

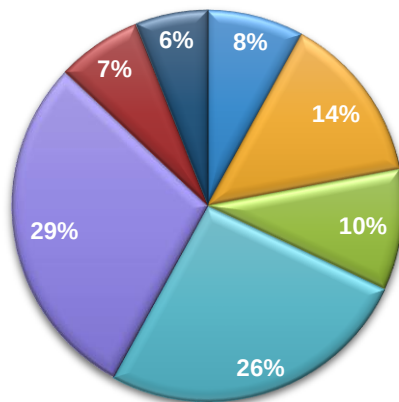
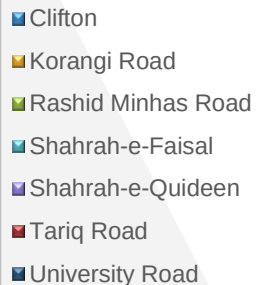


Move MONTHLY Review Oct 2021

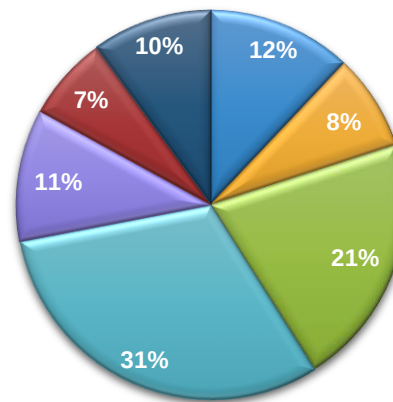


Viewership Area wise %

Karachi



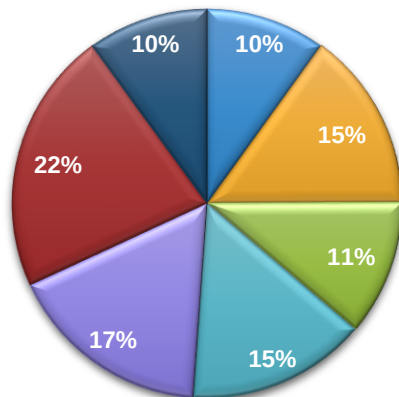
Lahore



Viewership Area wise %

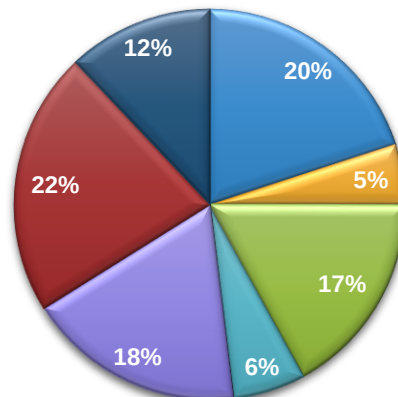
Rawalpindi

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



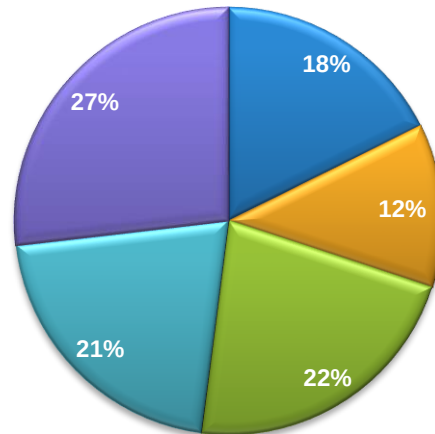
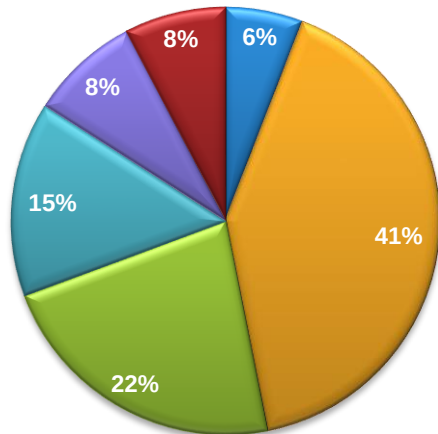
Islamabad

- Blue Area
- Faisal Avenue
- Fazle Haq Road
- Jinnah Avenue
- Kashmir Highway
- Sector F
- Sector G



