

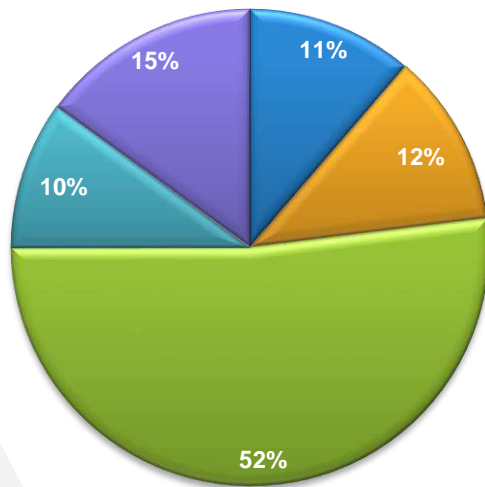
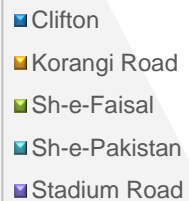


# Move MONTHLY Review Mar 2020

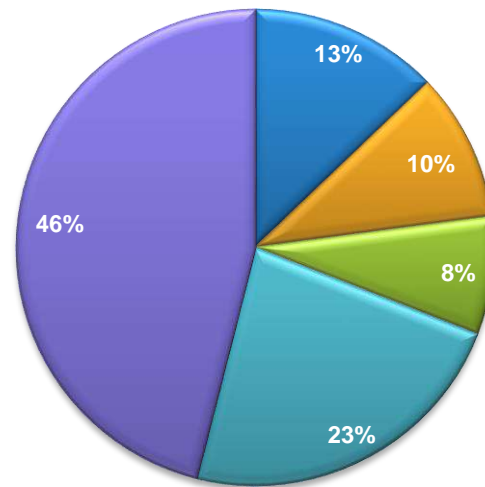
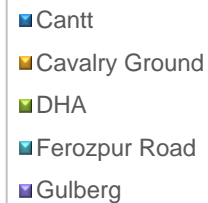


