

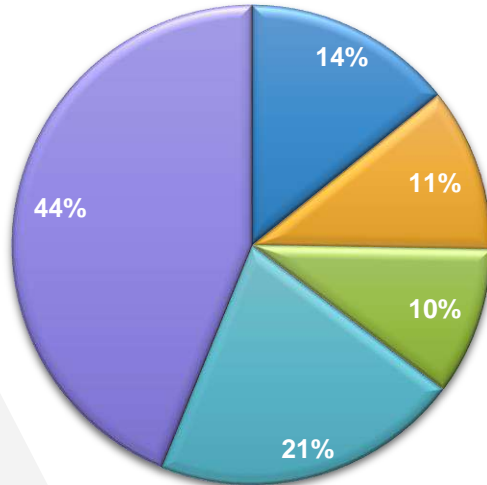
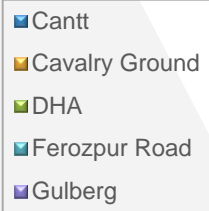


# Move MONTHLY Ratings Mar 2019

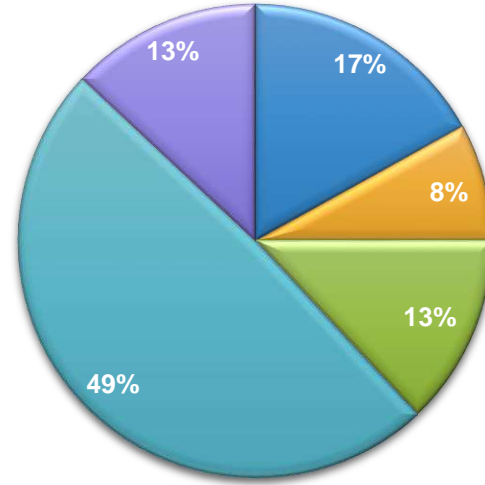


# Viewership Area wise %

## Lahore

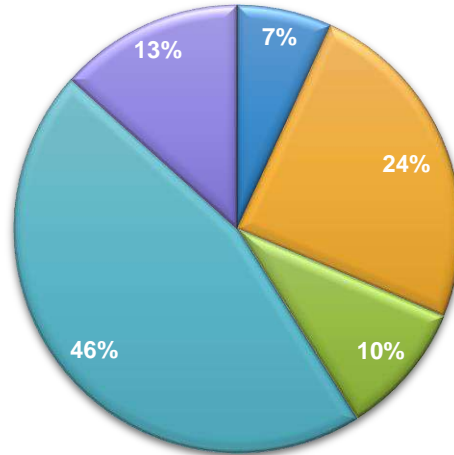
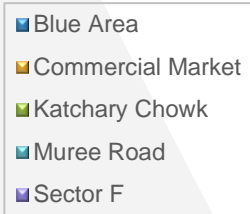


