



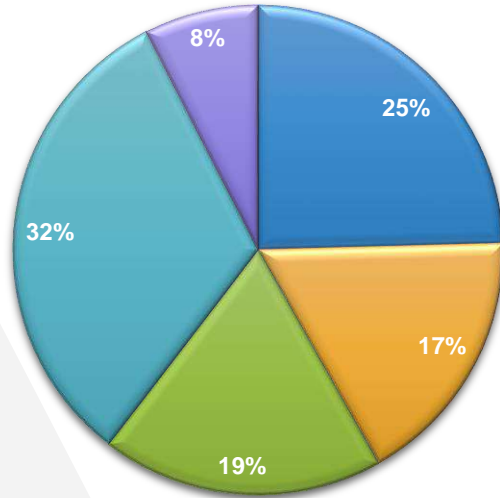
Move MONTHLY Ratings March 2018



Viewership Area wise %

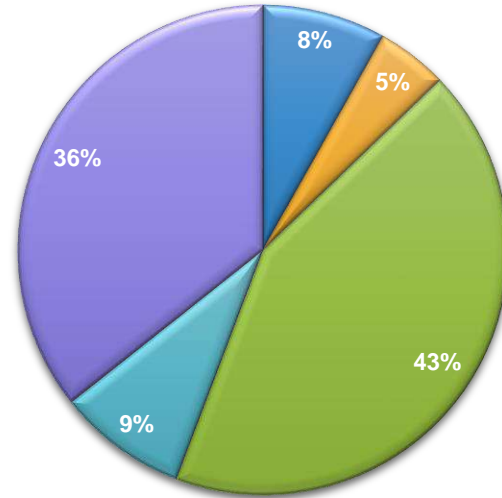
Lahore

- Cantt
- Circular Road
- Ferozpur Road
- Gulberg
- Model Town



Karachi

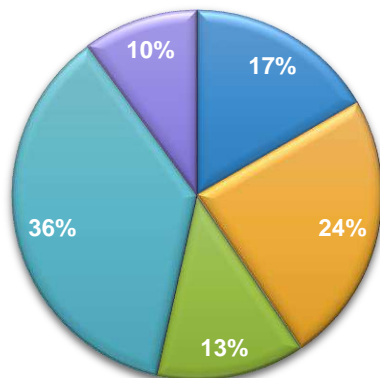
- Korangi Road
- Shah Muhammad Suleman Road
- Sh-e-Faisal
- Sh-e-Millat Expressway
- Tariq Road



