

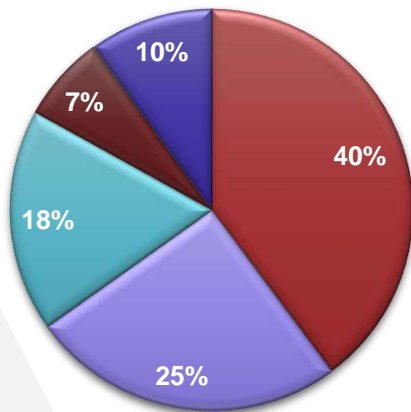
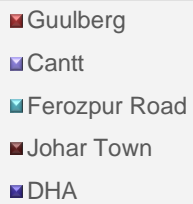


Move MONTHLY Ratings June 2018

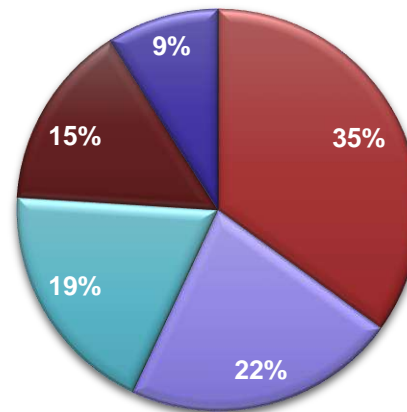
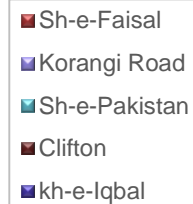


Viewership Area wise %

Lahore



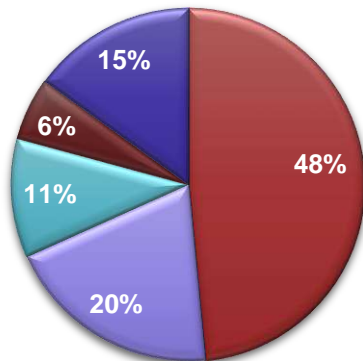
Karachi



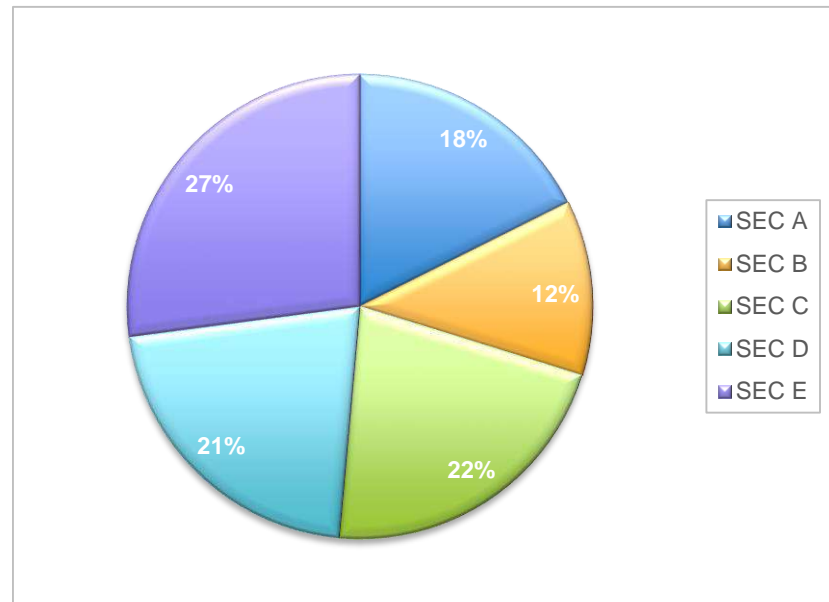
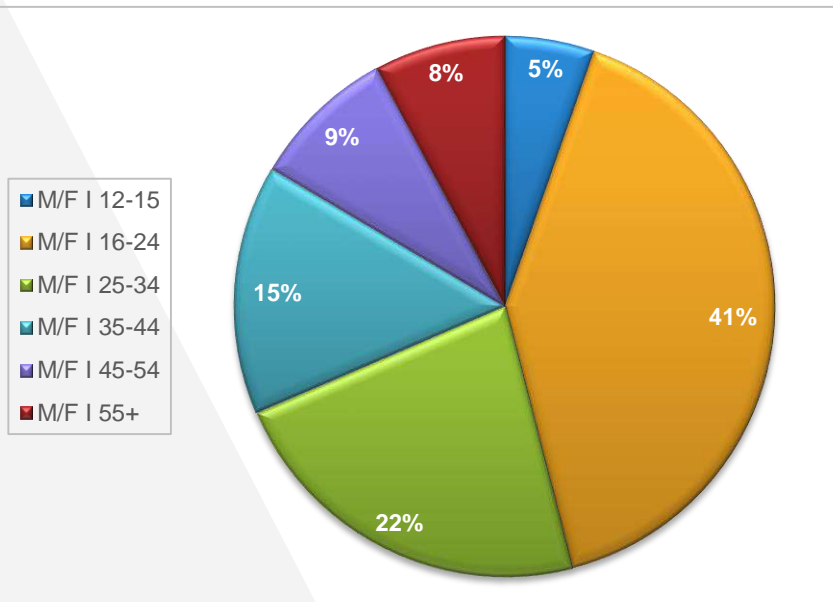
Viewership Area wise %

