



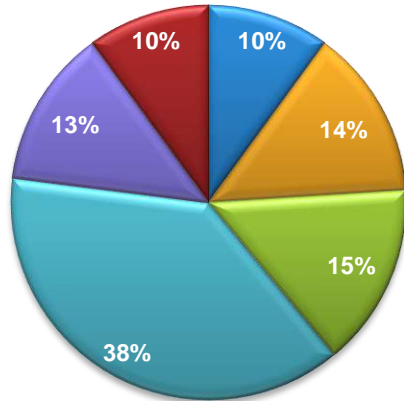
Move MONTHLY Review April 2022



Viewership Area wise %

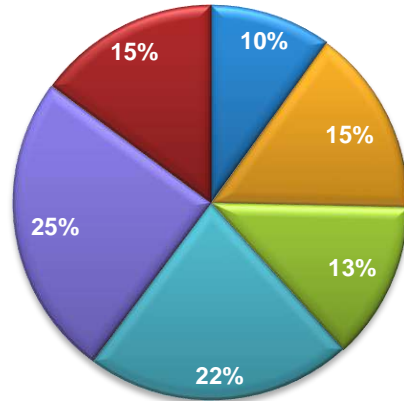
Karachi

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



Lahore

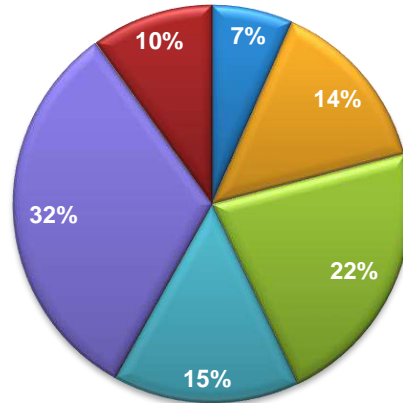
- Allama Iqbal Road
- Cantt
- DHA
- Ferozpur Road
- Gulberg
- Moulana Shaukat Ali Road



Viewership Area wise %

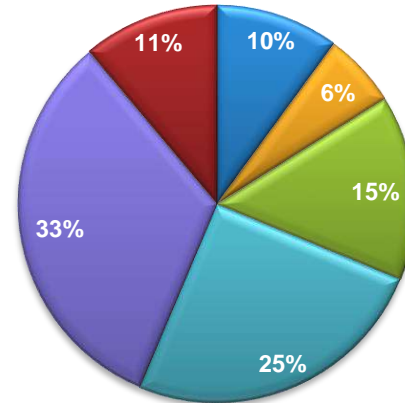
Rawalpindi

- Airport Road
- Commercial Market
- Katchary Chowk
- Mall Road
- Muree Road
- Rawal Road



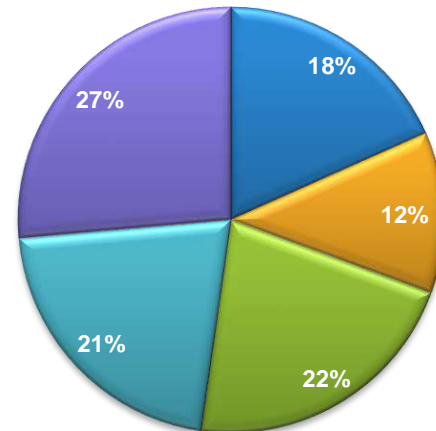
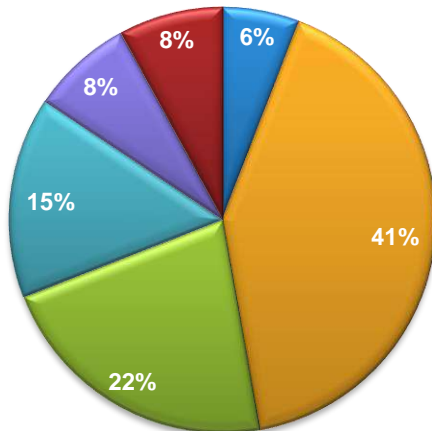
Islamabad

- Blue Area
- Faisal Avenue
- Jinnah Avenue
- Kashmir Highway
- Sector F
- Sector G



