

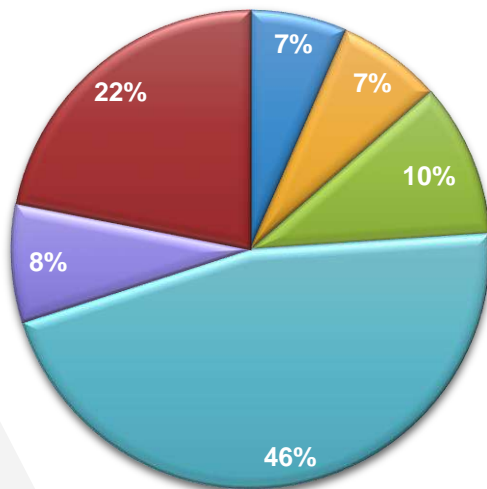


# Move MONTHLY Review May 2019

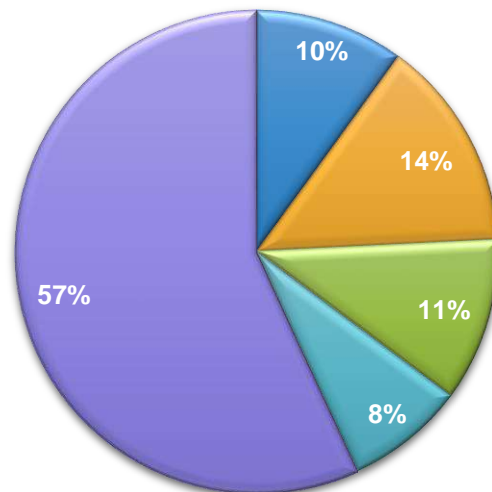
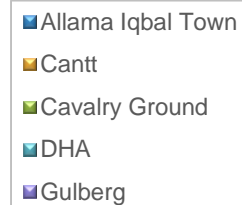


