

CLUTTER Analysis

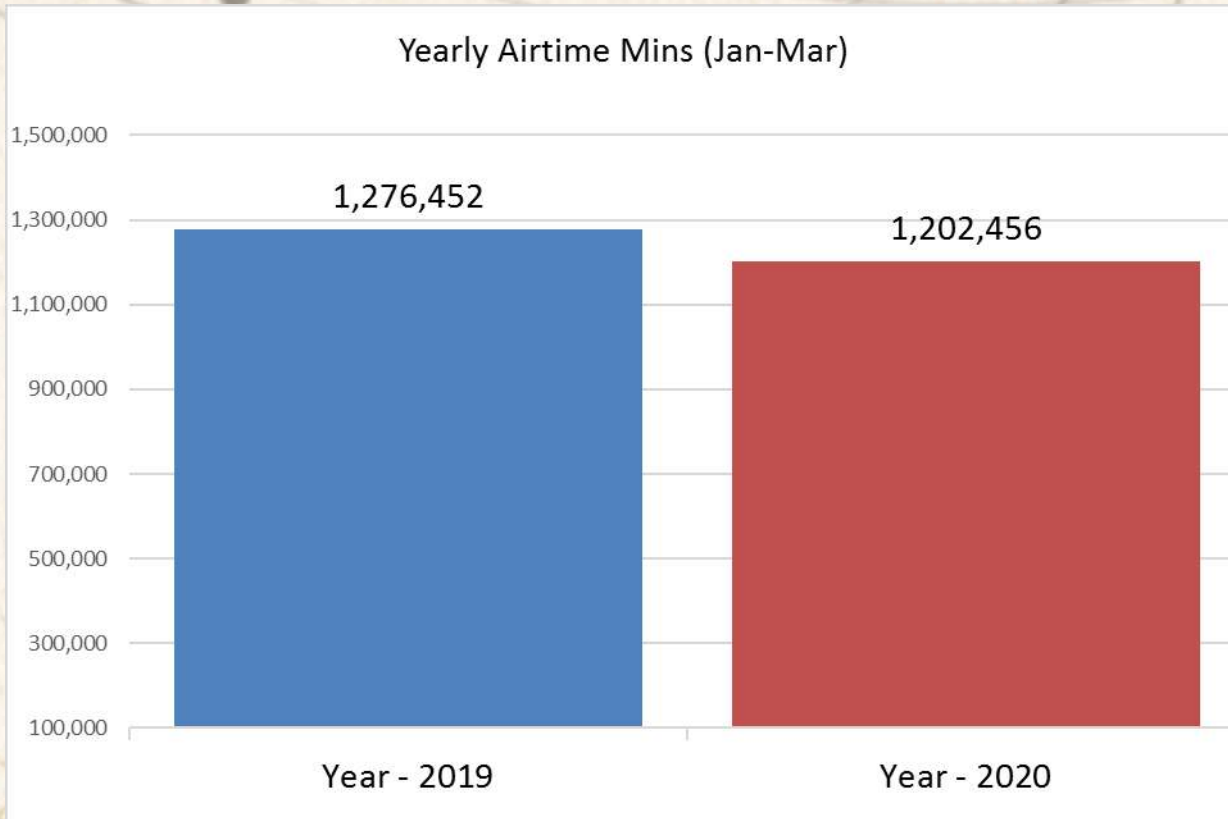
QTR 01 –
Jan to Mar
2020



**PAKISTAN
ADVERTISERS
SOCIETY**

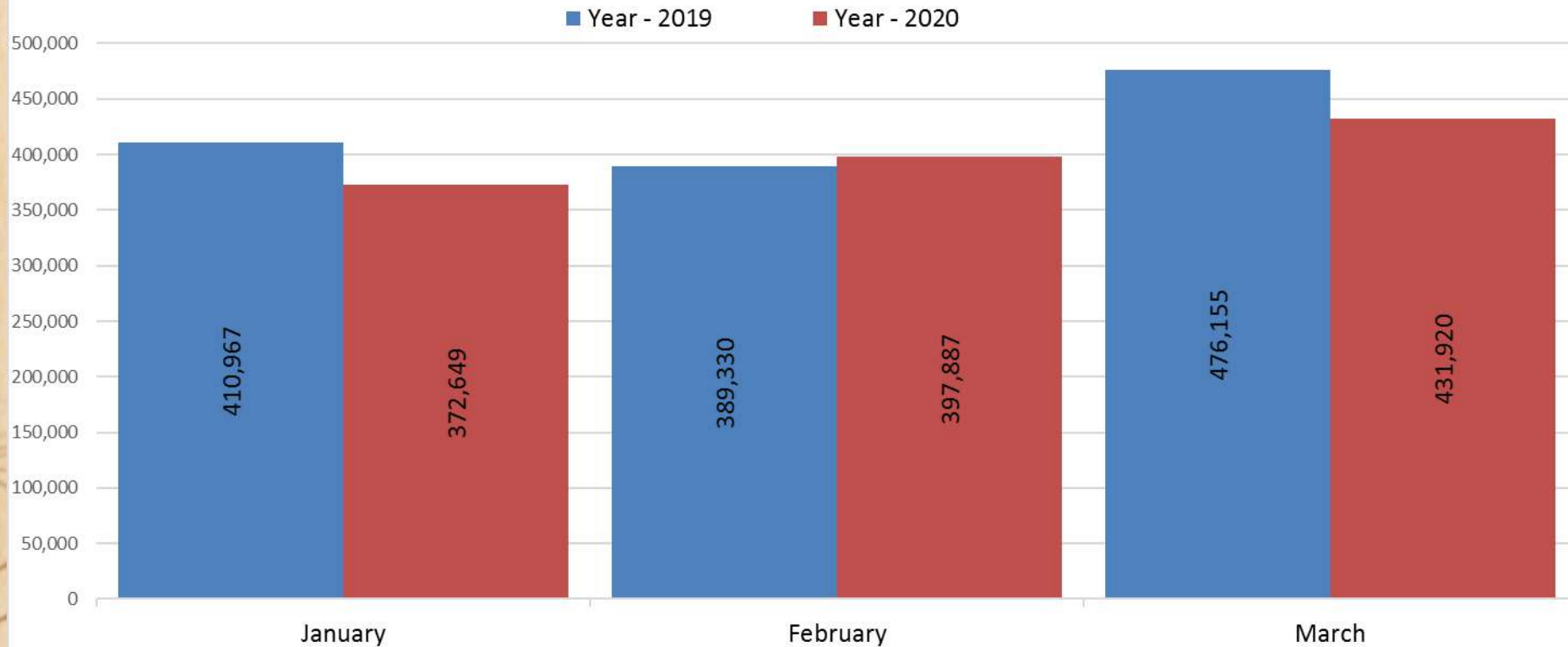
COMPARISON WITH LAST YEAR
Jan to Mar 2019-2020

