



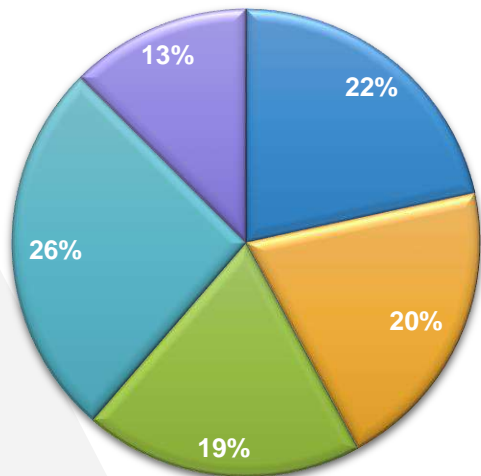
Move MONTHLY Ratings May 2018



Viewership Area wise %

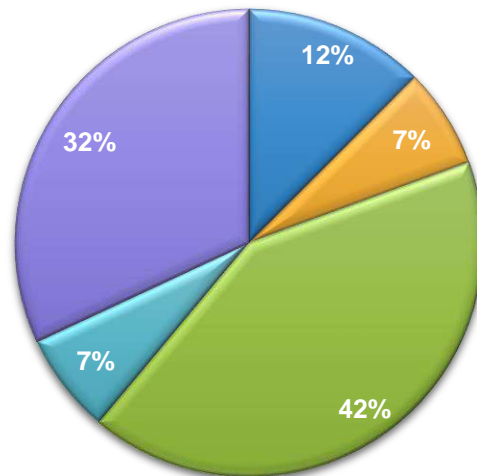
Lahore

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



Karachi

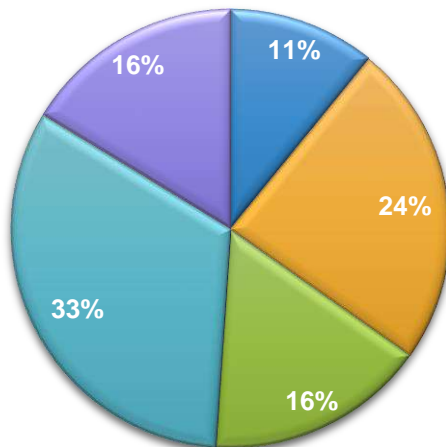
- Korangi Road
- Shah Muhammad Suleman Road
- Sh-e-Faisal
- Sh-e-Millat Expressway
- Tariq Road



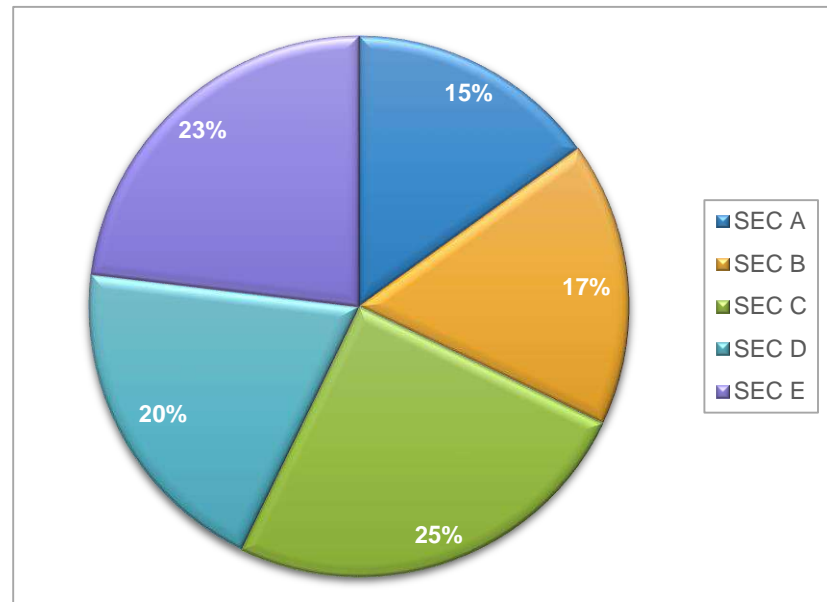
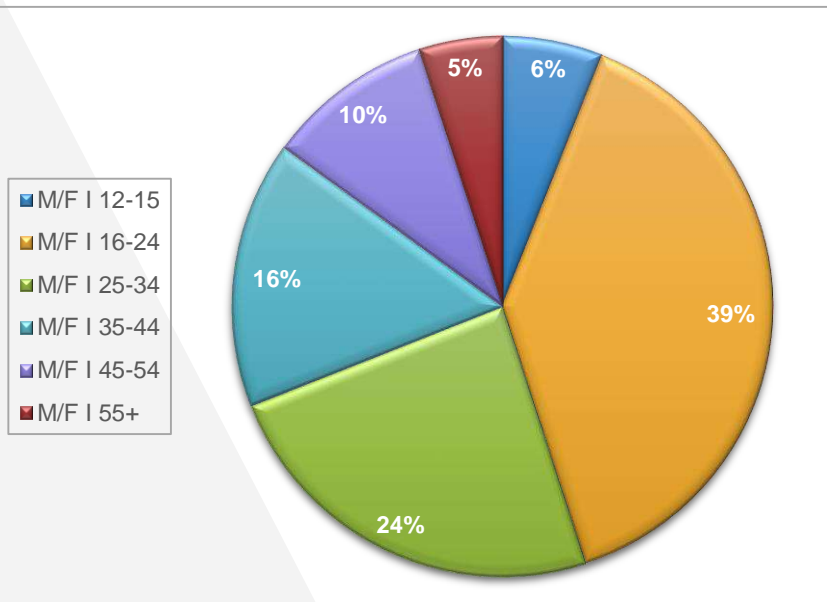
Viewership Area wise %

