



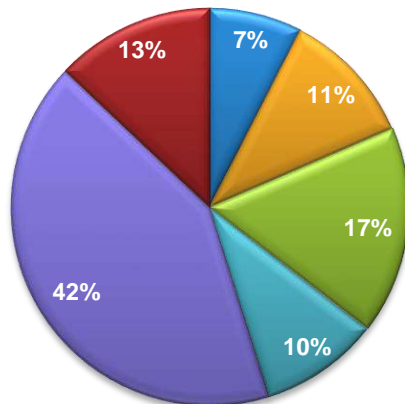
Move MONTHLY Review May 2021



Viewership Area wise %

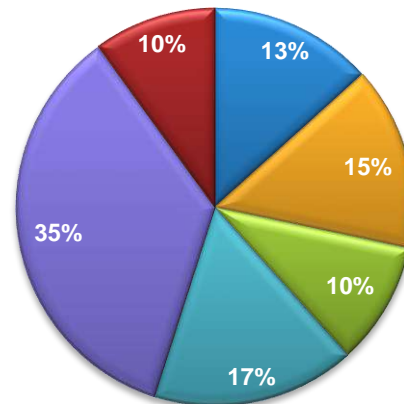
Karachi

- Clifton
- Guilstan-e-Johar
- Korangi Road
- Rashid Minhas Road
- Sh-e-Faisal
- Sh-e-Pakistan



Lahore

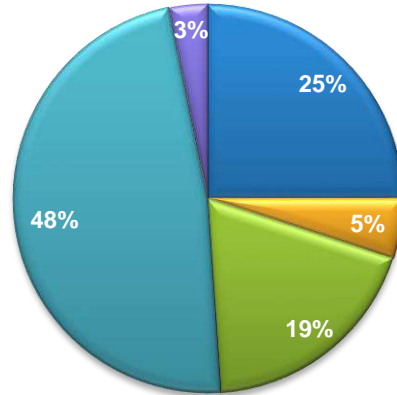
- Cantt
- Chuburji
- DHA
- Ferozpur Road
- Gulberg
- Johar Town



Viewership Area wise %

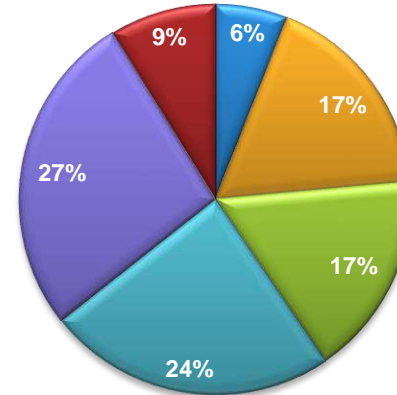
Islamabad

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



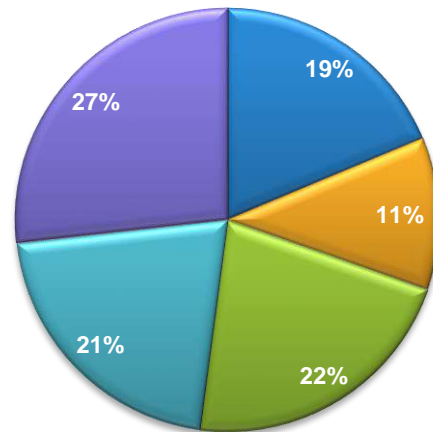
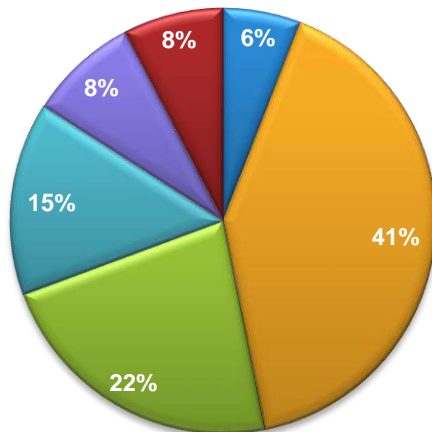
Rawalpindi

- Airport Road
- Commercial Market
- Ijp Road
- Katchary Chowk
- Muree Road
- Rawal Road



