

# TV Analysis

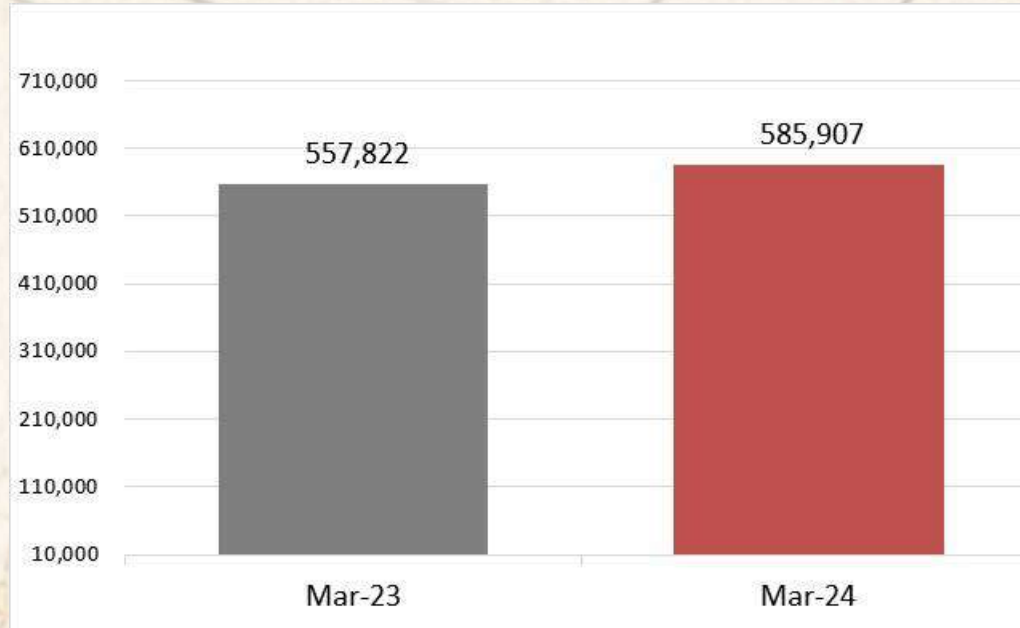
Monthly  
Report  
Mar-2024



# PAKISTAN ADVERTISERS SOCIETY

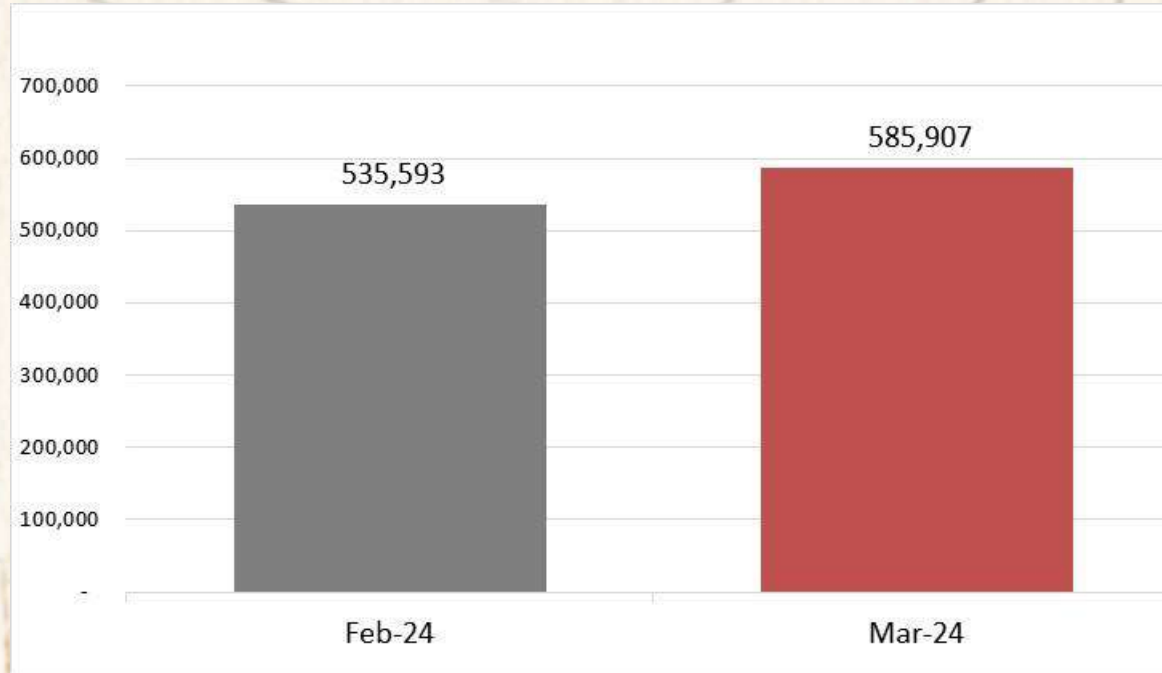