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	FTC triangle	Wall Pasting	Ammar Ad	8.45
2	CSD Signal	Wall Pasting	Korangi Road	8.20
3	Kashif Center	Wall Pasting	Zodiac Link	7.95
4	Emerald Tower	Wall Pasting	Mediatik 	7.83
5	PTC Building	Wall Pasting	Ravi Adv	7.70
6	Najeab Center	Wall Pasting	Do Adv	7.45
7	Nipa Flyover	Wall Pasting	Marketing Adv	7.15
8	Aladdin Park	Wall Pasting	Sagar's Art	6.89
9	Palm R/A	Wall Pasting	Zodiac Link	6.75
10	Numaish	Wall Pasting	Gashoo Adv	5.95

Top 10 Panels Lahore

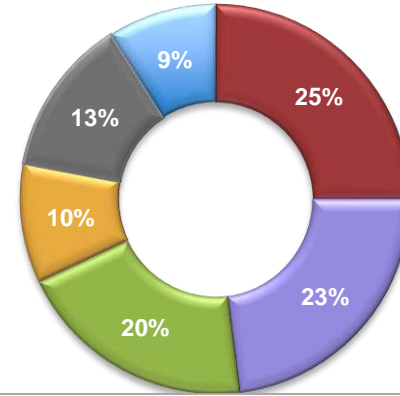
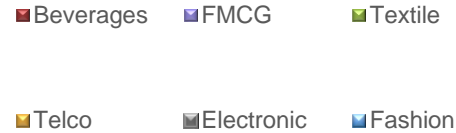
Rank	Location	Medium	Vendor	Rating %
1	Jinnah Flyover	Billboard	Hafiz Bro	2.25
2	Sherpaou Bridge	Billboard	Sahar Adv	2.23
3	Main Market	Billboard	Hafiz Bro	2.19
4	Model Town	Billboard	Ad Eye 	2.13
5	UBL Chowk	Billboard	Hafiz Bro	2:10
6	Muslim Town	Billboard	Classic Ad	2.03
7	Chand Mari Chowk	Billboard	Spectrum lines	1.95
8	LOS Signal	Billboard	Ravi Adv	1.83
9	Fortress Bridge	Billboard	MNK	1.65
10	Sherpaou Bridge	Billboard	Hafiz Bro	1.53

