

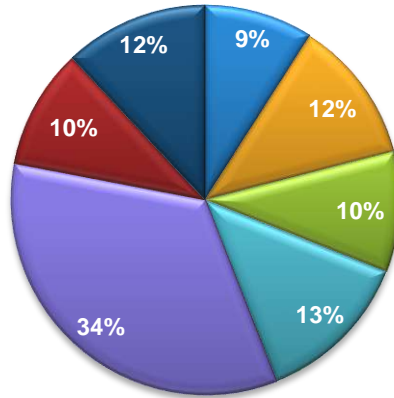
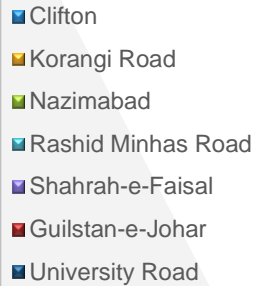


Move MONTHLY Review Dec 2021

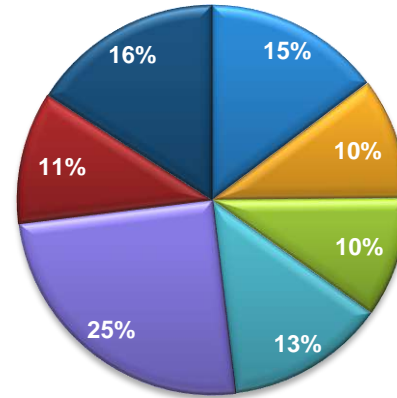
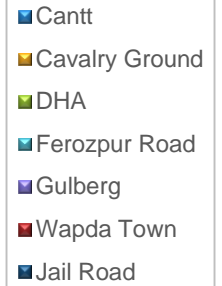


Viewership Area wise %

Karachi



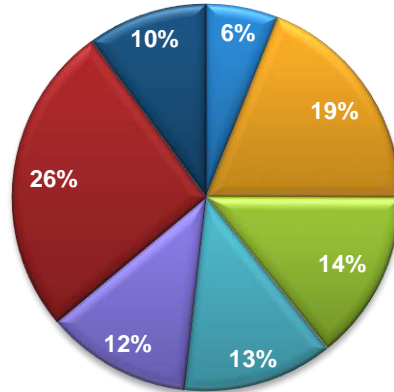
Lahore



Viewership Area wise %

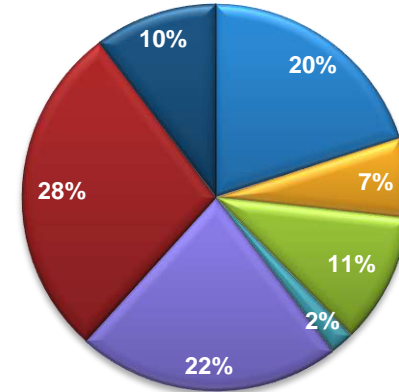
Rawalpindi

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



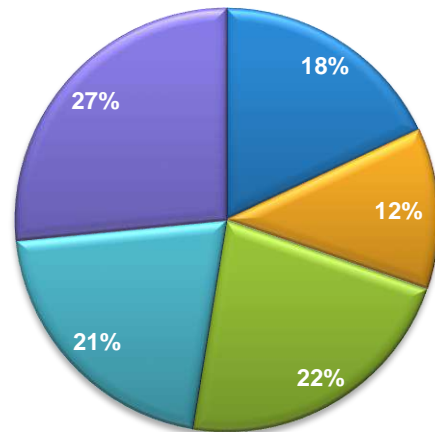
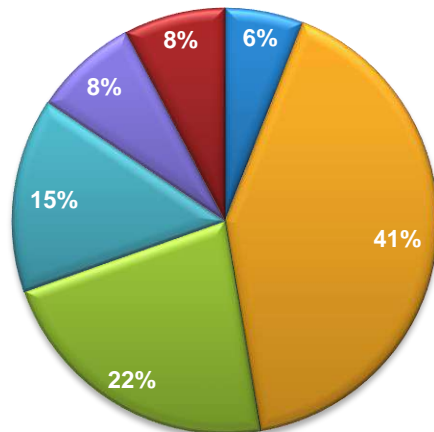
Islamabad

- Blue Area
- Faisal Avenue
- Fazle Haq Road
- New Airport
- Kashmir Highway
- Sector F
- Sector G