Rwp-Isb


- Muree Road
- Faisal Avenue
- Expressway
- F-6
- Ijp Road




Target Group Share Ratings




Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Allah Wali Chorangi	Wall Pasting	Champion Neon	10.15
2	NCR Building	Wall Pasting	Ammar AD	9.75
3	Al Tijarah Center	Wall Pasting	ECHO 3	9.70
4	Baloch Flyover	Wall Pasting	MND 	9.45
5	Numaish	Wall Pasting	Gashoo Ad	8.78
6	Gulistan e Johar	Wall Pasting	Sabir Sign	8.63
7	Nipa Flyover	BOS	Sign Source	8.33
8	Absara Apartments	Wall Pasting	Zodiac Link	8.10
9	PAF Chapter	Wall Pasting	Signways Communication	7.45
10	M.A Jinnah	Wall Pasting	Do Adv	7.10

Top 10 Panels Lahore

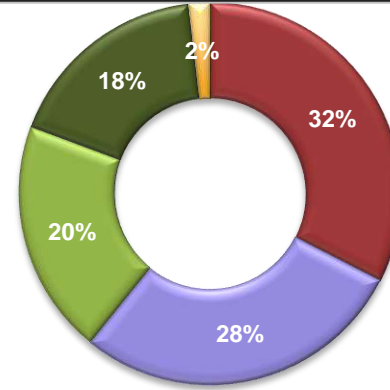
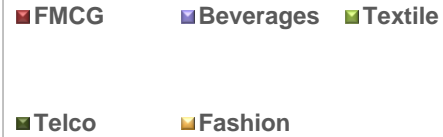
Rank	Location	Medium	Vendor	Rating %
1	Mini Market	Billboard	Flex-o-Sign	5.64
2	Muslim Town Mor	Billboard	Hafiz Bro	5.53
3	Sherpaou Bridge	Billboard	MNK	5.15
4	Chubruji Chowk	Billboard	Sahar Adv 	4.88
5	Main Boulevard, Gulberg	Billboard	AA	4.35
6	Sherpaou Bridge	Billboard	Sahar Adv	4.25
7	Liberty R/A	Billboard	Spectrum lines	4.18
8	Jinnah Flyover	Billboard	Flex-o-Sign	4.03
9	Girja Chowk	Billboard	Ravi Adv	3.93
10	Garden Tower	Billboard	Hafiz Bro	3.84

Top 10 Panels Rwp-Isb

Rank	Location	Medium	Vendor	Rating %
1	Commercial Market	Billboard	Classic Ad	4.05
2	Chandni Chowk	Billboard	Classic Ad	4.03
3	Faisal Avenue	Bridge Panel	Ravi Ad	4.02
4	IJP Road	Billboard	Hafiz Bro 	3.78
5	Shaheed-e-Millat Rd	Billboard	AA Adv	3.63
6	PC Hotel	Billboard	Spectrum lines	3.50
7	Blue Area	Billboard	Pindi Ad	3.47
8	7 th Avenue	Bridge Panel	Sherazi Ad	3.33
9	Katchray Chowk	Billboard	Gashoo Ad	3.15
10	Abpara	Billboard	Hafiz Bro	3.03

