

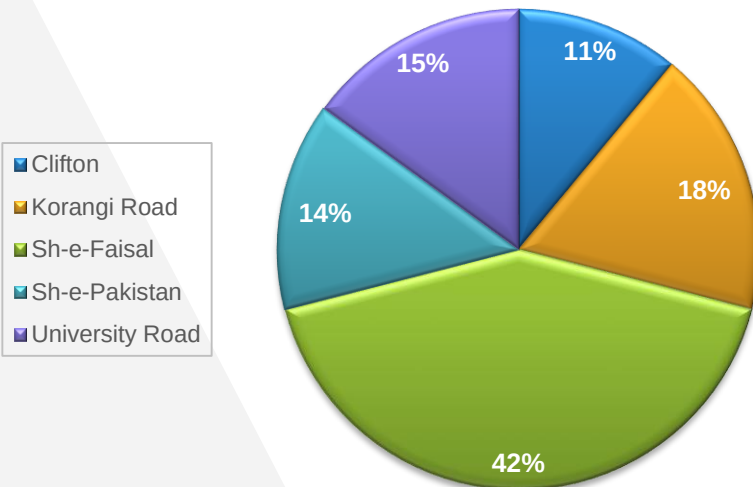


Move MONTHLY Review Dec 2019

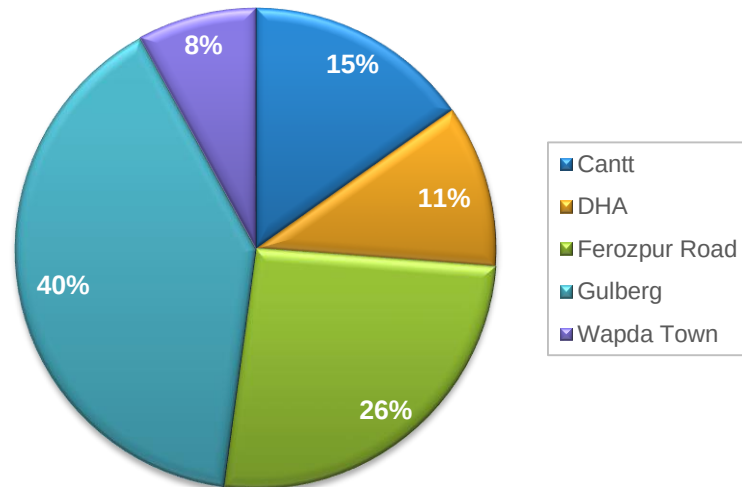


Viewership Area wise %

Karachi

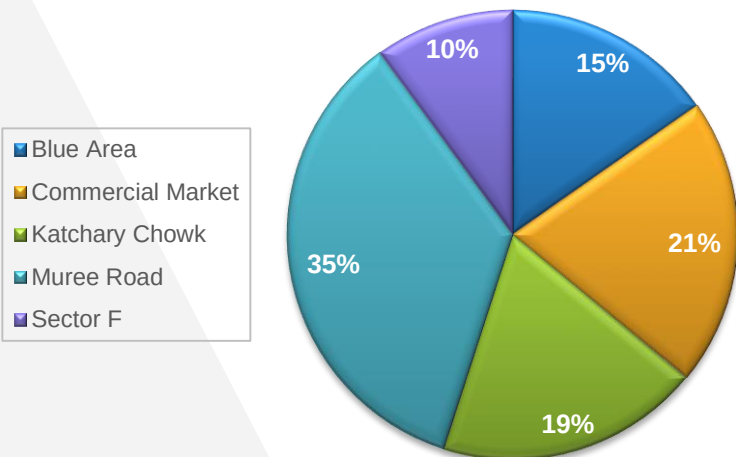


Lahore



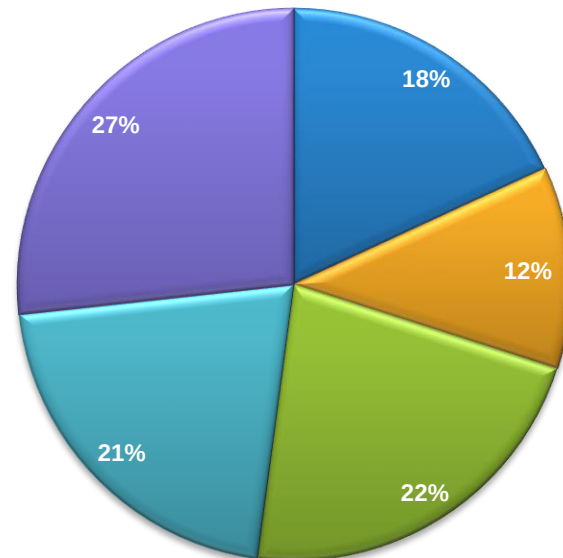
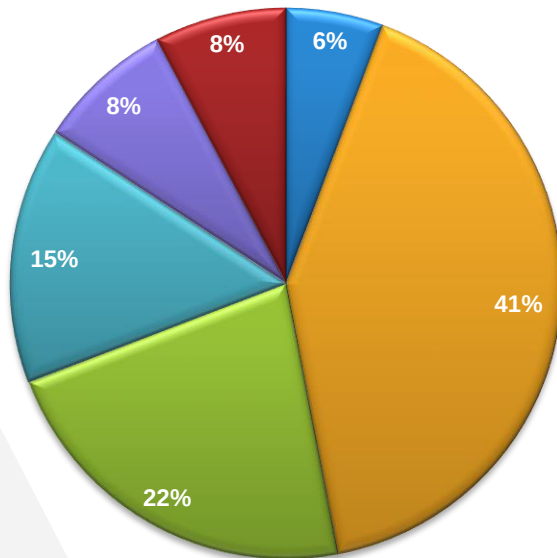
Viewership Area wise %

Rwp-Isb



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

Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Elegant Residency	Wall Pasting	Champion	11.20
2	Najeab Center	Wall Pasting	Champion	11.15
3	Sh-e-Quaideen	BQS	Sign Source	10.80
4	Liberty Signal	Wall Pasting	Media Communication	10.71
5	FTC Bridge	Wall Pasting	Gashoo Ad	10.43
6	NCR Building	Wall Pasting	Ammar Ad	9.90