Target Group Share Ratings

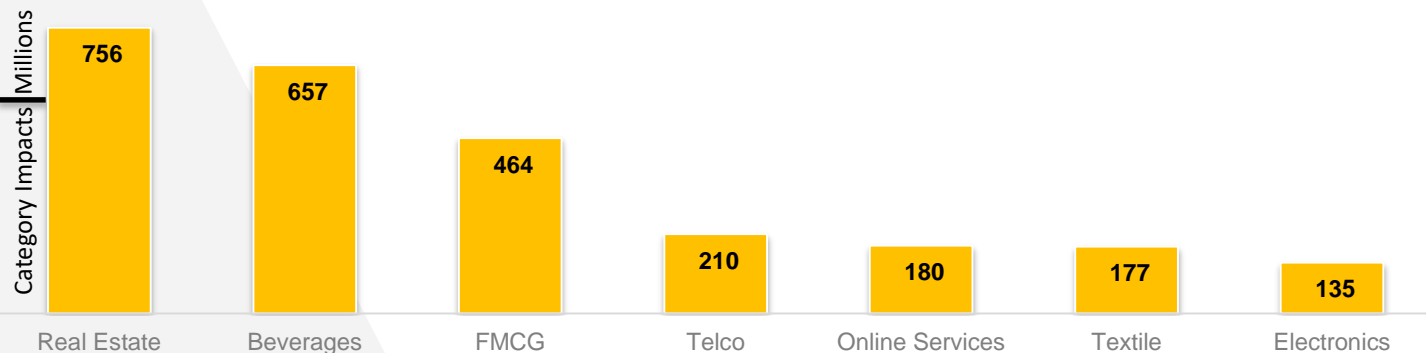
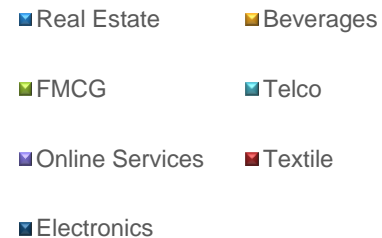
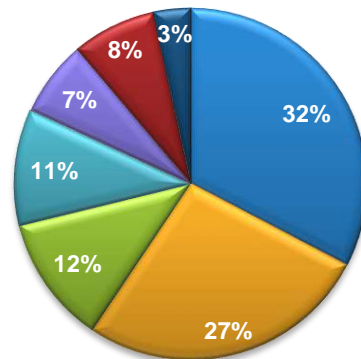
- 12-15 years
- 16-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55+ years



- SEC A
- SEC B
- SEC C
- SEC D
- SEC E

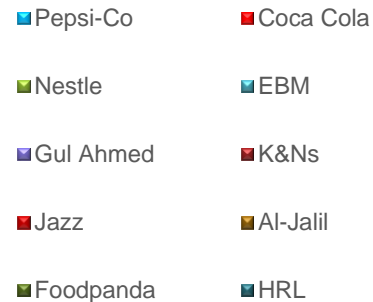
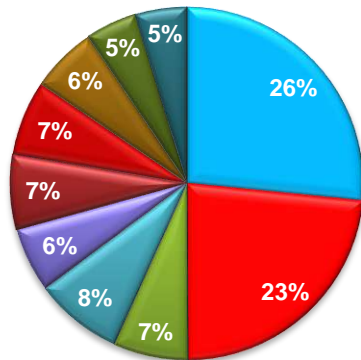
Category Wise Summary

