



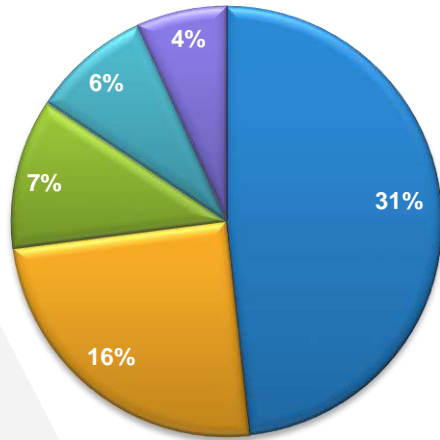
Move MONTHLY Ratings Jan 2018



Viewership Area wise %

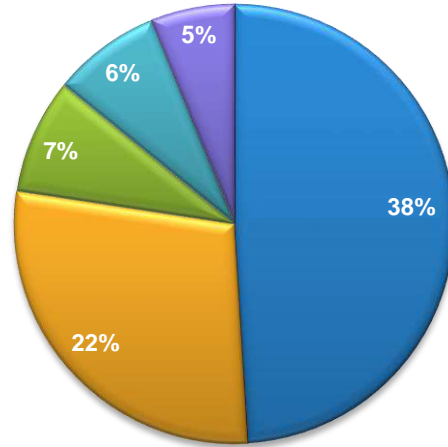
Lahore

- Gulberg
- Cantt
- Ferozpur Road
- Cavalry Ground
- Walton Road



Karachi

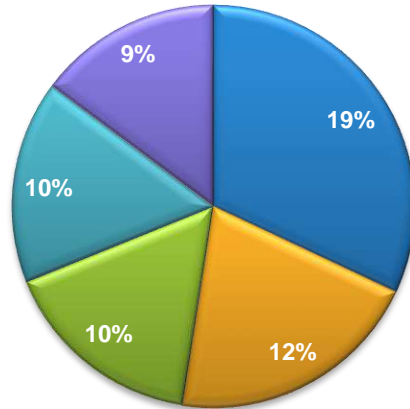
- Sharah-e-Faisal
- Sh-e-Quaideen
- Sh-e-Millat Road
- Tariq Road
- Rashid Minhas Road



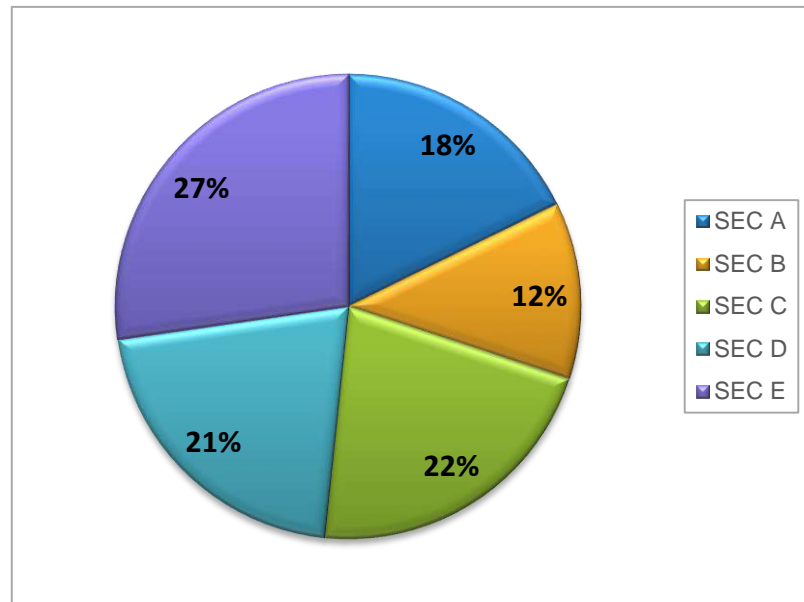
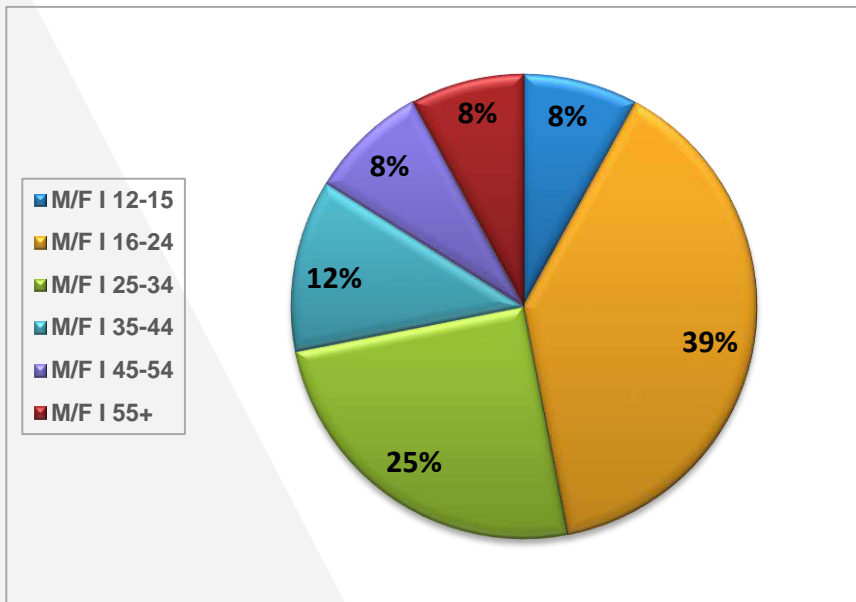
Viewership Area wise %

