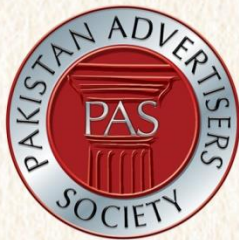


CLUTTER Analysis

JUL-2018

**(With last year
comparison)**

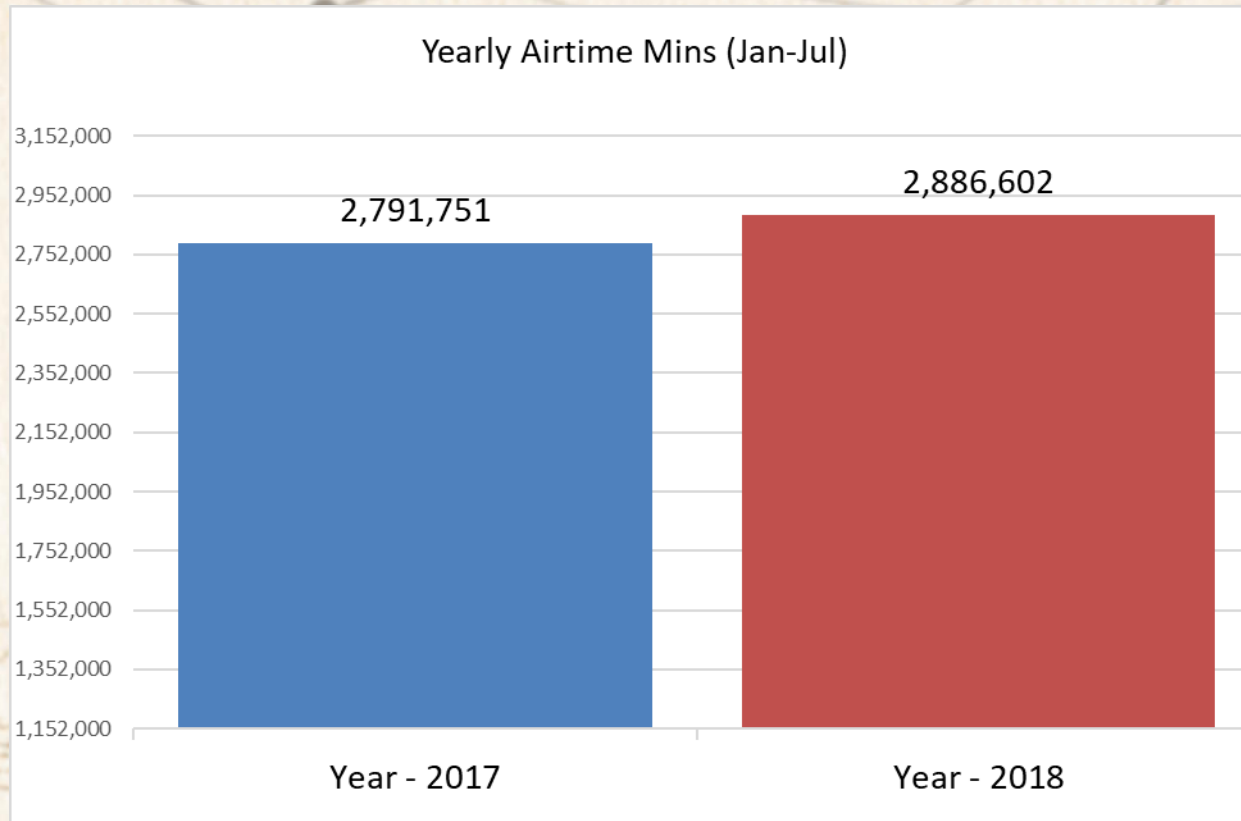


**PAKISTAN
ADVERTISERS
SOCIETY**

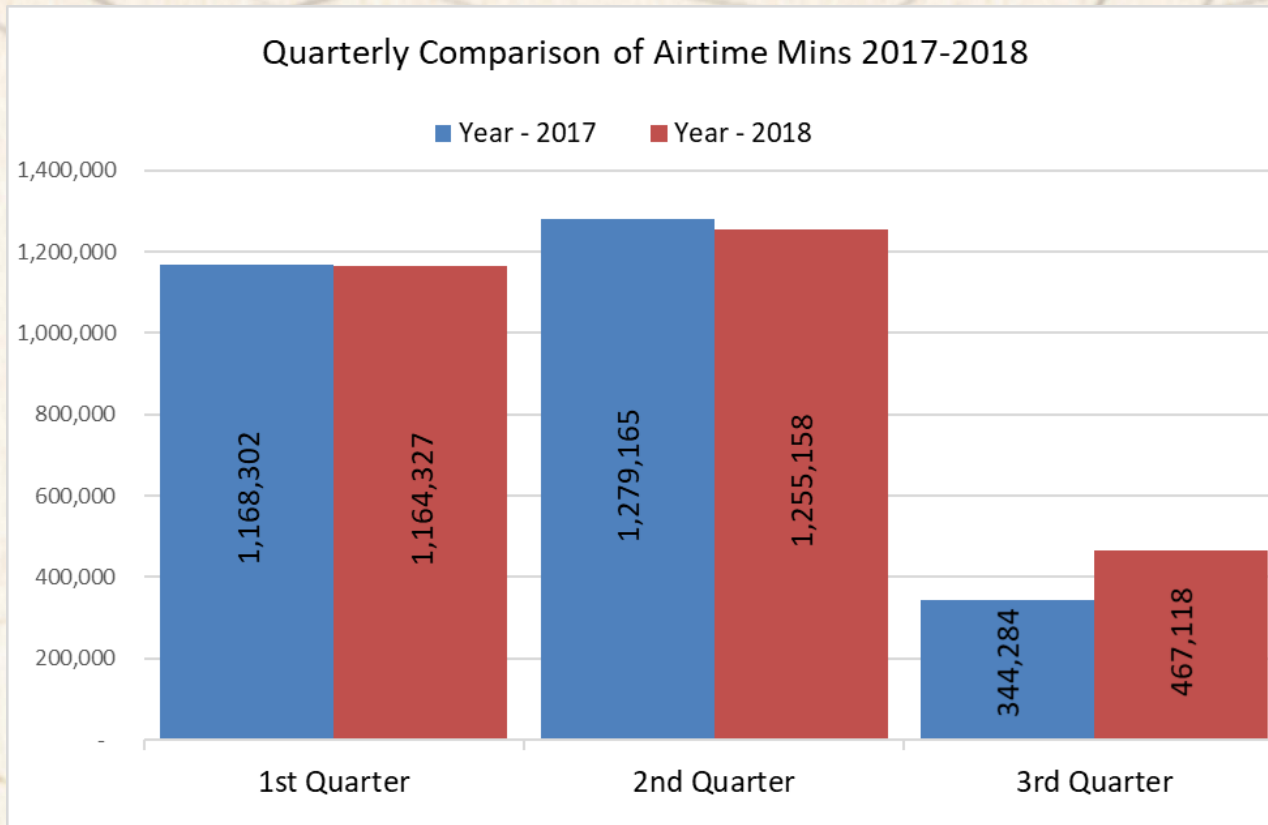
COMPARISON WITH LAST YEAR

