



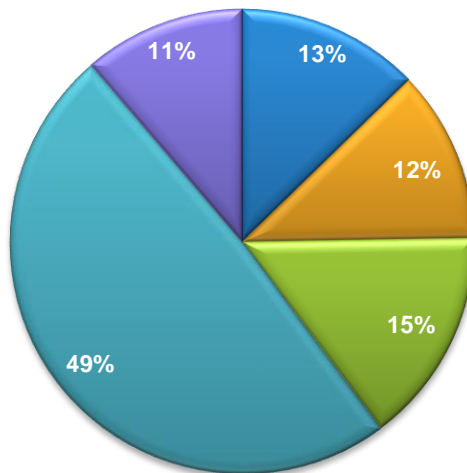
# Move MONTHLY Review Oct 2020



## Viewership Area wise %

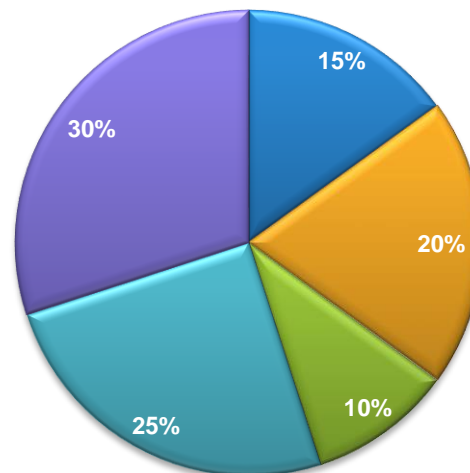
### Karachi

- Clifton
- Korangi Road
- Rashid Minhas Road
- Sh-e-Faisal
- University Road



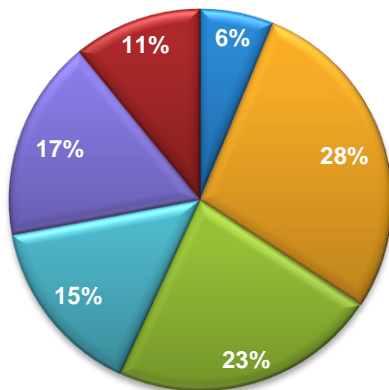
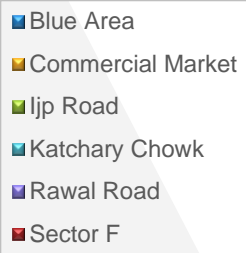
### Lahore

- Cantt
- Chuburji
- DHA
- Ferozpur Road
- Gulberg



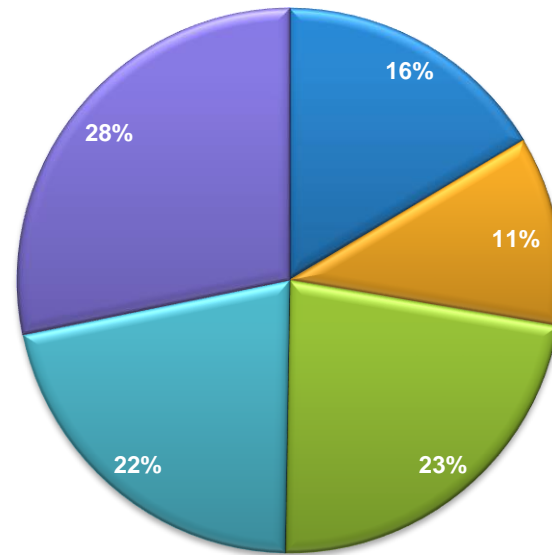
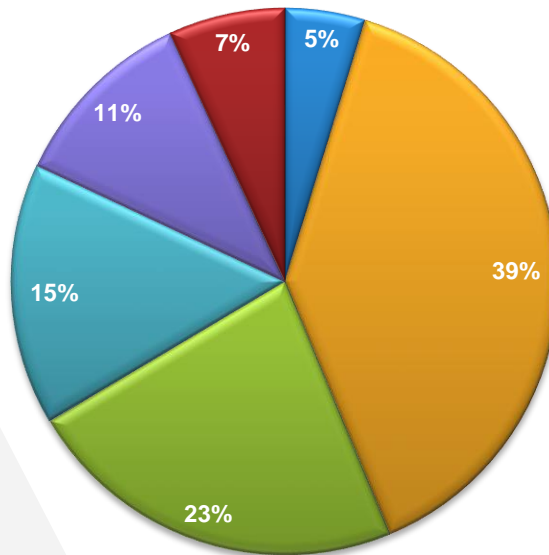
## Viewership Area wise %

### Rwp-Islb



# Target Group Share Ratings

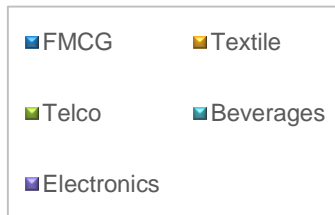
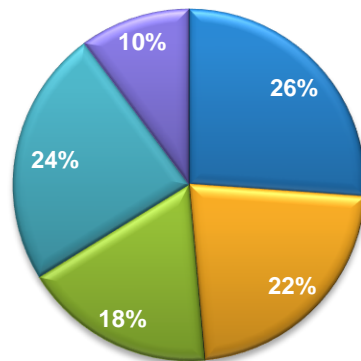
- 12-15 years
- 16-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55+ years



