



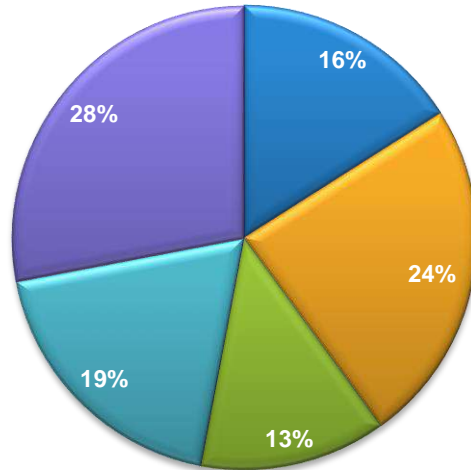
Move MONTHLY Review Nov 2020



Viewership Area wise %

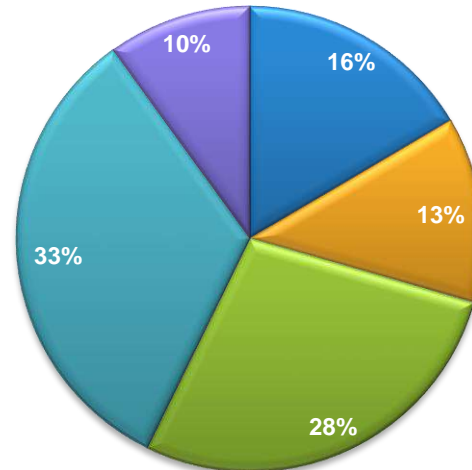
Karachi

- Clifton
- Sh-e-Quideen
- Korangi Road
- Rashid Minhas Road
- Sh-e-Faisal



Lahore

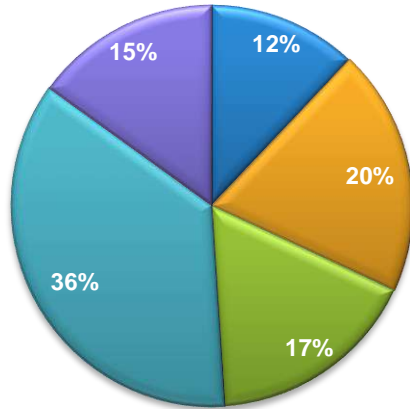
- Cantt
- DHA
- Ferozpur Road
- Gulberg
- Johar Town



Viewership Area wise %

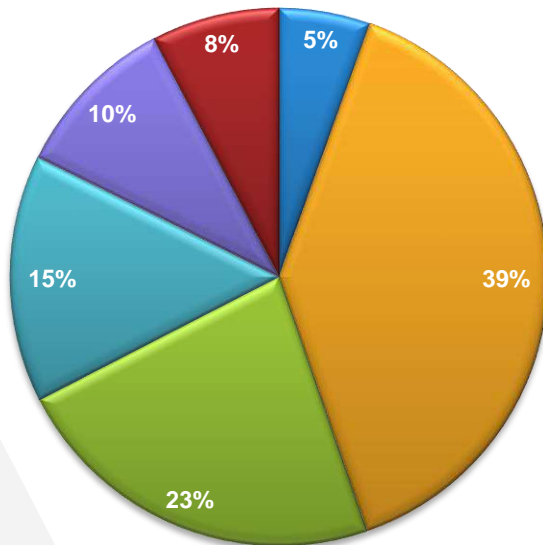
Rwp-Isb

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

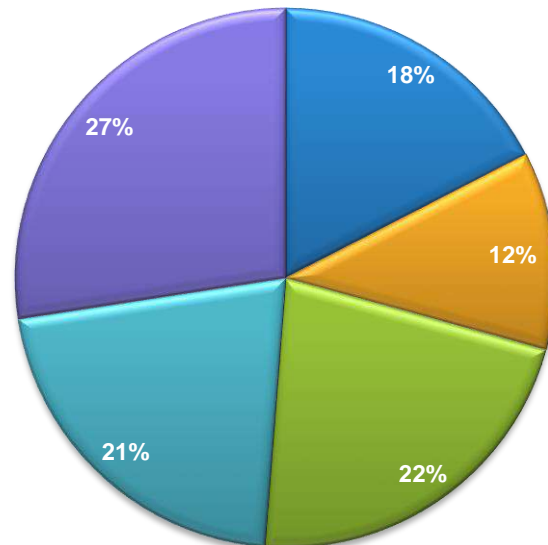


Target Group Share Ratings

- 12-15 years
- 16-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55+ years

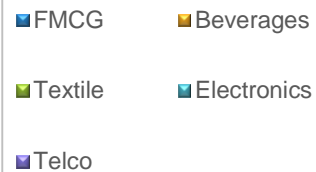
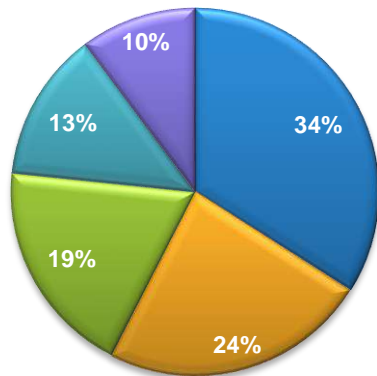