## Viewership Area wise %

### Karachi



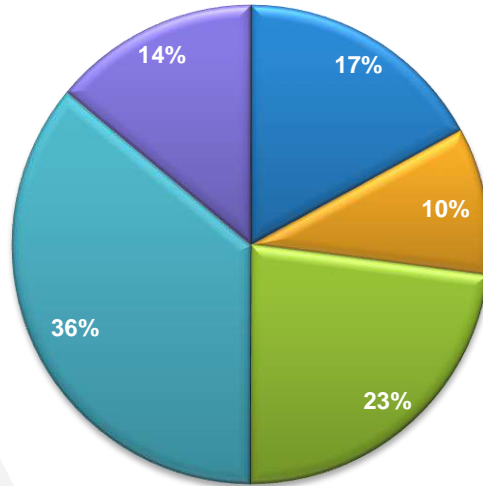
### Lahore



# Viewership Area wise %

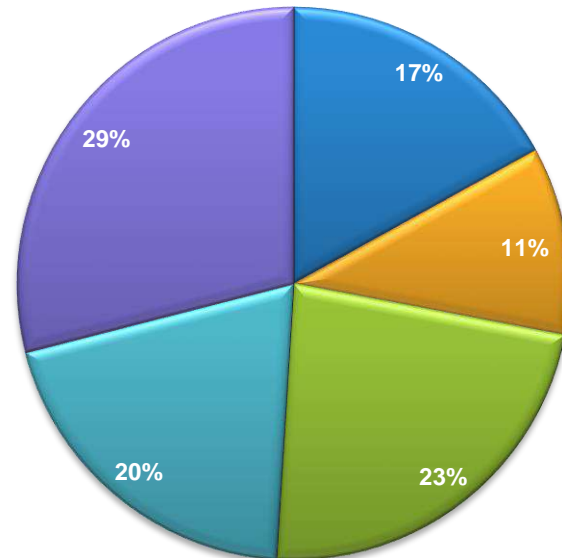
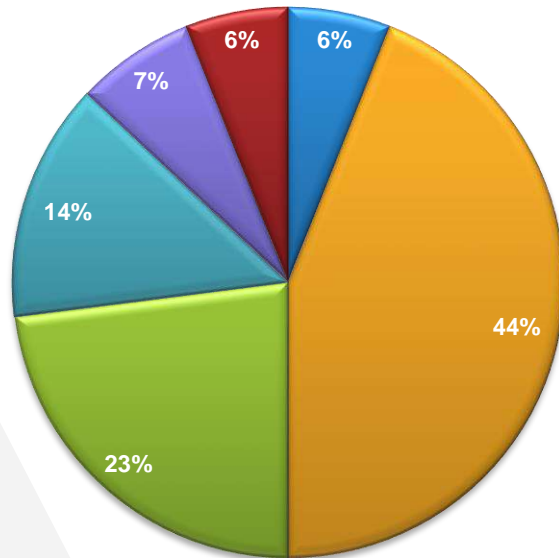
## Rwp-Isb

- Airport Road
- Blue Area
- 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




# Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Najeab Center	Wall Pasting	Champion	11.03
2	Fayyaz Center	Wall Pasting	Diplex Inn	10.98
3	Nursery Flyover	Wall Pasting	Sahar Ad	10.90
4	FTC Bridge	Wall Pasting	Gashoo Ad 	10.81
5	Baloch Bridge	Wall Pasting	Media Communication	10.45
6	Time Medico	Billboard	MNB	9.70
7	ARY Cash & Carry	Wall Pasting	Call Ad	9.71
8	Millennium Mall	Wall Pasting	The Point Outdoor	8.90
9	Saima Bridge View	Wall Pasting	Prime Services	8.80
10	Hassan Square	Wall Pasting	Zodiack ink	8.72

# Top 10 Panels Lahore

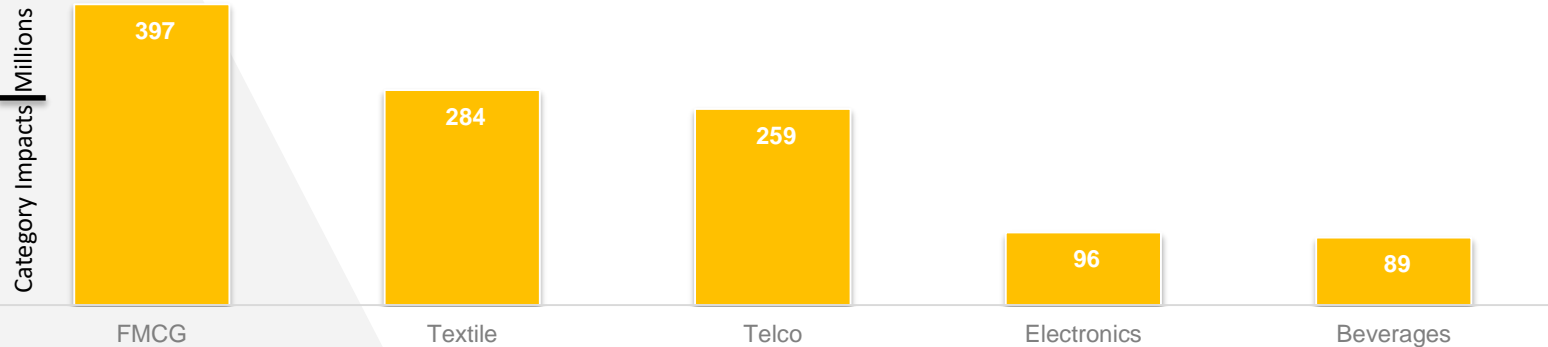
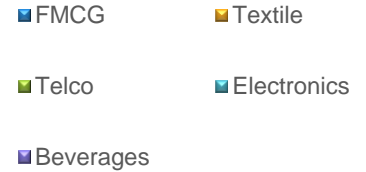
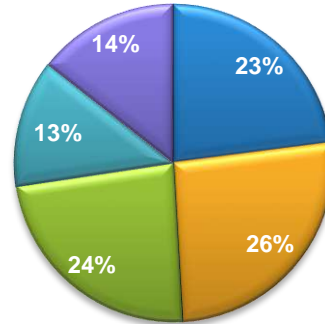
Rank	Location	Medium	Vendor	Rating %
1	Mini Market	Billboard	Flex-o-Sign	10.60
2	Shalimar Hotel	Billboard	Sahar Ad	10.41
3	Gulberg Plaza	Billboard	Eaglets	10.40
4	Liberty R/A	Wall Pasting	Sahar Ad 	10.37
5	Chand Mari Chowk	Wall Pasting	Spectrum Lines	10.20
6	Muslim Town Mer	Billboard	Sahar Ad	10.00
7	DHA Exit	Billboard	Hafiz Bro	9.82
8	Chubruji Chowk	Billboard	Classic Ad	9.50
9	Shadman Signal	Billboard	Hafiz Bro	9.40
10	Venice Cinema	Billboard	Hafiz Bro	9.30

