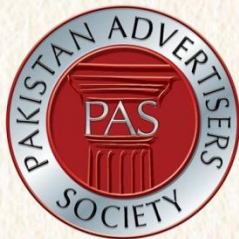


# TV Analysis

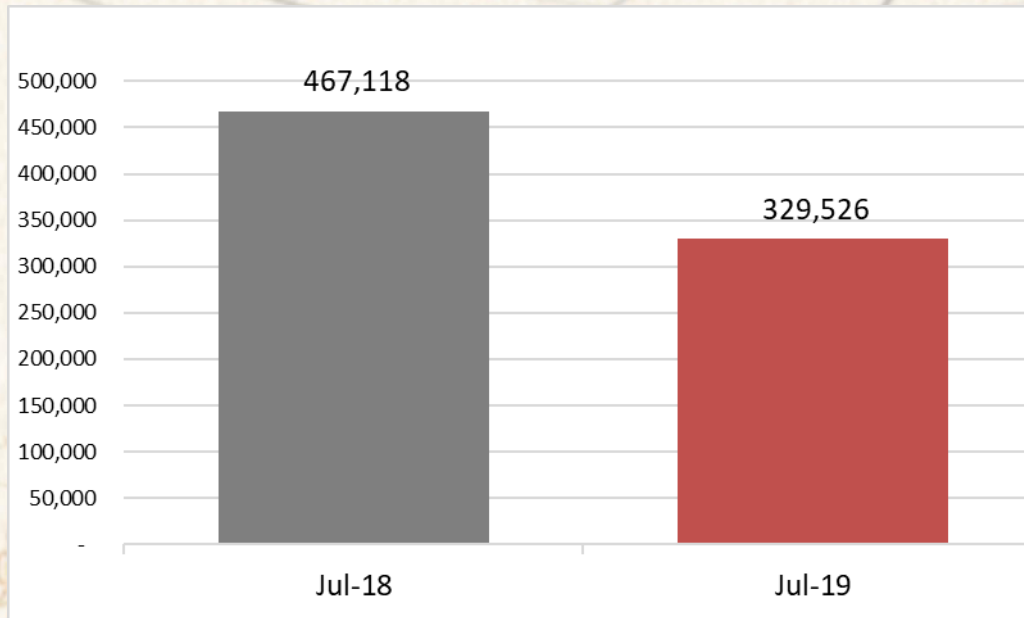
Monthly  
Report  
Jul-2019



## PAKISTAN ADVERTISERS SOCIETY

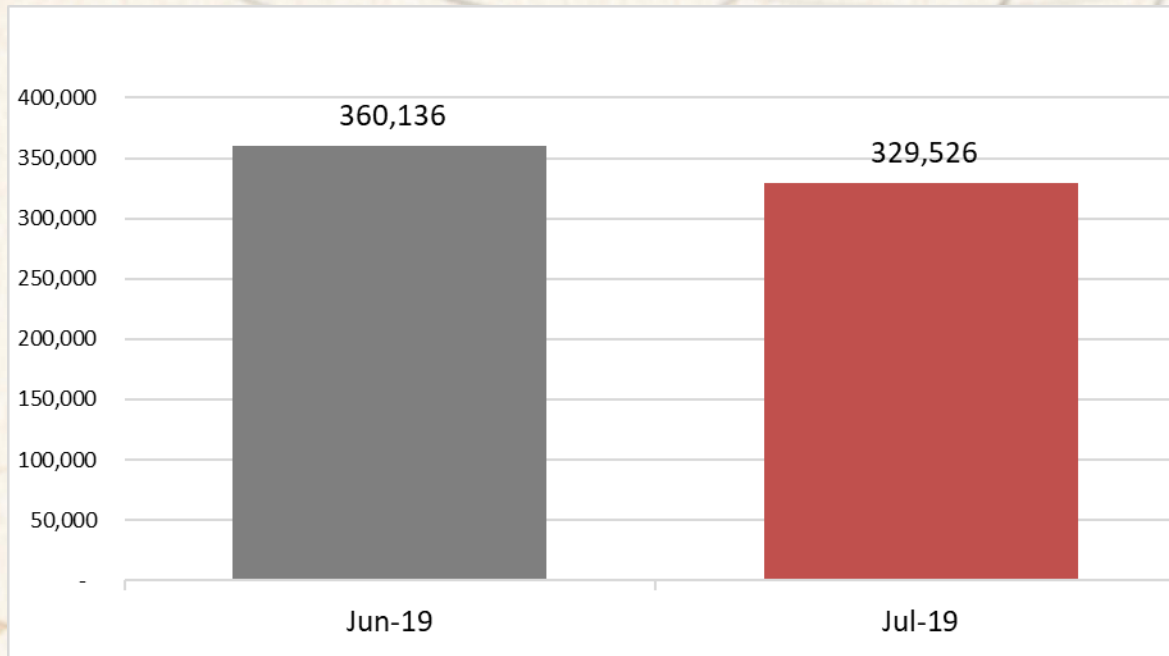