Category Wise Summary

Category Wise Spend

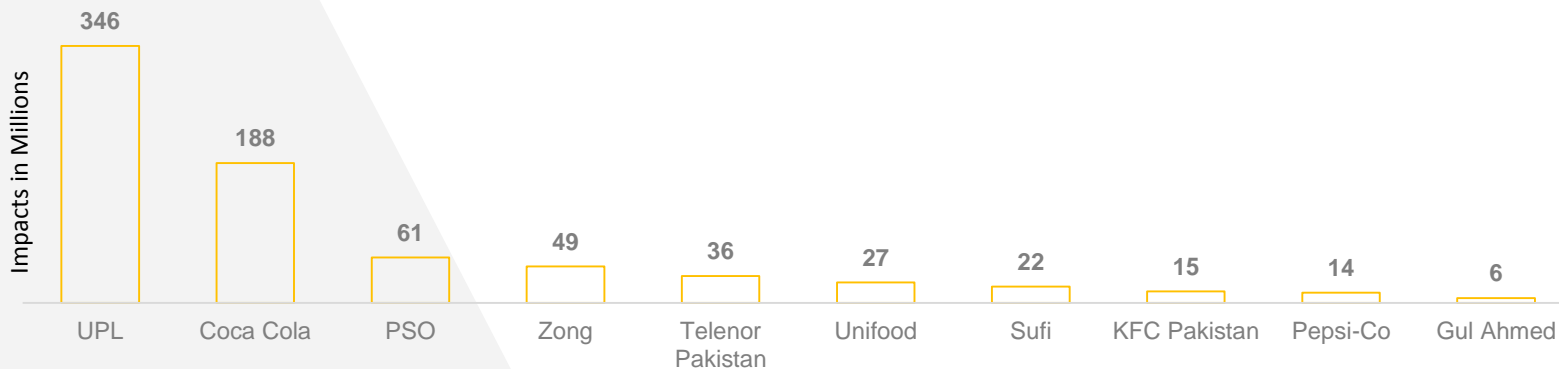
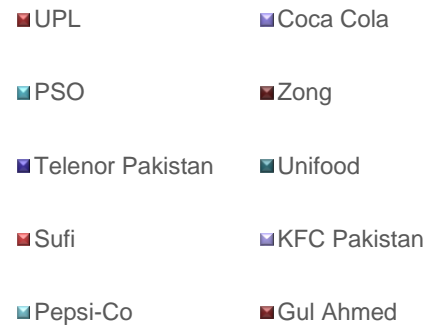
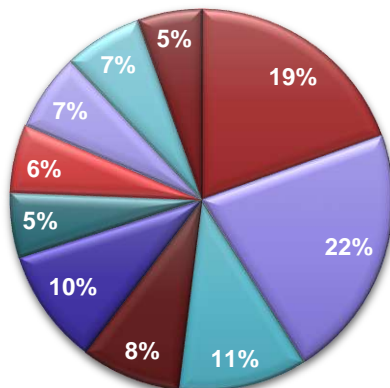