QUARTERLY COMPARISON BY AIRTIME



MONTHLY COMPARISON BY AIRTIME

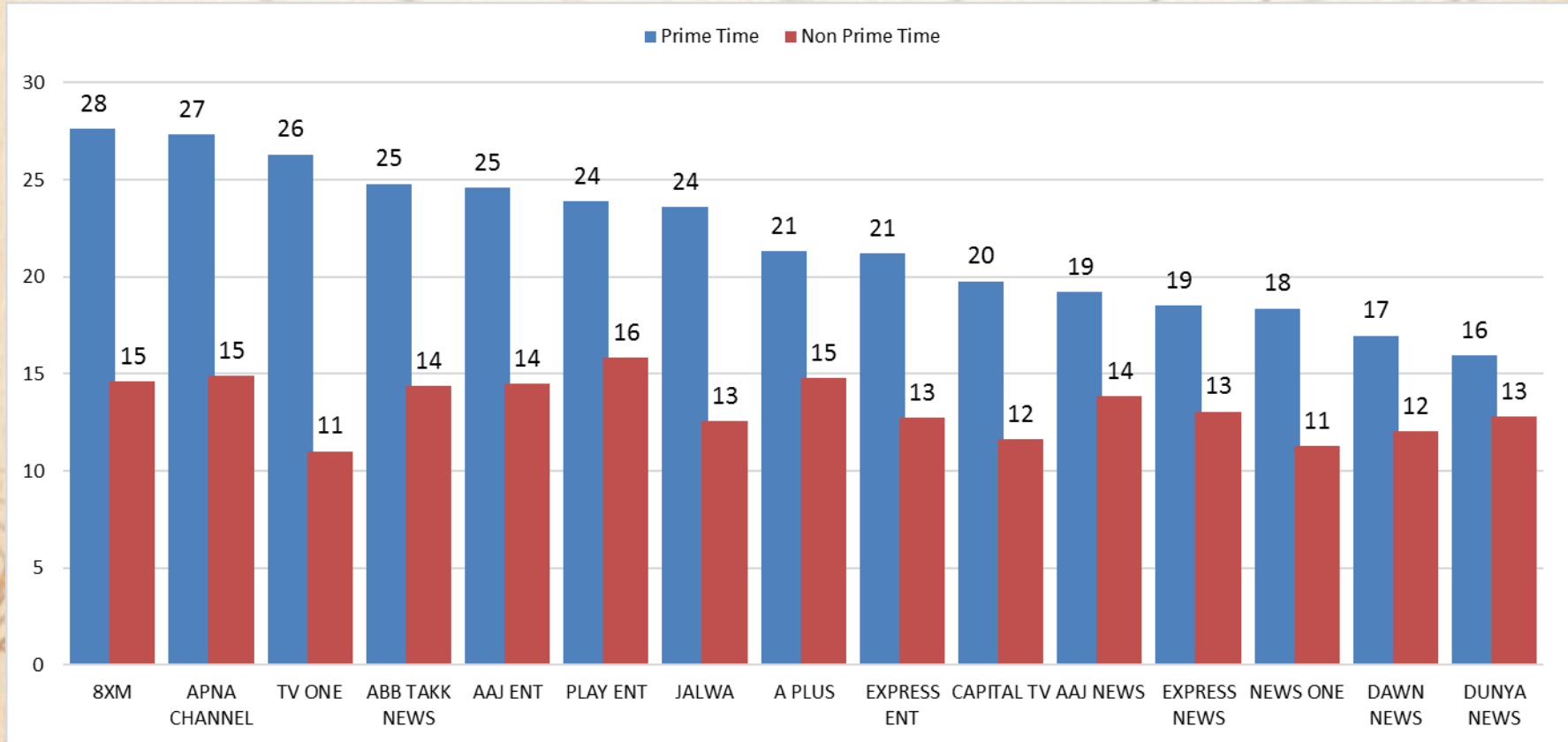
Month Wise Comparison of Airtime Mins 2019-2020



**GENER WISE
AVEAGE AIRTIME REVIEW QTR 01 (Jan-Mar 2020)**

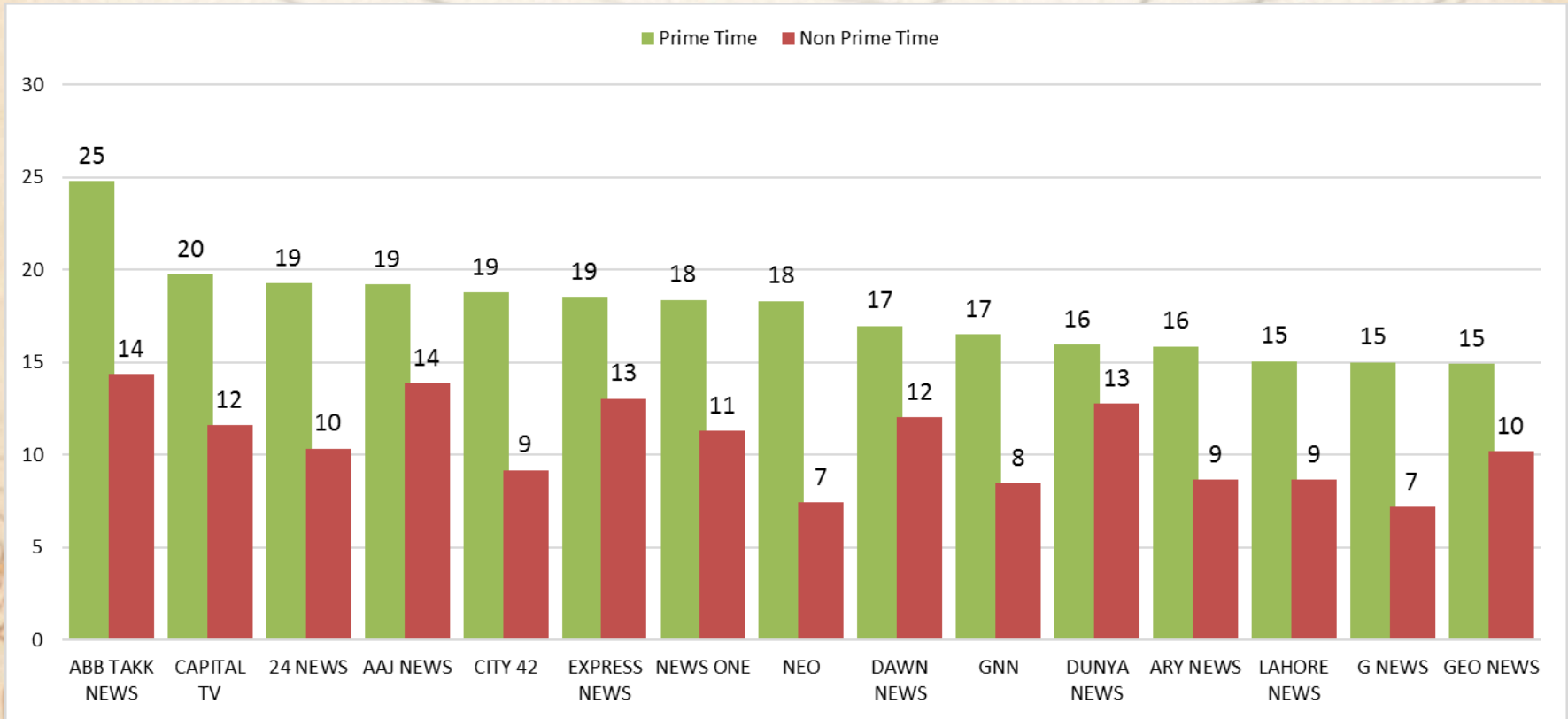
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ALL