## Karachi

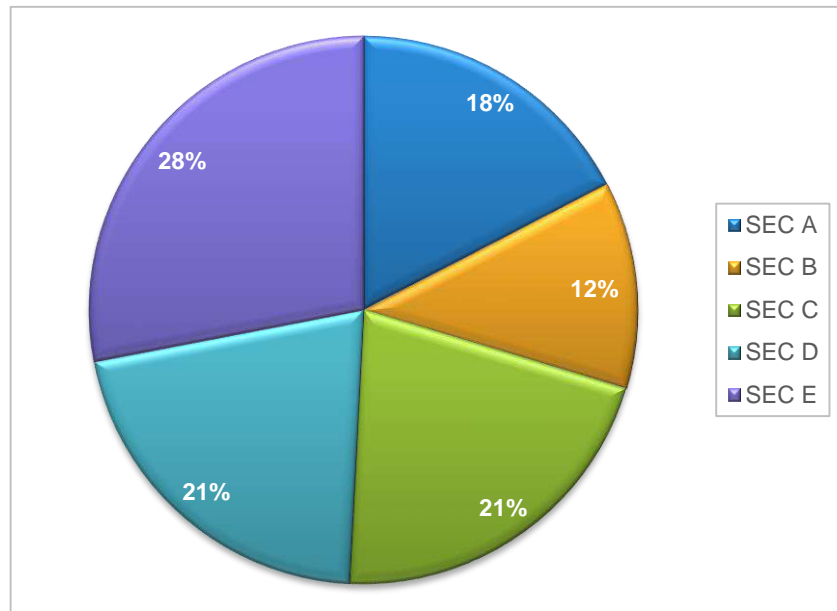
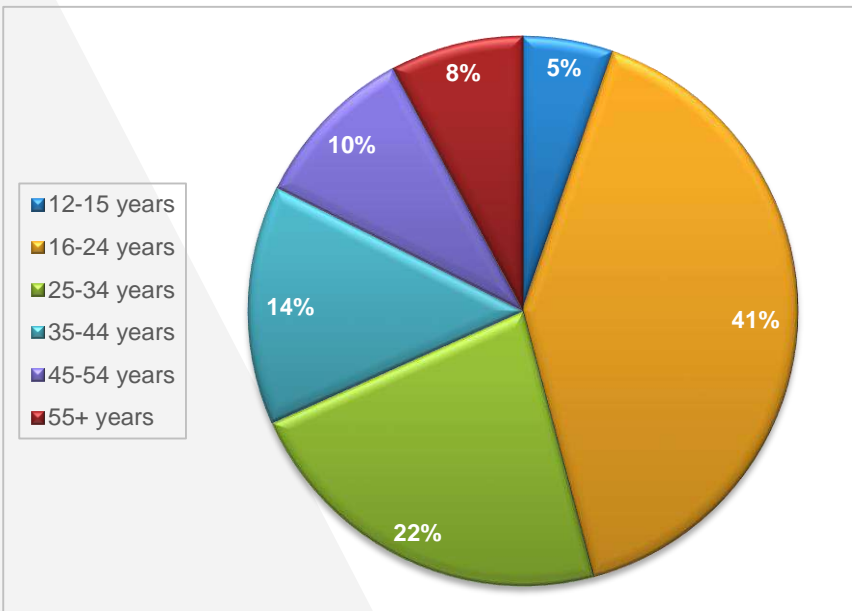


# Viewership Area wise %

## Rwp-Isb




# Target Group Share Ratings




# Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Allah Wali Chorangi	Wall Pasting	Champion	11.21
2	Najeab center	Wall Pasting	Champion	11.19
3	Eureka Center	Wall Pasting	MOA	11.16
4	National Stadium	Wall Pasting	Ammar Ad 	10.75
5	Cash & Carry	Wall Pasting	The Sign Media	9.49
6	Absara Apartment	Wall Pasting	Zodic link	9.40
7	Ill Sword	Wall Pasting	MOA	9.35
8	Johar Chorangi	Wall Pasting	The Sign Media	9.30
9	FTC	Wall Pasting	Gashoo Ad	9.13
10	Sea View	Wall Pasting	The Sign Media	9.02