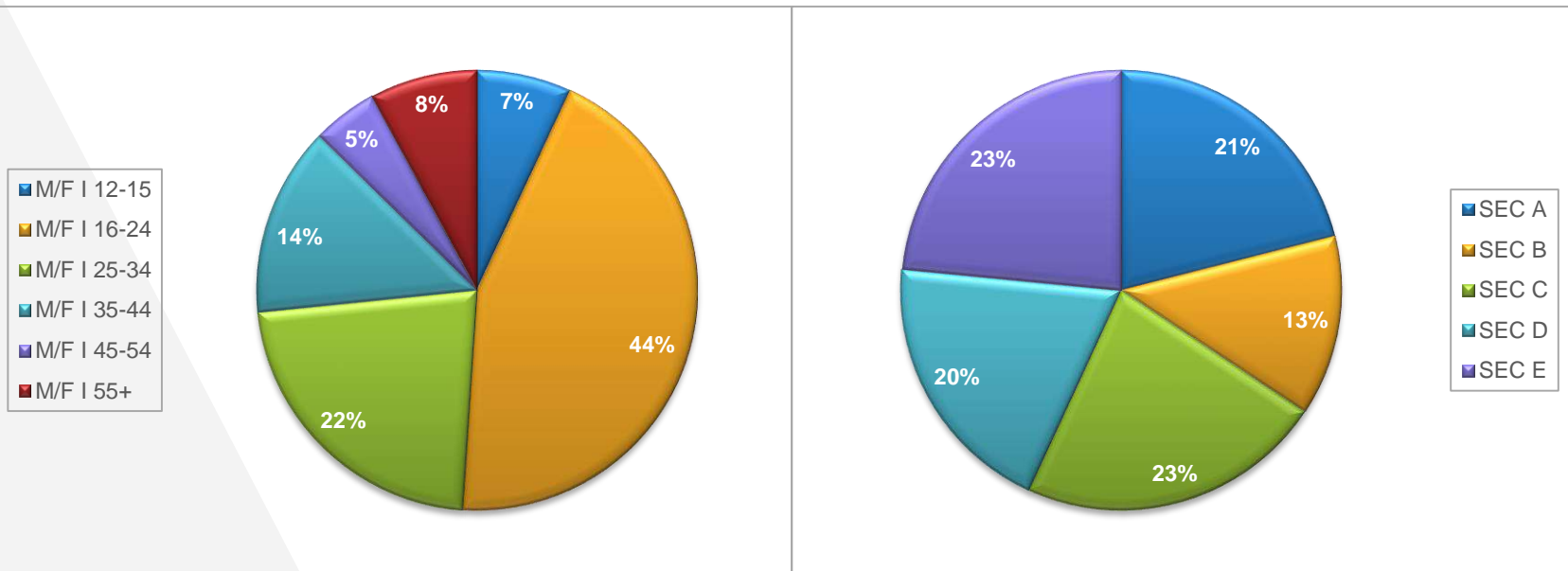
Viewership Area wise %

Rwp-Isb


- Airport Road
- Commercial Market
- F-7
- Muree Road
- Raja Bazar




Target Group Share Ratings




Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Nursery Flyover	Wall Pasting	Do Adv	8.45
2	Allah Wali Choragi	Wall Pasting	Champion Neon	8.03
3	Amber Residency	Wall Pasting	Absa Adv	7.89
4	Al-Tijara Center	Wall Pasting	Do Adv 	7.51
5	FTC, Sh-e-Faisal	Wall Pasting	Marketing Adv	7.01
6	Kh-e-Itthad	Wall Pasting	Absa Adv	6.75
7	Nipa Flyover	Wall Pasting	Zodic Link	6.15
8	Falak Arcade, M.A Jinnah	Wall Pasting	Do Adv	5.45
9	Johar Chorangi	Wall Pasting	The Sign Media	4.98
10	University Road	BQS	Sign Source	4.55