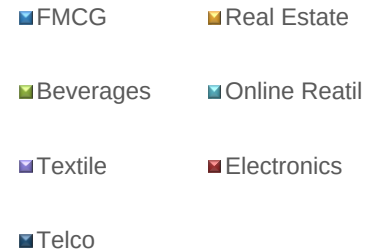
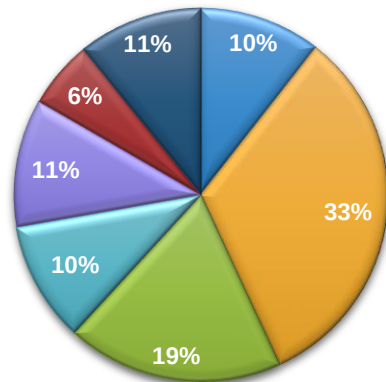
Target Group Share Ratings

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

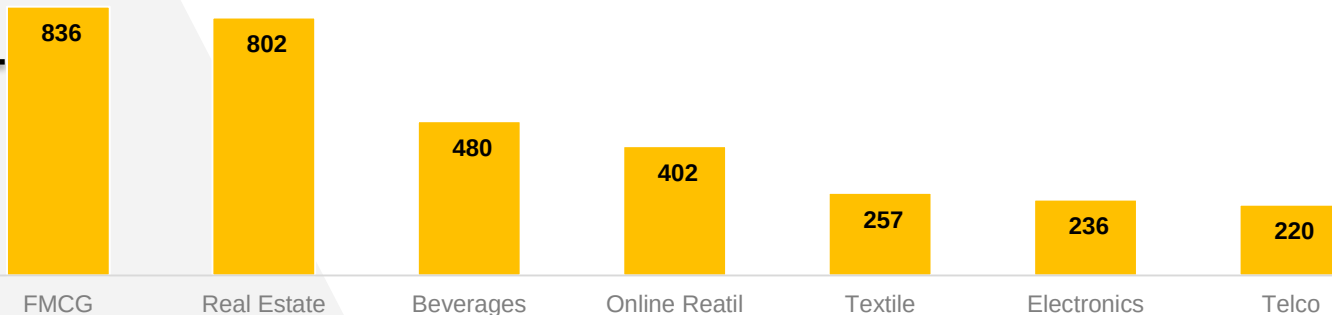


Category Wise Summary

Category Wise Spend

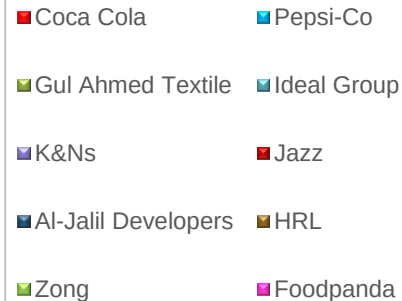
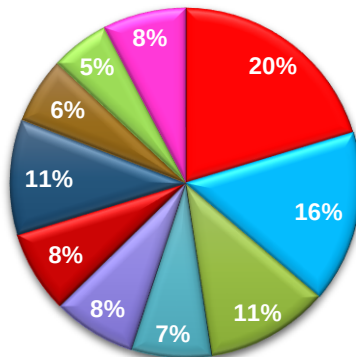


