



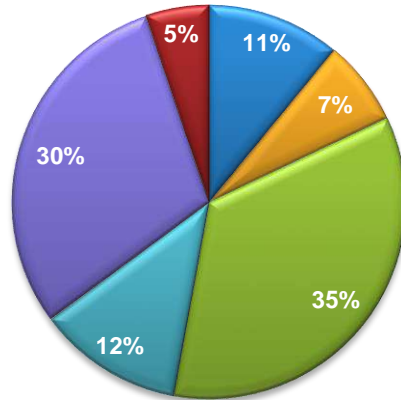
Move MONTHLY Review Jul 2021



Viewership Area wise %

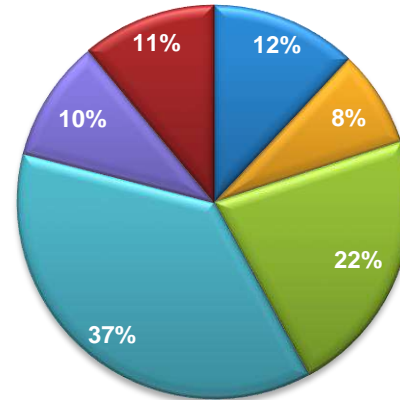
Karachi

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



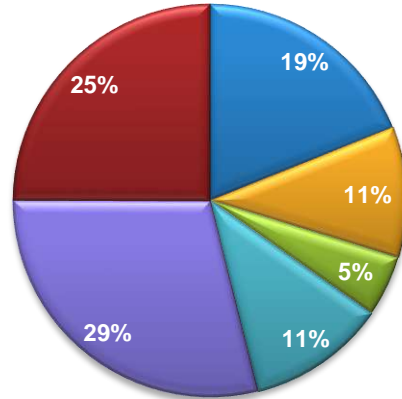
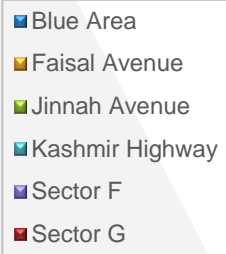
Lahore

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

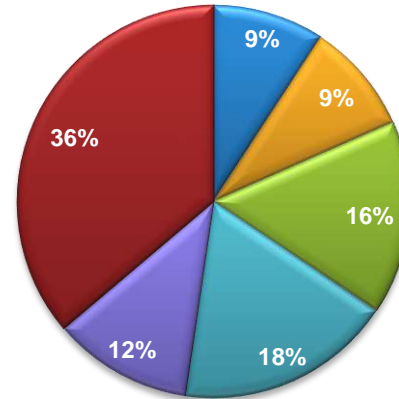
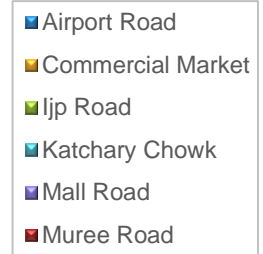


Viewership Area wise %

Islamabad

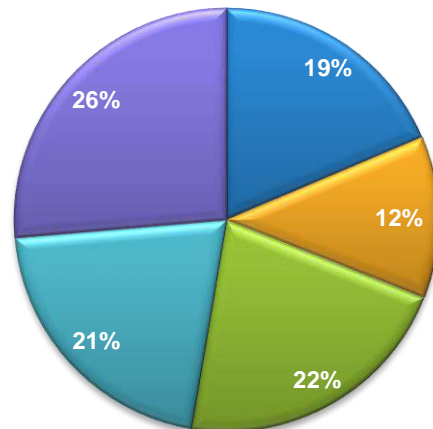
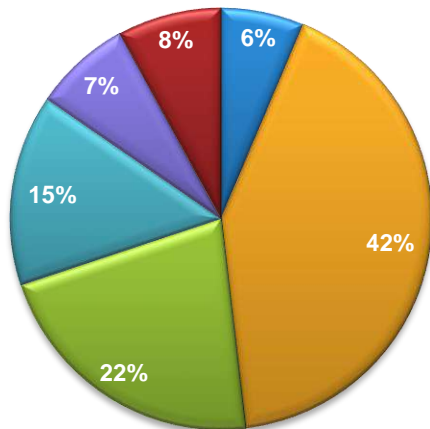


