

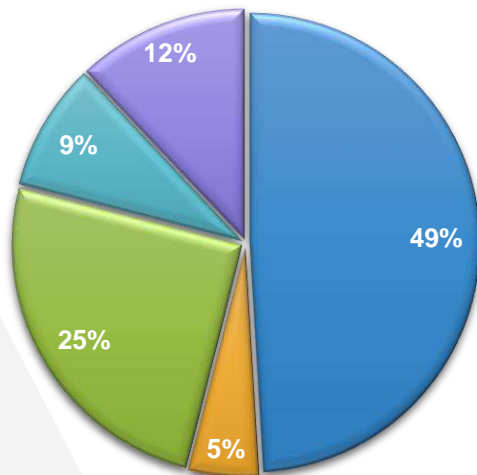
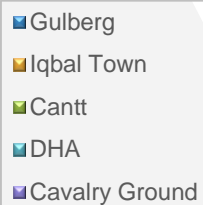


Move MONTHLY Ratings Aug 2018

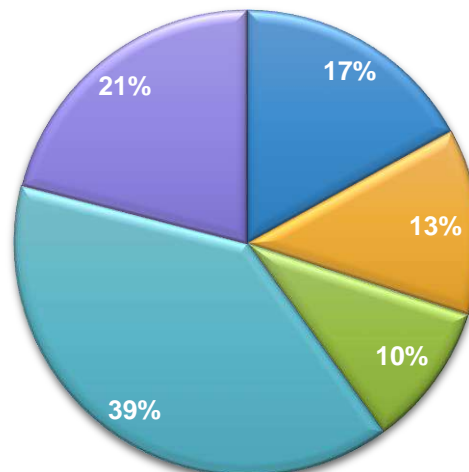


Viewership Area wise %

Lahore



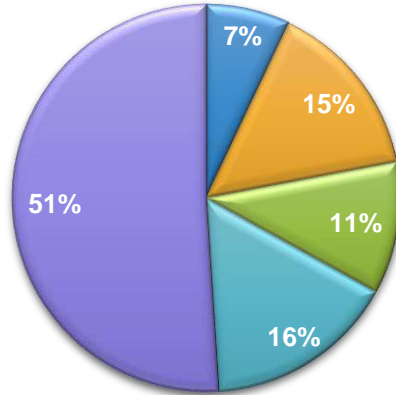
Karachi



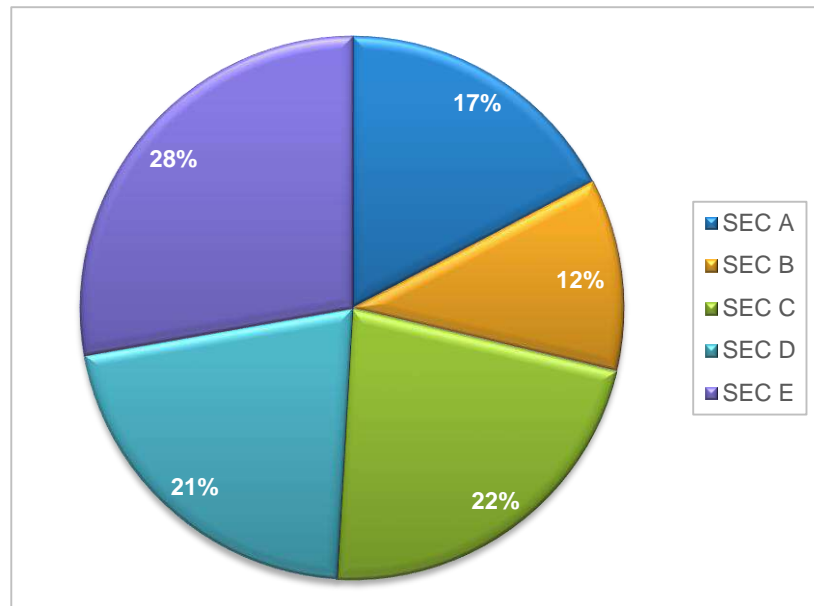
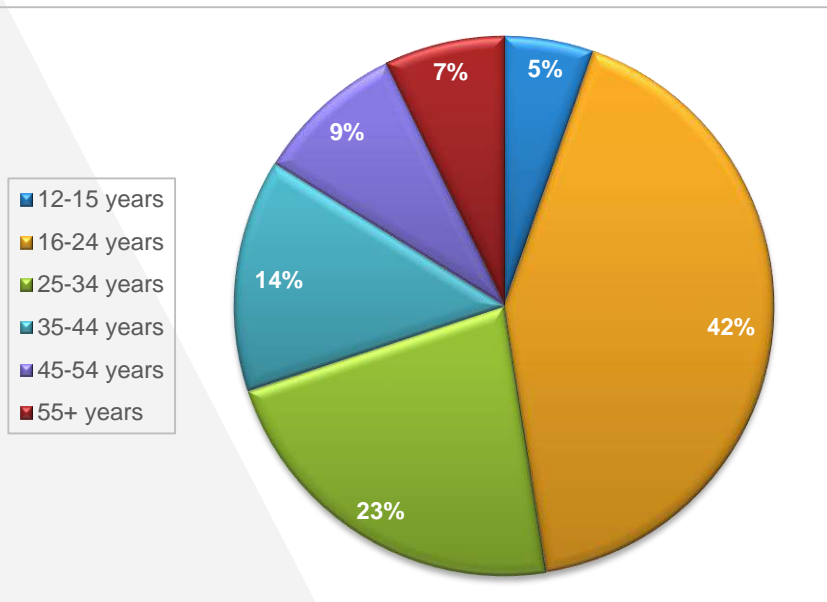
Viewership Area wise %