Rwp-Isb


- Murree Road
- Commercial Market
- Sector-G
- Islamabad Expressway
- Sector-F




Target Group Share Ratings




Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Allah Wali Chorangi	Wall Pasting	Champion Neon Sign	8.60
2	Liberty Signal	Wall Pasting	Media Communications	7.89
3	Near Nursery Sh-e-Faisal	Wall Pasting	Do Adv	5.34
4	Johar Bridge	Wall Pasting	Do Adv 	5.30
5	R.J Mall	Wall Pasting	Sabir Sign	5.25
6	Alla Din Park	Wall Pasting	Sagar's Art	5.23
7	CPTC, Schone Circle	Wall Pasting	Marketing Adv	5.19
8	Al-Ayesha Square	Wall Pasting	Ammar Adv	5.15
9	Nipa Flyover	Wall Pasting	Marketing Adv	5.08
10	Hilal-e-Anmar	Wall Pasting	MOA	4.95

Top 10 Panels Lahore

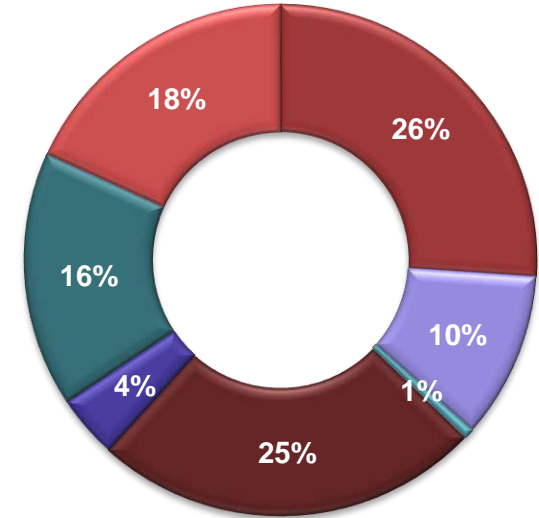
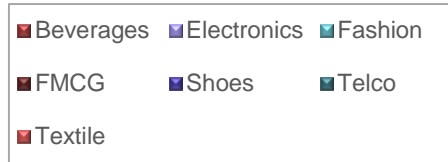
Rank	Location	Medium	Vendor	Rating %
1	Mini Market	Billboard	Flex-o-Sign	2.79
2	Jinnah Flyover	Billboard	Flex-o-Sign	2.51
3	Railway Station	Billboard	Sahar Adv	2.30
4	Chand Mari Chowk	Billboard	Spectrum lines 	2.27
5	Muslim Town Mor	Billboard	Hafiz Bro	2.20
6	Bhatti Chowk	Billboard	Classic Ad	2.18
7	Sherpaou Bridge	Billboard	Sahar Adv	2.10
8	Sherpaou Bridge	Billboard	MNK	2.08
9	Gulberg Plaza	Wall Pasting	Spectrum lines	2.02
10	Jeff Heights	Billboard	Yellow Communication	1.58