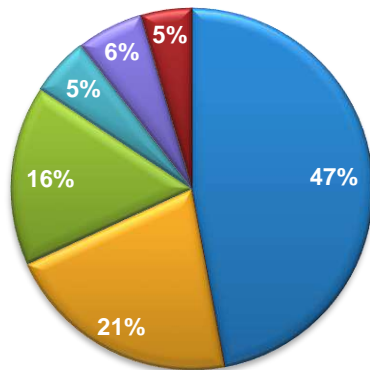
Target Group Share Ratings

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

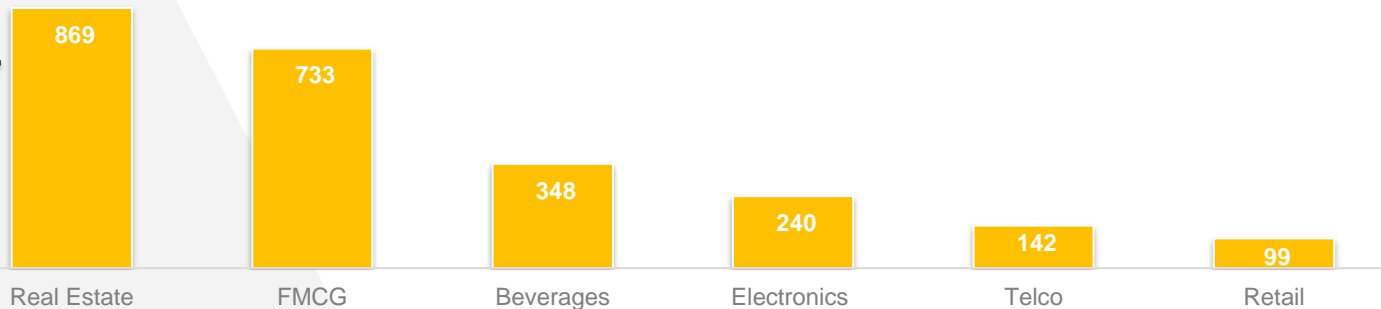


Category Wise Summary

Category Wise SOS

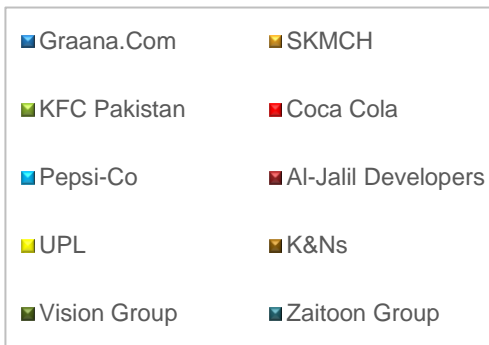
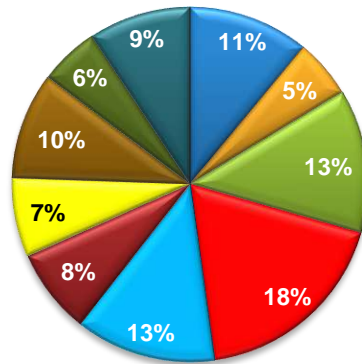


Category Impacts
Millions

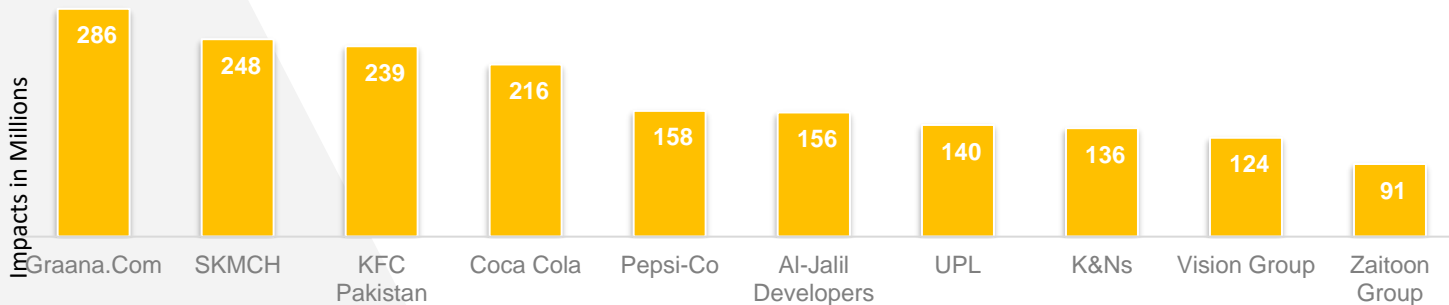


Top 10 Advertisers

Relative Share of Spend

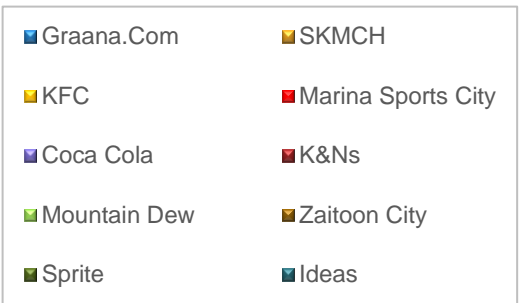
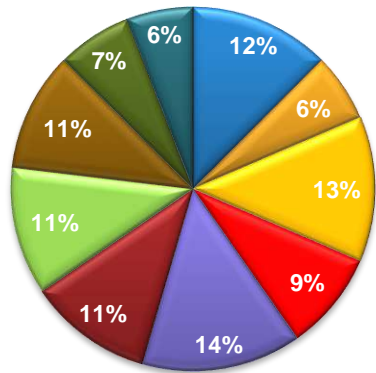