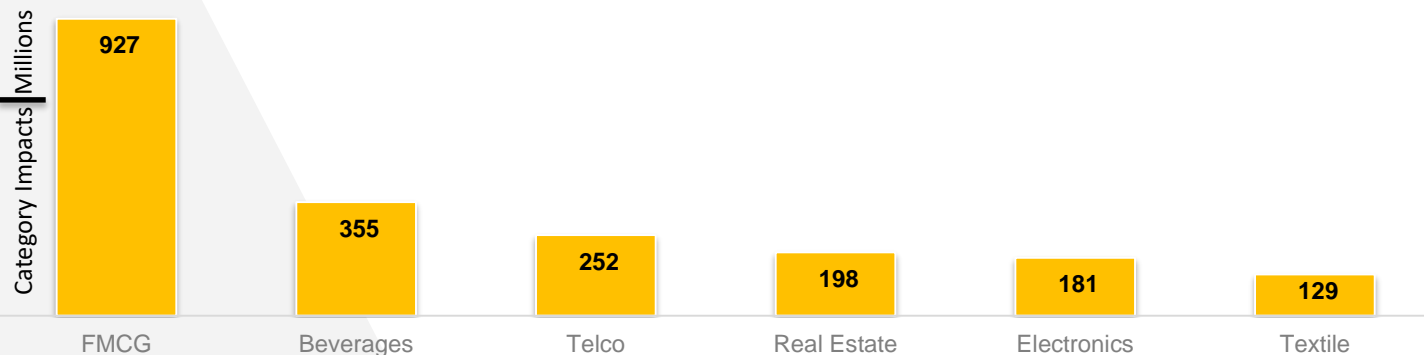
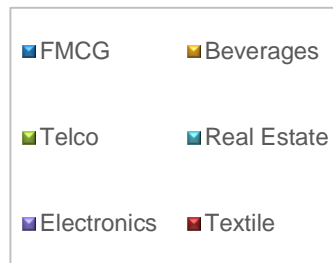
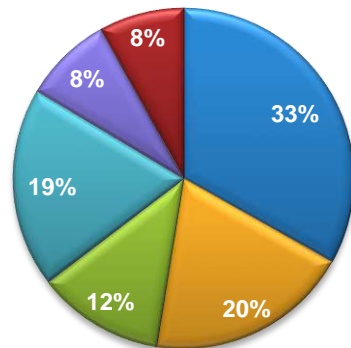
Target Group Share Ratings

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



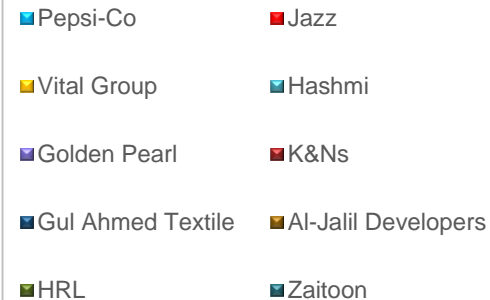
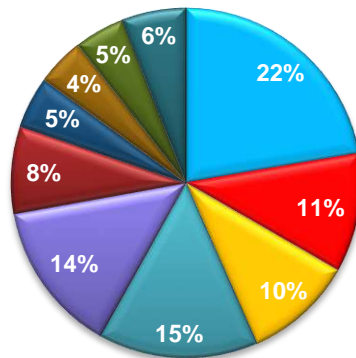
Category Wise Summary

