



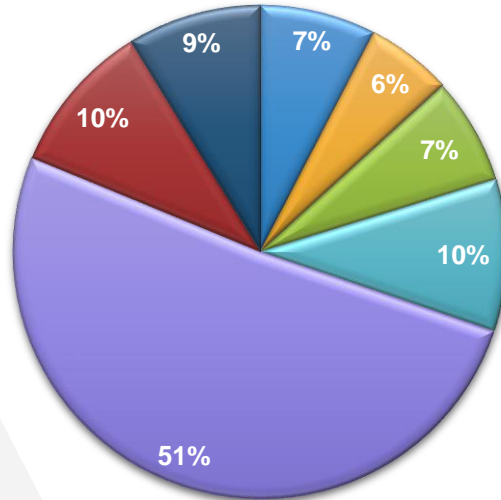
Move MONTHLY Review Aug 2019



Viewership Area wise %

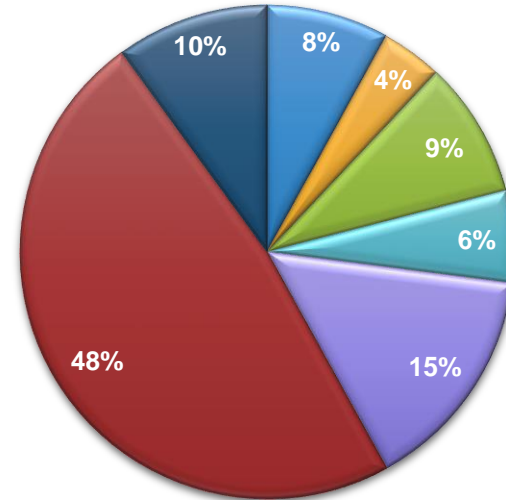
Karachi

- Clifton
- Korangi Road
- Nazimabad
- Rashid Minhas Road
- Sh-e-Faisal
- Sh-e-Pakistan
- University Road



Lahore

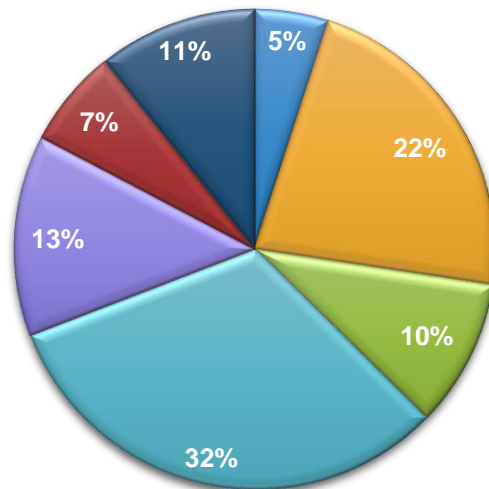
- Iqbal Town
- Cantt
- Cavalry Ground
- DHA
- Ferozpur Road
- Gulberg
- Johar Town



