



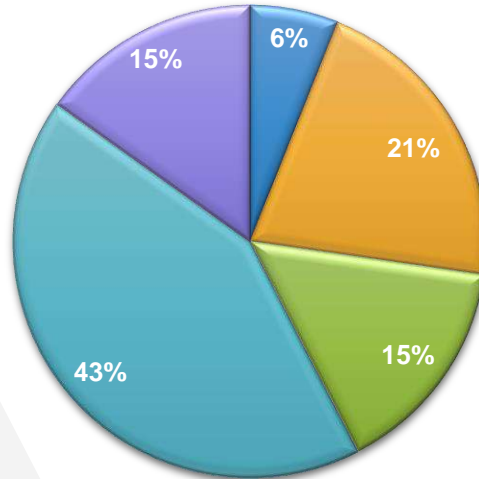
Move MONTHLY Ratings Oct 2018



Viewership Area wise %

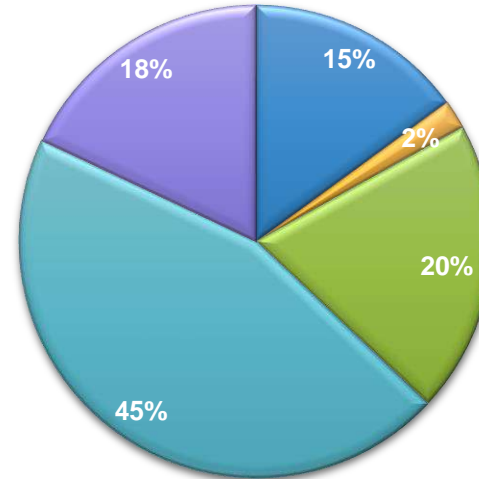
Lahore

- Allama Iqbal Town
- Cantt
- DHA
- Gulberg
- Model Town



Karachi

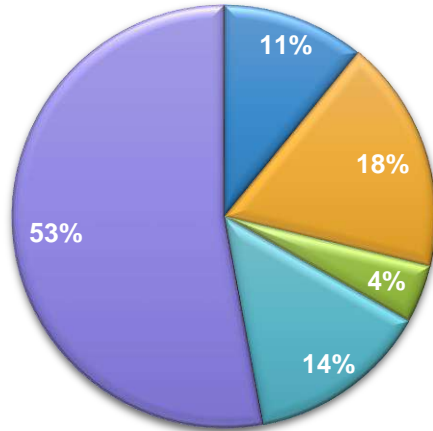
- Clifton
- Karsaz Road
- Rashid Minhas Road
- Sh-e-Faisal
- Sh-e-Pakistan



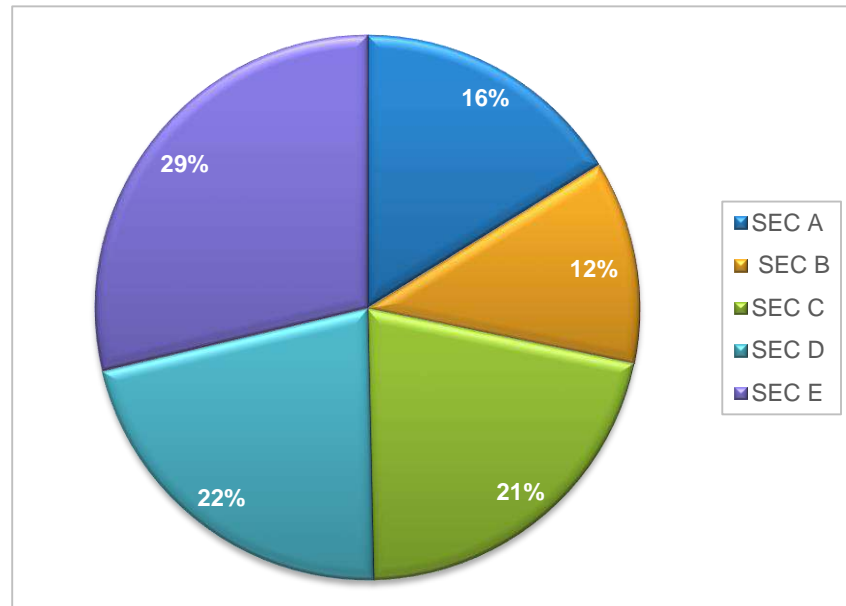
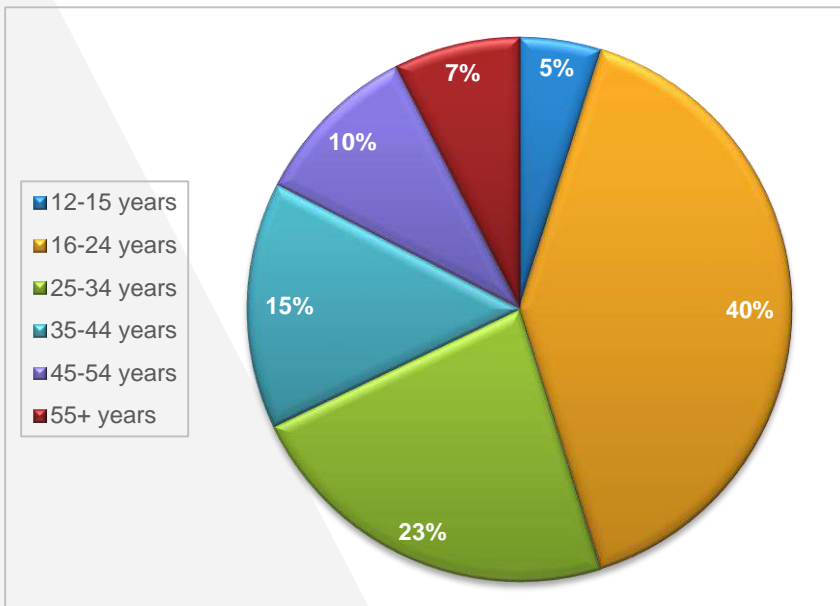
Viewership Area wise %