Top 10 Panels Lahore

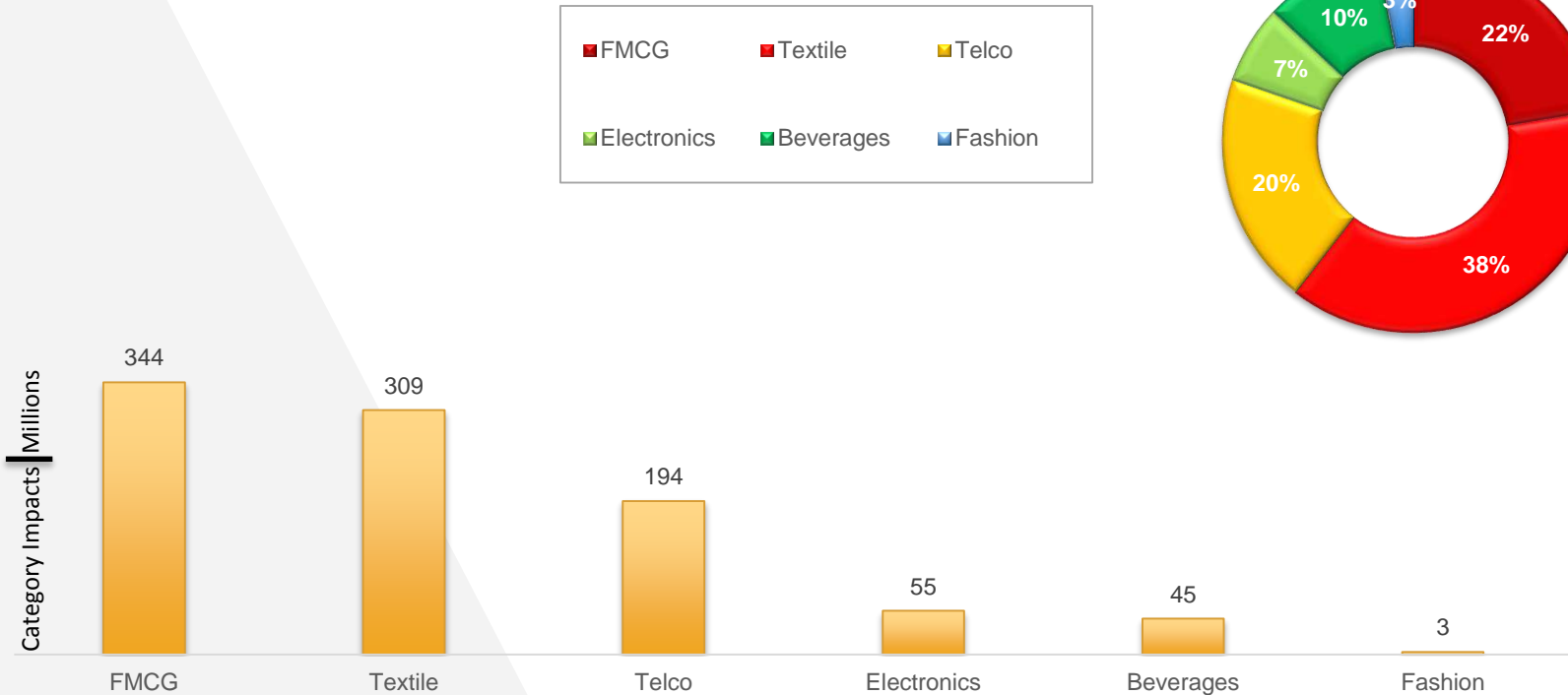
Rank	Location	Medium	Vendor	Rating %
1	MM Alam Road	Billboard	Hafiz Bro	2.39
2	Muslim Town	Billboard	Sahar Adv	2.25
3	Muslim Town	Billboard	Classic Adv	2.24
4	Lytton Road	Billboard	Ravi Adv 	2.15
5	Shah Alam Market	Billboard	Ravi Adv	2.05
6	Bhatti Gate	Billboard	Ravi Adv	1.90
7	Jinnah Flyover	Billboard	Flex-o-Sign	1.85
8	Liberty R/A	Wall pasting	Spectrum Lines	1.65
9	Girja Chowk	Billboard	Ravi Adv	1.45
10	Gulb Devi Hospital	Billboard	Pindi Ad	1.25

Top 10 Panels Rwp-Isb

Rank	Location	Medium	Vendor	Rating %
1	F-7	Billboard	Spectrum lines	3.84
2	G-9	Bus Shelter	Sign Source	3.54
3	Commercial Market	Billboard	Classic Ad	3.43
4	Airport Road	Billboard	Pindi Ad 	3.33
5	Raja Bazar	Billboard	Hafiz Bro	3.25
6	Mall Road	Billboard	Sahar Adv	3.19
7	Blue Area	Billboard	Pindi Ad	3.10
8	6 th Road	Billboard	Hafiz Bro	3.01
9	Liaquat Bagh	Billboard	Hafiz Bro	2.96
10	Abpara	Billboard	Hafiz Bro	2.81