Category Impacts
Millions



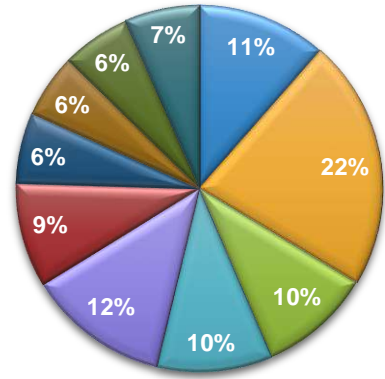
Top 10 Advertisers

Relative Share of Spend

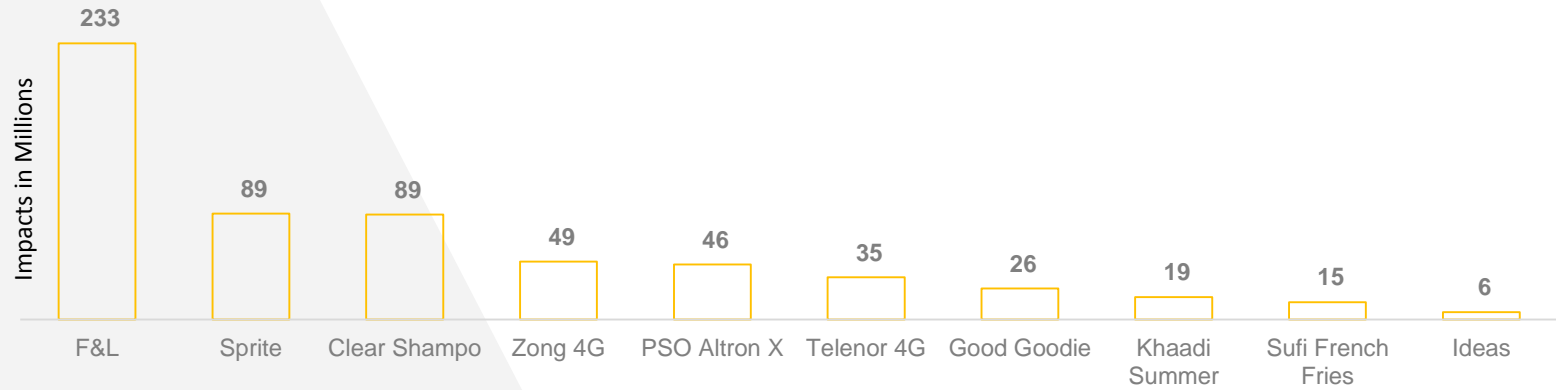


Top 10 Brands

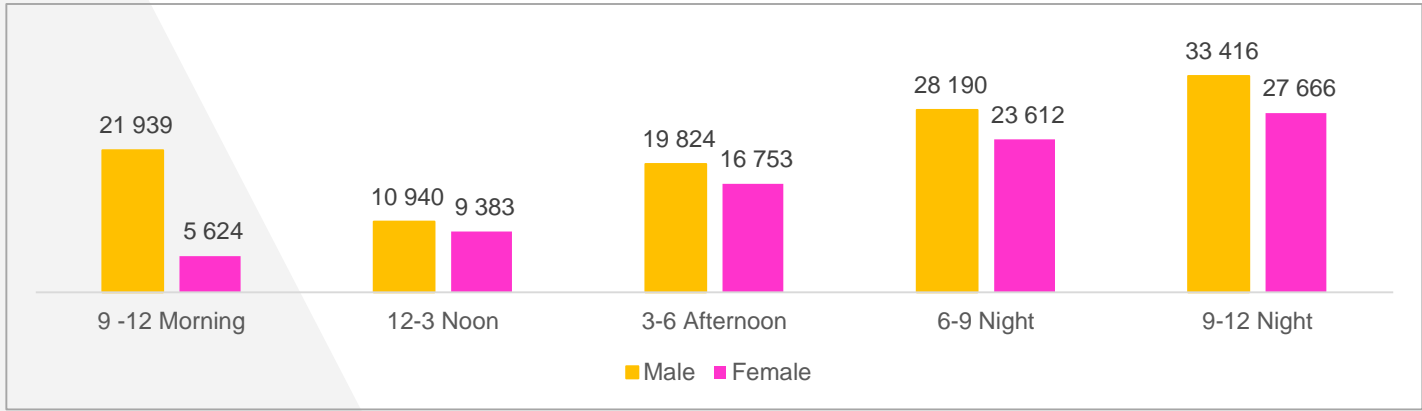
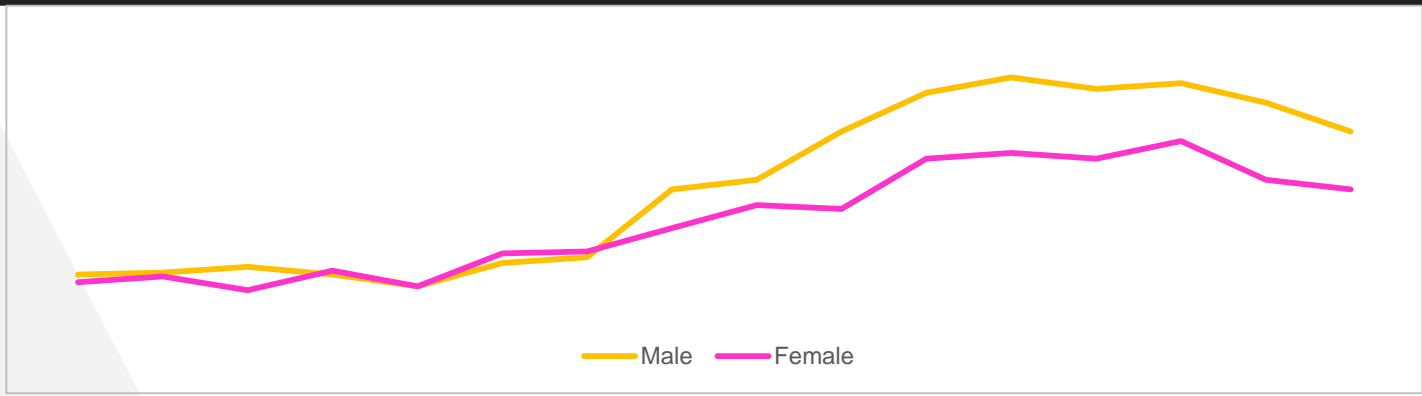
Relative Share of Spend



- F&L
- Clear Shampo
- PSO Altron X
- Good Goodie
- Sufi French Fries
- Sprite
- Zong 4G
- Telenor 4G
- Khaadi Summer
- Ideas



Digital OOH Medium(Time band Utilization)



Top 00H Digital Mediums

Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	DHA Exit	Flex-o- Sign	37.15
2	Shami Chowk	Sahar Adv	33.52
3	Fortress Chowk	Sahar Adv	31.20

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Kh-e-Iqbal	Digi Prime	24.23
2	MM Alam Road	Digi Prime	22.12
3	Qasoori Road	Digi Prime	20.31

THANK YOU!