Rwp-Isb


- 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	10.1
2	Progressive Square	Wall Pasting	Sabir Sign	9.77
3	Allah Wali Chorangi	Wall Pasting	Champion	9.45
4	NCR	Wall Pasting	Ammar Ad 	9.33
5	III Swords	Wall Pasting	The Sign Media	8.65
6	Numaish	Wall Pasting	Millenium Graphics	8.40
7	Tariq Road	Wall Pasting	Do Adv	8.15
8	Metropole	Wall Pasting	MNB	7.99
9	Askari IV	BQS	Sign Source	7.45
10	Johar Chorangi	Wall Pasting	The Sign Media	7.23

Top 10 Panels Lahore

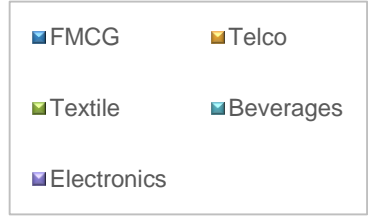
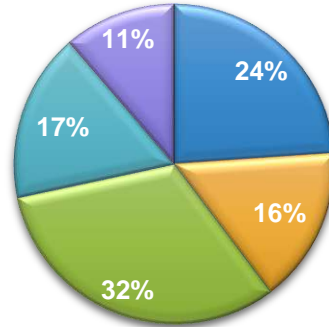
Rank	Location	Medium	Vendor	Rating %
1	Mini Market	Billboard	Flex-o-Sign	7.45
2	MM Alam Road	Billboard	Hafiz Bro	7.23
3	Shalimar Hotel	Billboard	Wall Pasting	7.18
4	Muslim Town Flyover	Billboard	Sahar Adv 	6.87
5	Bhatti Gate	Billboard	Classic Ad	6.49
6	Jeff Height	Billboard	Yellow Communication	6.45
7	Main Boulevard, Gulberg	Billboard	AA	6.23
8	Jinnah Flyover	Billboard	Sahar Adv	6.15
9	Gari Shahu	Billboard	Classic Ad	5.98
10	Railway Station	Billboard	Sahar Adv	5.45

Top 10 Panels Rwp-Isb

Rank	Location	Medium	Vendor	Rating %
1	Marir Chowk	Billboard	Hafiz bro	5.27
7	Commercial Market	Billboard	Classic Ad	5.13
3	Chandni Chowk	Billboard	Classic Ad	4.98
4	Moti Mehal	Billboard	Hafiz Bro 	4.53
5	Commercial Market	Billboard	Gashoo Ad	4.43
6	Mall Road	Billboard	MNK	4.23
7	F-6 Press Club	Billboard	AA	3.89
8	PAF Chowk	Billboard	Hafiz Bro	3.69
9	Mall Road	Billboard	Sign Pakistan	3.50
10	Rawal Road	Billboard	Pindi Ad	3.45