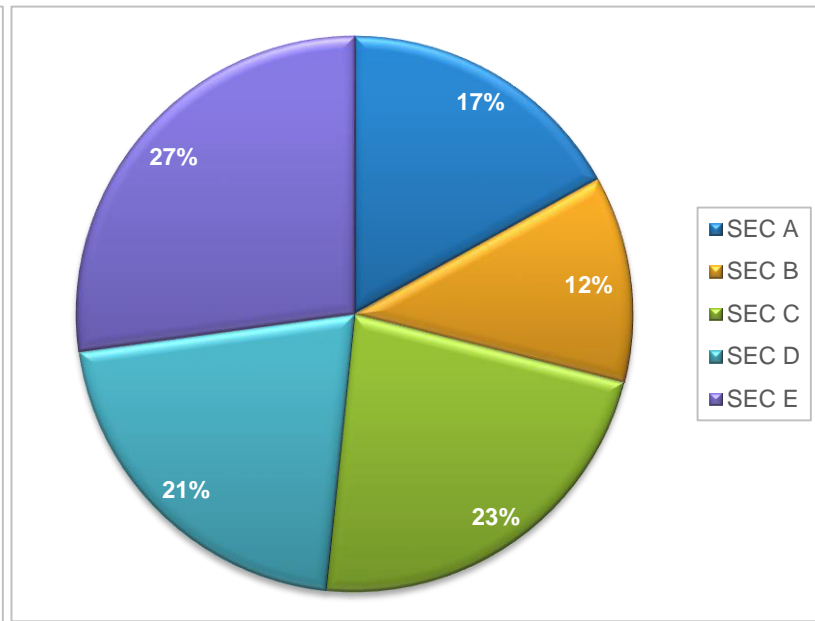
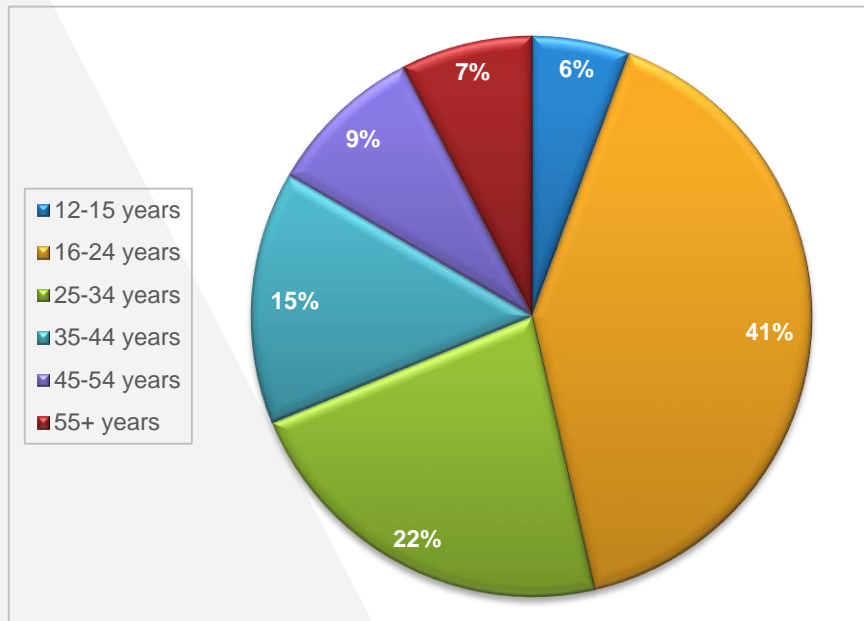
Viewership Area wise %

Rwp - Isb

- Bara Kahu
- Commercial Market
- Kashmir Highway
- Muree Road
- Raja Bazar
- Saddar
- Sector F



Target Group Share Ratings




Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Najeab Center	Wall Pasting	Champion	11.65
2	Business Avenue	Wall Pasting	Bheem Ad	10.70
3	Tariq Road	Wall Pasting	Media Communication	10.63
4	Qublai Khan	Wall Pasting	Ammar ad 	10.42
5	Ary Cash & Carry	Wall Pasting	Call AD	9.90
6	ARY Cash & carry	Wall Pasting	The Sign Media	9.88
7	University Road	Wall Pasting	Vision Publicity	9.40
8	Water pump	Wall Pasting	C Square	9.35
9	Sunset Boulevard	Wall Pasting	Insight Solution	9.12
10	Zeenat Cinema	Wall Pasting	Unique Ad	8.95

Top 10 Panels Lahore

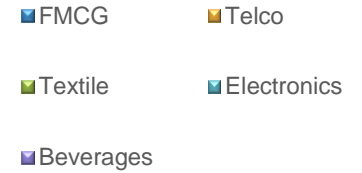
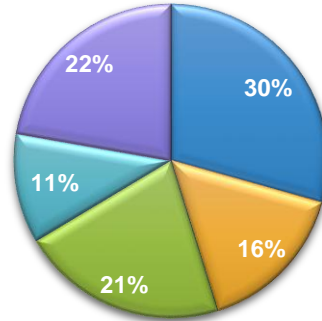
Rank	Location	Medium	Vendor	Rating %
1	MM Alam Road	Billboard	Hafiz Bro	10.85
2	Mini Market	Billboard	Hafiz Bro	10.74
3	Muslim Town Flyover	Billboard	Sahar Ad	10.48
4	Muslim Town Flyover	Billboard	Classic Ad 	10.30
5	Gulberg Plaza	Billboard	Eaglets	10.25
6	Chand Mari Chowk	Billboard	Spectrum lines	10.22
7	Jinnah Flyover	Billboard	Flex-o-Sign	10.15
8	Jinnah Flyover	Billboard	Flex-o-Sign	9.90
9	Bhatti Chowj	Billboard	Classic Ad	9.80
10	Chowk Chubruji	Billboard	Classic Ad	7.31

Top 10 Panels Rwp-Isb

Rank	Location	Medium	Vendor	Rating %
1	Raja Bazar	Billboard	Hafiz Bro	10.73
2	I-8 Signal	Billboard	Sahar Ad	10.60
3	Chandni Chowk	Billboard	Pindi Ad	10.30
4	9 th Avenue	Billboard	Gashoo Ad 	10.24
5	Moti Mehal	Billboard	Gashoo Ad	10.20
6	Ammar Chowk	Billboard	Adnet	10.13
7	F-10	Billboard	Pindi Ad	10.05
8	Blue Area	Billboard	Pindi Ad	9.98
9	Commercial Market	Billboard	Hafiz Bro	9.90
10	F-7	Billboard	Ad Spot	7.87