7	ARY Cash & Carry	Wall Pasting	Call Ad	9.50
8	Nipa Flyover	Wall Pasting	MOA	9.01
9	Millennium Mall	Wall Pasting	The Point Outdoor	8.90
10	CPTC	Wall Pasting	Do Ad	8.40

Top 10 Panels Lahore

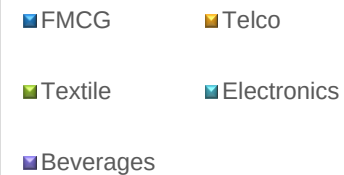
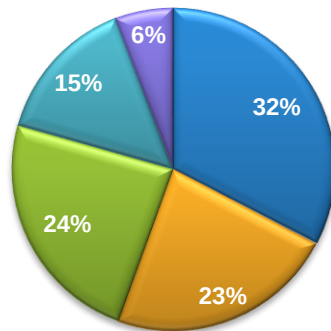
Rank	Location	Medium	Vendor	Rating %
1	MM Alam Road	Billboard	Hafiz Bro	10.40
2	Co-Up Store	Billboard	Sahar Ad	10.33
3	Muslim Town	Billboard	Sahar Ad	10.30
4	Liberty R/A	Billboard	Eagle's 	10.29
5	Jail Road	Billboard	Hafiz Bro	10.20
6	Vince Hall, Multan Road	Billboard	Hafiz Bro	10.10
7	Chand Mari Chowk	Billboard	Spectrum lines	10.05
8	Jinnah Bridge	Billboard	Flex-o-Sign	9.80
9	Chubruji Chowk	Billboard	Classic Ad	9.65
10	Sherpao Bridge	Billboard	Sahar Ad	8.88

