



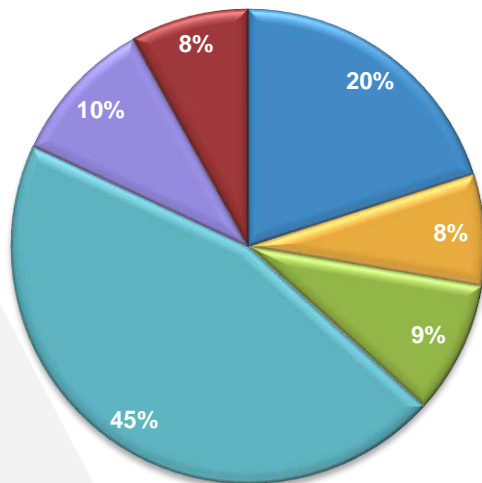
Move MONTHLY Ratings Feb 2018



Viewership Area wise %

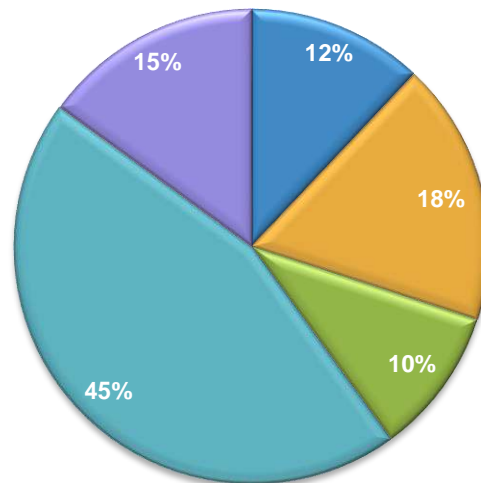
LAHORE

- Cantt
- Cavlary Ground
- DHA
- Gulberg
- Model Town
- Wapda Town

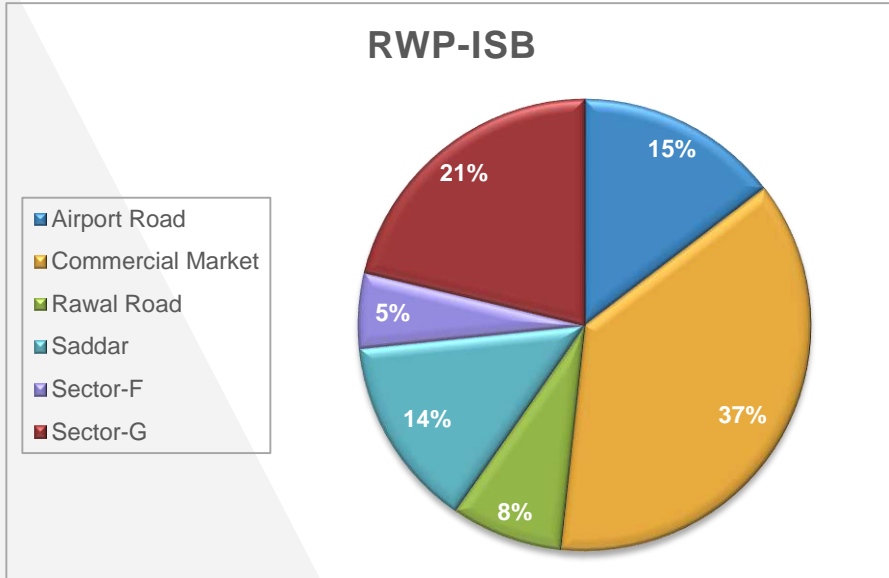


KARACHI

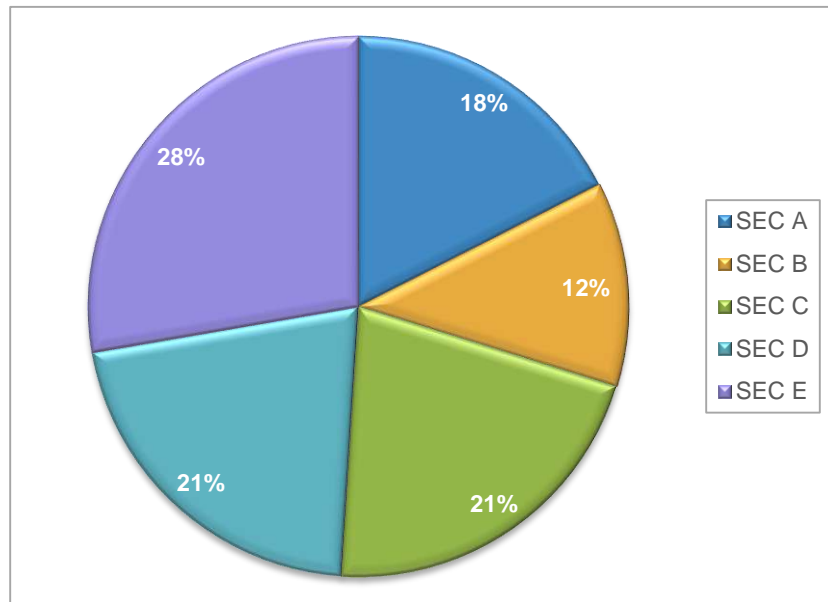
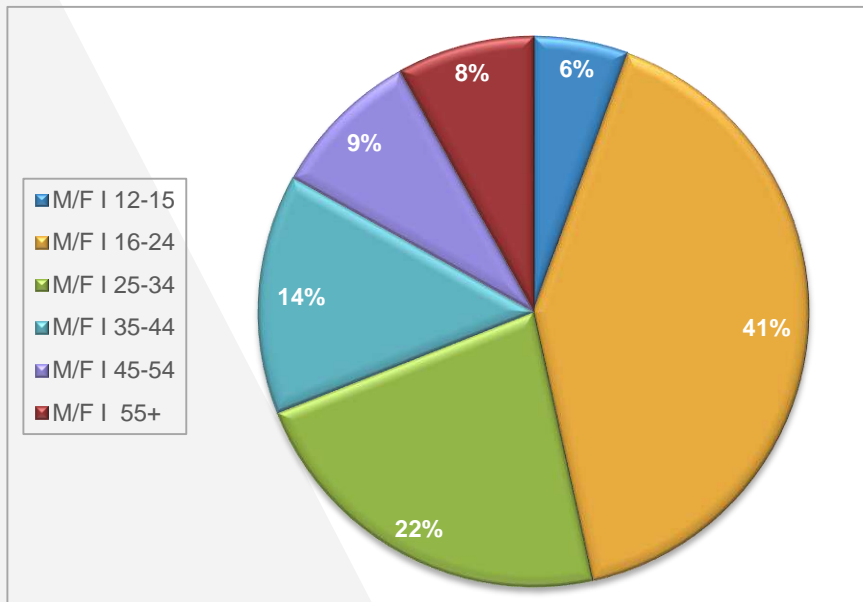
- Clifton
- Gulstan-e-Johar
- Rashid Minhas Road
- Sh-e-Faisal
- Sh-e-Pakistan



Viewership Area wise %



Target Group Share Ratings




Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Allah Wali Chorangi	Wall Pasting	Champion Neon Sign	9.71
2	Nursery	Wall Pasting	Do Adv	6.02
3	PTC Building	Wall Pasting	Ravi Adv	5.16
4	SMCH	Wall Pasting	Do Adv 	4.29
5	CSD Signal, Korangi Road	Wall Pasting	Al – Syed	4:15
6	Lavish Mall, Tariq Road	Wall Pasting	Signways Communications	4.03
7	Johar Chorangi	Wall Pasting	The Sign Media	3.95
8	Gulshan Chorangi	Wall Pasting	Marketing Adv	3.60
9	Karsaz Road	Wall Pasting	Mediatik	3.58
10	Hilal-e-Ahmar	Wall Pasting	MOA	3.55