Jul 2017- Jul 2018

YEARLY COMPARISON BY AIRTIME

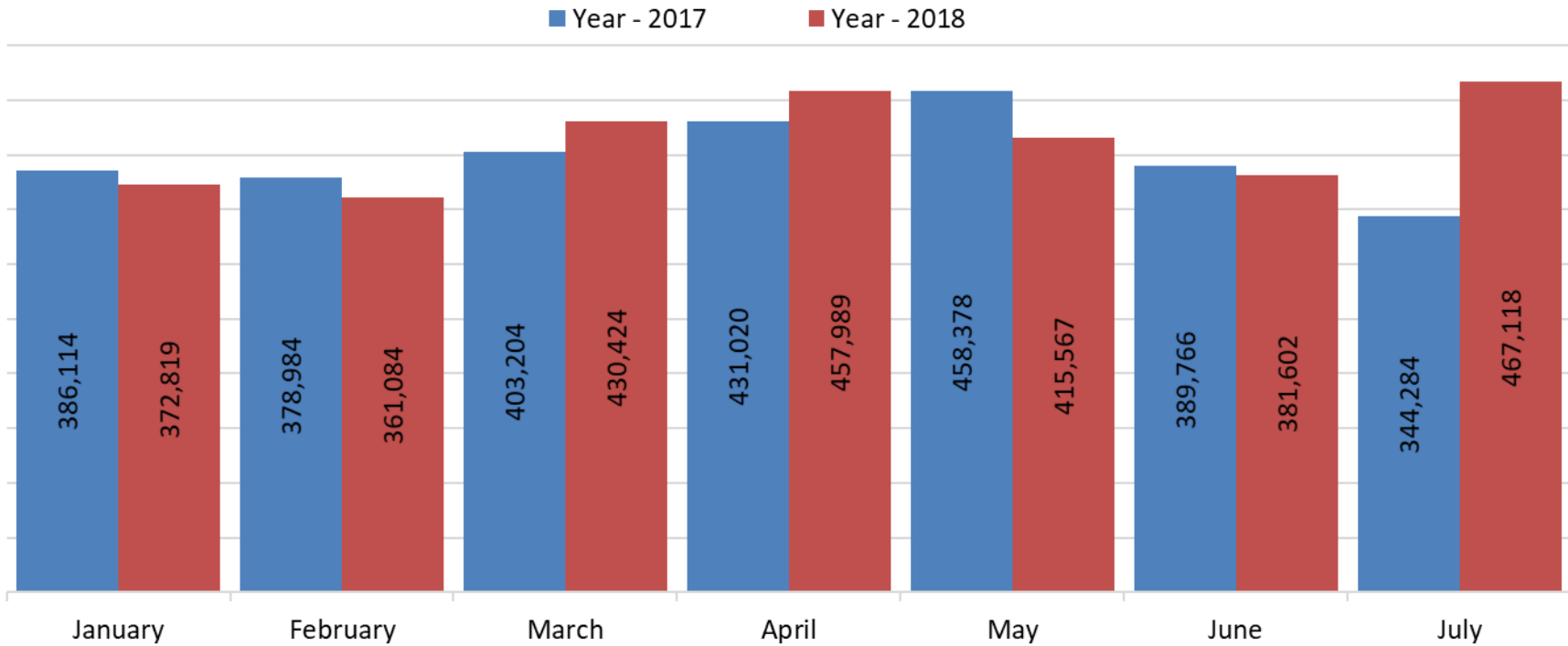


QUARTERLY COMPARISON BY AIRTIME



MONTHLY COMPARISON BY AIRTIME

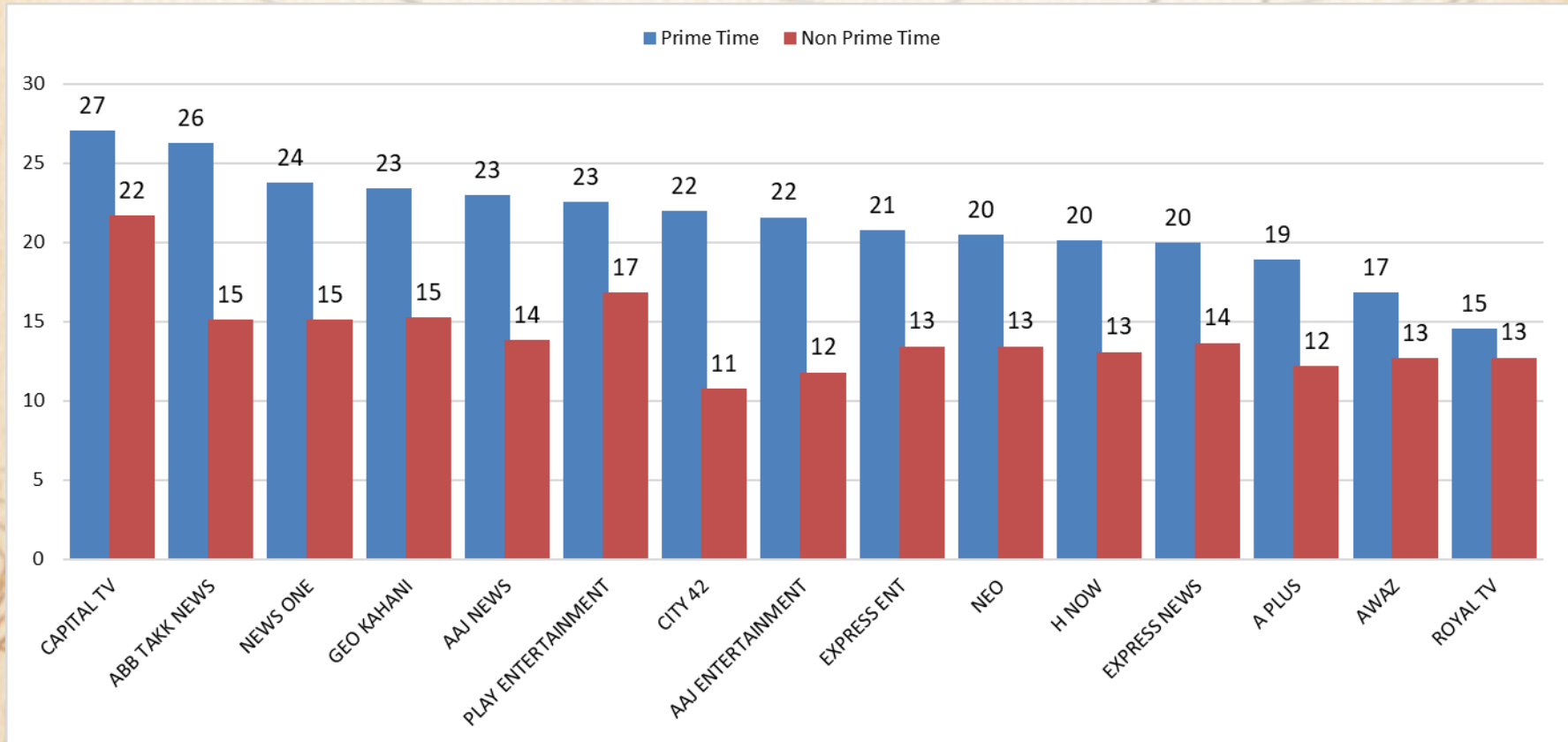
Month Wise Comparison of Airtime Mins 2017-2018