Rwp - Isb

- Blue Area
- Commercial Market
- Kashmir Highway
- Katchary Chowk
- Muree Road



Target Group Share Ratings




Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Allah Wali Chorangi	Wall Pasting	Champion Neon	10.87
2	PTC Building	Wall Pasting	Ravi Adv	10.58
3	FTC	Wall Pasting	Gashoo Ad	10.21
4	M.A Jinnah	Wall Pasting	Do Ad 	9.45
5	Sunny Pride	Wall Pasting	Do Ad	9.34
6	Metro pole	Wall Pasting	MNB	9.10
7	Hilal-e-Ahmer	Wall Pasting	MOA	8.93
8	Ala Din Park	Wall Pasting	Sagar	8.44
9	Palm R/A	Wall Pasting	Zodiac Link	8.10
10	Opp Behria Icone Tower	Wall Pasting	OMG	7.58

Top 10 Panels Lahore

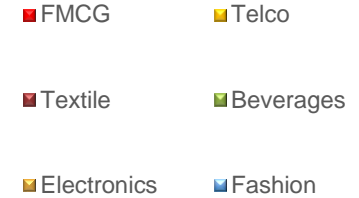
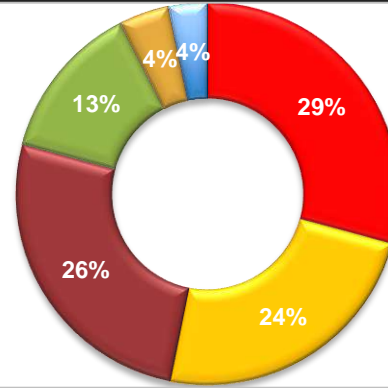
Rank	Location	Medium	Vendor	Rating %
1	Mini Market	Billboard	Flex-o-Sign	6.91
2	Main Market	Billboard	Sahar Adv	6.45
3	Cricket House	Wall Pasting	Sahar Adv	6.10
4	Muslim town Flyover	Billboard	Hafiz Bro 	5.87
5	Bhatti Gate	Billboard	Classic	5.63
6	Jeff Height	Billboard	Yellow	5.23
7	Sherpaou bridge	Billboard	MNK	5.10
8	Jinnah Flyover	Billboard	Flex-o-Sign	4.85
9	Sherpaou Bridge	Billboard	MNK	4.59
10	Chubruji Chowk	Billboard	Hafiz Bro	4.19

Top 10 Panels Rwp-Isb

Rank	Location	Medium	Vendor	Rating %
1	6 th Road	Billboard	Hafiz bro	4.73
2	Mall Road	Billboard	MNK	4.53
3	Chandni Chowk	Billboard	Gashoo Ad	4.44
4	Moti Mehal	Billboard	Pindi Ad 	4.24
5	F-7	Billboard	Hafiz Bro	3.93
6	7 th Avenue	Bridge Panel	Sherazi Ad	3.71
7	Airport Road	Billboard	Spectrum Lines	3.49
8	F-6 Press Club	Billboard	AA	3.39
9	Katchray Chowk	Billboard	Classic Ad	3.25
10	Mall Road	Billboard	Altitude	3.23

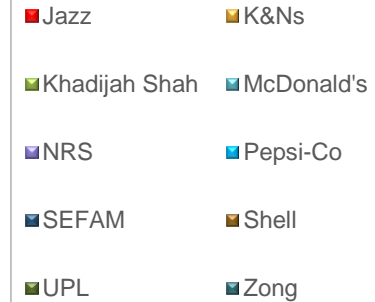
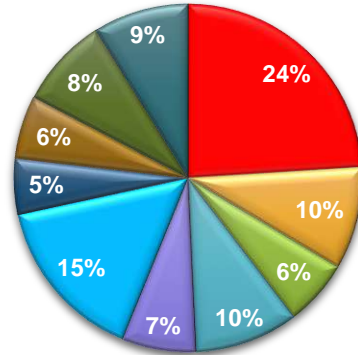
Category Wise Summary

