

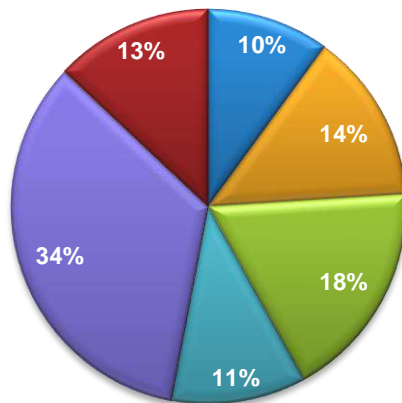
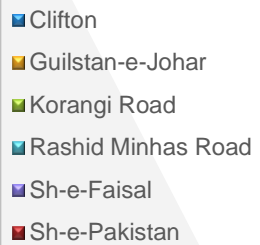


Move MONTHLY Review May 2022

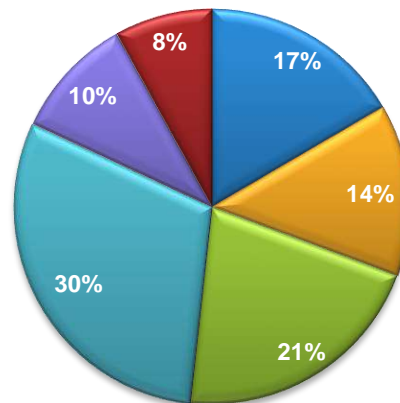
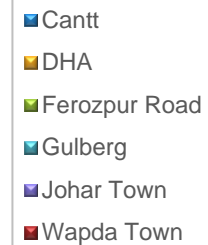


Viewership Area wise %

Karachi



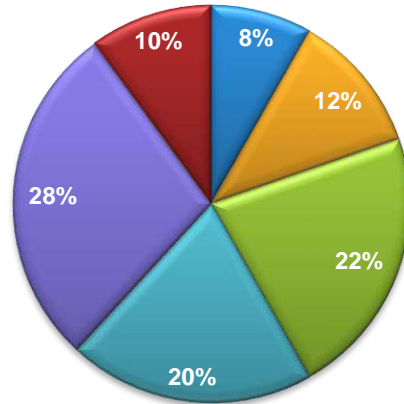
Lahore



Viewership Area wise %

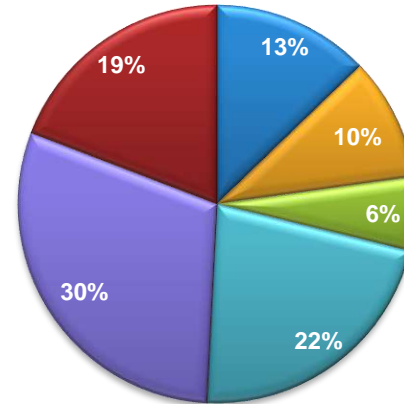
Rawalpindi

- Airport Road
- GT Road
- Katchary Chowk
- Mall Road
- Muree Road
- Rawal Road



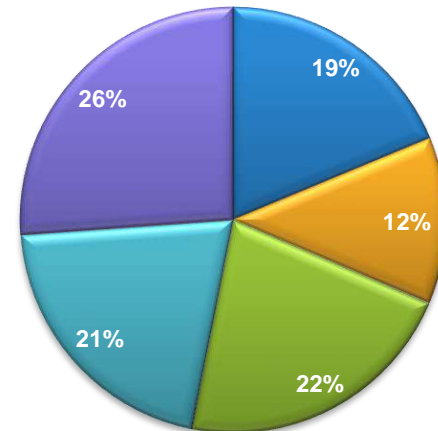
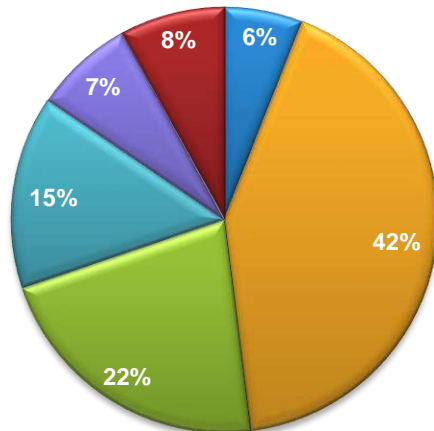
Islamabad