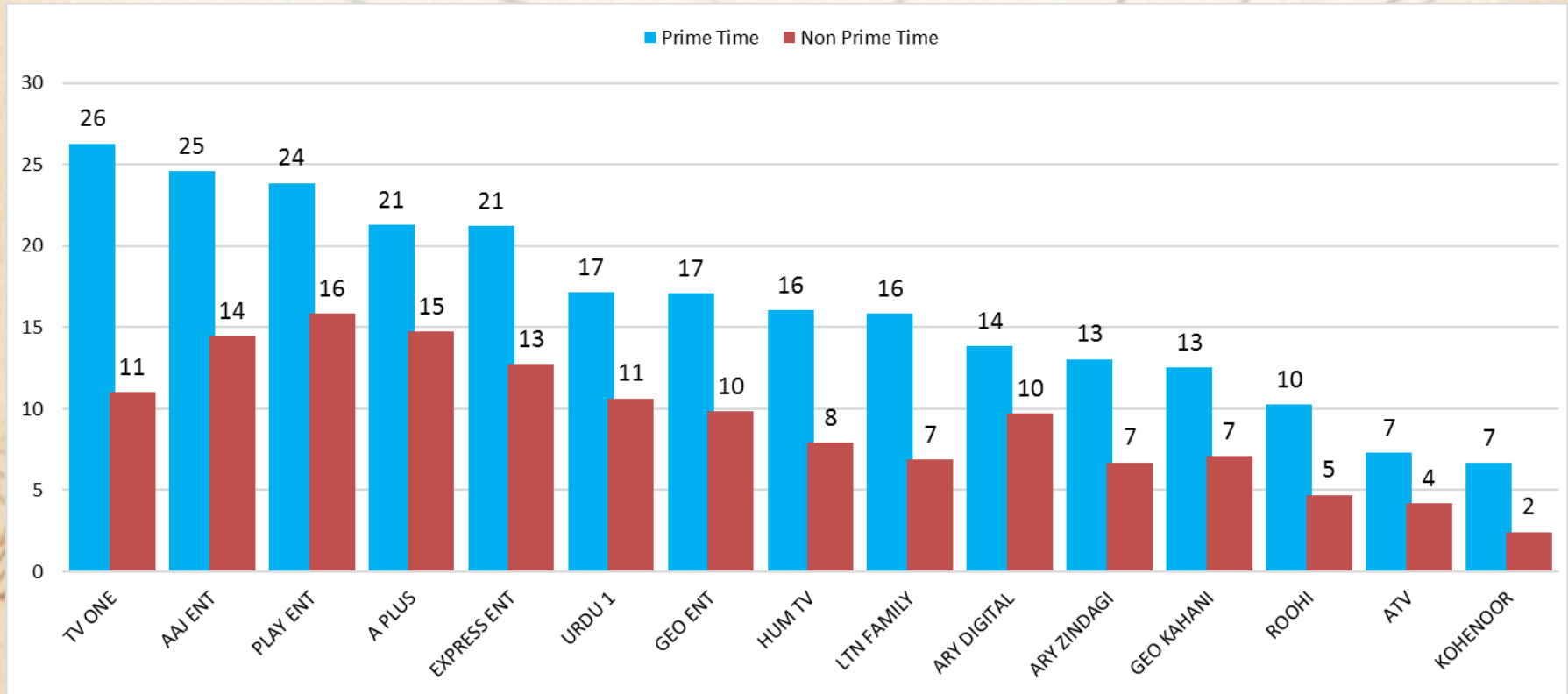
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : NEWS



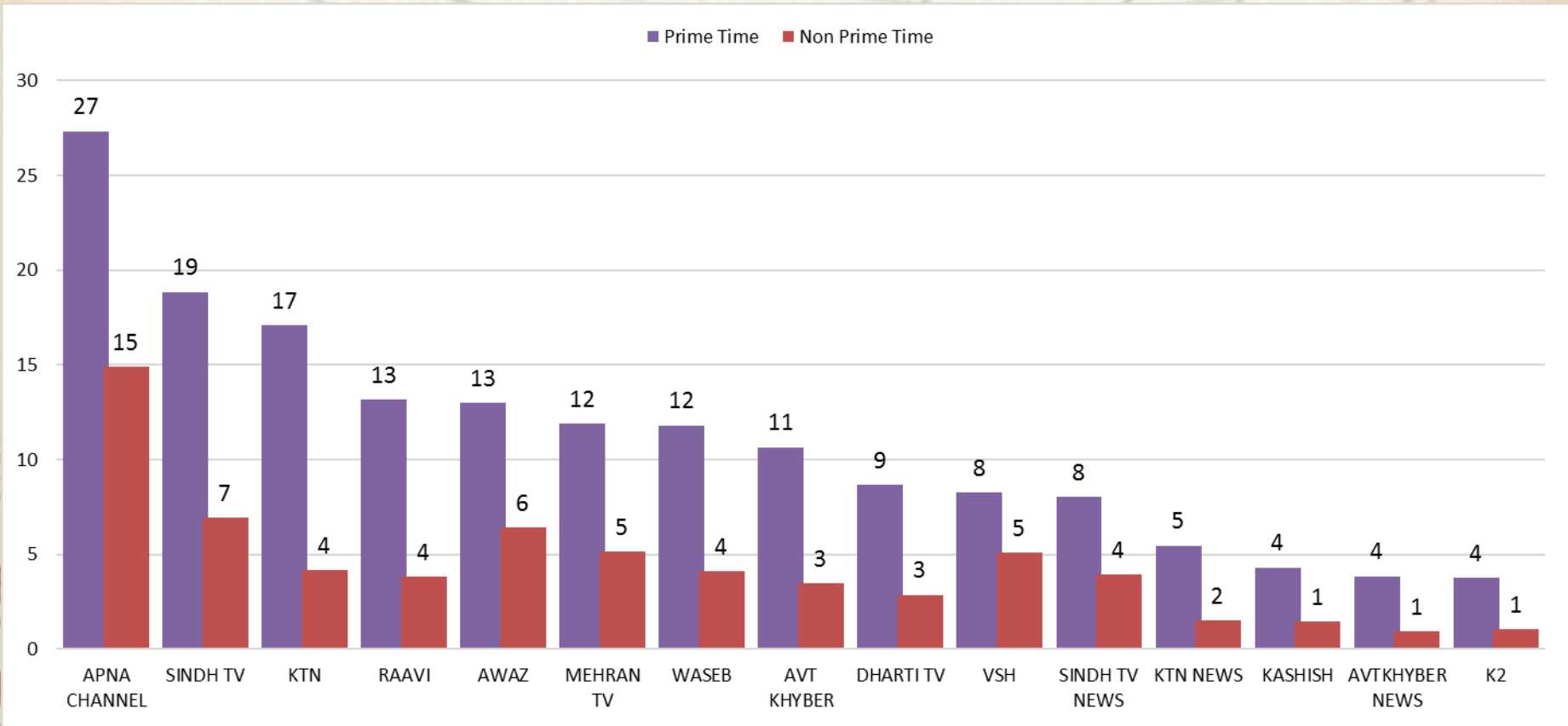
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ENTERTAINMENT



GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : REGIONAL



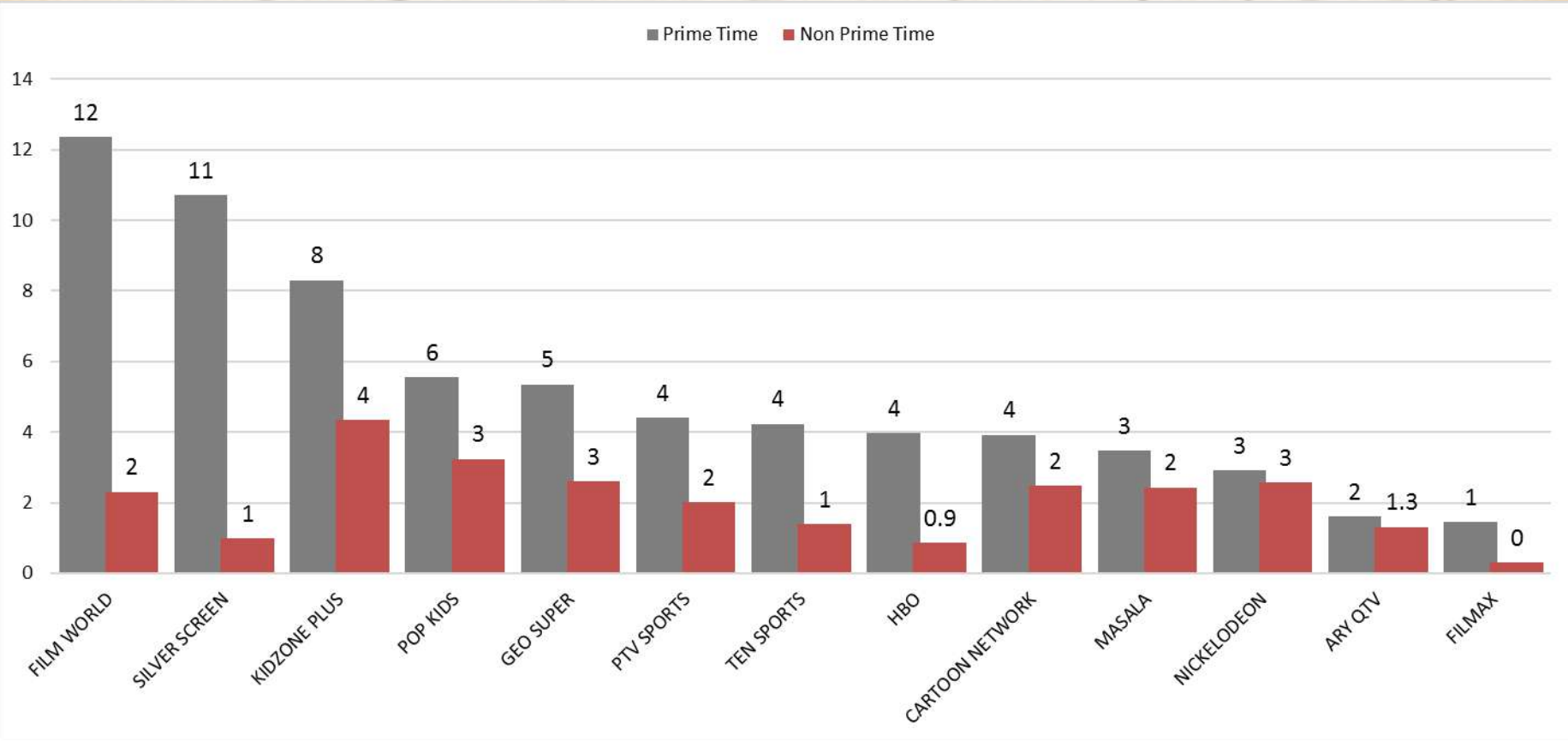
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : MUSIC