Top 10 Panels Rwp-Isb

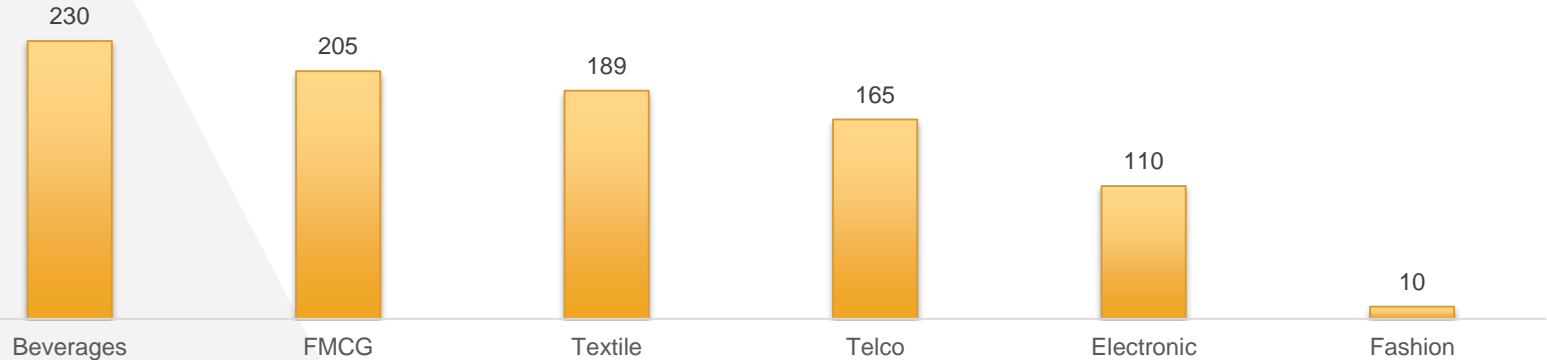
Rank	Location	Medium	Vendor	Rating %
1	Committee Chowk	Billboard	Hafiz Bro	3.65
2	Liaquat Bagh	Billboard	Sherazi Ad	3.53
3	Chandni Chowk	Billboard	Pindi Ad	3.50
4	Moti Mehal	Billboard	Pindi Ad 	3.47
5	Raja Bazar	Billboard	Gashoo Ad	3.45
6	Jinnah Park	Billboard	Sherazi Ad	3.39
7	F-10	Billboard	Hafiz Bro	3.33
8	Margalla Road	Billboard	Sign Pakistan	3.25
9	Commercial Market	Billboard	Classic Ad	3.19
10	Rawal Road	Billboard	Gashoo Ad	2.99

Category Wise Summary

Category Wise Spend

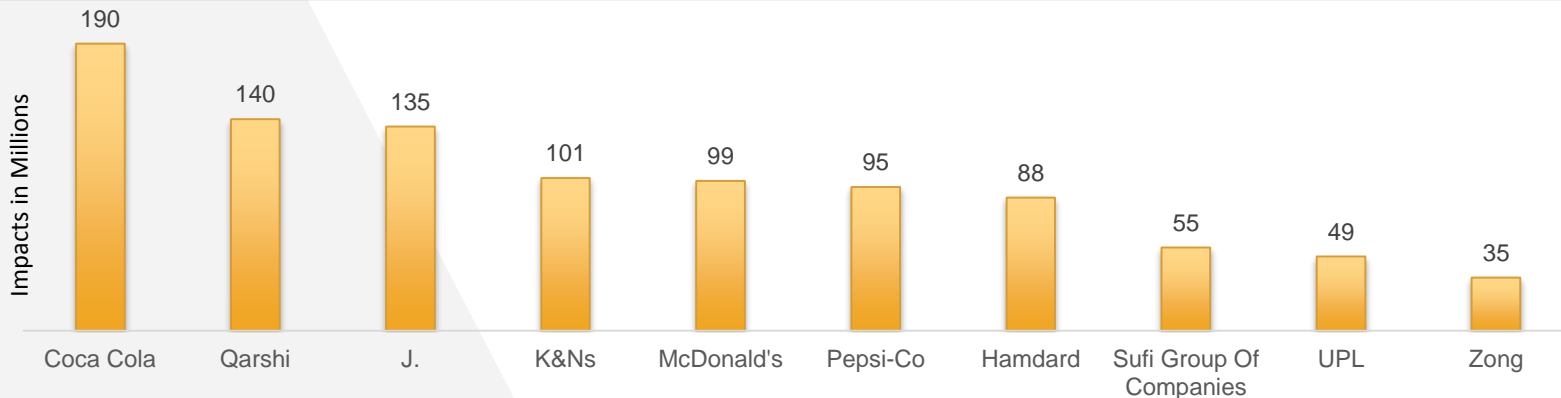
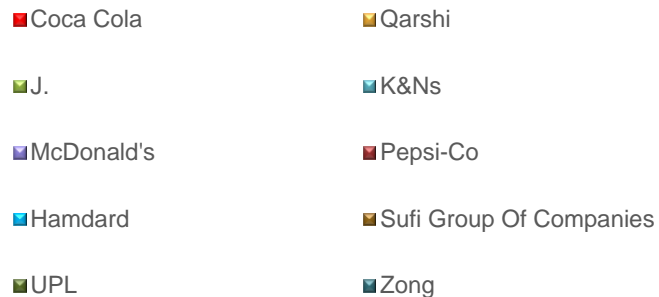
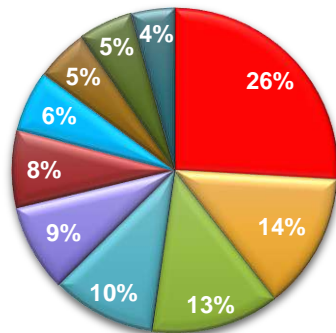


