

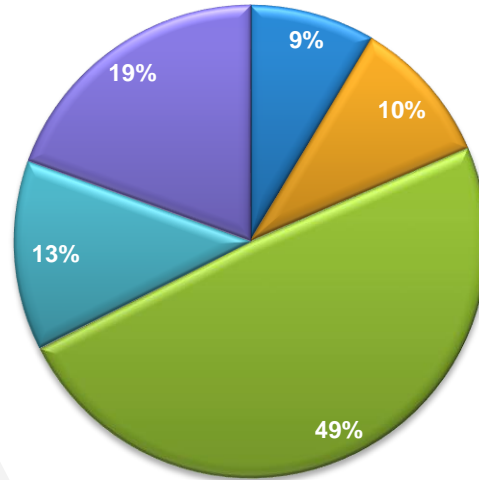


Move MONTHLY Review June 2020

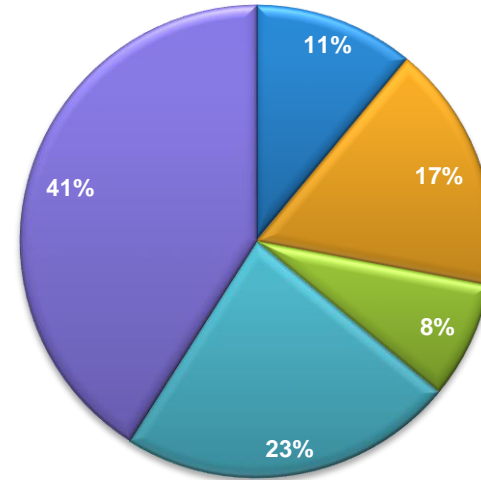
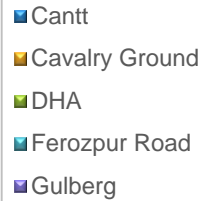


