

# TV Analysis

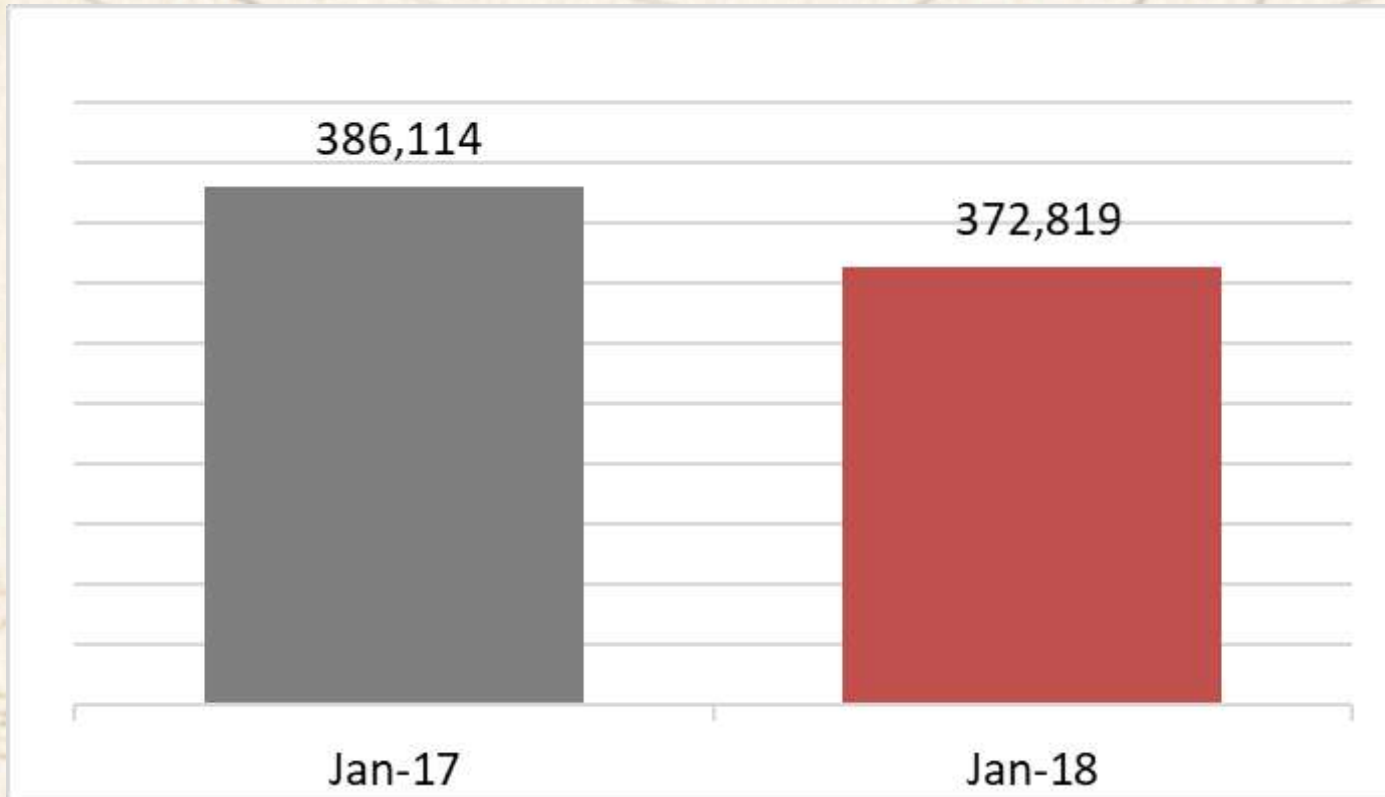
Monthly  
Report  
Jan-2018



**PAKISTAN  
ADVERTISERS  
SOCIETY**

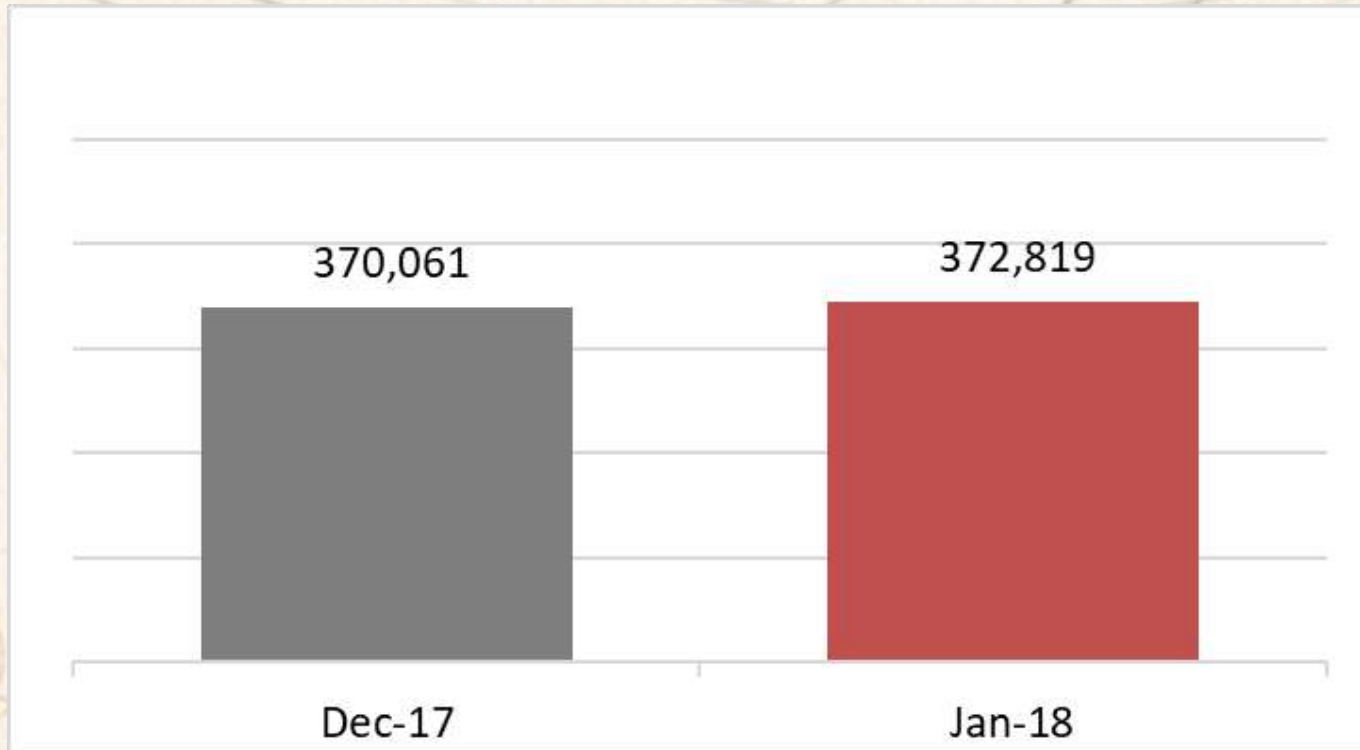


