

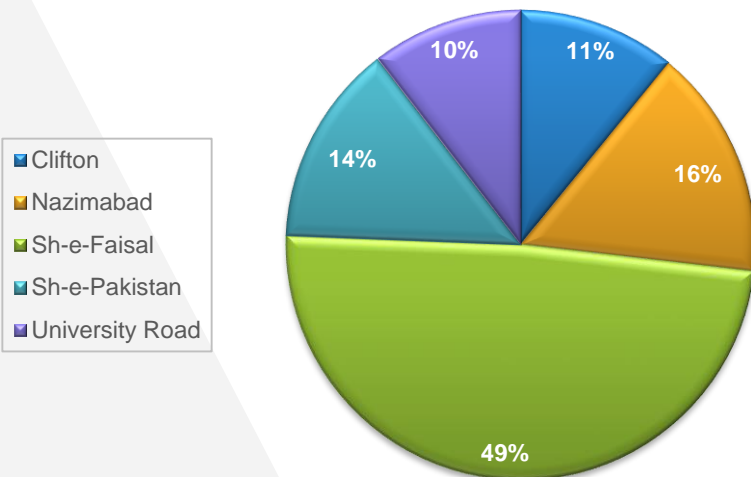


Move MONTHLY Review Sep 2020

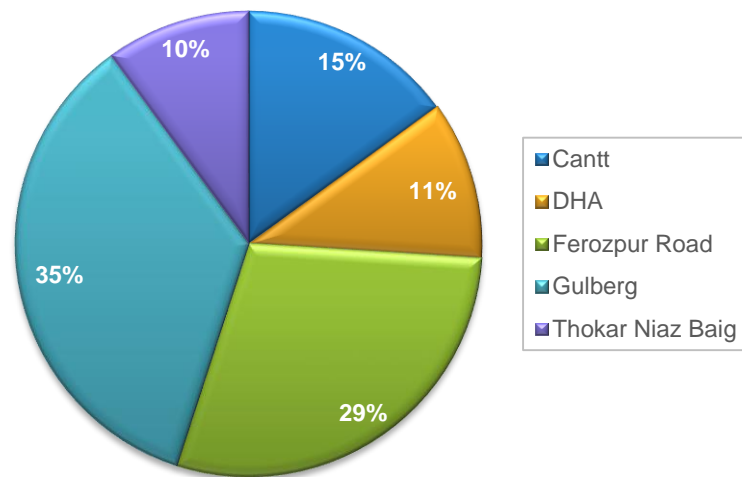


Viewership Area wise %

Karachi



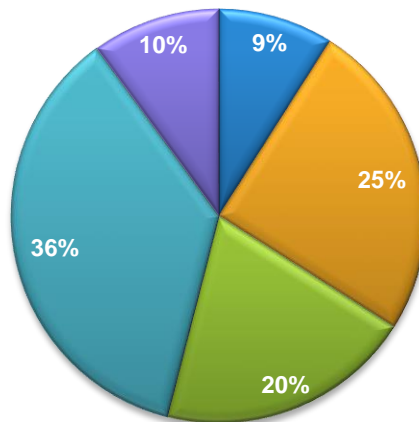
Lahore



Viewership Area wise %

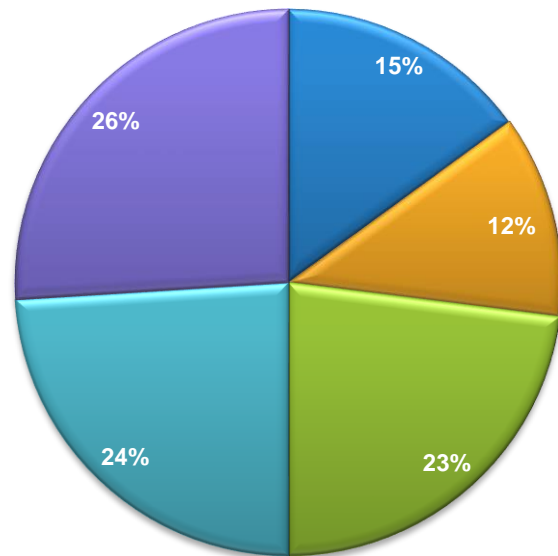
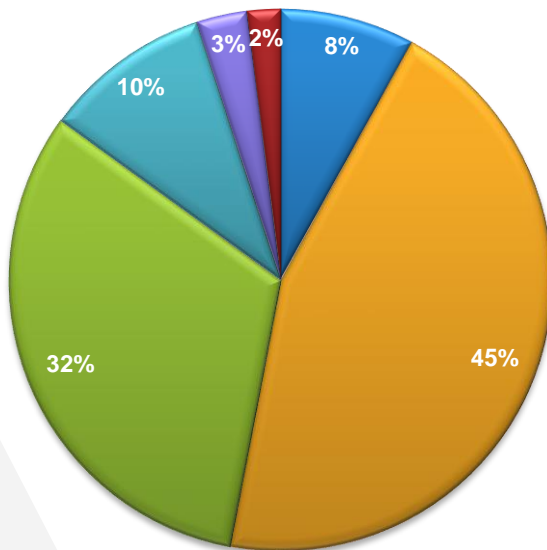
Rwp-Isb

- Blue Area
- Commercial Market
- Katchary Chowk
- Muree Road
- Sector F



Target Group Share Ratings