# Comparison Jul 2018 & Jul 2019



\* Jul2019 Airtime has decreased by 28% as compare to Jul 2018.

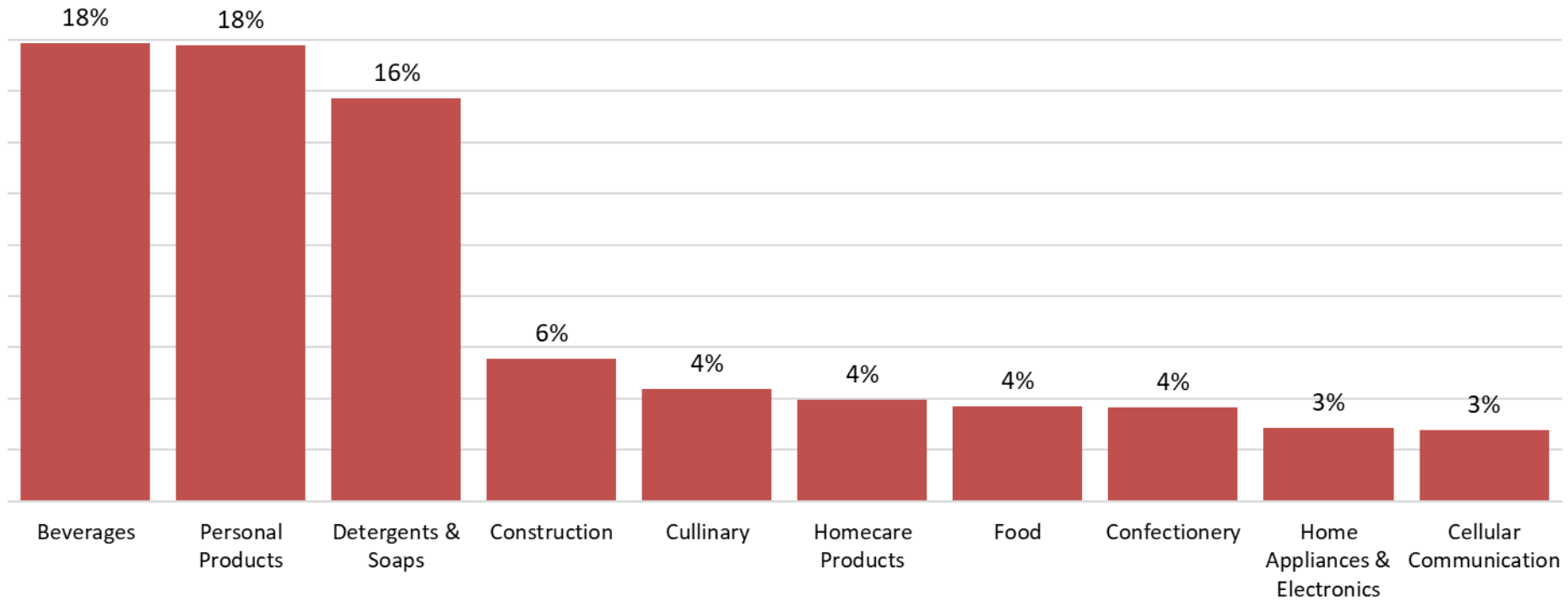
# Comparison Jun-2019 & Jul-2019



- Jul 2019 Airtime has decreased by 8% as compare to Jun 2019.