Category Wise Summary

Category Wise Spend

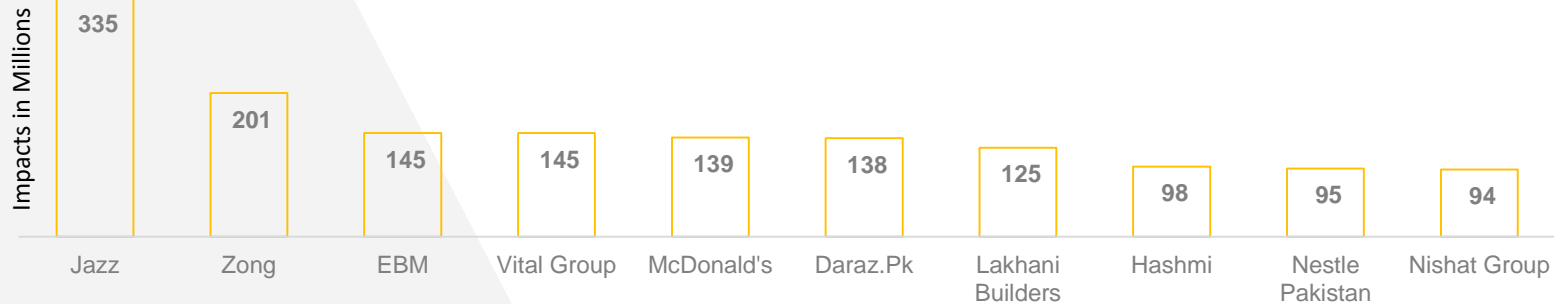
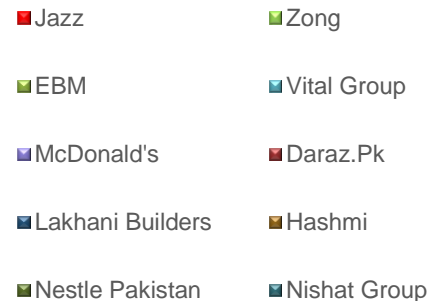
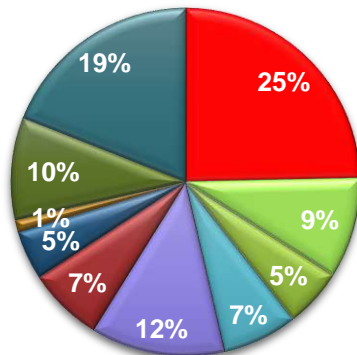