**GENER WISE
AVEAGE AIRTIME REVIEW (Current Month)**

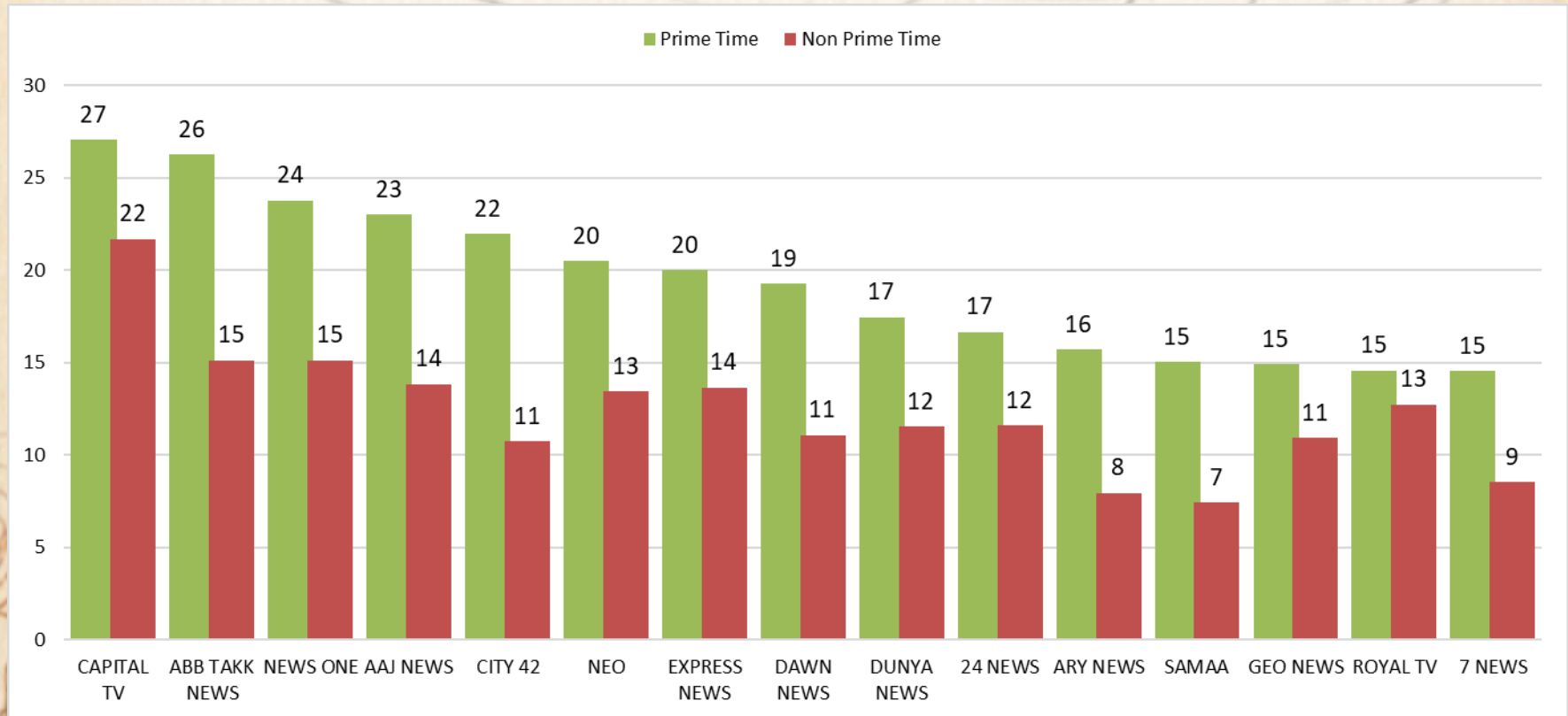
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ALL



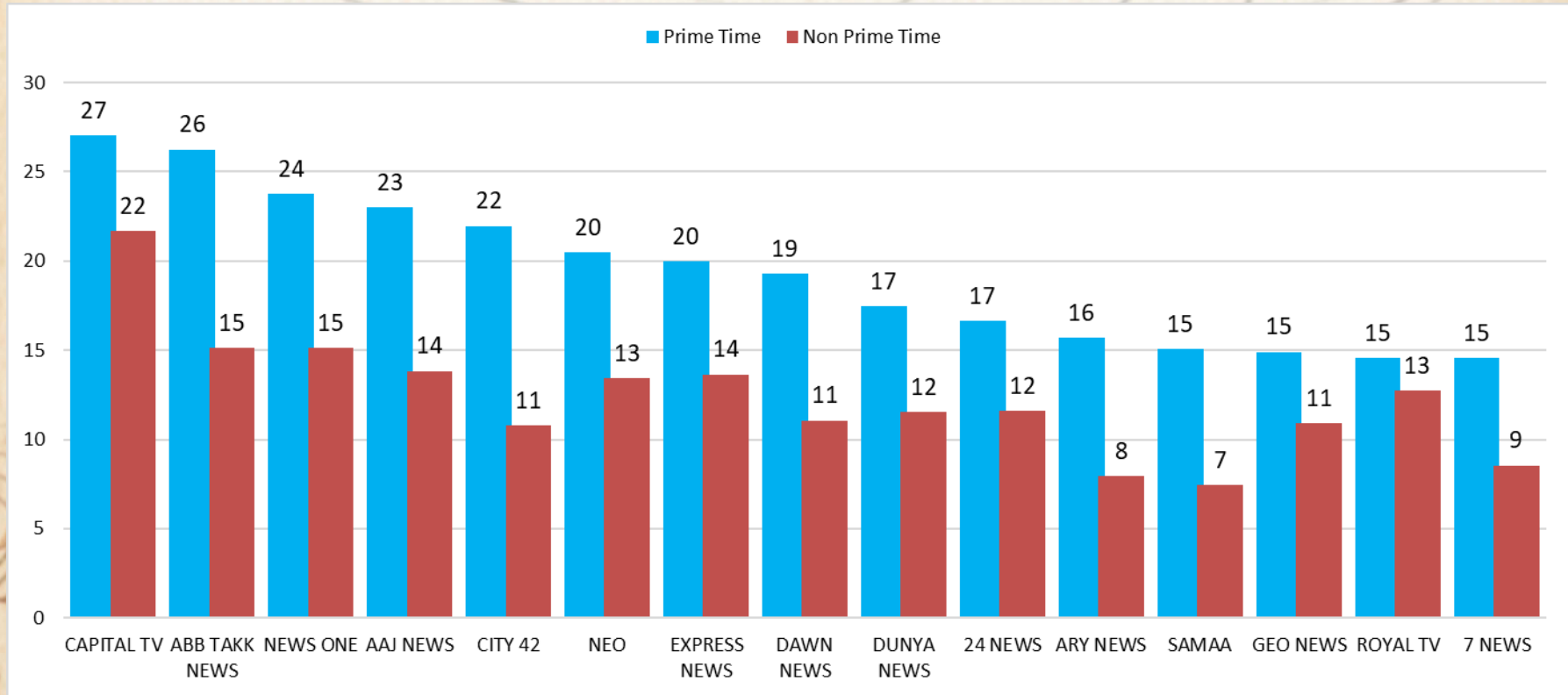
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : NEWS



GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ENTERTAINMENT



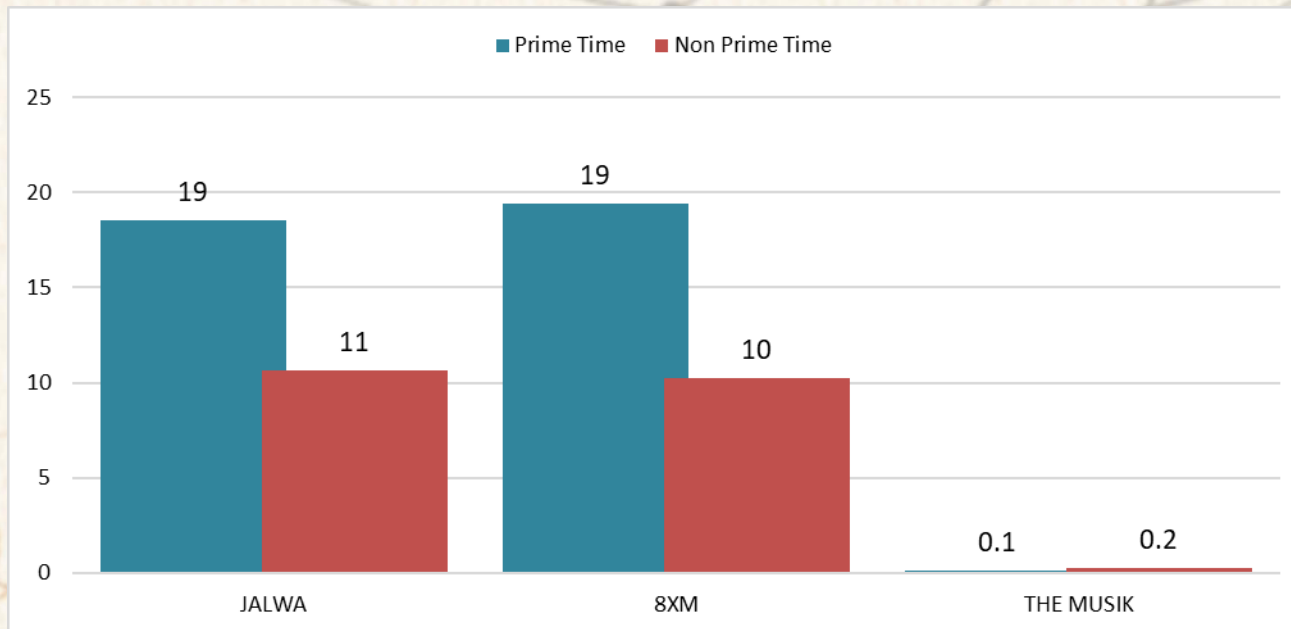
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : REGIONAL



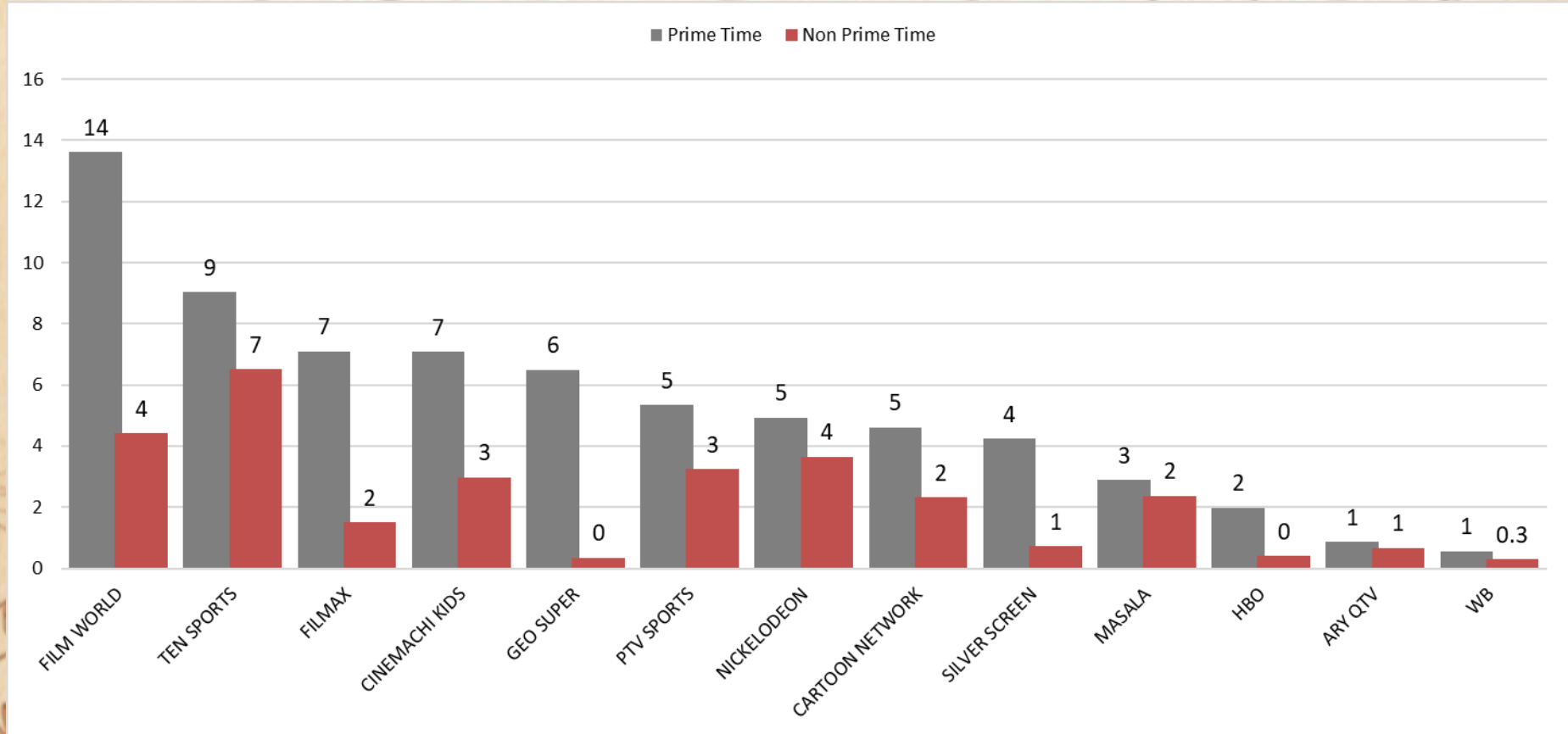
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : MUSIC