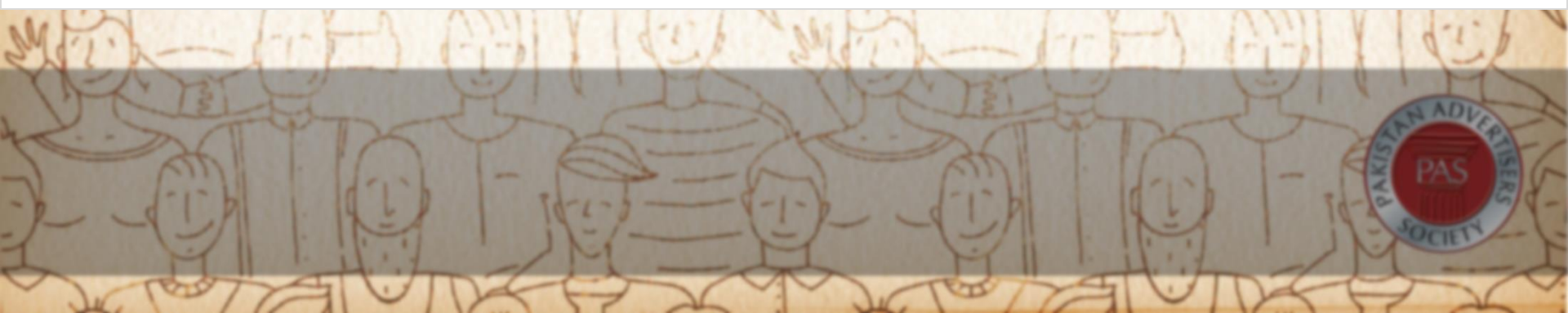
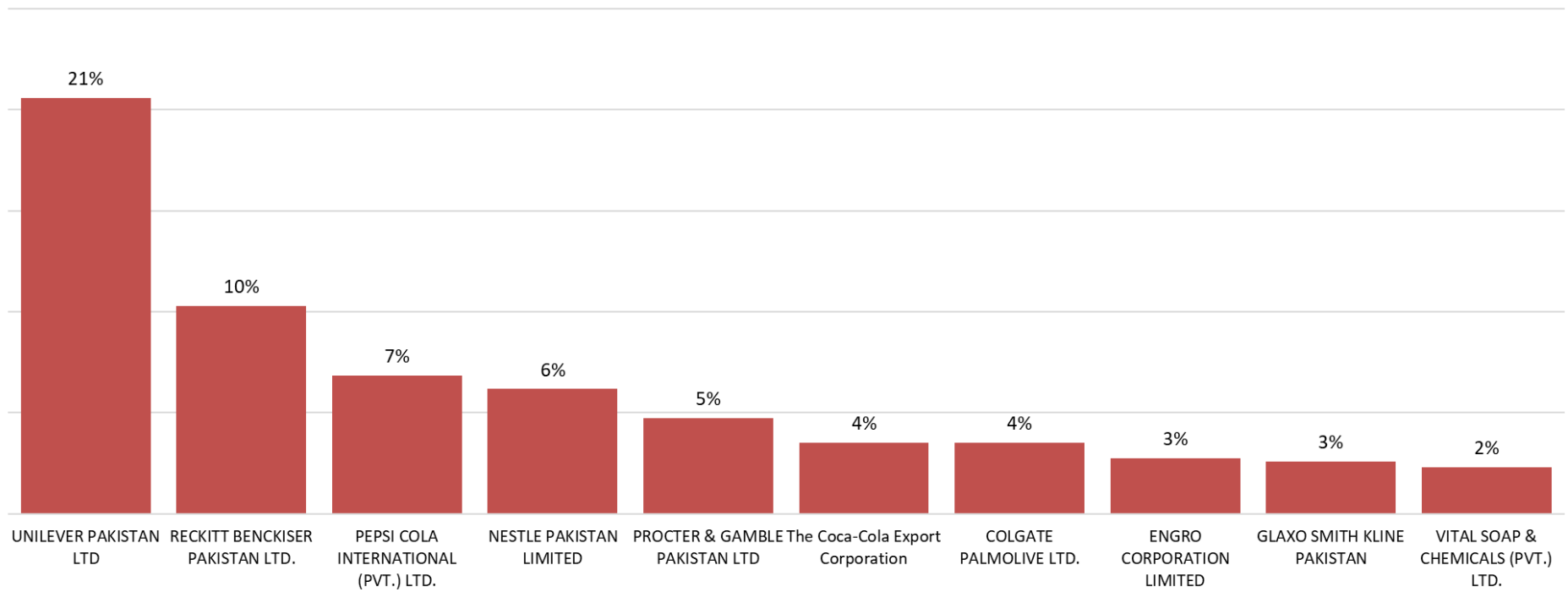


