

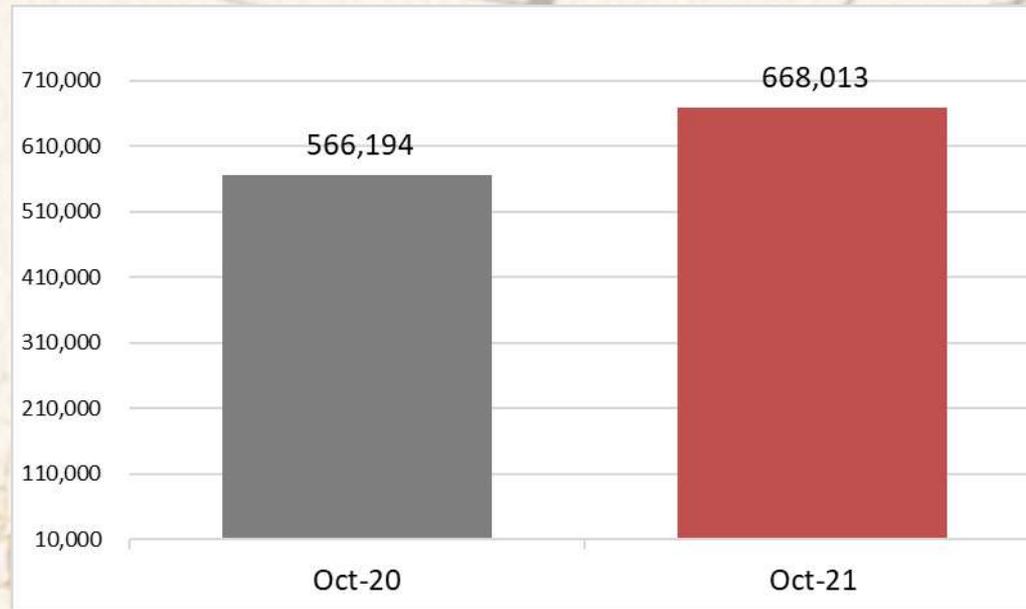
TV Analysis

Monthly
Report
Oct-2021



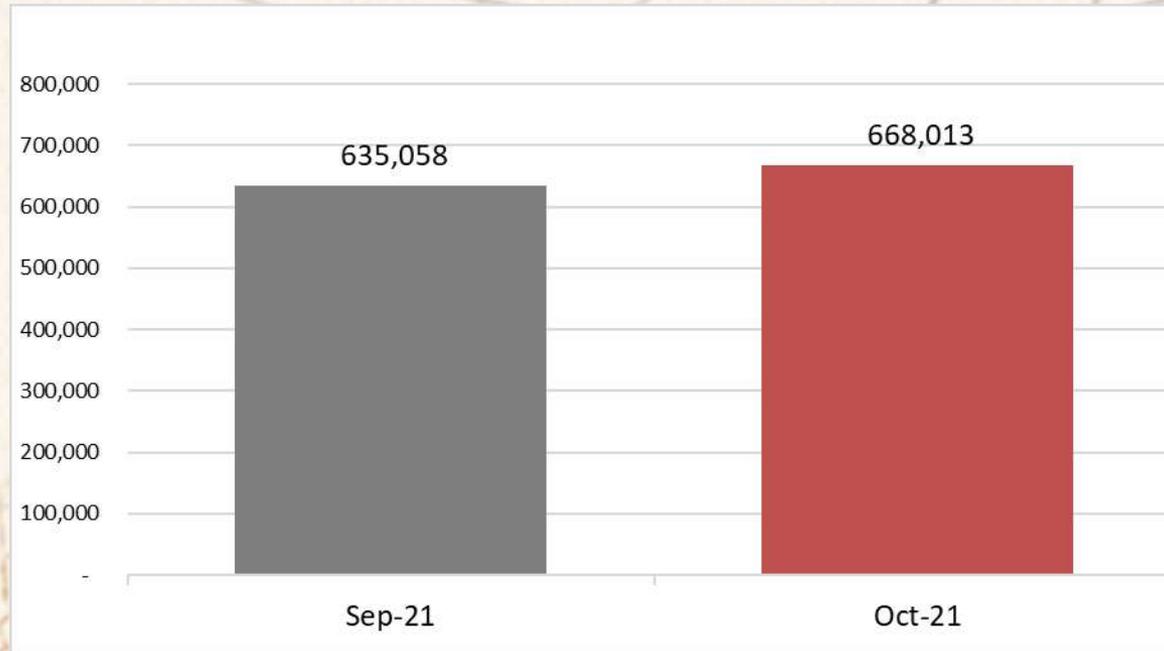
PAKISTAN ADVERTISERS SOCIETY