Top 10 Panels Rwp-Isb

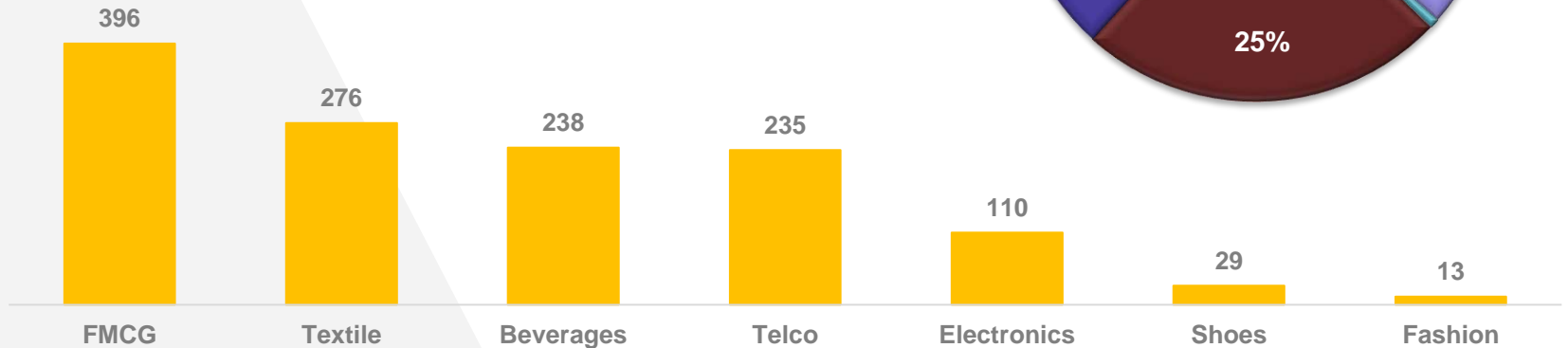
Rank	Location	Medium	Vendor	Rating %
1	Neelam Road	Bus Shelter	Sign Source	4.40
2	Commercial Market	Billboard	Classic Ad	3.62
3	Chandni Chowk	Billboard	Pindi Ad	3.56
4	Chandni Chowk	Billboard	Classic Ad 	3.55
5	Committee Chowk	Billboard	Hafiz Bro	3.49
6	5 th Road	Billboard	Gashoo Adv	3.45
7	Press Club, F-6	Billboard	AA Advertiser	3.38
8	Qasim Market, Mall Road	Billboard	Ad Net	3.25
9	Double Road	Billboard	Hafiz Brothers	3.19
10	Qasim Market, Mall Road	Billboard	MNK	3.17

Category Wise Summary

Category Wise Spend

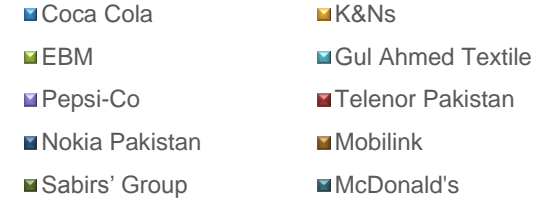
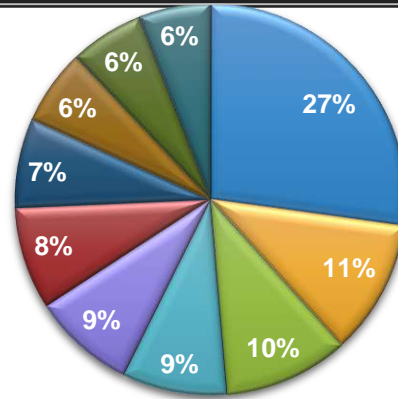