GENRE WISE AVERAGE MINUTES IN AN HOUR

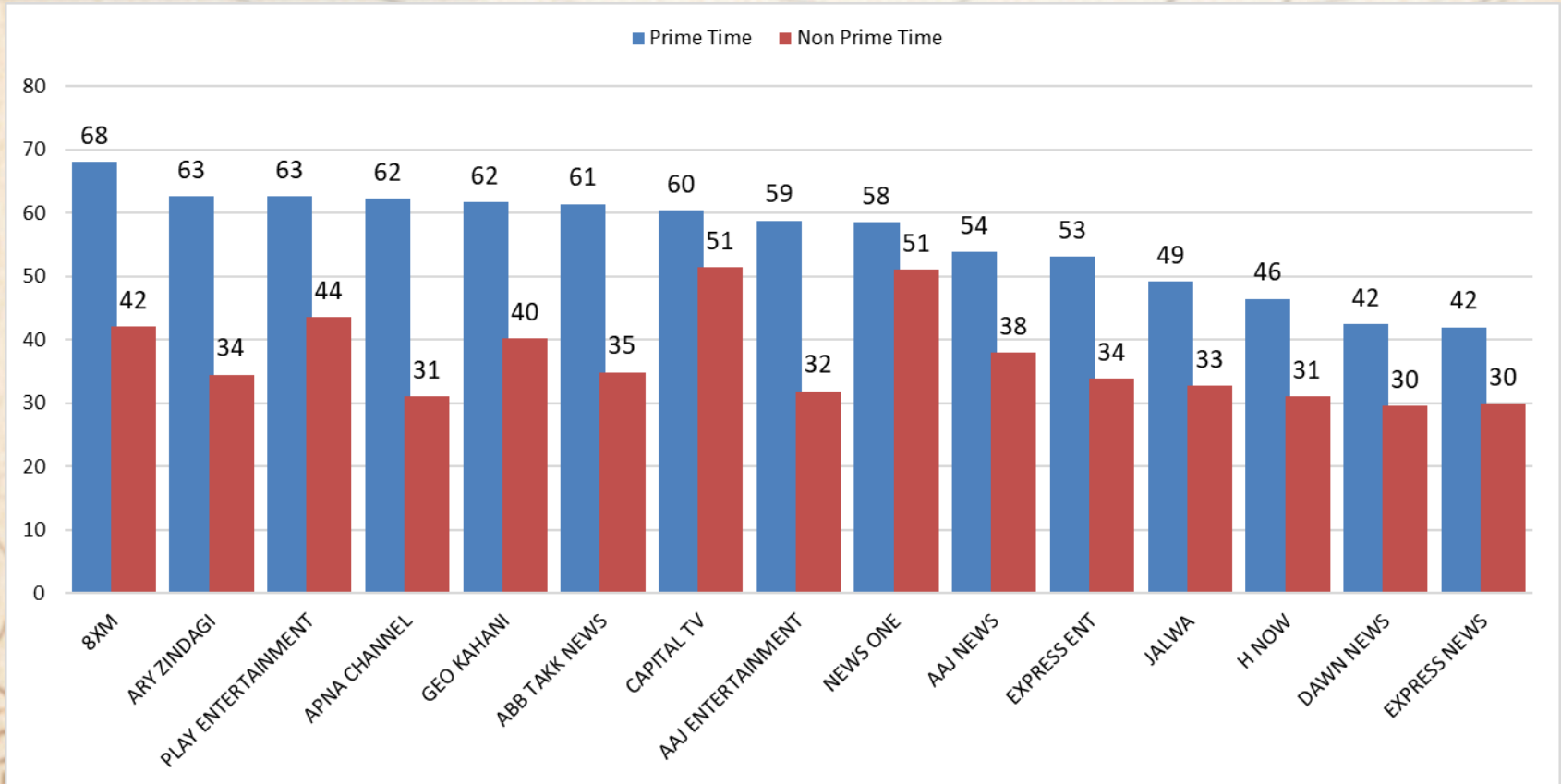
Genre : OTHERS



**GENER WISE
AVERAGE SPOT'S FREQUENCIES REVIEW (Current
Month)**

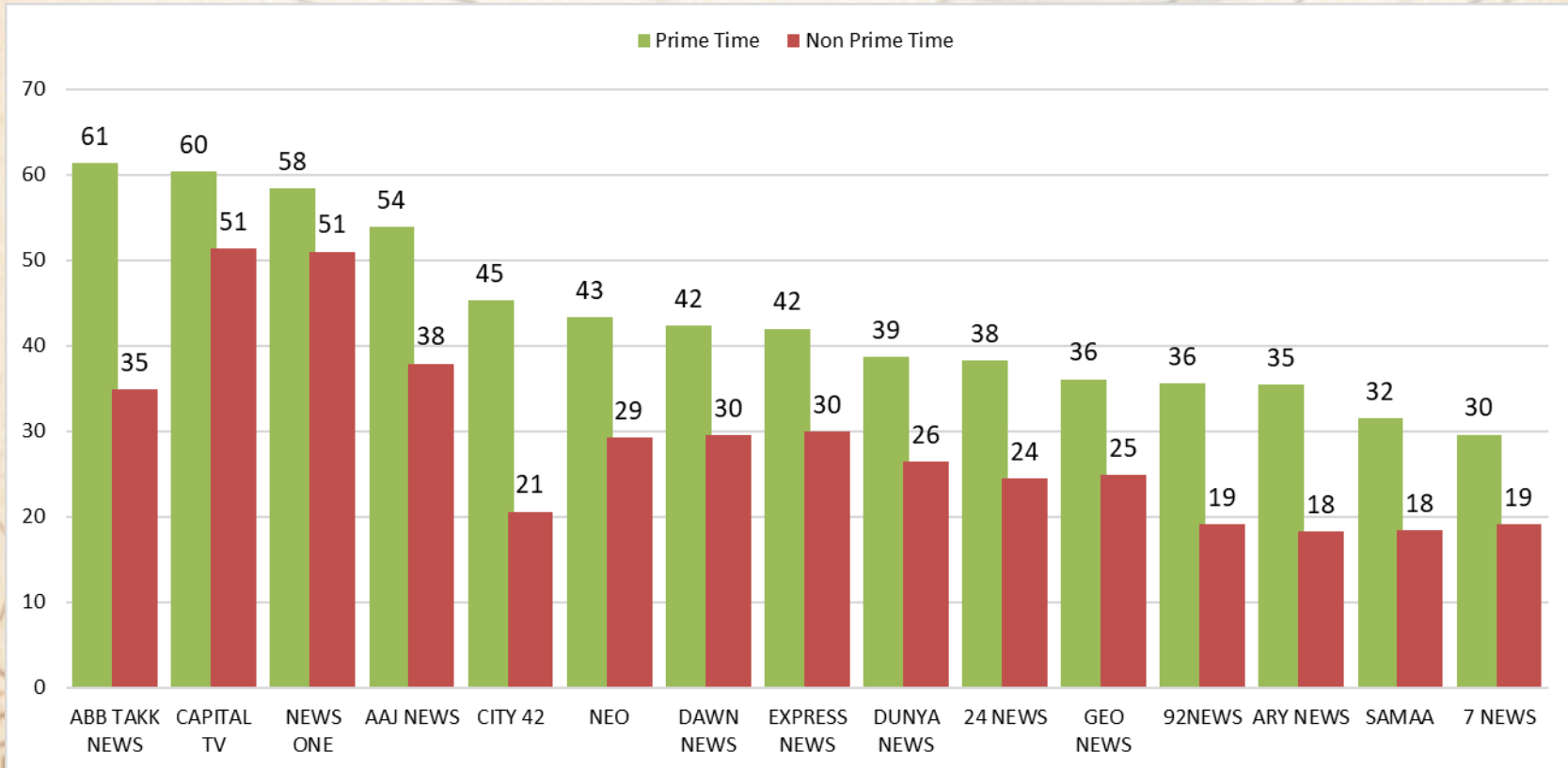
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ALL



