

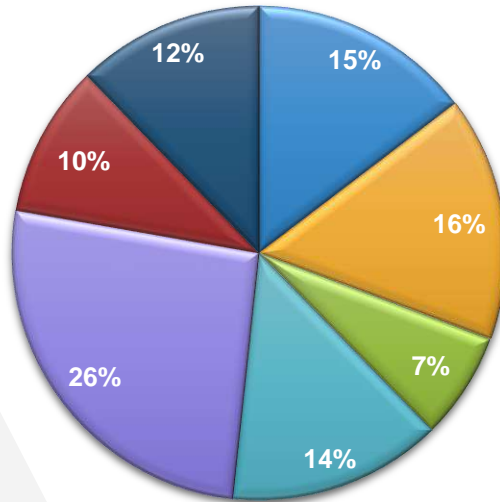
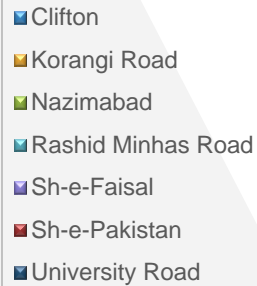


Move MONTHLY Review Sep 2019

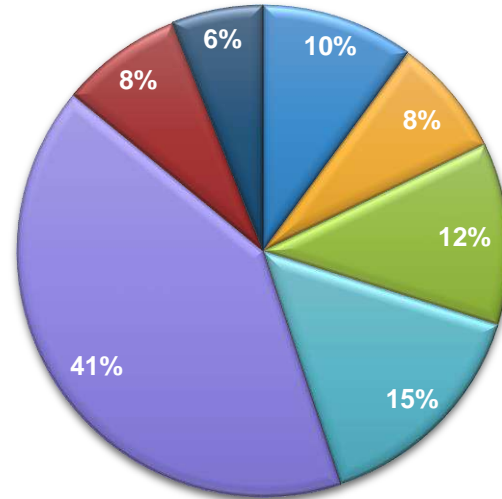


Viewership Area wise %

Karachi



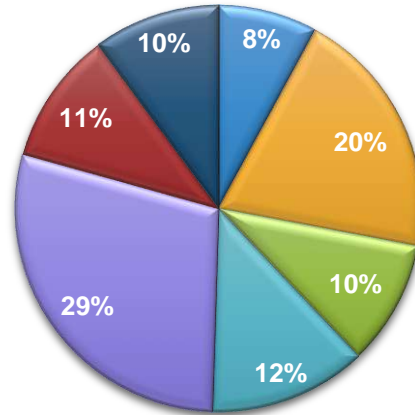
Lahore



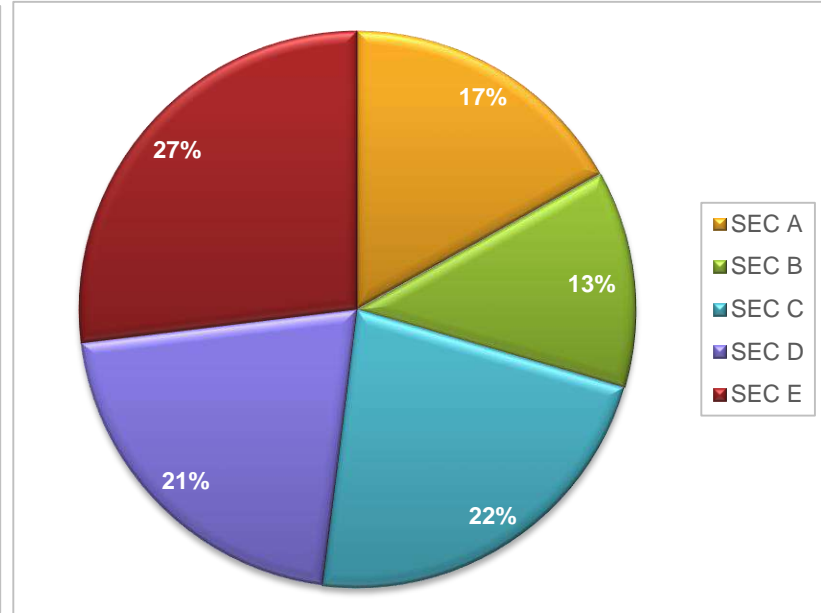
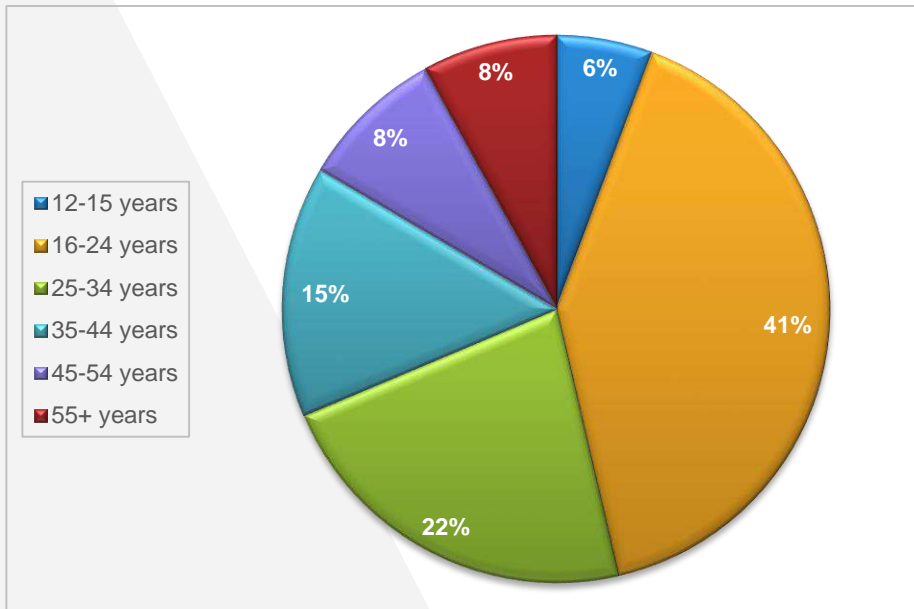
Viewership Area wise %