Category Impacts Millions

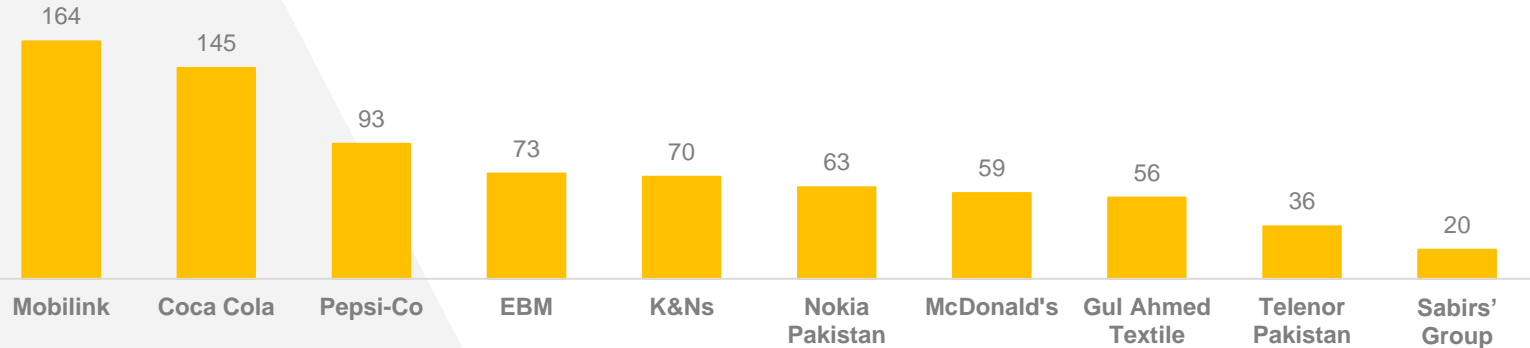


Top 10 Advertisers

Relative Share of Spend

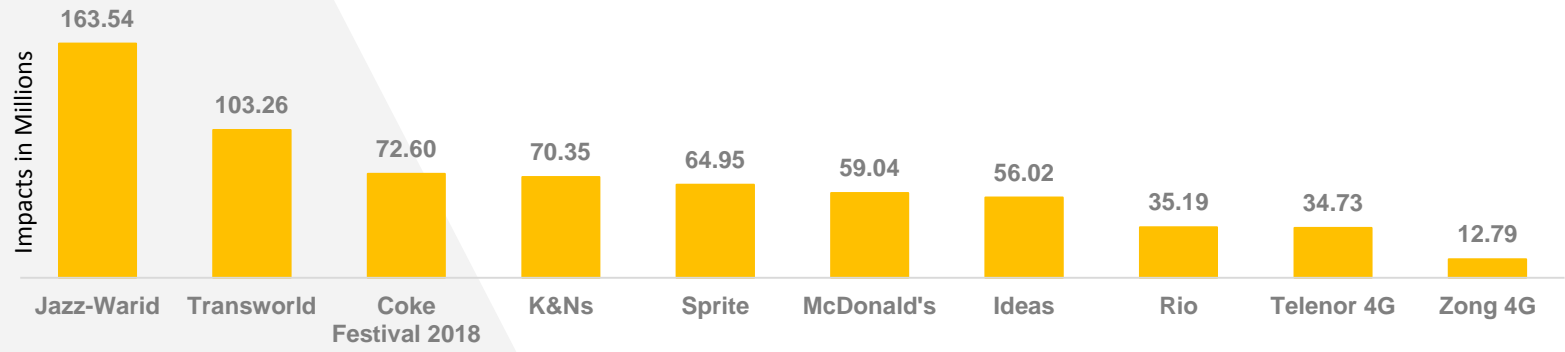
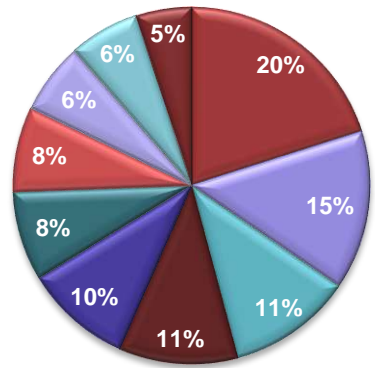