Comparison Oct 2020 & Oct 2021



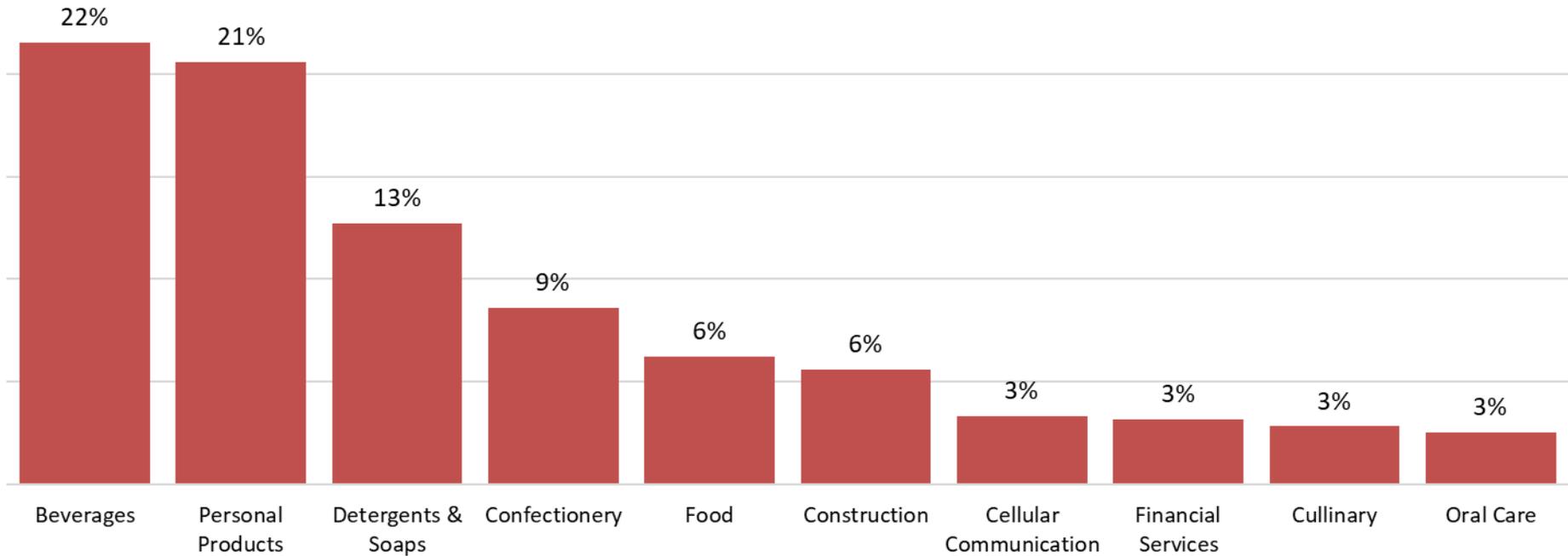
* Oct2021 Airtime has increased by 18% as compared to Oct 2020.