# Viewership Area wise %

## Karachi



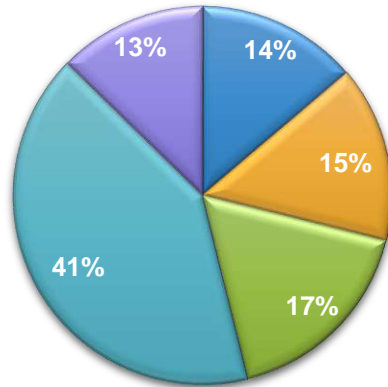
## Lahore



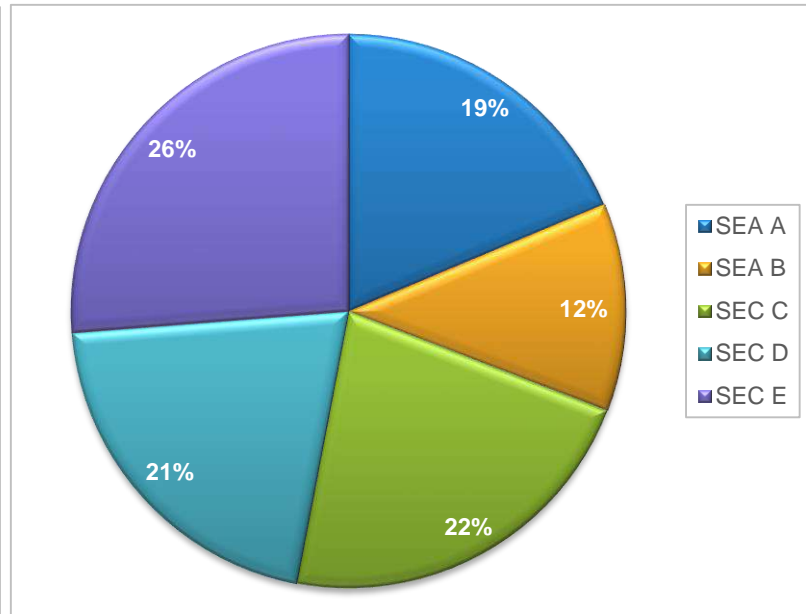
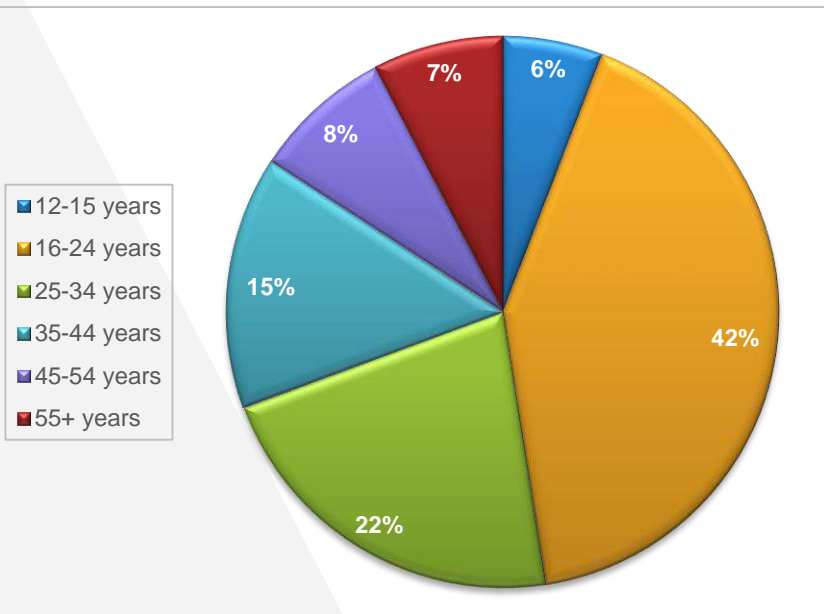
# Viewership Area wise %

## Rwp - Isb

- Blue Area
- Commercial Market
- Katchary Chowk
- Muree Road
- Sector F




# Target Group Share Ratings




# Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Allah Wali Chorangi	Wall Pasting	Champion	10.22
2	Najeab center	Wall Pasting	Champion	10.15
3	Kh-e-Itthad	Wall Pasting	Media Communication	10.11
4	Dadex Center	Wall Pasting	Do Ad 	10.05
5	III Swords	Wall Pasting	MOA	10.01
6	CPTC, Shone Circle	Wall Pasting	Marketing Ad	9.99
7	ARY Cash & Carry	Wall Pasting	Call Adv	9.93
8	Palm R/A	Wall Pasting	Zodiac Link	9.87
9	Ahmed Bawany, Sh-e-Pakistan	Wall Pasting	Gofar Media	9.85
10	Bhadurabad	Wall Pasting	Diplex Inn	9.82

# Top 10 Panels Lahore

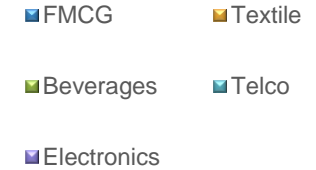
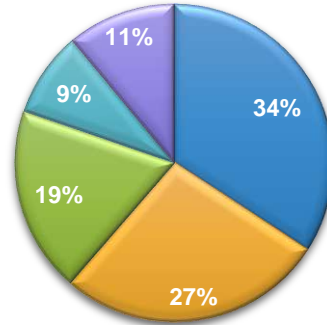
Rank	Location	Medium	Vendor	Rating %
1	Main Market	Billboard	Sahar Adv	10.77
2	Main Market	Billboard	Hafiz Bro	10.65
3	Zohra Heights, Main Market	Billboard	AD Message	10.50
4	Muslim Town Flyover	Billboard	Hafiz Bro 	10.45
5	LOS	Billboard	AA	10.43
6	Chand Mari Chowk	Billboard	Spectrumlines	10.30
7	Sherpaou Bridge	Billboard	Sahar Ad	9.90
8	Liberty R/A	Billboard	Wall pasting	9.85
9	Karim Market	Billboard	Art Vision	9.75
10	Opp Jinnah Hospital	Billboard	AA	7.40

