



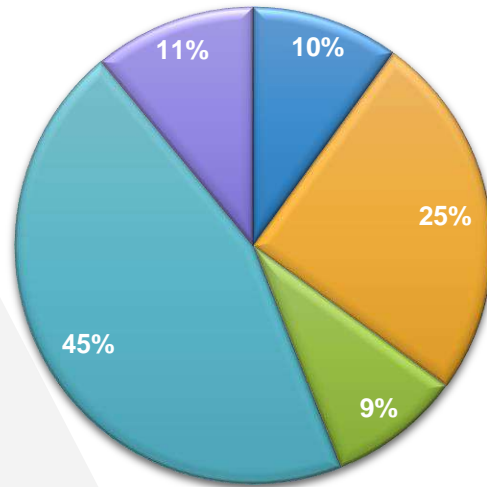
Move MONTHLY Ratings Sep 2018



Viewership Area wise %

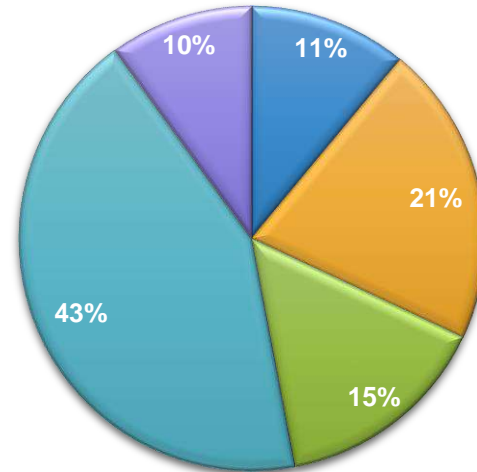
Lahore

- Iqbal Town
- Cantt
- DHA
- Gulberg
- Model Town



Karachi

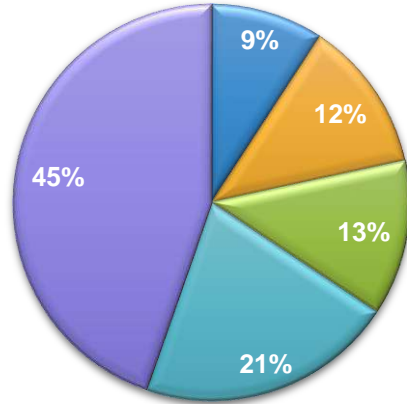
- Clifton
- Korangi Road
- Rashid Minhas Road
- Sh-e-Faisal
- Sh-e-Pakistan