# Comparison Jan 2017 & Jan 2018



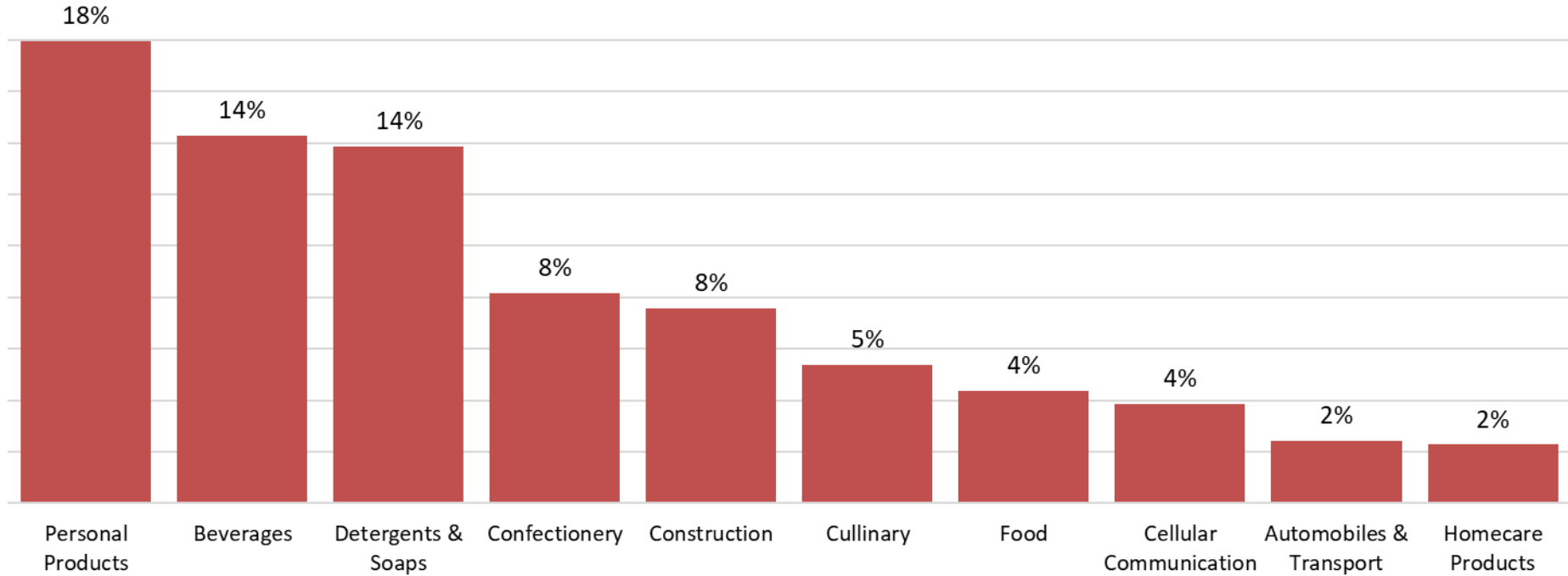
\* Jan 2018 Airtime has decreased by 3% as compare to Jan 2017.