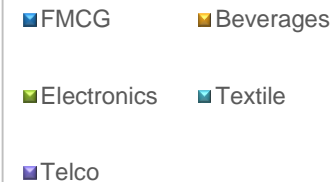
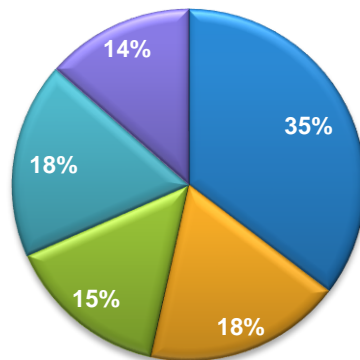
- 12-15 Years
- 16-24 Years
- 25-34 Years
- 35-44 Years
- 45-54 Years
- 55+ Years



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

Category Wise Summary

Category Wise Spend



Category Impacts Millions



FMCG

Beverages

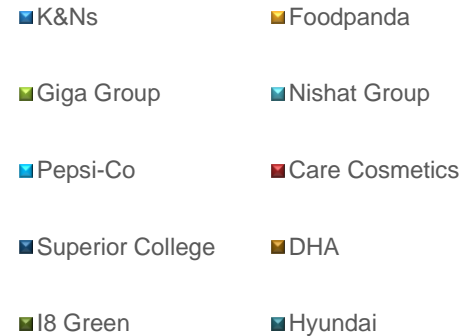
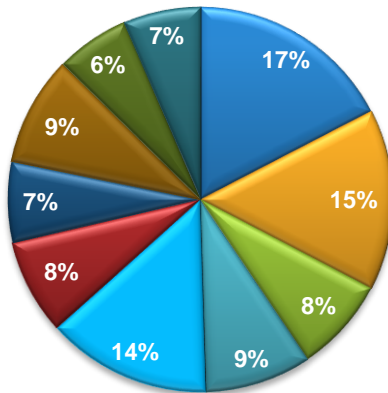
Electronics