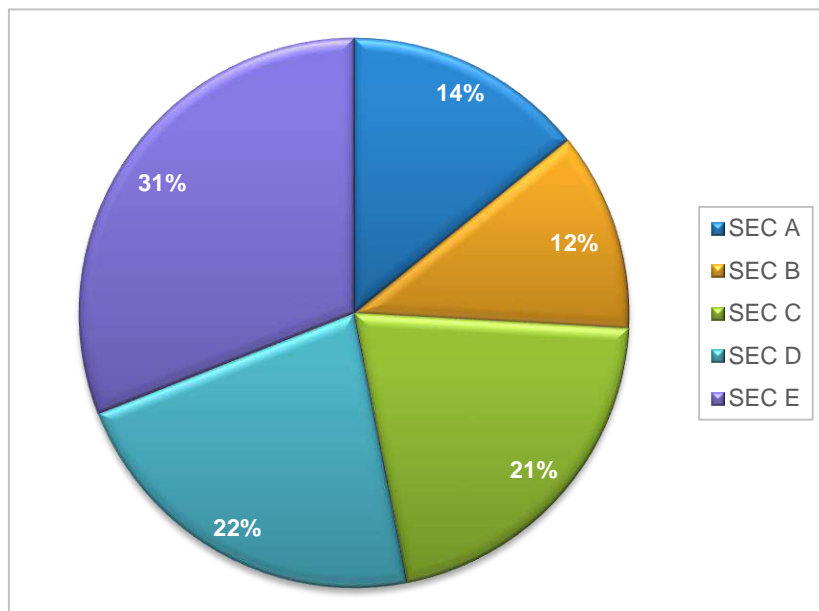
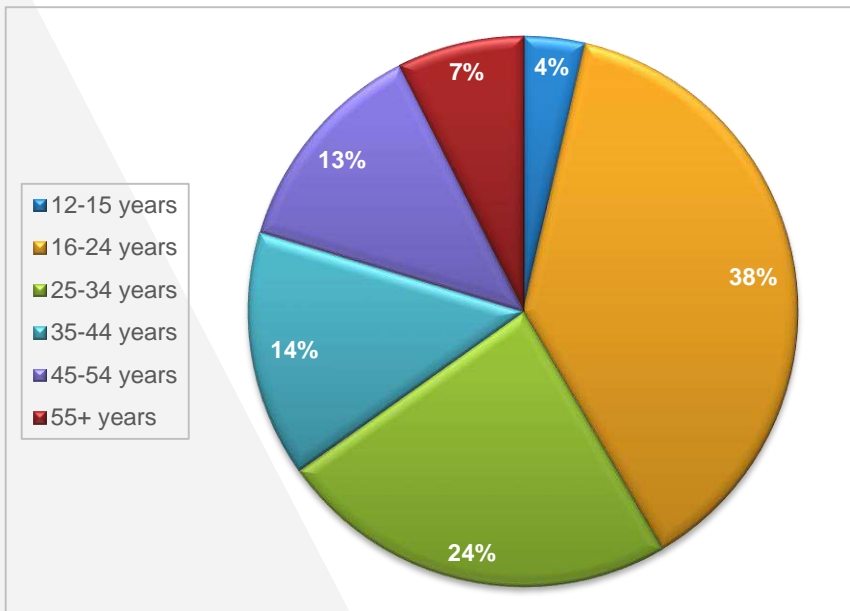
Viewership Area wise %

Rwp-Isb

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



Target Group Share Ratings




Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	PTC Building	Wall Pasting	Ravi Adv	9.87
2	NCR Building	Wall Pasting	Ravi Adv	9.50
3	FTC	Wall Pasting	Gashoo Ad	9.13
4	Opp Millennium Mall	Wall Pasting	The Sign Media 	8.77
5	National Stadium	Wall Pasting	Ammar Ad	8.40
6	Water Pump	Wall Pasting	C Square Media	8.15
7	Hilal-e-Ahmer	Wall Pasting	Billboard Inc	7.88
8	Ala Din Park	Wall Pasting	Sagar	7.65
9	Palm R/A	Wall Pasting	Zodiac Link	7.35
10	Trade Tower	Wall Pasting	Ammar Adv	7.10

Top 10 Panels Lahore

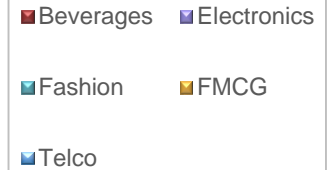
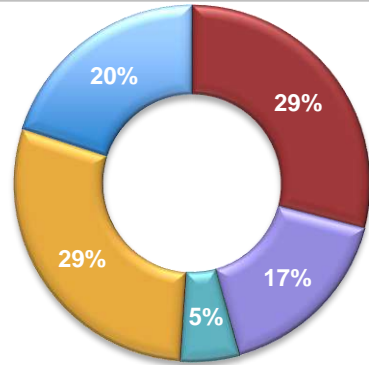
Rank	Location	Medium	Vendor	Rating %
1	Muslim Town Mor	Billboard	Sahar Adv.	7.10
2	Liberty R/A	Billboard	Spectrum lines	6.88
3	Shalimar Hotel	Wall Pasting	Sahar Adv.	6.75
4	Sherpaou Bridge	Billboard	MNK 	6.48
5	Bhekhwal Mor	Billboard	Sahar Adv.	6.19
6	Main Boulevard Gulberg	Billboard	AA Adv.	5.88
7	Jinnah Flyover	Billboard	Flex-o-Sign	5.68
8	Kh-e-Iqbal	Billboard	Spectrum Lines	5.49
9	Bhatti Gate	Billboard	Classic Ad	5.40
10	Railway Station	Billboard	Hafiz Bro	5.30

