



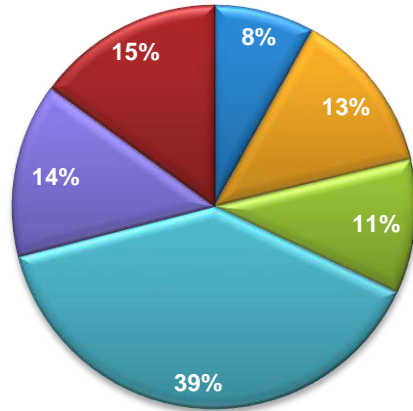
Move MONTHLY Review Jan 2021



Viewership Area wise %

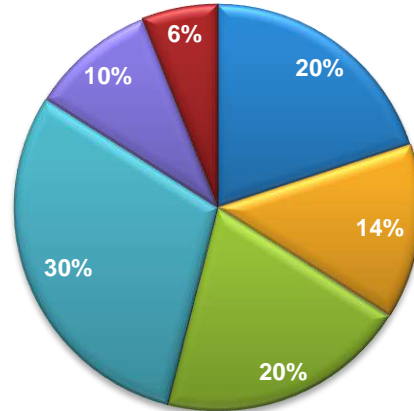
Karachi

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



Lahore

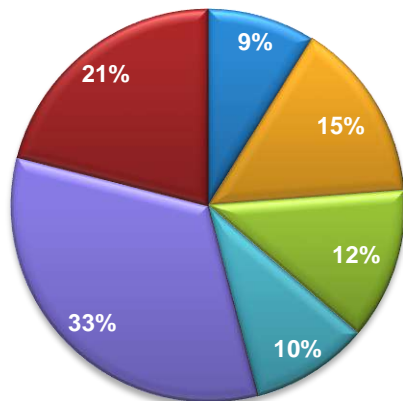
- Cantt
- DHA
- Ferozpur Road
- Gulberg
- Johar Town
- Model Town



Viewership Area wise %

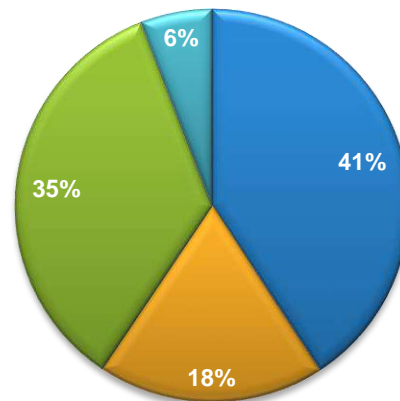
Rawalpindi

- Airport Road
- Commercial Market
- Katchary Chowk
- Mall Road
- Muree Road
- Raja Bazar



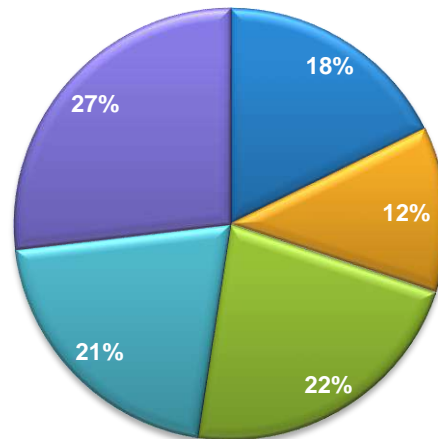
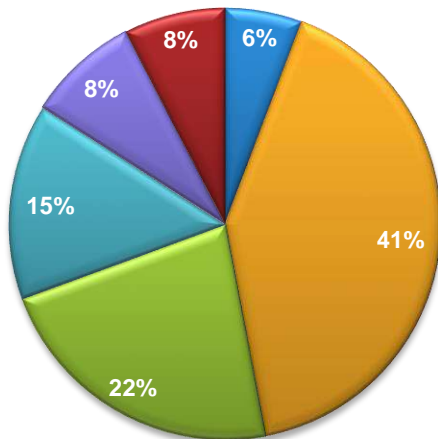
Islamabad