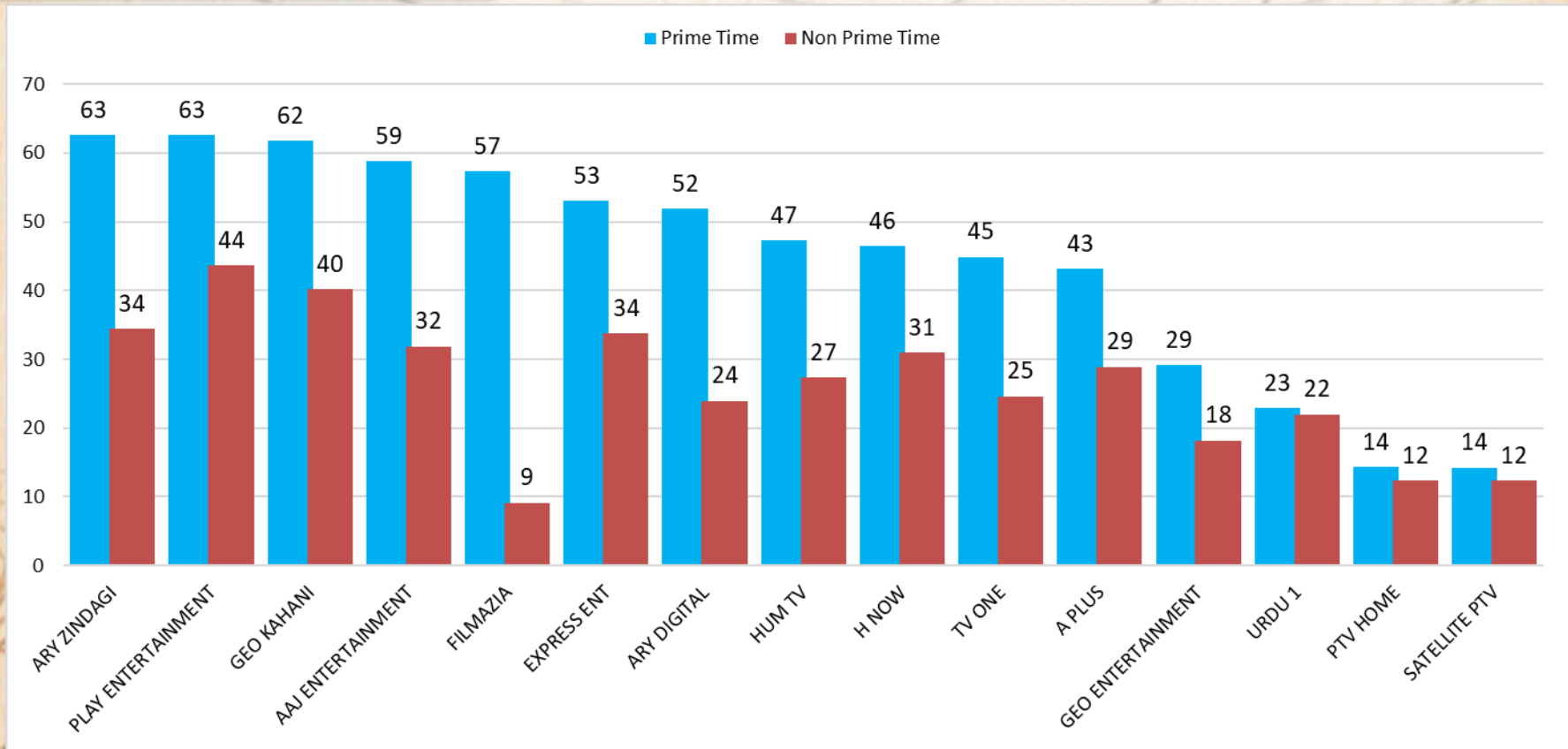
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : NEWS



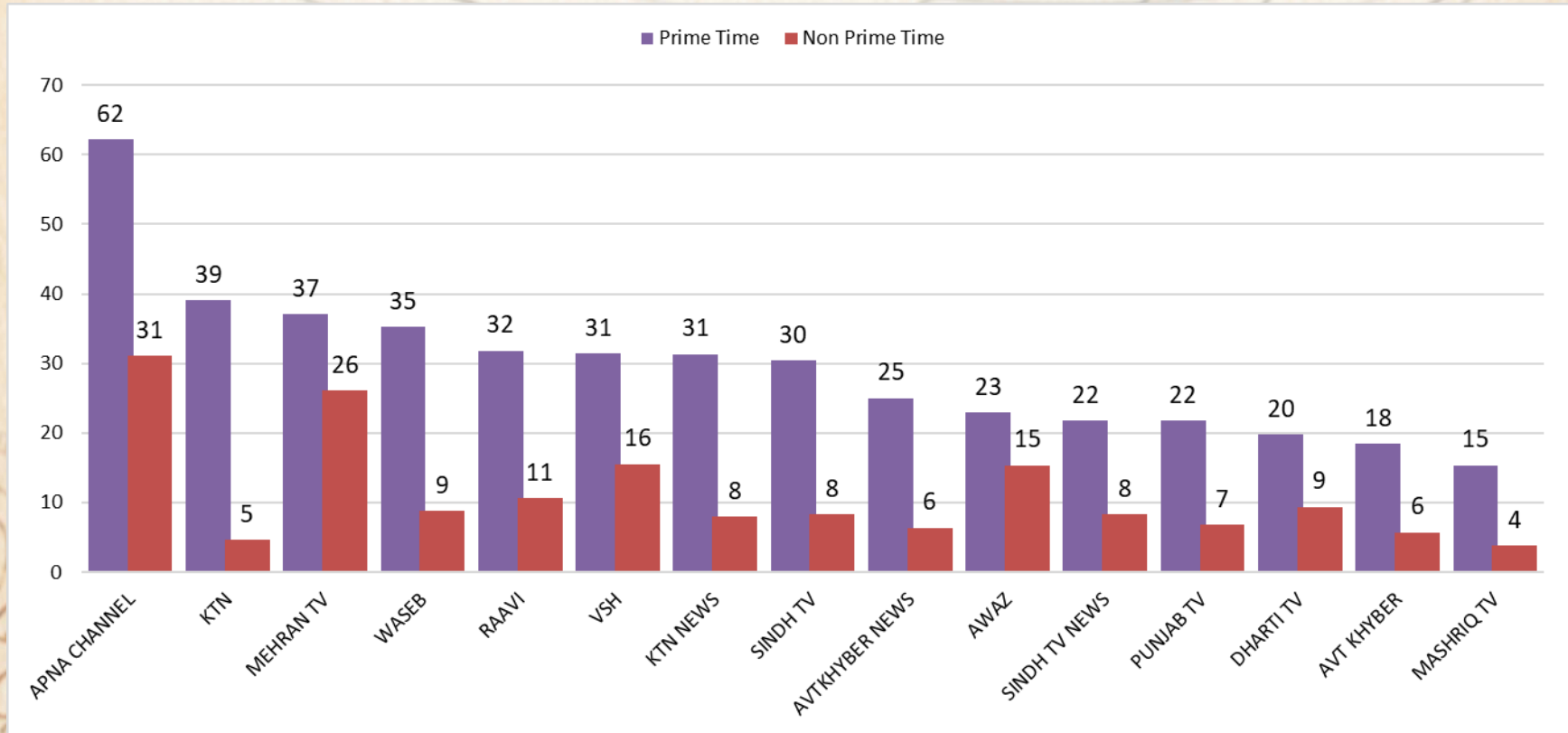
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ENTERTAINMENT