# Top 10 Panels Lahore

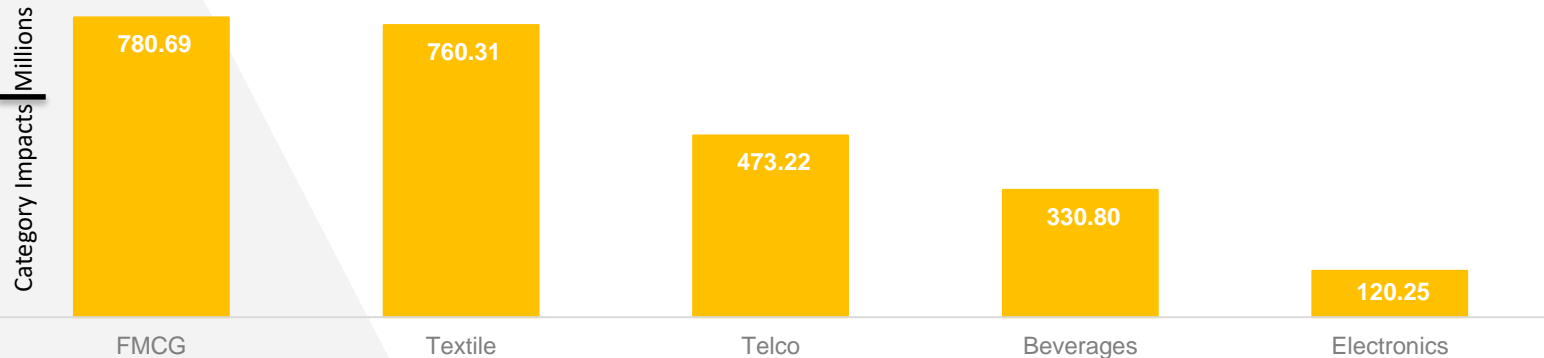
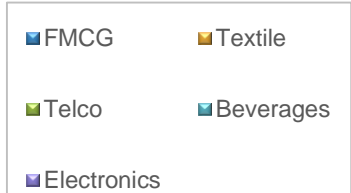
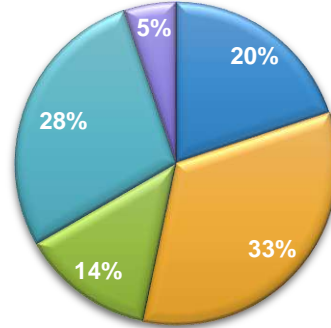
Rank	Location	Medium	Vendor	Rating %
1	Main Market	Billboard	Sahar Ad	11.04
2	Main Market	Billboard	Hafiz bro	10.95
3	Muslim Town Flyover	Billboard	Sahar Ad	10.81
4	Shalimar Hotel	Billboard	Sahar Adv 	10.26
5	Liberty R/A	Billboard	Sahar Adv	10.0
6	Sherpaou Bridge	Billboard	Sahar Ad	9.74
7	Karim Market	Billboard	Ad Wise	9.40
8	Karim Market	Billboard	Azmee Ad	9.35
9	Gari Shahu Chowk	Billboard	Hafiz Bro	9.20
10	Opp Jinnah Hospital	Billboard	AA	9.15

# Top 10 Panels Rwp-Isb

Rank	Location	Medium	Vendor	Rating %
1	Raja Bazar	Billboard	New Ad care	10.85
2	Raja Bazar	Billboard	Hafiz Bro	10.65
3	Katchray Chowk	Billboard	Sign Pakistan	10.51
4	PC Hotel	Billboard	Sign Pakistan 	10.40
5	Kashmir Highway	Billboard	Ad spot	10.15
6	Marir Chowk	Billboard	Sahar Ad	10.01
7	Jinnah Park	Billboard	Ad Net	10.0
8	9 <sup>th</sup> Avenue	Billboard	Gashoo Ad	9.88
9	Saddar	Billboard	Ad Sign	8.95
10	Defence Chowk	Billboard	Hafiz Bro	8.60

# Category Wise Summary

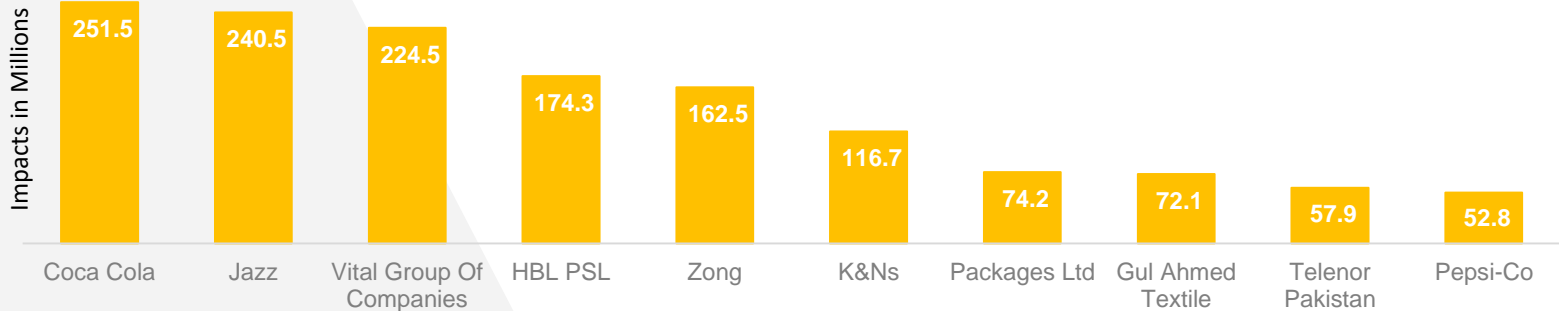
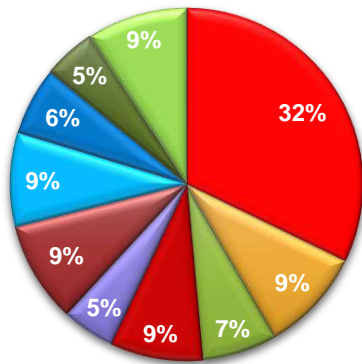
## Category Wise Spend





