

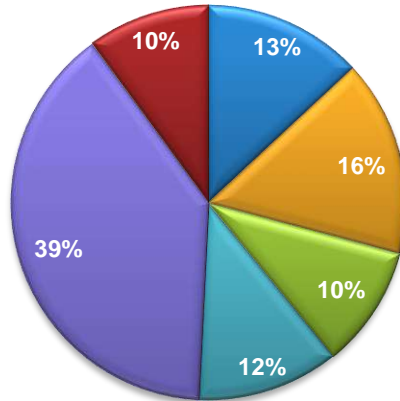


# Move MONTHLY Review June 2022

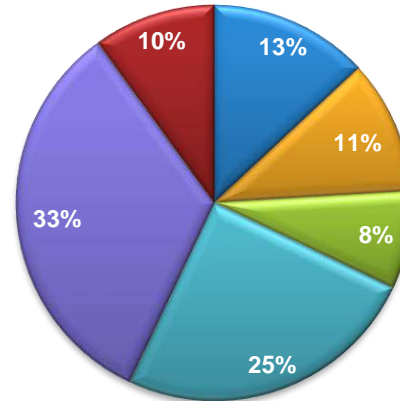
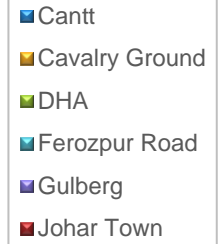


## Viewership Area wise %

### Karachi



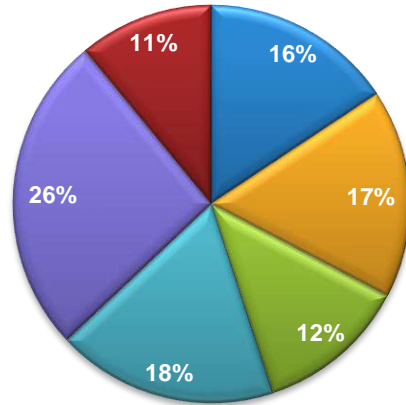
### Lahore



# Viewership Area wise %

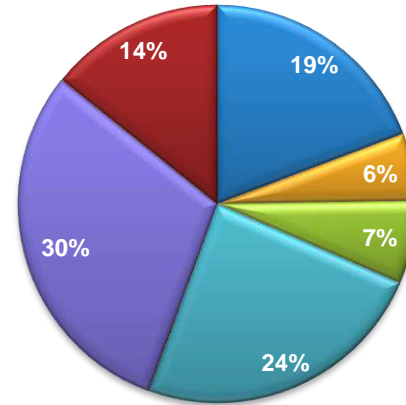
## Rawalpindi

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



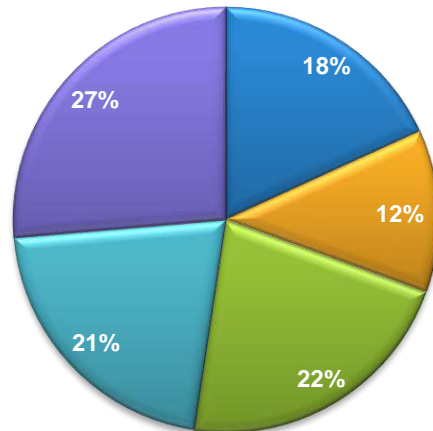
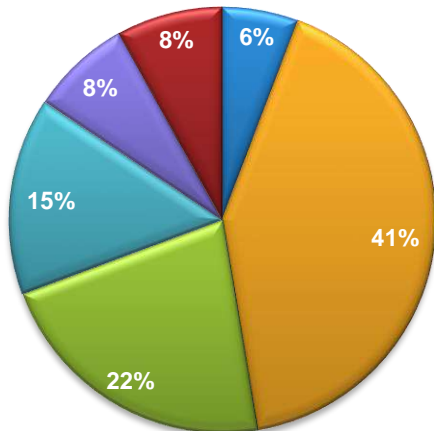
## Islamabad