# Top 10 Panels Rwp-Isb

Rank	Location	Medium	Vendor	Rating %
1	6 <sup>th</sup> Road	Billboard	Hafiz Bro	10.50
2	Raja Bazar	Billboard	Hafiz Bro	10.41
3	IJP Road	Billboard	Media King	10.25
4	Centaurus Mall	Wall Pasting	Retail Communication 	10.19
5	F-6 Press Club	Billboard	AA	10.10
6	Fazabad	Bridge Panel	Sahar Ad	10.01
7	Roomi Park	Billboard	Sahar Ad	9.75
8	Commercial Market	Billboard	Hafiz Bro	9.63
9	9 <sup>th</sup> Avenue, IJP Road	Billboard	Gashoo Ad	9.61
10	Rawal Road	Billboard	Hafiz Bro	9.55

# Category Wise Summary

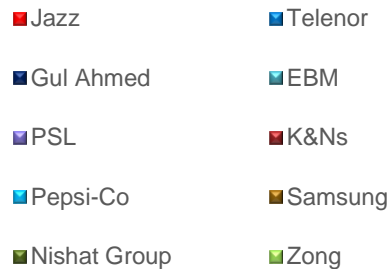
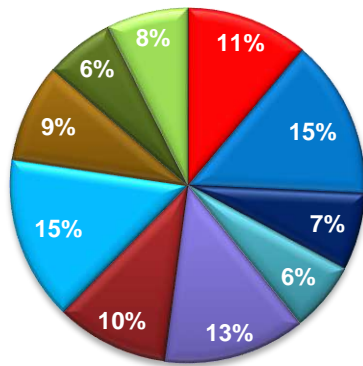
## Category Wise Spend



