



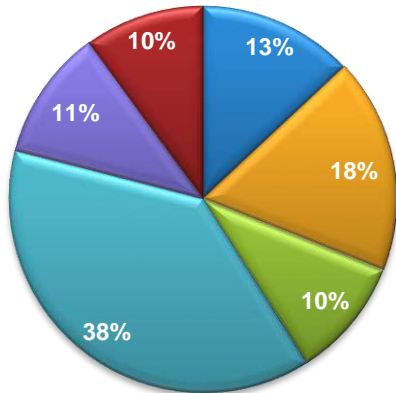
# Move MONTHLY Review Jan 2022



# Viewership Area wise %

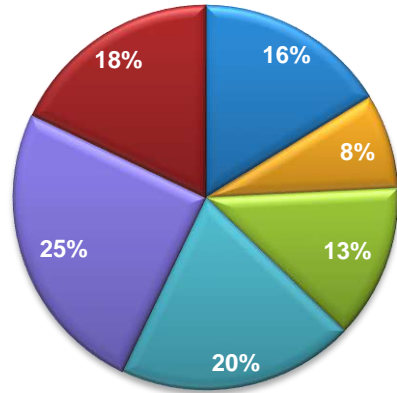
## Karachi

- Clifton
- Korangi Road
- Nazimabad
- Shahrah-e-Faisal
- Shahrah-e-Pakistan
- University Road



## Lahore

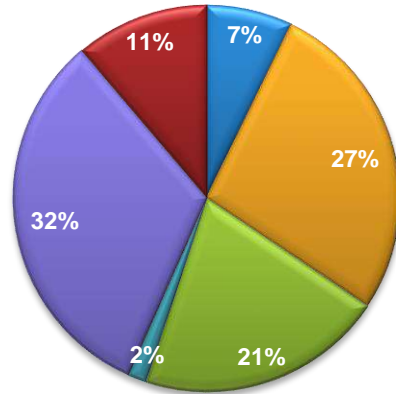
- Cantt
- Chuburji
- DHA
- Ferozpur Road
- Gulberg
- Jail Road



# Viewership Area wise %

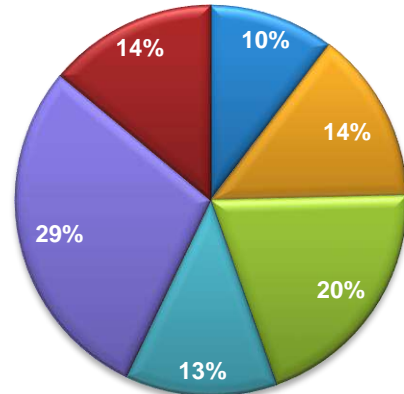
## Islamabad

- Bhara Kahu
- Blue Area
- Kashmir Highway
- New Airport Road
- Sector F
- Sector G



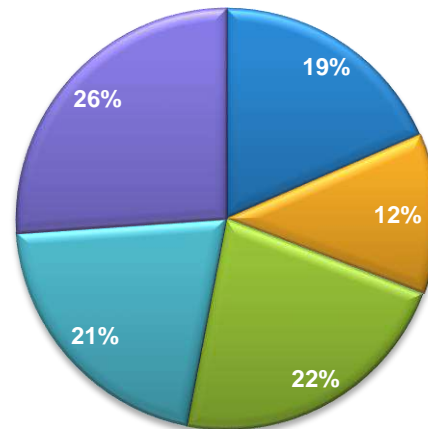
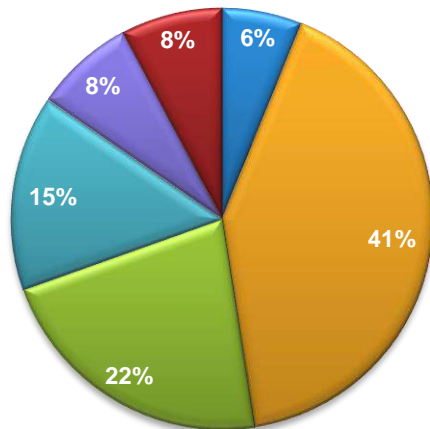
## Rawalpindi

- Commercial Market
- Ij Road
- Katchary Chowk
- Mall Road
- Muree Road
- Rawal Road



# Target Group Share Ratings

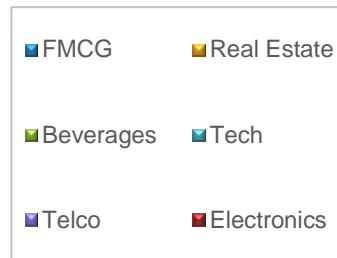
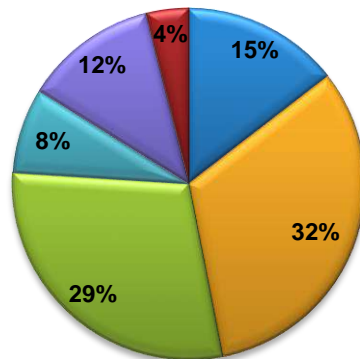
- 12-15 years
- 16-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55+ years