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



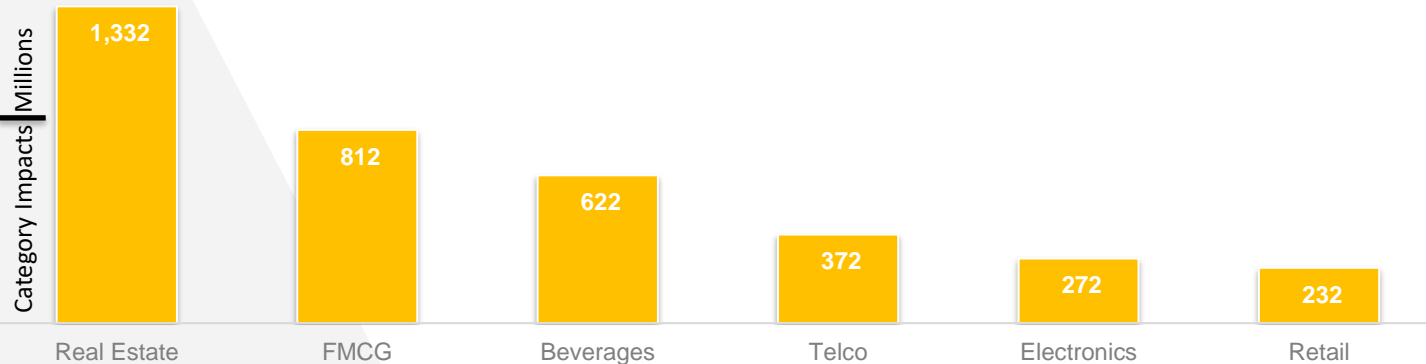
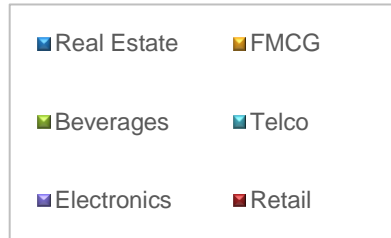
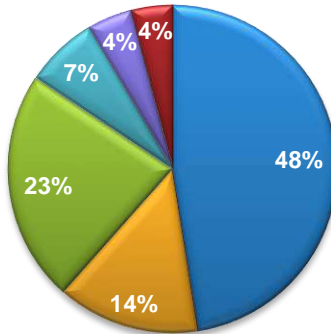
Target Group Share Ratings

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



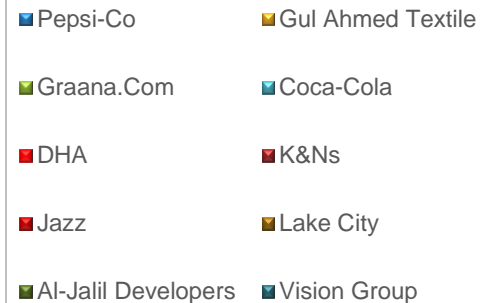
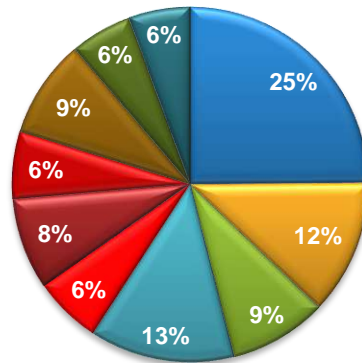
Category Wise Summary

