



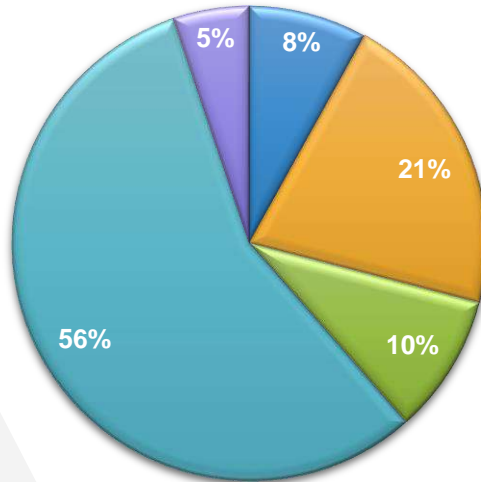
Move MONTHLY Ratings Dec 2018



Viewership Area wise %

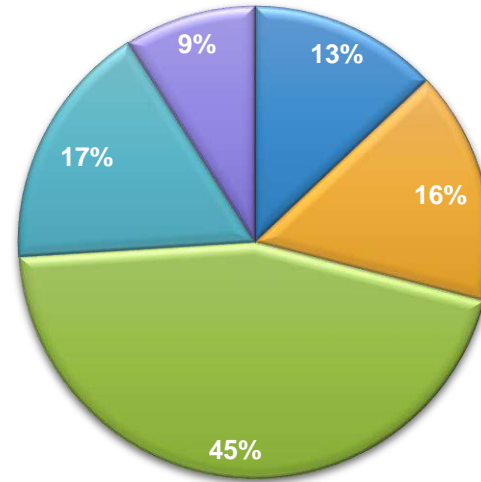
Lahore

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



Karachi

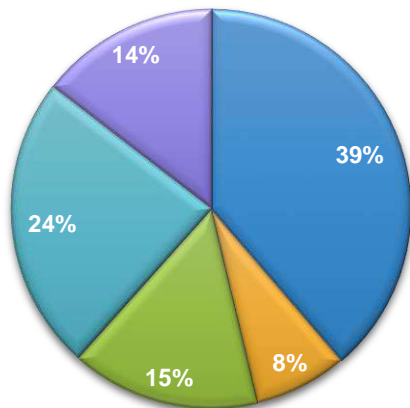
- Clifton
- Korangi Road
- Sh-e-Faisal
- Sh-e-Pakistan
- University Road



