

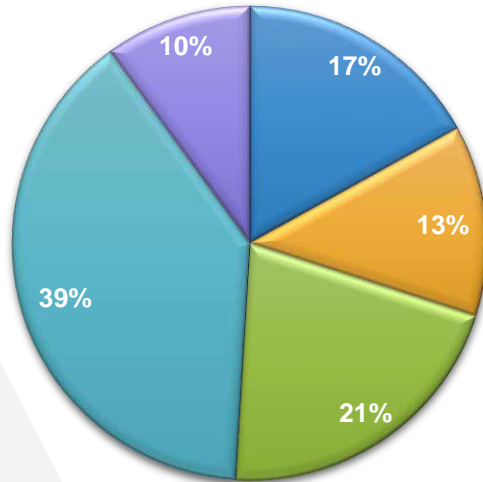
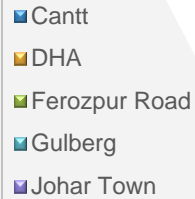


Move MONTHLY Ratings Feb 2019

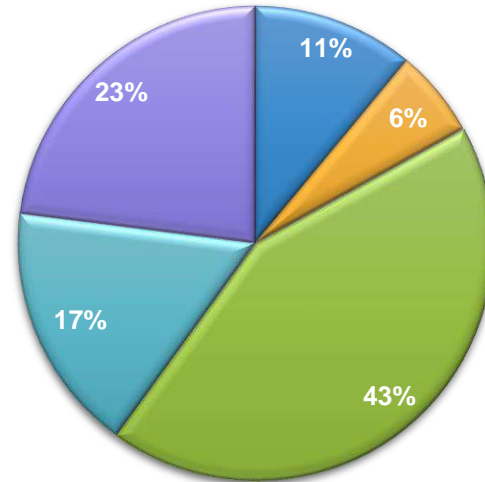
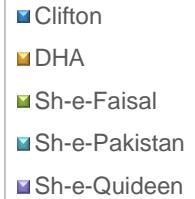