Comparison Sep-2021 & Oct-2021



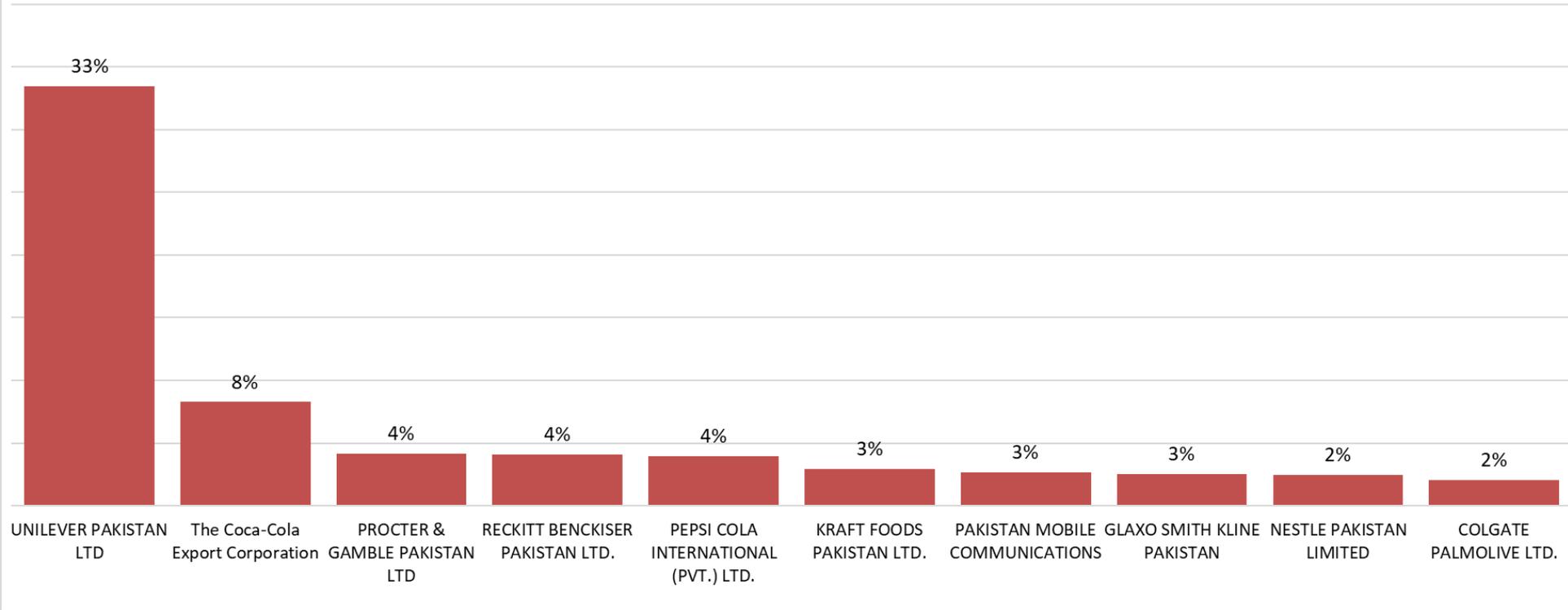
• Oct 2021 Airtime has Increased by 5% as compared to Sep 2021.

