

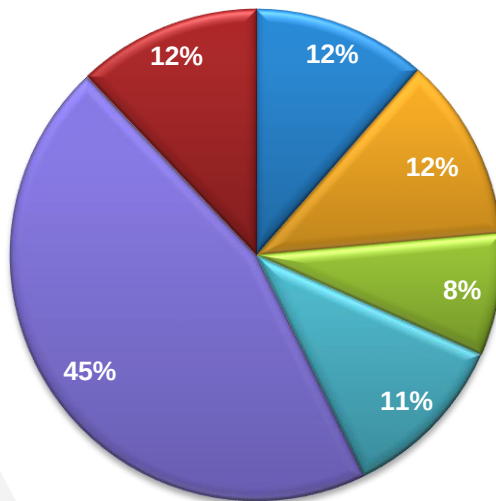
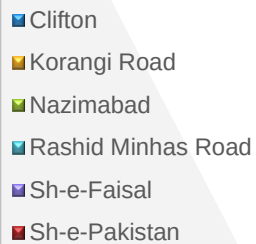


Move MONTHLY Review OCT 2019

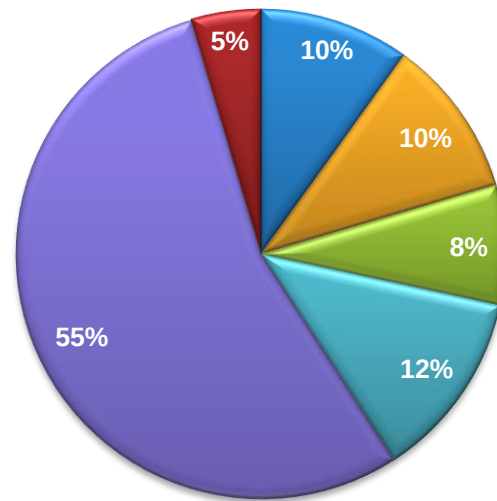
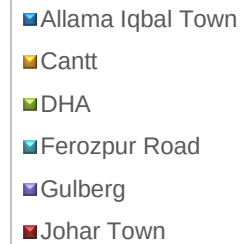