Viewership Area wise %

Karachi



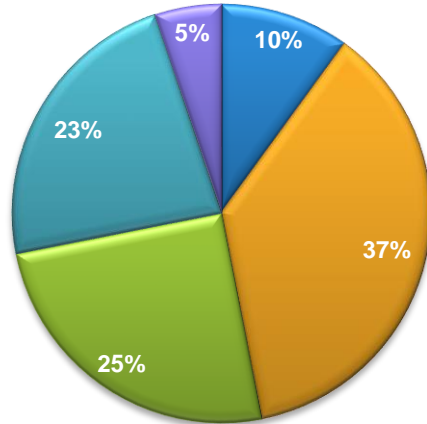
Lahore



Viewership Area wise %

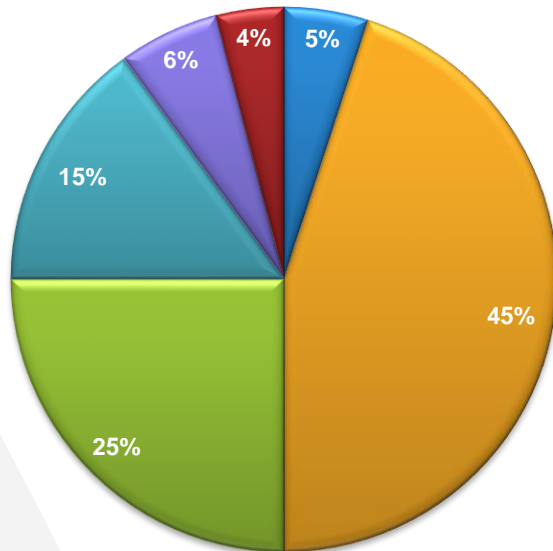
Rwp-Isb

- Blue Area
- Commercial Market
- Ijp Road
- Katchary Chowk
- Sector F

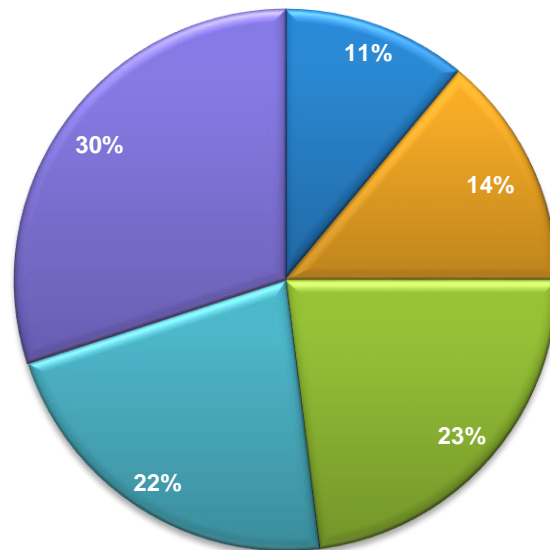


Target Group Share Ratings

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

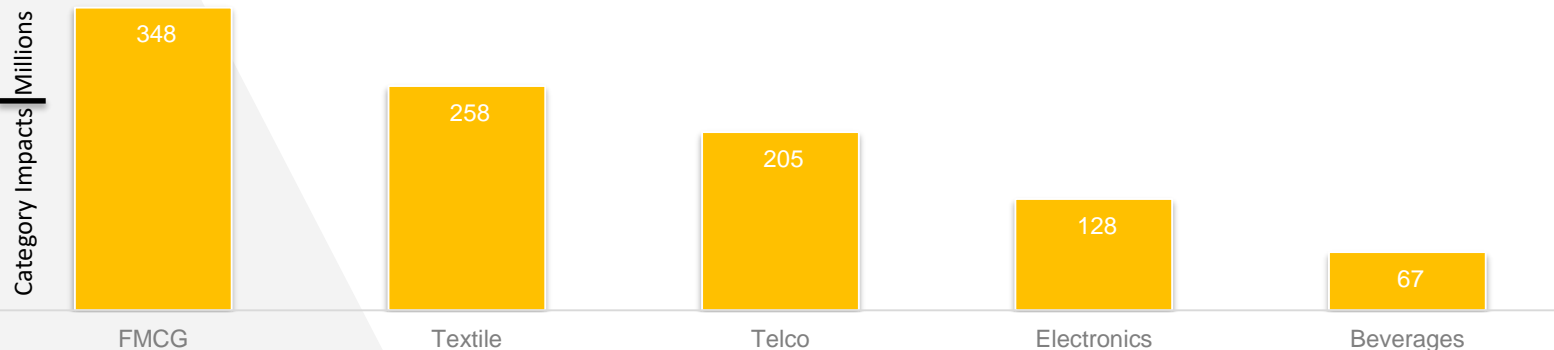
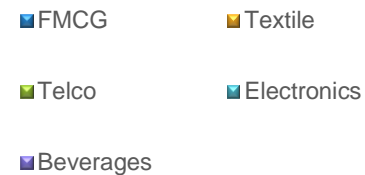
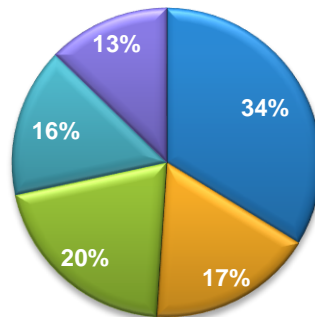


- SEC A
- SEC B
- SEC C
- SEC D
- SEC E



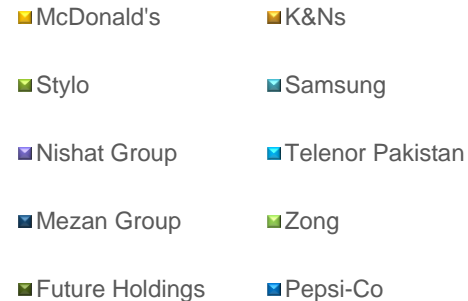
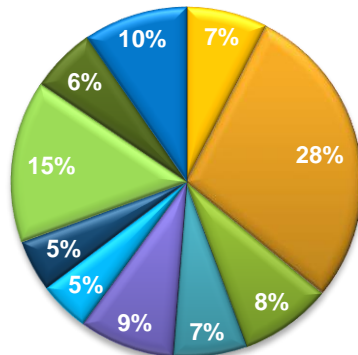
Category Wise Summary