# Comparison Dec-2017 & Jan-2018



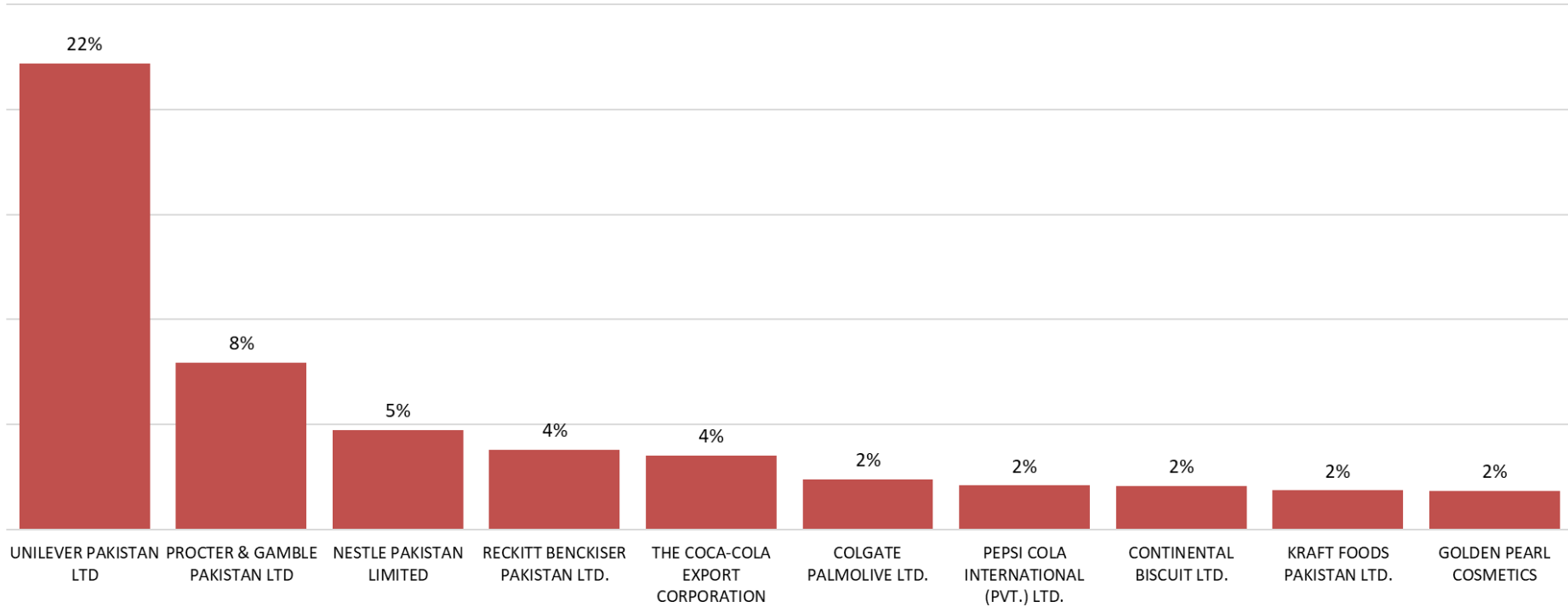
• Jan 2018 Airtime has Increased by 1% as compare to Dec-2017.