Top 10 Panels Rwp-Isb

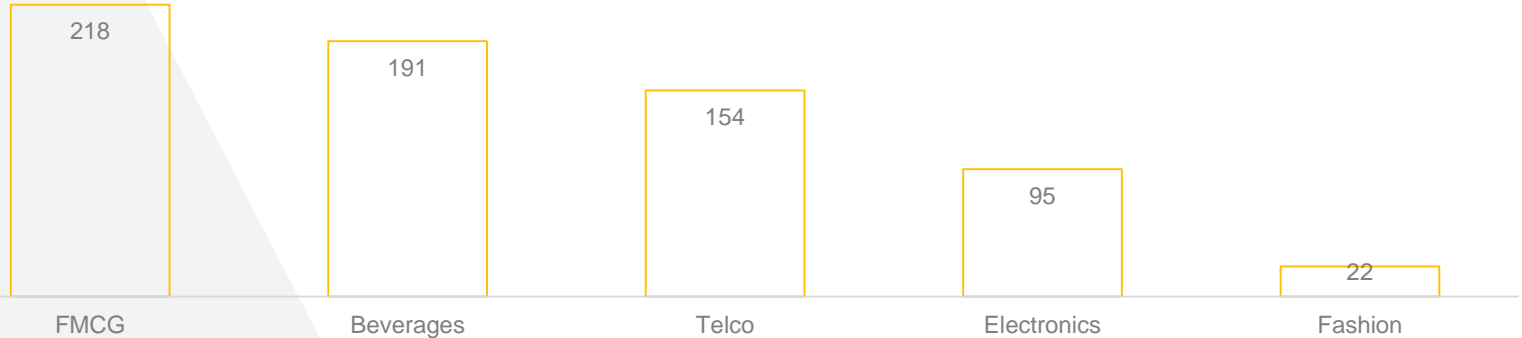
Rank	Location	Medium	Vendor	Rating %
1	Chandni Chowk Flyover	Billboard	Classic Ad	4.75
7	Commercial Market	Billboard	Classic Ad	4.60
3	Zero Point	Bridge Panel	Sherazi Ad	4.53
4	9 th Avenue Chowk	Billboard	Gashoo Ad 	4.40
5	Liaquat Bagh, Muree Road	Billboard	Hafiz Bro	4:15
6	7 th Avenue	Bridge Panel	Sherazi Ad	3.93
7	Roomi Park	Billboard	Sahar Adv	3.60
8	F-6 Press Club	Billboard	AA	3.45
9	Mall Road	Billboard	Altitude	3.43
10	Saddar Ad	Billboard	Pindi Ad	3.35

Category Wise Summary

Category Wise Spend

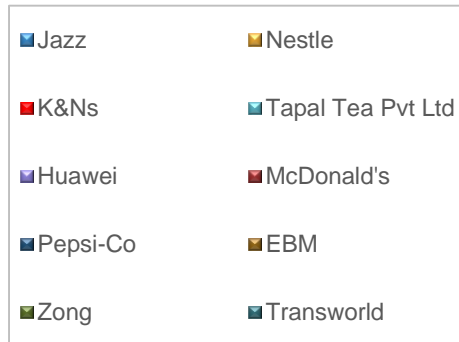
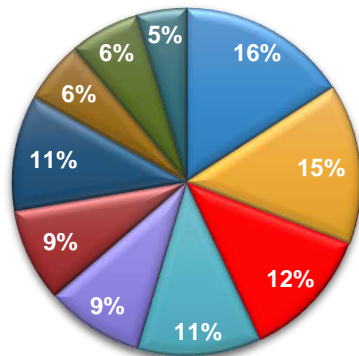