Category Wise Spend

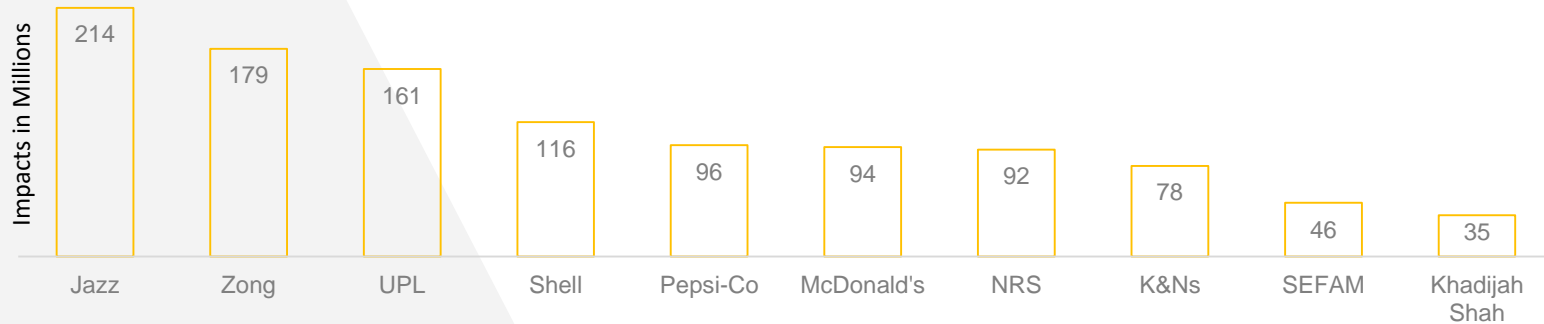


Top 10 Advertisers

Relative Share of Spend

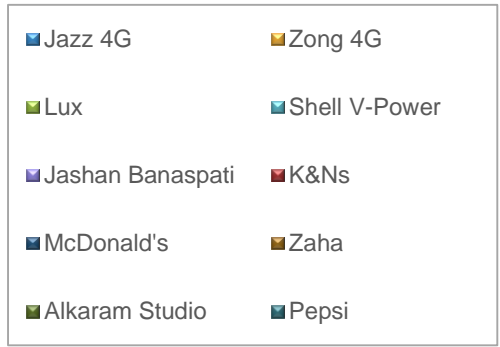
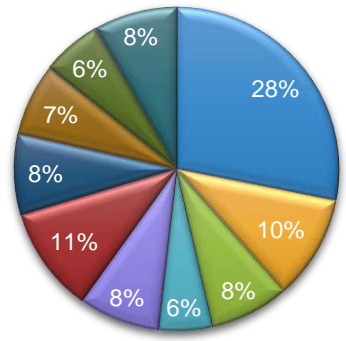