Viewership Area wise %

Lahore



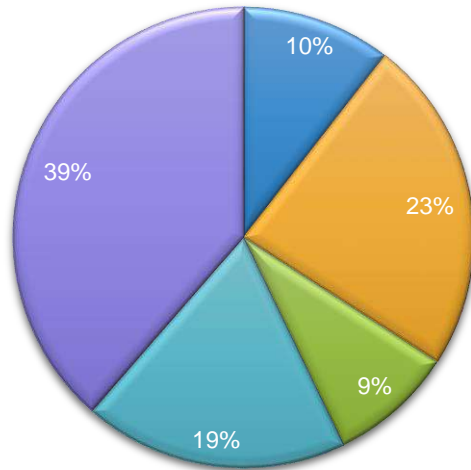
Karachi



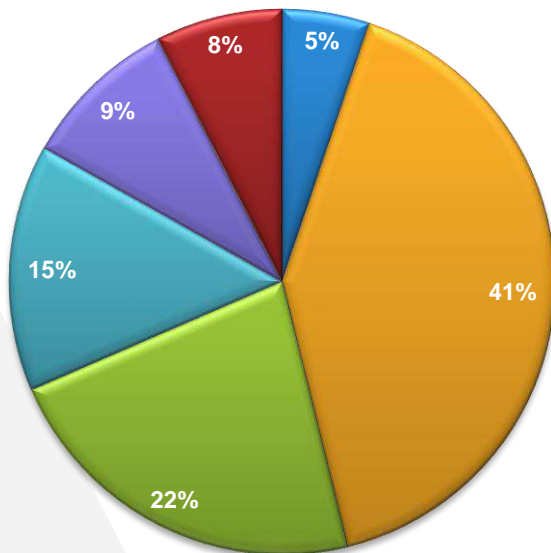
Viewership Area wise %

Rwp- Isb

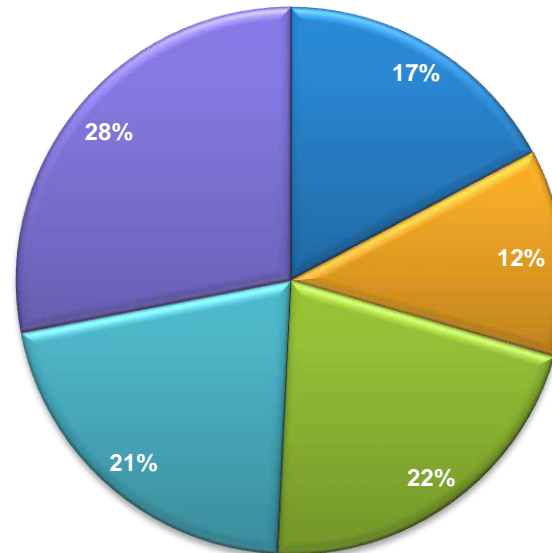
- Blue Area
- Commercial Market
- Kashmir Highway
- Katchary Chowk
- Muree Road



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	Najeab Center	Wall Pasting	Champion	11.32
2	Kashif Center	Wall Pasting	Zodic Link	11.01
3	Fayyaz Center	Wall Pasting	Sabir Sign	10.87
4	University Road	Wall Pasting	Vision Publicity 	10.45
5	Gulf Tower	Wall Pasting	Ammar Adv	10.11
6	Absara Appartment	Wall Pasting	Zodic link	9.74
7	Hilal-e-Ahmar	Wall Pasting	MOA	9.70
8	Johar Chorangi	Wall Pasting	The Sign Media	9.42
9	National Stadium	Wall Pasting	Ammar Adv	9.13
10	Johor Mor	Wall Pasting	MOA	8.53

Top 10 Panels Lahore

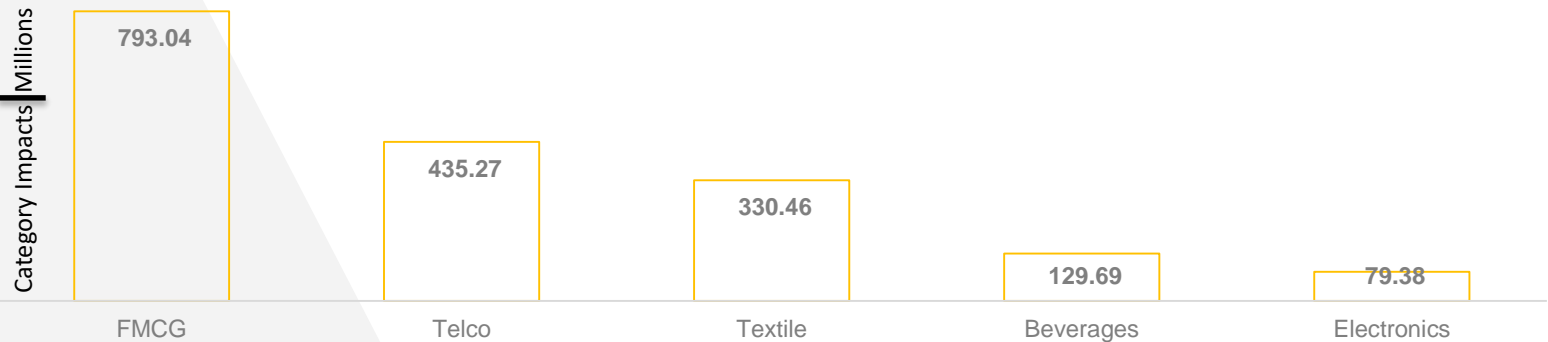
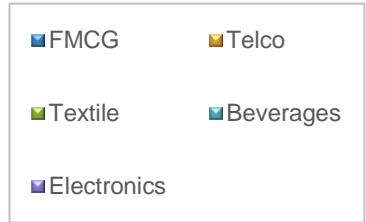
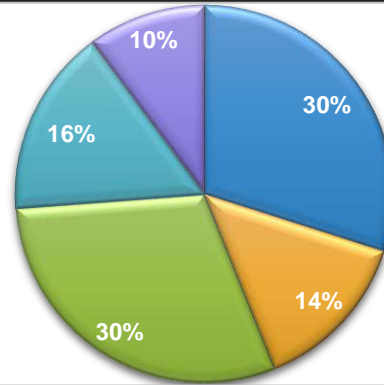
Rank	Location	Medium	Vendor	Rating %
1	Mini Market	Billboard	Flex-o-Sign	11.31
2	Muslim Town Flyover	Billboard	Sahar Adv	10.39
3	MM Alam Road	Billboard	Hafiz Bro	10.11
4	Shalimar Hotel	Billboard	Sahar Adv 	10.01
5	Liberty R/A	Billboard	Sahar Adv	10.0
6	Gari Shahu Chowk	Billboard	Hafiz Bro	9.87
7	Karim Market	Billboard	Azmeed Ad	9.79
8	Firdous Market	Billboard	MNK	9.67
9	Jinnah Hospital	Billboard	AA	9.45
10	Walton Road	Billboard	Hafiz Bro	9.40