Viewership Area wise %

Karachi



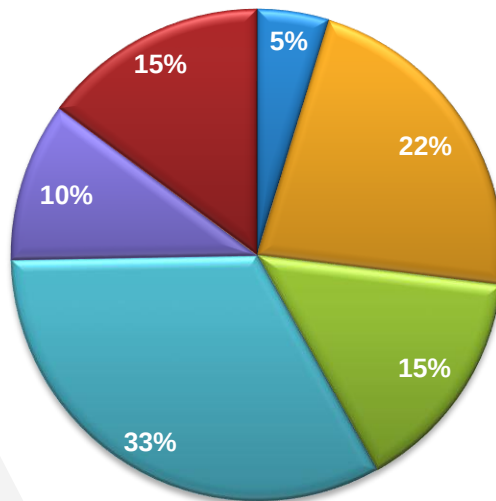
Lahore



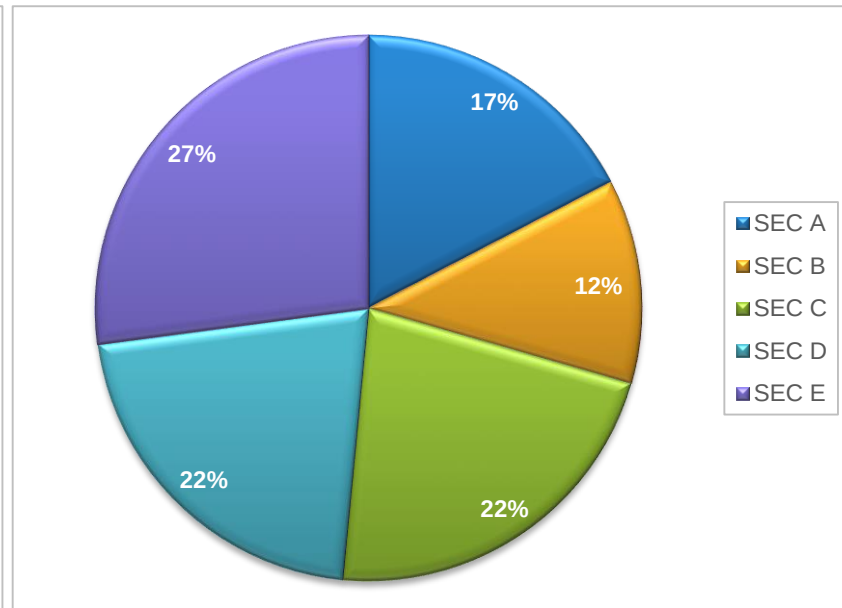
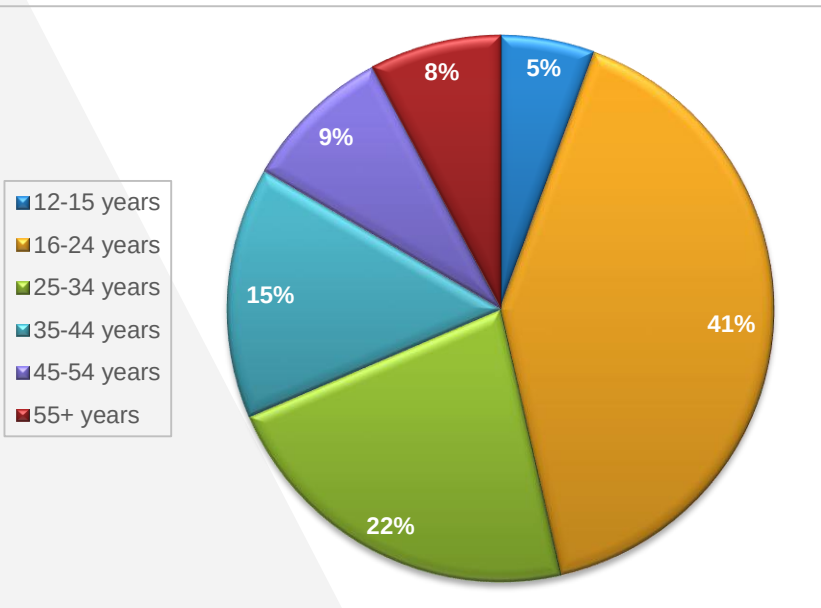
Viewership Area wise %

Rwp-Isb

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



Target Group Share Ratings



Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Najeab Center	Wall Pasting	Champion	11.35
2	Elegance Residency	Wall Pasting	Champion	11.19
3	Liberty Signal	Wall Pasting	Do Ad	10.87
4	NCR Building	Wall Pasting	Ammar Ad 	10.60
5	FTC Flyover	Wall Pasting	Gashoo AD 	10.15
6	Baloch Bridge	Wall Pasting	Media Communication	9.40
7	ARY Cash&Carry	Wall Pasting	Call Ad 	9.33
8	Sh-e-Quaideen	BQS 	Sign Source	9.25
9	Star Gate	Wall Pasting 	Al-Harmain	9.15
10	Clifton Bridge	Wall Pasting	Do Ad	8.71

Top 10 Panels Lahore

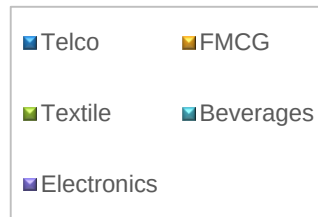
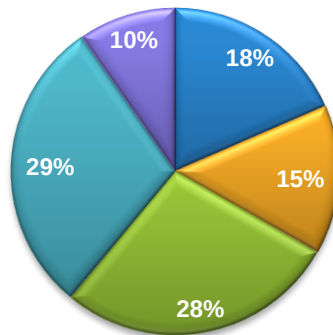
Rank	Location	Medium	Vendor	Rating %
1	Main Market	Billboard	Sahar Ad	10.54
2	Mini Market	Billboard	Flex-o-Sign	10.43
3	Main Market	Billboard	Hafiz Bro	10.35
4	Liberty R/A	Billboard	Eaglets 	10.30
5	Shalimar Tower	Billboard	Sahar Ad	10.20
6	Chubruji Chowk	Billboard	Ad Message	10.03
7	Chand Mari Chowk	Billboard	Spectrum lines	10.0
8	Main Boulevard, Gulberg	Billboard	AA	9.90
9	Jinnah Flyover	Billboard	Flex-o-Sign	9.77
10	Olympia Motors, Jail Road	Billboard	Sahar Ad	8.48

Top 10 Panels Rwp-Isb

Rank	Location	Medium	Vendor	Rating %
1	Chandni Chowk	Billboard	Pindi Ad	10.63
2	Chandni Chowk	Billboard	Gashoo Ad	10.55
3	IJP Road	Billboard	Gashoo Ad	10.40
4	Centaurus Mall	Wall Pasting	Retail Communication 	10.23
5	Moti Mehal	Billboard	Gashoo Ad	9.98
6	Blue Area	Billboard	Pindi Ad	9.85
7	F-6 Press Club	Billboard	AA	9.84
8	Roomi Park	Billboard	Sahar Ad	9.80
9	PAF Base, Rawal Road	Billboard	Media King	9.77
10	Commercial Market	Billboard	Hafiz bro	8.95

