

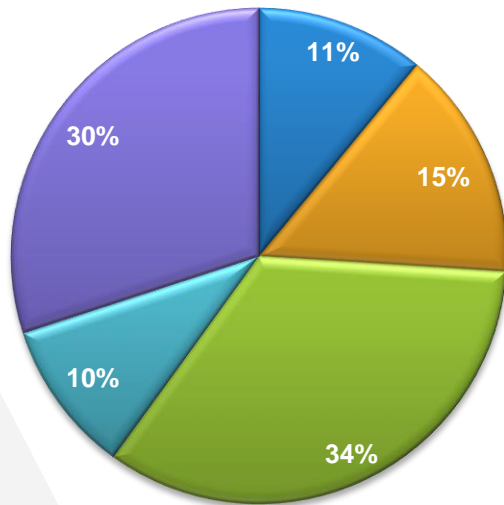


Move MONTHLY Review Nov 2019

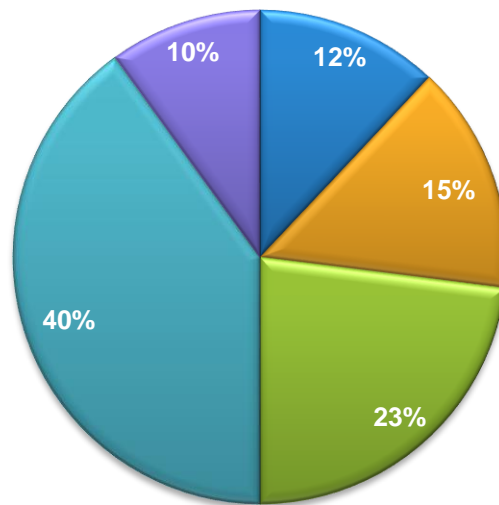
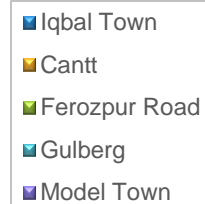


Viewership Area wise %

Karachi

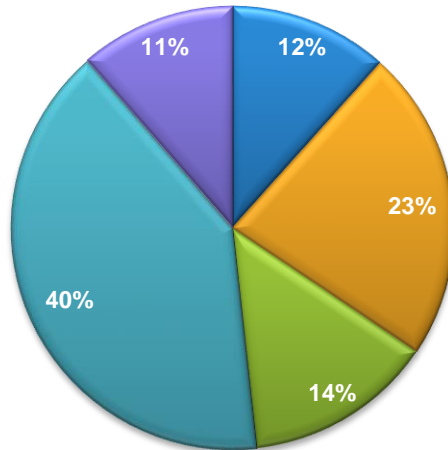
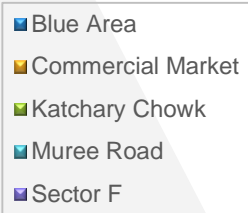


Lahore



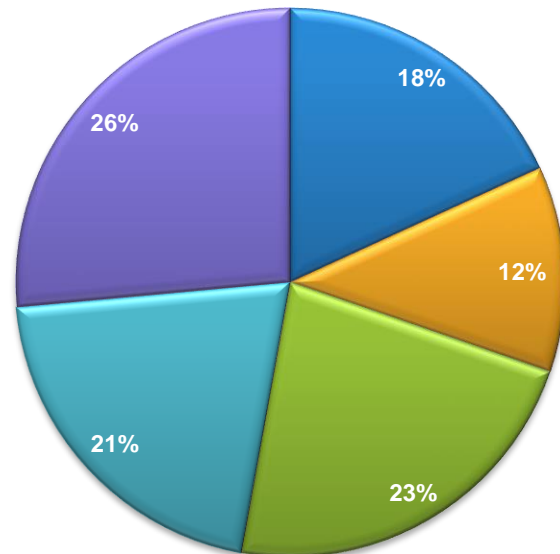
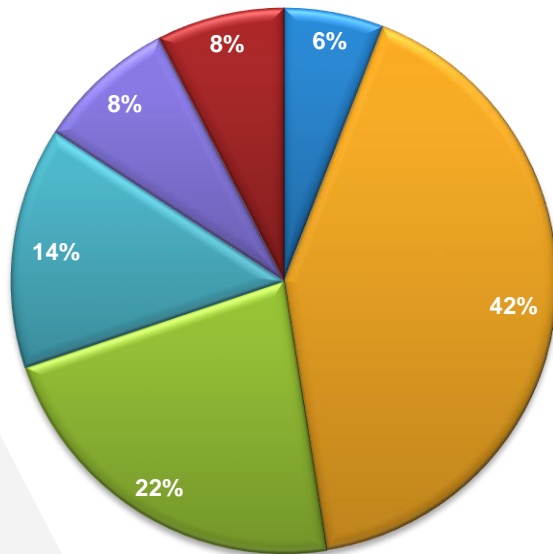
Viewership Area wise %

