



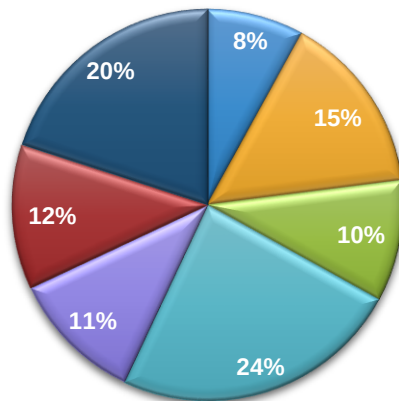
Move MONTHLY Review Sep 2021



Viewership Area wise %

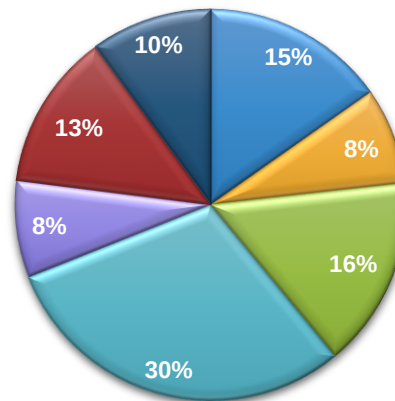
Karachi

- Clifton
- Korangi Road
- Rashid Minhas Road
- Sh-e-Faisal
- Sh-e-Millat Expressway
- Sh-e-Pakistan



Lahore

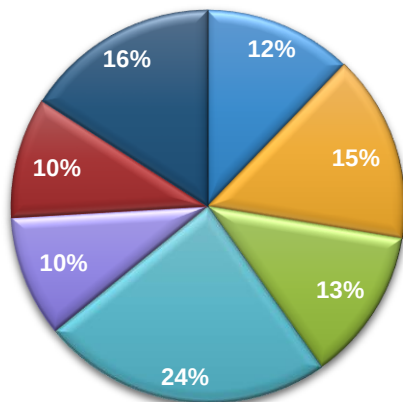
- Cantt
- DHA
- Ferozpur Road
- Gulberg
- Johar Town
- Moulana Shaukat Ali Road
- Wapda Town



Viewership Area wise %

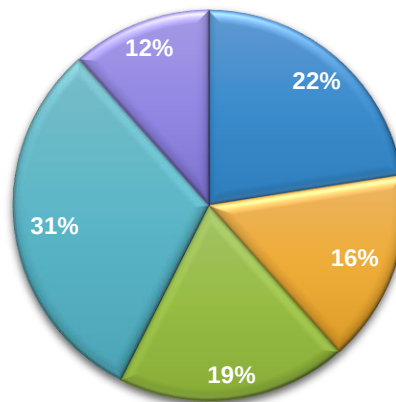
Rawalpindi

- Commercial Market
- Katchary Chowk
- Mall Road
- Muree Road
- Raja Bazar
- Rawal Road
- Saddar



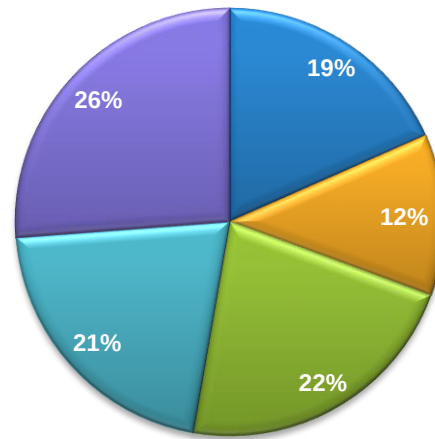
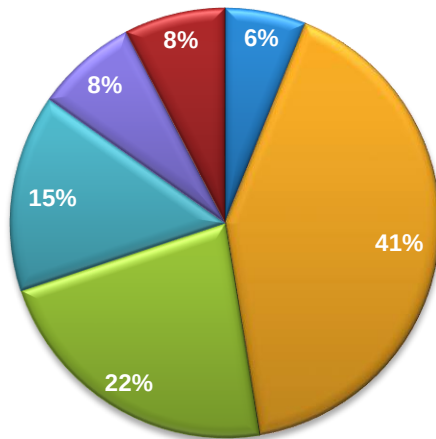
Islamabad