Top 10 Panels Rwp-Isb

Rank	Location	Medium	Vendor	Rating %
1	Raja Bazar	Billboard	Hafiz Bro	10.90
2	Aryana Hotel	Billboard	New Adcare	10.81
3	Naz Cinema Chowk	Billboard	Hafiz Bro	10.50
4	Jinnah Park	Billboard	Adnet 	10.41
5	F-6	Billboard	AA	10.10
6	Marir Chowk	Billboard	Sahar Ad	10.01
7	Saddar	Billboard	Ad Sign	9.81
8	F-6	Billboard	MNK	9.75
9	Saddar	Billboard	Ad net	9.00
10	Blue Area	Billboard	MNK	8.71

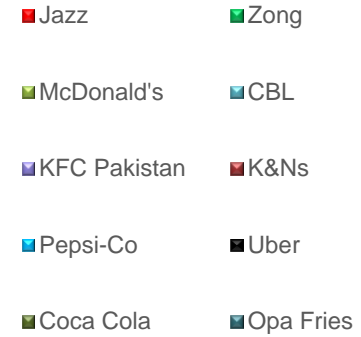
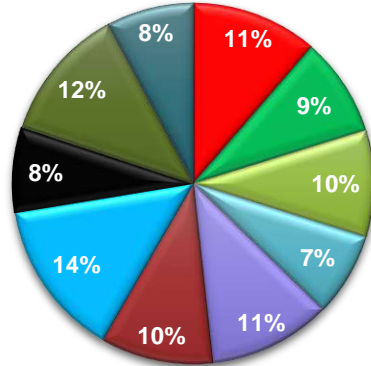
Category Wise Summary