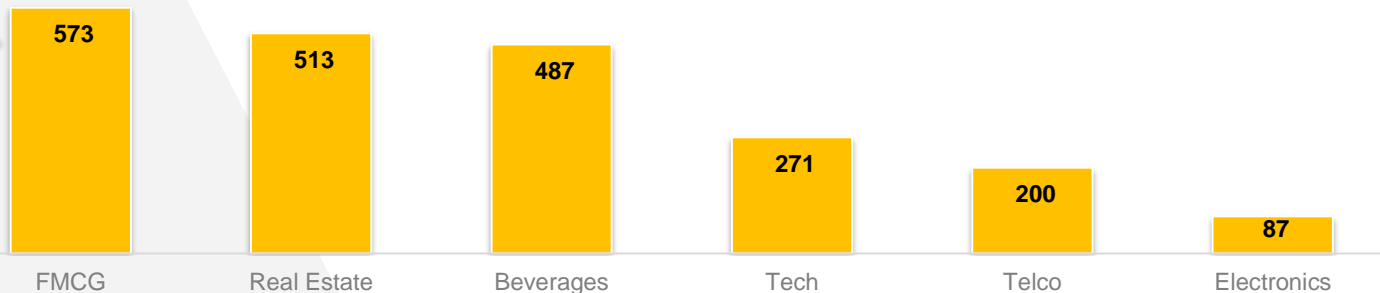
- SEC A
- SEC B
- SEC C
- SEC D
- SEC E

# Category Wise Summary

## Category Wise SOS

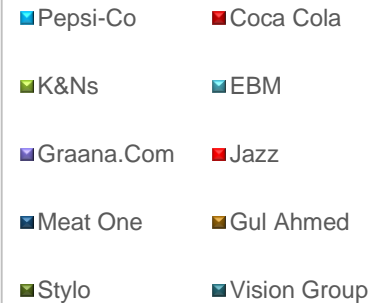
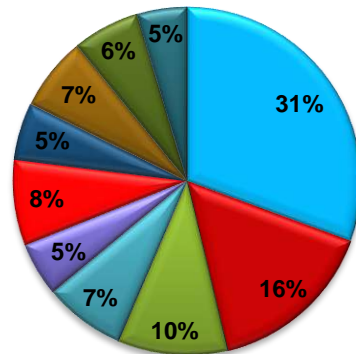