GENRE WISE AVERAGE MINUTES IN AN HOUR

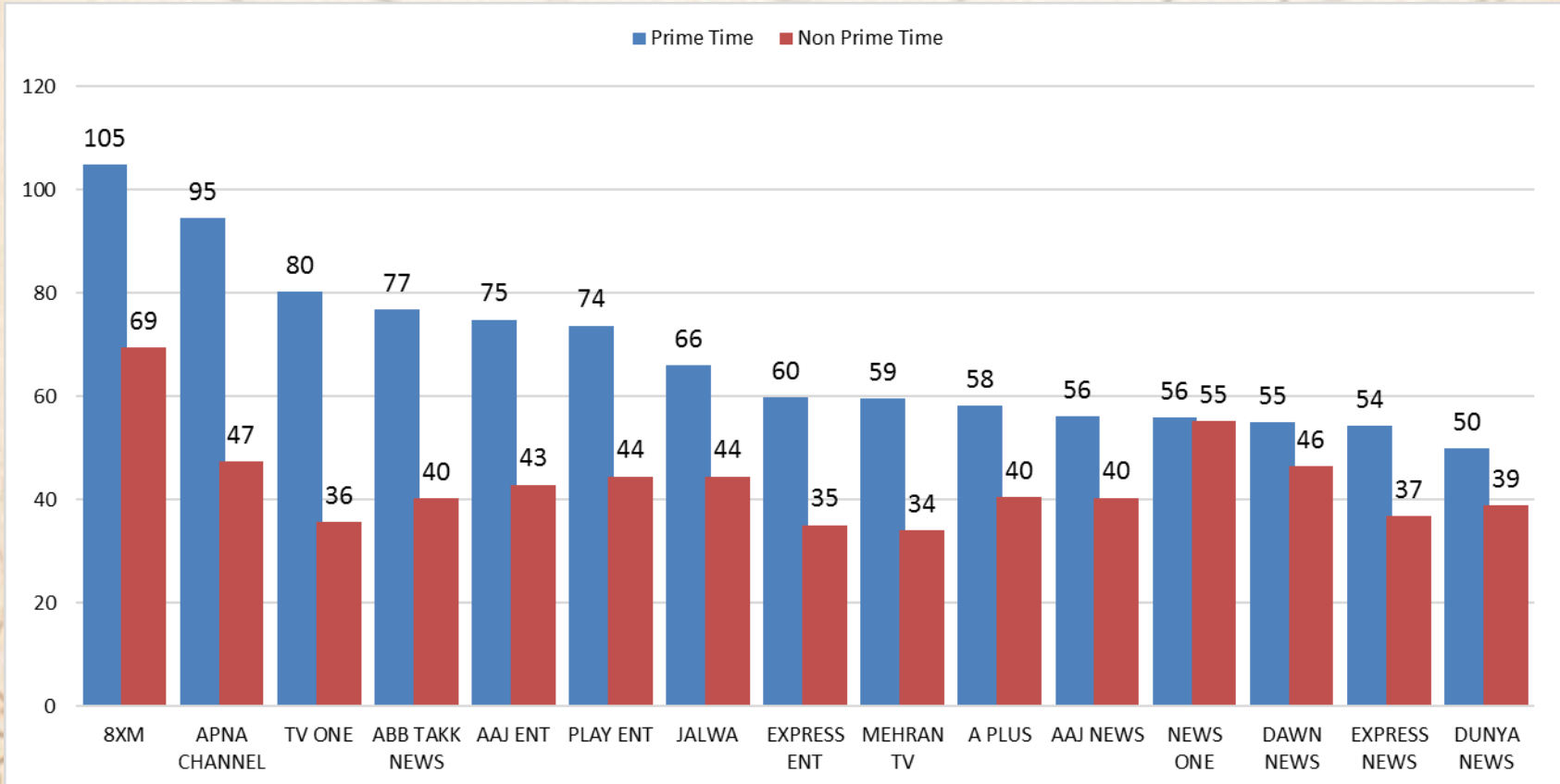
Genre : OTHERS



**GENER WISE
AVERAGE SPOT'S FREQUENCIES REVIEW (QTR 01)**

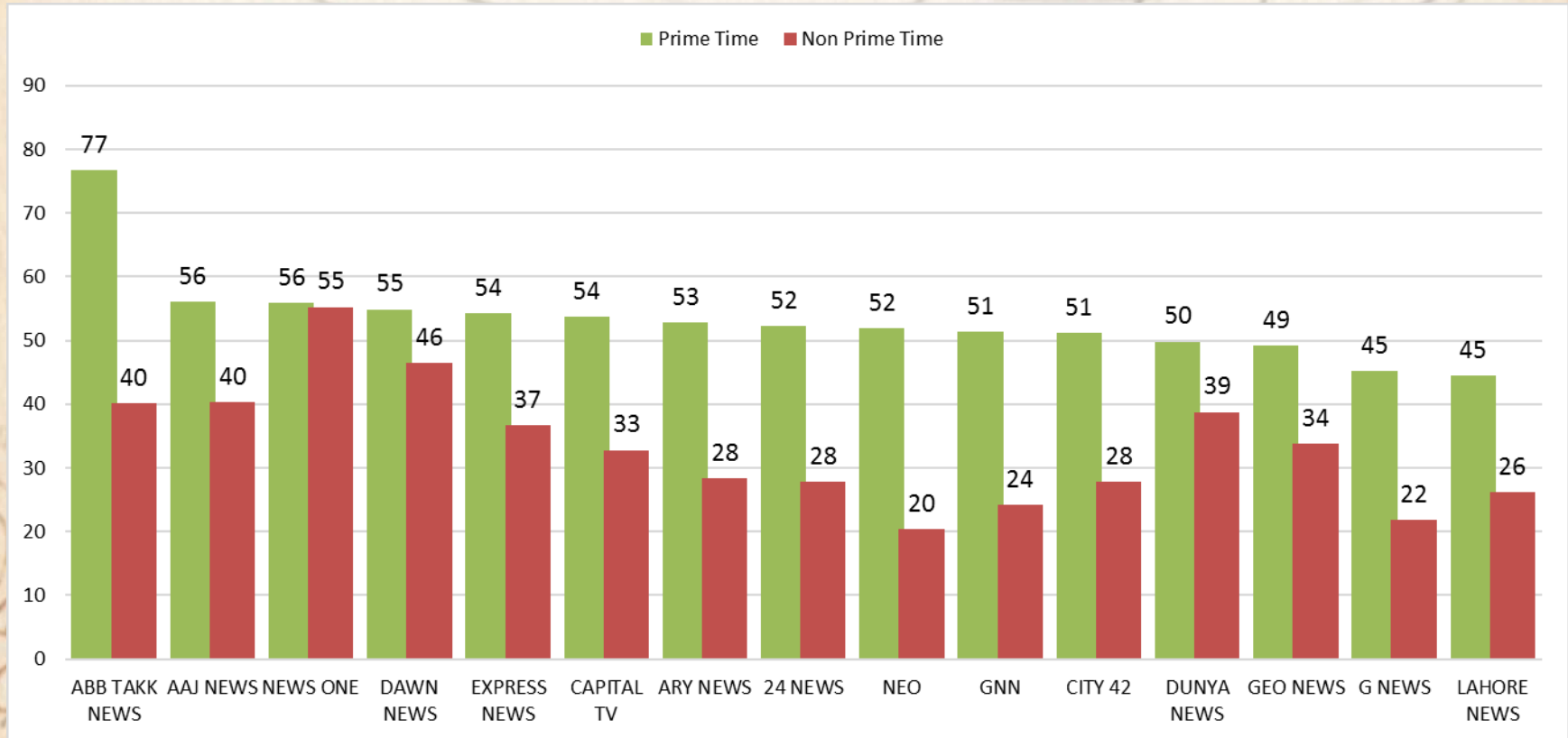
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ALL