## TOP 10 CATEGORIES



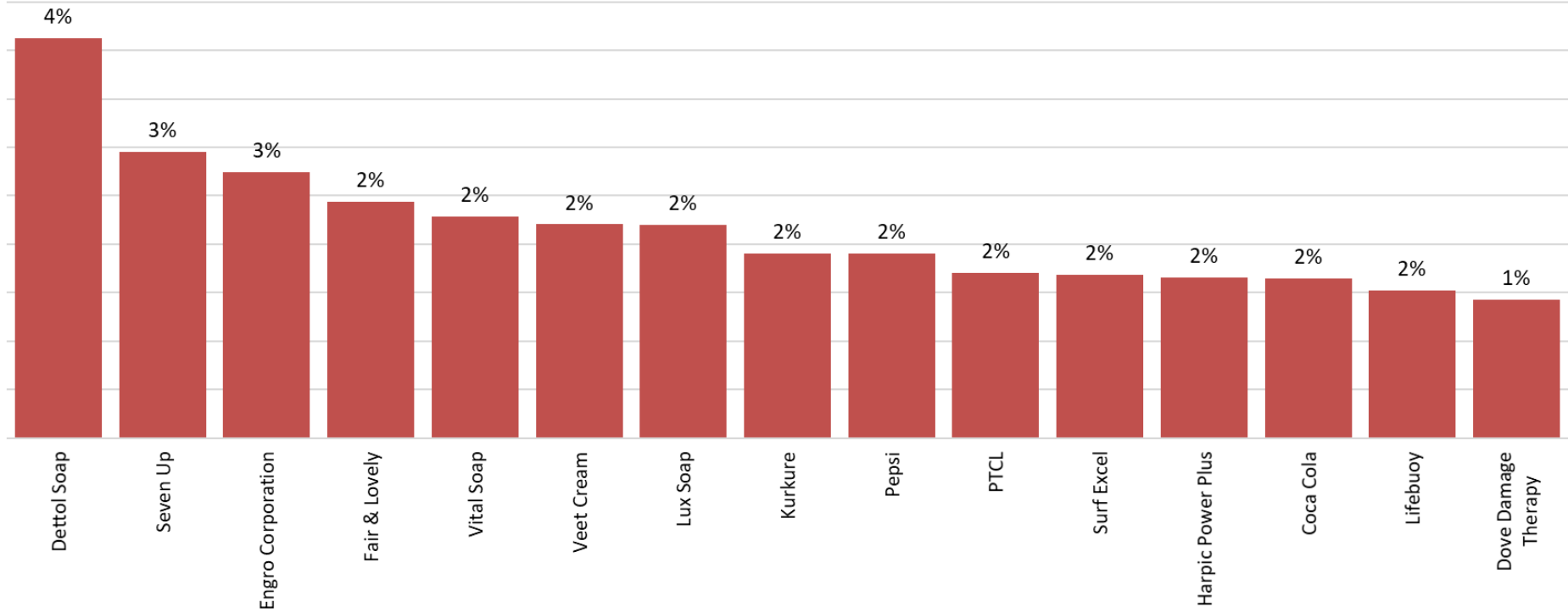
% Share of Overall Advertised Minutes

## TOP 10 PLAYERS



