.48
4	Chandni Chowk	Billboard	Pindi Ad 	10.44
5	Commercial Market	Billboard	Classic Ad	10.33
6	PAF Rawal Road	Billboard	Pindi Ad	10.21
7	Centaurus Mall	Wall Pasting	Retail Solution	10.09
8	Blue Area	Billboard	Pindi Ad	10.01
9	Defence Chowk	Billboard	Hafiz Bro	9.54
10	F-6 Press Club	Billboard	AA	7.66

Category Wise Summary

Category Wise Spend

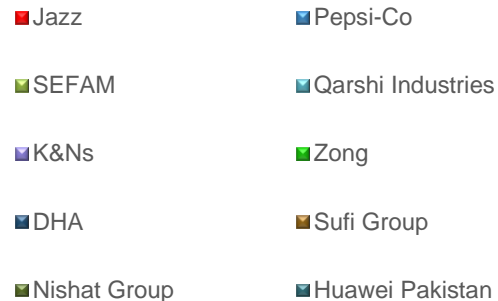
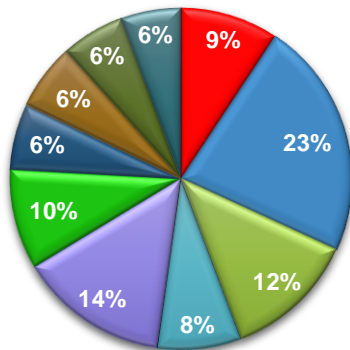