# Top 10 Panels Rwp-Isb

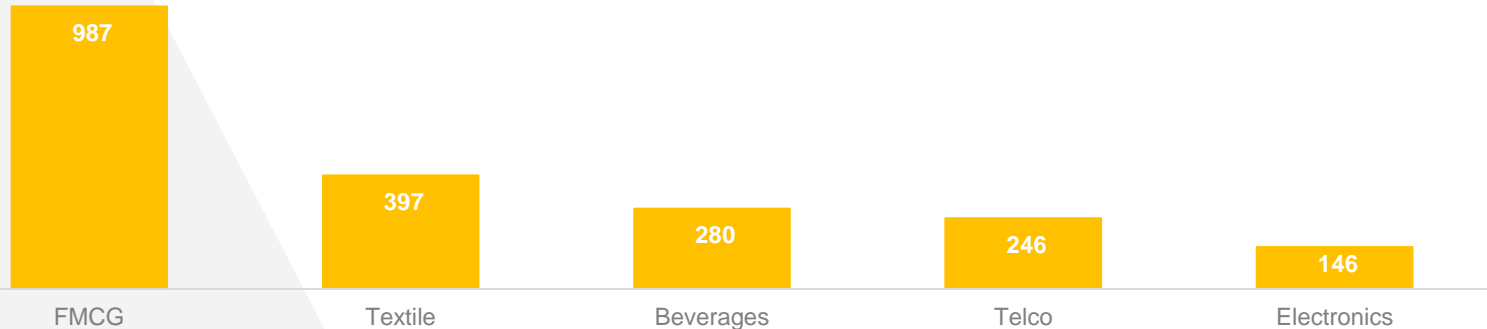
Rank	Location	Medium	Vendor	Rating %
1	IJP Road	Billboard	Pindi Ad	10.64
2	Moti Mehal	Billboard	Gashoo Ad	10.50
3	Centaurus Mall	Wall Pasting	Retail Solution	10.45
4	Blue Area	Billboard	Pindi Ad 	10.40
5	Commercial Market	Billboard	Gashoo AD	10.20
6	F-10	Billboard	Image Creation	9.80
7	Saddar	Billboard	Ad Sign	9.75
8	F-7	Billboard	Ad Spot	9.60
9	F-6 Press Club	Billboard	AA	9.47
10	Katchray Chowk	Billboard	Classic Ad	9.19

# Category Wise Summary

## Category Wise Spend



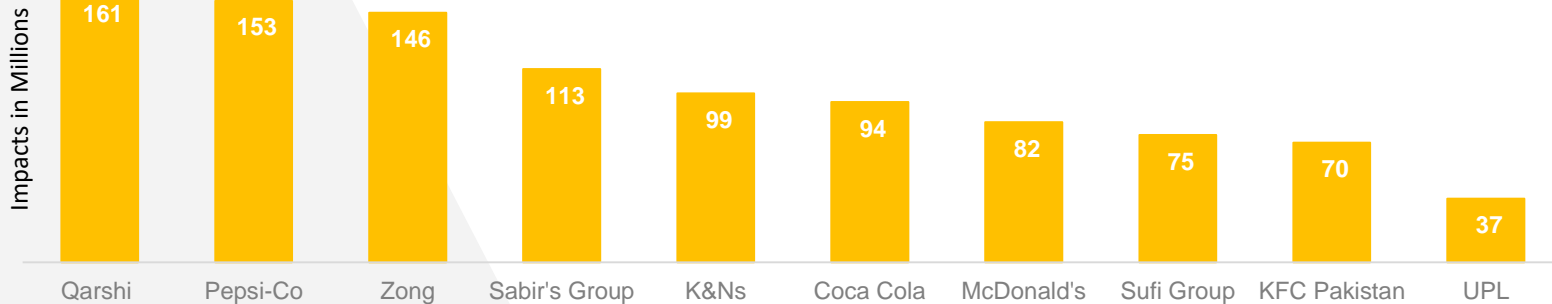
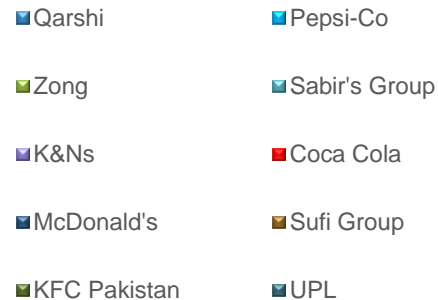
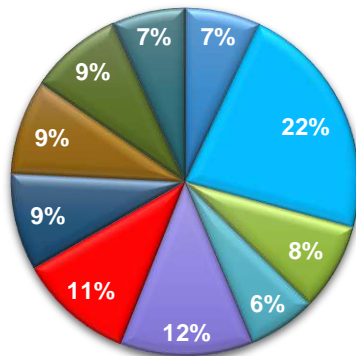
Category Impacts  
Millions