Category Impacts Millions



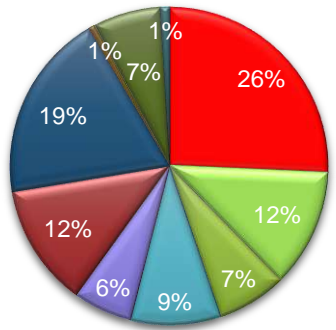
Top 10 Advertisers

Relative Share of Spend



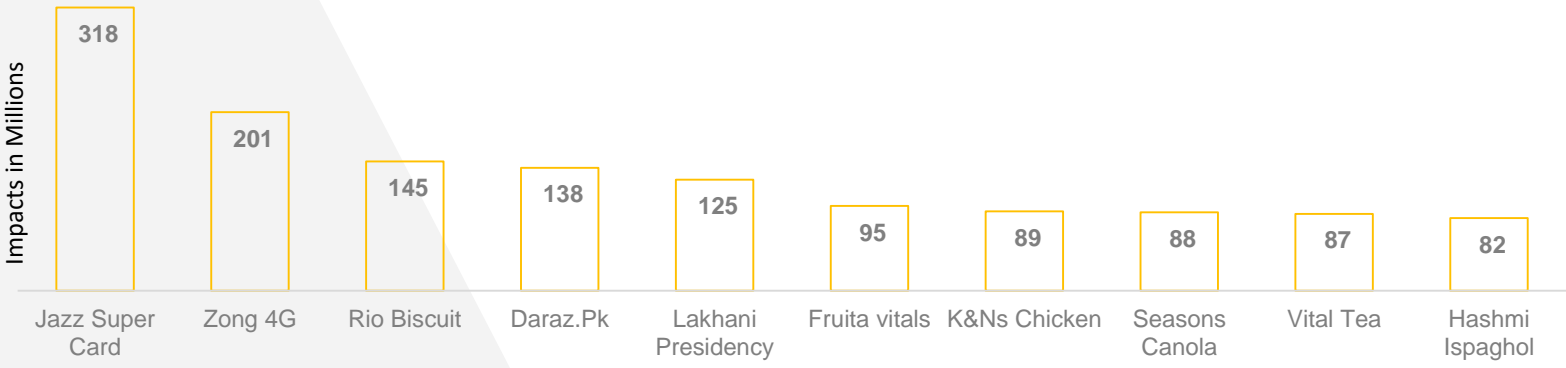
Top 10 Brands

Relative Share of Spend

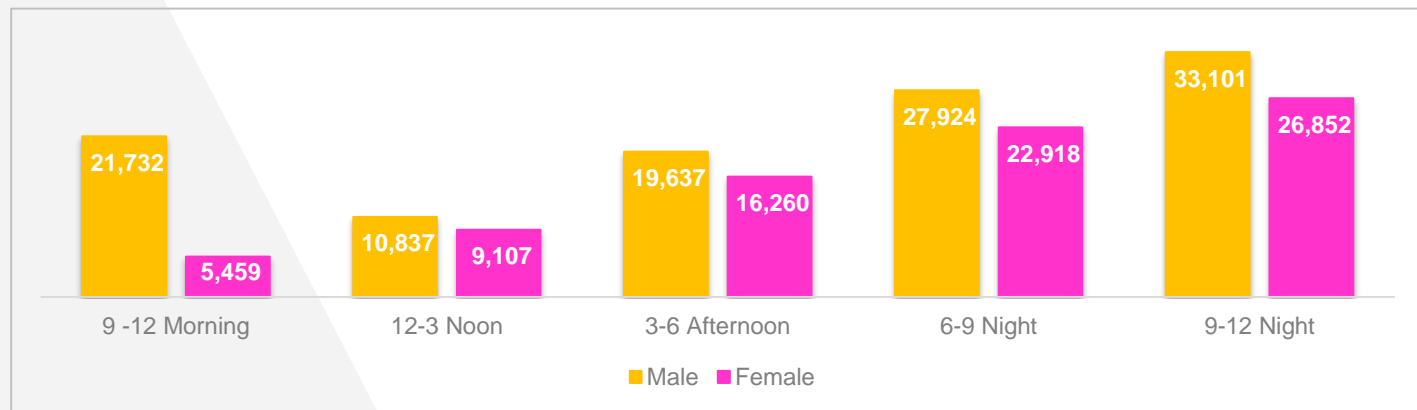
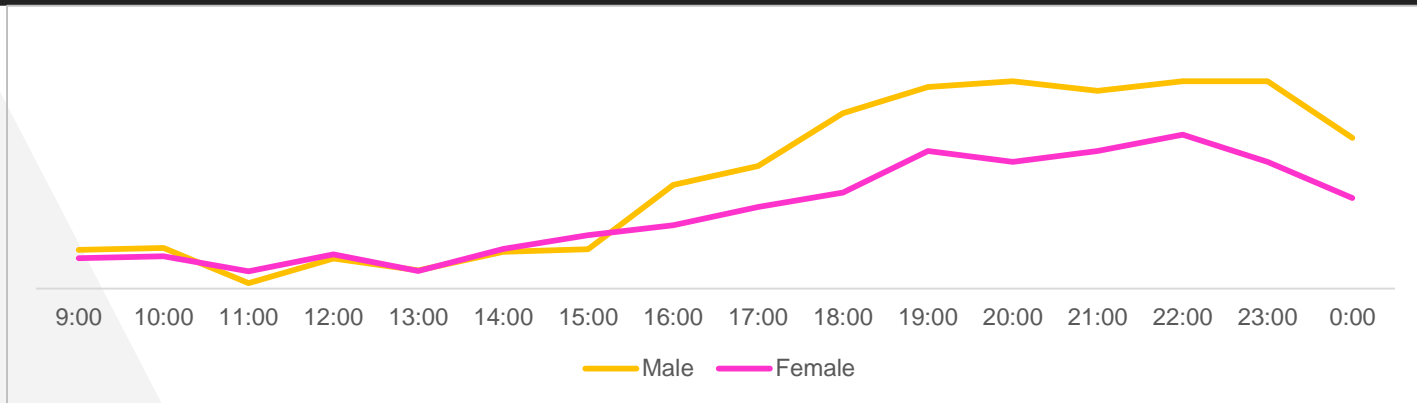


- Jazz Super Card
- Zong 4G
- Rio Biscuit
- Daraz.Pk
- Lakhani Presidency
- Fruita vitals
- K&Ns Chicken
- Seasons Canola
- Vital Tea
- Hashmi Ispaghol

Impacts in Millions



Digital OOH Medium (Time band Utilization)



Top 00H Digital Mediums

Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Khalid Butt Chowk	Sahar Adv.	34.20
2	Shami Chowk	Sahar Adv.	30.21
3	Chand Mari Chowk	Hassnain Adv.	26.74

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	MM Alam Road	Digi Prime	21.30
2	Qarshi Lane	MNK	20.54
3	Liberty Market	Chinab Adv.	18.74

THANK YOU!