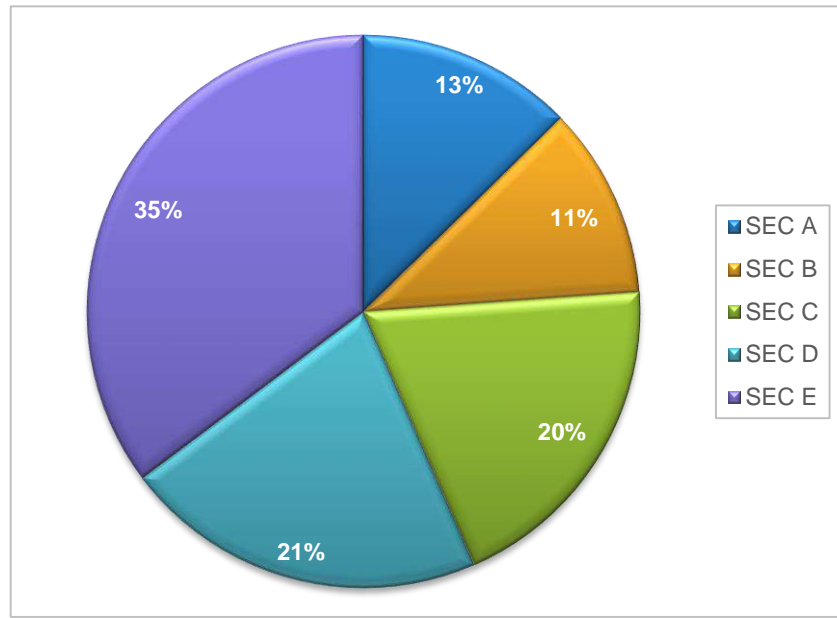
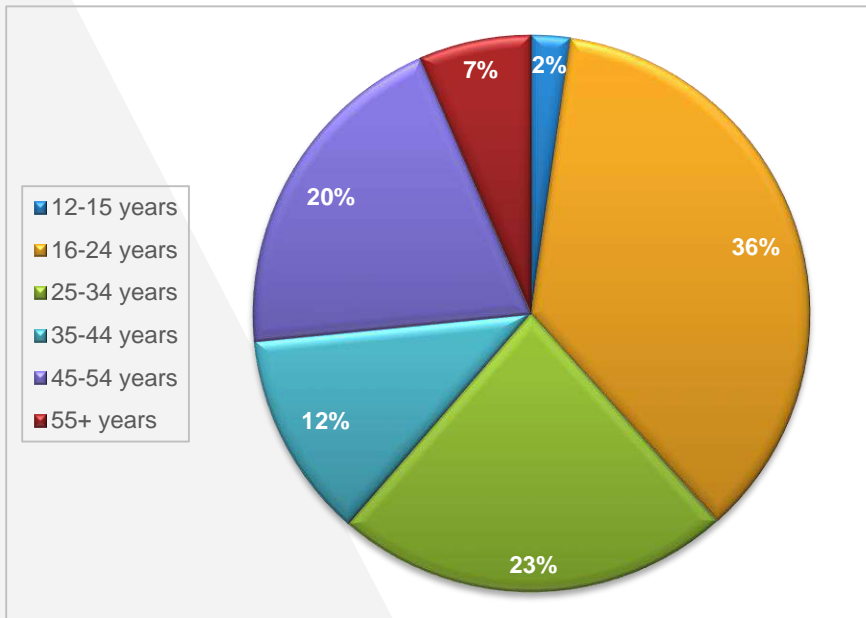
Viewership Area wise %

Rwp-Isb


- Mall Road
- Margalla Road
- Peshawar Road
- Saddar
- Seactor F




Target Group Share Ratings




Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Najeab Center	Wall Pasting	Champion	10.97
2	Business Avenue, Sh-e-Faisal	Wall Pasting	OOH Advertising	10.73
3	FTC	Wall Pasting	Gashoo	10.14
4	Hilal-e-Ahmer	Wall Pasting	MCA 	9.77
5	National Stadium	Wall Pasting	Ammar Ad	9.66
6	Sea Breeze, M.A Jinnah Rd	Wall Pasting	Do Adv	9.15
7	NCR	Wall Pasting	Ammar Ad	8.81
8	University Road	Wall Pasting	Vision Publicity	8.42
9	Clifton Bridge	Wall Pasting	Sabir Sign	8.13
10	Palm R/A	Wall Pasting	The Sign Media	8.10

Top 10 Panels Lahore

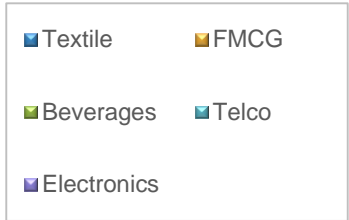
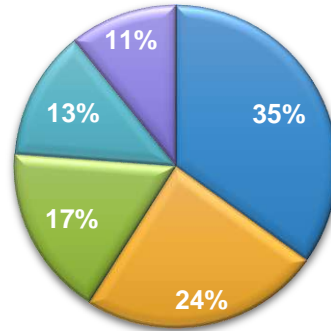
Rank	Location	Medium	Vendor	Rating %
1	Mini Market	Billboard	Flex-o-Sign	7.47
2	Main Boulevard Gulberg	Billboard	Yellow Communication	7.43
3	Shalimar Hotel	Billboard	Sahar Adv	7.31
4	M.M Alam Road	Billboard	Hafiz Bro 	7.15
5	Jinnah Flyover	Billboard	Flex-o-Sign	6.87
6	Muslim Town	Billboard	Hafiz Bro	6.61
7	Jinnah Hospital	Billboard	Sahar Adv	6.55
8	Karim Market	Billboard	Ad-Wise	6.41
9	Dubai Chowk	Billboard	Sahar Adv	6.34
10	Railway Hospital	Billboard	Classic Ad	6.29