- SEC A
- SEC B
- SEC C
- SEC D
- SEC E



Category Wise Summary

Category Wise Spend

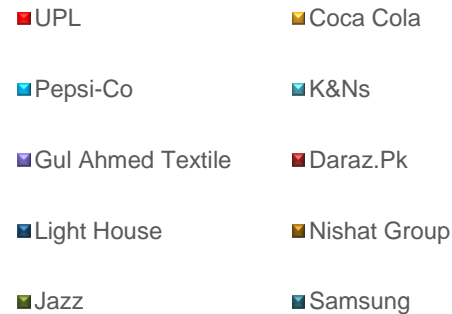
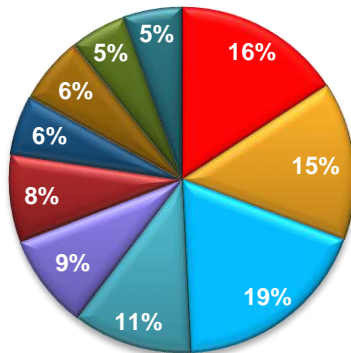


Category Impacts
Millions

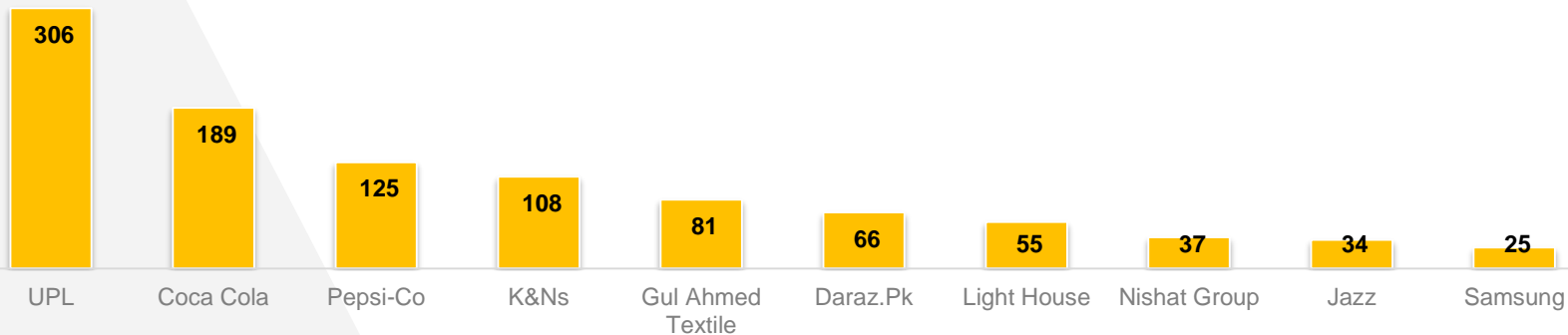


Top 10 Advertisers

Relative Share of Spend

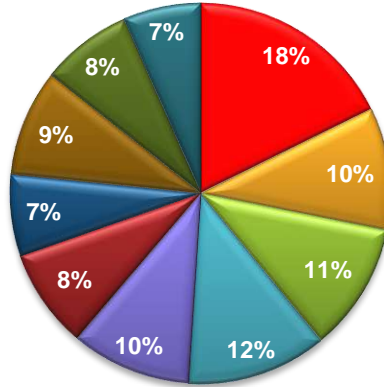


Impacts in Millions



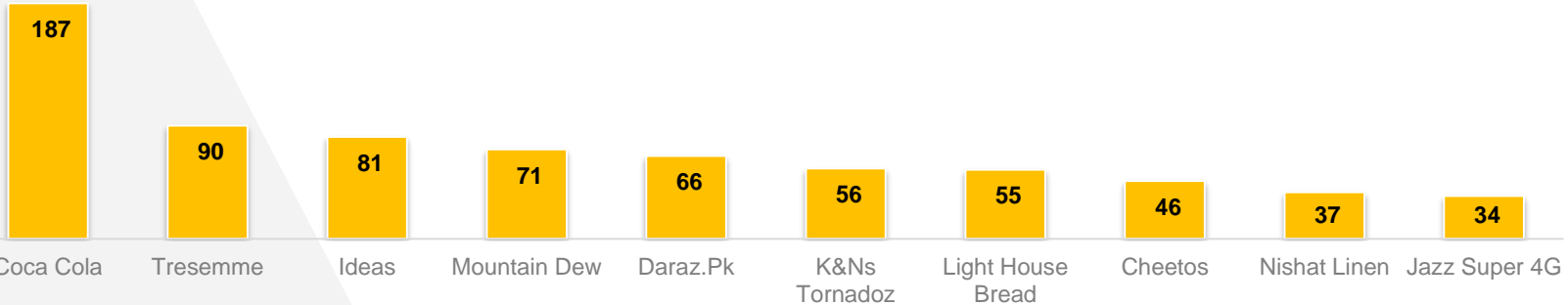
Top 10 Brands

Relative Share of Spend



- Coca Cola
- Tresemme
- Ideas
- Mountain Dew
- Daraz.Pk
- K&Ns Tornadoz
- Light House Bread
- Cheetos
- Nishat Linen
- Jazz Super 4G

Impacts in Millions



THANK YOU!