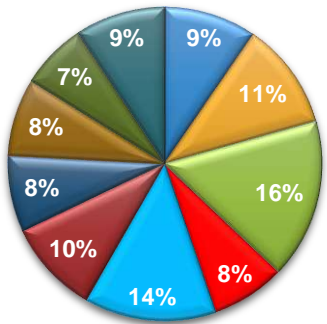
# Top 10 Advertisers

Relative Share of Spend



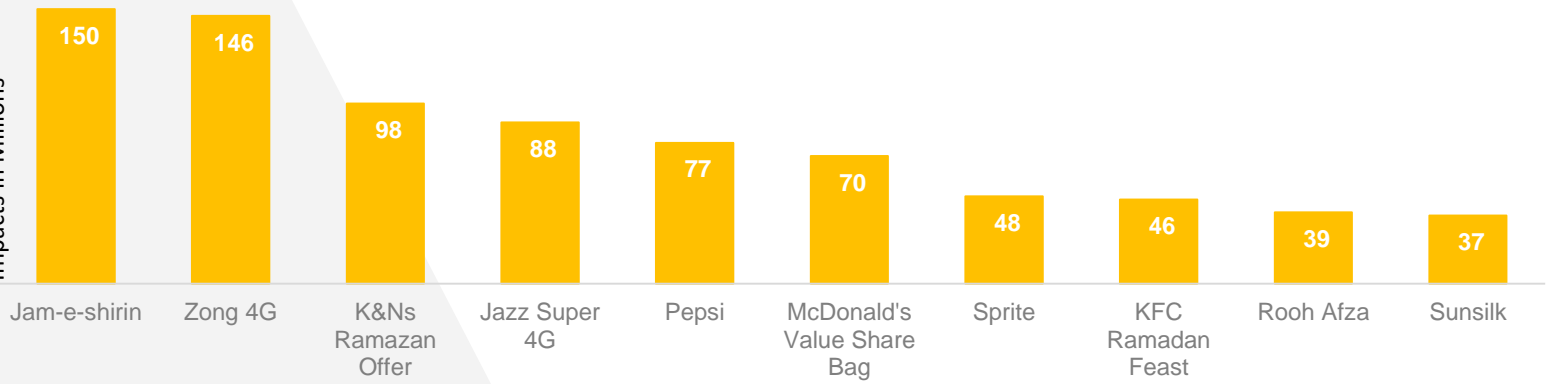
# Top 10 Brands

Relative Share of Spend

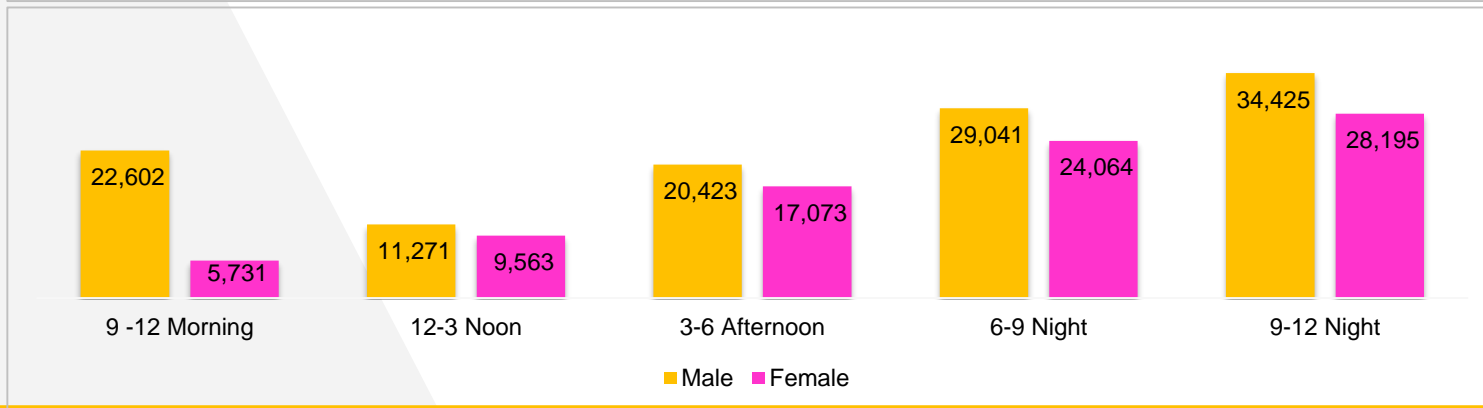
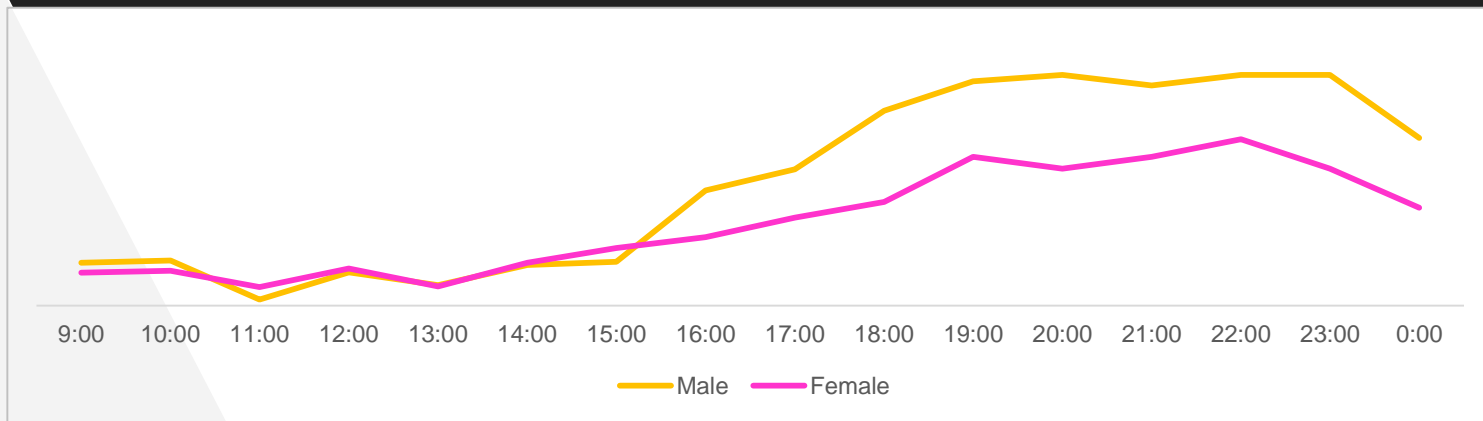


- Jam-e-shirin
- Zong 4G
- K&Ns Ramazan Offer
- Jazz Super 4G
- Pepsi
- McDonald's Value Share Bag
- Sprite
- KFC Ramadan Feast
- Rooh Afza
- Sunsilk

Impacts in Millions



## Digital OOH Medium (Time band Utilization)



# Top 00H Digital Mediums

## Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Fortress Chowk	Sahar Ad	33.21
2	Model Town Link Road	Yellow Communication	30.52
3	Khalid Butt Chowk	Sahar Ad	27.40

## Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Iqbal Town	Chinab Ad	17.40
2	Noor Jehan Road	Chinab Ad	16.55
3	M M Alam Road	Digi Prime	15.47

THANK YOU!