Top 10 Panels Lahore

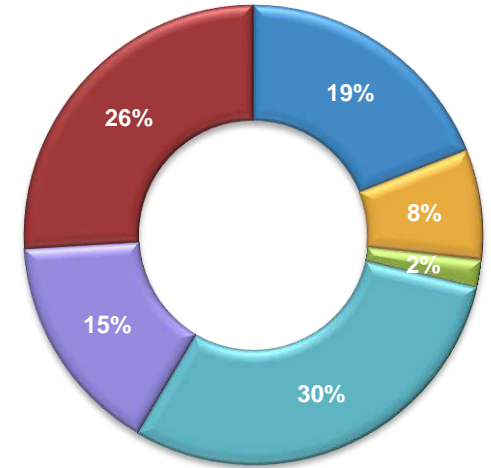
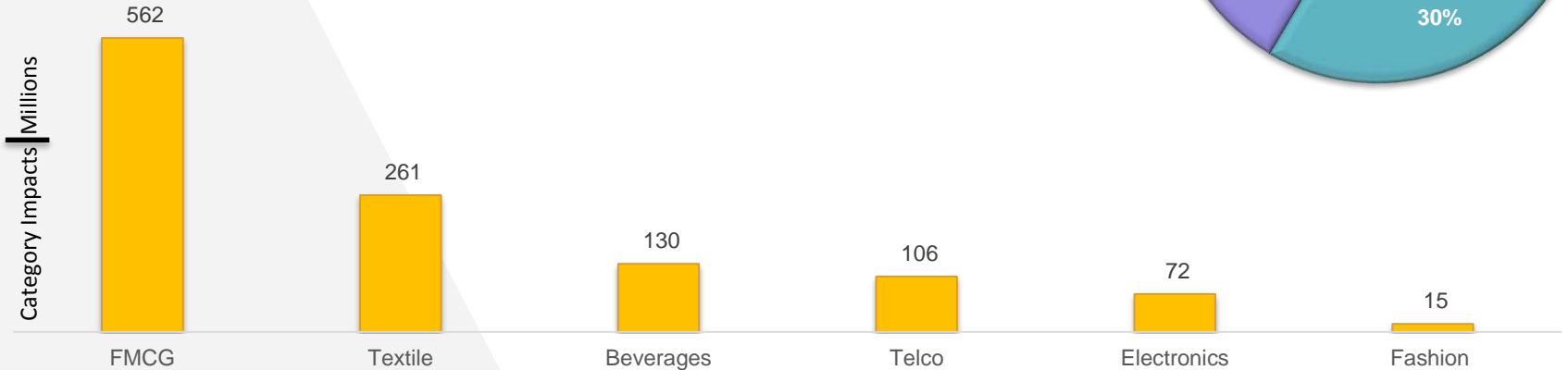
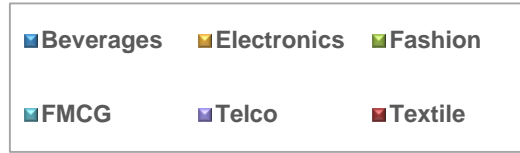
Rank	Location	Medium	Vendor	Rating %
1	MM Alam Road	Billboard	Hafiz Bro	2.28
2	Main Market	Billboard	Hafiz Bro	2.19
3	Muslim Town	Billboard	Sahar Adv	2.15
4	Muslim Town Flyover	Billboard	Ravi Adv 	2.13
5	Qartba Chowk	Billboard	Ravi Adv	2:10
6	Canal, Ferozpur Road	Billboard	MNK	2.08
7	Gulberg Plaza	Wall pasting	Spectrum lines	2.05
8	Jinnah Flyover	Billboard	Flex	2.08
9	Jinnah Flyover	Billboard	Sahar Adv	2.03
10	Jeff Heights	Billboard	Yellow Communication	1.95

Top 10 Panels Rwp-Isb

Rank	Location	Medium	Vendor	Rating %
1	Neelam Road	Bus Shelter	Sign Source	3.45
2	Raja Bazar	Billboard	Hafiz Bro	3.39
3	Mandi Mor	Billboard	Hafiz Bro	3.36
4	Fazabad	Bridge Panel	Ravi Adv 	3.35
5	Marir Chowk	Billboard	Sahar Adv	3.30
6	Chandni Chowk	Billboard	Classic Ad	3.26
7	Chandni Chowk	Billboard	Pindi Ad	3.25
8	Central Hospital, Muree Road	Billboard	Ravi Adv	3.19
9	IJP Road	Billboard	MNK	3.15
10	Blue Area	Billboard	Pindi Ad	3.087