Top 10 Panels Rwp-Isb

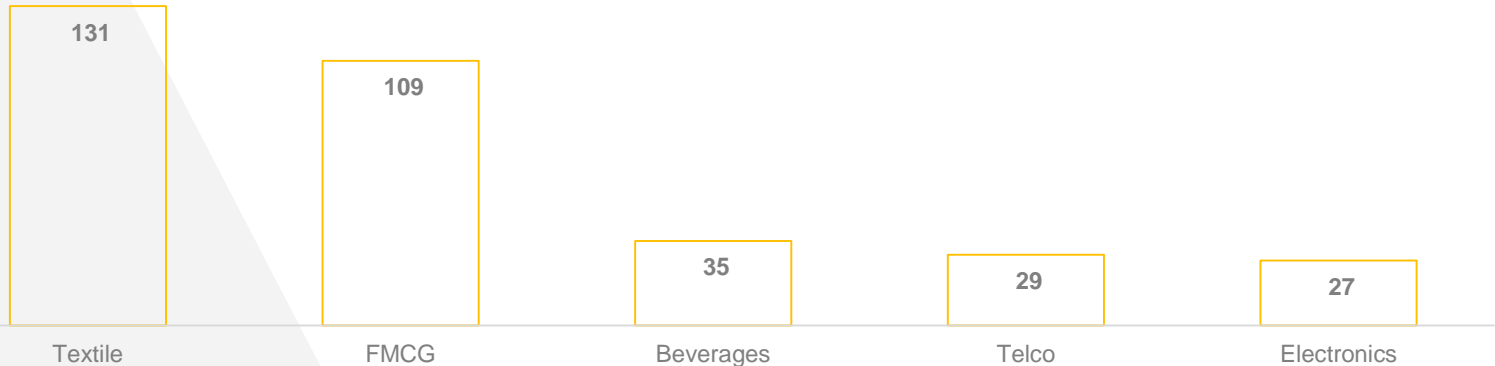
Rank	Location	Medium	Vendor	Rating %
1	Commercial Market	Billboard	Classic Ad	5.74
2	Fawara Chowk	Billboard	Hafiz Bro	5.63
3	Aryna Hotel	Billboard	New adcare	5.14
4	Marir Chowk	Bridge Panel	Sherazi Ad 	5.01
5	F-10	Billboard	Hafiz Bro	4.78
6	F-10 R/A	Billboard	Sign pakistn	4.55
7	F-6	Billboard	MNK	4.23
8	Blue Area	Billboard	Hafiz Bro	4.01
9	F-7	Billboard	Bright Media	3.87
10	Rawal Road	Billboard	Pindi Ad	3.74

Category Wise Summary

Category Wise Spend

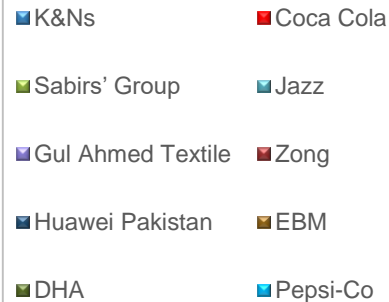
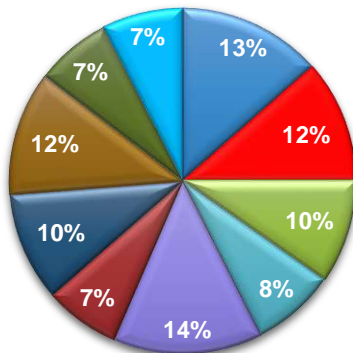