Category Wise Summary

Category Wise Spend

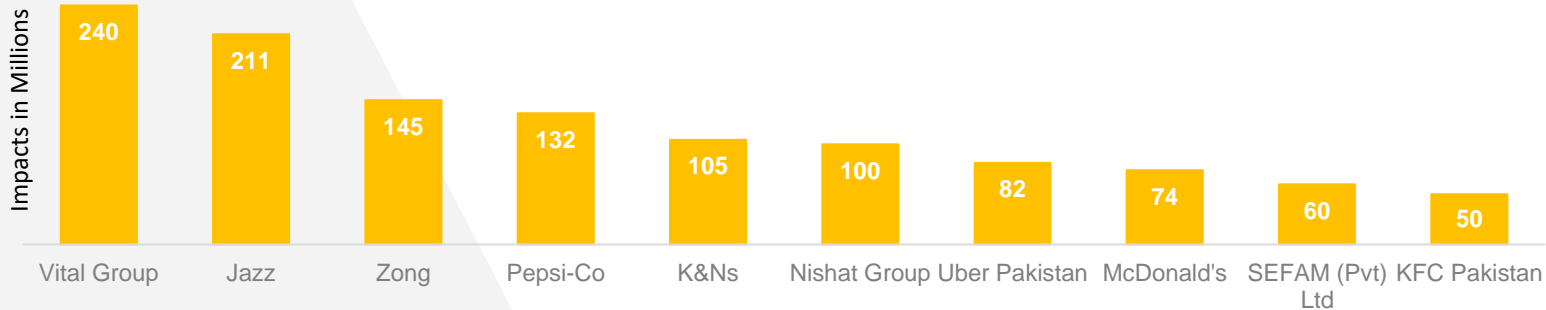
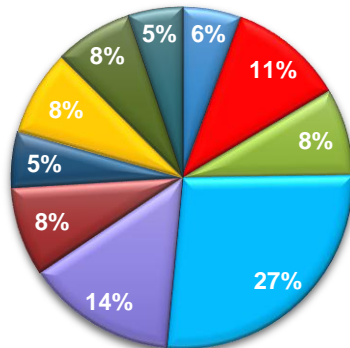