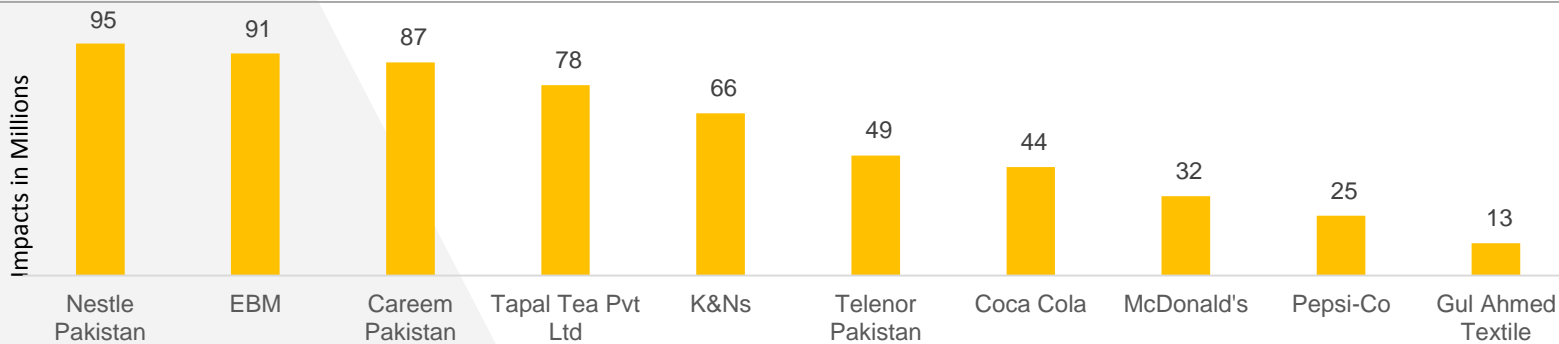
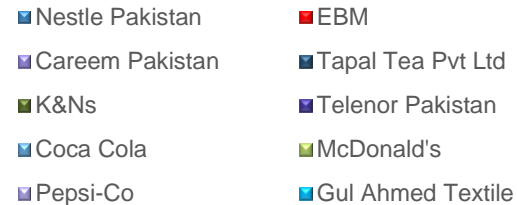
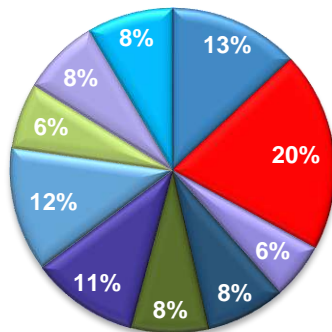
Category Wise Summary

Category Wise Spend



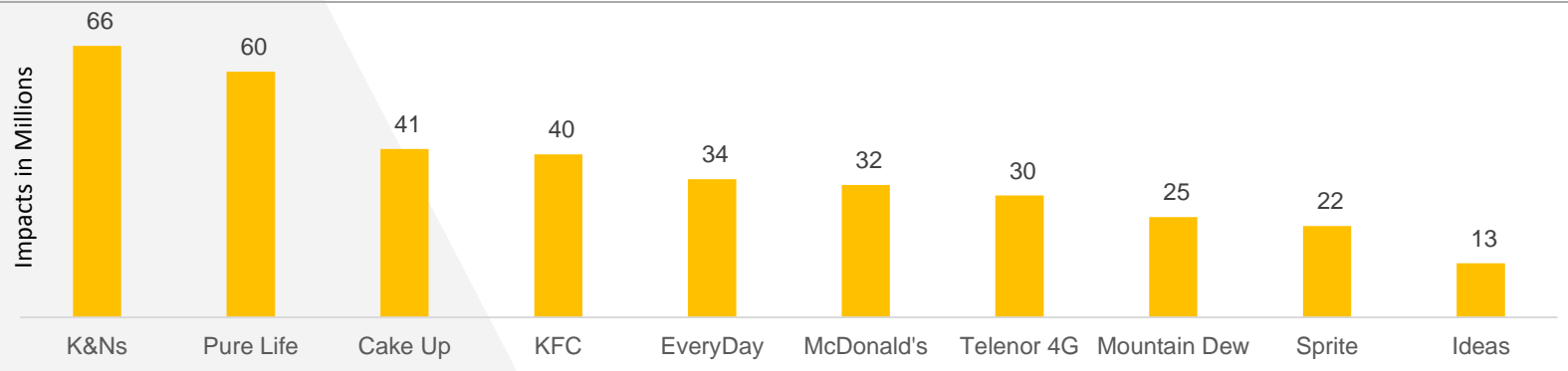
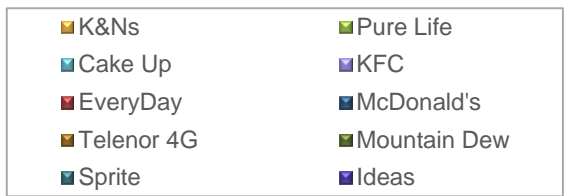
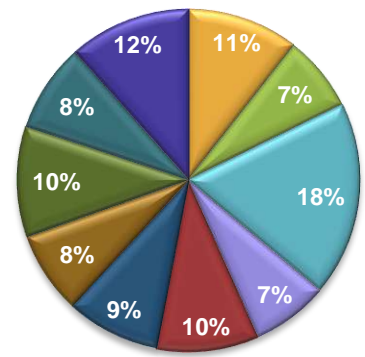
Top 10 Advertisers