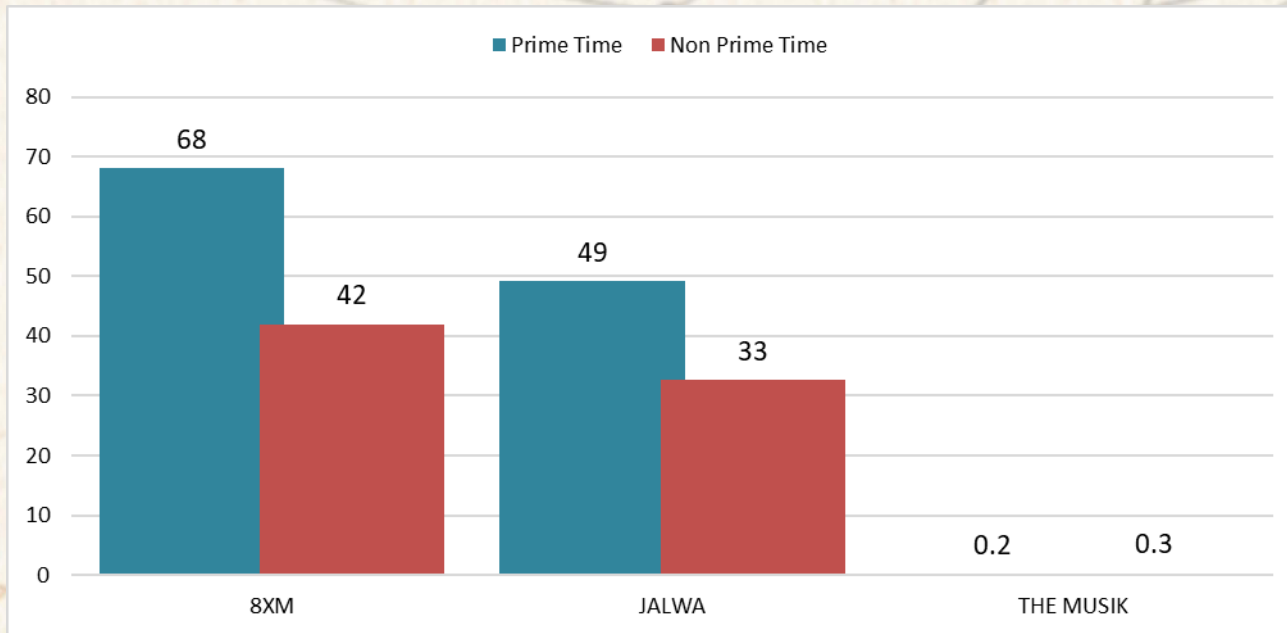
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : REGIONAL



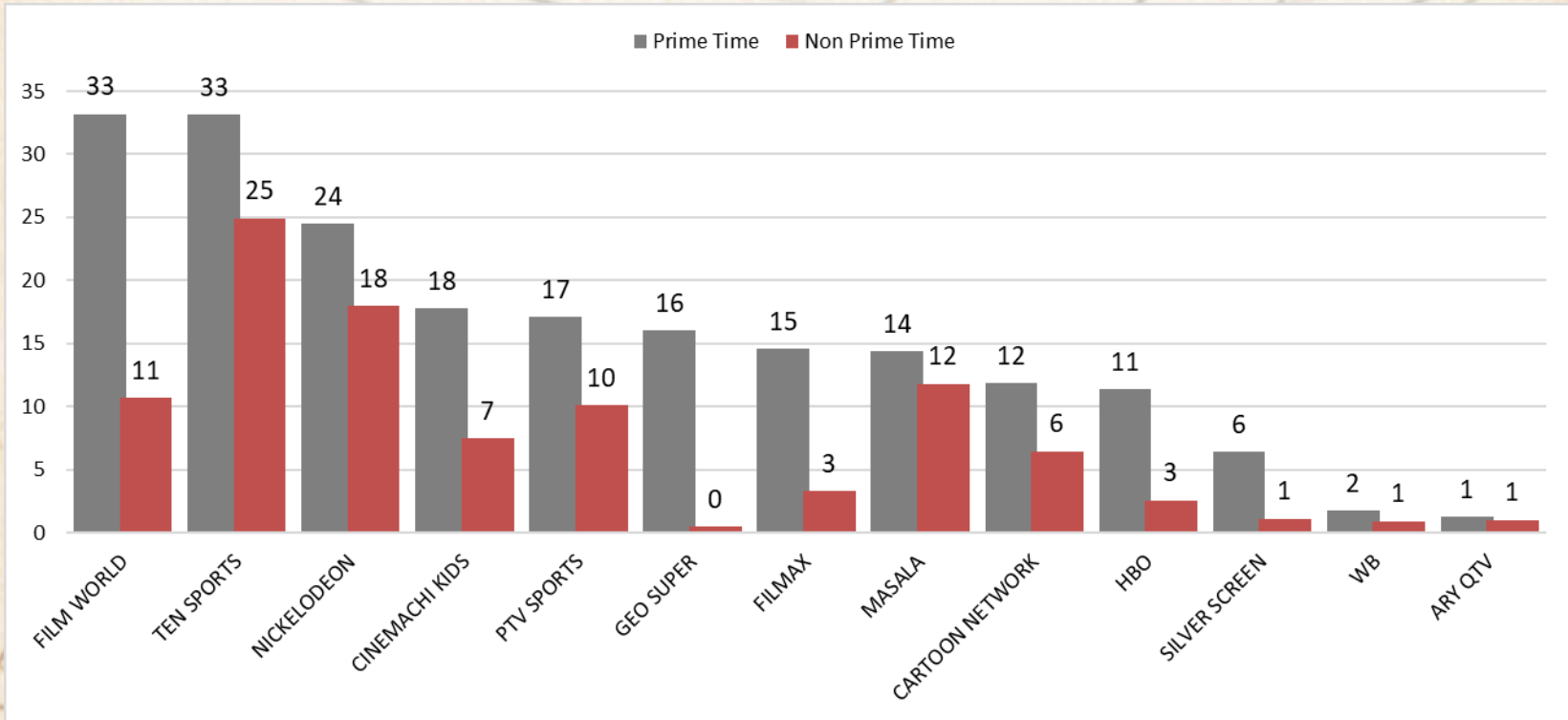
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : MUSIC

