



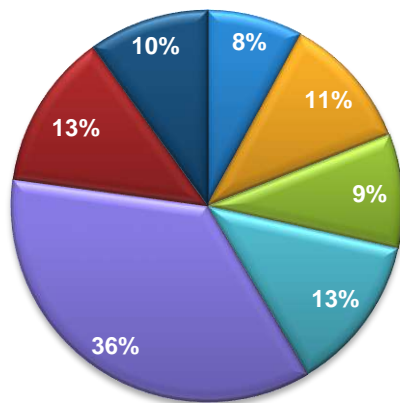
Move MONTHLY Review Nov 2021



Viewership Area wise %

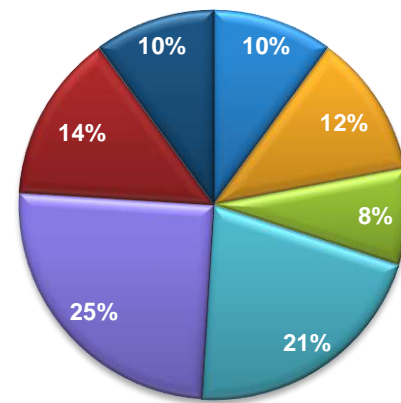
Karachi

- Clifton
- Korangi Road
- Rashid Minhas Road
- Shaheed-e-Millat
- Shahrah-e-Faisal
- Shahrah-e-Pakistan
- University Road



Lahore

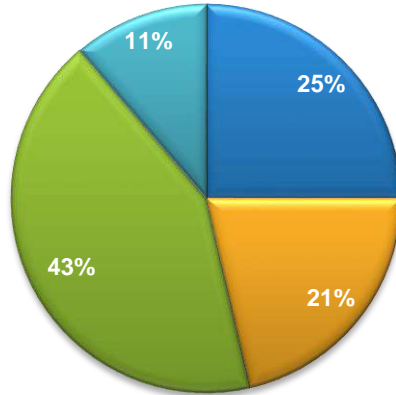
- Cantt
- Cavalry Ground
- DHA
- Ferozpur Road
- Gulberg
- Jail Road
- Model Town



Viewership Area wise %

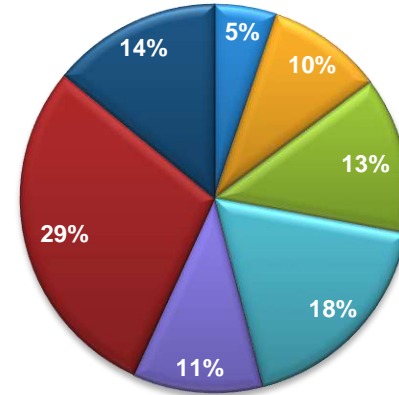
Islamabad

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



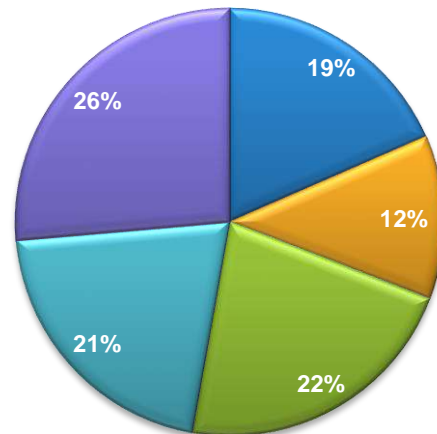
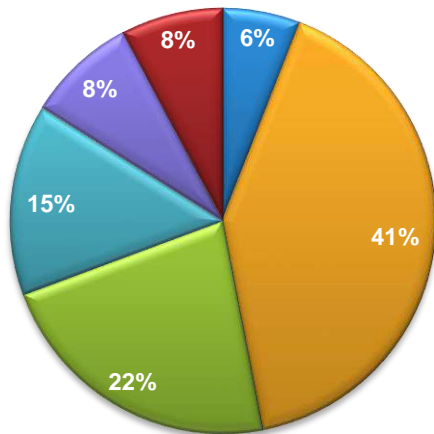
Rawalpindi