Category Impacts
Millions



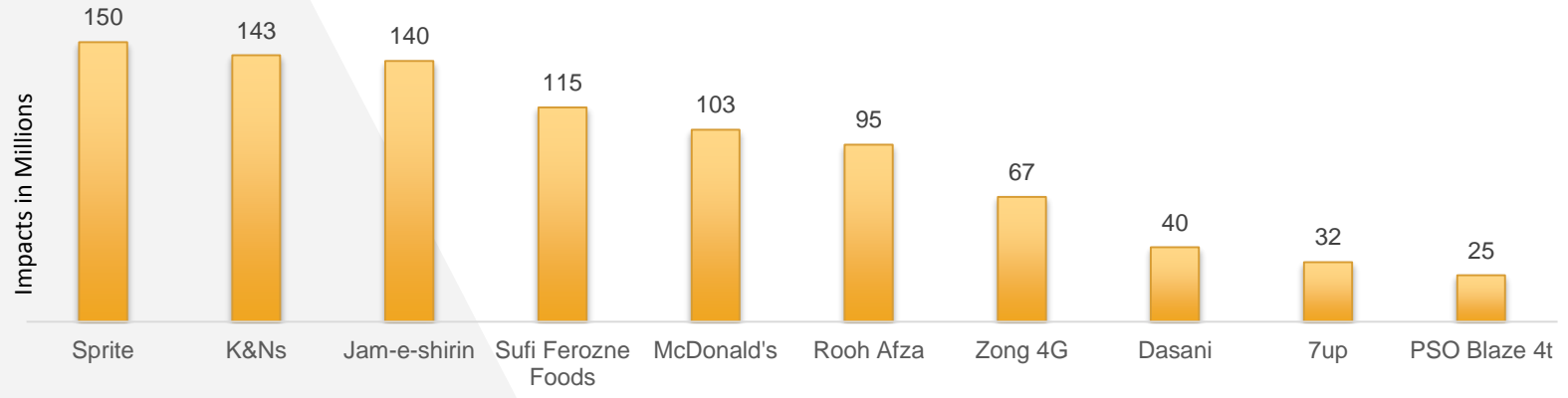
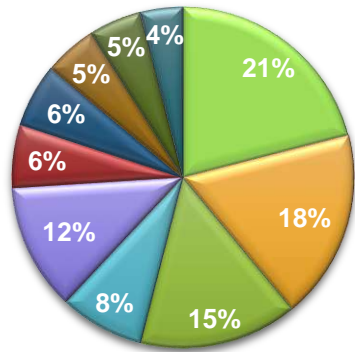
Top 10 Advertisers