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



Target Group Share Ratings

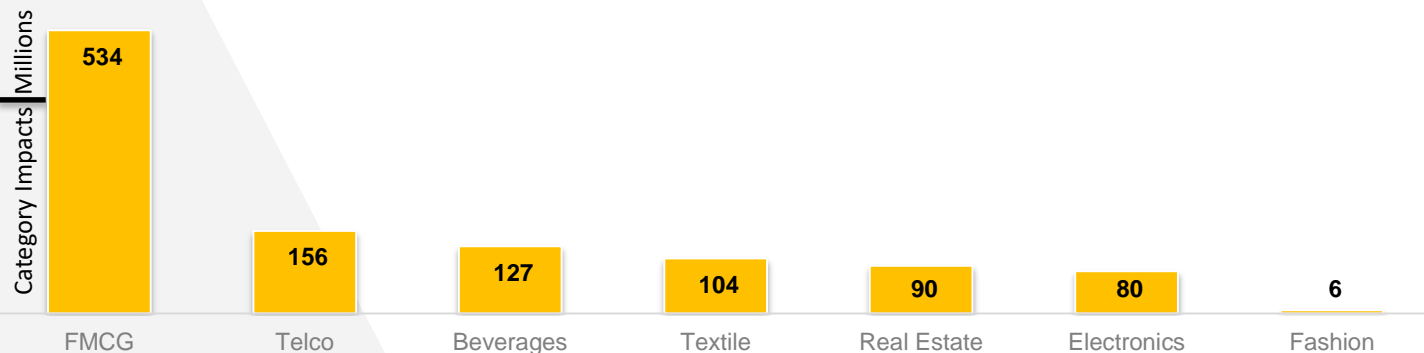
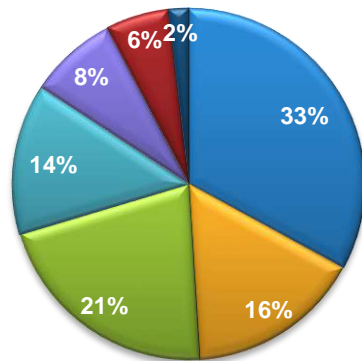
- 12-15 years
- 16-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55+ years



- S-E-C A
- S-E-C B
- S-E-C C
- S-E-C D
- S-E-C E

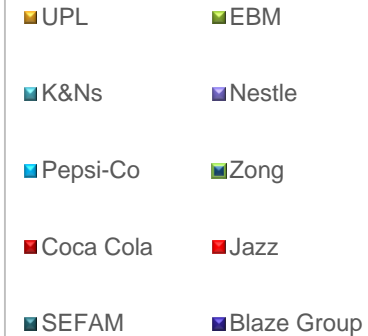
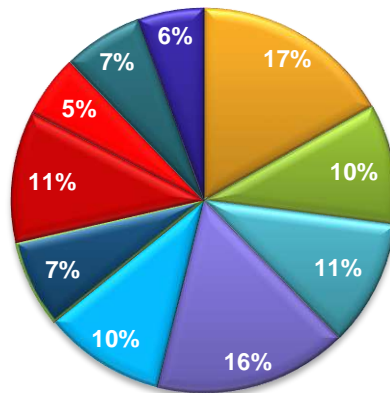
Category Wise Summary