Rwp-Isb



Target Group Share Ratings

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




Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Najeab Center	Wall Pasting	Champion	11.30
2	Eurika, Sh-e-Faisal	Wall Pasting	Al-Harmain	11.22
3	Sh-e-Quaideen	BQS	Sig Source	10.85
4	Elegant Residency, Allah Wali	Wall Pasting	Champion 	10.62
5	Dadex Center	Wall Pasting	Do Ad	10.22
6	NCR Building	Wall Pasting	Ammar Ad	10.01
7	Millennium Mall	Billboard	The Point Outdoor	9.20
8	Nipa Flyover	Wall Pasting	MOA	9.10
9	CPTC	Wall Pasting	Do Ad	9.08
10	ARY Cash & Carry	Wall Pasting	Call Ad	8.40

Top 10 Panels Lahore

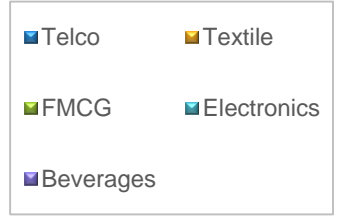
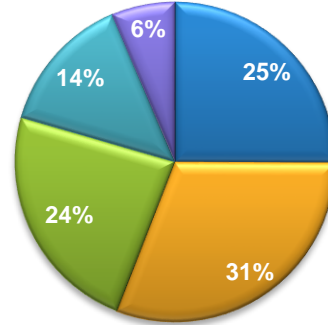
Rank	Location	Medium	Vendor	Rating %
1	Mini Market	Billboard	Flex-o-Sign	10.55
2	MM Alam Road	Billboard	Hafiz Bro	10.40
3	Jalal Sons, Main Market	Billboard	Hafiz Bro	10.33
4	Liberty R/A	Billboard	Eagle 	10.29
5	Muslim Town Flyover	Billboard	Sahar Ad	10.23
6	Opp Services Hospital	Billboard	Hafiz Bro	10.15
7	Chand Mari Chowk	Billboard	Spectrum lines	10.08
8	LOS	Billboard	AA	9.85
9	Chubruji Chowk	Billboard	Classic Ad	9.60
10	Shalimar Hote	Billboard	Sahar Ad	8.52

Top 10 Panels Rwp-Isb

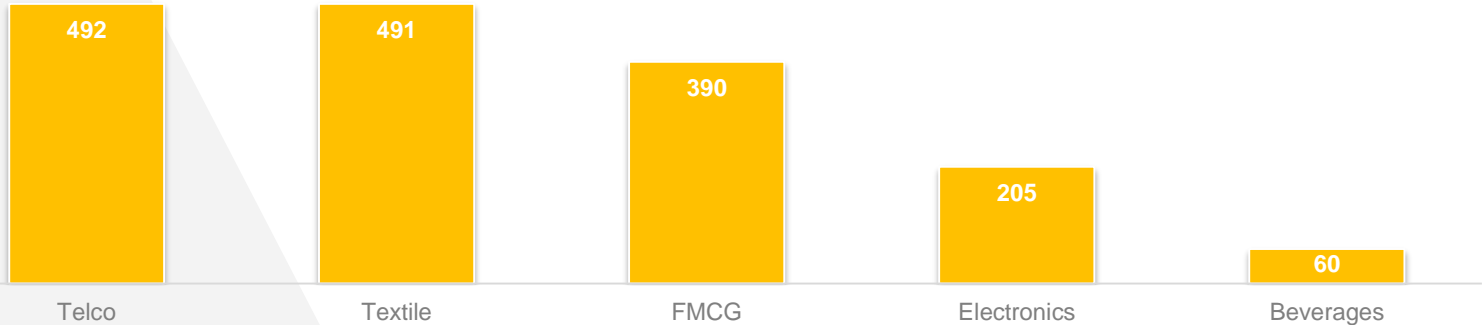
Rank	Location	Medium	Vendor	Rating %
1	Raja Bazar	Billboard	Classic As	10.60
2	Moti Mehal	Billboard	Gashoo Ad	10.53
3	Naz Cinema	Billboard	Hafiz Bro	10.42
4	9 th Avenue	Billboard	Gashoo Ad 	10.20
5	Roomi Park	Billboard	Sahar Ad	10.05
6	Centaurus Mall	Wall Pasting	Retail Communication	10.02
7	Commercial Market	Billboard	Gashoo Ad	9.80
8	F-6 Press Club	Billboard	AA	9.75
9	Blue Area	Billboard	Pind Ad	9.70
10	Chandni Chowk	Billboard	Pindi Ad	8.93