Category Wise SOS

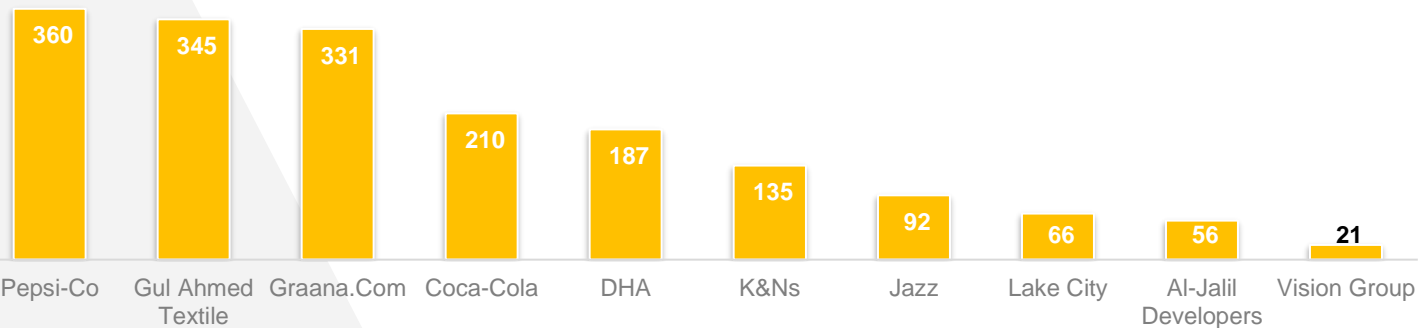


Top 10 Advertisers

Relative Share of Spend

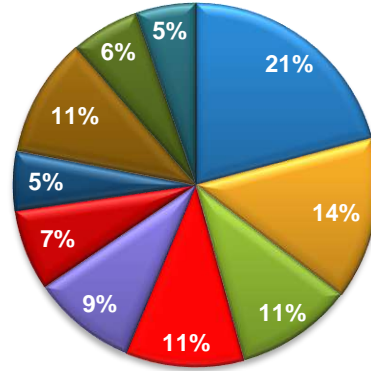


Impacts in Millions



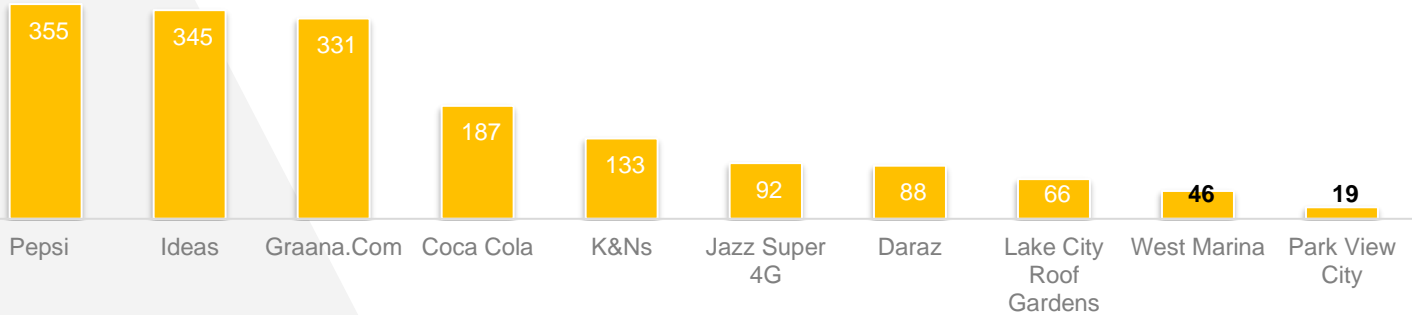
Top 10 Brands

Relative Share of Spend

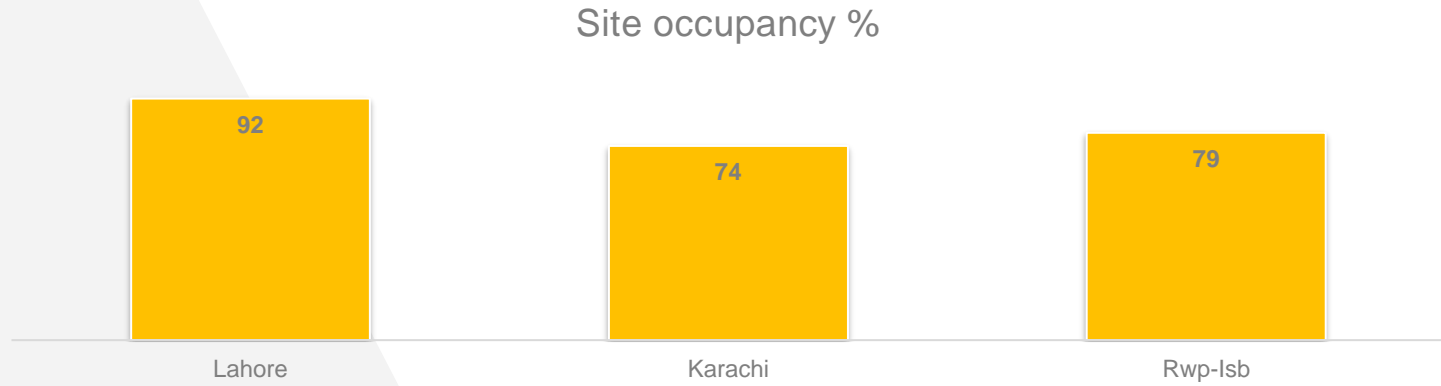
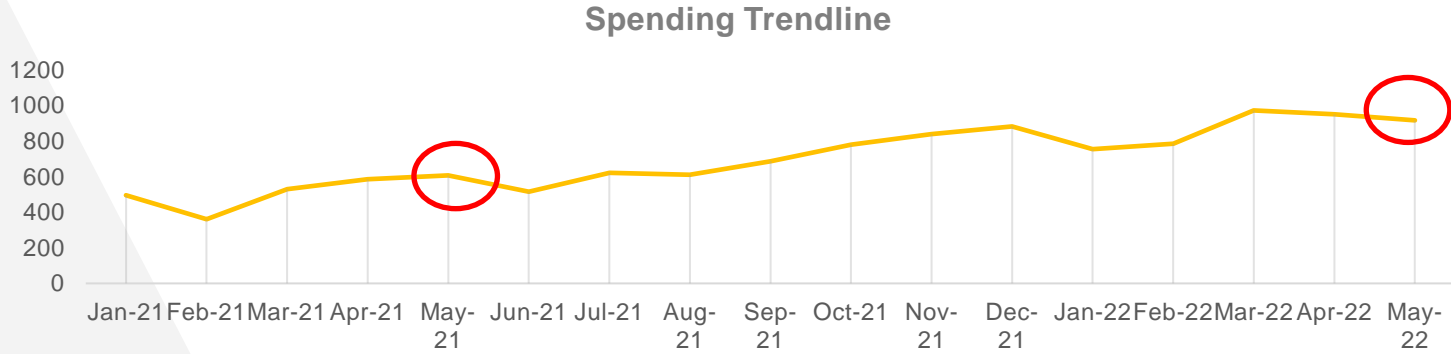


- Pepsi
- Ideas
- Graana.Com
- Coca Cola
- K&Ns
- Jazz Super 4G
- Daraz
- Lake City Roof Gardens
- West Marina
- Park View City

Impacts in Millions



Site Occupancy & Spending Trend



THANK YOU!