Rawalpindi



Target Group Share Ratings

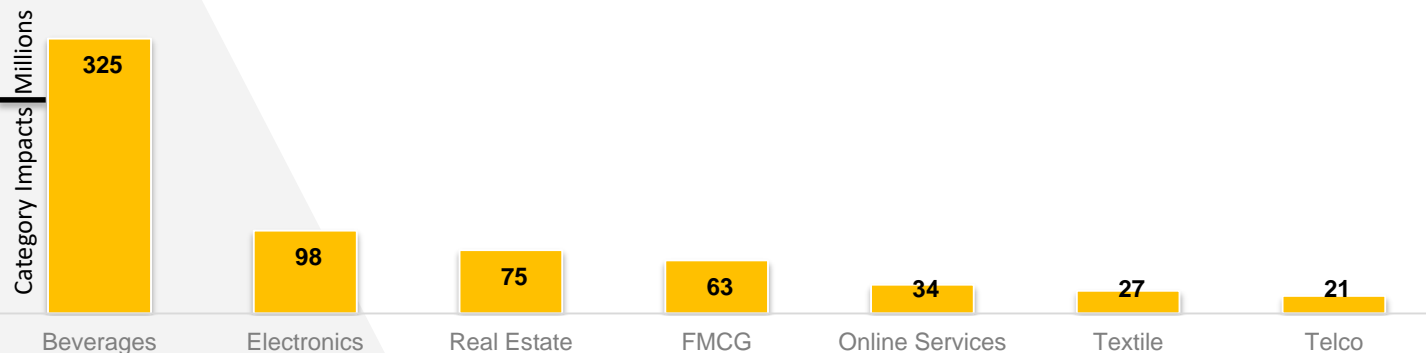
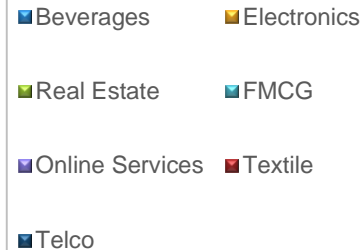
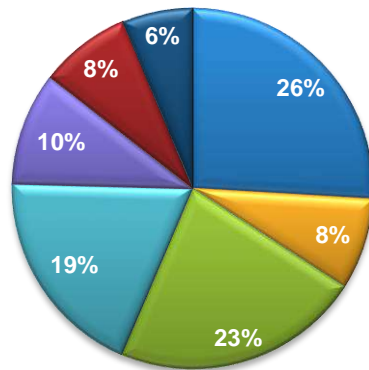
- 12-15 years
- 16-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55+ years



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

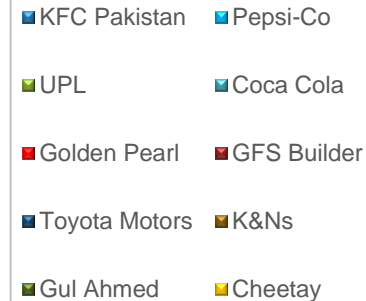
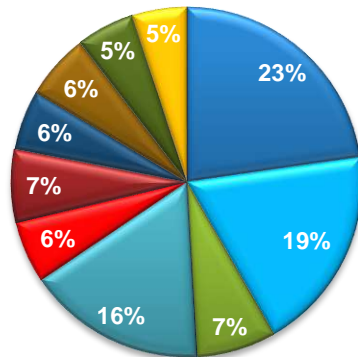
Category Wise Summary