Category Impacts Millions

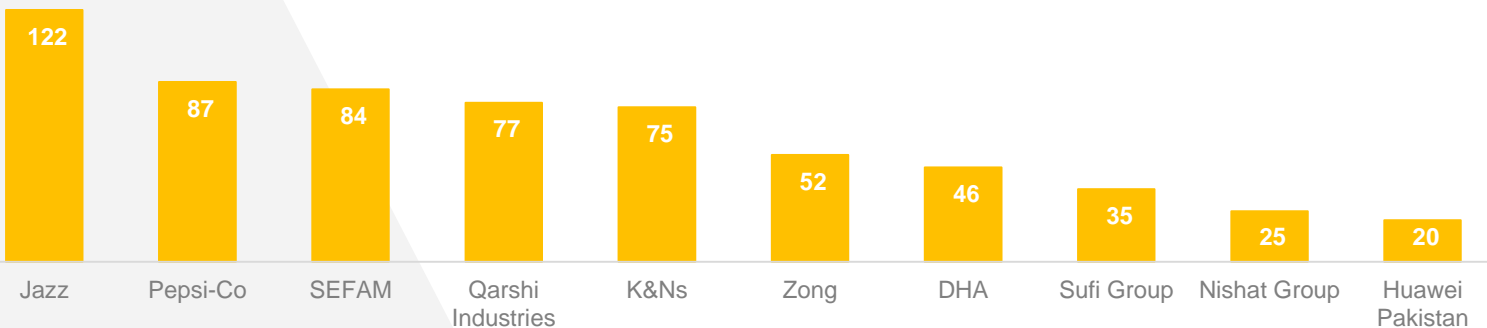


Top 10 Advertisers

Relative Share of Spend

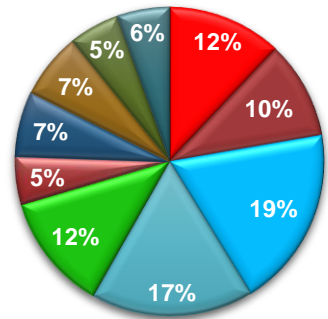


Impacts in Millions

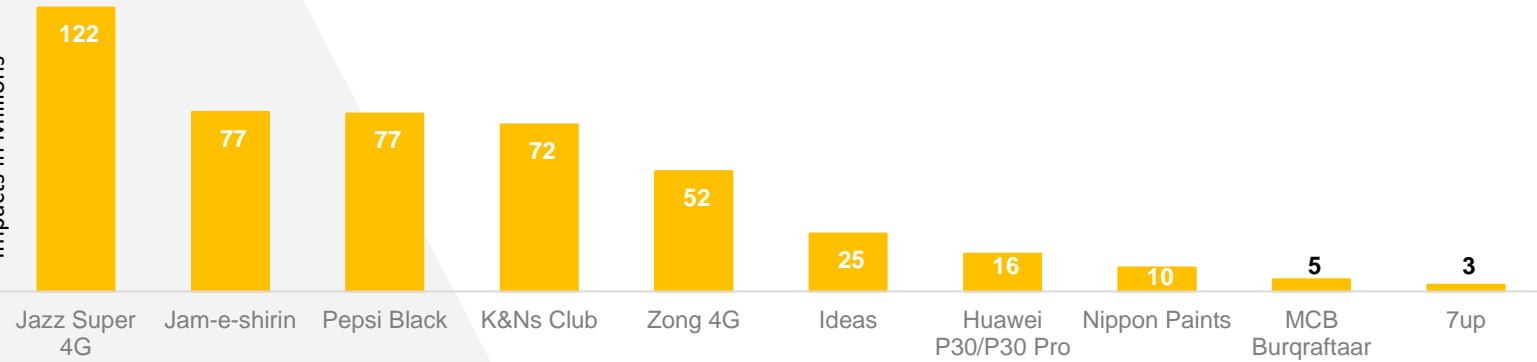


Top 10 Brands

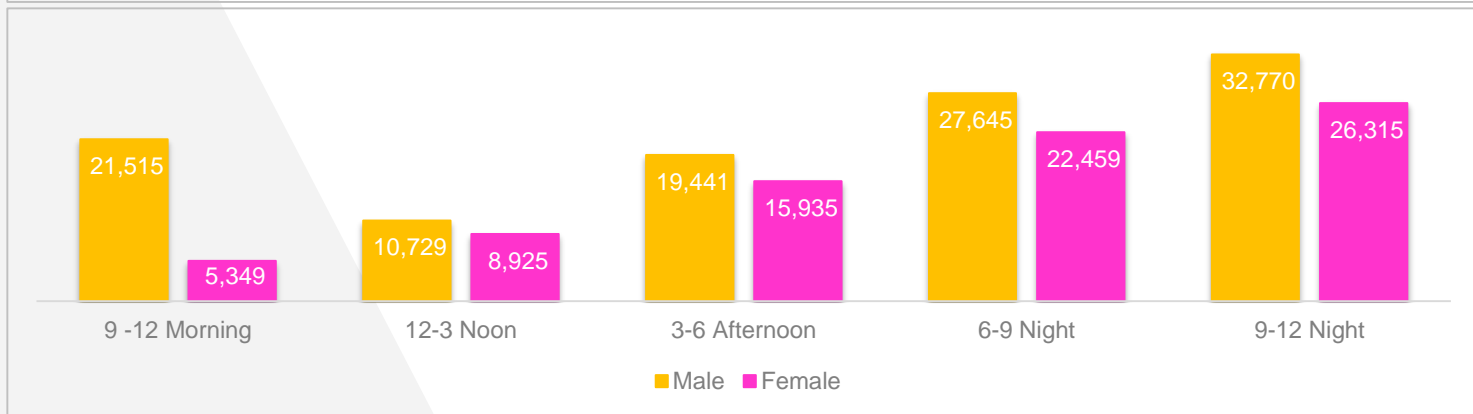
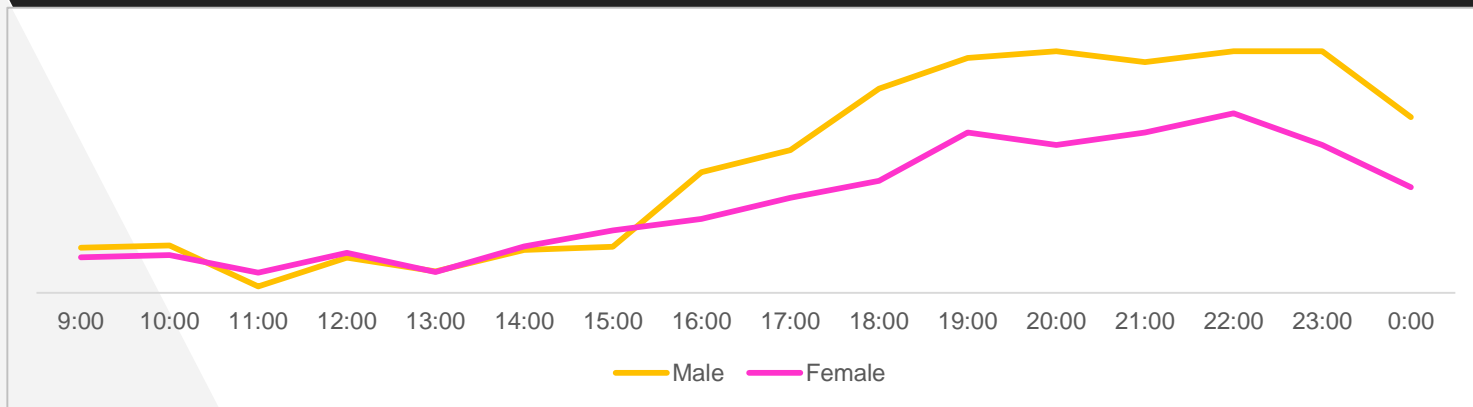
Relative Share of Spend



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	30.22
2	Akbar Chowk	Yellow Communication	28.20
3	Scheme Mor	AA	27.50

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Noor Jehan Road	Chinab Ad	18.40
2	MM Alam Road	Digi Prime	18.03
3	Iqbal Town	Chinab Ad	16.54

THANK YOU!