# Comparison Mar 2023 & Mar 2024



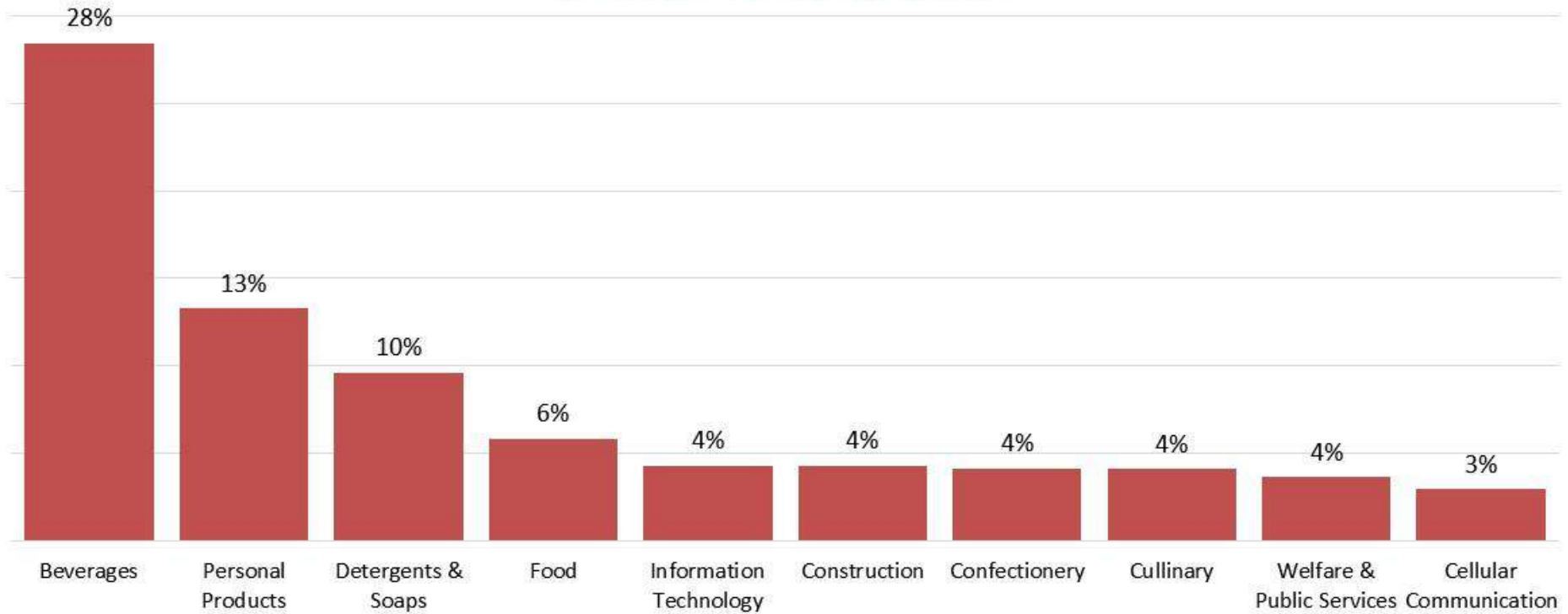
\* Mar 2024 Airtime has Increased by 5% as compared to Mar 2023.

