



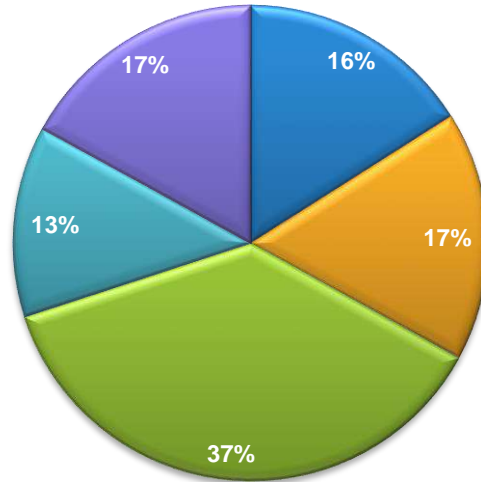
Move MONTHLY Review Aug 2020



Viewership Area wise %

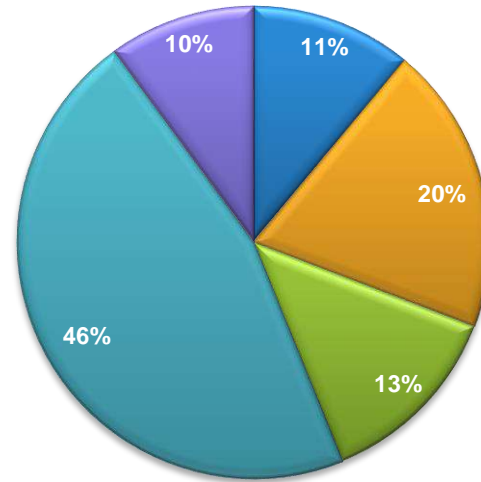
Karachi

- Clifton
- Rashid Minhas Road
- Sh-e-Faisal
- Sh-e-Pakistan
- University Road



Lahore

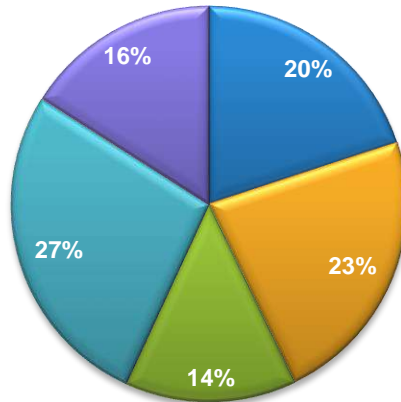
- Iqbal Town
- Cantt
- DHA
- Gulberg
- Model Town



Viewership Area wise %

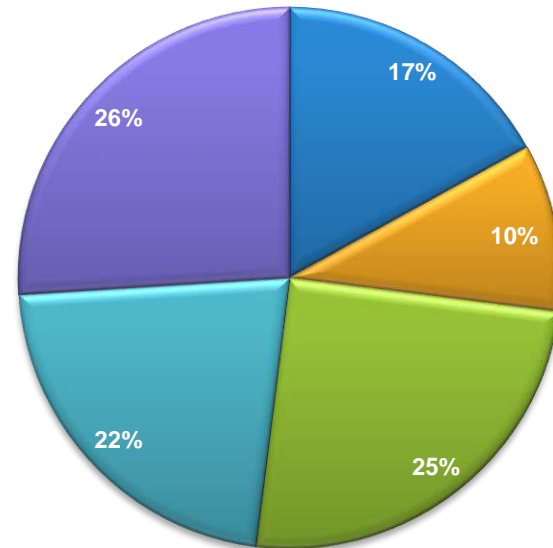
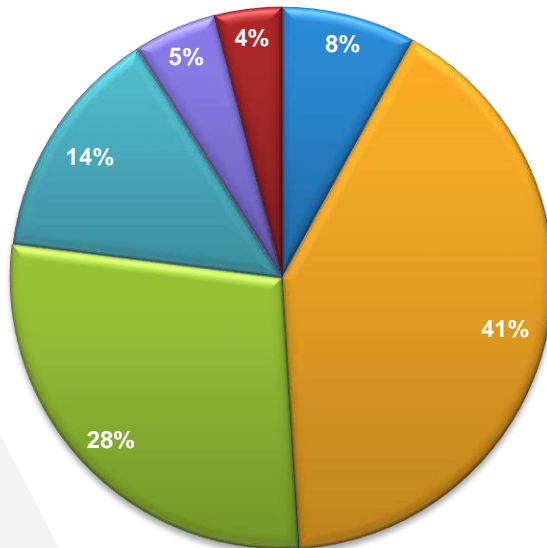
Rwp-Isb

- Commercial Market
- Ijp Road
- Kashmir Highway
- Muree Road
- Sector F



Target Group Share Ratings

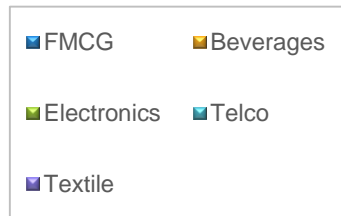
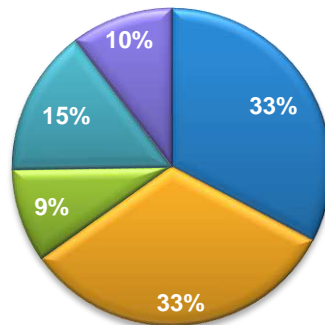
- 12-15 years
- 16-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55+ years