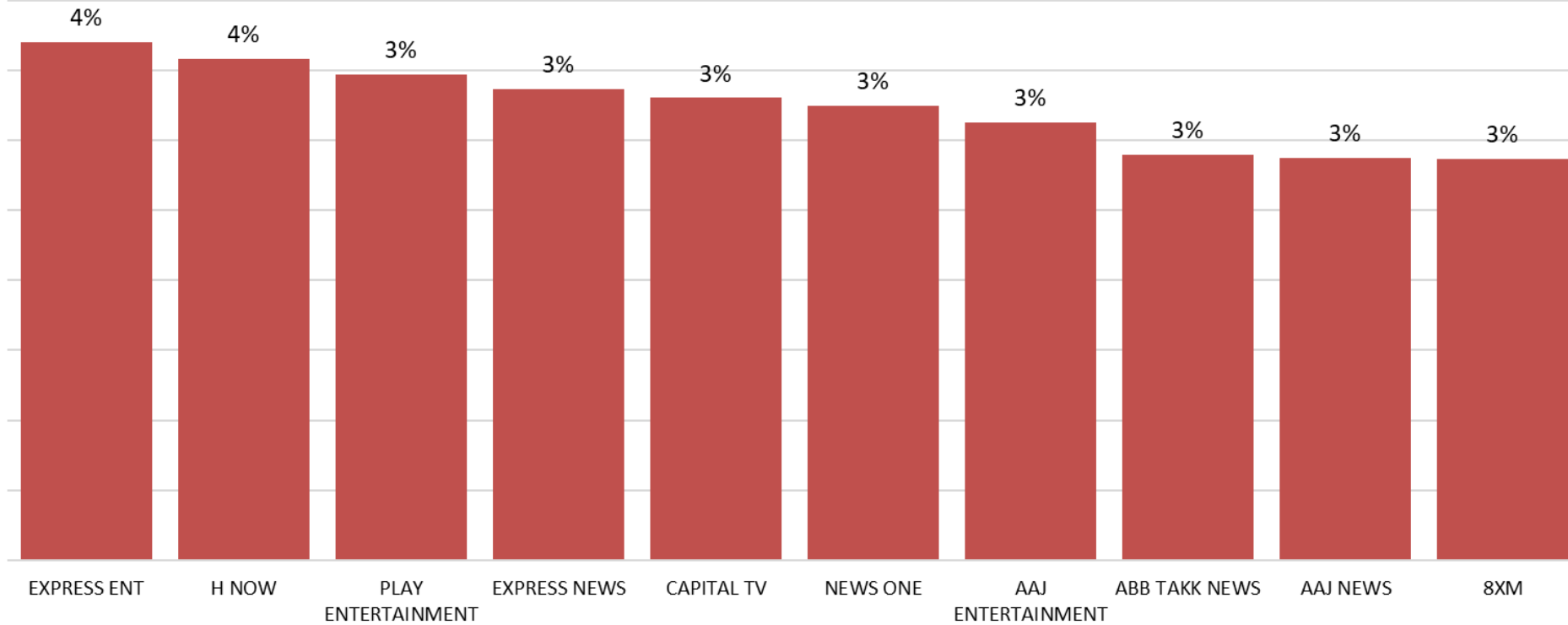
% Share of Overall Advertised Minutes

## TOP 15 BRANDS



% Share of Overall Advertised Minutes

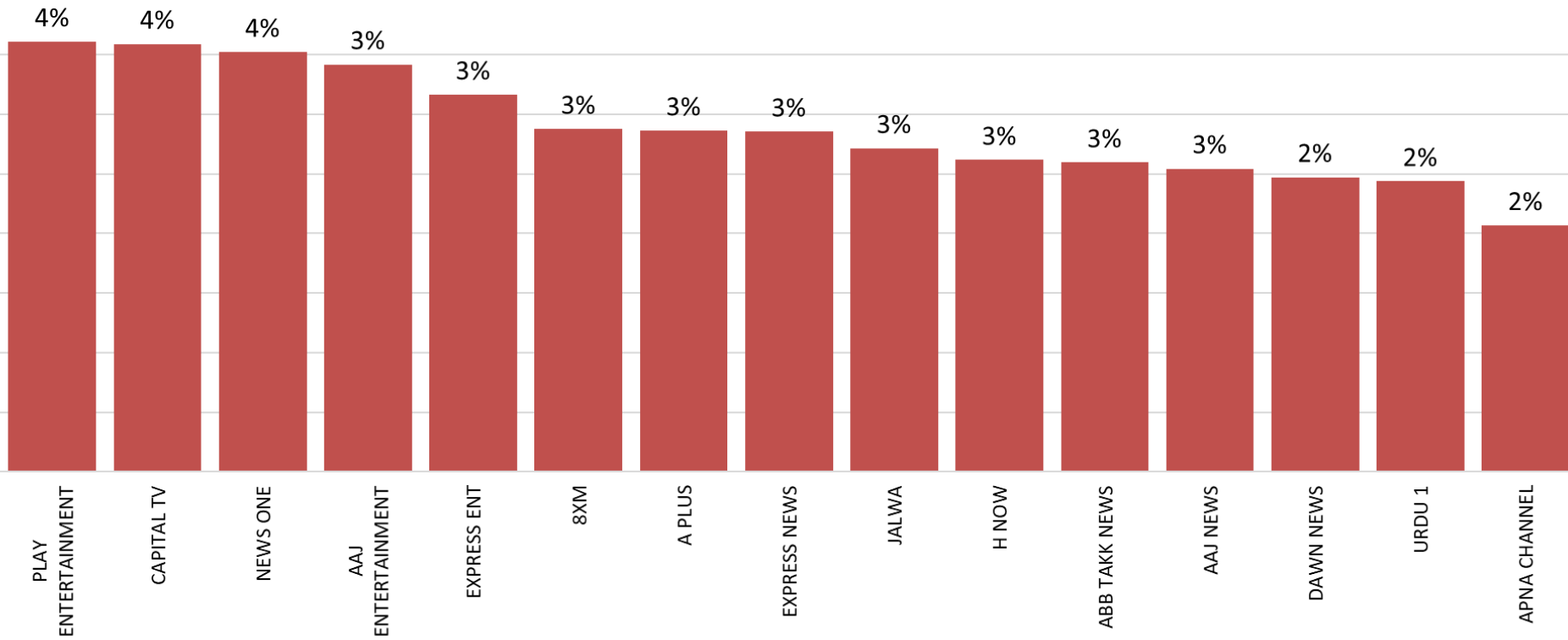