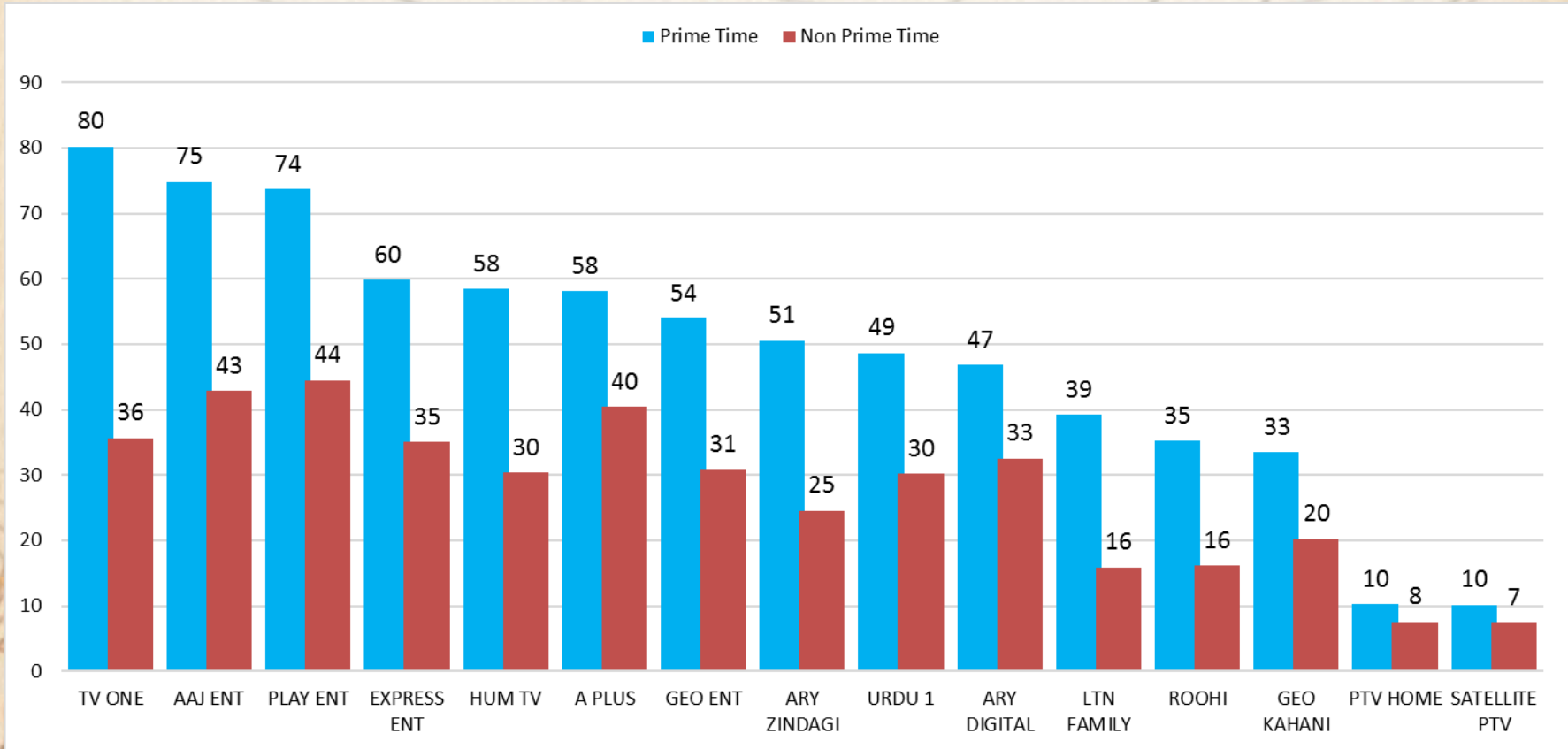
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : NEWS



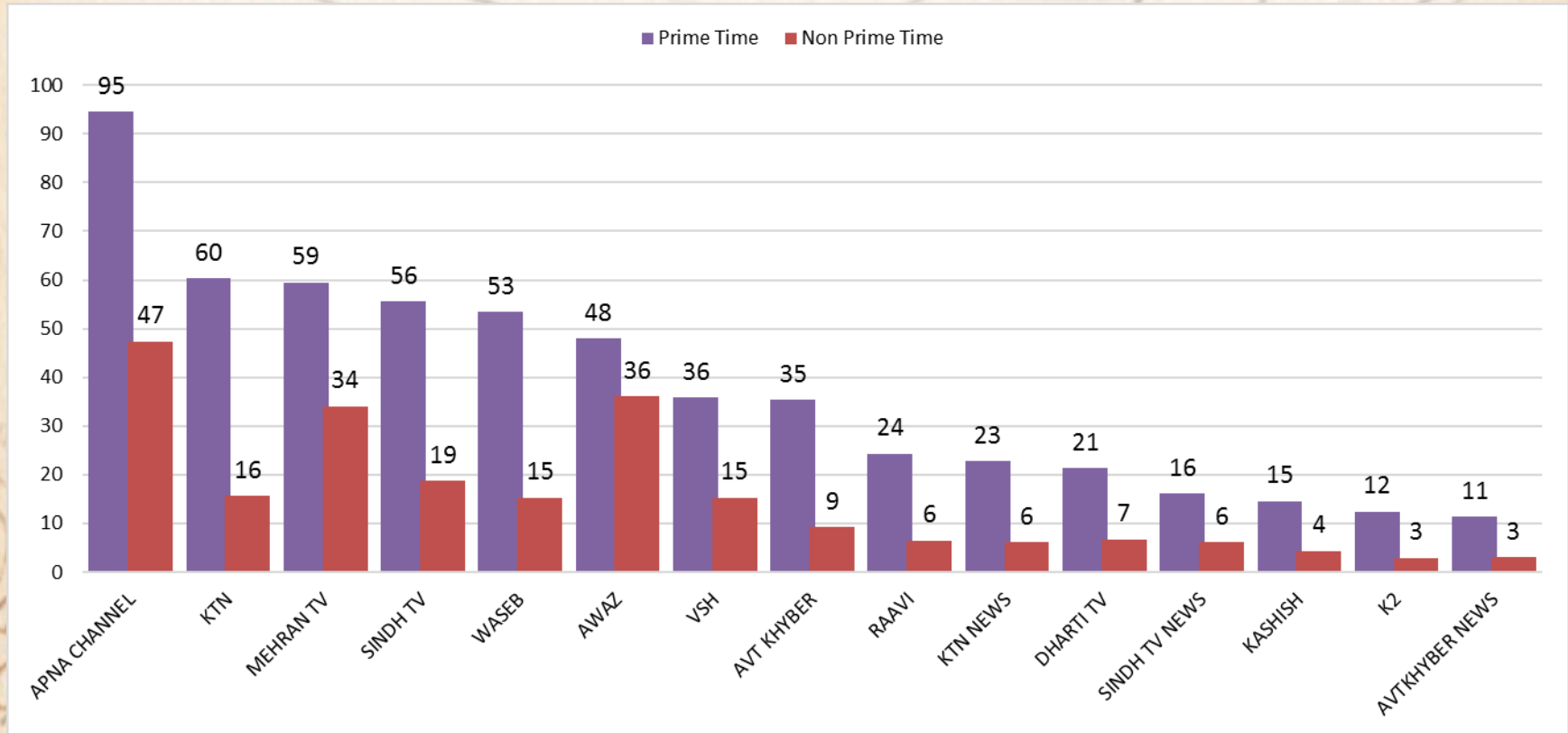
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ENTERTAINMENT