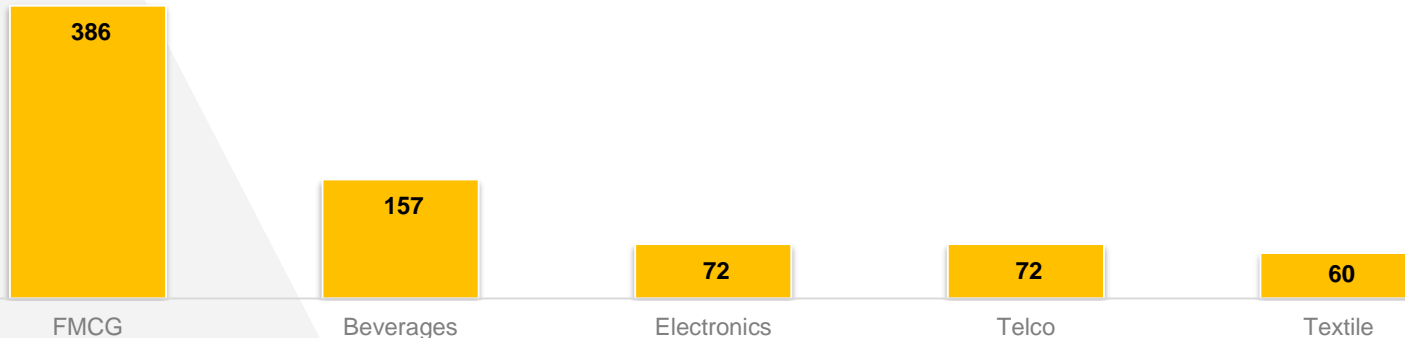
- SEC A
- SEC B
- SEC C
- SEC D
- SEC E

Category Wise Summary

Category Wise Spend

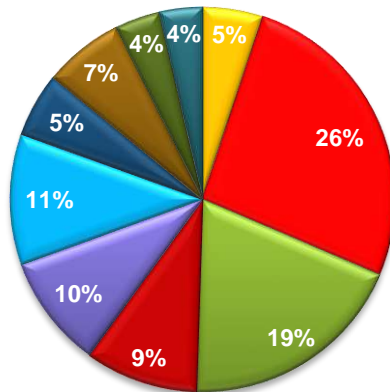


Category Impacts
Millions

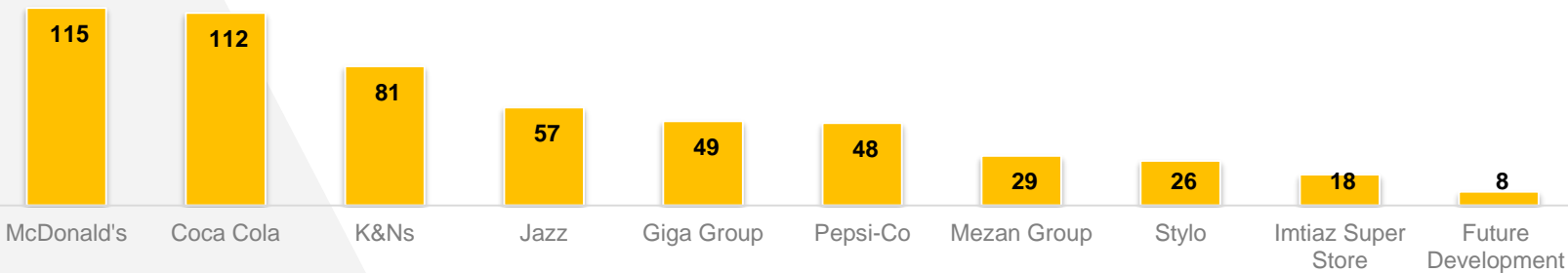


Top 10 Advertisers

Relative Share of Spend

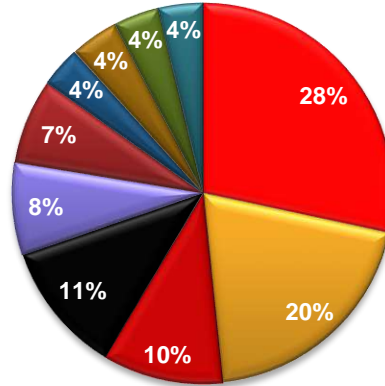


Impacts in Millions

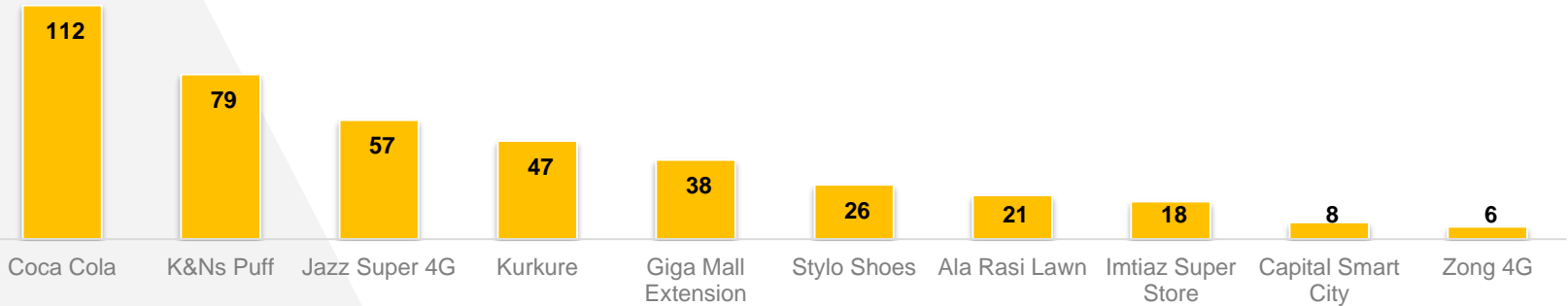


Top 10 Brands

Relative Share of Spend



Impacts in Millions



THANK YOU!