

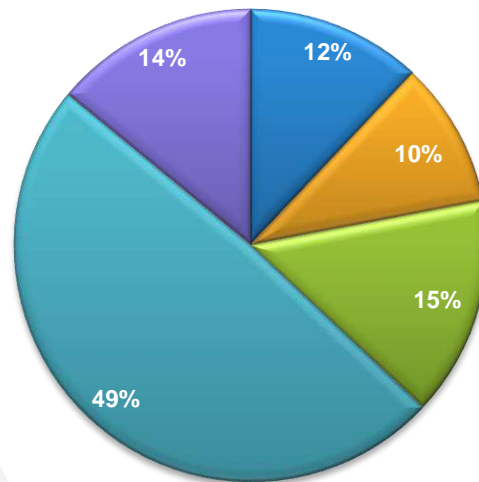


Move MONTHLY Review Jul 2020

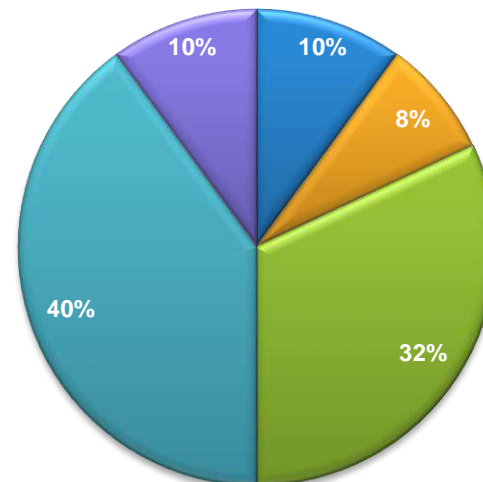
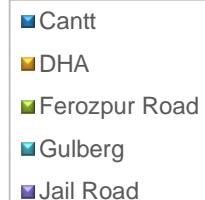