Impacts in Millions

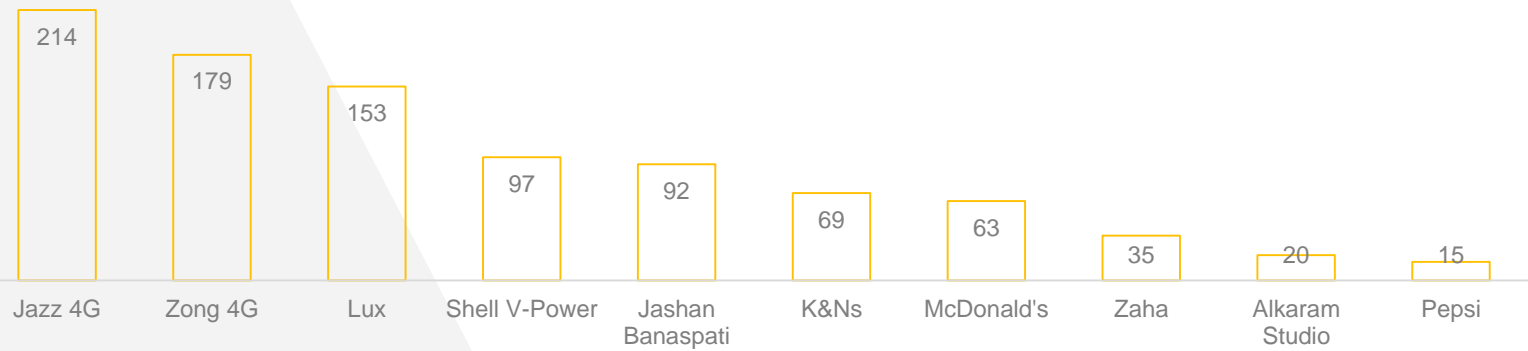


Top 10 Brands

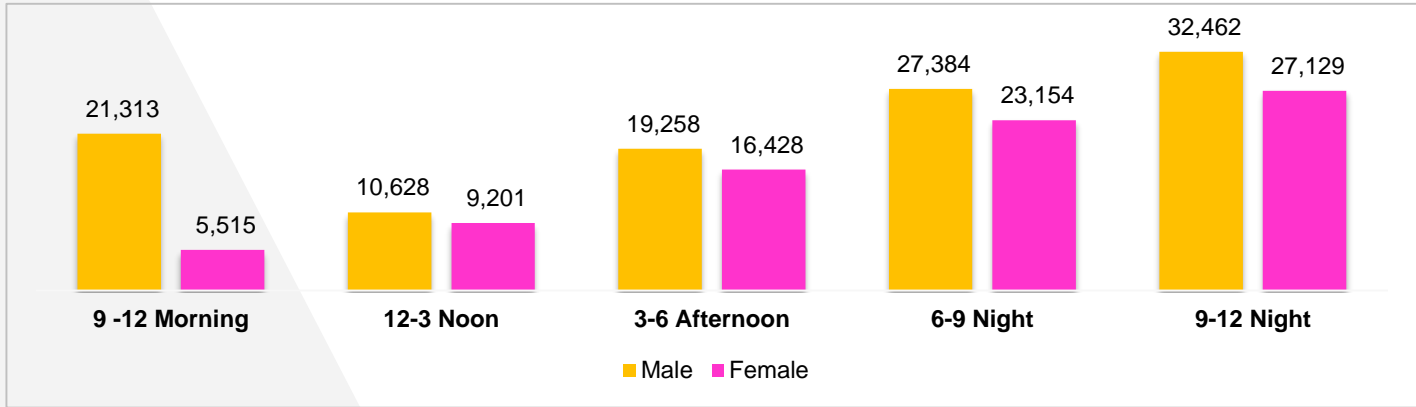
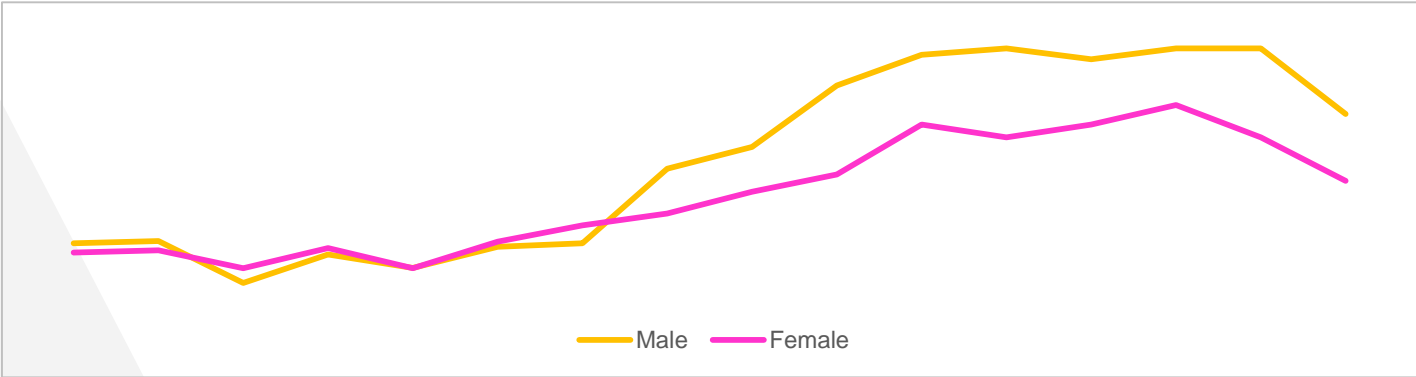
Relative Share of Spend



Impacts in Millions



Digital OOH Medium (Time band Utilization)



Top 00H Digital Mediums

Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Fortress Chowk	Sahar Adv	31.53
2	Khalid Butt Chowk	Sahar Adv	29.41
3	Scheme Mor	AA	28.0

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Kh-e-Iqbal	Digi prime	21.41
2	Mehmood Qasoori Road	Digi Prime	20.13
3	Qarshi Lane	MNK	18.54

THANK YOU!