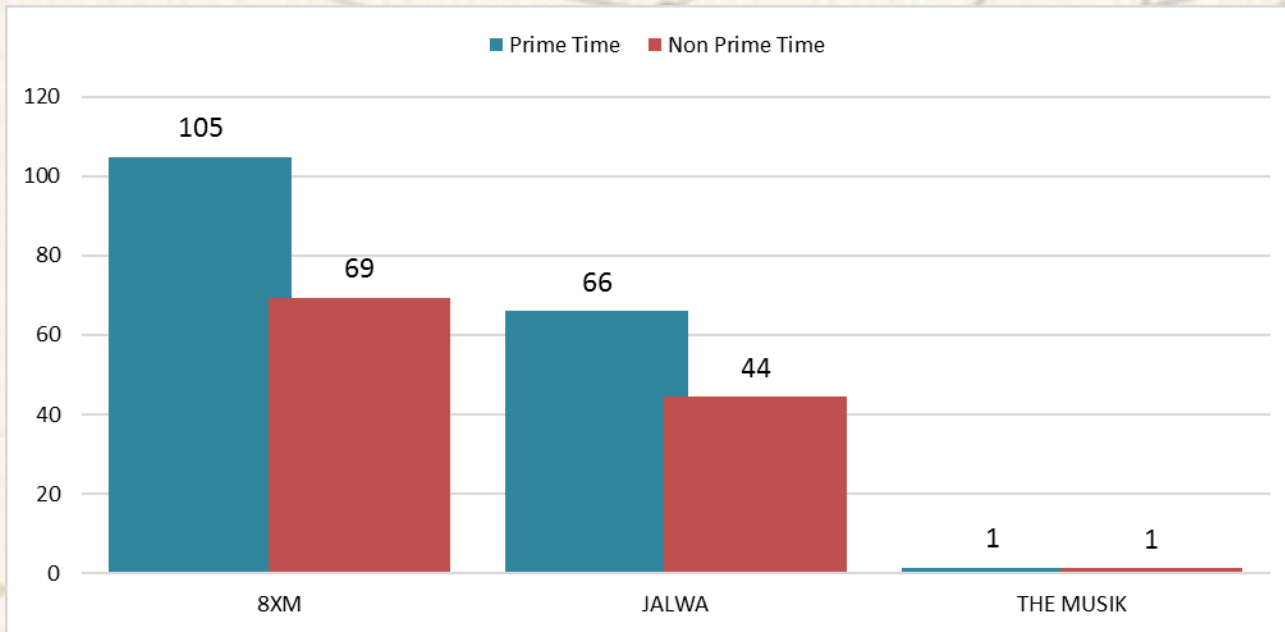
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : REGIONAL



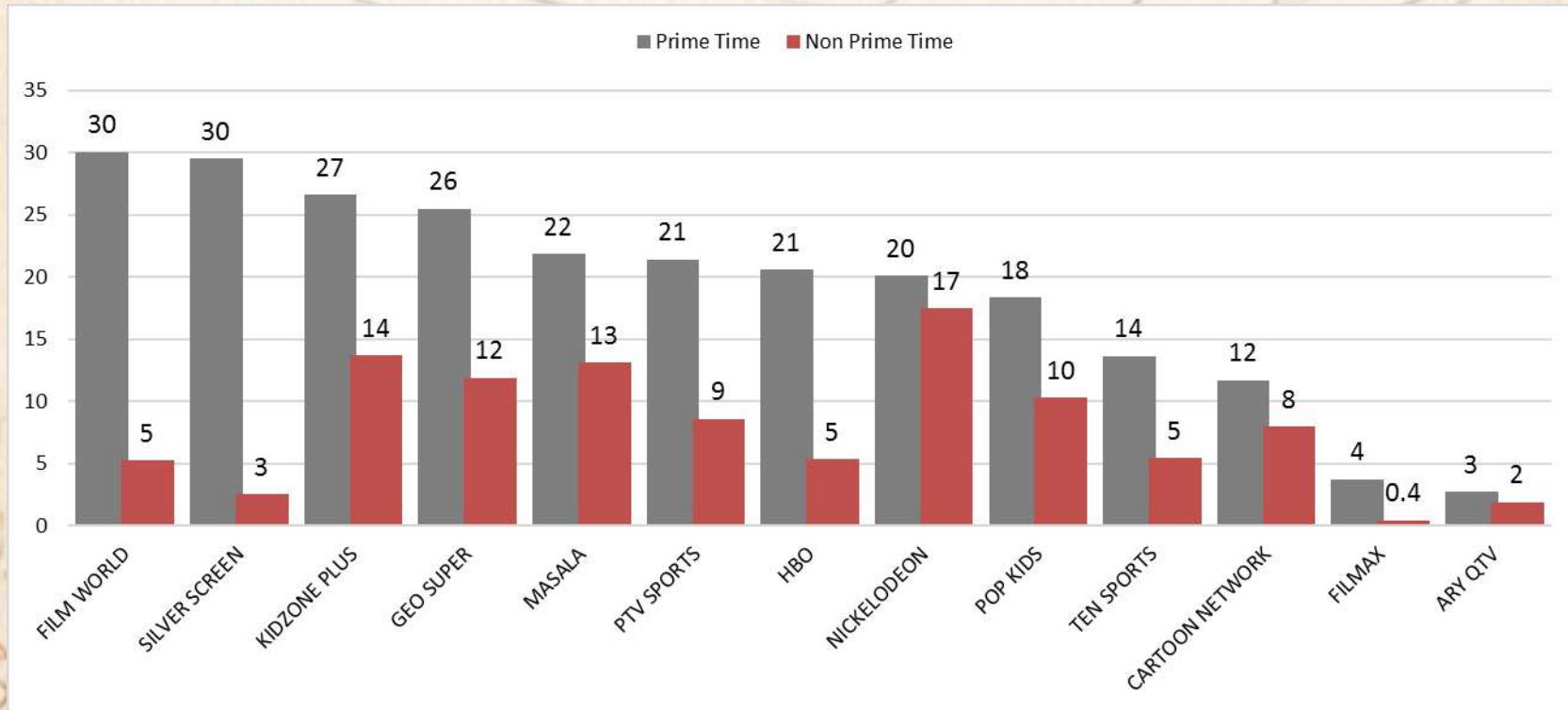
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : MUSIC