Category Impacts  
Millions

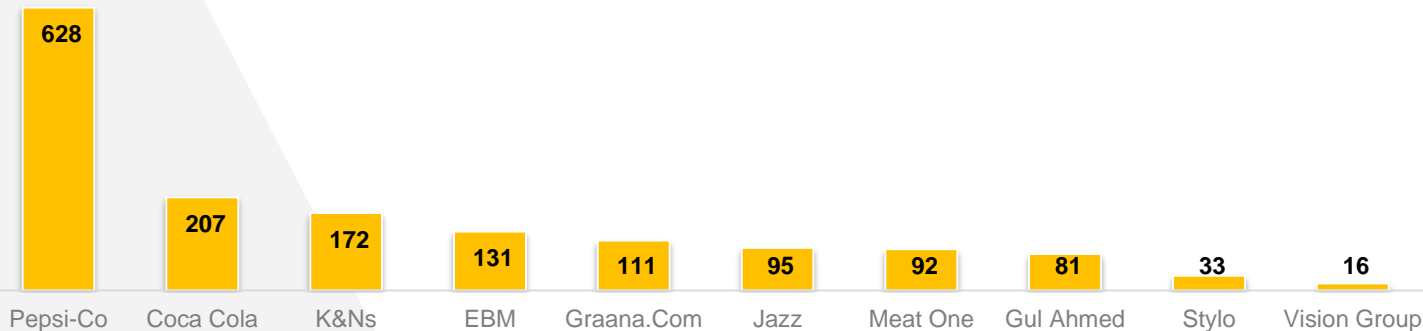


# Top 10 Advertisers

Relative Share of Spend

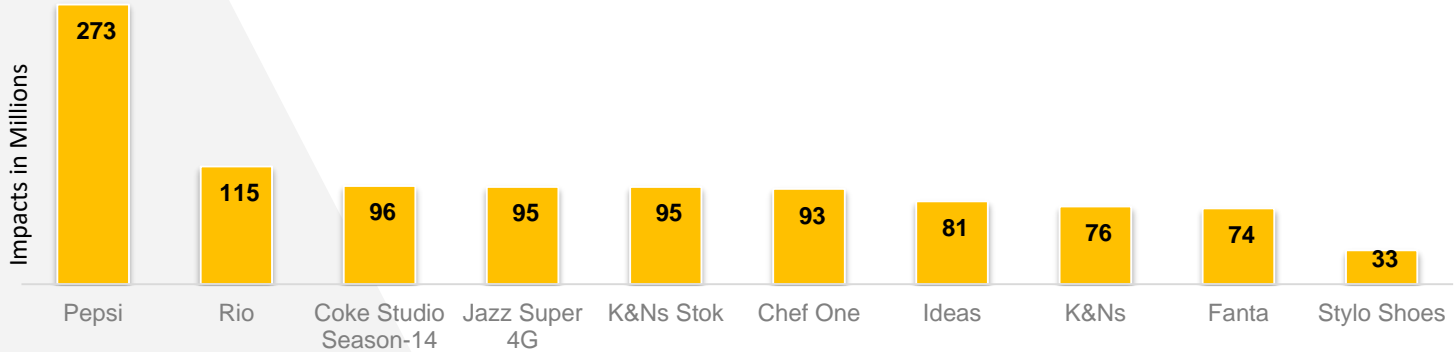
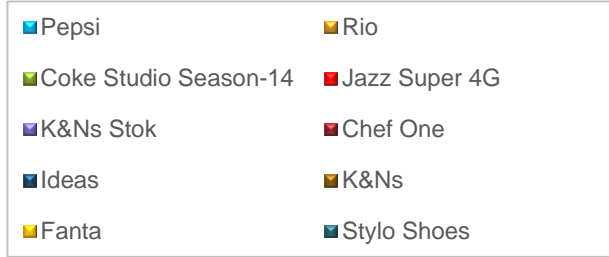
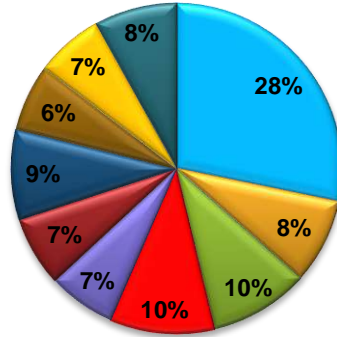


Impacts in Millions



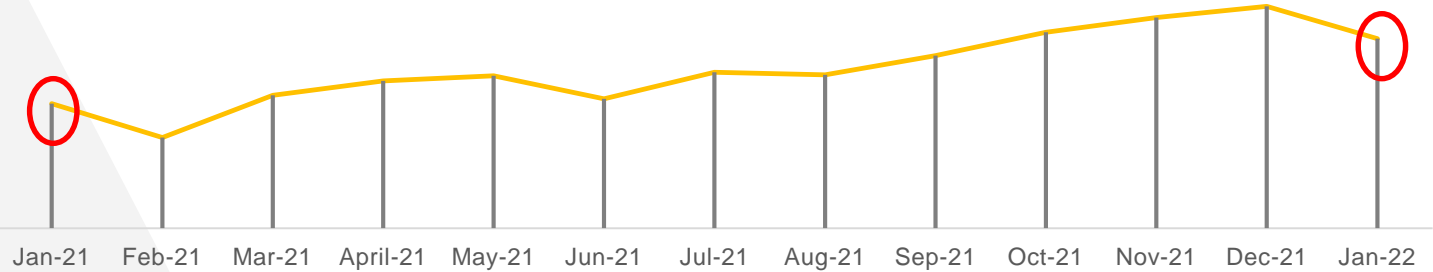
# Top 10 Brands

Relative Share of Spend

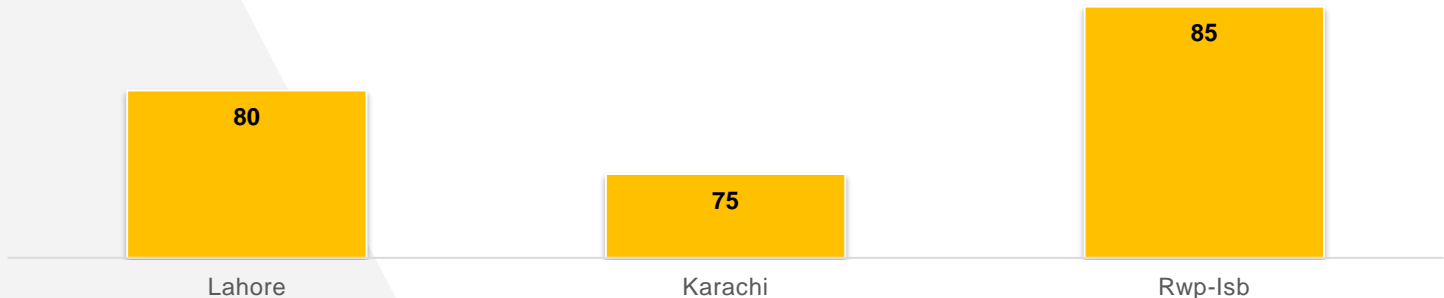


# Site Occupancy & Spending Trend

## Spending Trend



## Site Occupancy %





THANK YOU!