Top 10 Panels Rwp-Isb

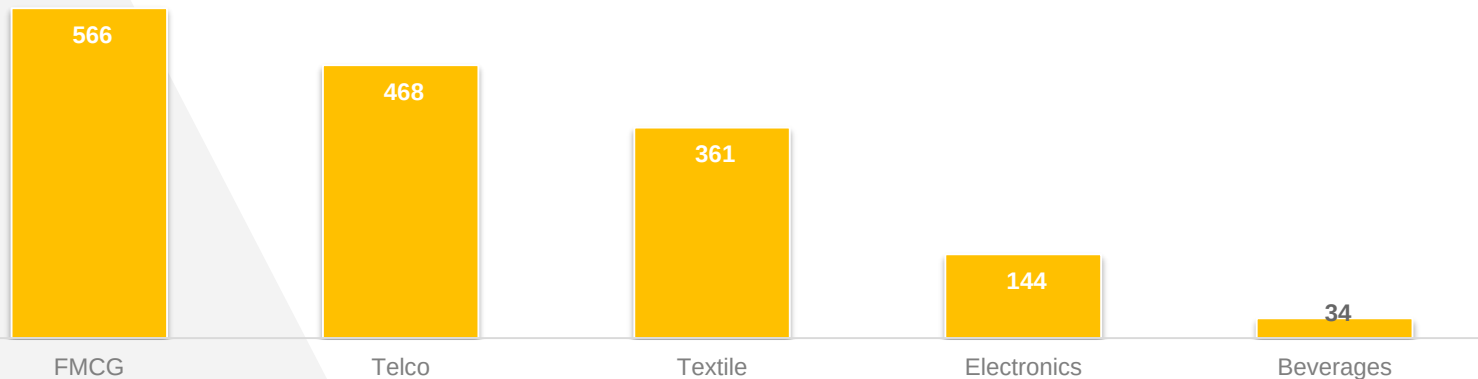
Rank	Location	Medium	Vendor	Rating %
1	Chandni Chowk	Billboard	Pindi Ad	10.55
2	Raja Bazar	Billboard	Hafiz Bro	10.45
3	IJP Road	Billboard	Sahar Ad	10.40
4	Moti Mehal	Billboard	Gashoo Ad 	10.15
5	Centaurus Mall	Wall Pasting	Retail Communication	10.10
6	Roomi Park	Wall Pasting	Sahar Ad	10.05
7	Katchray Chowk	Billboard	Gashoo Ad 	9.80
8	F-6 Press Club	Billboard	AA	9.70
9	F-10	Billboard 	Pindi Ad	9.65
10	F-10	Billboard 	Ad Message	9.15

Category Wise Summary

Category Wise Spend

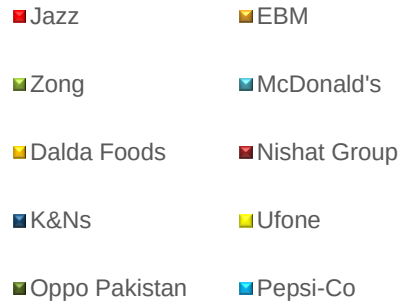
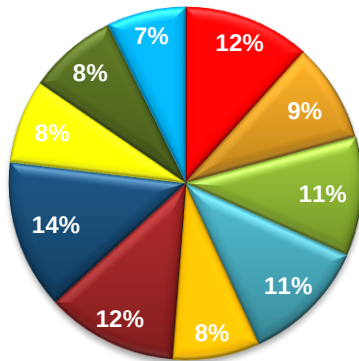