# Comparison Feb-2024 & Mar-2024



- Mar 2024 Airtime has Increased by 9% as compared to Feb 2024

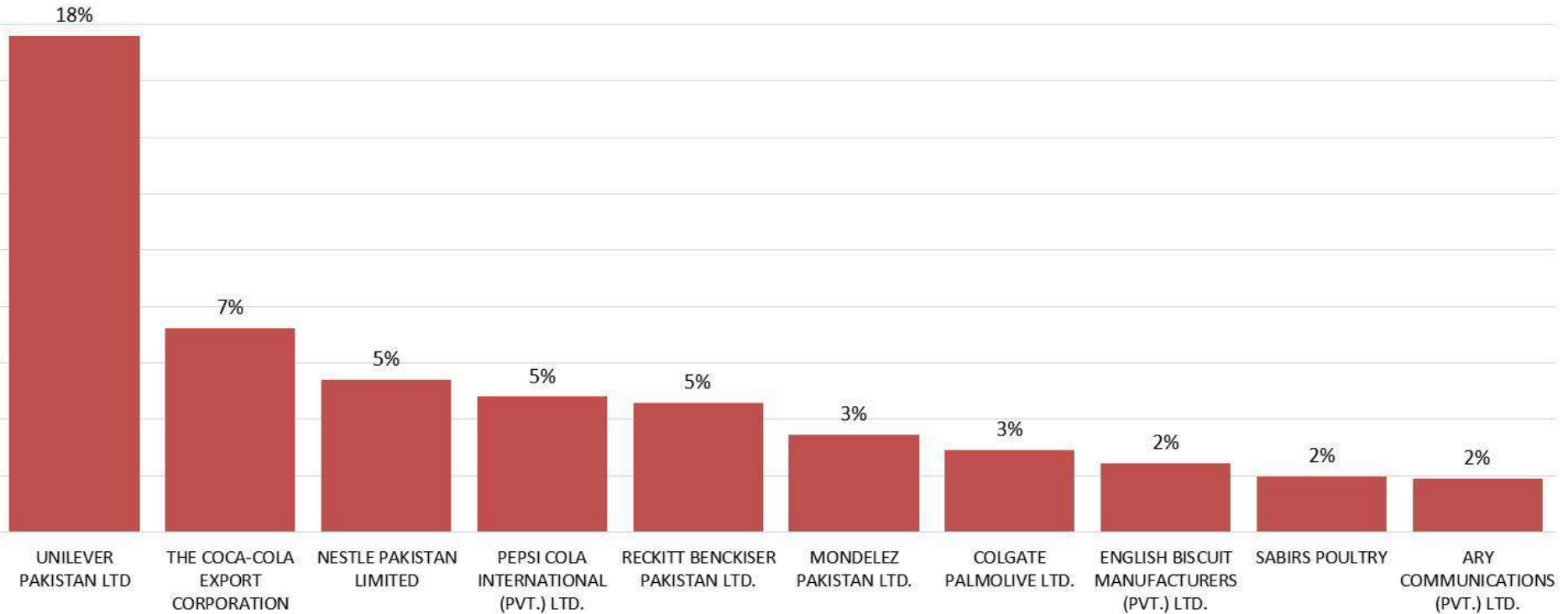