Category Wise Spend

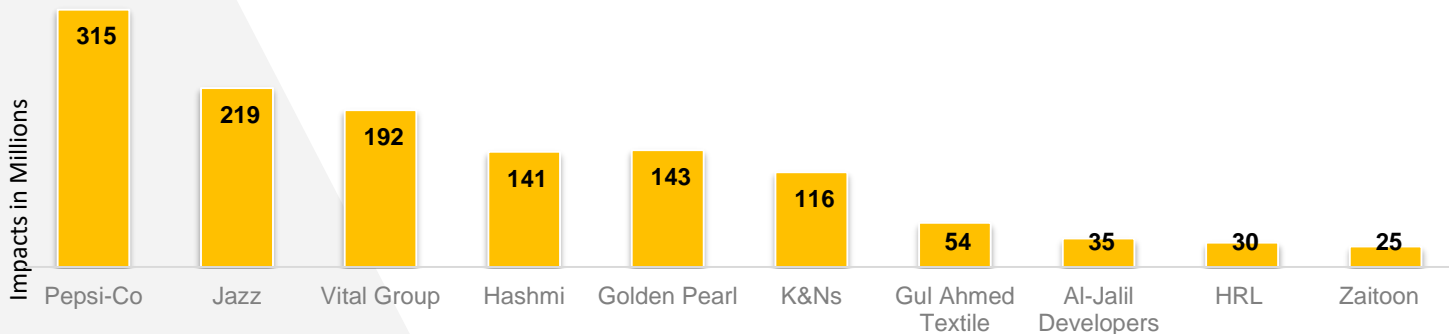


Top 10 Advertisers

Relative Share of Spend

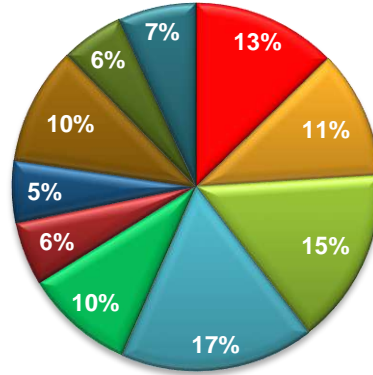


Impacts in Millions

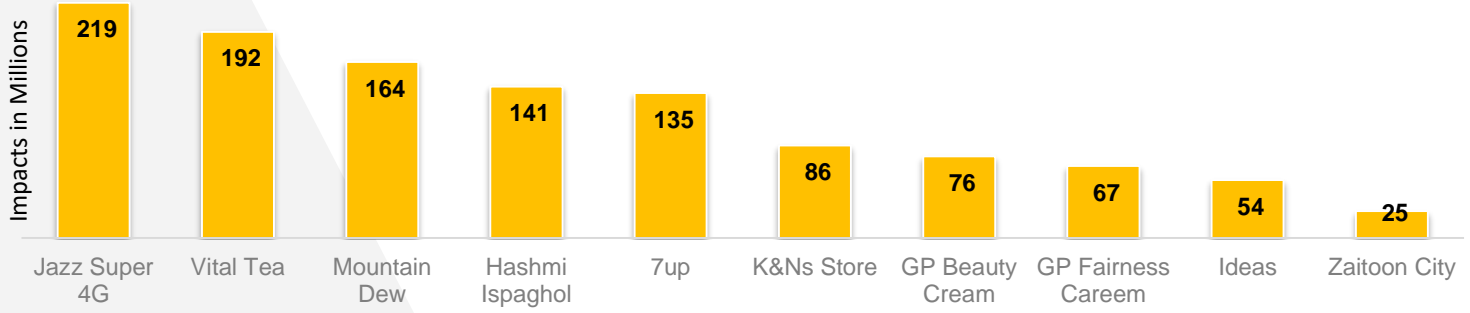


Top 10 Brands

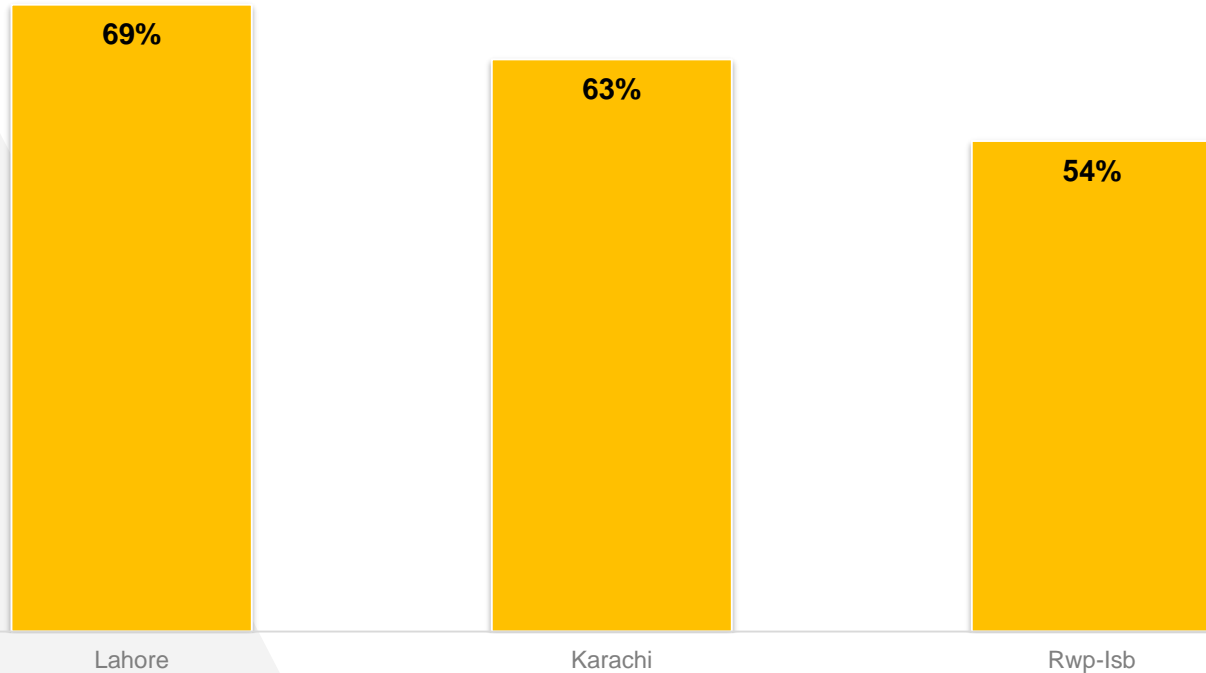
Relative Share of Spend



- Jazz Super 4G
- Mountain Dew
- 7up
- GP Beauty Cream
- Ideas
- Vital Tea
- Hashmi Ispaghool
- K&Ns Store
- GP Fairness Careem
- Zaitoon City



Site Occupancy



THANK YOU!