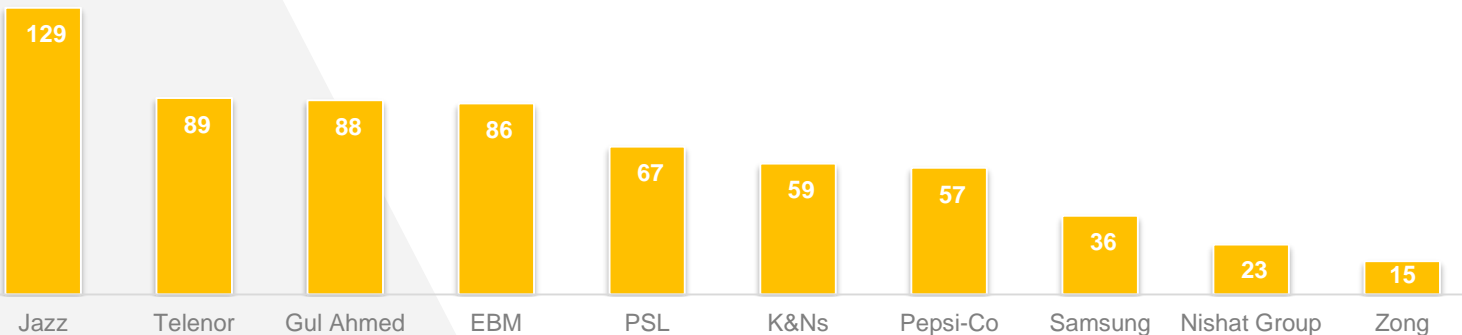


# Top 10 Advertisers

Relative Share of Spend

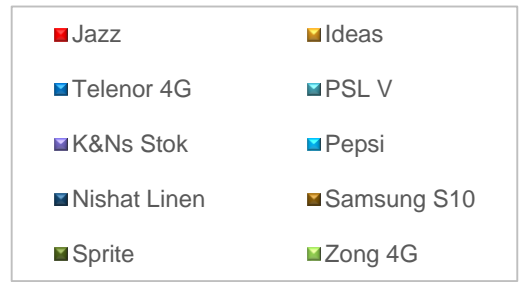
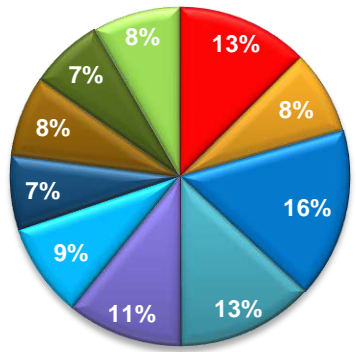