Category Wise Spend

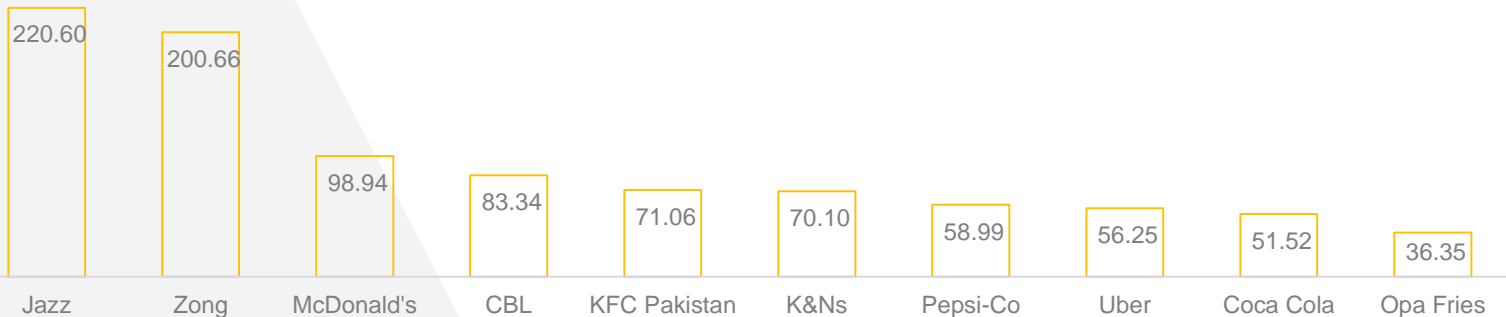


Top 10 Advertisers

Relative Share of Spend

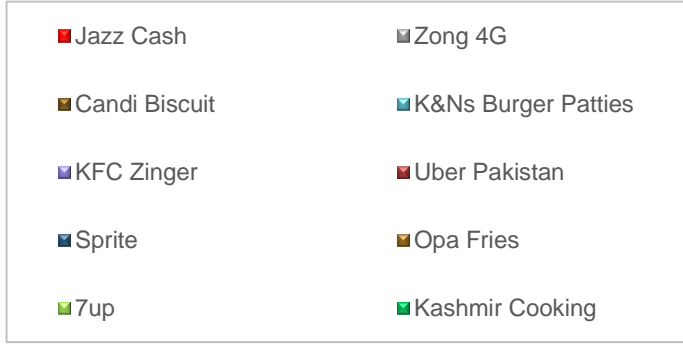
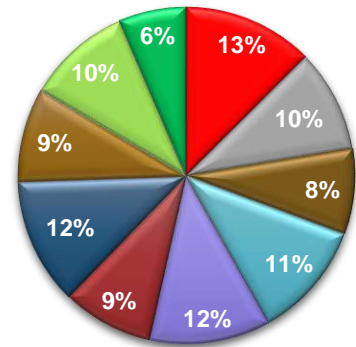