Textile

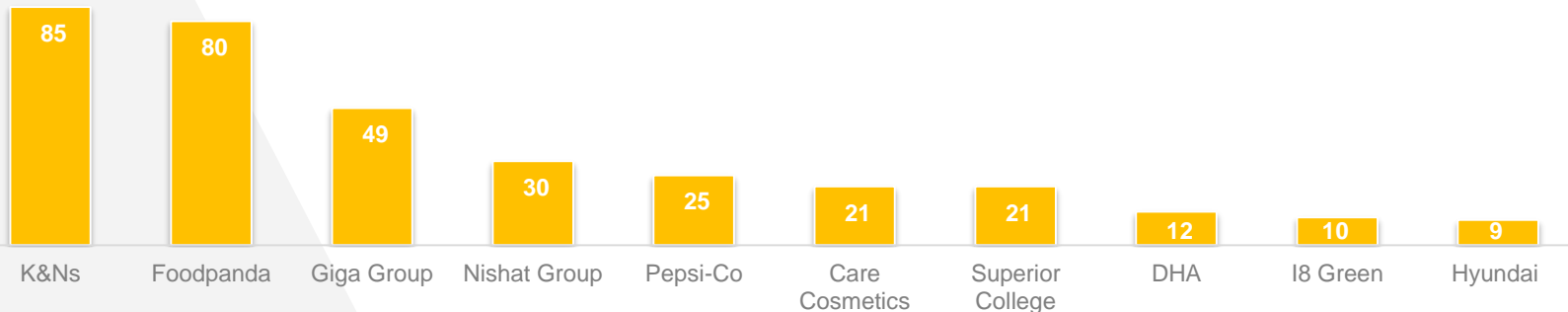
Telco

Top 10 Advertisers

Relative Share of Spend

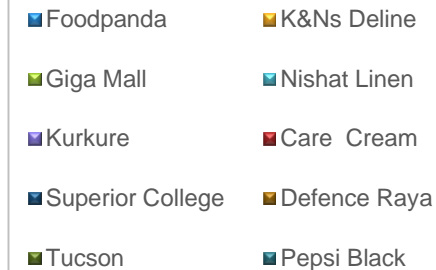
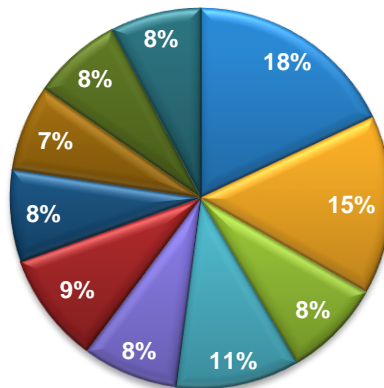


Impacts in Millions

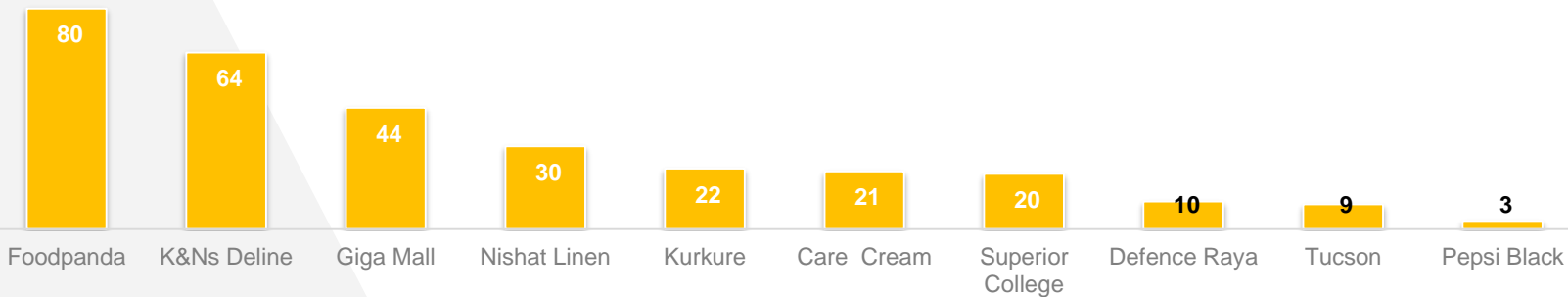


Top 10 Brands

Relative Share of Spend



Impacts in Millions



THANK YOU!