Category Impacts
Millions

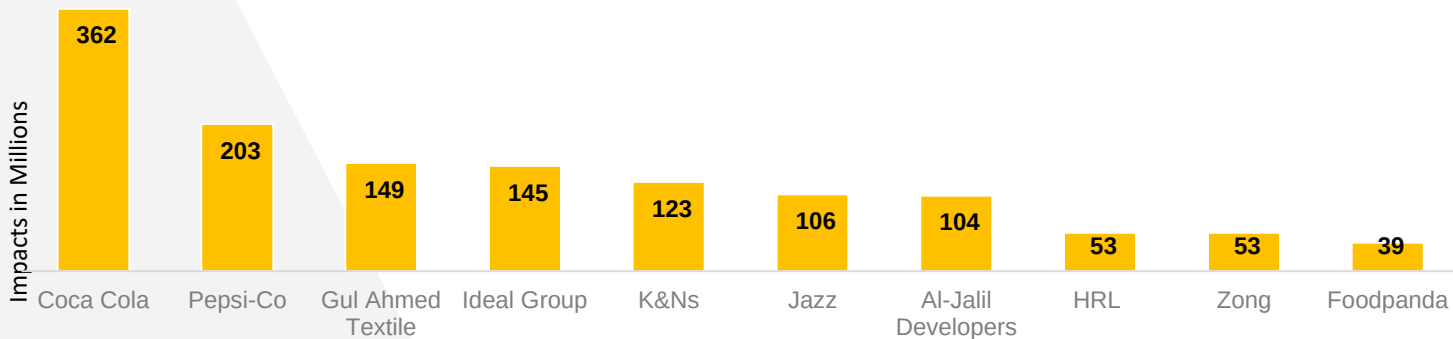


Top 10 Advertisers

Relative Share of Spend

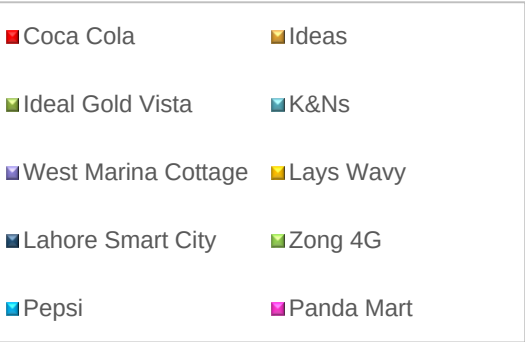
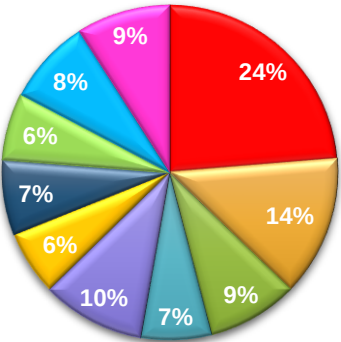


Impacts in Millions

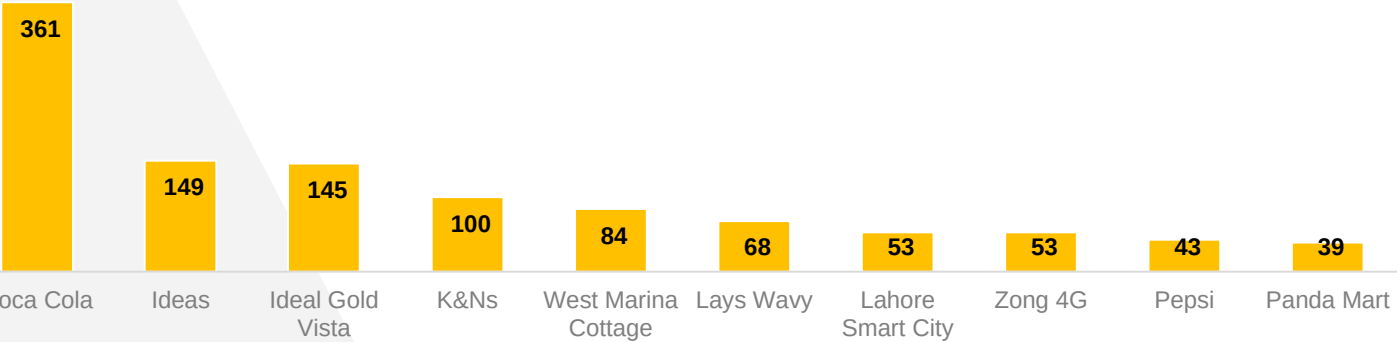


Top 10 Brands

Relative Share of Spend

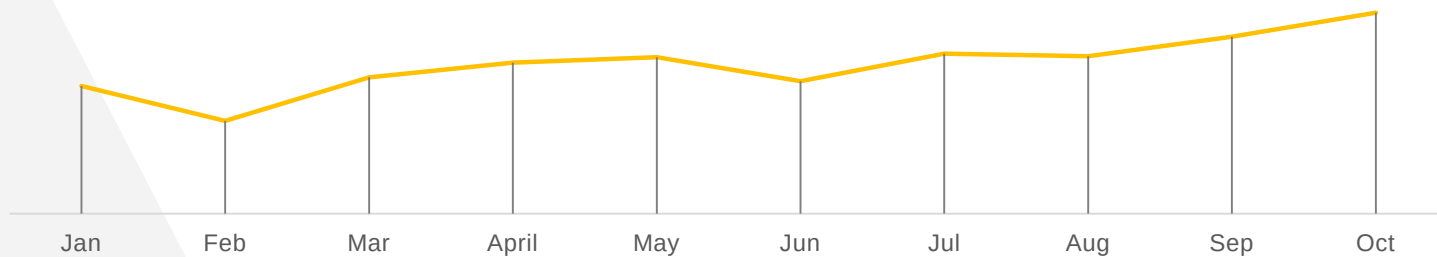


Impacts in Millions



Site Occupancy & Spending Trend

Spending Trend



Site Occupancy %



THANK YOU!