



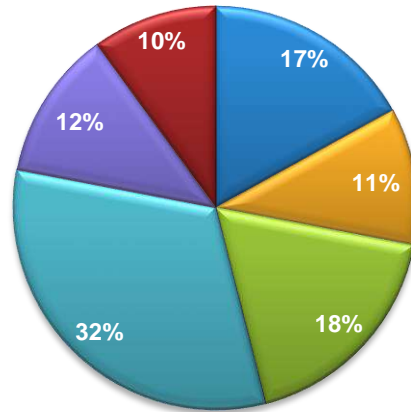
# Move MONTHLY Review Feb 2021



# Viewership Area wise %

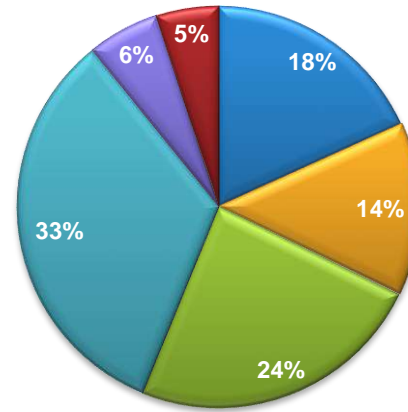
## Karachi

- Clifton
- Gulistan-e-Johar
- Rashid Minhas Road
- Sh-e-Faisal
- Sh-e-Pakistan
- University Road



## Lahore

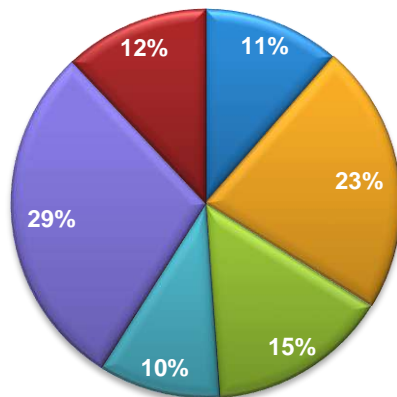
- Cantt
- DHA
- Ferozpur Road
- Gulberg
- Johar Town
- Wapda Town



# Viewership Area wise %

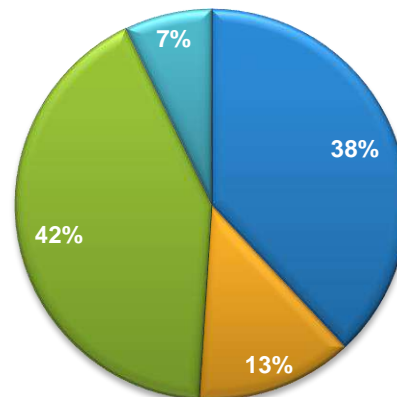
## Rawalpindi

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



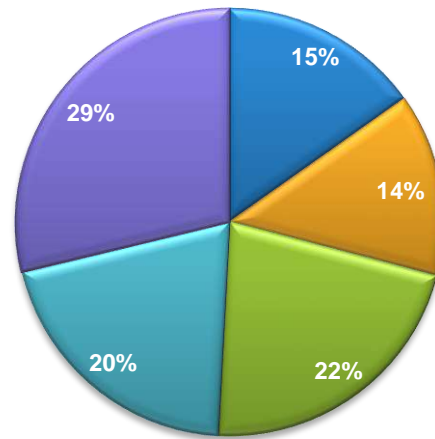
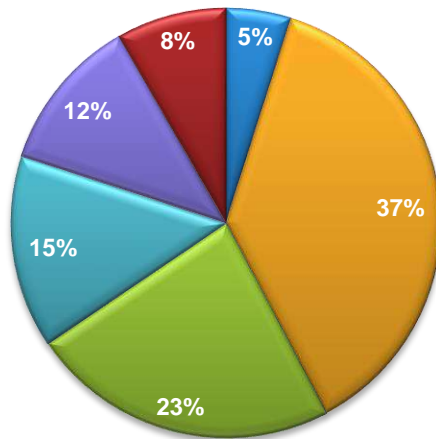
## Islamabad

- Blue Area
- Kashmir Highway
- Sector F
- Sector G



# Target Group Share Ratings

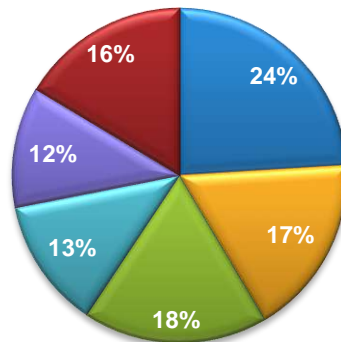
- 12-15 years
- 16-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55+ years