Category Wise Spend

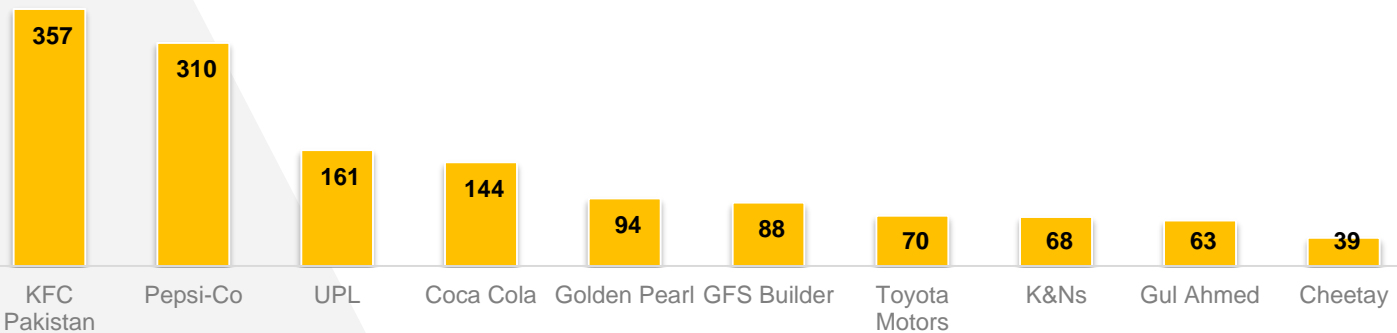


Top 10 Advertisers

Relative Share of Spend

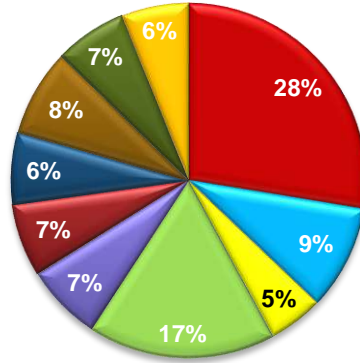


Impacts in Millions

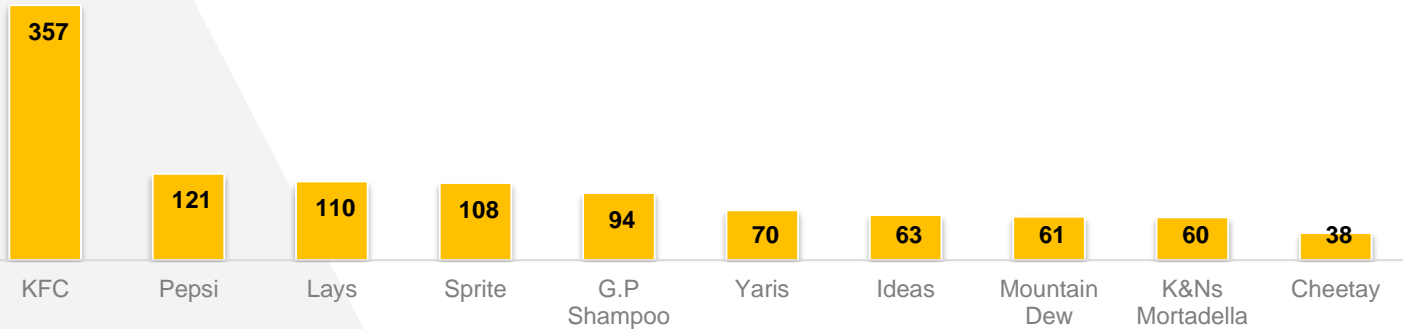


Top 10 Brands

Relative Share of Spend

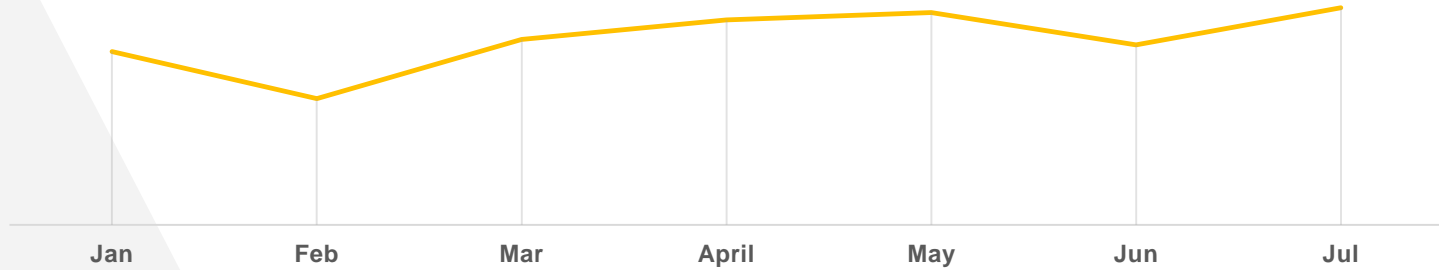


Impacts in Millions

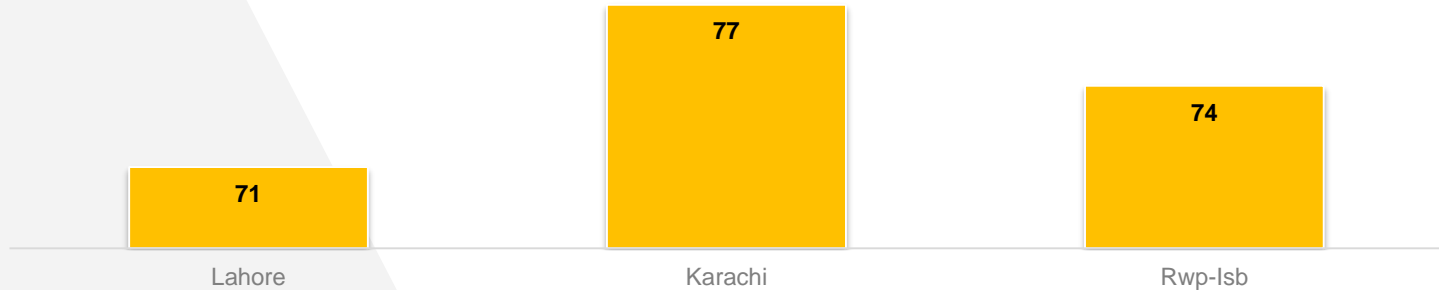


Site Occupancy & Spending Trend

Spending Trend



Site Occupancy %



THANK YOU!