Category Wise Summary

Category Wise Spend

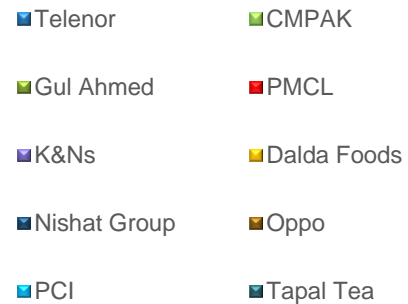
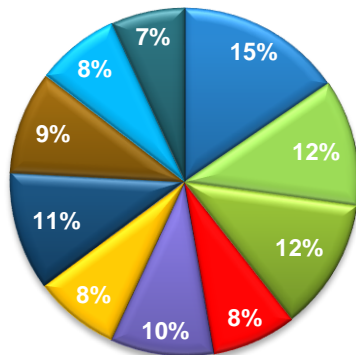


Category Impacts
Millions

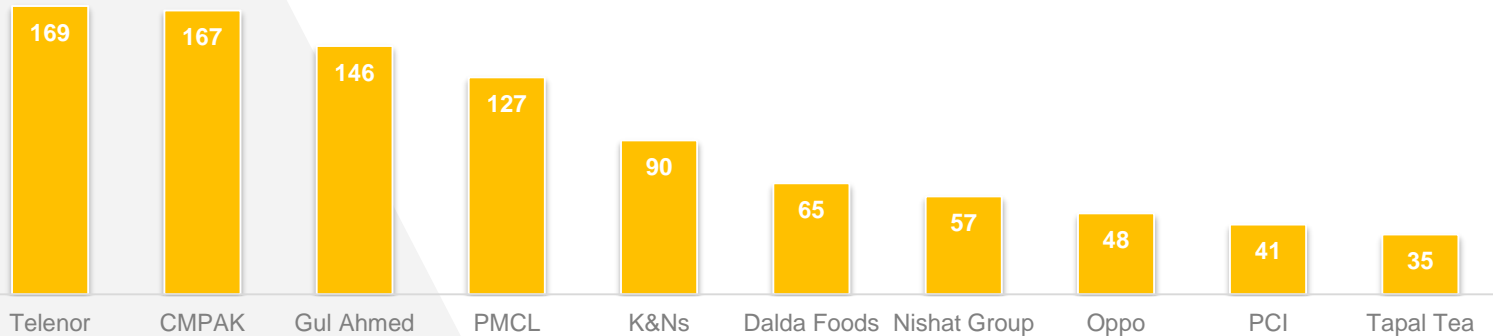


Top 10 Advertisers

Relative Share of Spend

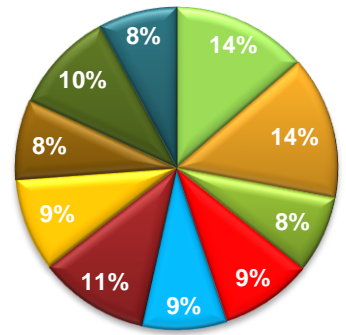


Impacts in Millions



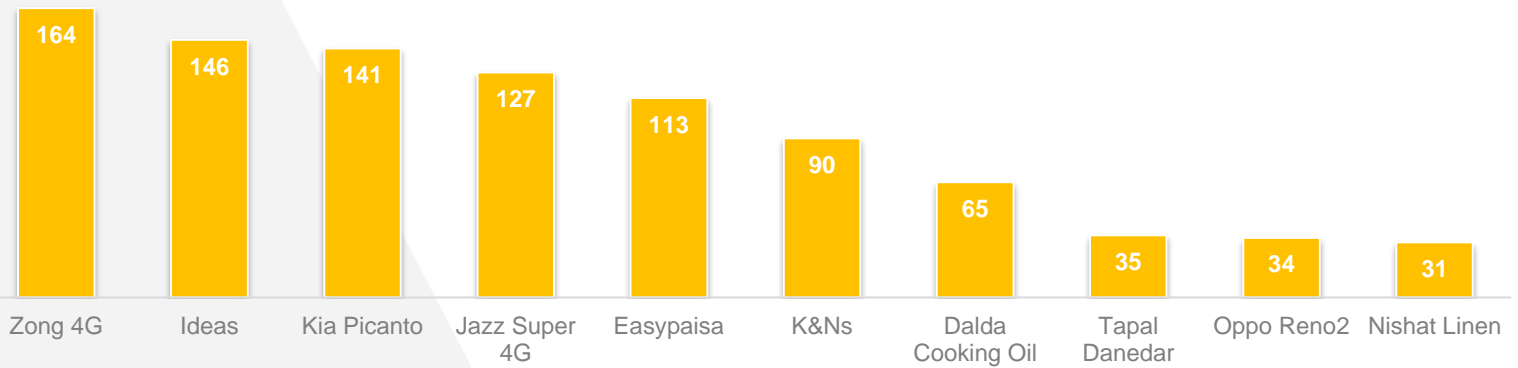
Top 10 Brands

Relative Share of Spend

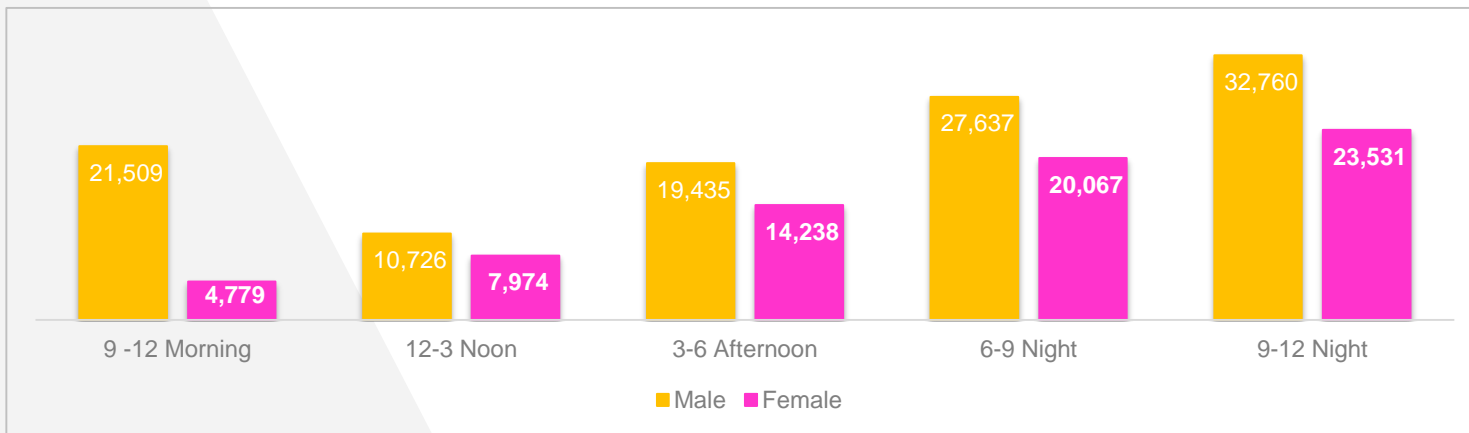
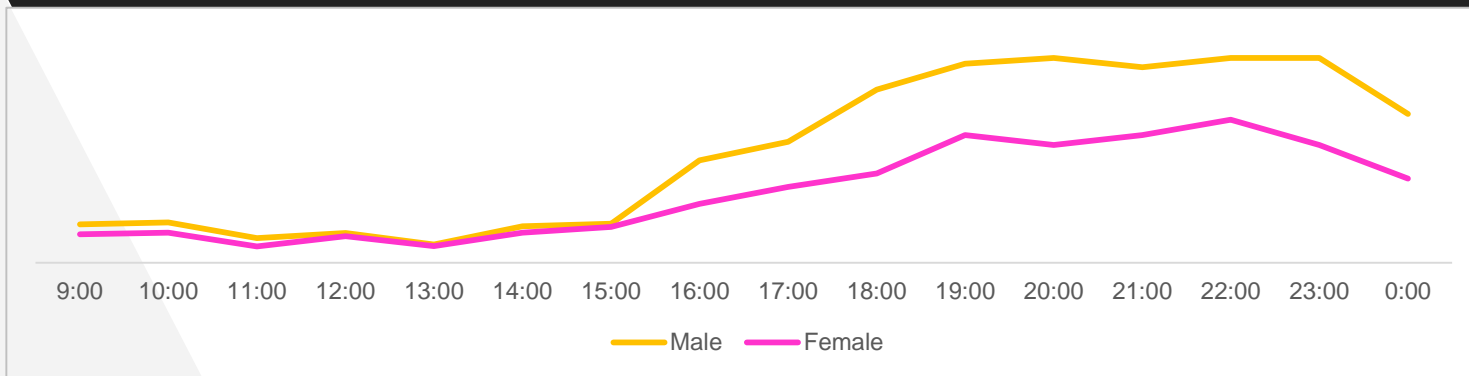


- Zong 4G
- Ideas
- Kia Picanto
- Jazz Super 4G
- Easypaisa
- K&Ns
- Dalda Cooking Oil
- Tapal Danedar
- Oppo Reno2
- Nishat Linen

Impacts in Millions



Digital OOH Medium (Time band Utilization)



Top 00H Digital Mediums

Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Firdous Market	Chinab Ad	24.11
2	Akbar Chowk	Yellow	22.10
3	Scheme Mor	AA	18.44

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Iqbal Town	Chinab Ad	16.14
2	Liberty	Chinab Ad	14.11
3	MM Alam Road	Digi Prime	13.40

THANK YOU!