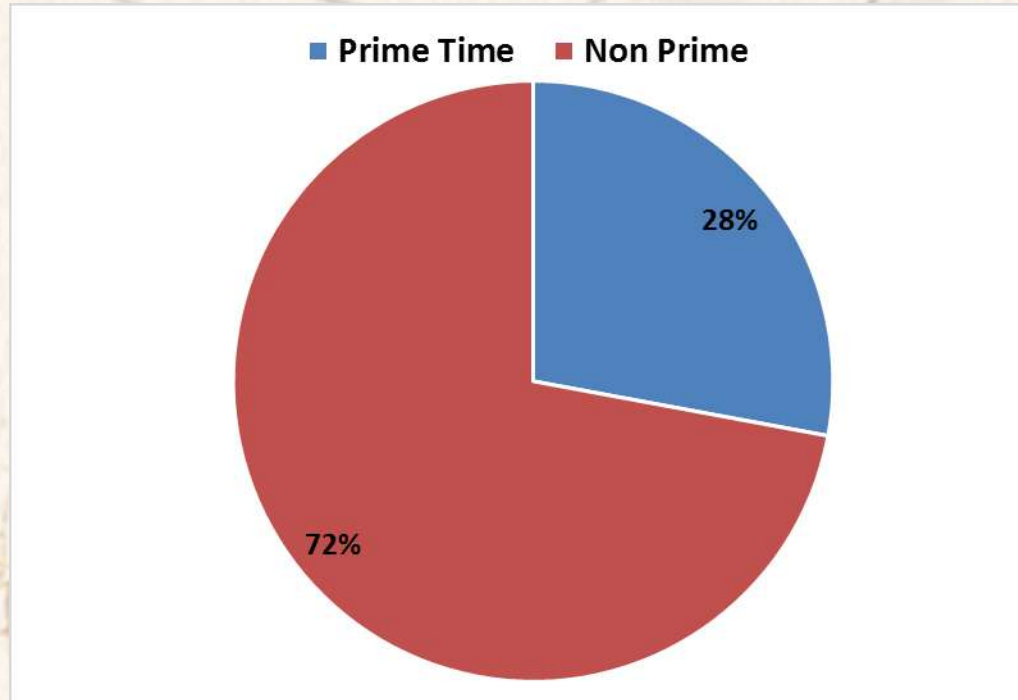


GENRE WISE SPOT FREQUENCIES IN AN HOUR

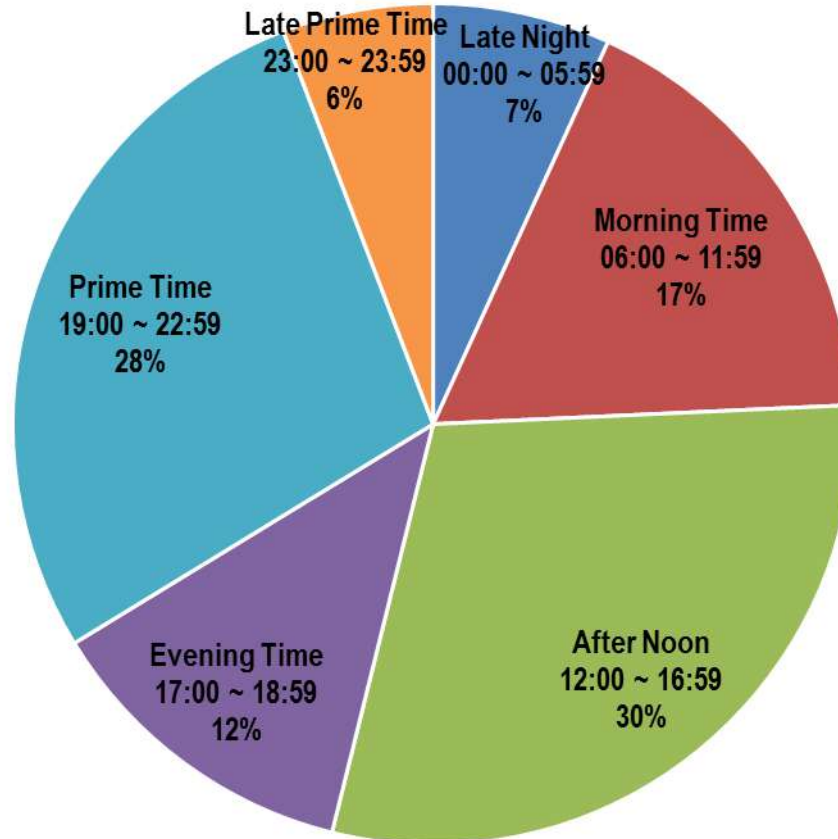
Genre : OTHERS



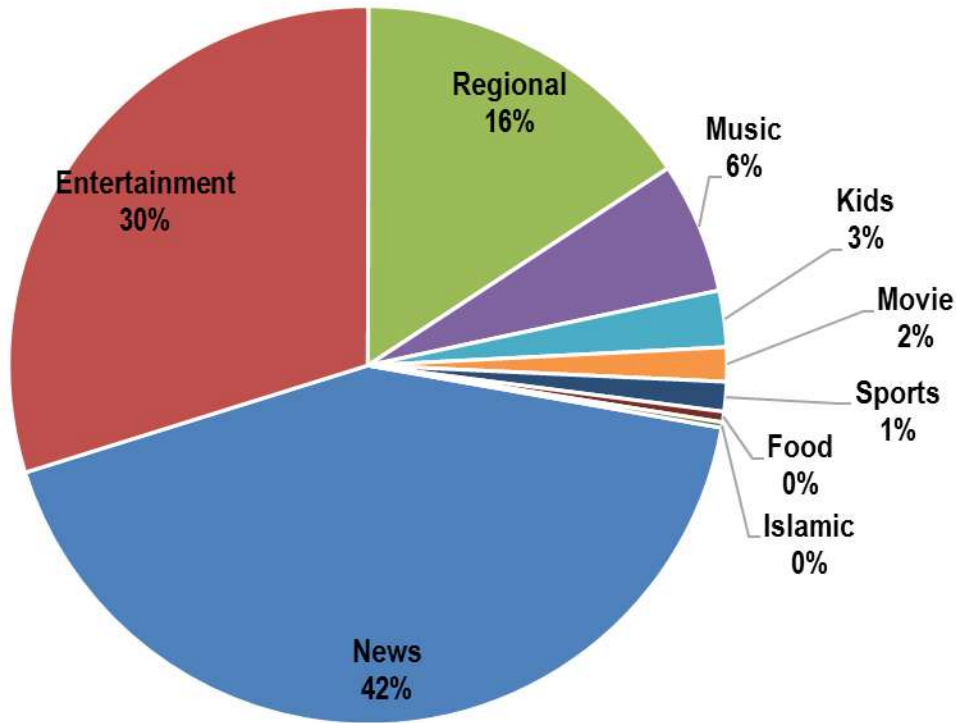
DAY PART SPLIT BY AIRTIME



TIME BAND SPLIT BY AIRTIME



GENRE & DAY PART BY AIRTIME



Day Part Wise Airtime Mins

■ Prime Time ■ Non Prime Time

Genre	Prime Time	Non Prime Time
News	134,357	375,553
Entertainment	93,643	265,353
Regional	63,664	125,249
Music	19,130	51,836
Kids	7,528	22,971
Movie	10,368	8,118
Sports	5,087	10,938
Food	1,263	4,430
Islamic	582	2,386



Thank You

For any queries, please
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