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



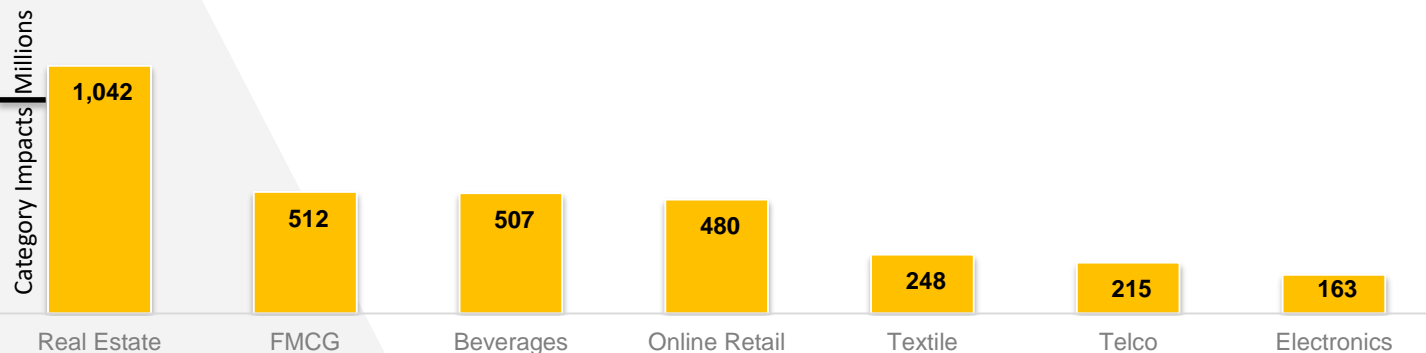
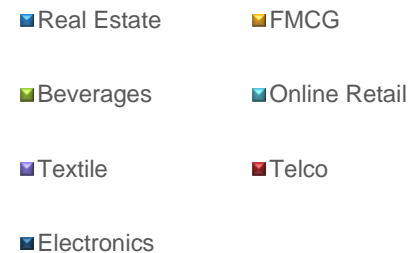
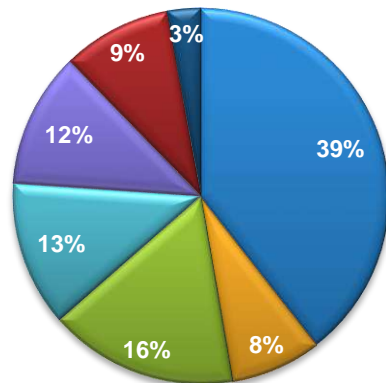
Target Group Share Ratings