Relative Share of Spend

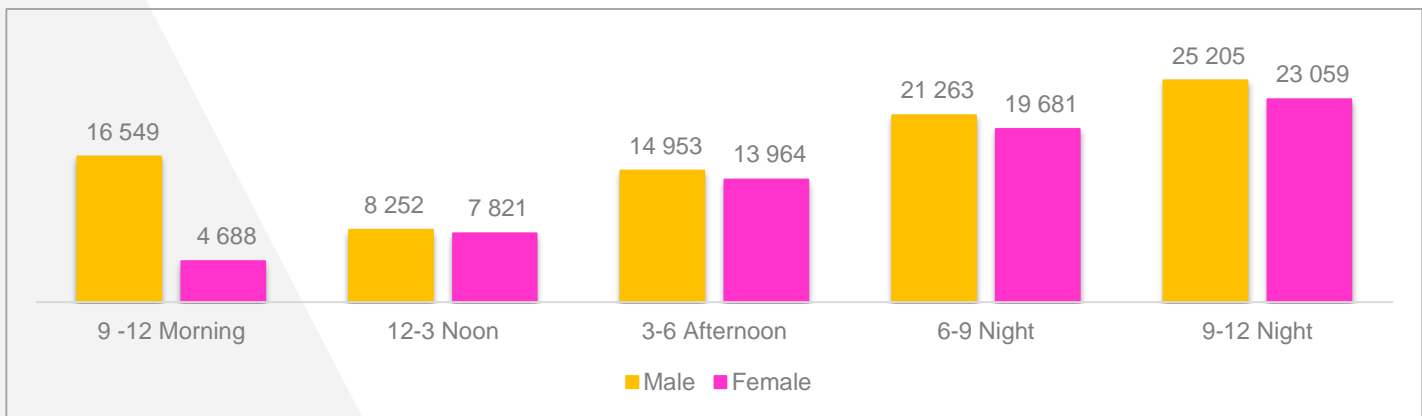
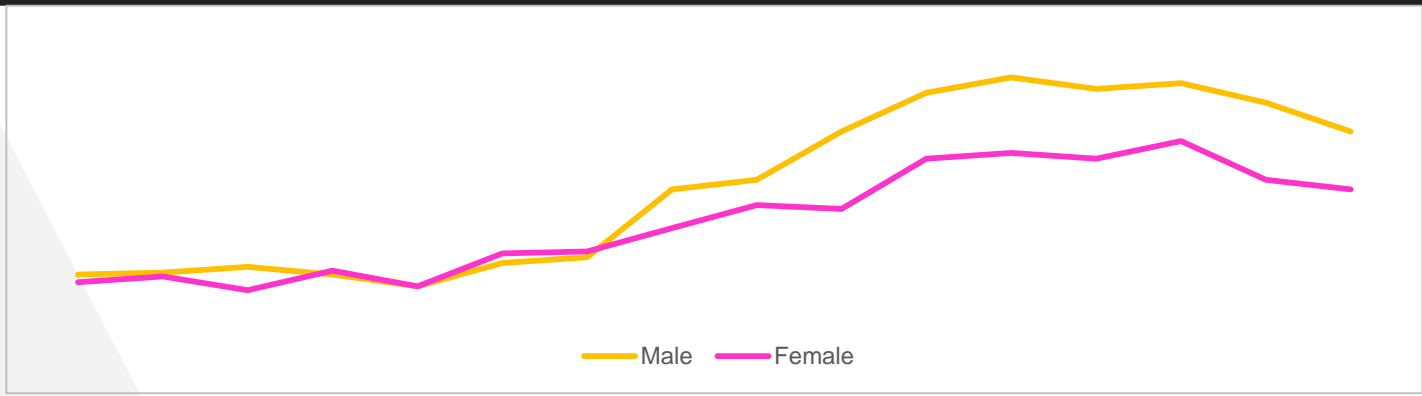


Top 10 Brands

Relative Share of Spend



Digital OOH Medium (Time band Utilization)



Top 00H Digital Mediums

Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Main Market	Ravi Adv	33.21
2	Fortress Chowk	Sahar Adv	25.12
3	Y Block, DHA	Spectrum lines	23.21

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Link Road, Model Town	Digi Prime	20.45
2	Qarshi Lane	MNK	19.11
3	M.M Alam Road	Digi Prime	18.25

THANK YOU!