

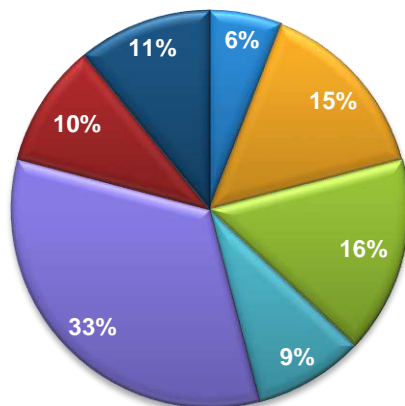
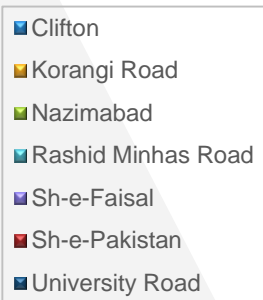


# Move MONTHLY Review Jun 2021

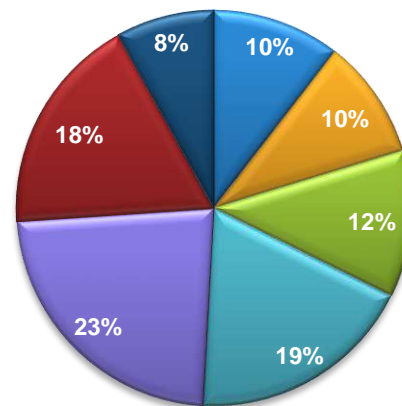
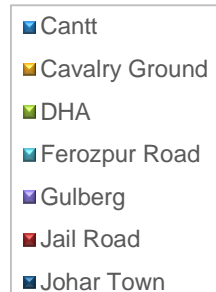


# Viewership Area wise %

## Karachi



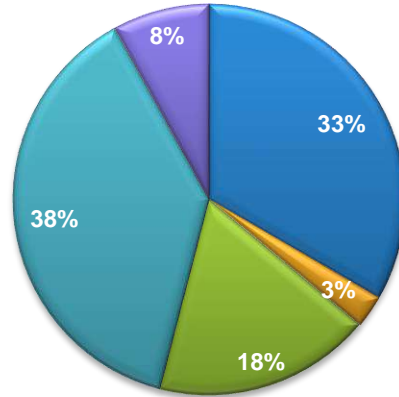
## Lahore



# Viewership Area wise %

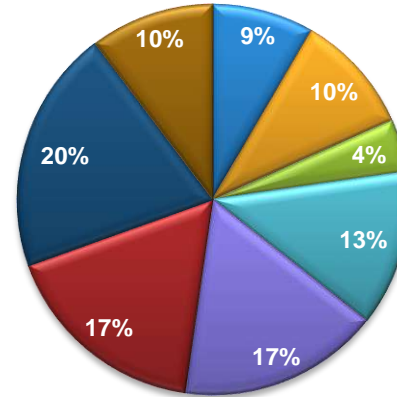
## Islamabad

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



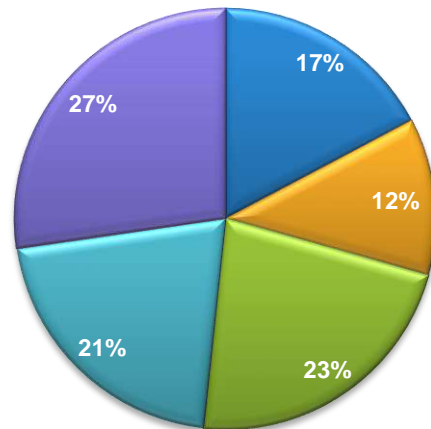
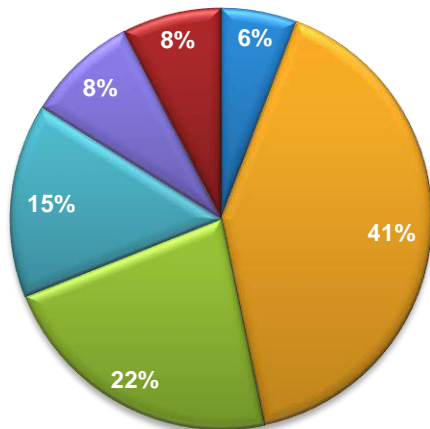
## Rawalpindi

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



# Target Group Share Ratings

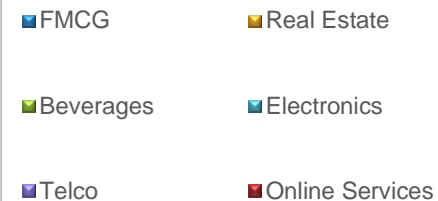
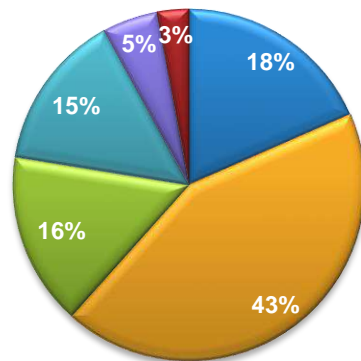
- 12-15 years
- 16-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55+ years