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



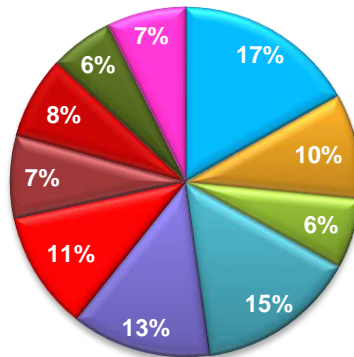
Category Wise Summary

Category Wise Spend

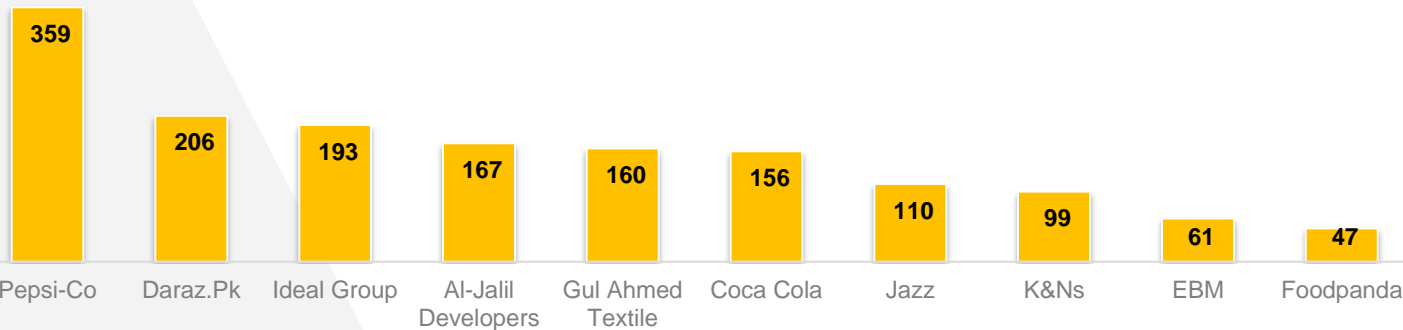


Top 10 Advertisers

Relative Share of Spend

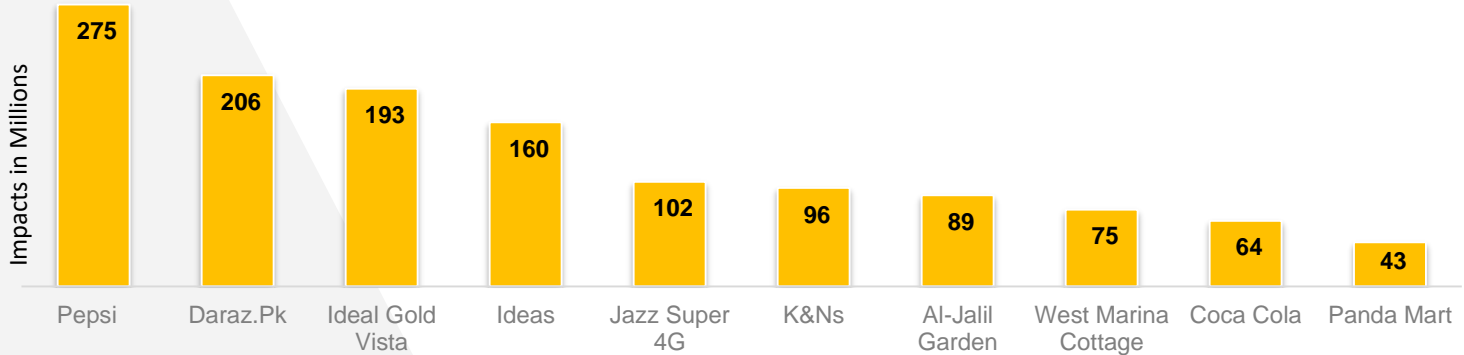
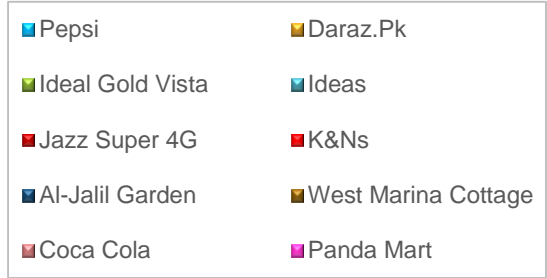
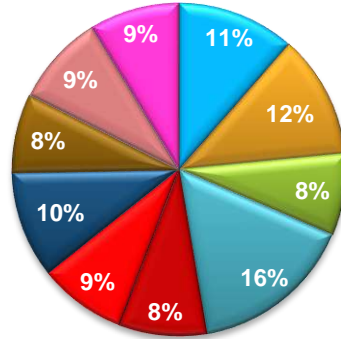


Impacts in Millions



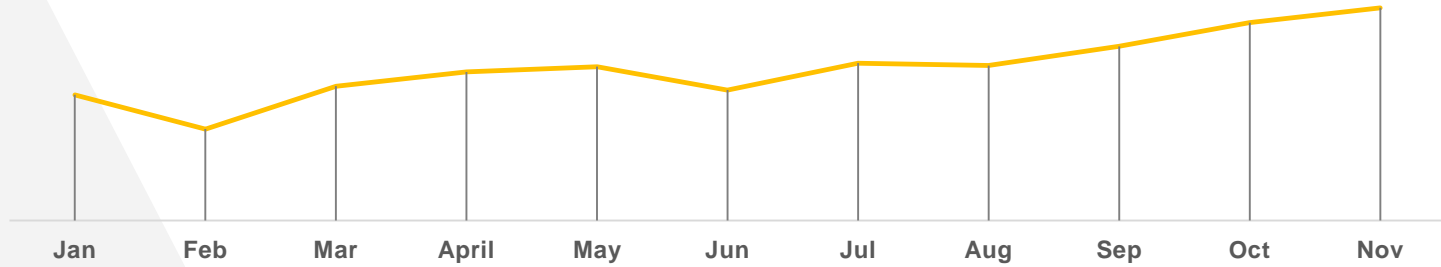
Top 10 Brands

Relative Share of Spend

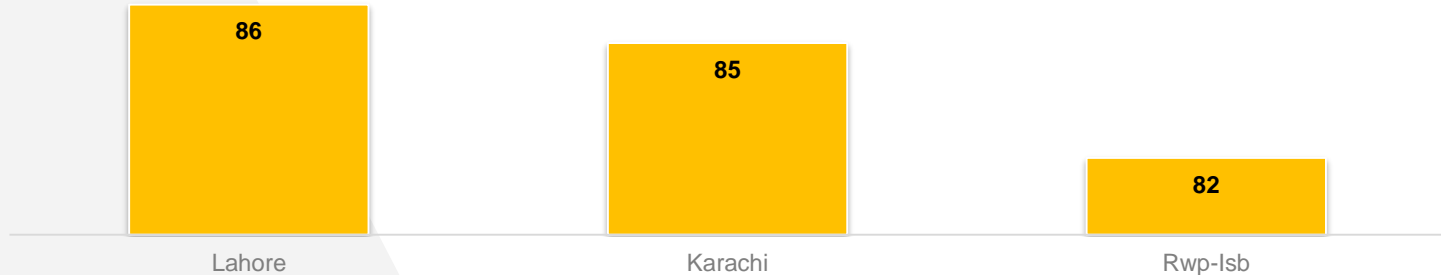


Site Occupancy & Spending Trend

Spending Trend



Site Occupancy %



THANK YOU!