Relative Share of Spend

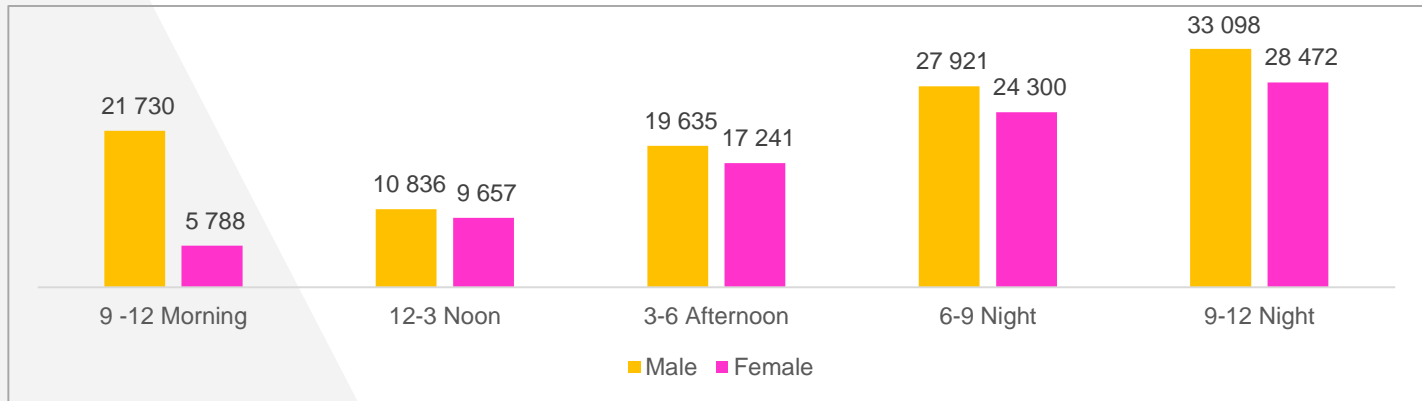
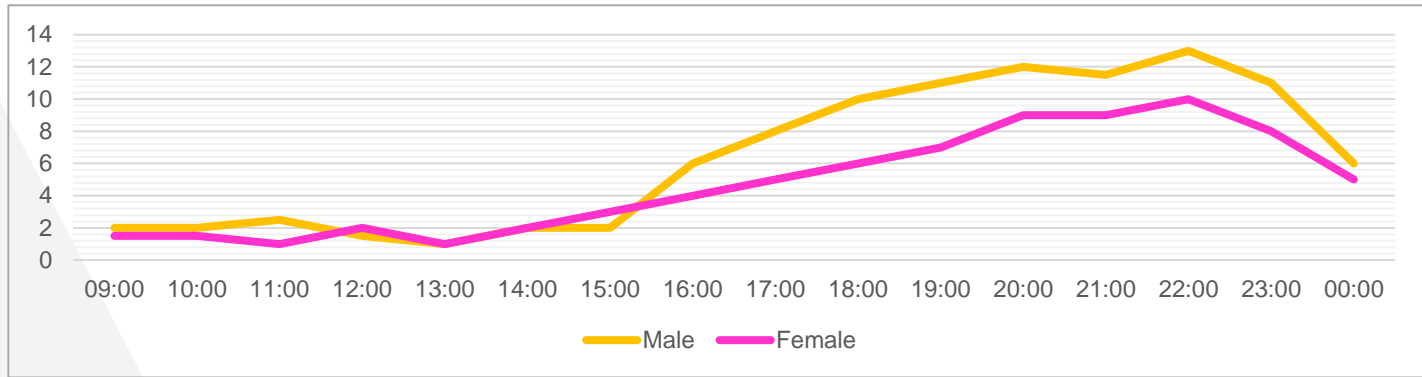


Top 10 Brands

Relative Share of Spend



Digital OOH Medium (Time band Utilization)



Top 00H Digital Mediums

Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Mini Market	Flex-o-Sign	48.54
2	Y Block ,DHA	Spectrum lines	22.31
3	Model Town	Yellow Communication	15.87

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Model Town Link Road	Active Media	26.32
2	Qarshi Lane	MNK	23.21
3	Qasoori Road	Active Media	16.74

THANK YOU!