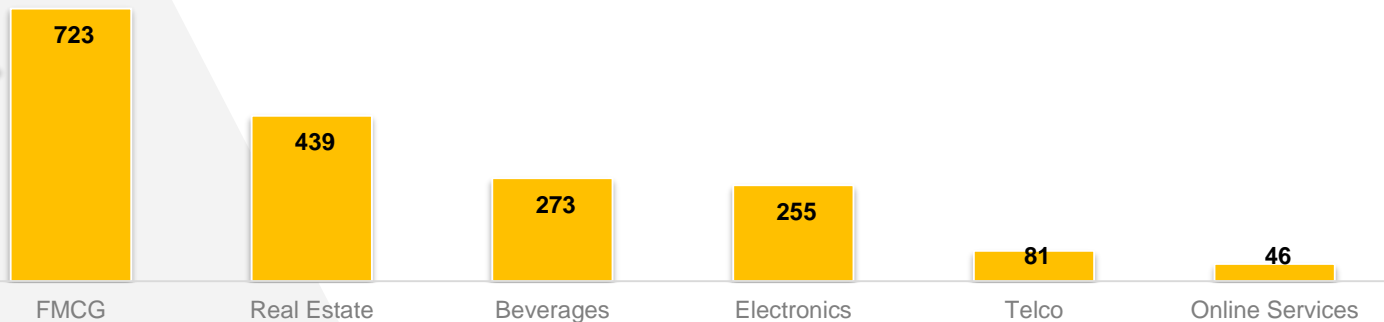
- SEC A
- SEC B
- SEC C
- SEC D
- SEC E

# Category Wise Summary

## Category Wise Spend

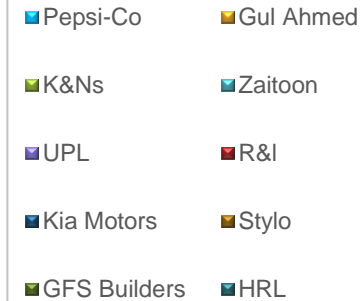
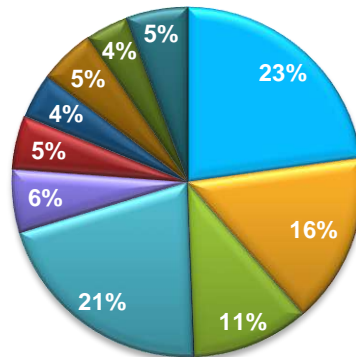


Category Impacts  
Millions

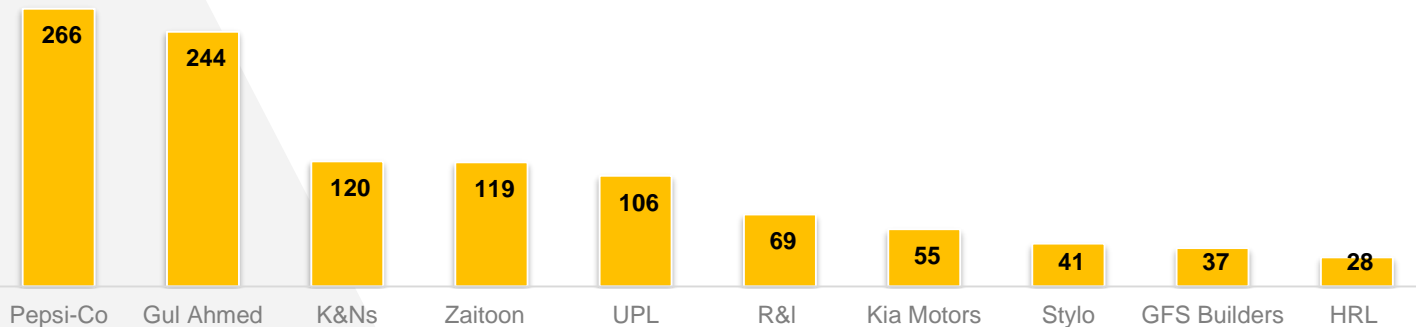


# Top 10 Advertisers

Relative Share of Spend

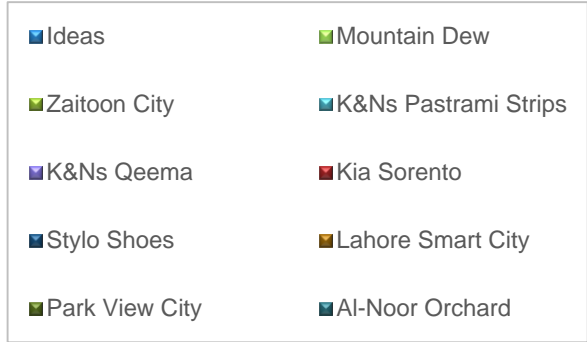
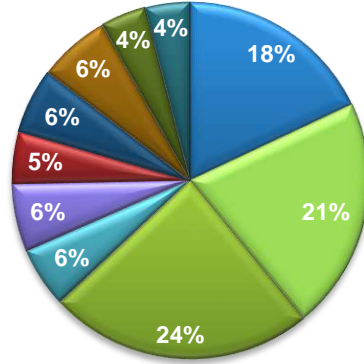