Rwp-Isb


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




Target Group Share Ratings




Top 10 Panels Karachi

Rank	Location	Medium	Vendor	Rating %
1	Najeab Center	Wall Pasting	Champion	11.50
2	Elegance Residency	Wall Pasting	Champion	11.10
3	Dadex Center	Wall Pasting	Do Ad	10.55
4	Eurika, Sh-e-Faisal	Wall Pasting	Al-Harmin 	10.30
5	FTC Flyover	Wall Pasting	Gashoo AD	9.71
6	ARY Cash & carry	Wall Pasting	Call Ad	9.65
7	Ill Swords	Wall Pasting	MOA	9.55
8	Bhadurabad	Wall Pasting	Media Communication	9.40
9	ARY Cash & carry	Wall Pasting	The Sign Media	9.10
10	Zeenat Cinema	Wall Pasting	Unique Ad	8.94

Top 10 Panels Lahore

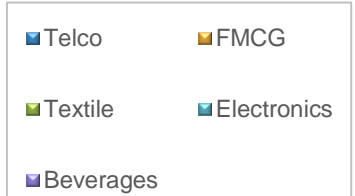
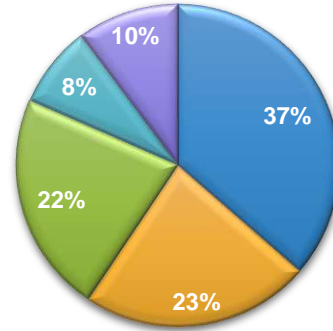
Rank	Location	Medium	Vendor	Rating %
1	MM Alam Road	Billboard	Hafiz Bro	10.77
2	Main Market	Billboard	Hafiz Bro	10.65
3	Muslim Town Flyover	Billboard	Sahar Ad	10.30
4	Liberty R/A	Billboard	Eagle's 	10.20
5	Jinnah Flyover	Billboard	Flex-o-Sign	10.15
6	Chand Mari Chowk	Billboard	Spectrum lines	10.10
7	Bhatti Gate	Billboard	Classic Ad	10.08
8	LOS	Billboard	Classic Ad	9.95
9	Jinnah Flyover	Billboard	Flex-o-Sign	9.80
10	Chowk Chubruji	Billboard	Classic Ad	7.90

Top 10 Panels Rwp-Isb

Rank	Location	Medium	Vendor	Rating %
1	6 th Road	Billboard	Hafiz Bro	10.75
2	Raja Bazar	Billboard	Hafiz	10.49
3	Centaurus Mall	Billboard	Retail Communication	10.25
4	Chandni Chowk	Billboard	Pindi Ad 	10.15
5	Moti Mehal	Billboard	Gashoo Ad	10.13
6	9 th Avenue IJP Road	Billboard	Gashoo Ad	10.05
7	F-6 Press Club	Billboard	AA	10.01
8	F-11	Billboard	Sahar Ad	9.90
9	Roomi Park	Billboard	Sahar Ad	9.85
10	Commercial Market	Billboard	Classic Ad	8.42