## TOP 10 CATEGORIES





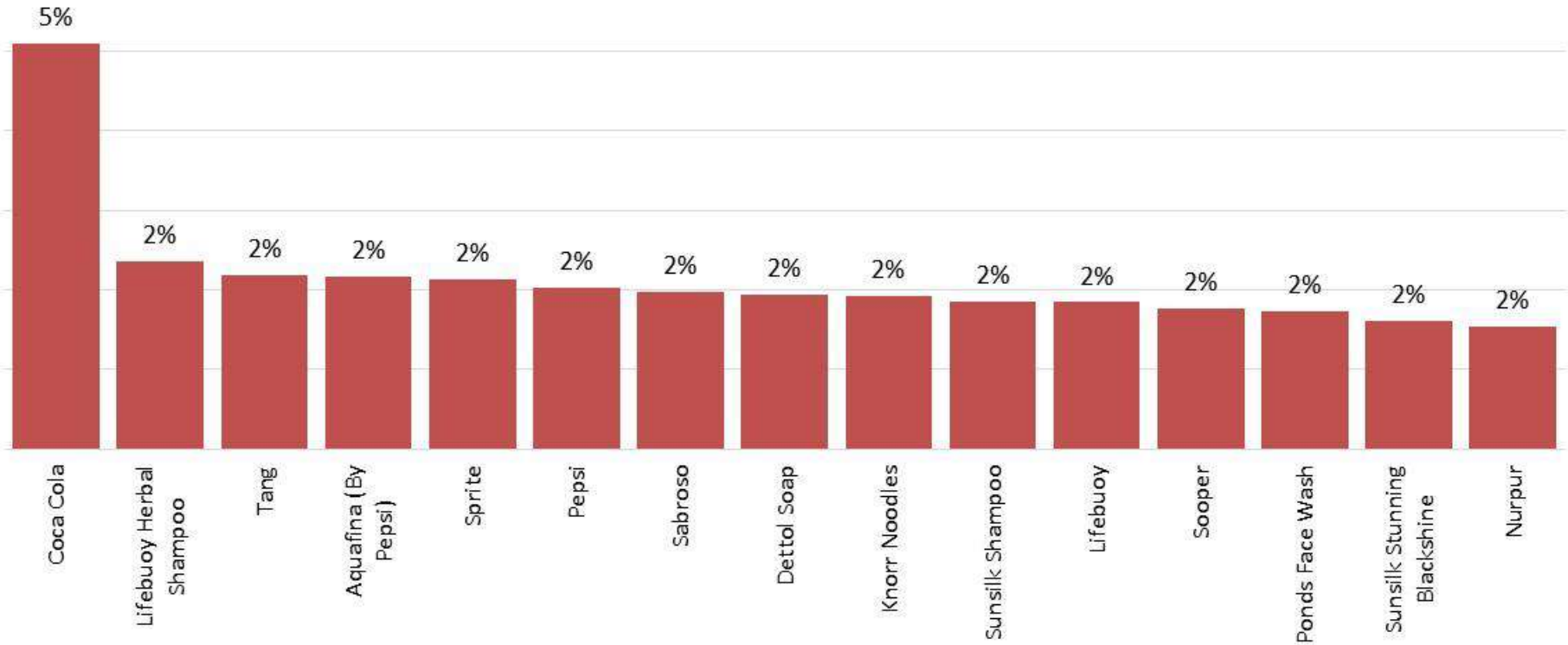
% Share of Overall Advertised Minutes

## TOP 10 PLAYERS



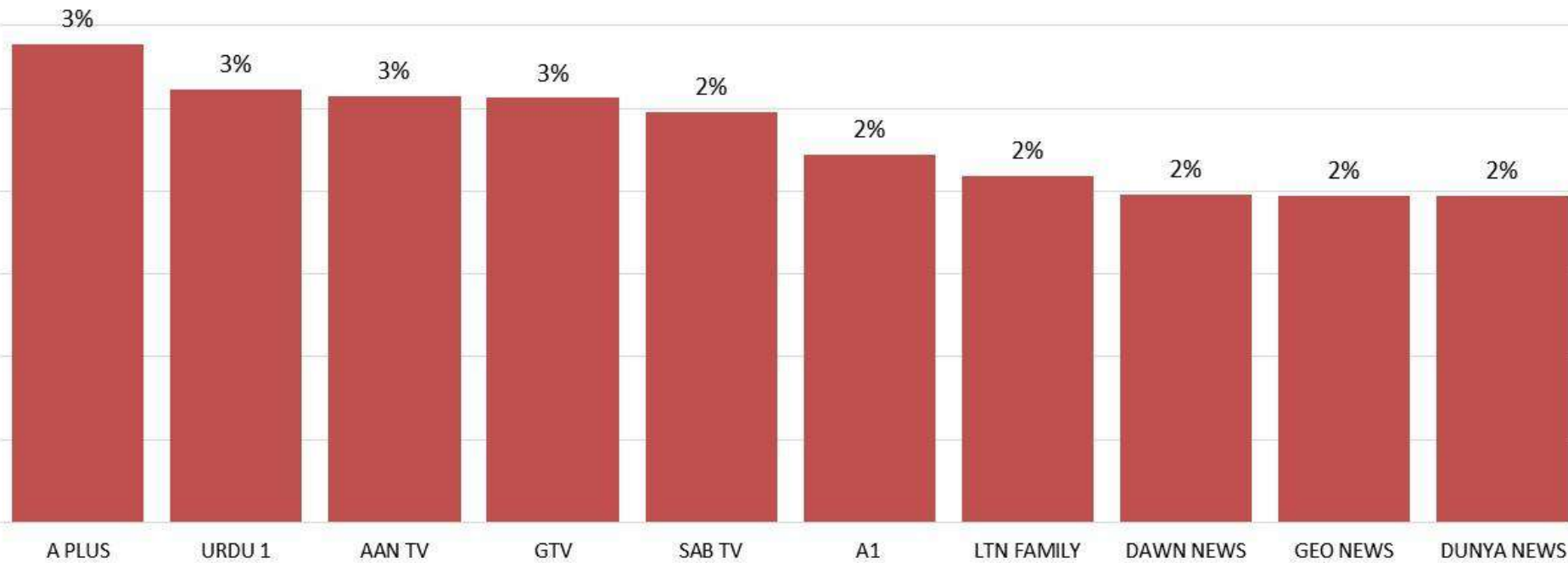