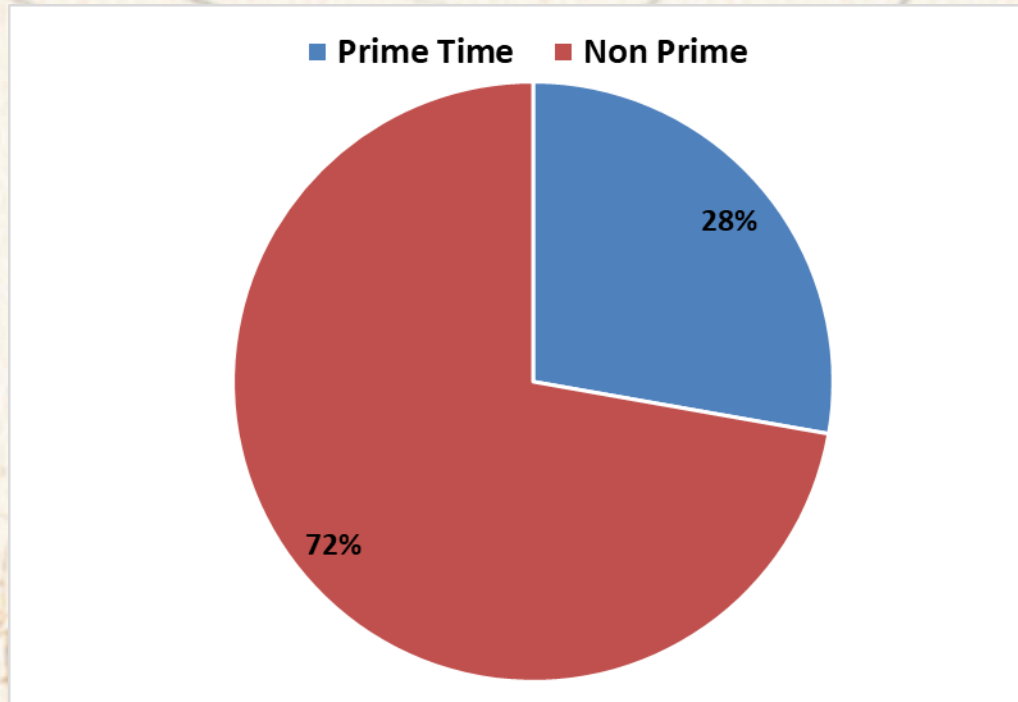


GENRE WISE SPOT FREQUENCIES IN AN HOUR

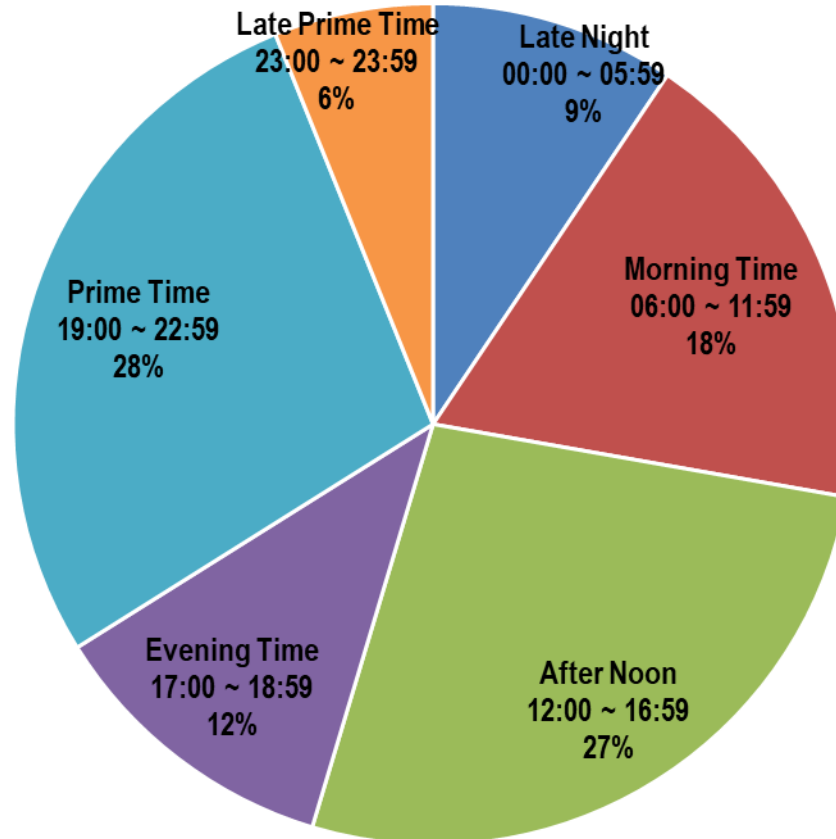
Genre : OTHERS



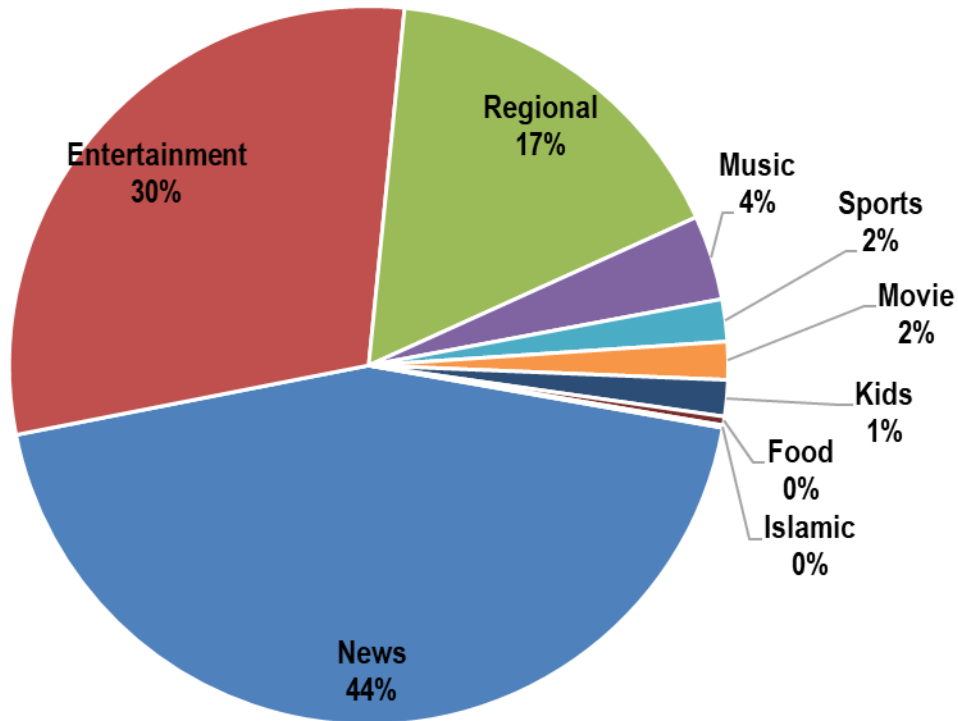
DAY PART SPLIT BY AIRTIME



TIME BAND SPLIT BY AIRTIME



GENRE & DAY PART BY AIRTIME



Day Part Wise Airtime Mins

■ Prime Time ■ Non Prime

News	53,613	152,510
Entertainment	35,004	103,683
Regional	27,882	49,813
Music	4,720	13,098
Sports	2,588	6,265
Movie	3,409	4,561
Kids	2,061	5,555
Food	359	1,476
Islamic	106	414



Thank You

For any queries, please
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