

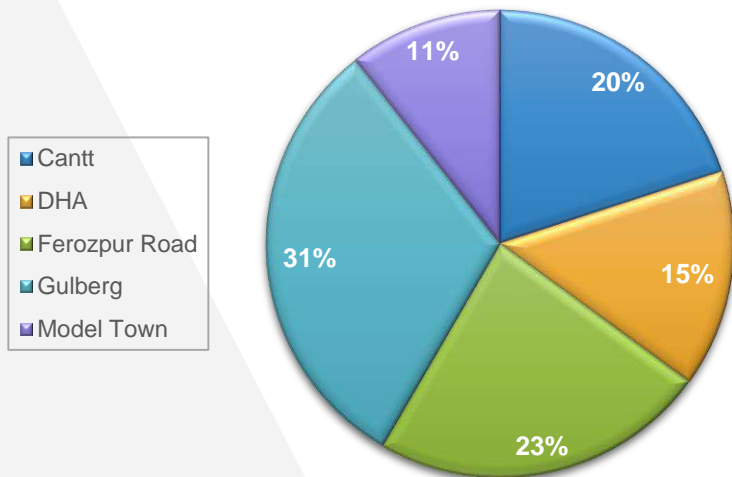


# Move MONTHLY Ratings Jul 2018

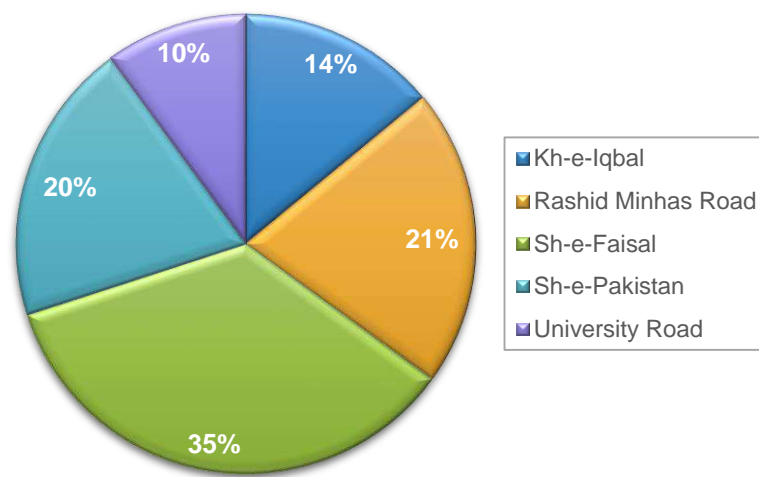


# Viewership Area wise %

## Lahore

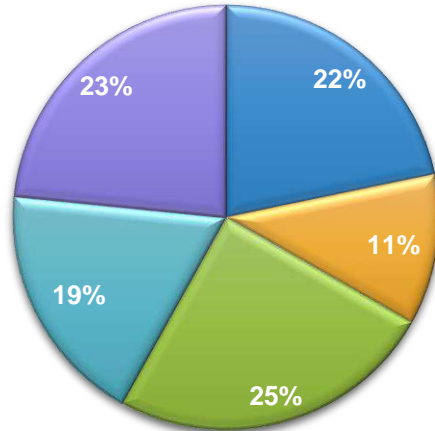


## Karachi

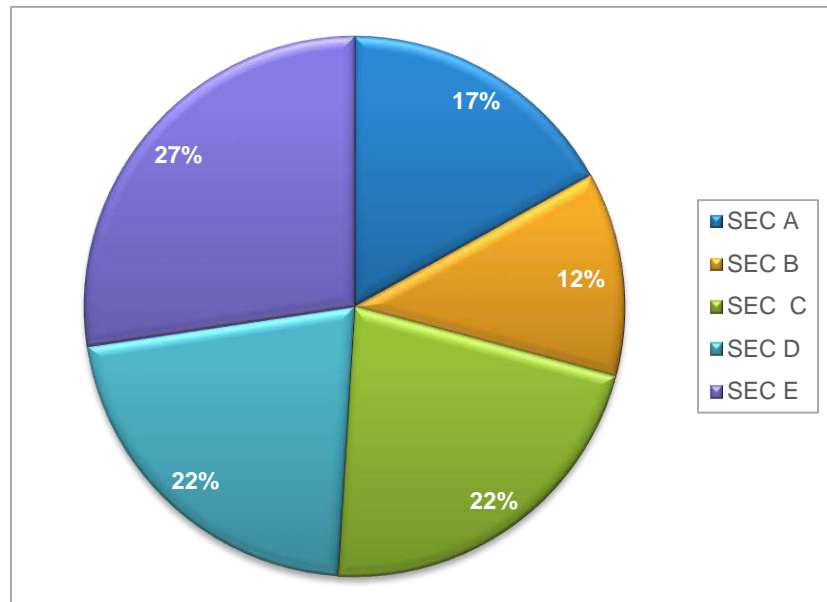
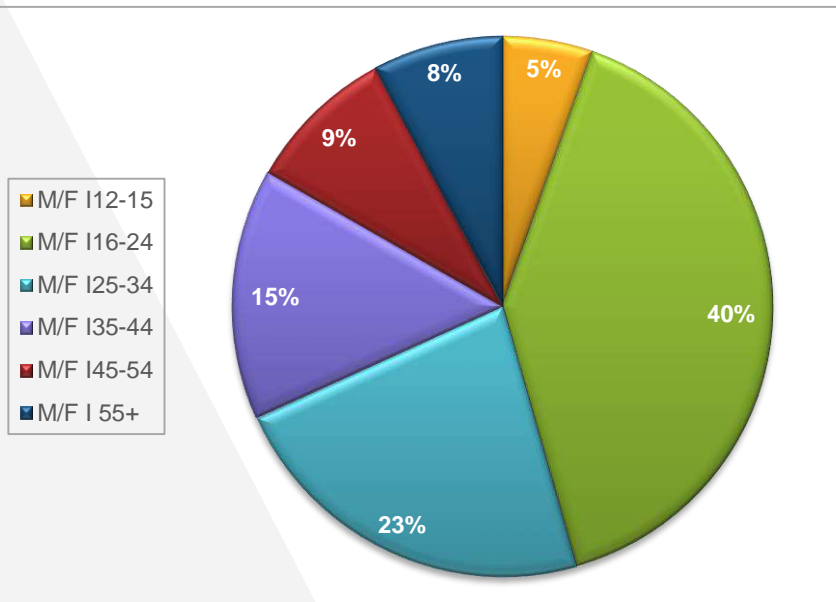


# Viewership Area wise %

## Rwp-lsb



# Target Group Share Ratings




# Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	NCR Building	Wall Pasting	Ammar Ad	11.20
2	Najeab Center	Wall Pasting	Champion Neon	11.05
3	Al Tijarah Center	Wall Pasting	ECHO 3	10.70
4	Metropole	Wall Pasting	MND 	9.45
5	R.J Mall	Wall Pasting	Sabir Sign	9.30
6	Ala Din Park	Wall Pasting	Sagar Art	8.95
7	Hilal-e-Ahmer	Wall Pasting	MOA	8.70
8	Absara Apartments	Wall Pasting	Zodiac Link	8.35
9	Palm R/A	Wall Pasting	Zodiac Link	7.87
10	Emerald Tower	Wall Pasting	Midcom	7.10