Category Wise Spend

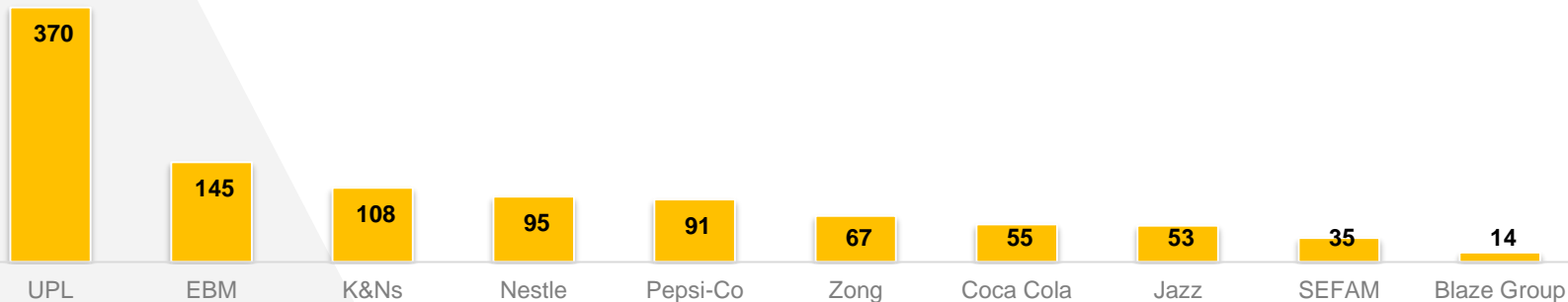


Top 10 Advertisers

Relative Share of Spend

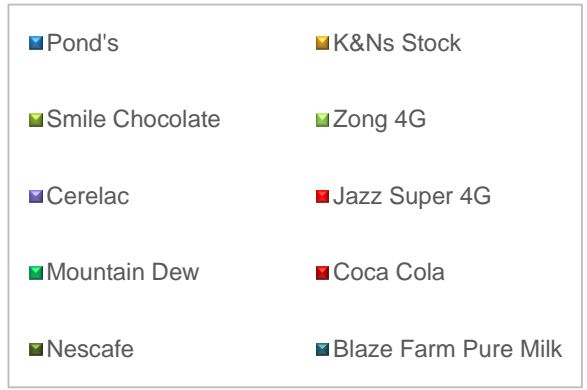
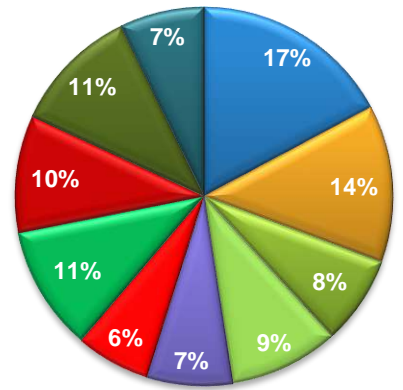


Impacts in Millions

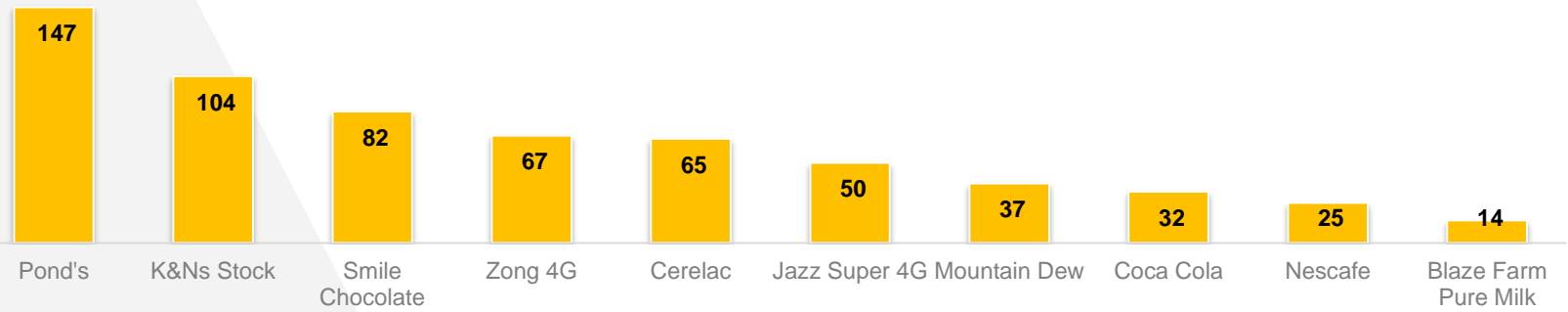


Top 10 Brands

Relative Share of Spend



Impacts in Millions



THANK YOU!