TOP 10 CATEGORIES



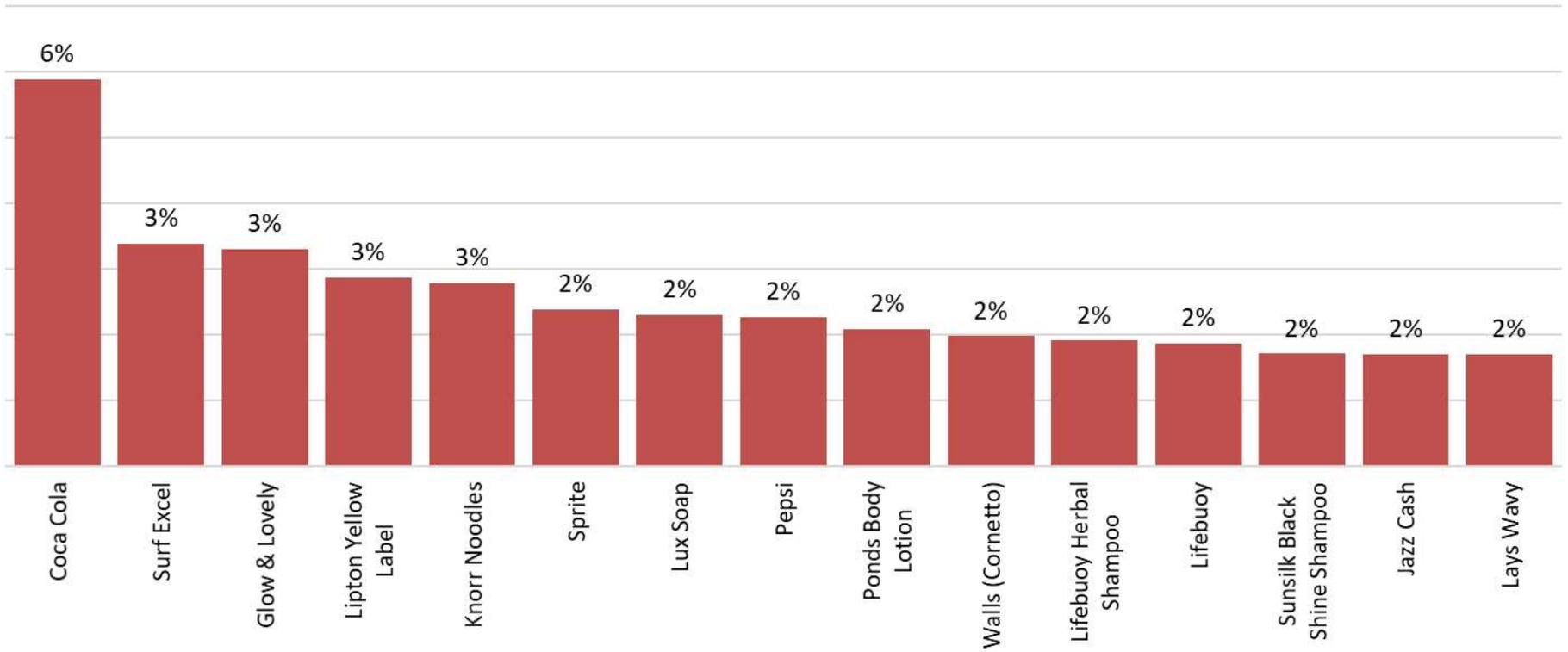


TOP 10 PLAYERS



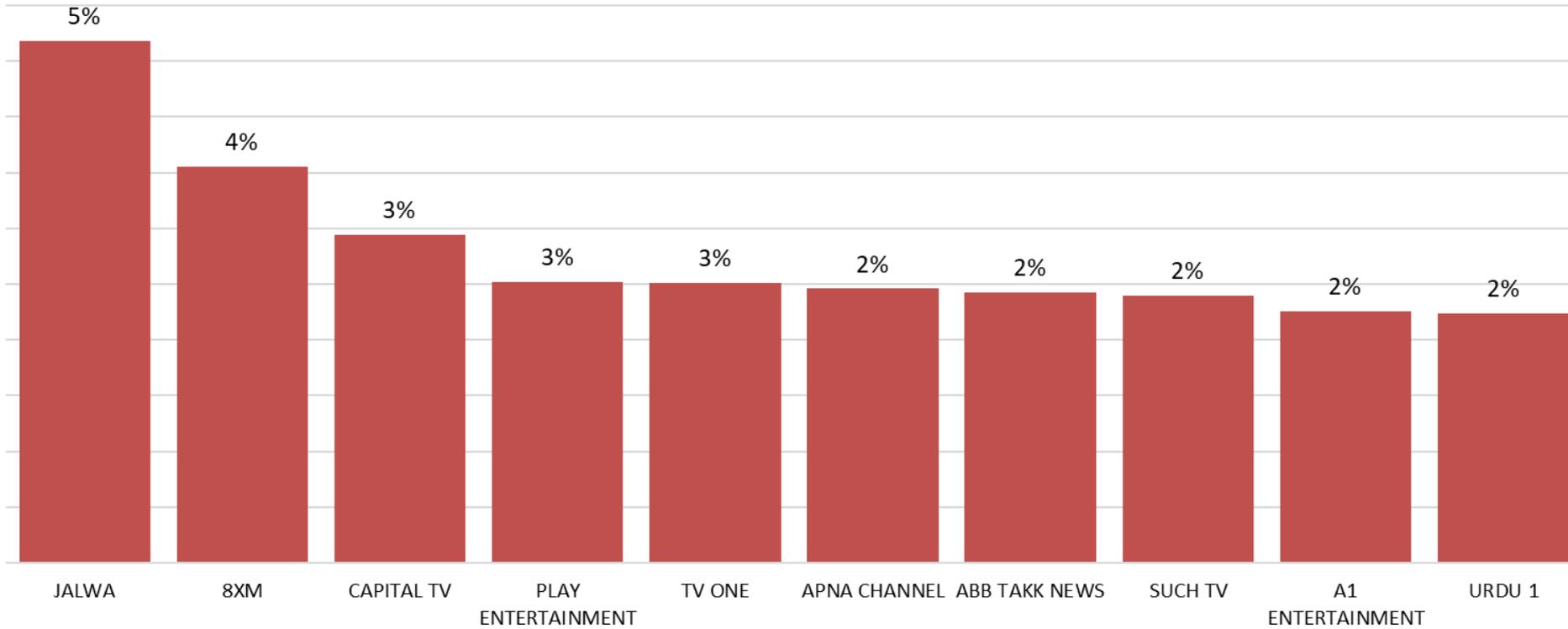


TOP 15 BRANDS