## TOP 10 CATEGORIES



% Share of Overall Advertised Minutes

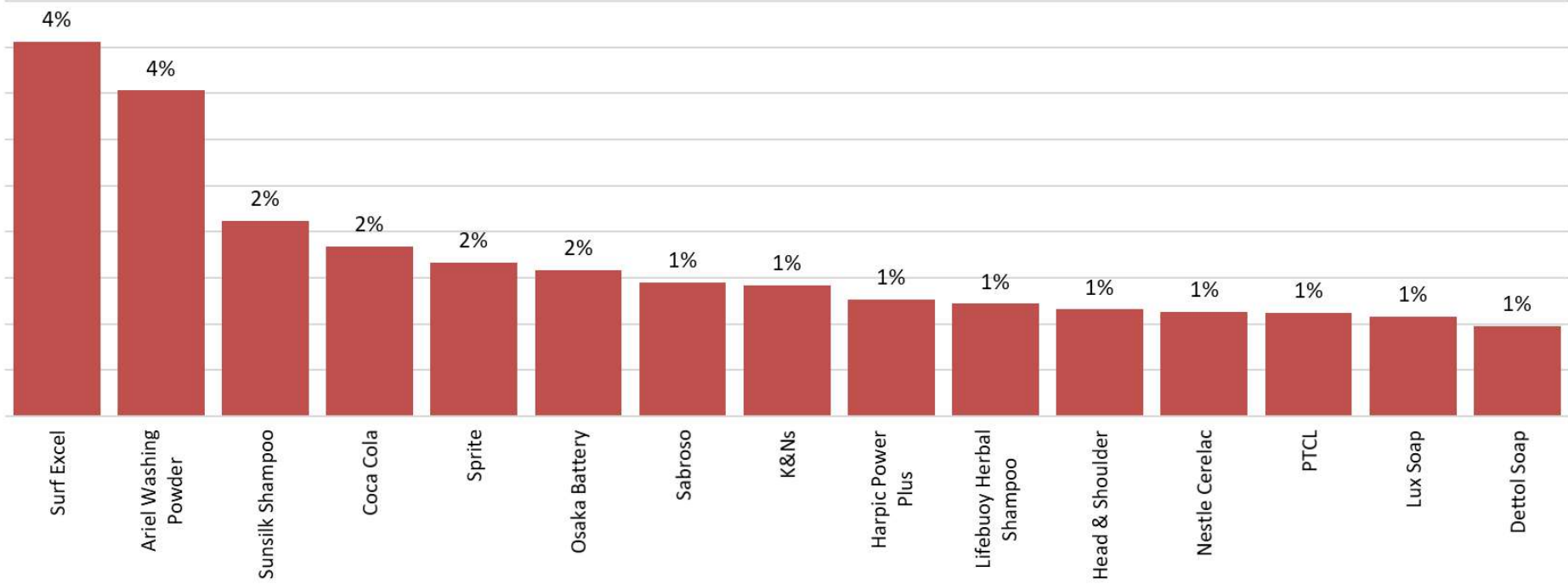
## TOP 10 PLAYERS





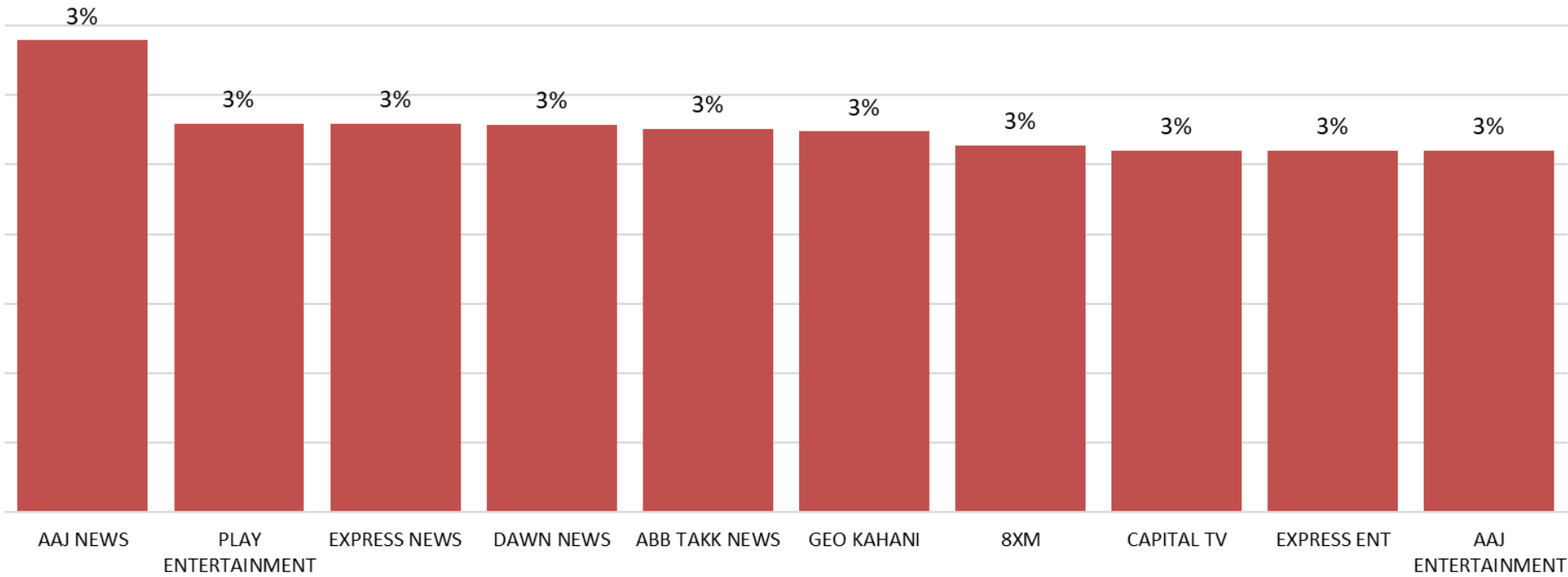
