

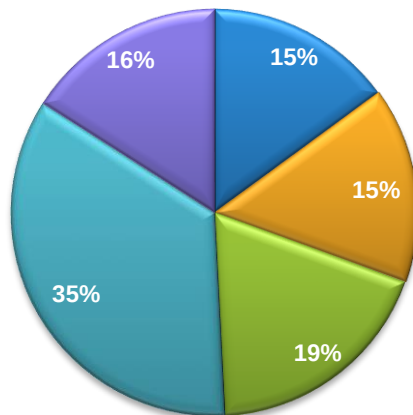
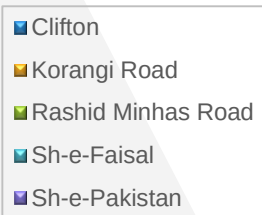


Move MONTHLY Review Dec 2020

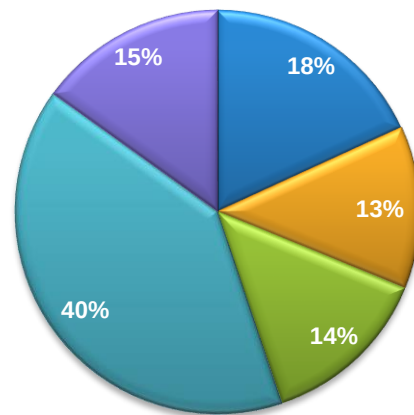
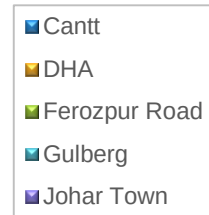


Viewership Area wise %

Karachi

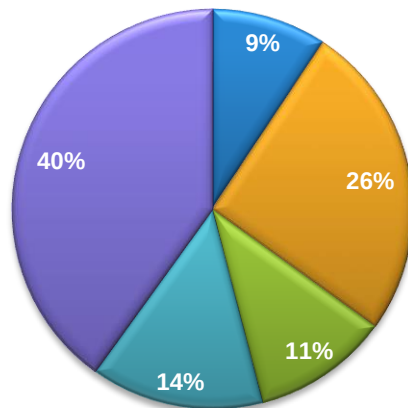
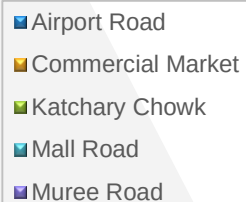


Lahore

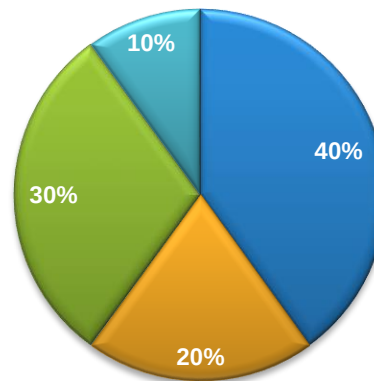
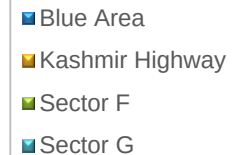


Viewership Area wise %

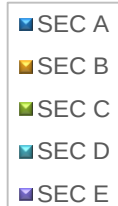
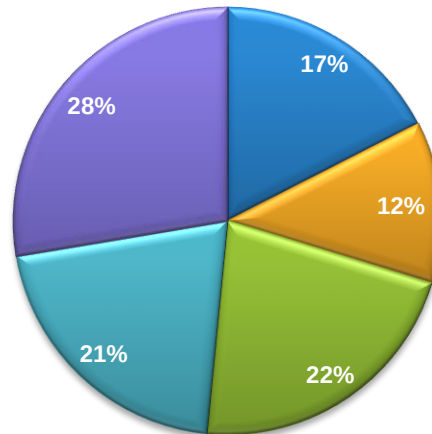
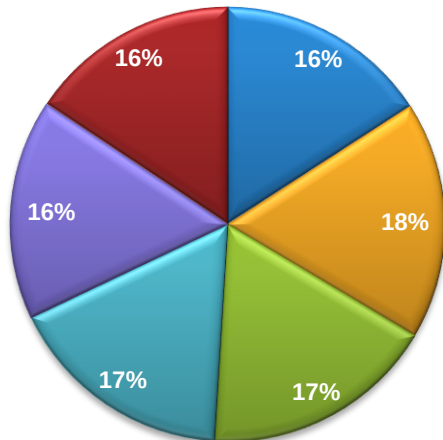
Rawalpindi



Islamabad

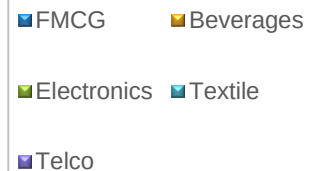
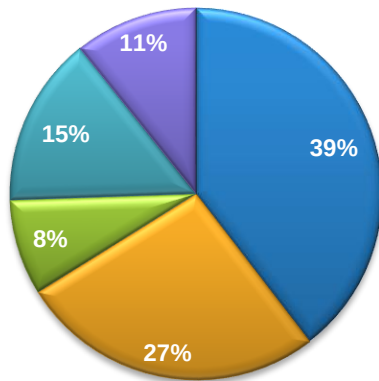