Category Impacts
Millions

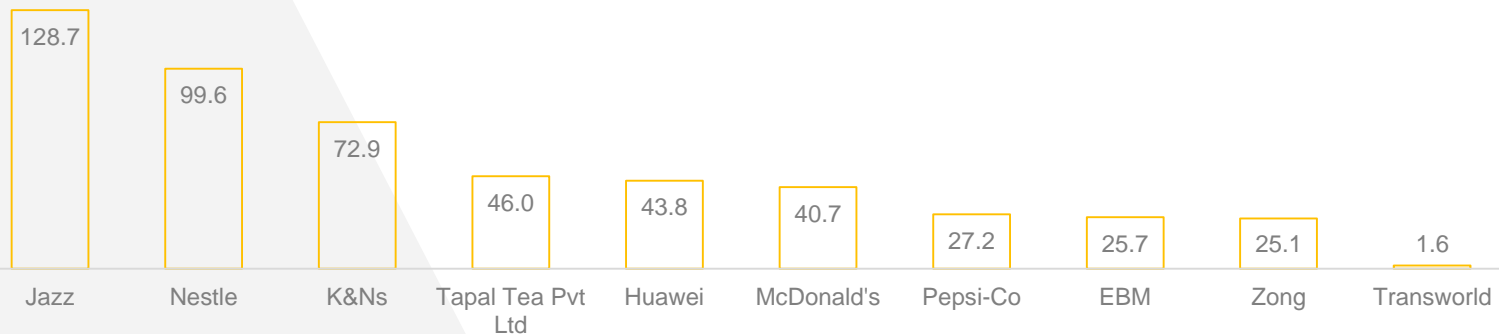


Top 10 Advertisers

Relative Share of Spend

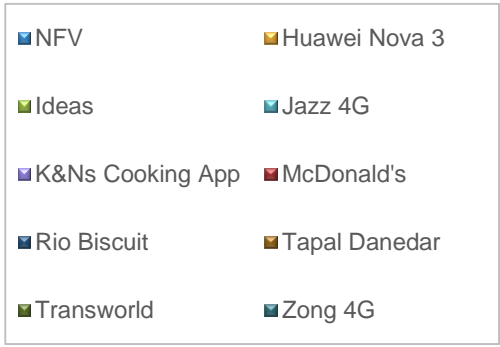
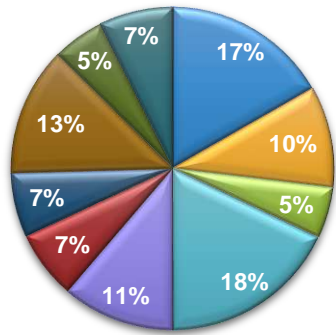