Viewership Area wise %

Karachi



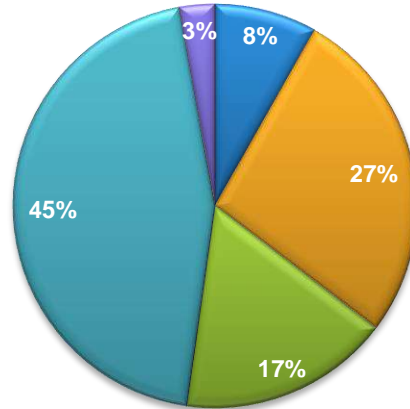
Lahore



Viewership Area wise %

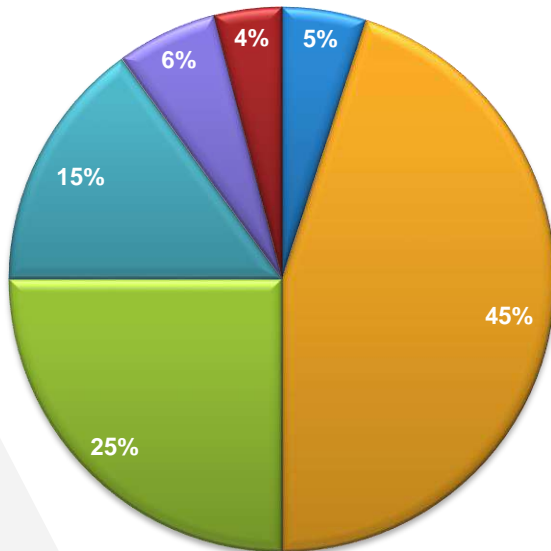
Rwp-Isb

- Blue Area
- Commercial Market
- Katchary Chowk
- Muree Road
- Sector F

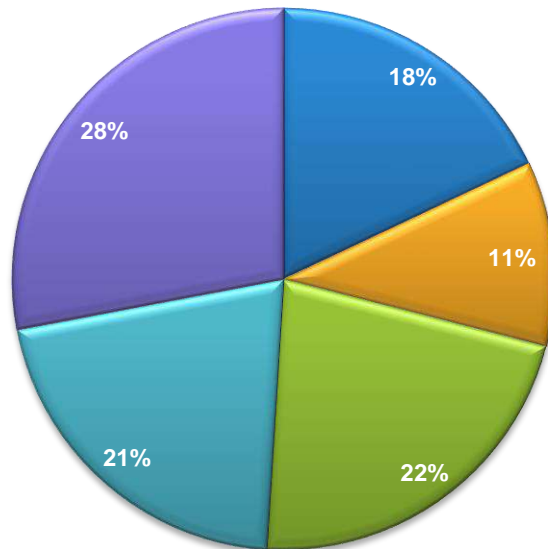


Target Group Share Ratings

- 12-15 Years
- 16-24 Years
- 25-34 Years
- 35-44 Years
- 45-54 Years
- 55+ Years

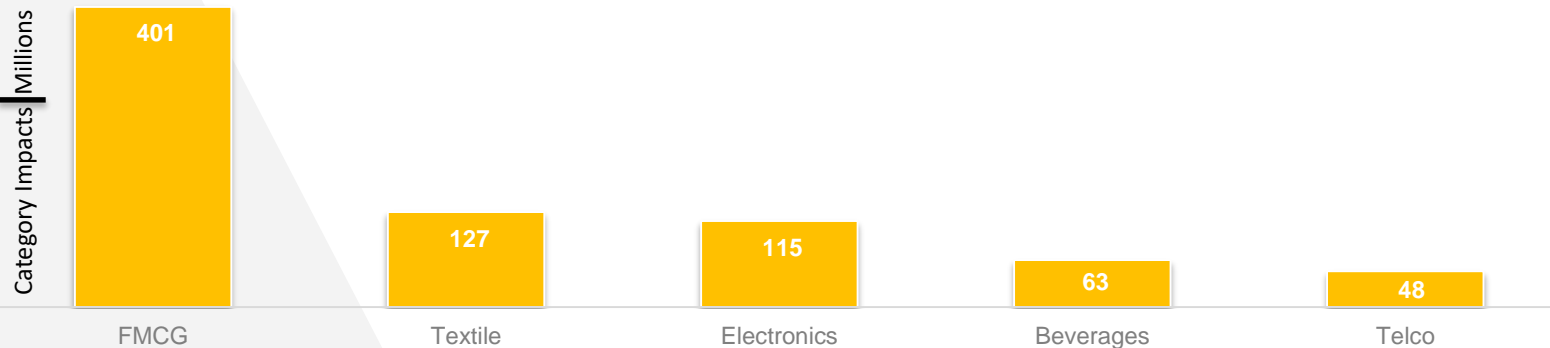
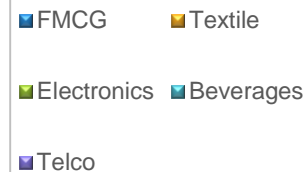
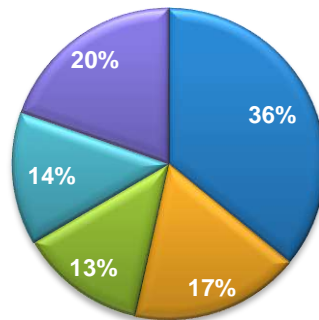