Category Wise Summary

Category Wise Spend

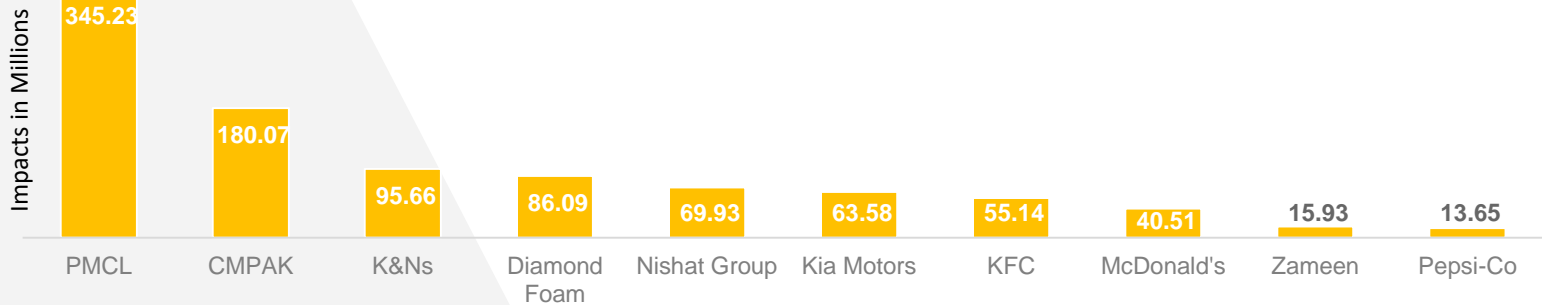
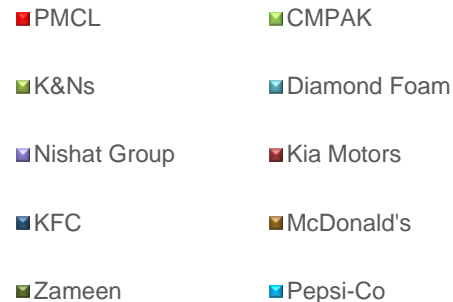
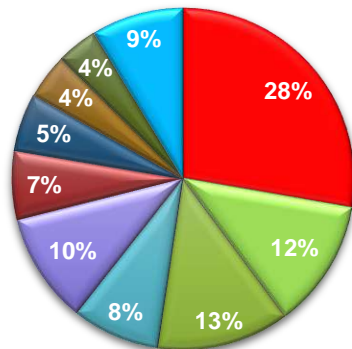