% Share of Overall Advertised Minutes

## TOP 15 BRANDS



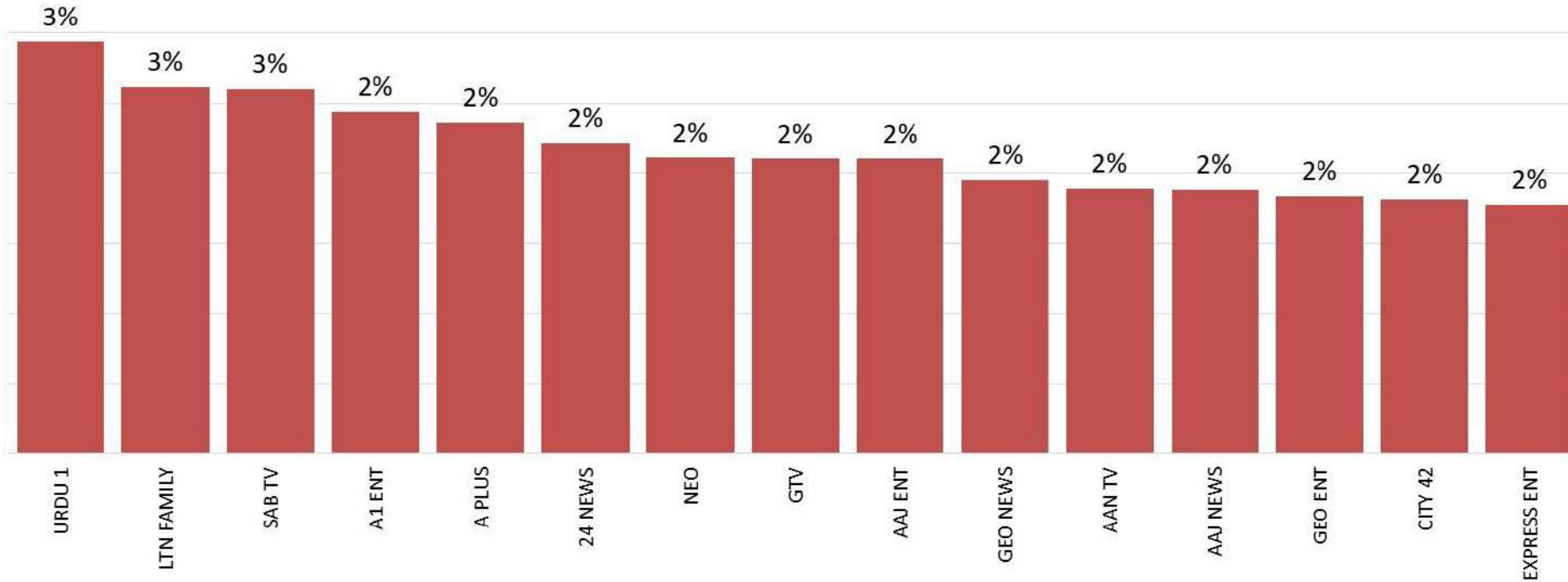
% Share of Overall Advertised Minutes  