Impacts in Millions

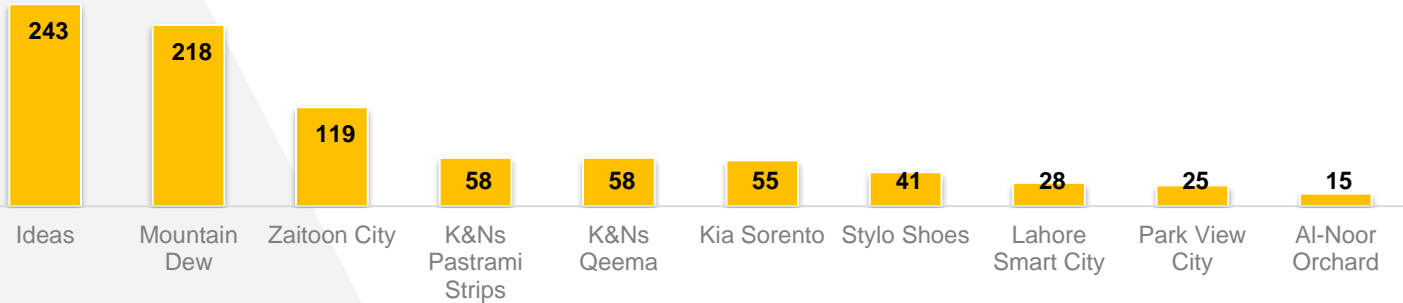


# Top 10 Brands

Relative Share of Spend

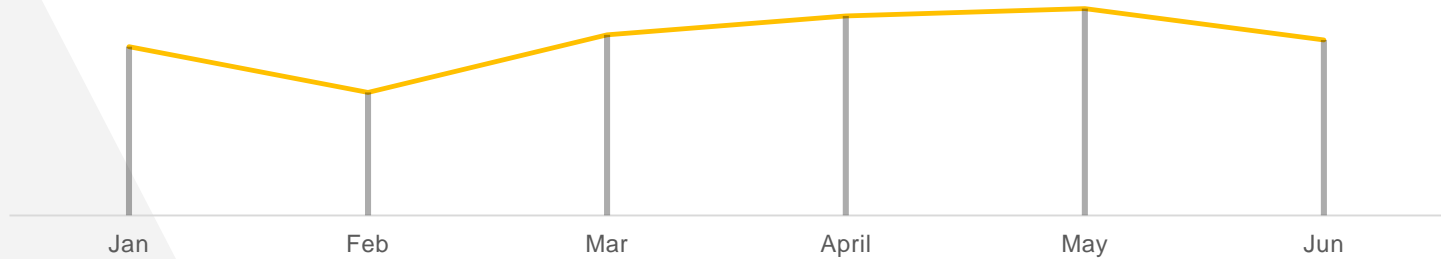


Impacts in Millions

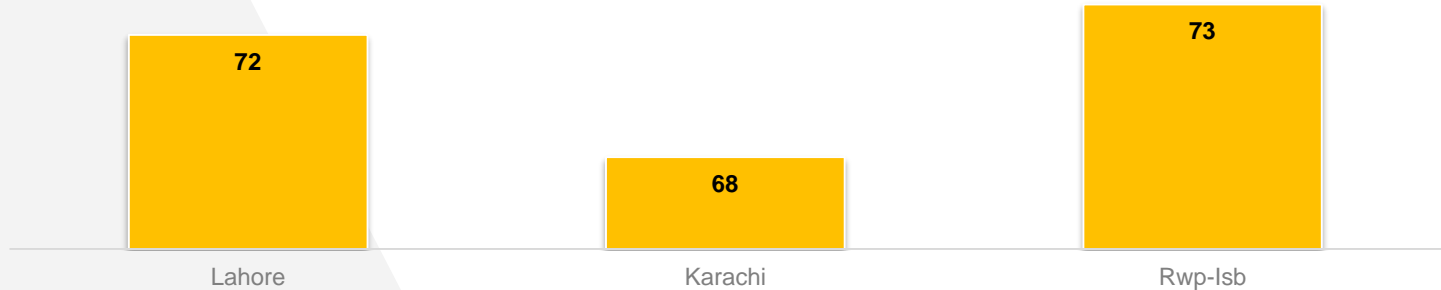


# Site Occupancy & Spending Trend

## Spending Trend



## Site Occupancy%





THANK YOU!