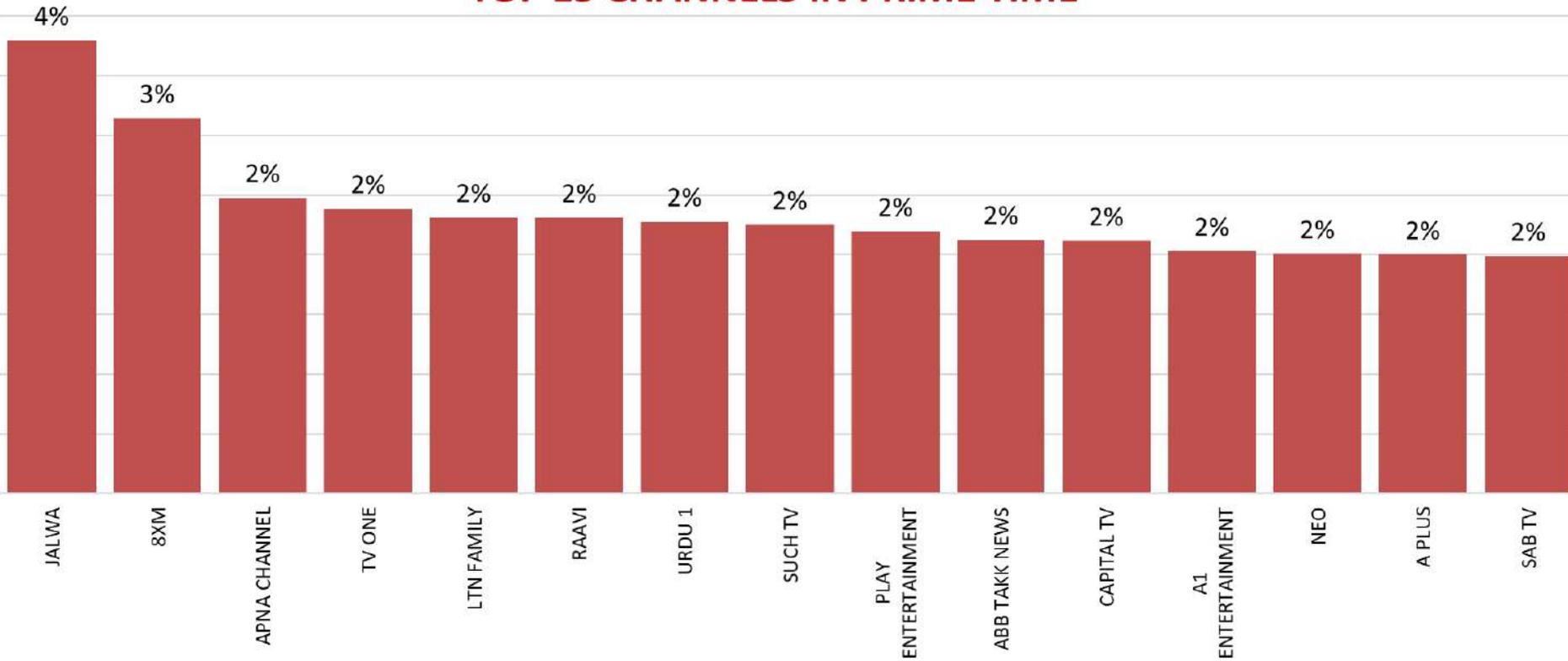


TOP 10 CHANNELS

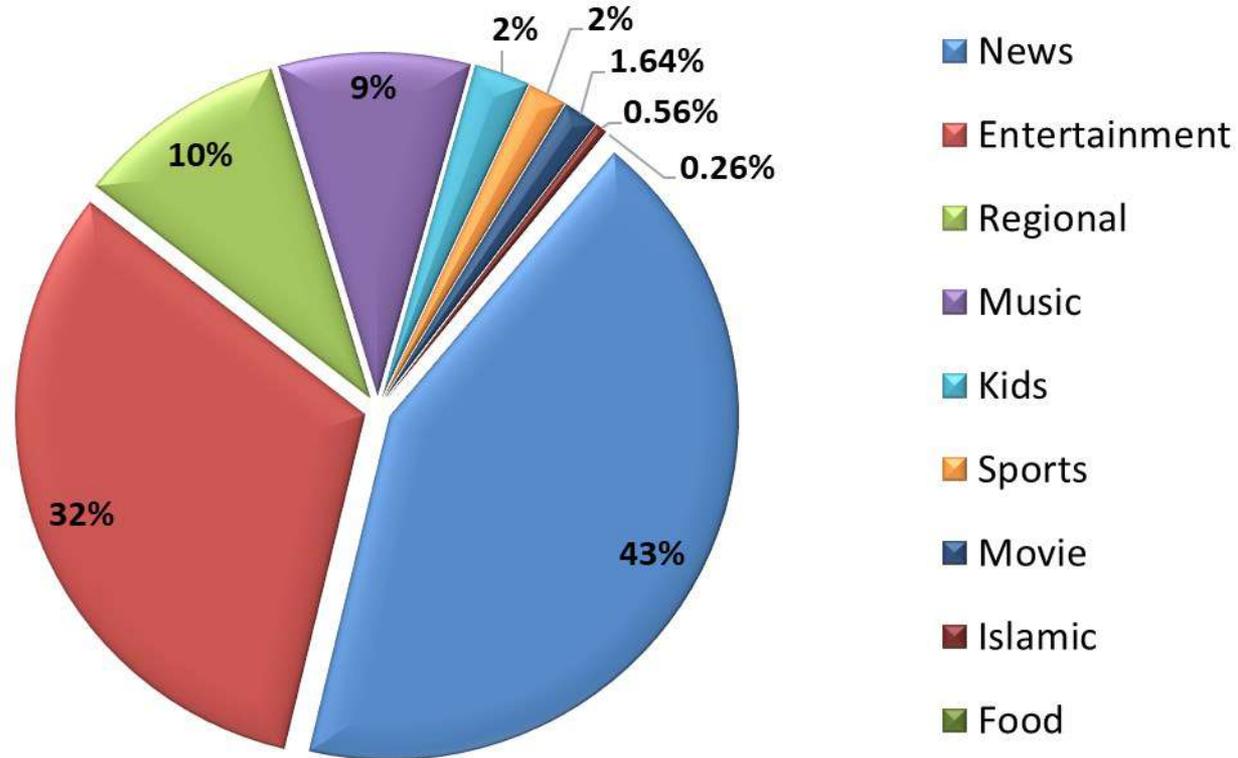




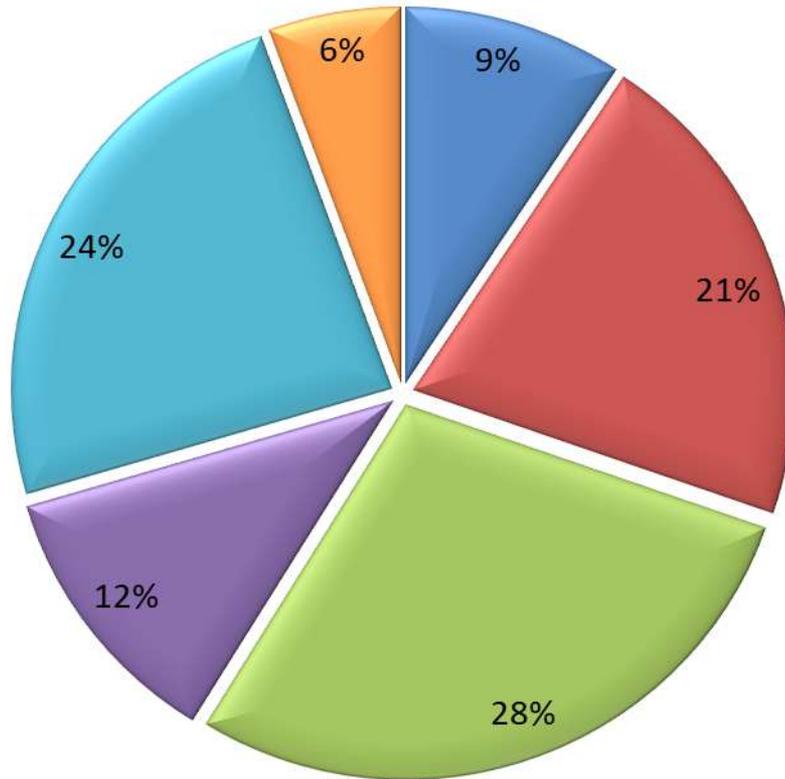