Across All Genre

## TOP 10 CHANNELS



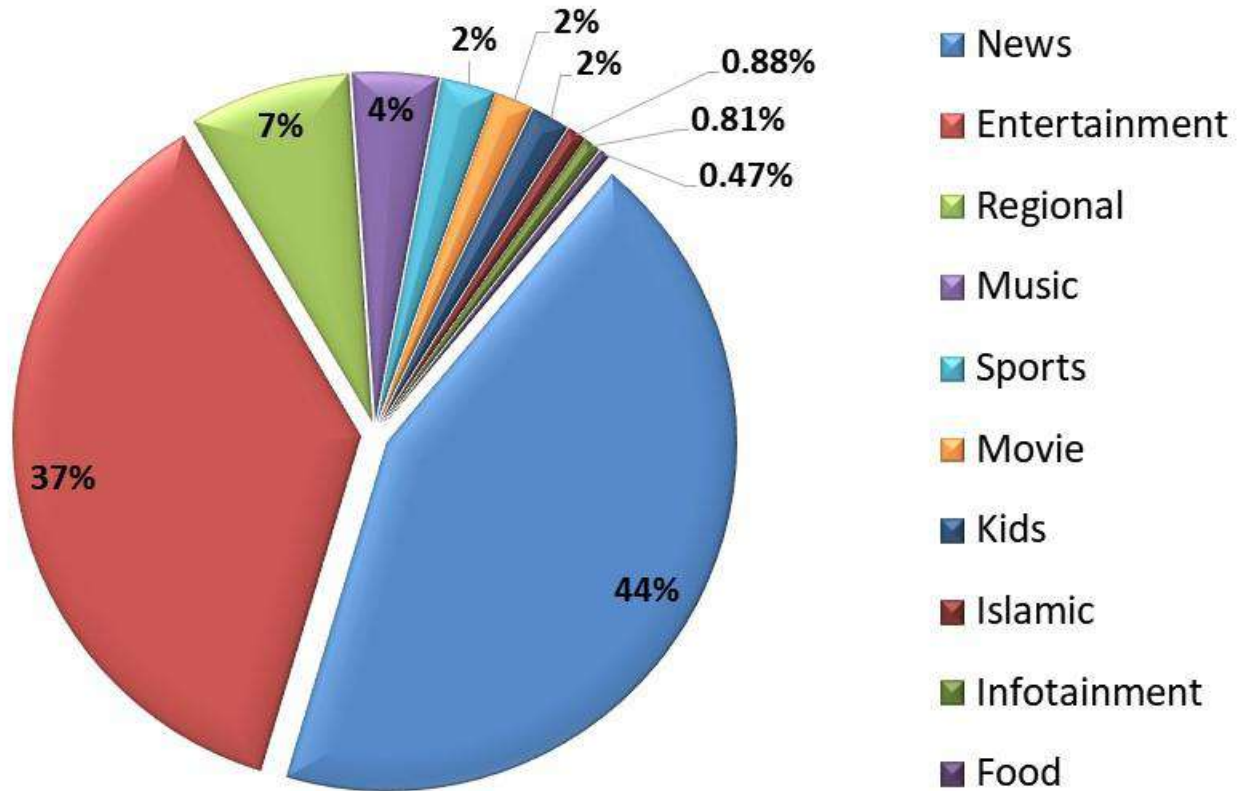
% Share of Overall Advertised Minutes  
Across All Genre

