



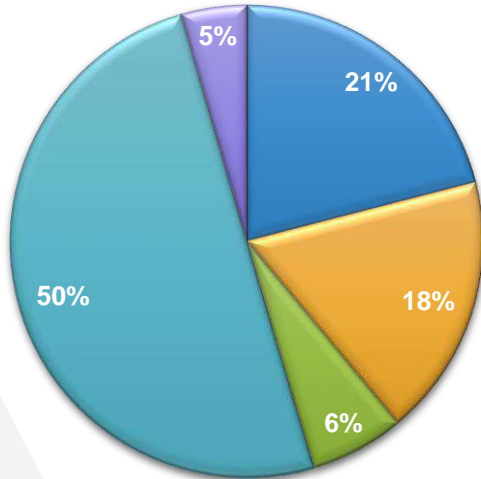
Move MONTHLY Ratings Nov 2018



Viewership Area wise %

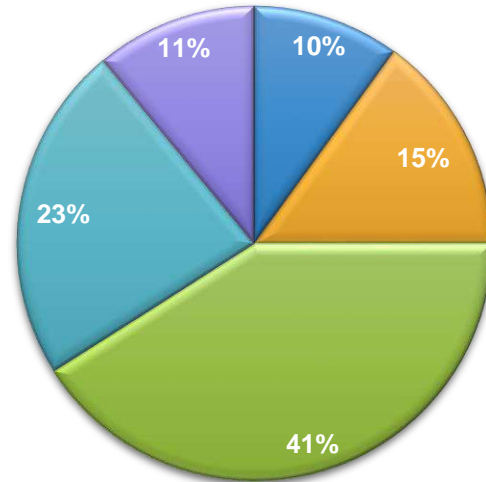
Lahore

- Cantt
- Cavalry Ground
- DHA
- Gulberg
- Johar Town



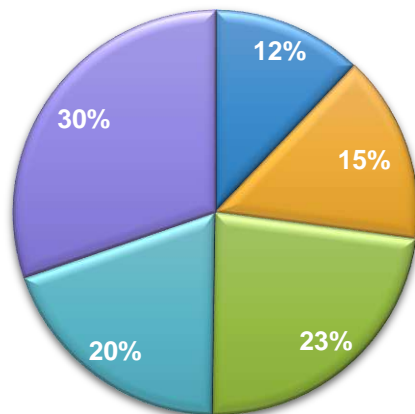
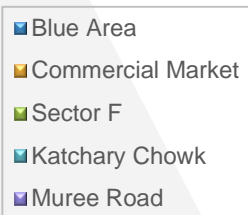
Karachi

- Clifton
- Korangi Road
- Sh-e-Faisal
- Sh-e-Pakistan
- University Road

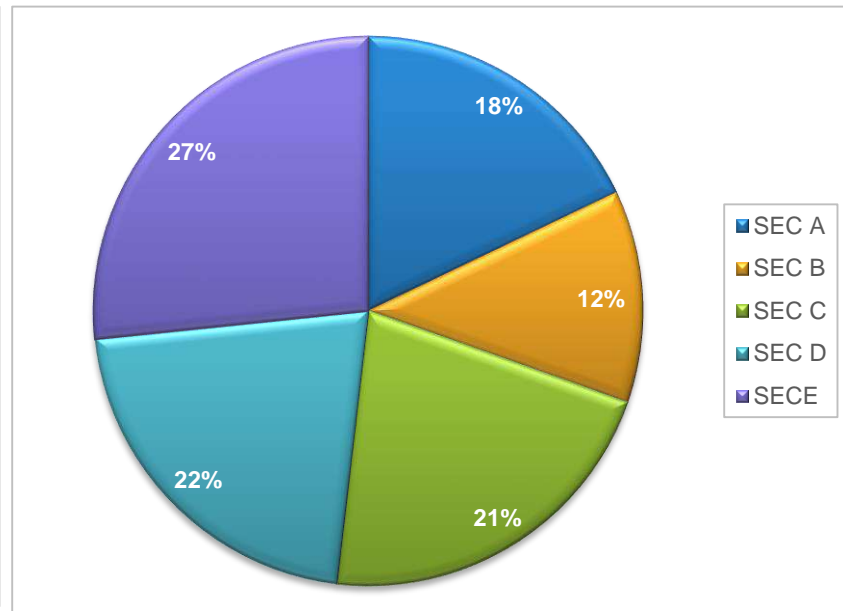
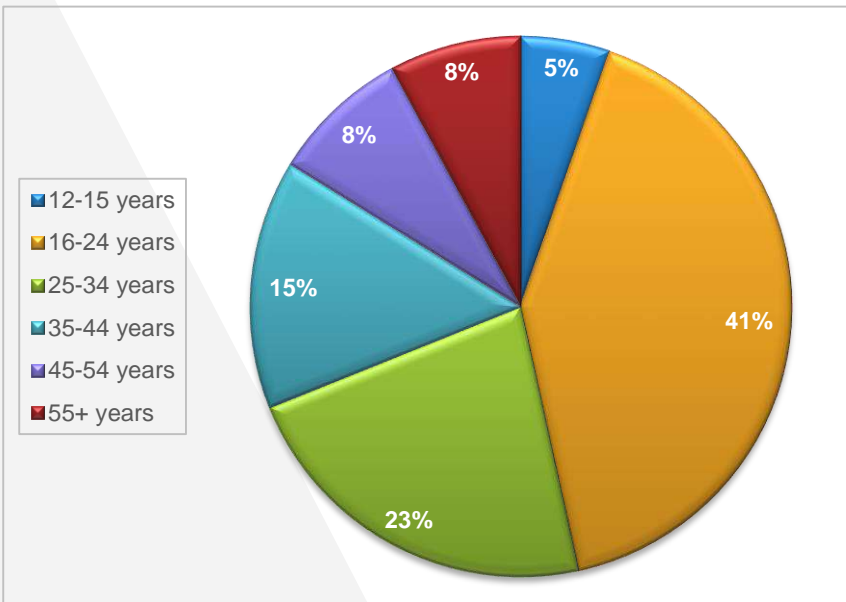