Category Impacts
Millions



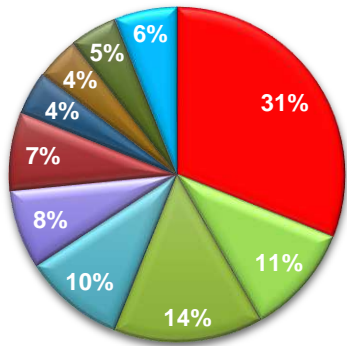
Top 10 Advertisers

Relative Share of Spend

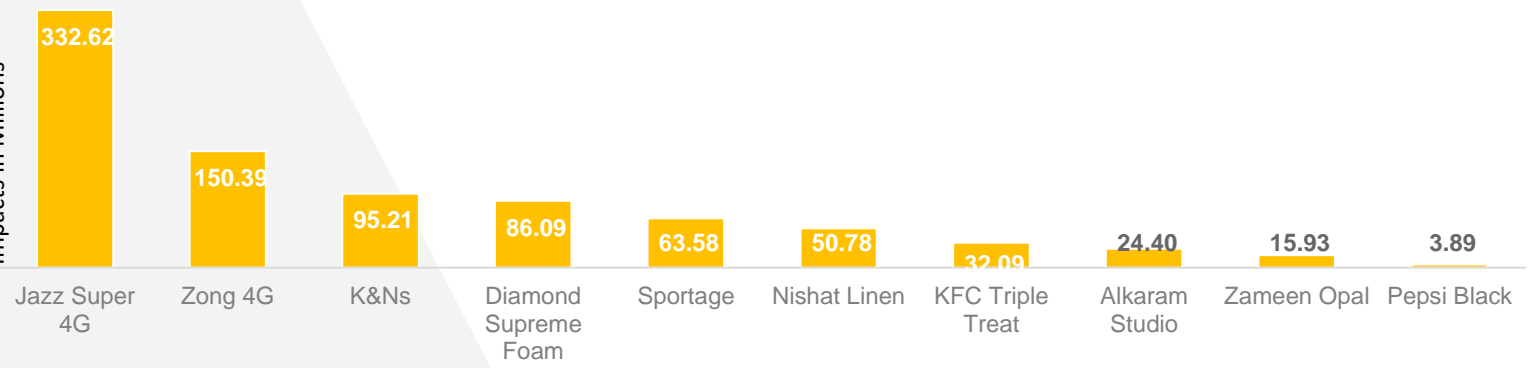


Top 10 Brands

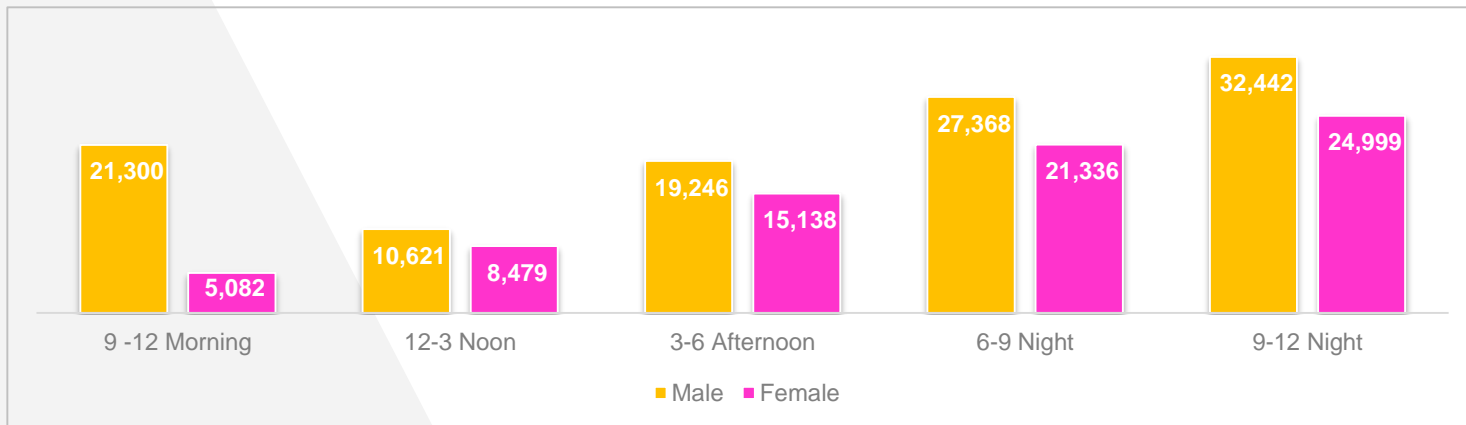
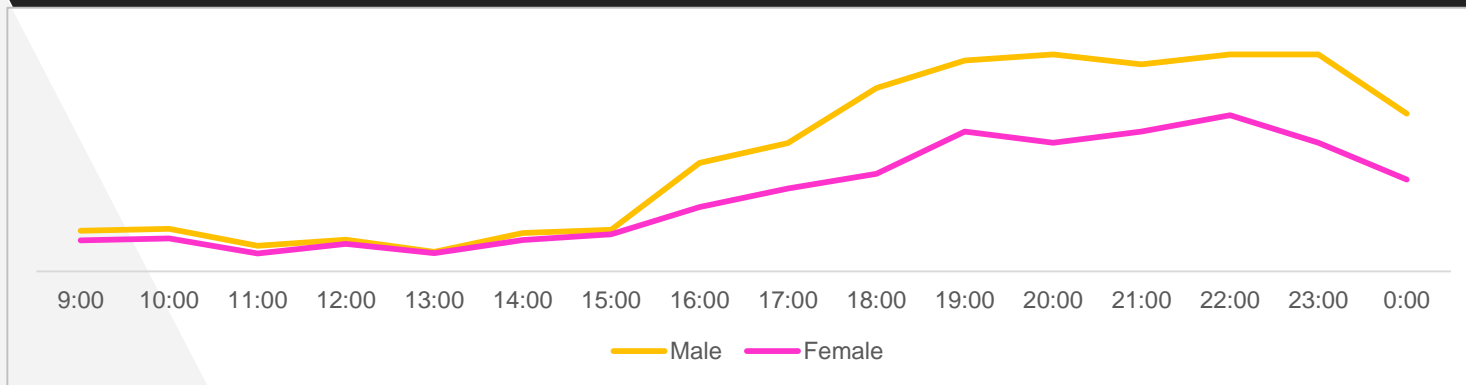
Relative Share of Spend



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	28.40
2	Jail Road	O&M Ad	26.10
3	Scheme Mor	AA	24.10

Top 3 Digital Streamers Locations(Lahore)

Rank	Location	Vendor	Rating %
1	Iqbal Town	Chinab Ad	17.40
2	MM Alam Road	Digi Prime	15.20
3	Noor Jehan Road	Chinab Ad	14.11

THANK YOU!