## TOP 15 CHANNELS IN PRIME TIME

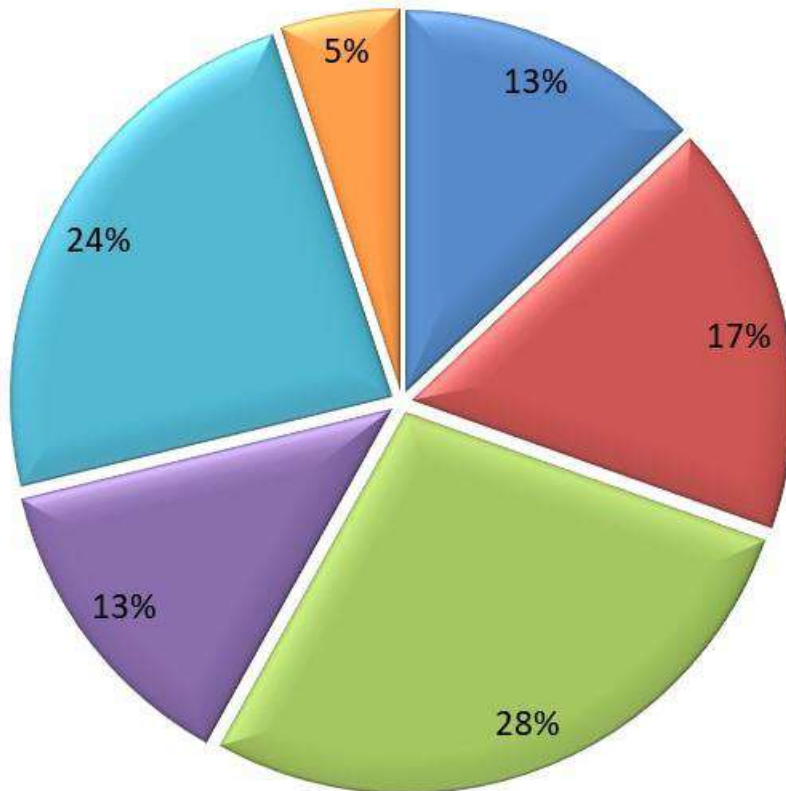




# Genre Split



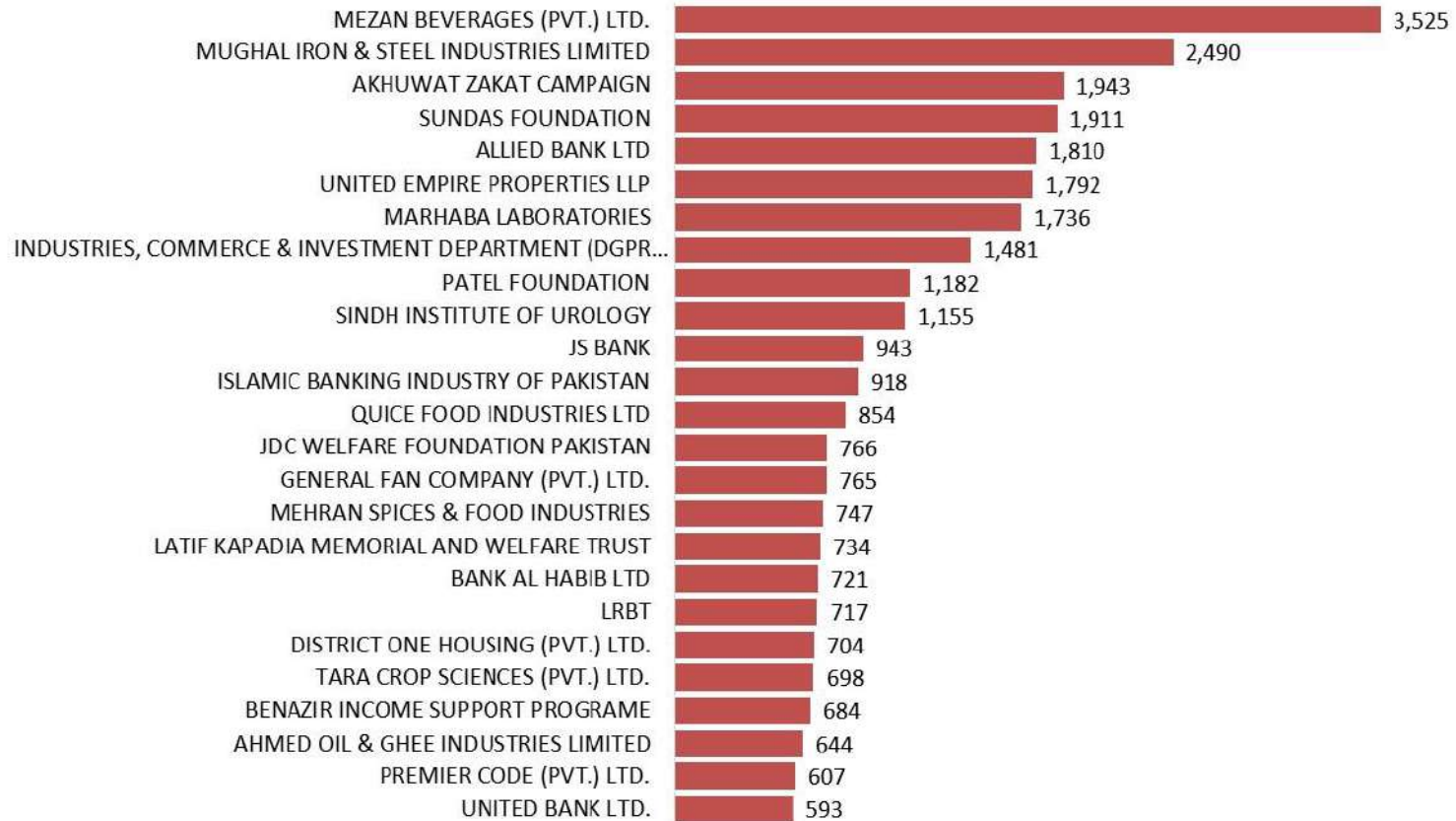
# Time Band Split



- 1. Late Night  
00:00 ~ 05:59
- 2. Morning Time  
06:00 ~ 11:59
- 3. After Noon  
12:00 ~ 16:59
- 4. Evening Time  
17:00 ~ 18:59
- 5. Prime Time  
19:00 ~ 22:59
- 6. Late Prime Time  
23:00 ~ 23:59



# New Clients Added this Month







# Thank You

For any queries, please  
contact us on the  
below mentioned  
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