Impacts in Millions

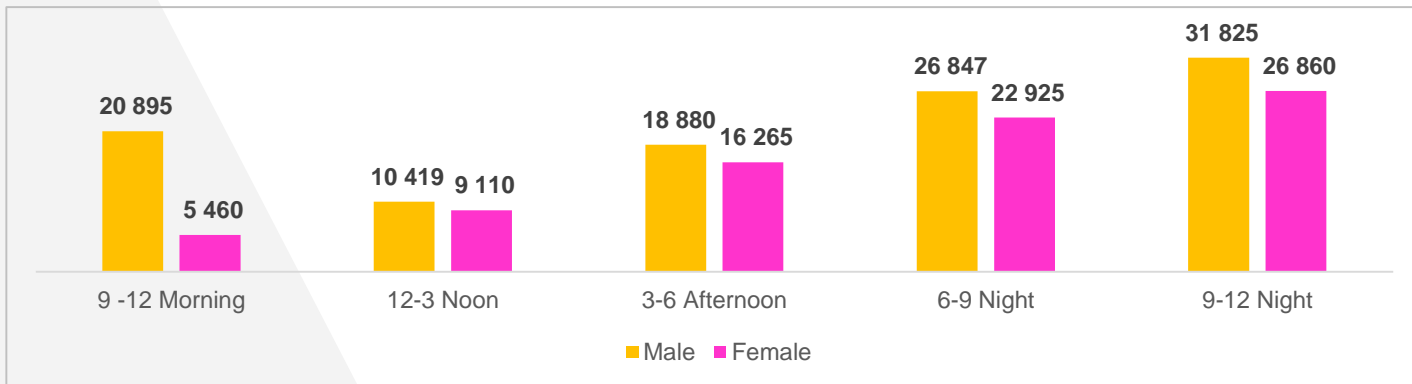
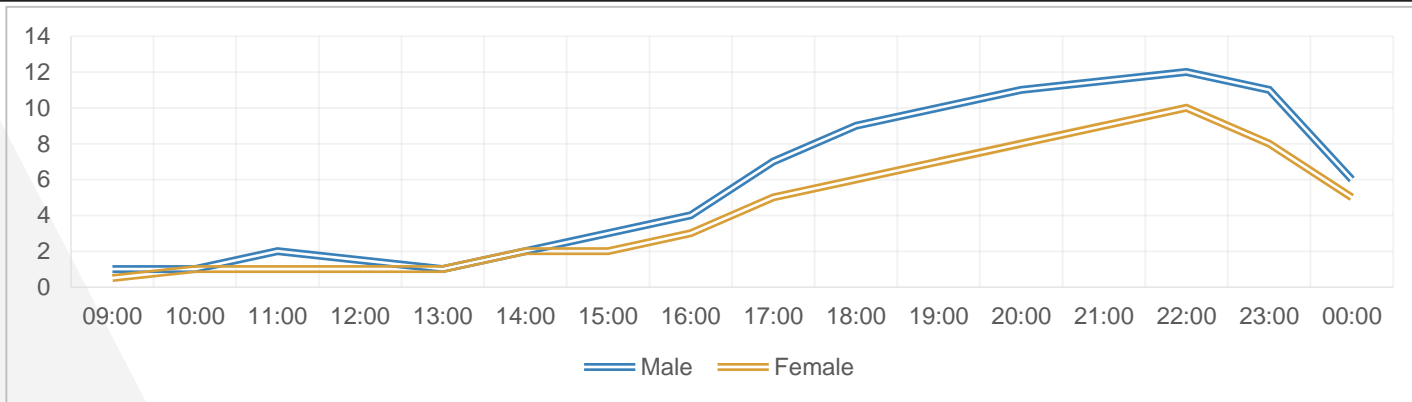


Top 10 Brands

Relative Share of Spend



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	51.06
2	Model Town	Yellow Communication	14.93
3	Hussain Chowk	Ad Infinity	11.37

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Qarshi Lane	MNK	28.52
2	MM Alam Road	Active Media	25.52
3	Mall Road	Spectrum lines	18.35

THANK YOU!