Category Wise Spend

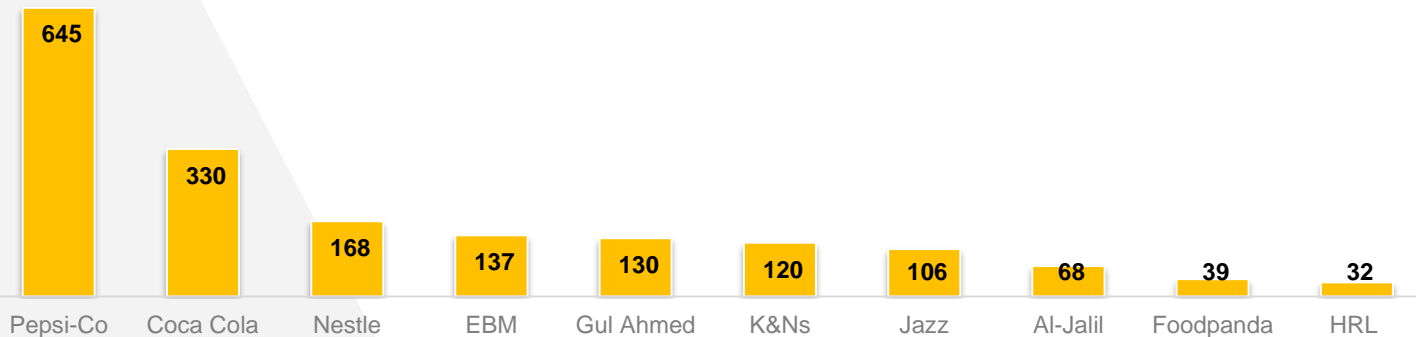


Top 10 Advertisers

Relative Share of Spend

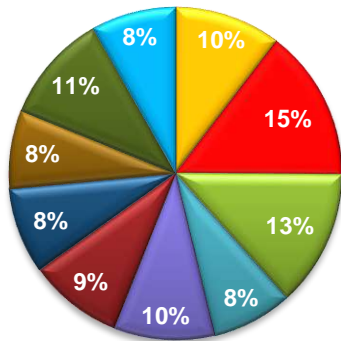


Impacts in Millions



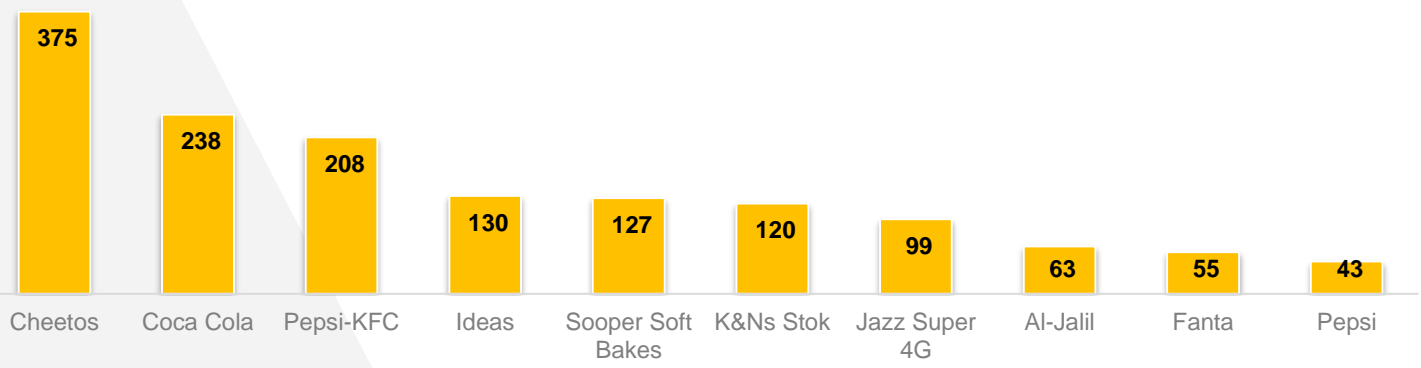
Top 10 Brands

Relative Share of Spend



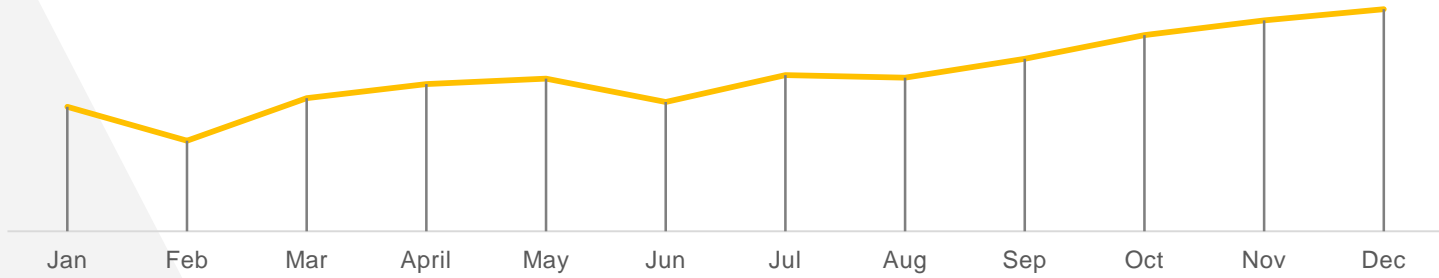
- Cheetos
- Pepsi-KFC
- Sooper Soft Bakes
- Jazz Super 4G
- Fanta
- Coca Cola
- Ideas
- K&Ns Stok
- Al-Jalil
- Pepsi

Impacts in Millions

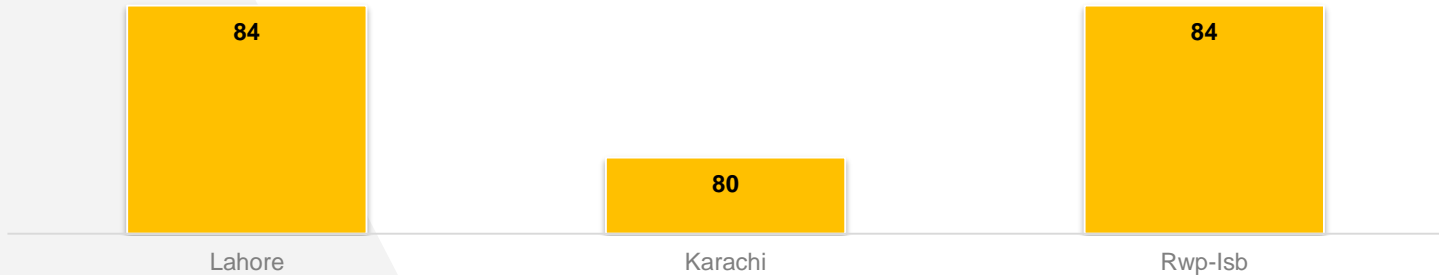


Site Occupancy & Spending Trend

Spending Trend



Site Occupancy %



THANK YOU!