Category Wise Summary

Category Wise Spend



Category Impacts Millions



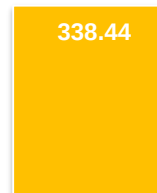
Telco



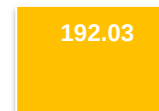
FMCG



Textile



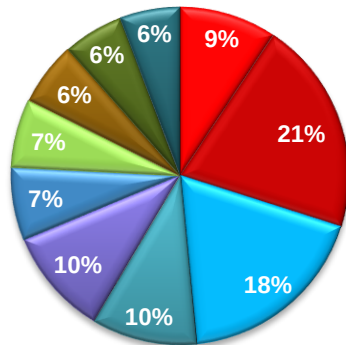
Beverages



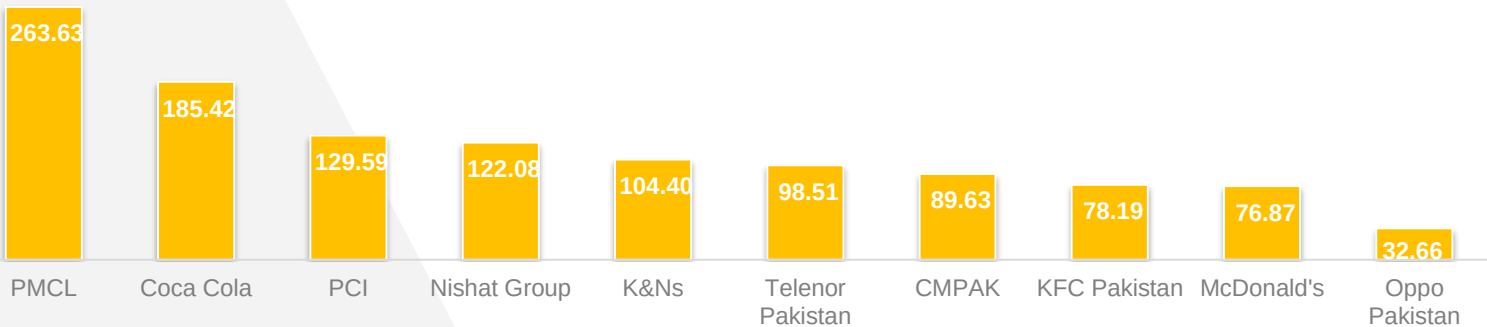
Electronics

Top 10 Advertisers

Relative Share of Spend

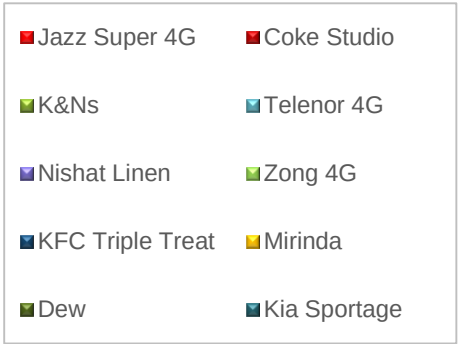
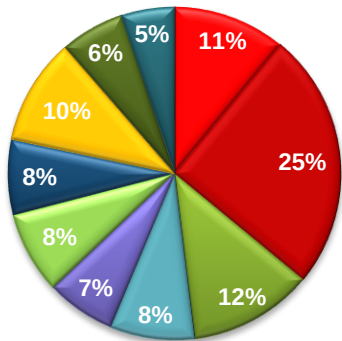