Viewership Area wise %

Rwp-Isb



Target Group Share Ratings




Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Allah Wali Chorangi	Wall Pasting	Champion	11.4
2	Fayyaz Center	Wall Pasting	Sabir Sign	9.62
3	SMCH	Wall Pasting	Sabir Sign	9.51
4	Business Avenue	Wall Pasting	OOH Advertising 	9.22
5	Mateen Shopping Mall	Wall Pasting	MOA	8.97
6	Sea Breeze, M.A Jinnah Rd	Wall Pasting	Do Adv	8.65
7	Expressway	BQS	Sign Source	8.42
8	Saima Mall, Rashid Minhas	Wall Pasting	Sabir Sign	8.15
9	Ala Din Park	Wall Pasting	Sagar Art	8.02
10	Ary Cash & Carry	Wall Pasting	The Sign Media	7.95

Top 10 Panels Lahore

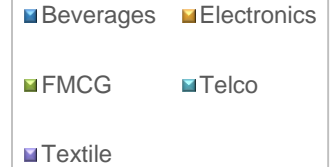
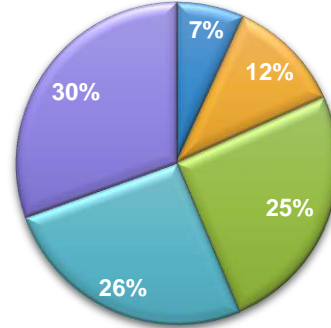
Rank	Location	Medium	Vendor	Rating %
1	Iqbal Town	Billboard	Sahar Adv	7.23
2	Mini Market	Billboard	Flex-o-Sign	7.20
3	Shalimar Hotel	Billboard	Wall Pasting	7.19
4	Muslim Town Flyover	Billboard	Sahar Adv 	6.95
5	Railway Hospital	Billboard	Classic Ad	6.67
6	Mian Boulevard, Gulberg	Billboard	AA	6.51
7	Jeff Heights	Billboard	Yellow Communications	6.43
8	Expo Center	Billboard	Ad Infinity	6.25
9	MM Alam Rd	Billboard	Hafz Bro	6.24
10	Railway Station	Billboard	Sahar Adv	6.15

Top 10 Panels Rwp-Isb

Rank	Location	Medium	Vendor	Rating %
1	Chandni Chowk	Billboard	Classic Ad	5.15
2	Commercial Market	Billboard	Gashoo Ad	5.10
3	IJP Road	Billboard	New adcare	4.95
4	Raja Bazar	Billboard	Hafiz Pro 	4.65
5	Expressway	Billboard	Pindi Ad	4.42
6	Katchay Chowk	Billboard	Sign pakistan	4.35
7	F-6 Press Club	Billboard	AA	4.10
8	F-7	Billboard	Bright Media	3.98
9	Margalla Road	Billboard	Sign Pakistan	3.67
10	Rawal Road	Billboard	Pindi Ad	3.53