Impacts in Millions

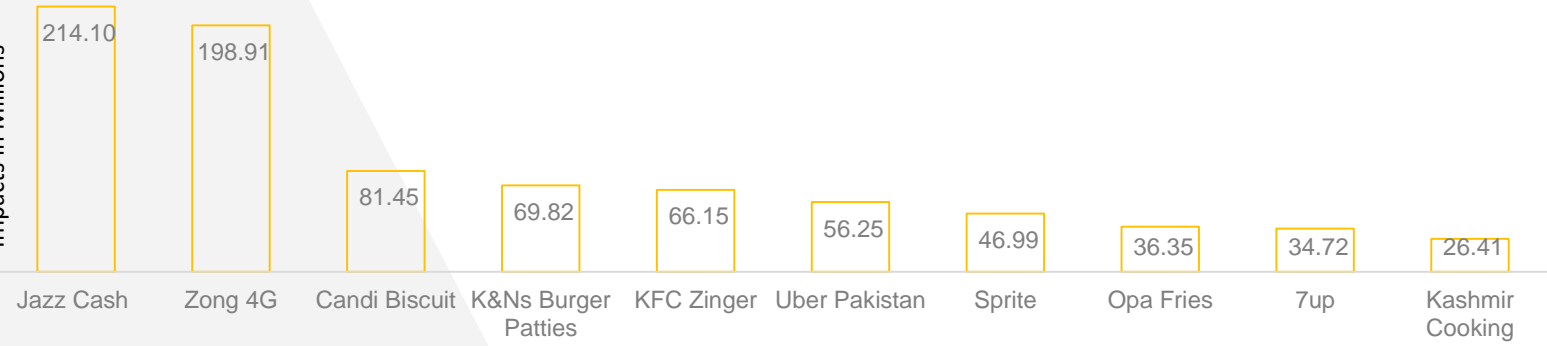


Top 10 Brands

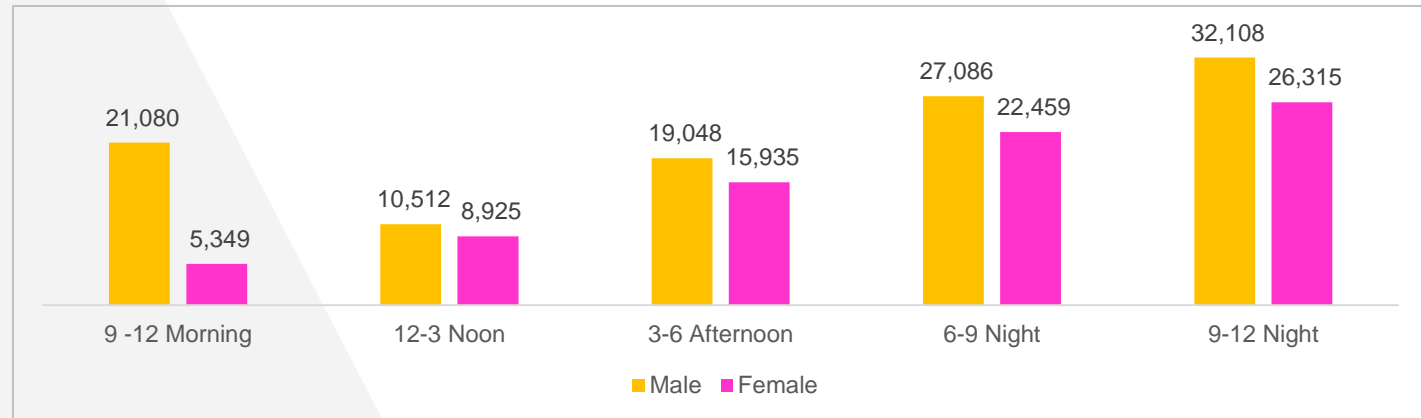
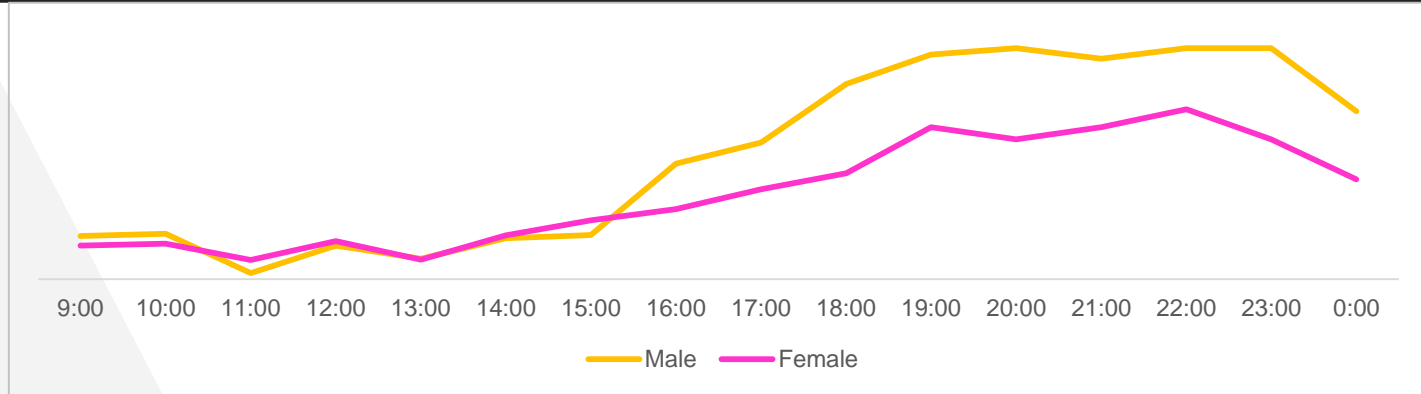
Relative Share of Spend



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	MNK	30.21
2	Kahlid Butt Chowk	Sahar Ad	29.77
3	Mini Market	Flex-o-Sign	26.87

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Iqbal Town	Chinab Ad	18.44
2	MM Alam Road	Digi Prime	18.01
3	Liberty Market	Chinab Ad	17.88

THANK YOU!