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



# Target Group Share Ratings

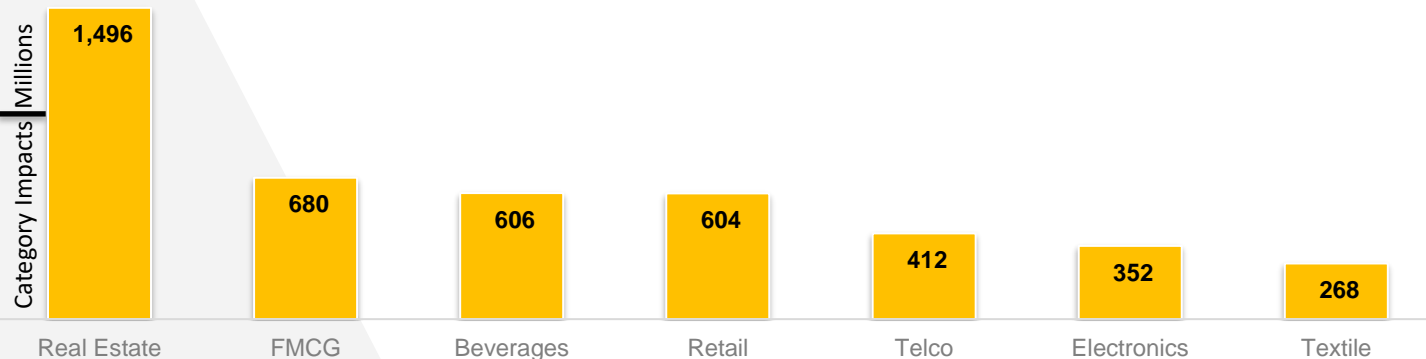
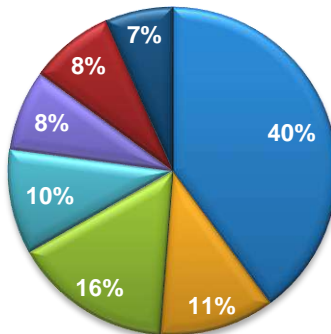
- 12-15 years
- 16-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55+ years



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

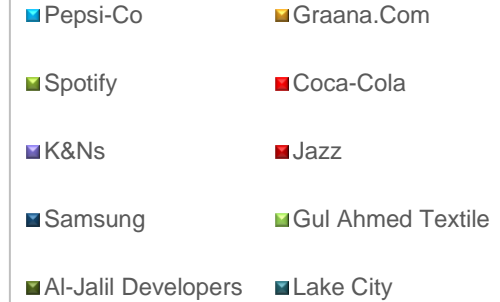
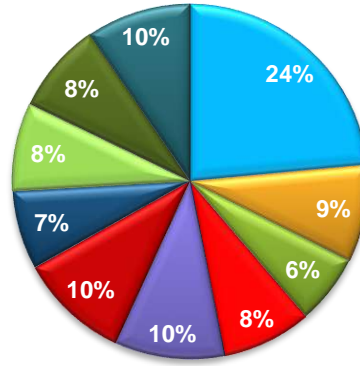
# Category Wise Summary

## Category Wise SOS

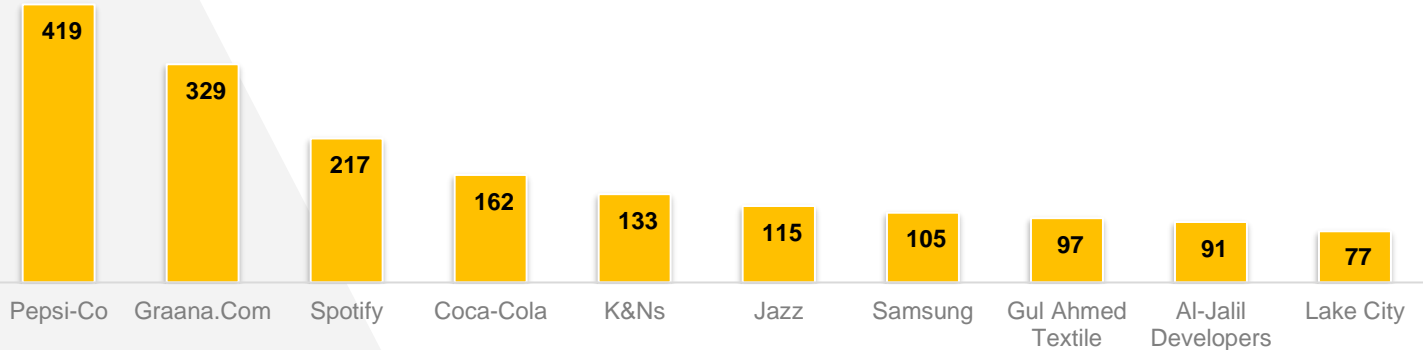


# Top 10 Advertisers

Relative Share of Spend

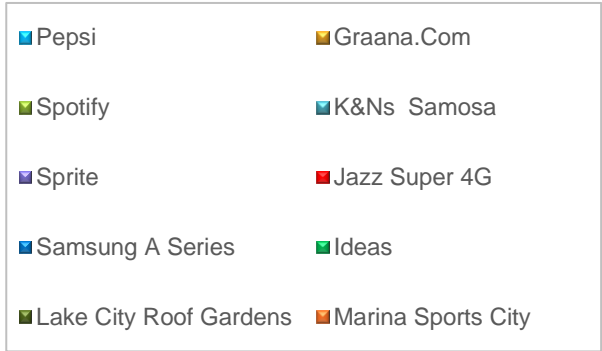
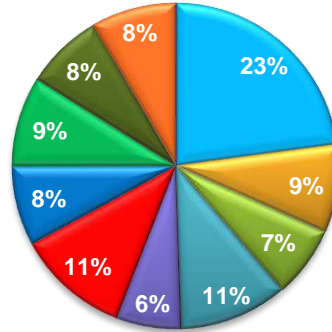