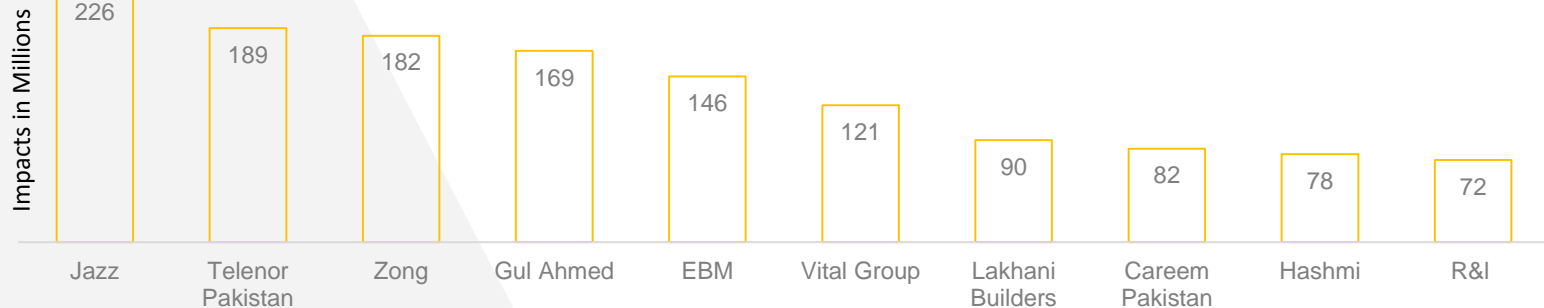
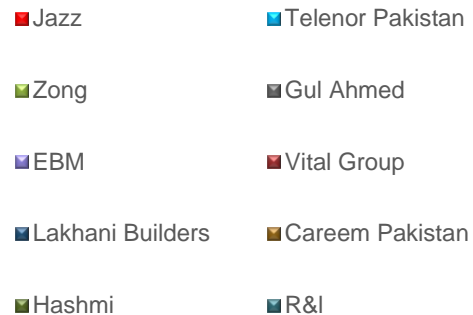
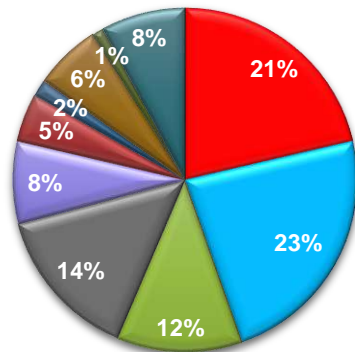
Category Wise Summary