% Share of Overall Advertised Minutes

## TOP 15 BRANDS



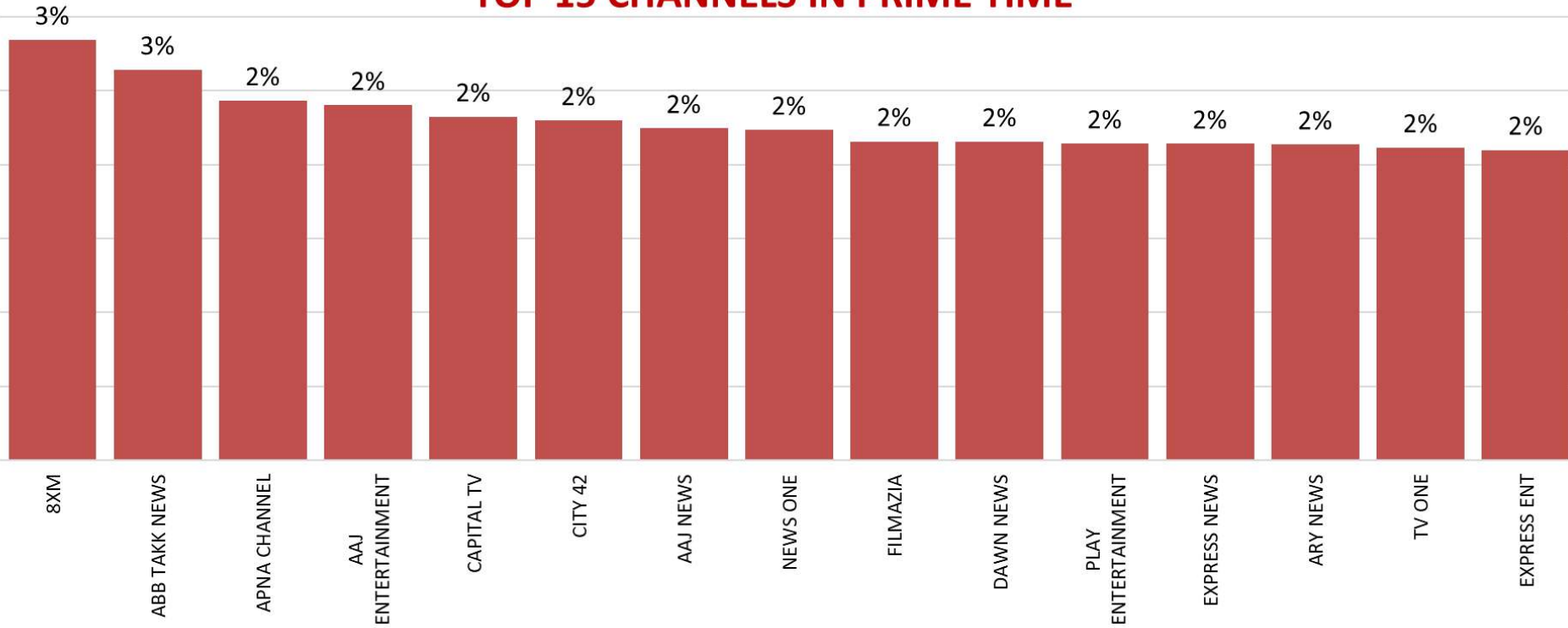
% Share of Overall Advertised Minutes  