# Top 10 Panels Lahore

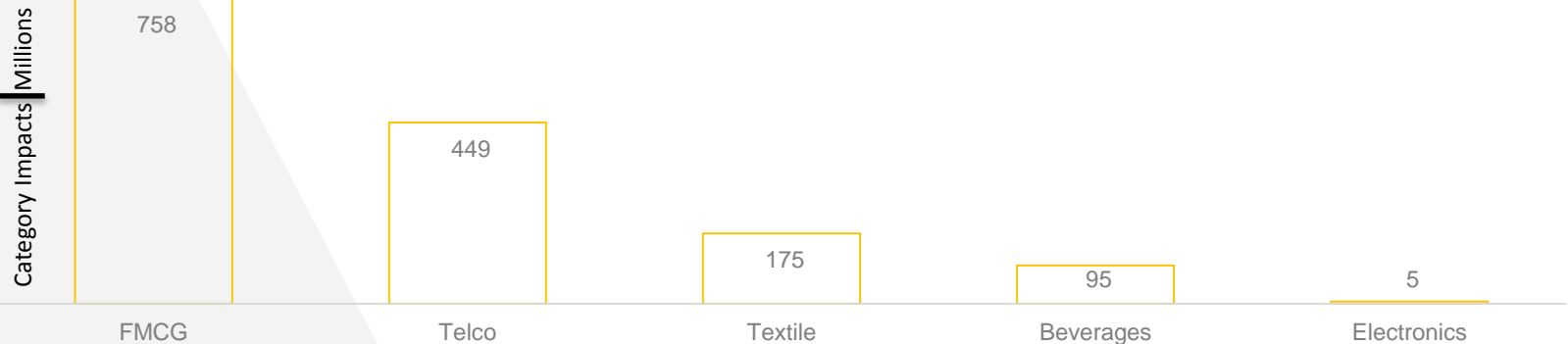
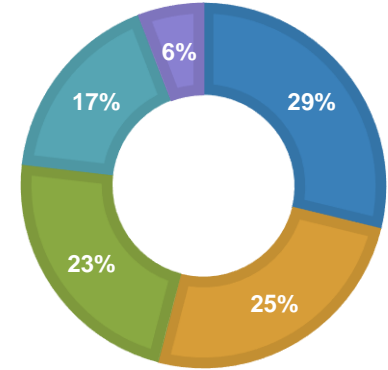
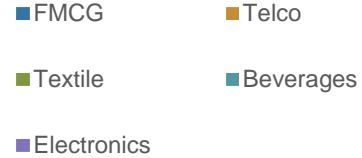
Rank	Location	Medium	Vendor	Rating %
1	Main Market	Billboard	Hafiz Bro	6.70
2	Mini Market	Billboard	Hafiz Bro	6.15
3	Liberty R/A	Wall Pasting	Spectrum Lines	5.87
4	Chubruji Chowk	Billboard	Sahar Adv 	5.15
5	Cricket House	Billboard	Sahar	4.87
6	Sherpaou Bridge	Billboard	Sahar Adv	4.25
7	Muslim Town Flyover	Billboard	Classic Ad	4.18
8	Jinnah Flyover	Billboard	Flex-o-Sign	4.03
9	Sherpaou Bridge	Billboard	MNK	3.99
10	Garden Tower	Billboard	Hafiz Bro	3.84

# Top 10 Panels Rwp-Isb

Rank	Location	Medium	Vendor	Rating %
1	Commercial Market	Billboard	Gashoo Ad	4.35
2	Raja Bazar	Billboard	Hafiz Bro	4.32
3	Mall Road	Billboard	Sahar	4.17
4	Katchray Chowk	Billboard	Sign Pakistan 	3.95
5	F-10	Billboard	Hafiz Bro	3.78
6	PC Hotel	Billboard	Spectrum lines	3.65
7	Margalla Road	Billboard	Sign Pakistan	3.51
8	7 <sup>th</sup> Avenue	Bridge Pane	Sherazi Ad	3.39
9	Katchray Chowk	Billboard	Classic Ad	3.23
10	Abpara	Billboard	Hafiz Bro	3.15