Category Wise Spend



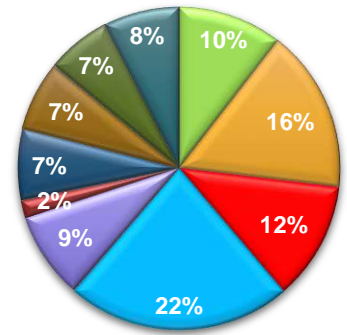
Top 10 Advertisers

Relative Share of Spend



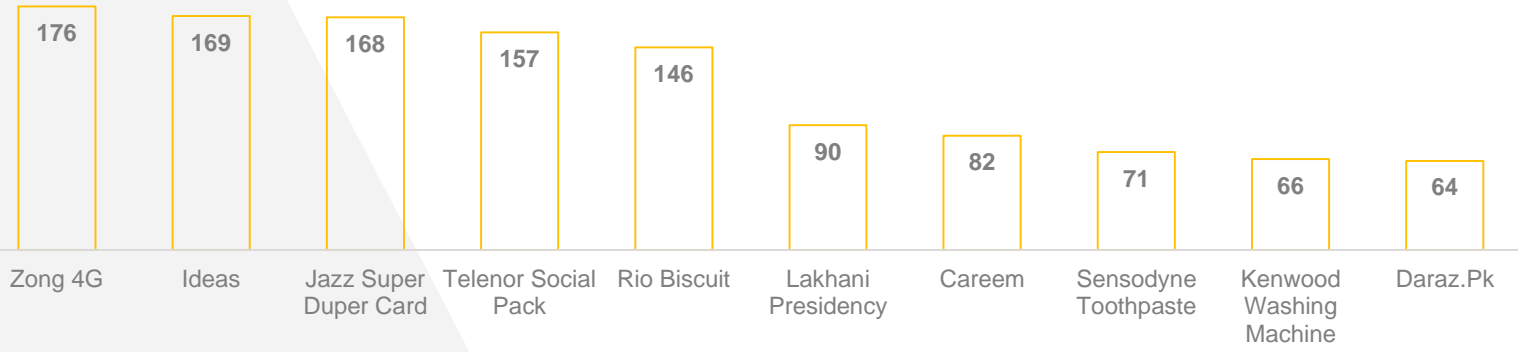
Top 10 Brands

Relative Share of Spend

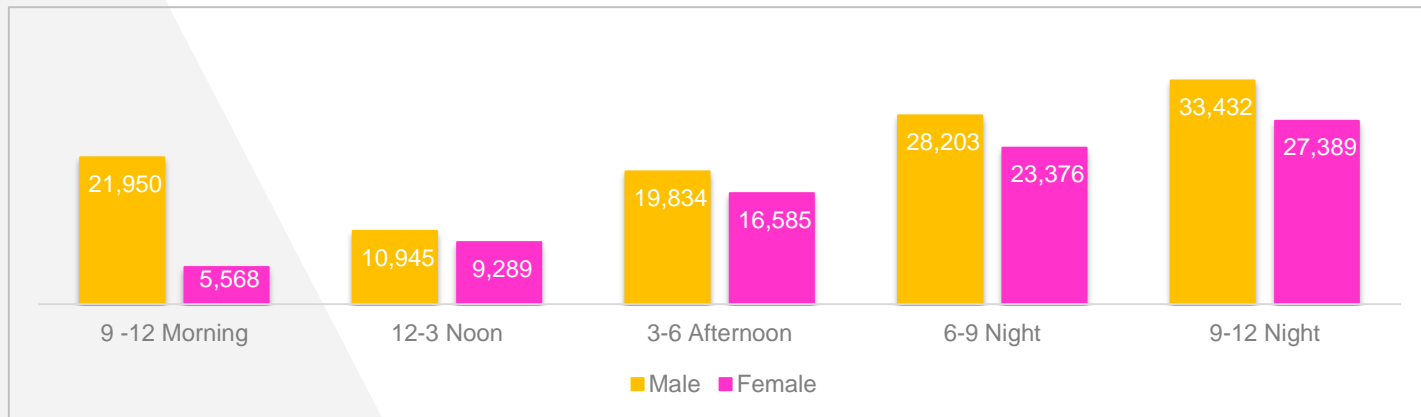
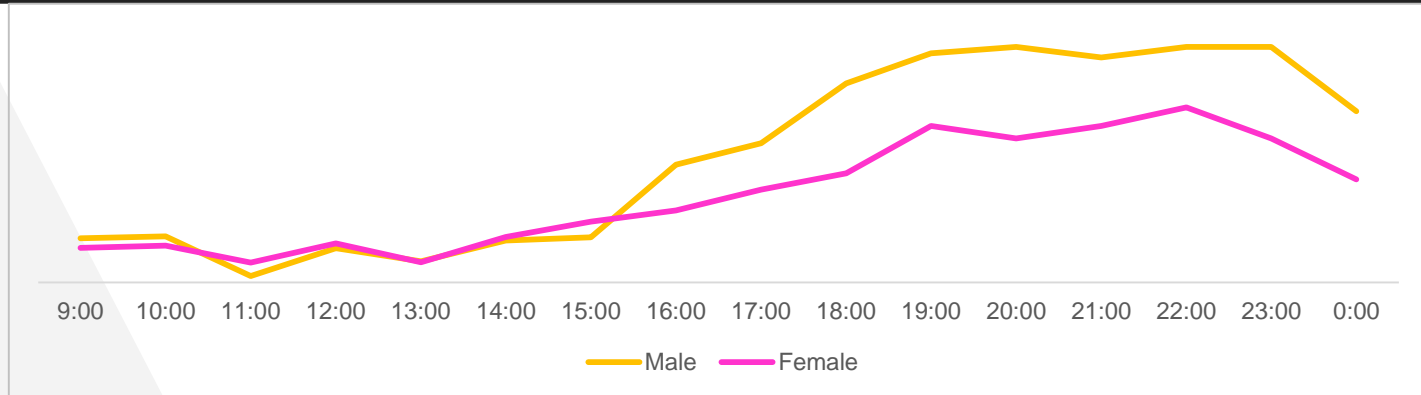


- Zong 4G
- Ideas
- Jazz Super Duper Card
- Telenor Social Pack
- Rio Biscuit
- Lakhani Presidency
- Careem
- Sensodyne Toothpaste
- Kenwood Washing Machine
- Daraz.Pk

Impacts in Millions



Digital OOH Medium (Time band Utilization)



Top 00H Digital Mediums

Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Scheme Mor	AA	33.21
2	Mini Market	Flex-o-Sign	30.15
3	Khalid Butt Chowk	Sahar Adv.	28.74

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Iqbal Town	Chinab Adv.	22.05
2	Liberty Market	Chinab Adv.	20.88
3	MM Alam Road	Digi Prime	17.22

THANK YOU!