Impacts in Millions

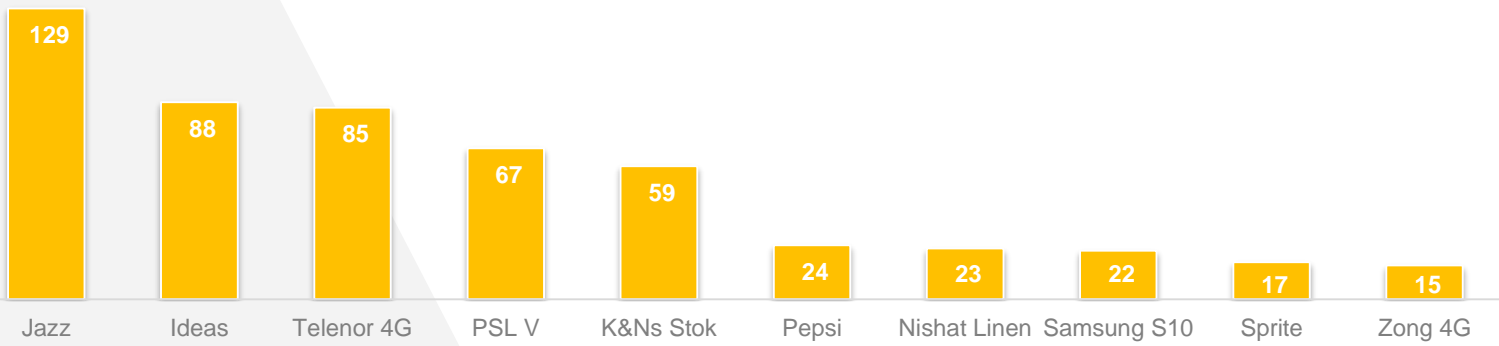


# Top 10 Brands

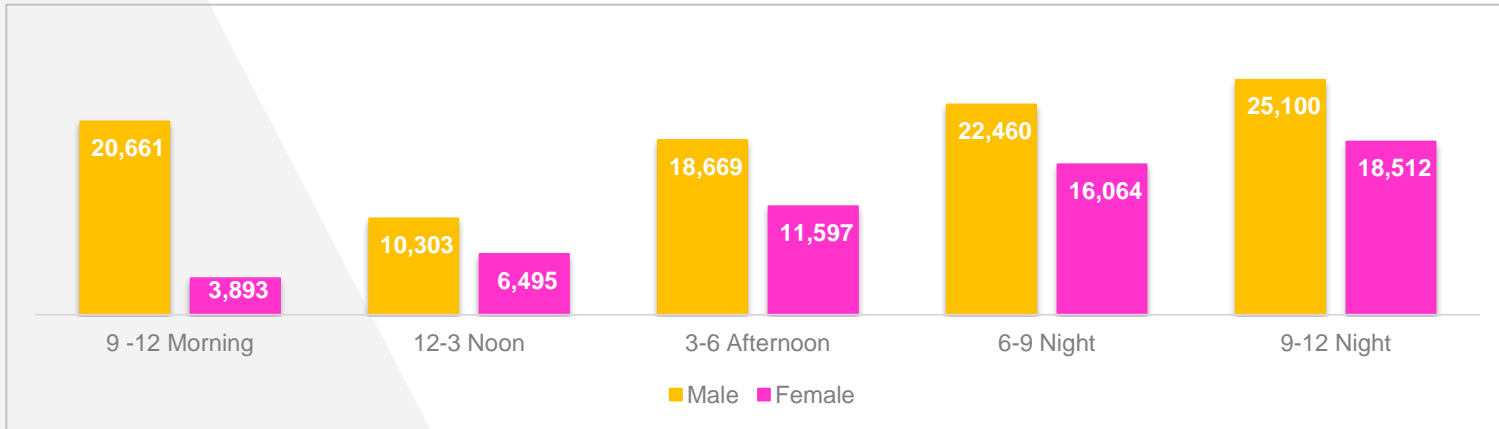
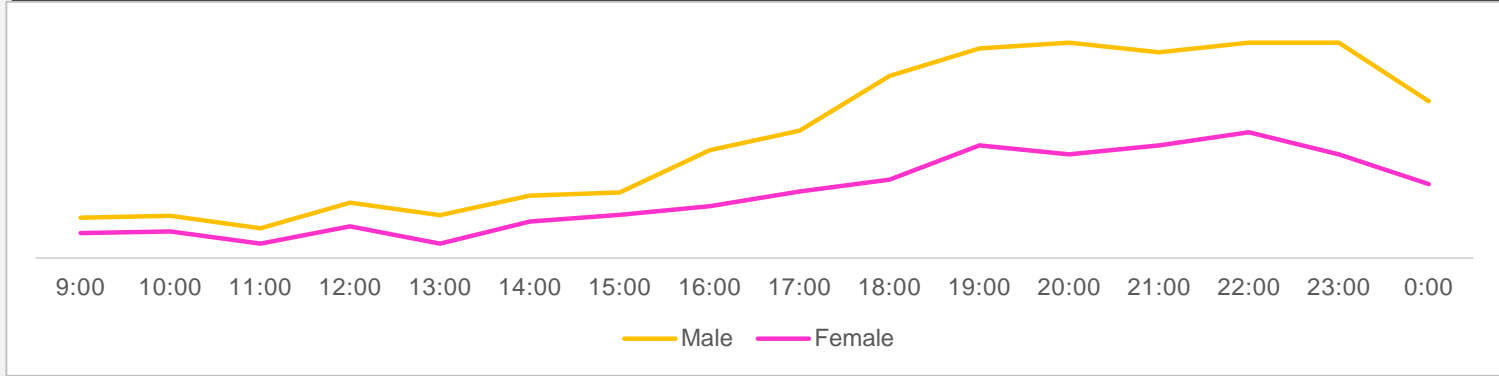
Relative Share of Spend



Impacts in Millions



# Digital OOH Medium (Time band Utilization)



# Top 00H Digital Mediums

## Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Liberty R/A	Sahar Ad	20.11
2	Scheme Mor	AA	19.54
3	Firdous Market	Chinab Ad	15.55

## Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Noor jehan Roaad	Chinab Ad	16.71
2	Iqbal Town	Chinab Ad	14.10
3	Tufail Road	Digi Prime	10.51

THANK YOU!