Impacts in Millions

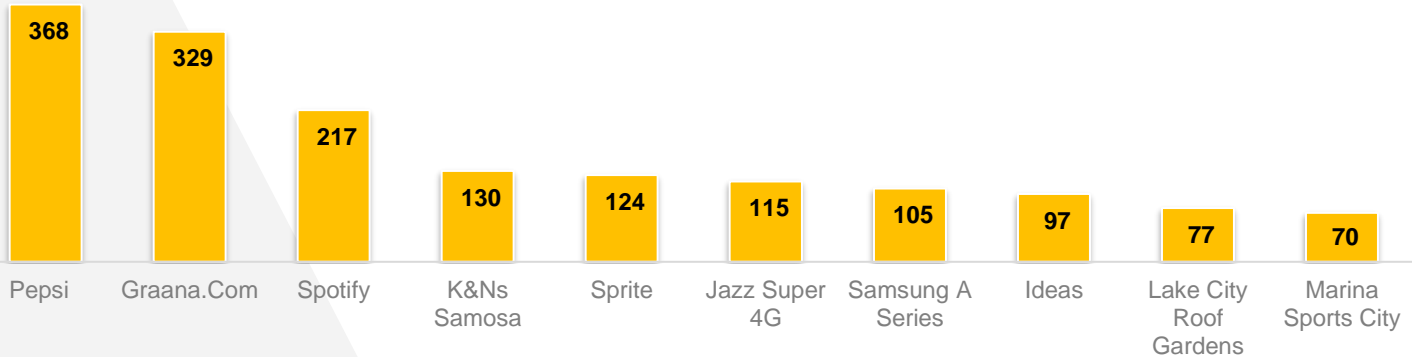


# Top 10 Brands

Relative Share of Spend

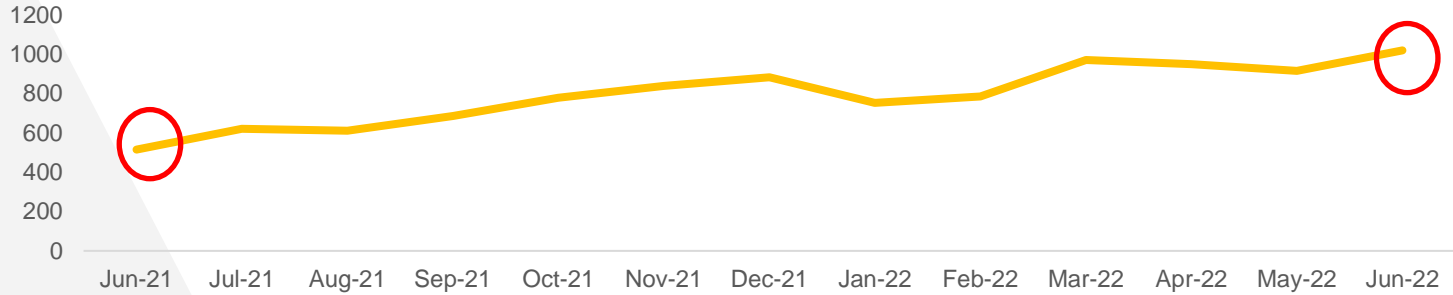


Impacts in Millions

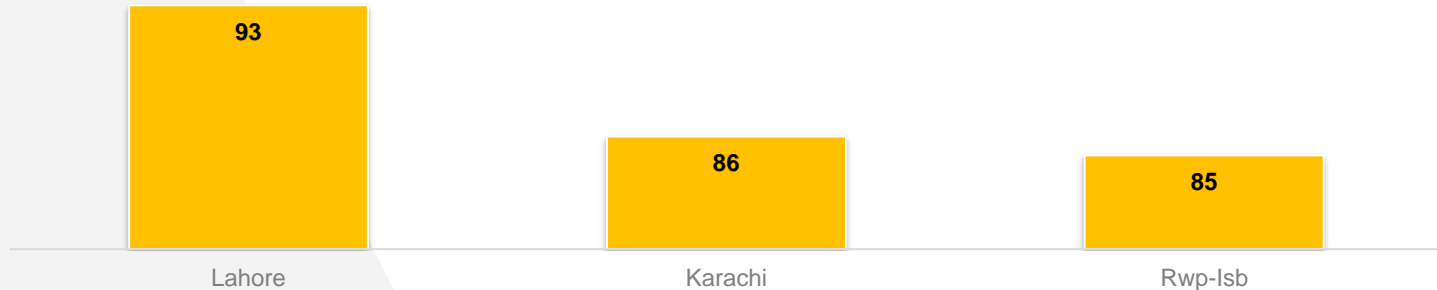


# Site Occupancy & Spending Trend

## Spending Trend



## Site Occupancy %





# THANK YOU!