Impacts in Millions

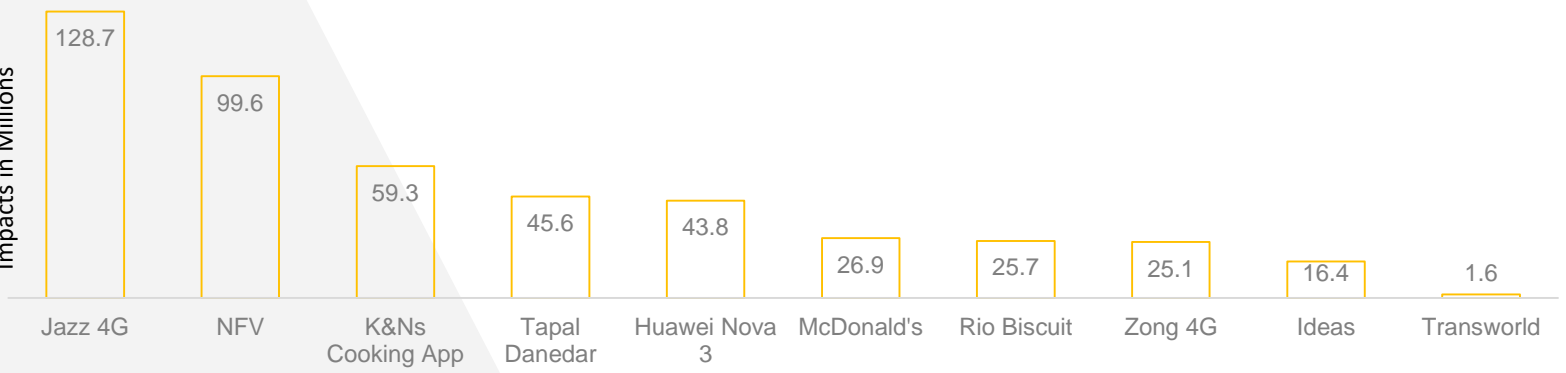


Top 10 Brands

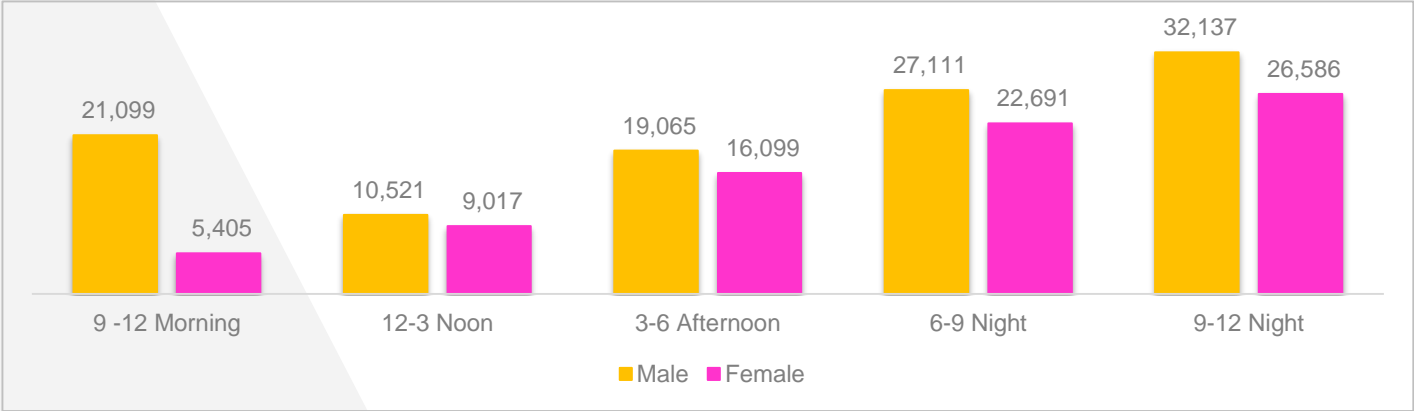
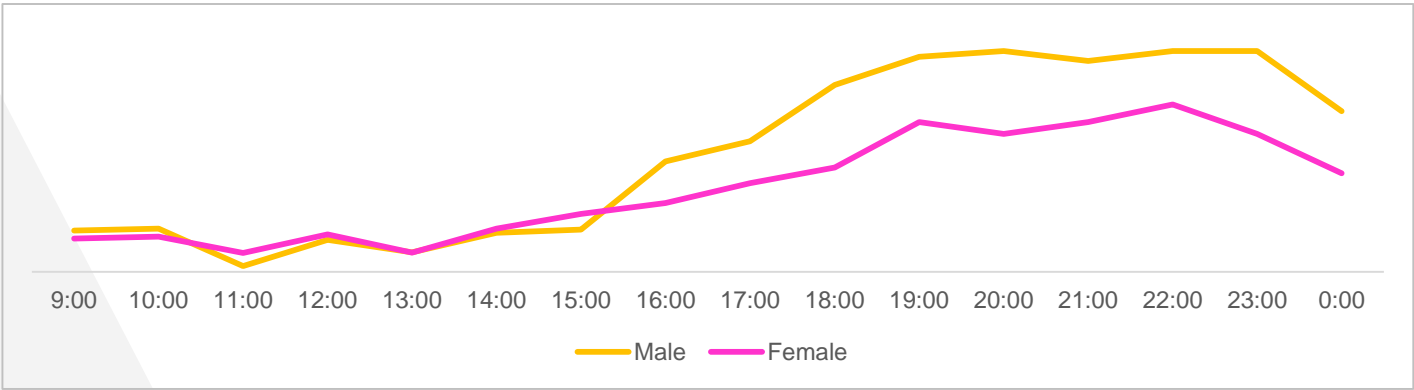
Relative Share of Spend



Impacts in Millions



Digital OOH Medium(Time band Utilization)



Top 00H Digital Mediums

Top 3 Digital Panels(Lahore)

Rank	Location	Vendor	Rating %
1	Main Market	Ravi Adv	28.54
2	Hussain Chowk	Ad Infinity	26.87
3	Shami Chowk	Sahar Adv	23.41

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Liberty Market	Chinab Adv	20.41
2	M.M Alam Road	Digi Prime	19.20
3	Kh-e-Iqbal	Digi Prime	17.50

THANK YOU!