Category Impacts
Millions



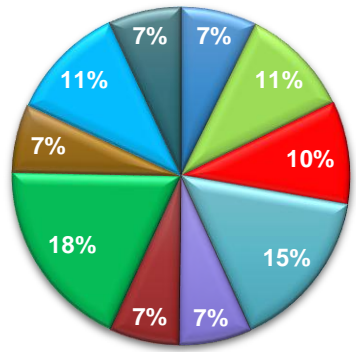
Top 10 Advertisers

Relative Share of Spend

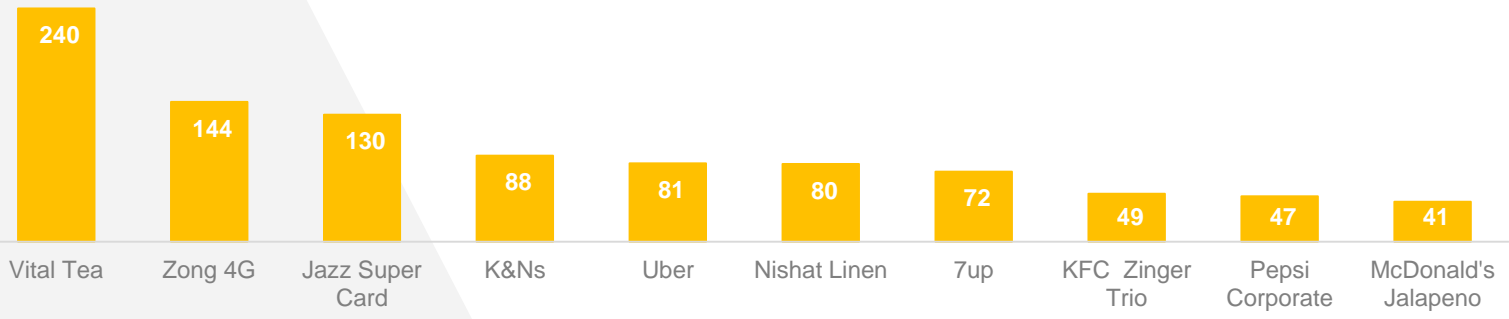


Top 10 Brands

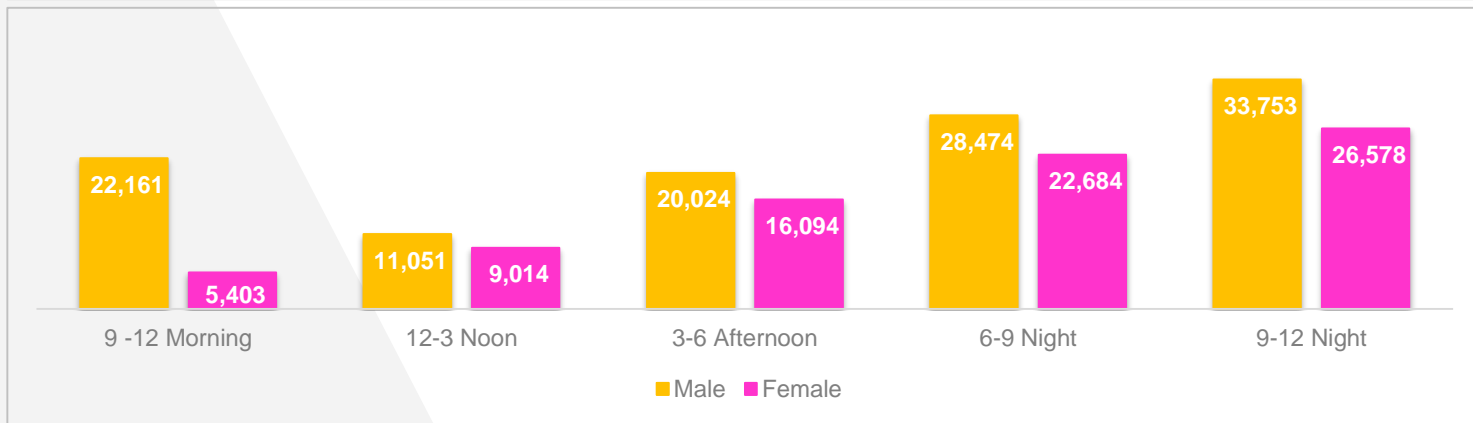
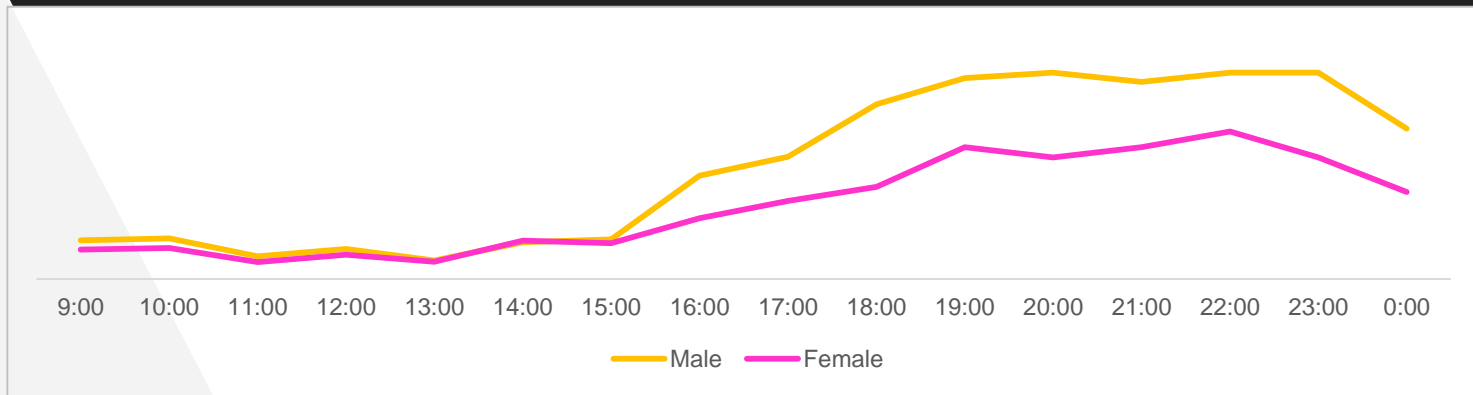
Relative Share of Spend



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	30.25
2	Akbar Chowk	Yellow Communication	27.10
3	DHA Exit	Flex-o-Sign	26.99

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Iqbal Town	Chinab Ad	19.55
2	Liberty	Chinab Ad	18.10
3	MM Alam Rd	Digi Prime	17.19

THANK YOU!