## TOP 10 CHANNELS





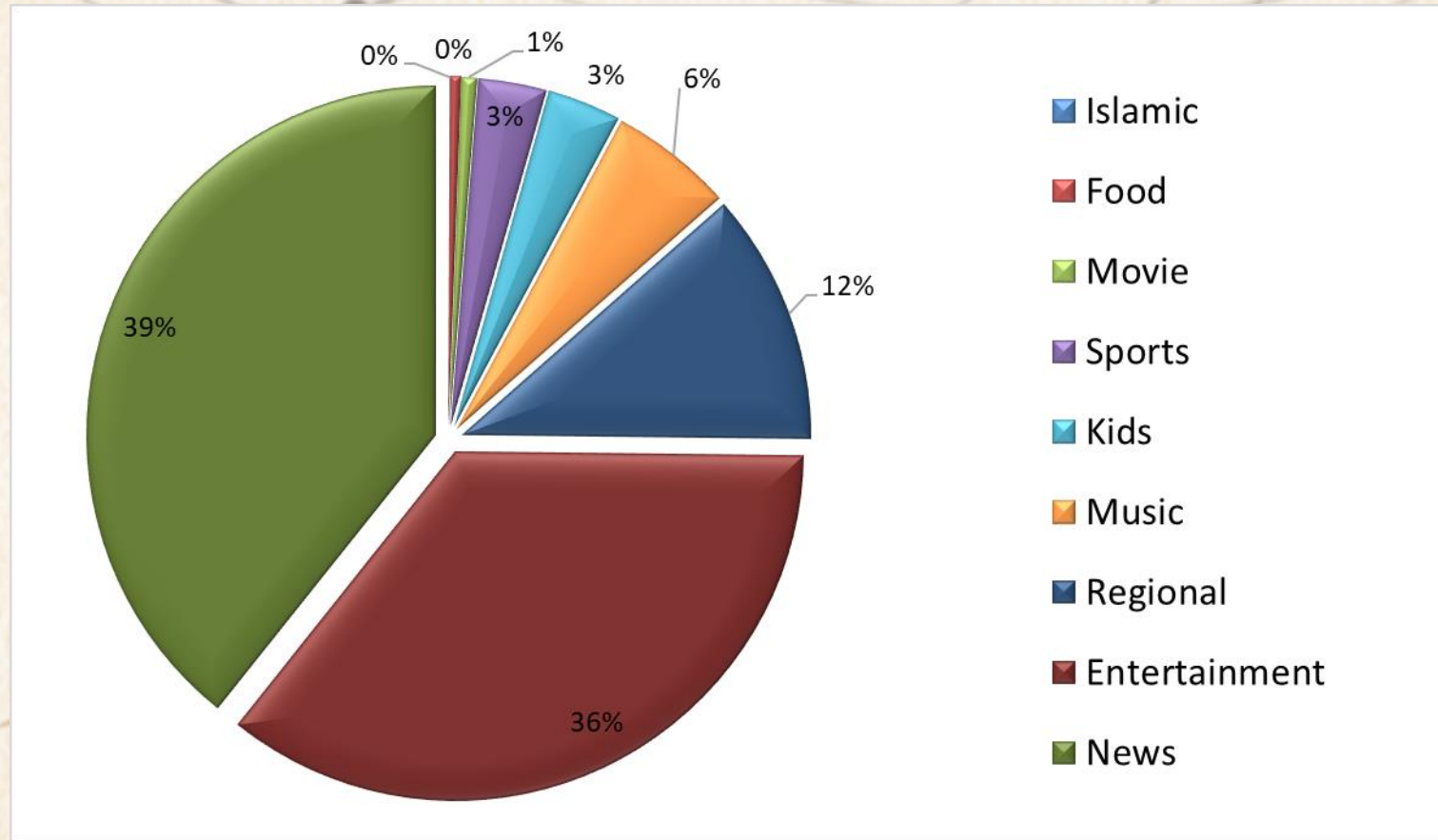
% Share of Overall Advertised Minutes  
Across All Genre