TOP 15 CHANNELS IN PRIME TIME



Genre Split

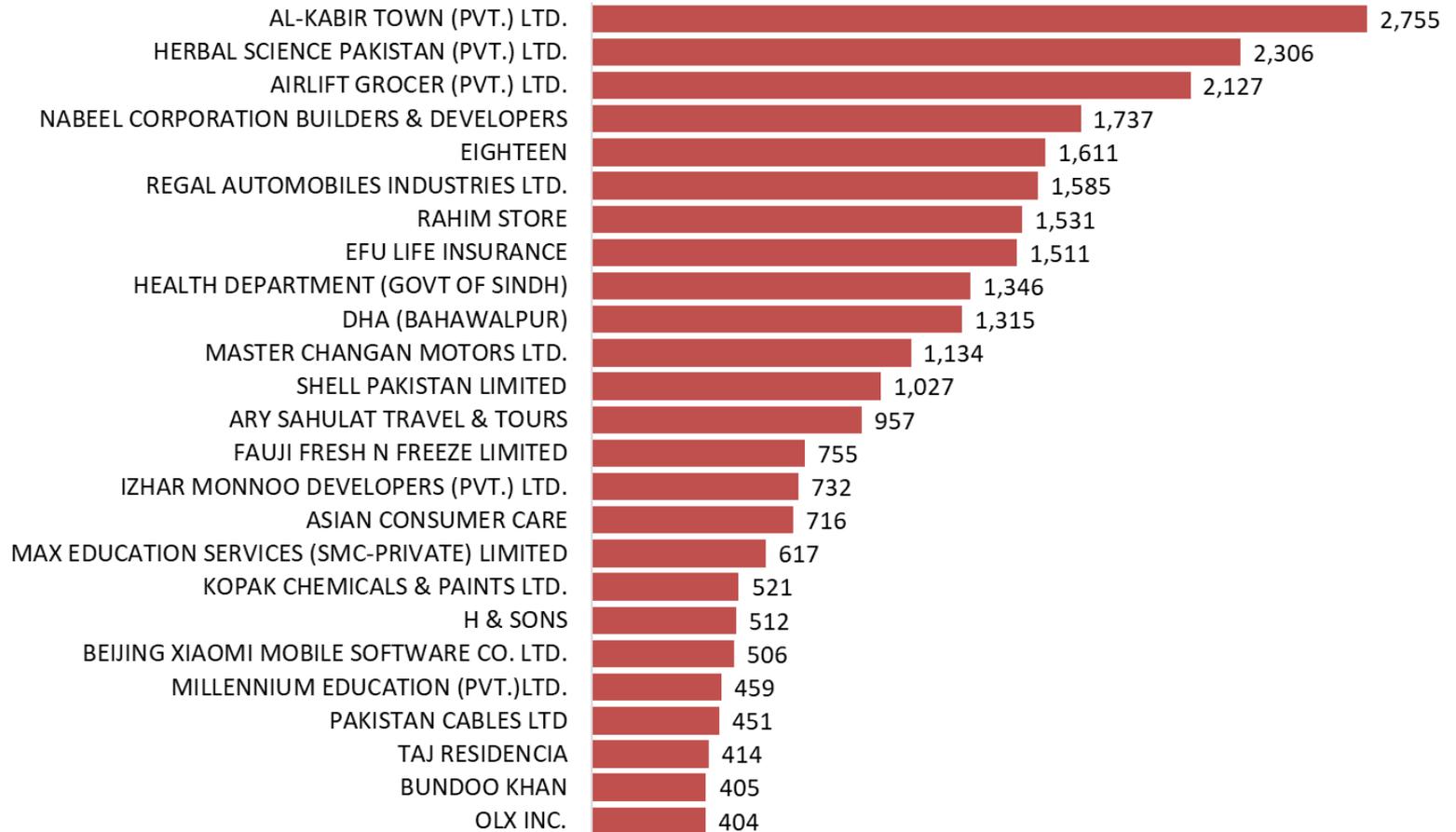


Time Band Split



- 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

ADVERTISER'S ADDED IN OCT 2021 - TOP 25





Thank You

For any queries, please
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