Category Wise Spend

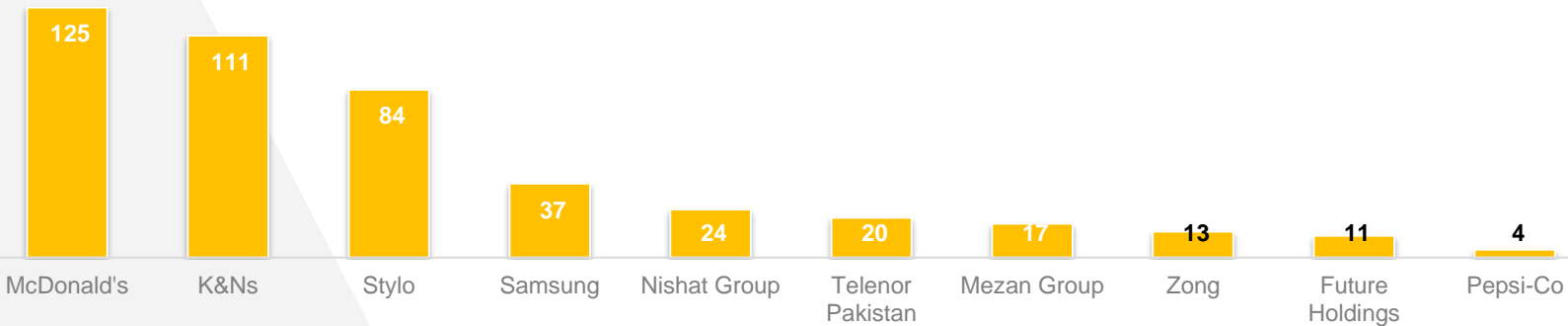


Top 10 Advertisers

Relative Share of Spend

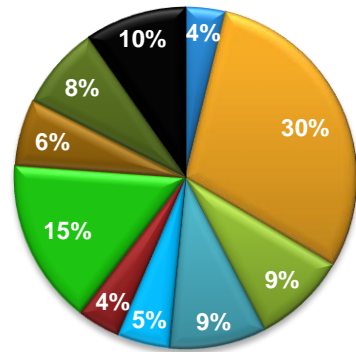


Impacts in Millions

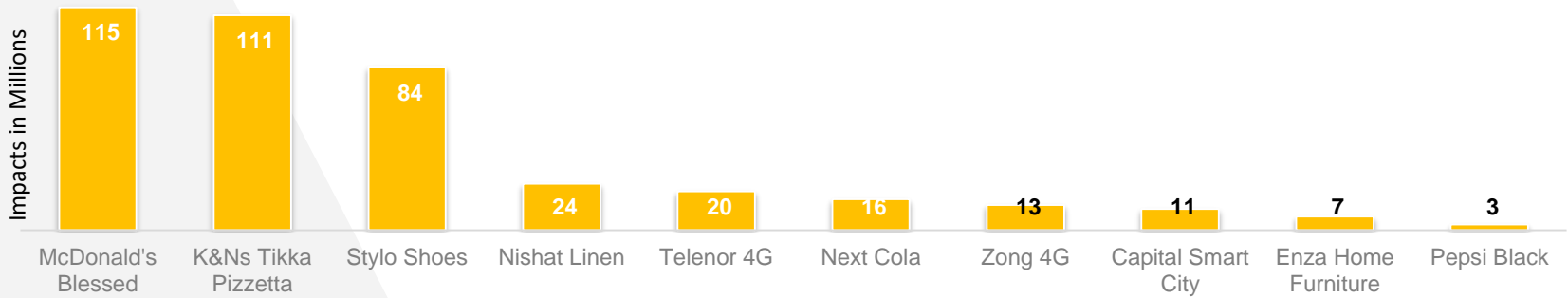


Top 10 Brands

Relative Share of Spend



- McDonald's Blessed
- Stylo Shoes
- Telenor 4G
- Zong 4G
- Enza Home Furniture
- K&Ns Tikka Pizzetta
- Nishat Linen
- Next Cola
- Capital Smart City
- Pepsi Black



THANK YOU!