Target Group Share Ratings



Category Wise Summary

Category Wise Spend



Category Impacts Millions



FMCG

Beverages

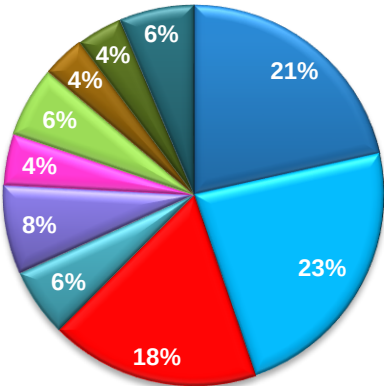
Electronics

Textile

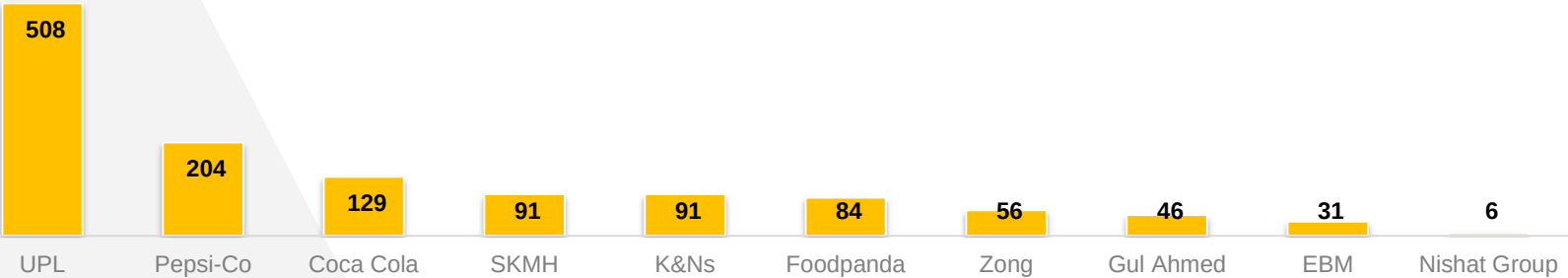
Telco

Top 10 Advertisers

Relative Share of Spend

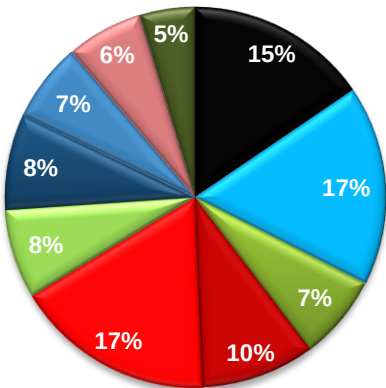


Impacts in Millions



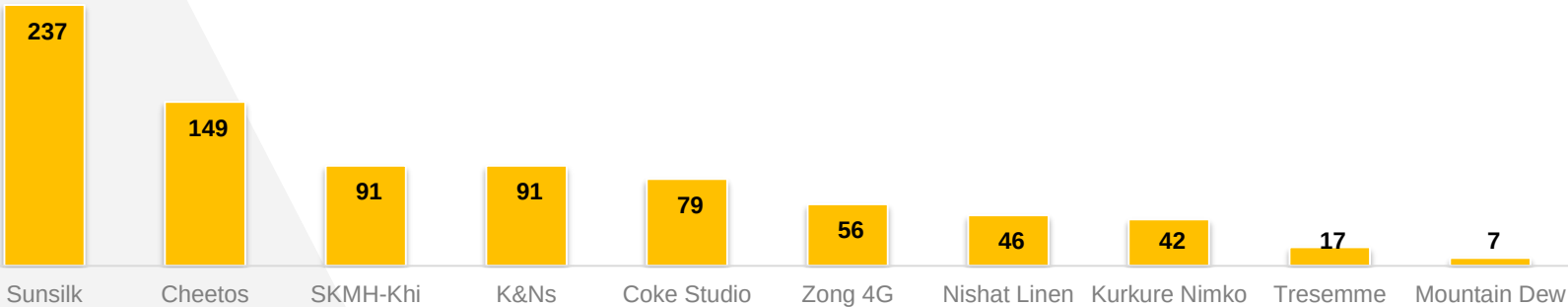
Top 10 Brands

Relative Share of Spend



- Sunsilk
- SKMH-Khi
- Coke Studio
- Nishat Linen
- Tresemme
- Cheetos
- K&Ns
- Zong 4G
- Kurkure Nimko
- Mountain Dew

Impacts in Millions



THANK YOU!