Category Impacts
Millions

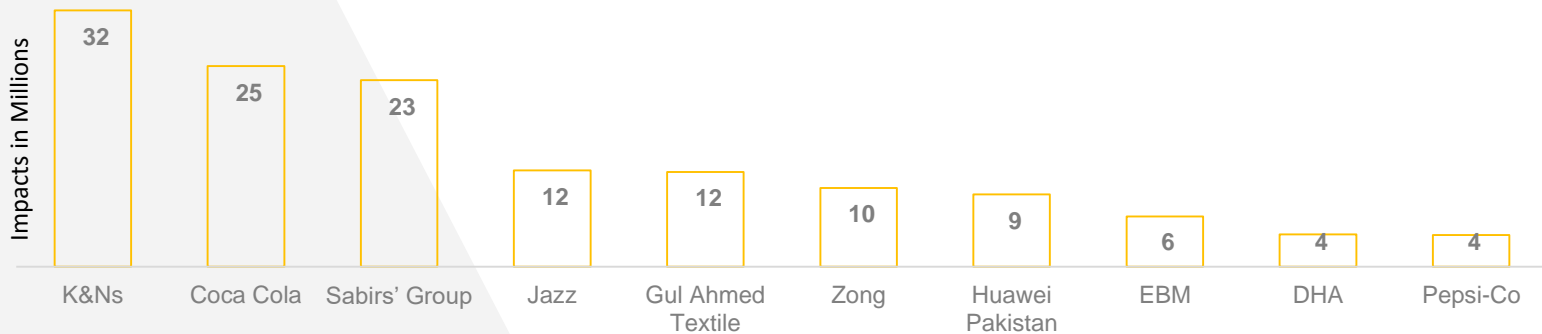


Top 10 Advertisers

Relative Share of Spend

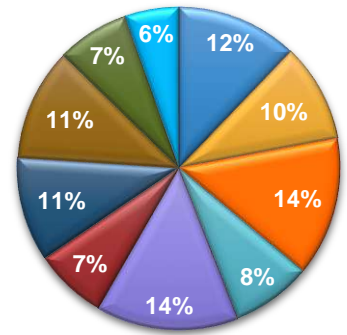


Impacts in Millions



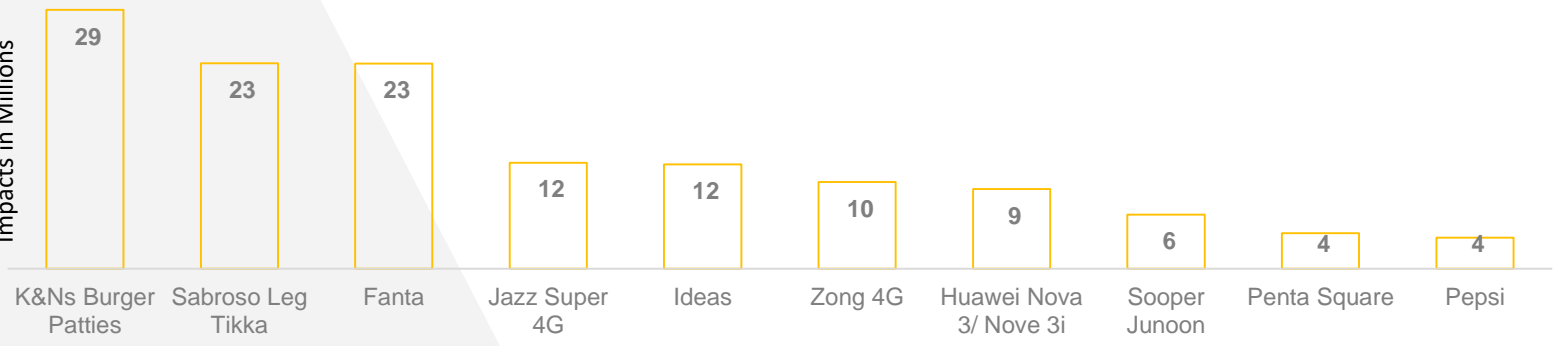
Top 10 Brands

Relative Share of Spend

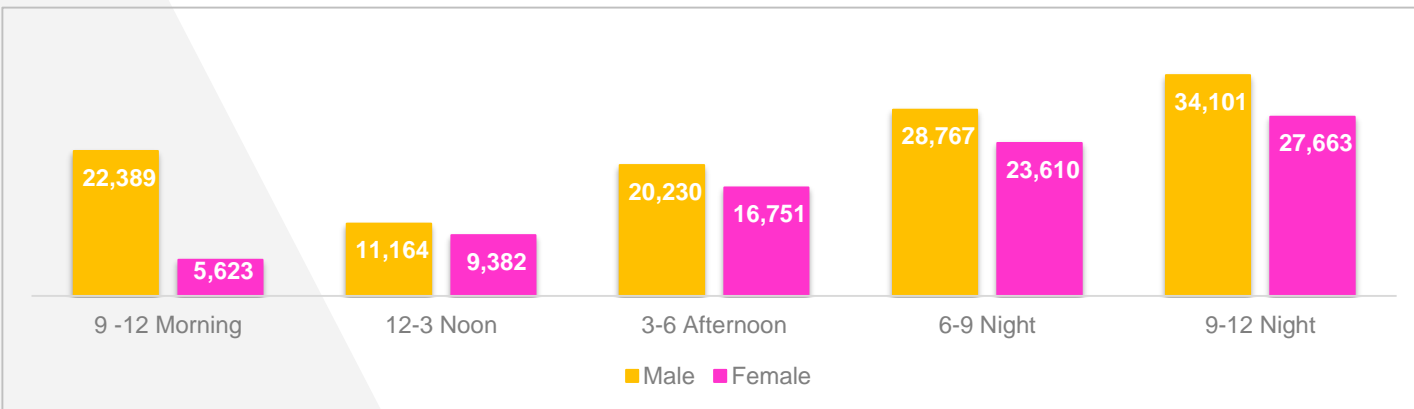
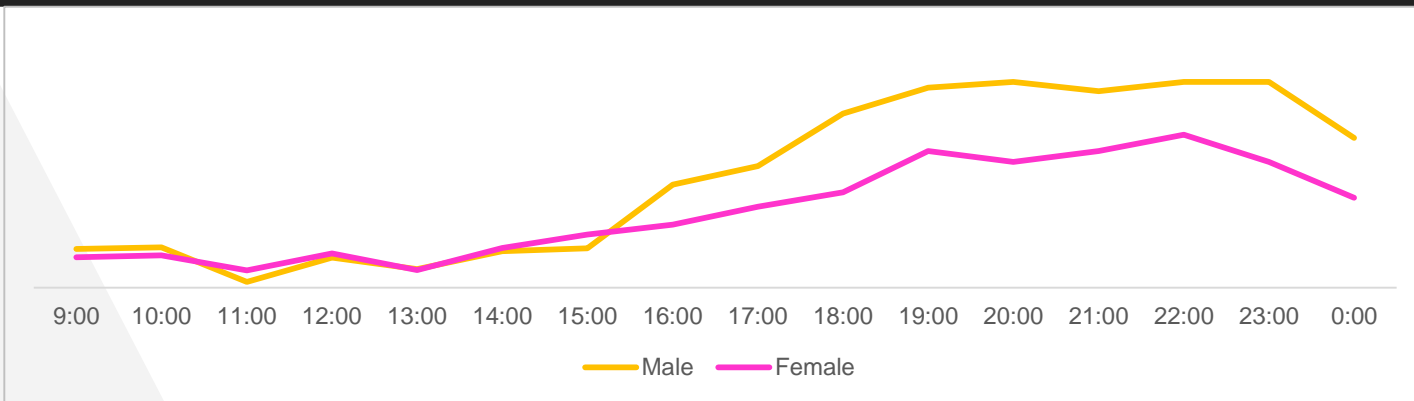


- K&Ns Burger Patties
- Sabroso Leg Tikka
- Fanta
- Jazz Super 4G
- Ideas
- Zong 4G
- Huawei Nova 3/ Nove 3i
- Sooper Junoon
- Penta Square
- Pepsi

Impacts in Millions



Digital OOH Medium (Time band Utilization)



Top 00H Digital Mediums

Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	DHA Exit	Flex-o-Sign	30.15
2	Khalid Butt Chowk	Sahar Adv	27.41
3	Model Town Link Road	Yellow	22.14

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Iqbal Town	Chinab Adv.	20.11
2	Qarshi Lane	MNK	19.47
3	MM Alam Road	Digi Prime	16.41

THANK YOU!