- SEC A
- SEC B
- SEC C
- SEC D
- SEC E



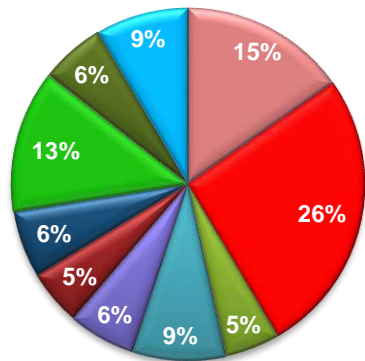
Category Wise Summary

Category Wise Spend

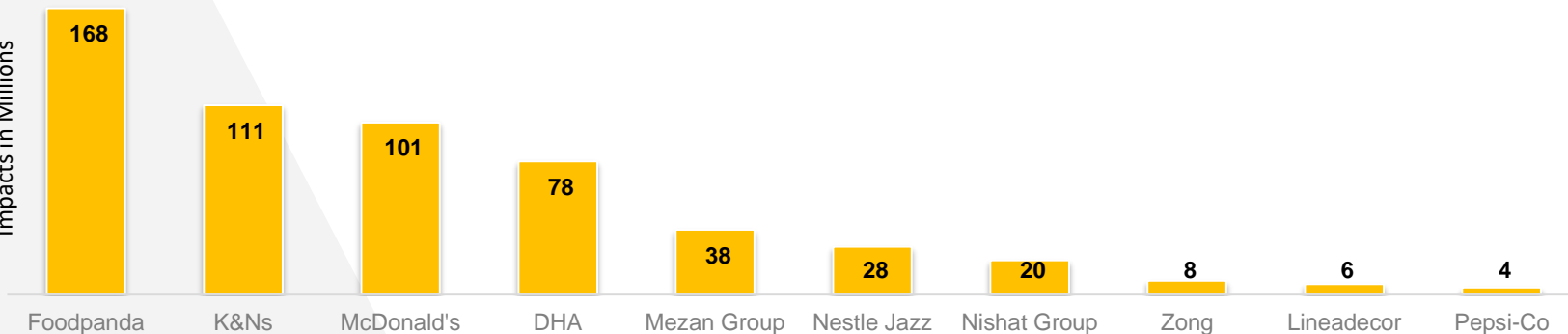


Top 10 Advertisers

Relative Share of Spend

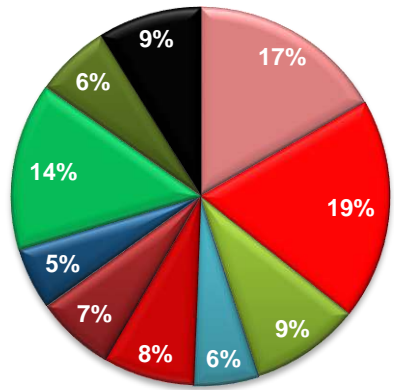


Impacts in Millions

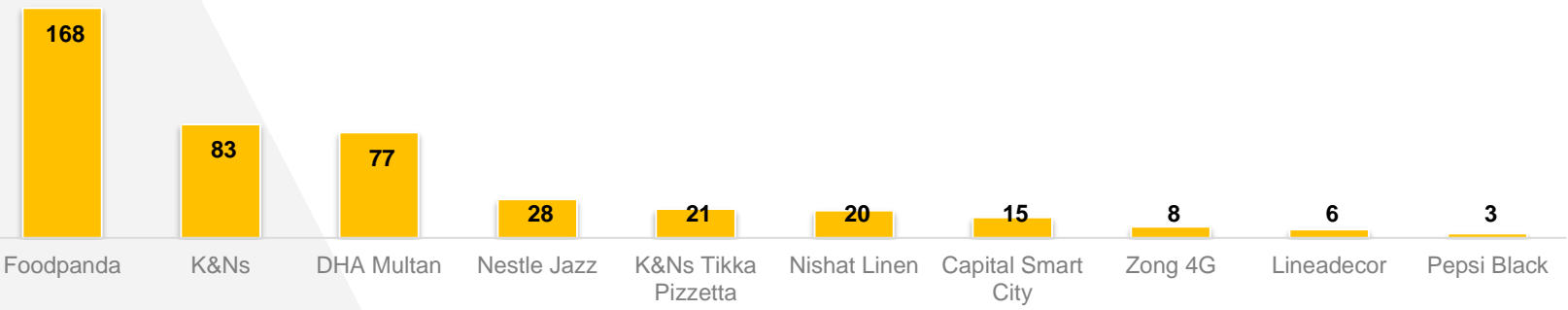


Top 10 Brands

Relative Share of Spend



Impacts in Millions



THANK YOU!