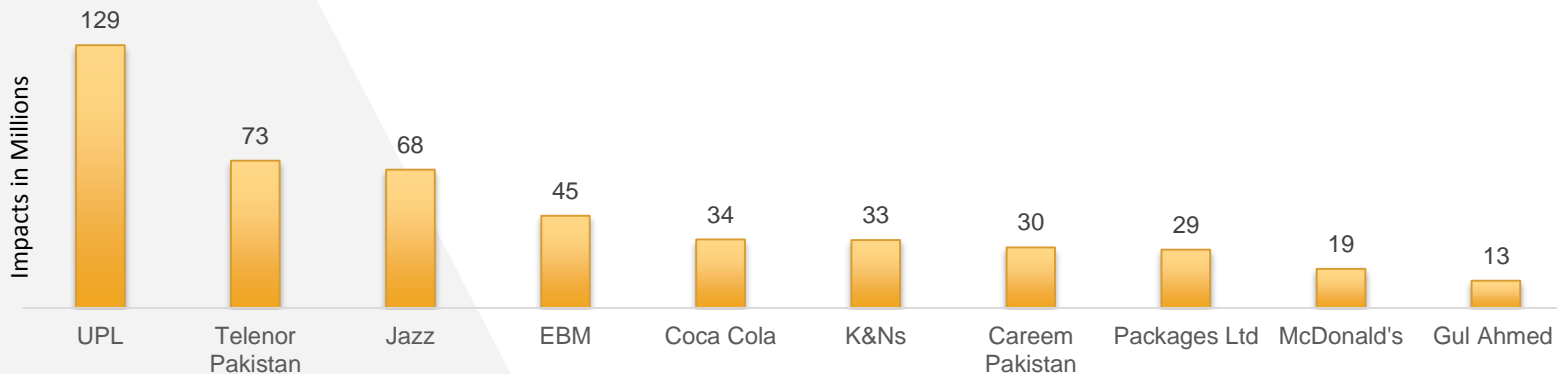
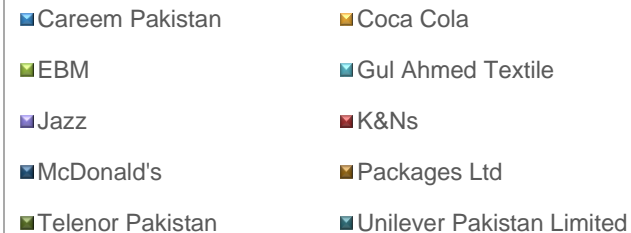
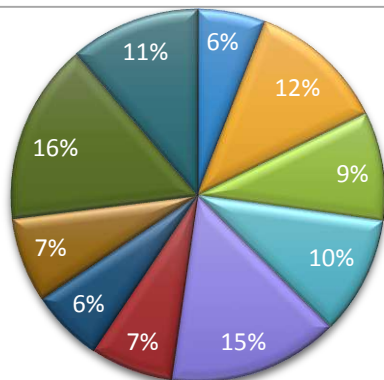
Category Wise Summary