# Category Wise Summary

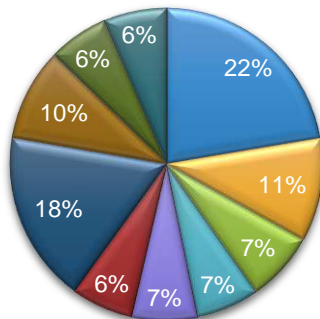
## Category Wise Spend



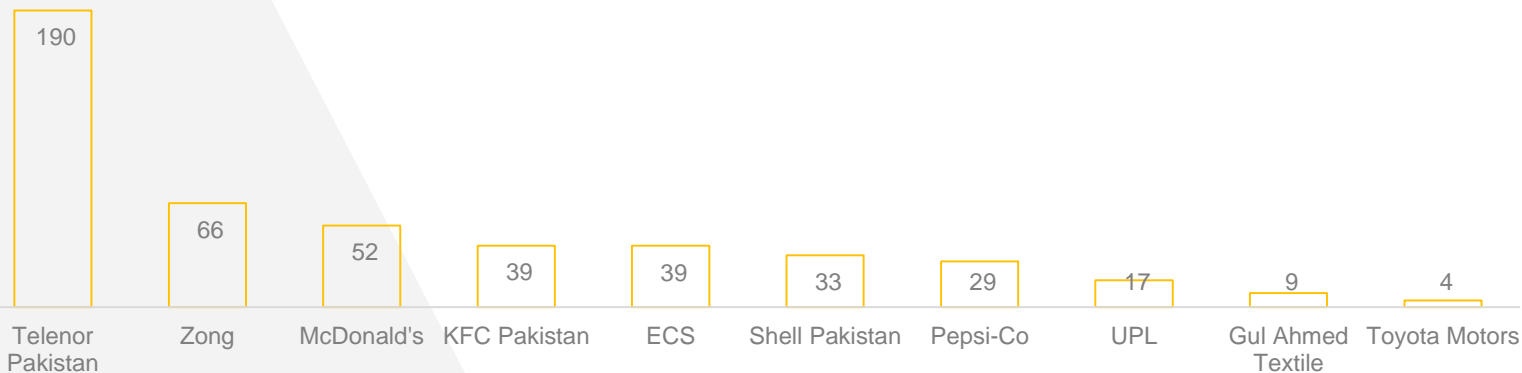


# Top 10 Advertisers

Relative Share of Spend

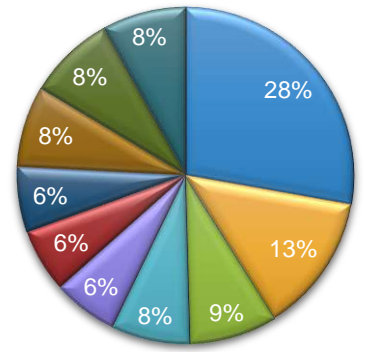


Impacts in Millions



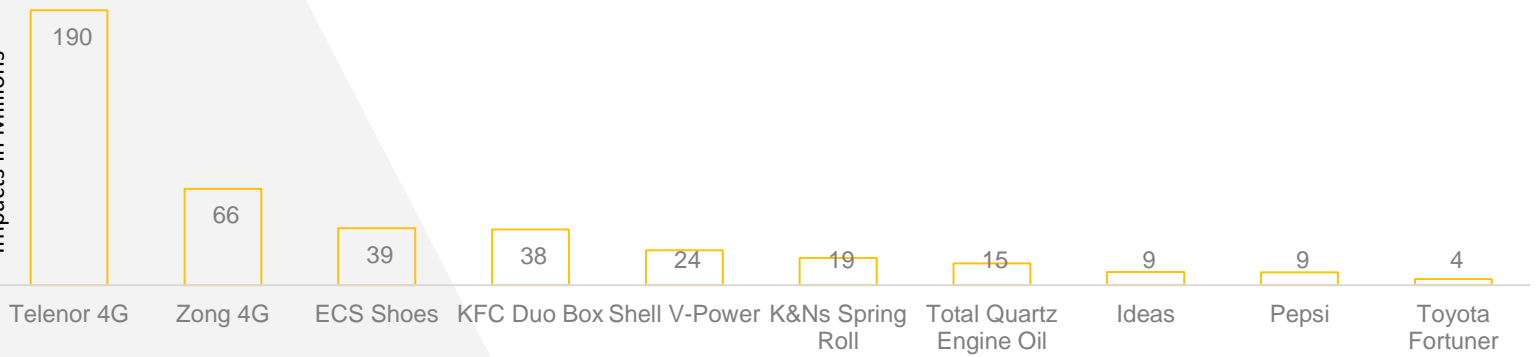
# Top 10 Brands

Relative Share of Spend

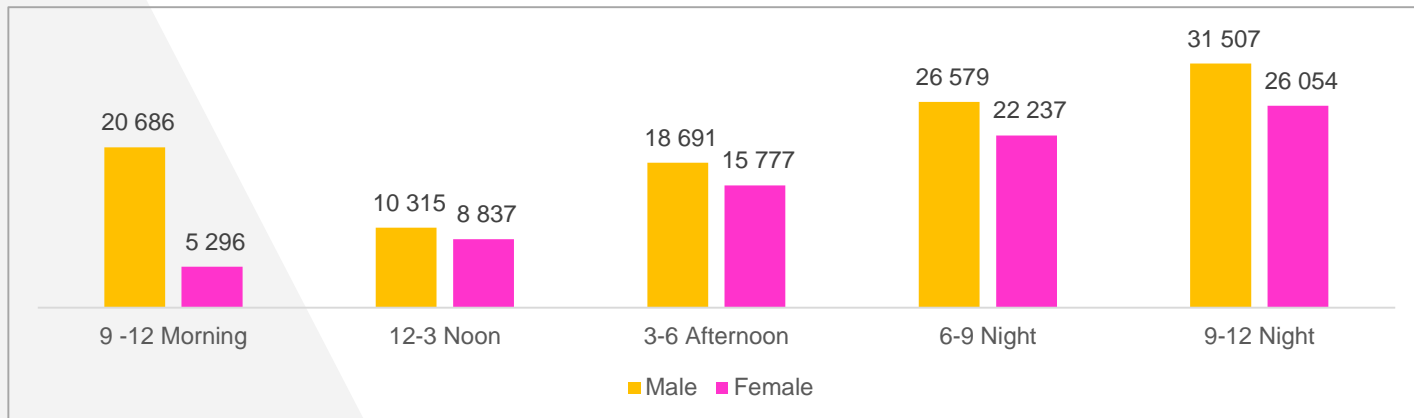
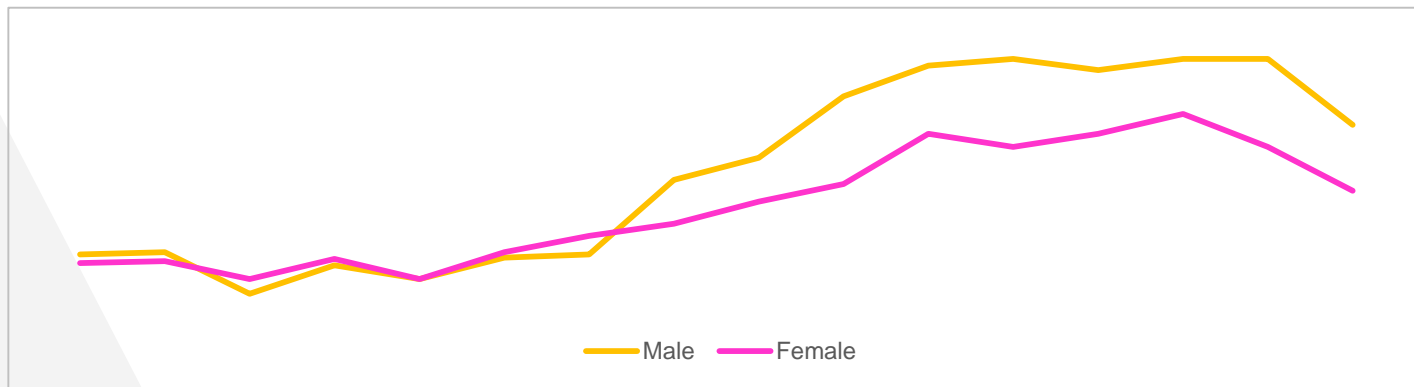


- Telenor 4G
- Zong 4G
- ECS Shoes
- KFC Duo Box
- Shell V-Power
- K&Ns Spring Roll
- Total Quartz Engine Oil
- Ideas
- Pepsi
- Toyota Fortuner

Impacts in Millions



# Digital OOH Medium (Time band Utilization)



# Top 00H Digital Mediums

## Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Khalid Butt Chowk	Sahar Adv	35.16
2	Shami Chowk	Sahar Adv	34.65
3	Model Town	Yellow	30.32

## Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Qarshi Lane	MNK	25.36
2	Garden Town	Ravi Adv	24.32
3	M.M Alam Road	Digi Prime	21.32

THANK YOU!