- Blue Area
- Fazle Haq Road
- Kashmir Highway
- Sector F
- Sector G



Target Group Share Ratings

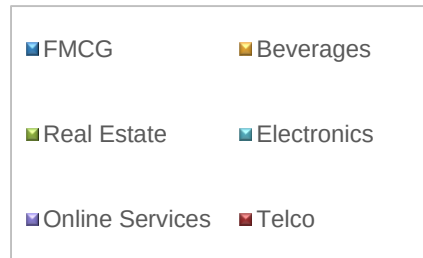
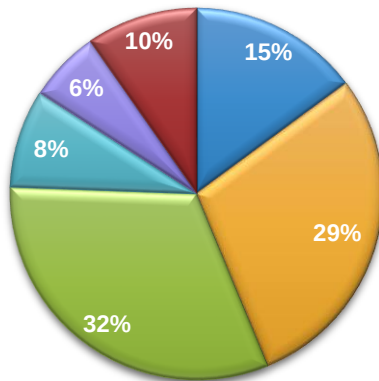
- 12-15 years
- 16-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55+ years



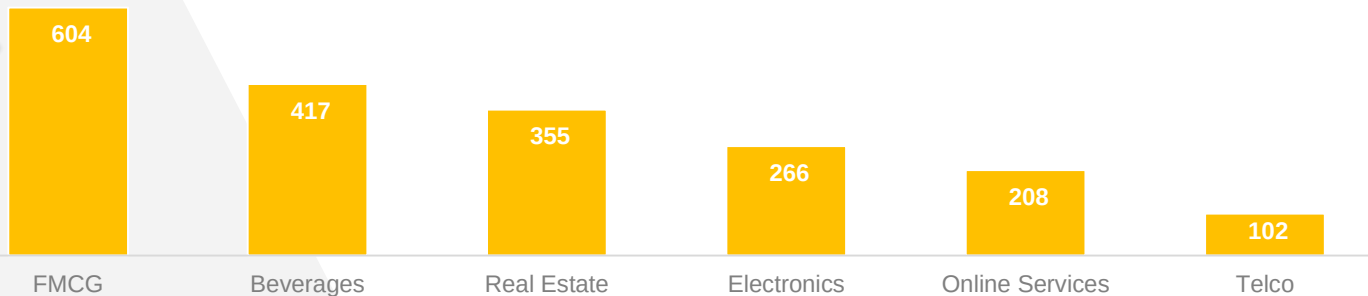
- SEA A
- SEC B
- SEC C
- SEC D
- SEC E

Category Wise Summary

Category Wise Spend

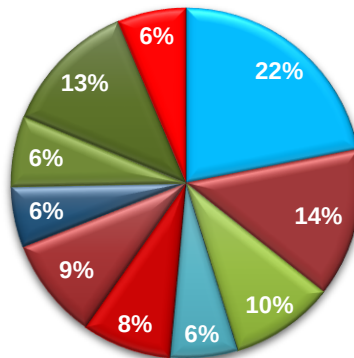