Category Wise Spend



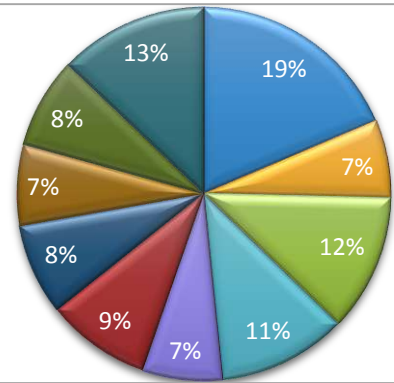
Top 10 Advertisers

Relative Share of Spend



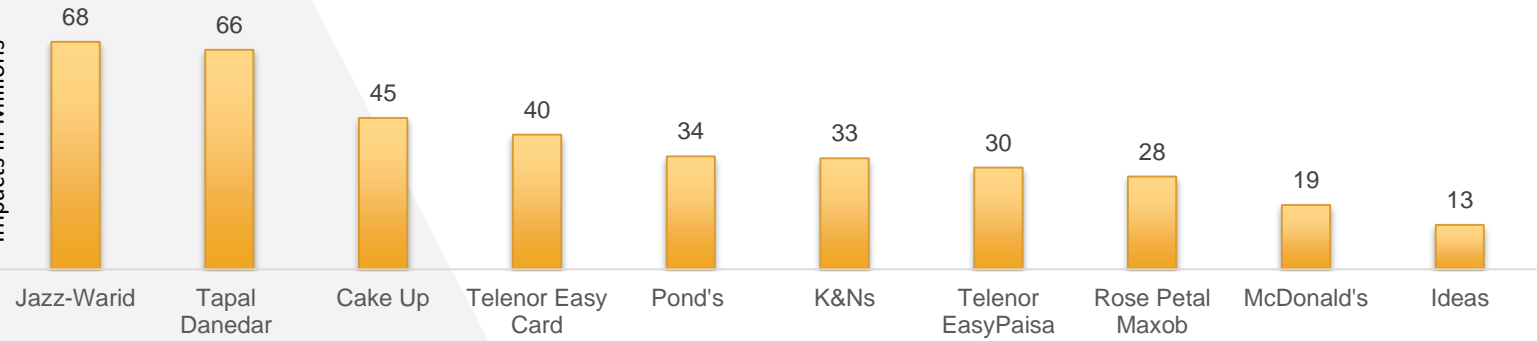
Top 10 Brands

Relative Share of Spend

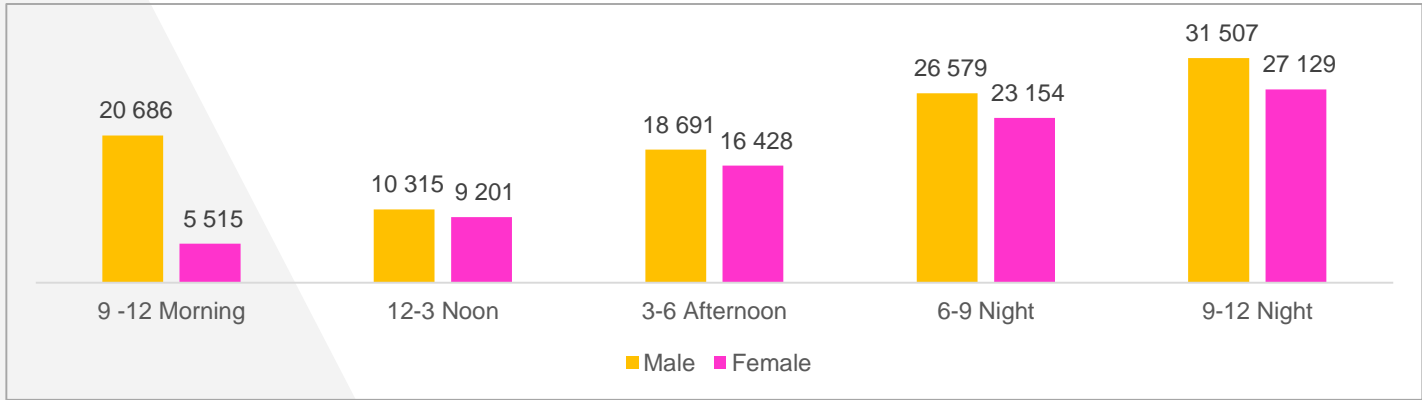
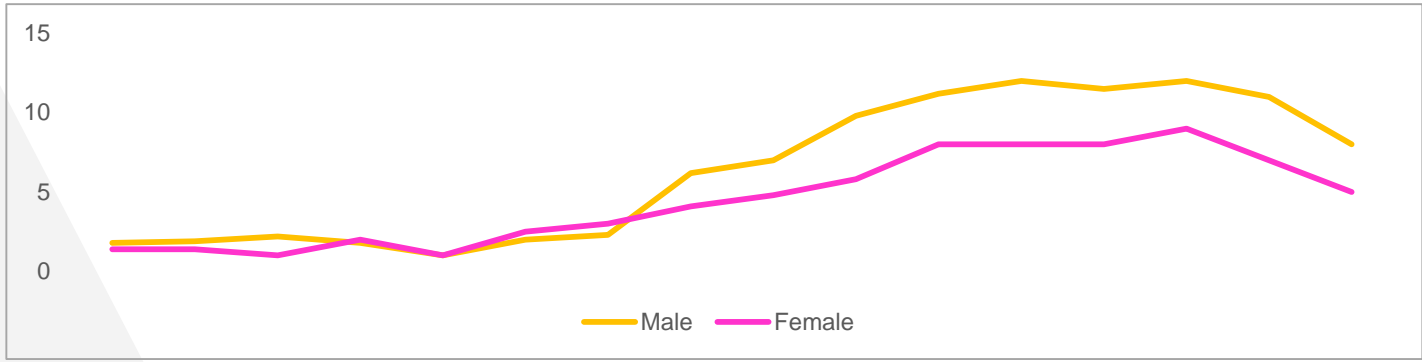


- Jazz-Warid
- Tapal Danedar
- Cake Up
- Telenor Easy Card
- Pond's
- K&Ns
- Telenor EasyPaisa
- Rose Petal Maxob
- McDonald's
- Ideas

Impacts in Millions



Digital OOH Medium (Time band Utilization)



Top 00H Digital Mediums

Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Y Block, DHA	Spectrum lines	35.21
2	Model Town, Link Road	Yellow Communication	25.35
3	Fortress Chowk	Sahar Adv	17.87

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Garden Town	Ravi Adv	22.87
2	Qarshi Lane	MNK	22.85
3	Mall Road	Spectrum lines	18.54

THANK YOU!