Across All Genre

## TOP 10 CHANNELS



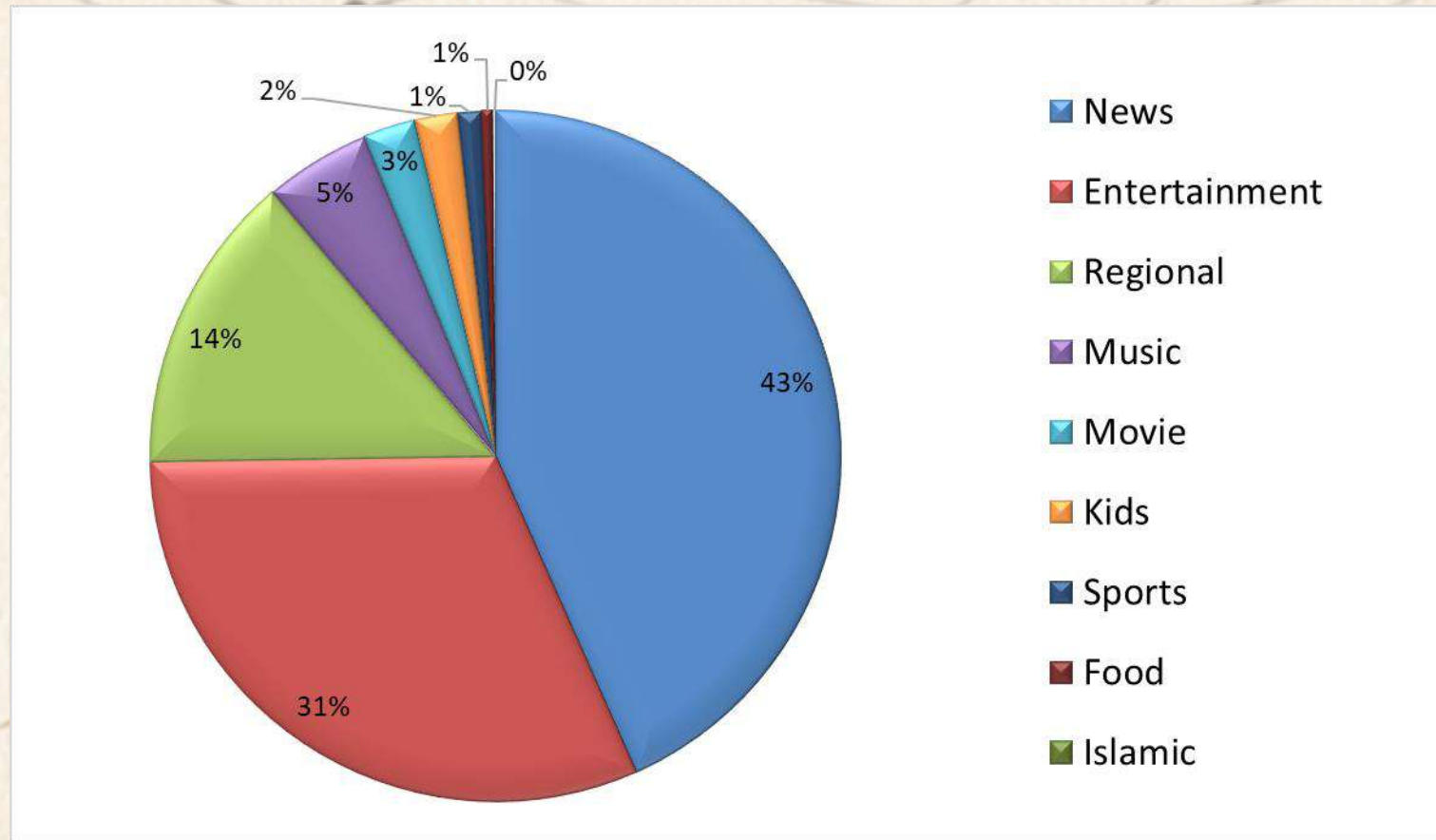
% Share of Overall Advertised Minutes  
Across All Genre