Impacts in Millions

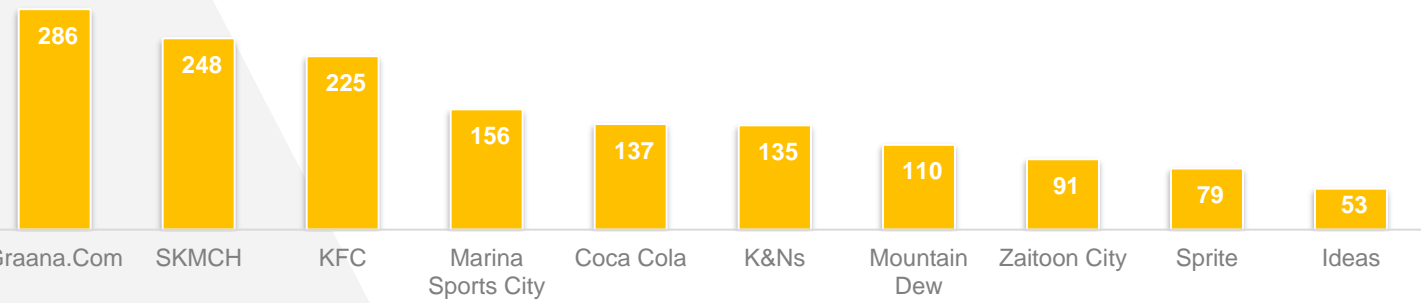


Top 10 Brands

Relative Share of Spend

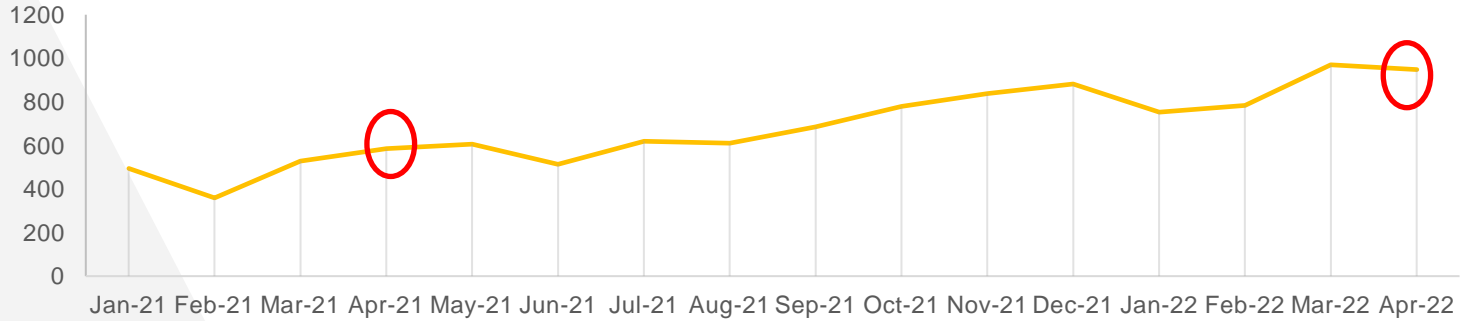


Impacts in Millions

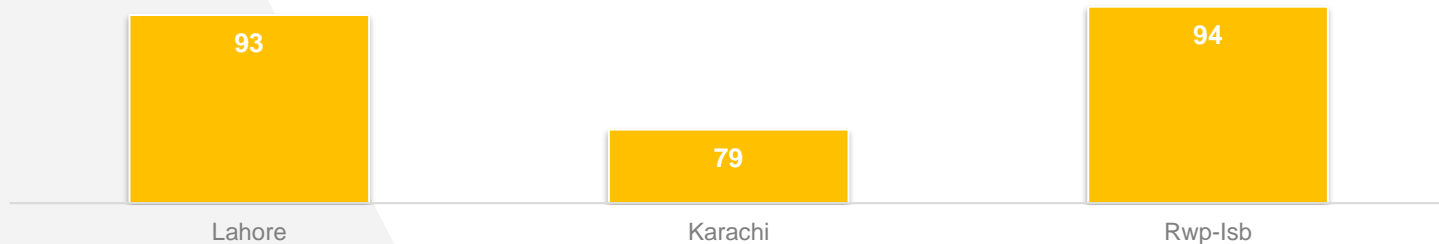


Site Occupancy & Spending Trend

Spending Trendline



Site Occupancy%



THANK YOU!