Category Impacts Millions

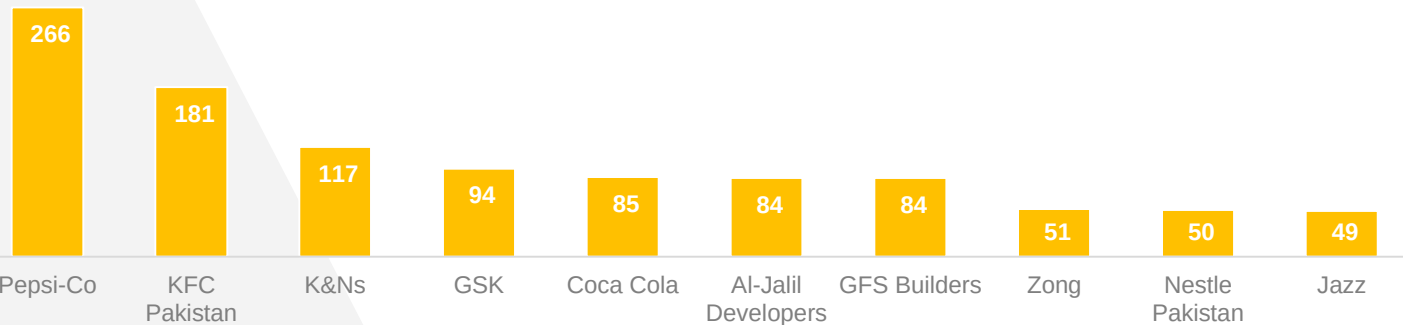


Top 10 Advertisers

Relative Share of Spend

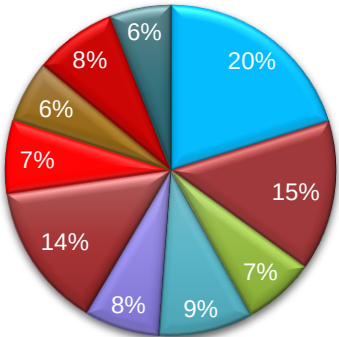


Impacts in Millions

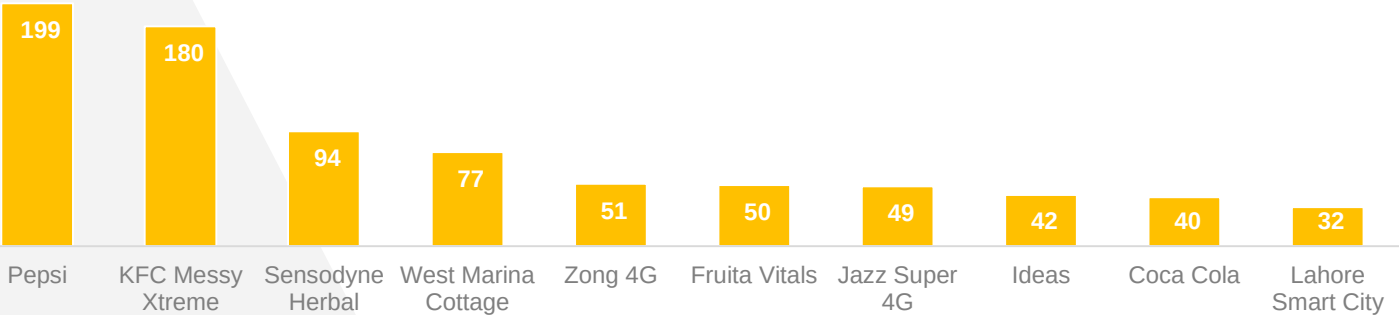


Top 10 Brands

Relative Share of Spend

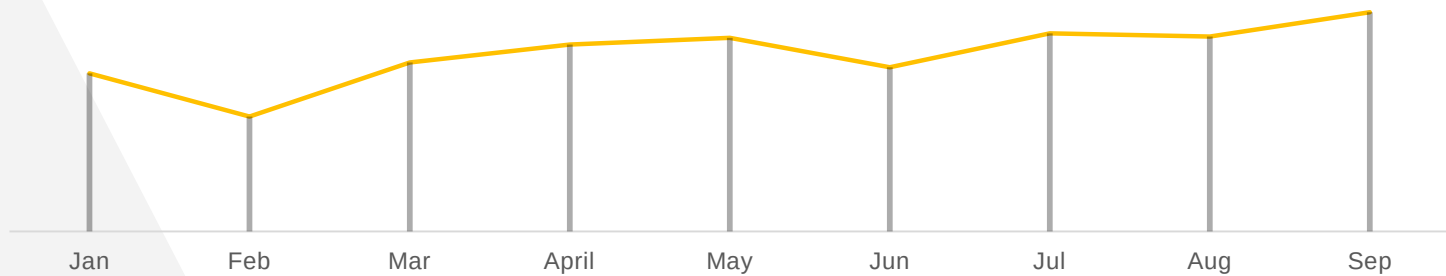


Impacts in Millions

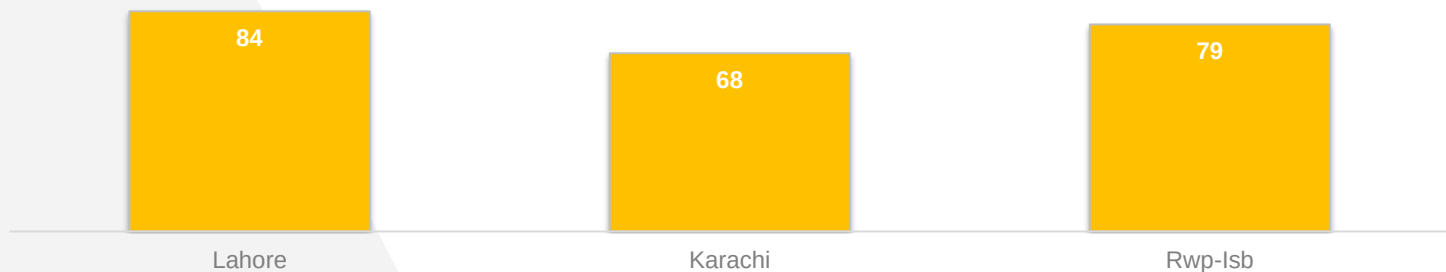


Site Occupancy & Spending Trend

Spending Trend



Site Occupancy %



THANK YOU!