## TOP 15 CHANNELS IN PRIME TIME

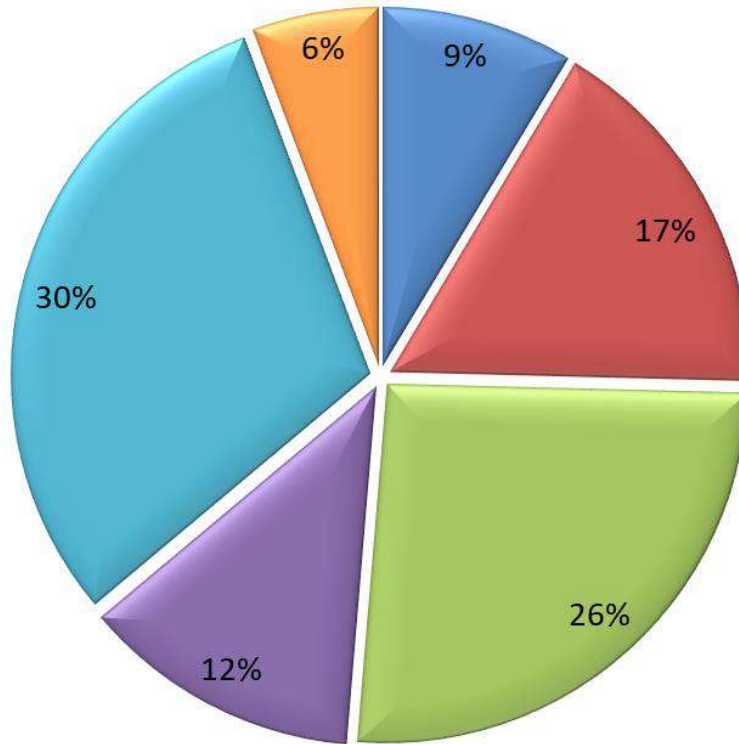




# Genre Split

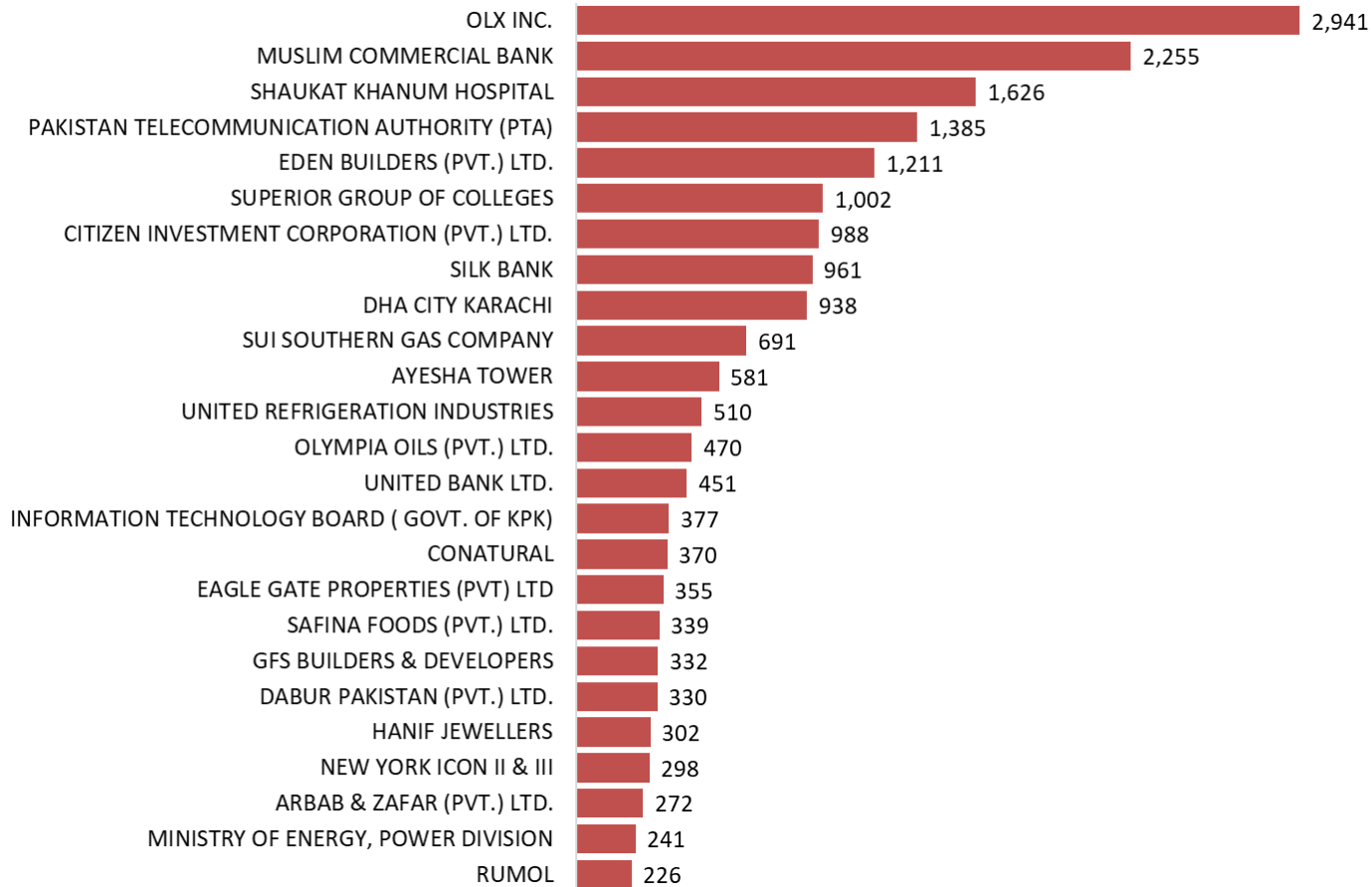


# Time Band Split



- 1. Late Night  
00:00 ~ 05:59
- 2. Morning Time  
06:00 ~ 11:59
- 3. After Noon  
12:00 ~ 16:59
- 4. Evening Time  
17:00 ~ 18:59
- 5. Prime Time  
19:00 ~ 22:59
- 6. Late Prime Time  
23:00 ~ 23:59

## ADVERTISER'S ADDED IN JANUARY 2018 - TOP 25







# Thank You

For any queries, please  
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below mentioned  
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