Impacts in Millions

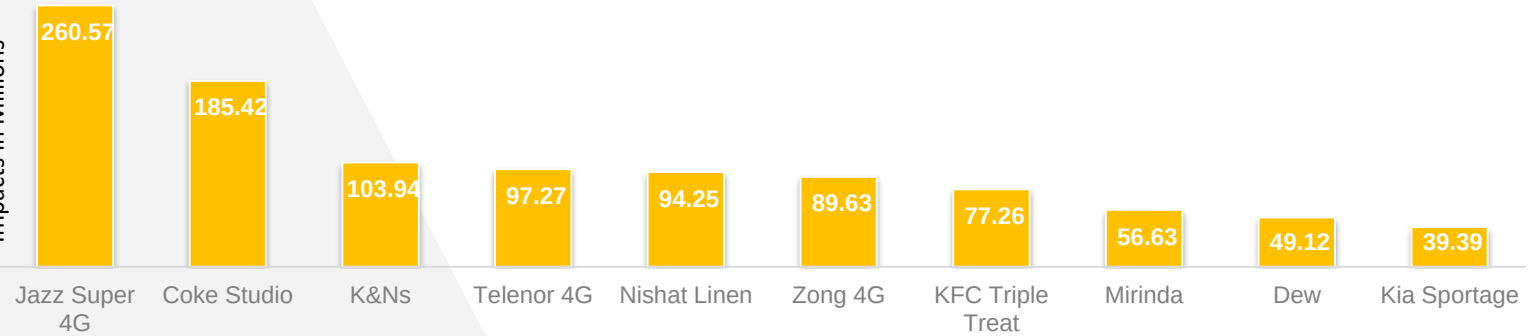


Top 10 Brands

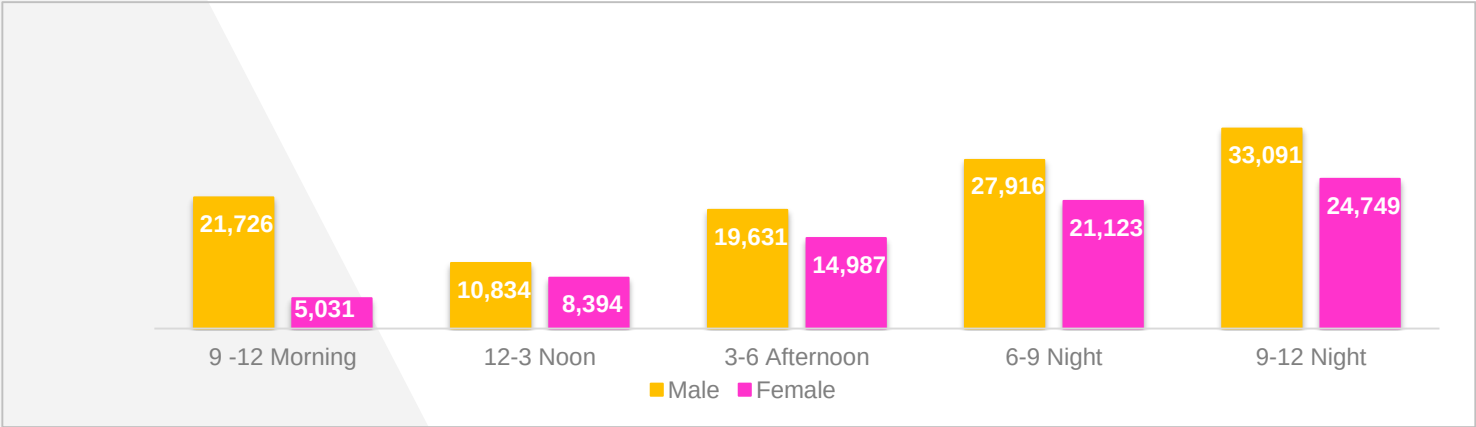
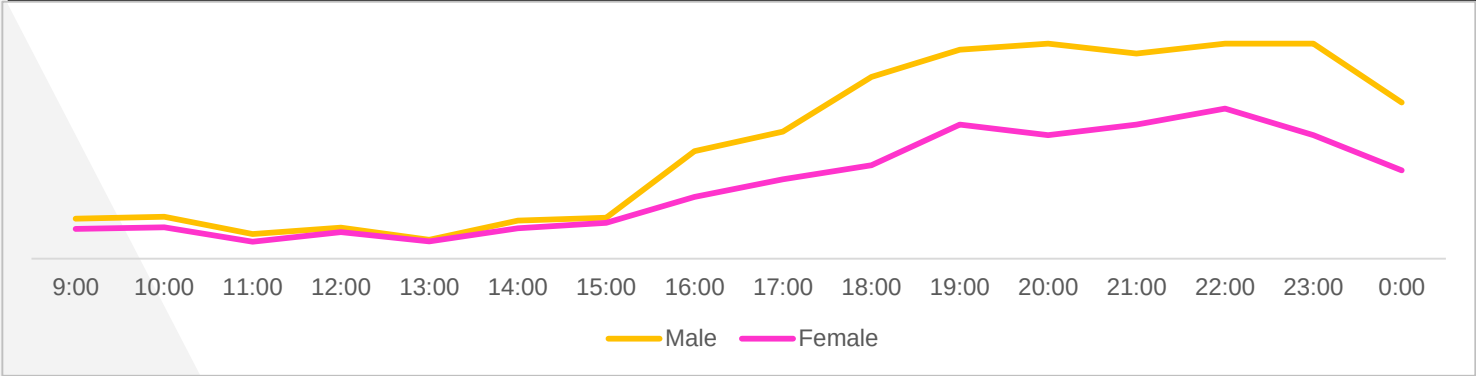
Relative Share of Spend



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	26.14
2	Firdous Market	Chinab Ad	23.54
3	Model Town Link Road	Yellow	20.10

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	MM Alam Road	Digi Prime	15.14
2	Iqbal Town	Chinab Ad	12.20
3	CTC	Digi Prime	10.11

THANK YOU!