## TOP 15 CHANNELS IN PRIME TIME

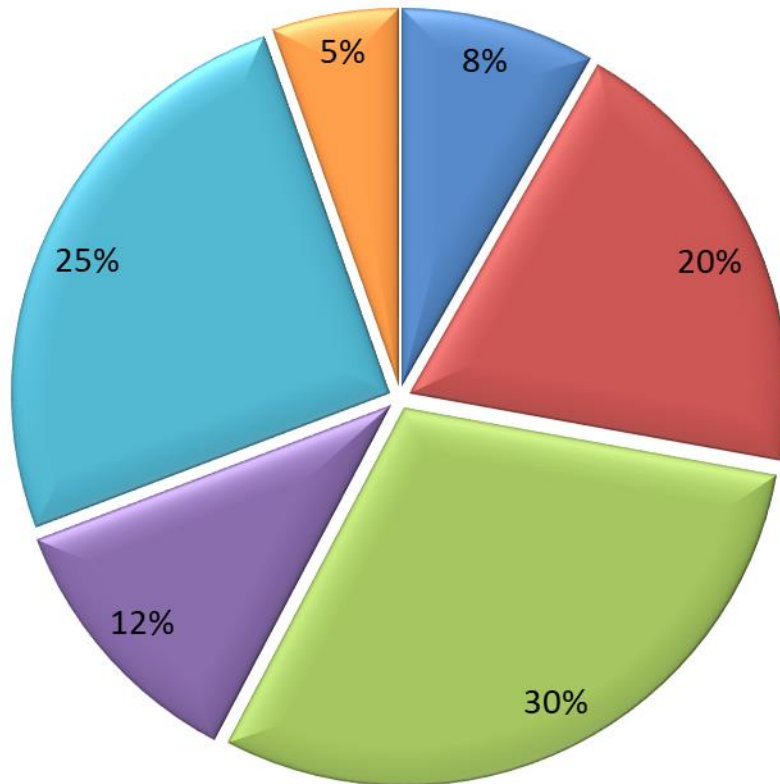




# Genre Split



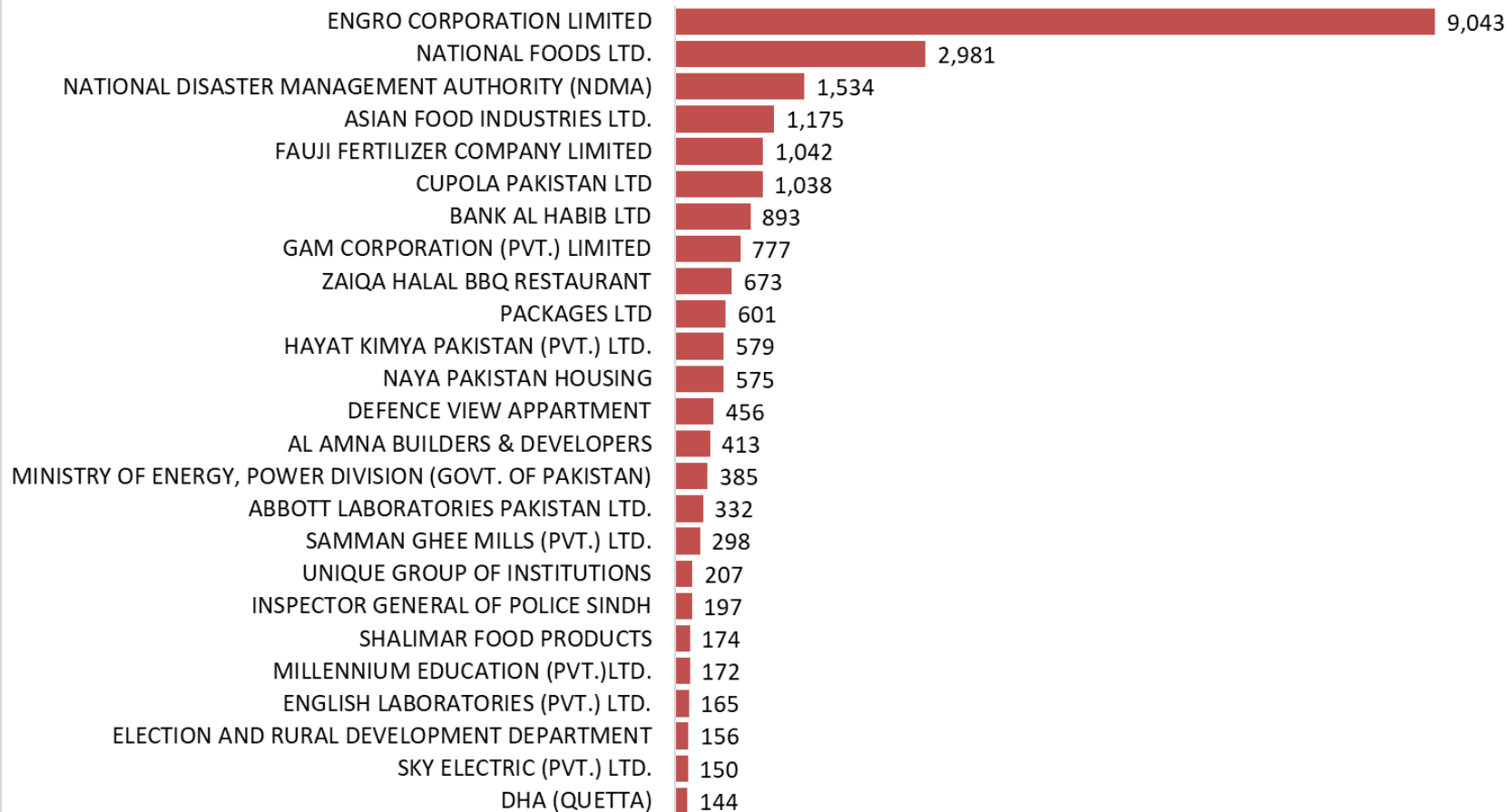
# Time Band Split



- 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 Jul 2019 - TOP 25





# Thank You

For any queries, please  
contact us on the  
below mentioned  
address

[akbar@mediamonitors.com.pk](mailto:akbar@mediamonitors.com.pk)  
[info@mediamonitors.com.pk](mailto:info@mediamonitors.com.pk)



**Tel: 021-34306575-7**