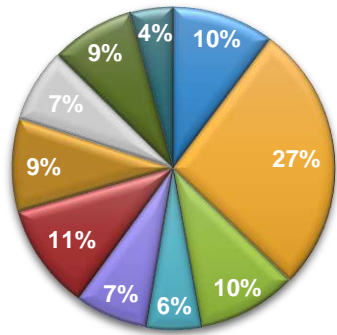
# Top 10 Advertisers

Relative Share of Spend



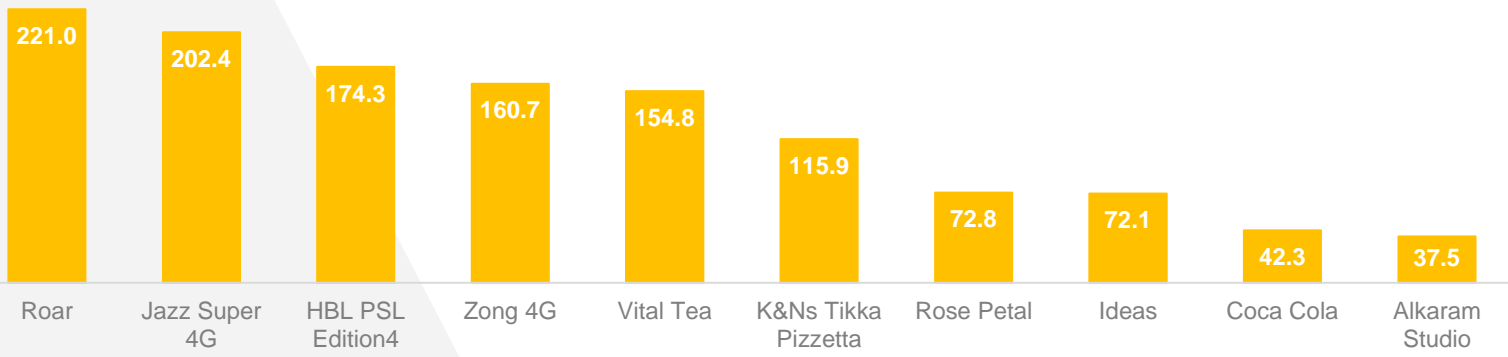
# Top 10 Brands

Relative Share of Spend

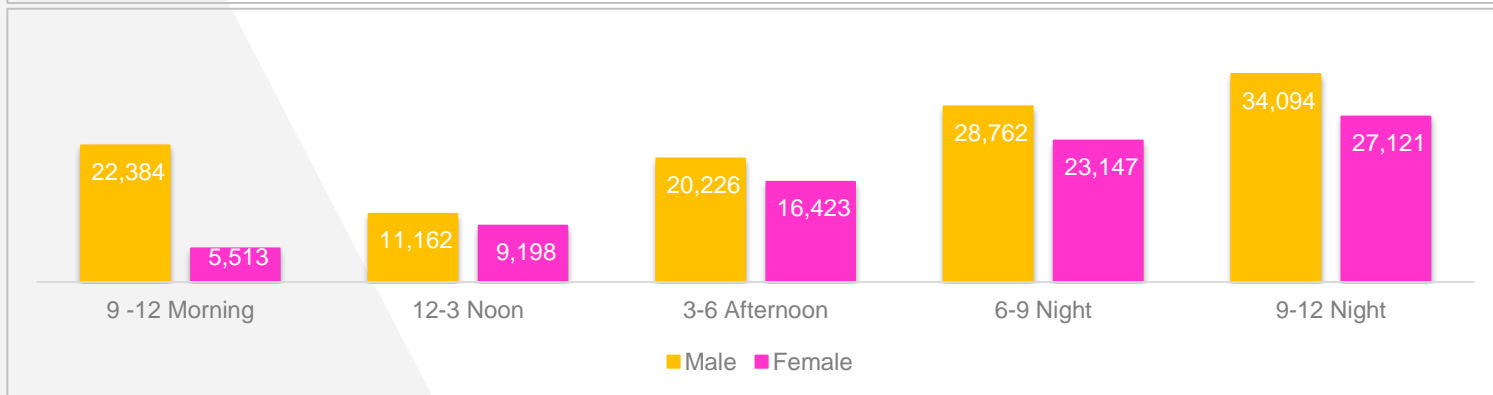
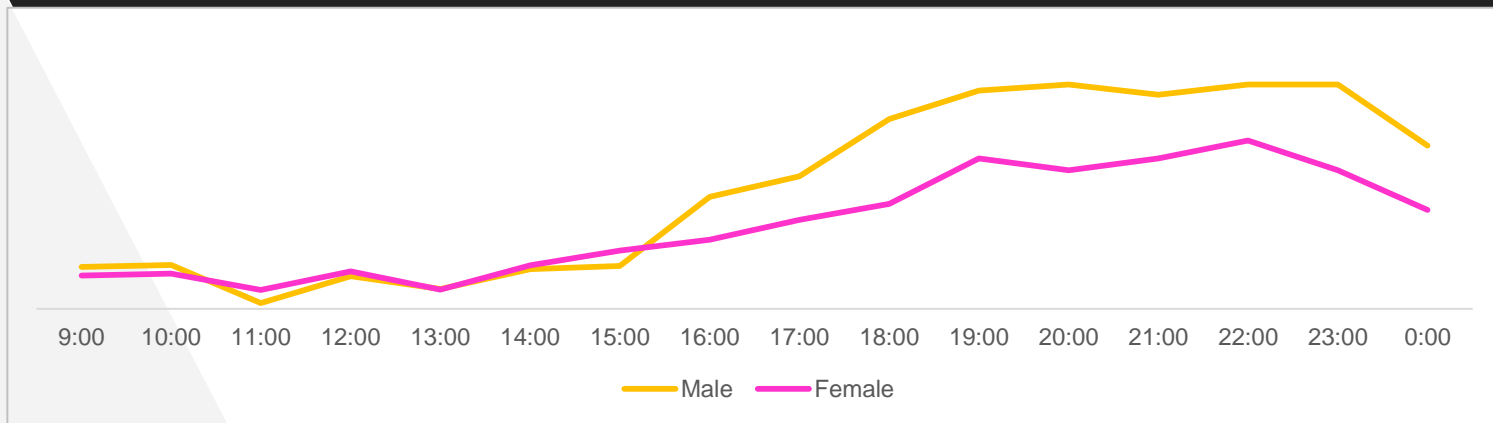


- Jazz Super 4G
- HBL PSL Edition4
- Vital Tea
- Rose Petal
- Coca Cola
- Roar
- Zong 4G
- K&Ns Tikka Pizzetta
- Ideas
- Alkaram Studio

Impacts in Millions



# Digital OOH Medium (Time band Utilization)



# Top 00H Digital Mediums

## Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Scheme Mor	AA	29.87
2	Kahlid Butt Chowk	Sahar Ad	28.54
3	Chand Mari Chowk	Hussnain Adv	27.41

## Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Iqbal Town	Chinab Ad	18.21
2	Liberty Market	Chinab Ad	17.40
3	Kh-e-Iqbal	Digi Prime	17.15

THANK YOU!