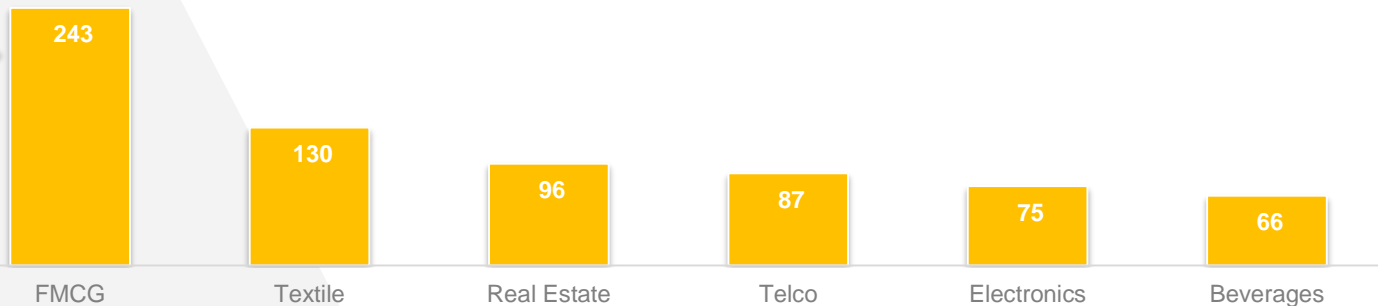
- SEC A
- SEC B
- SEC C
- SEC D
- SEC E

# Category Wise Summary

## Category Wise Spend

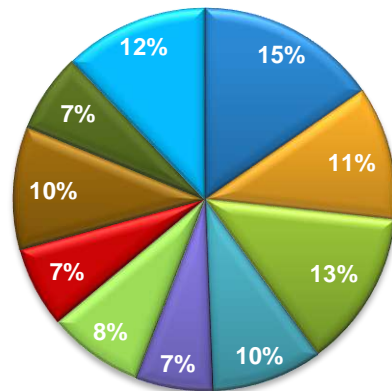


Category Impacts  
Millions

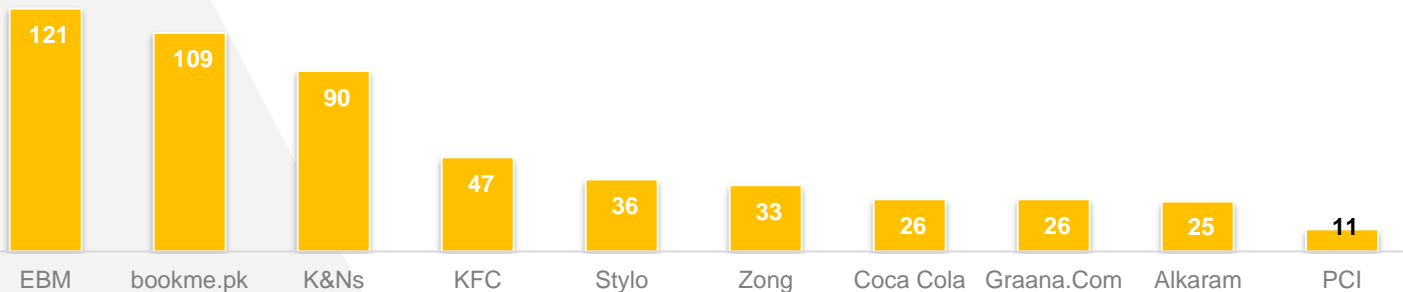


# Top 10 Advertisers

Relative Share of Spend

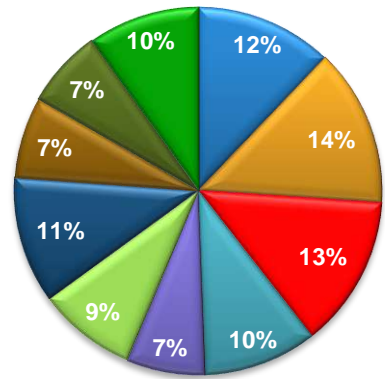


Impacts in Millions



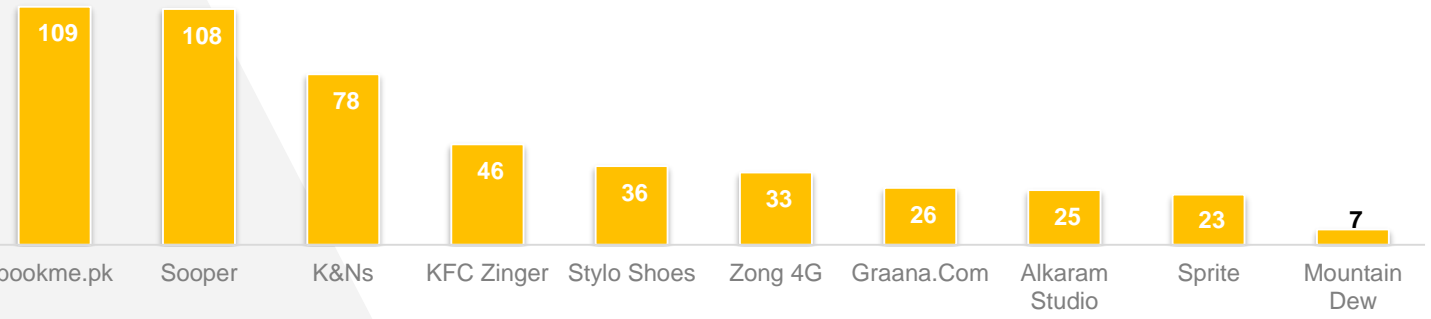
# Top 10 Brands

Relative Share of Spend



- bookme.pk
- Sooper
- K&Ns
- KFC Zinger
- Stylo Shoes
- Zong 4G
- Graana.Com
- Alkaram Studio
- Sprite
- Mountain Dew

Impacts in Millions



THANK YOU!