Category Impacts Millions

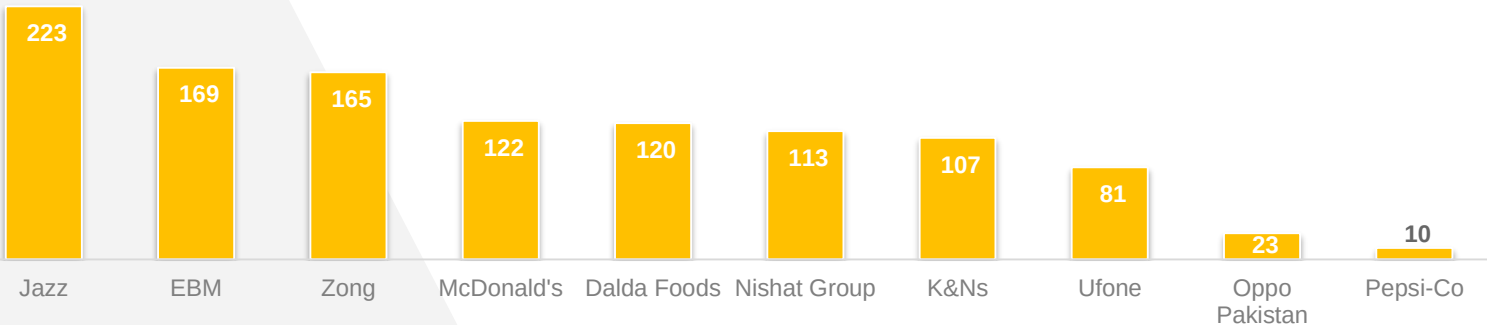


Top 10 Advertisers

Relative Share of Spend

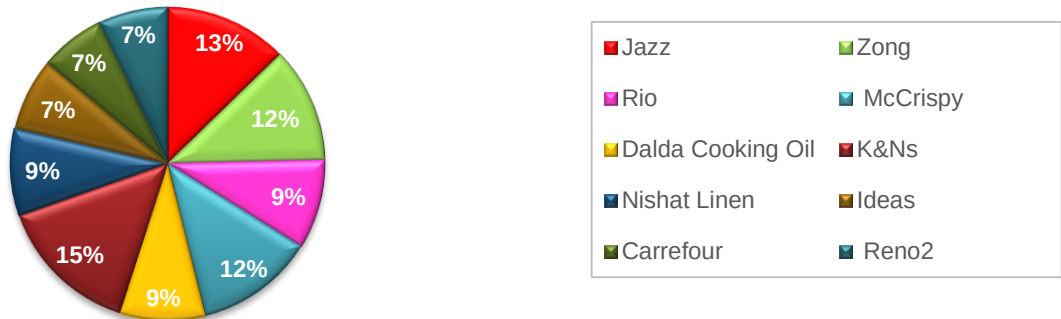


Impacts in Millions

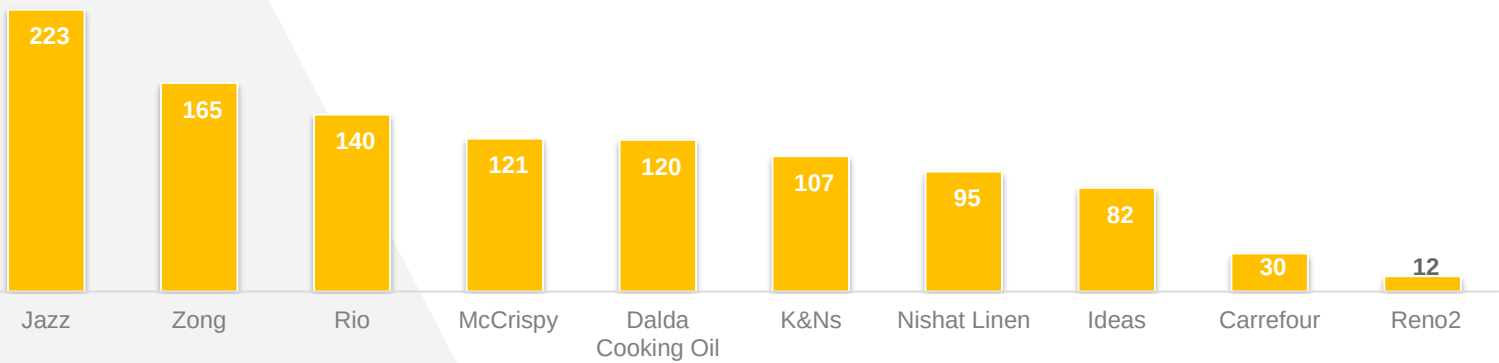


Top 10 Brands

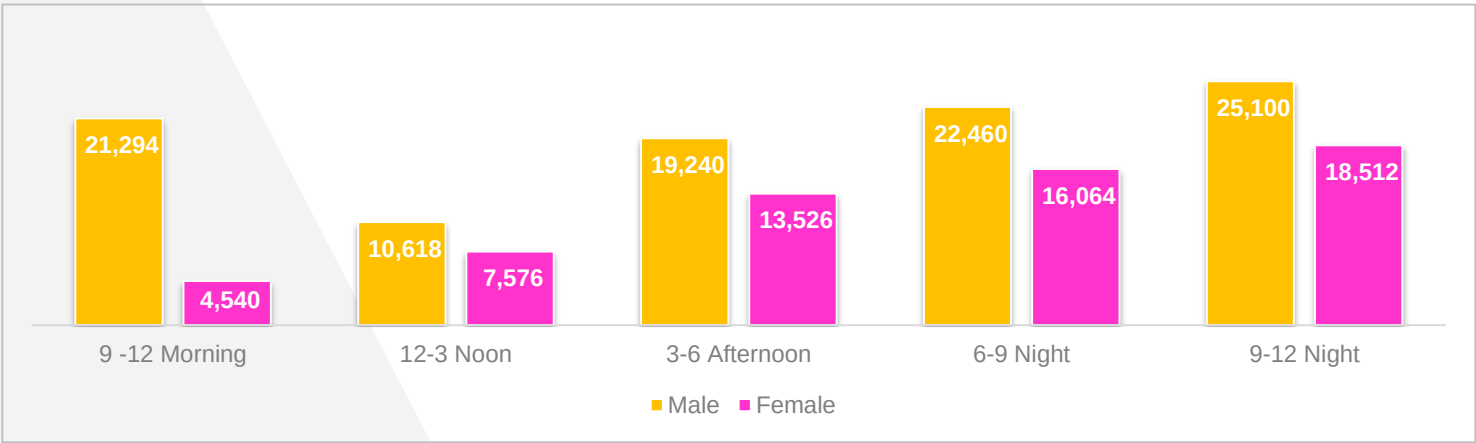
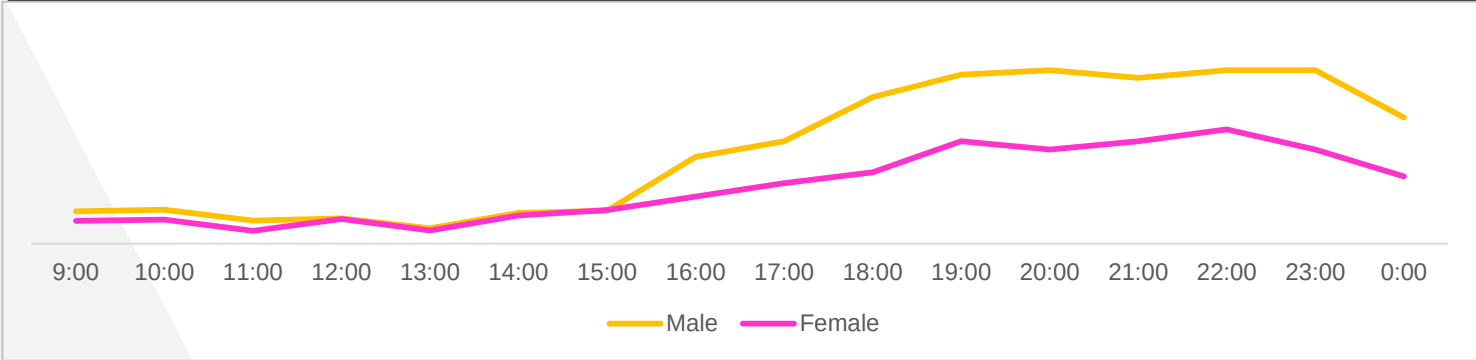
Relative Share of Spend



Impacts in Millions



Digital OOH Medium(Time band Utilization)



Top 00H Digital Mediums

Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Liberty Market	Sahar Ad	25.10
2	Jail Road	O&M	24.11
3	Scheme Mor	AA	21.10

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	MM Alam Road	Digi Prime	17.40
2	Iqbal Town	Chinab Ad	16.11
3	Model Town Link Road	Digi Prime	15.10

THANK YOU!