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

# Category Wise Summary

## Category Wise Spend



Category Impacts Millions



FMCG

Textile

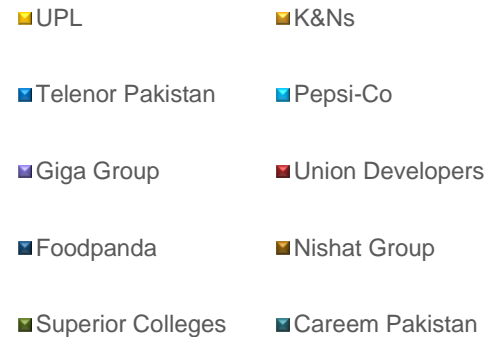
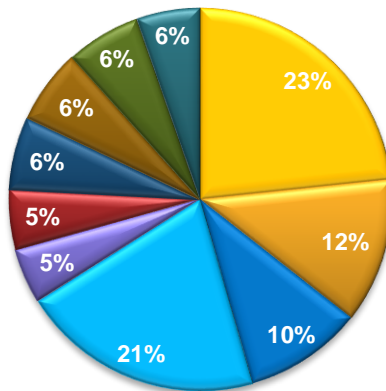
Telco

Beverages

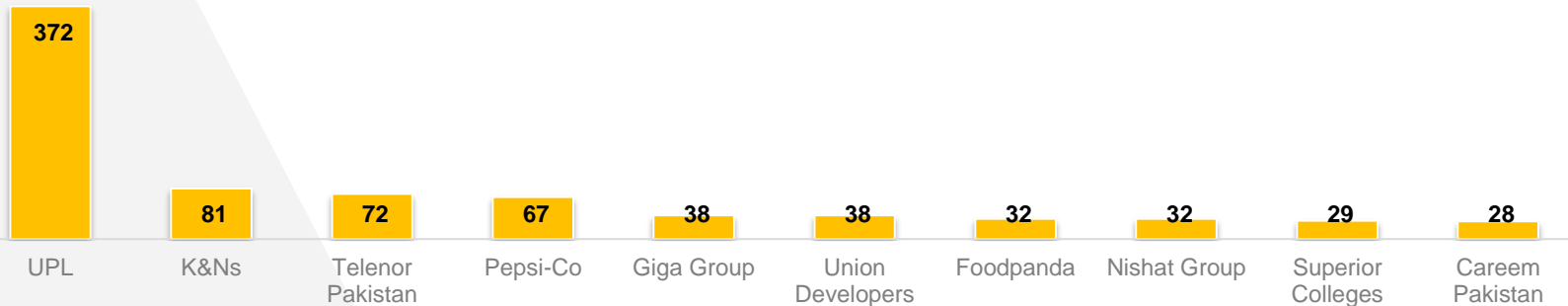
Electronics

# Top 10 Advertisers

Relative Share of Spend

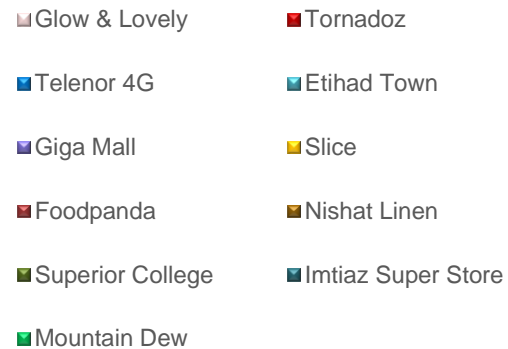
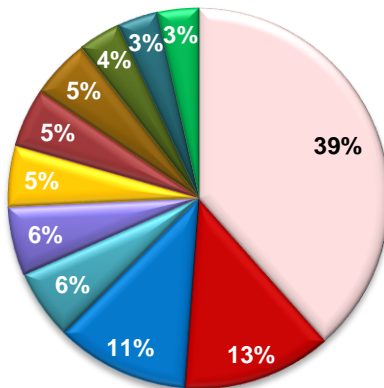


Impacts in Millions

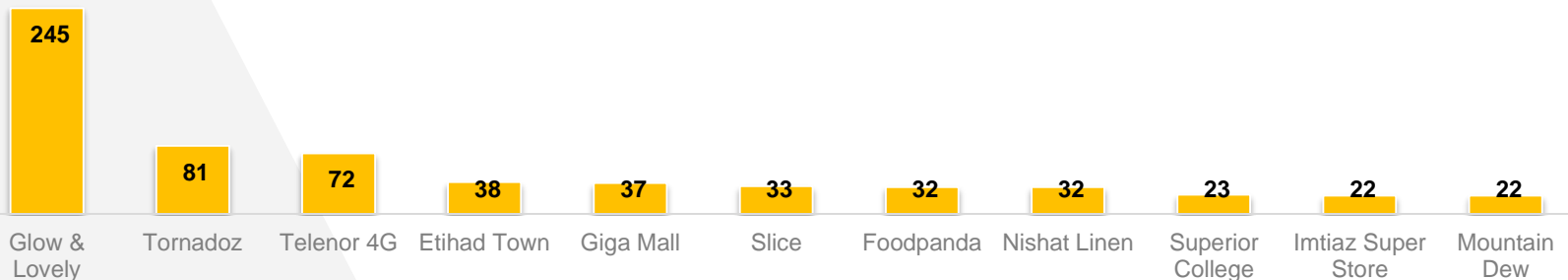


# Top 10 Brands

Relative Share of Spend



Impacts in Millions



# THANK YOU!