

# TV Analysis

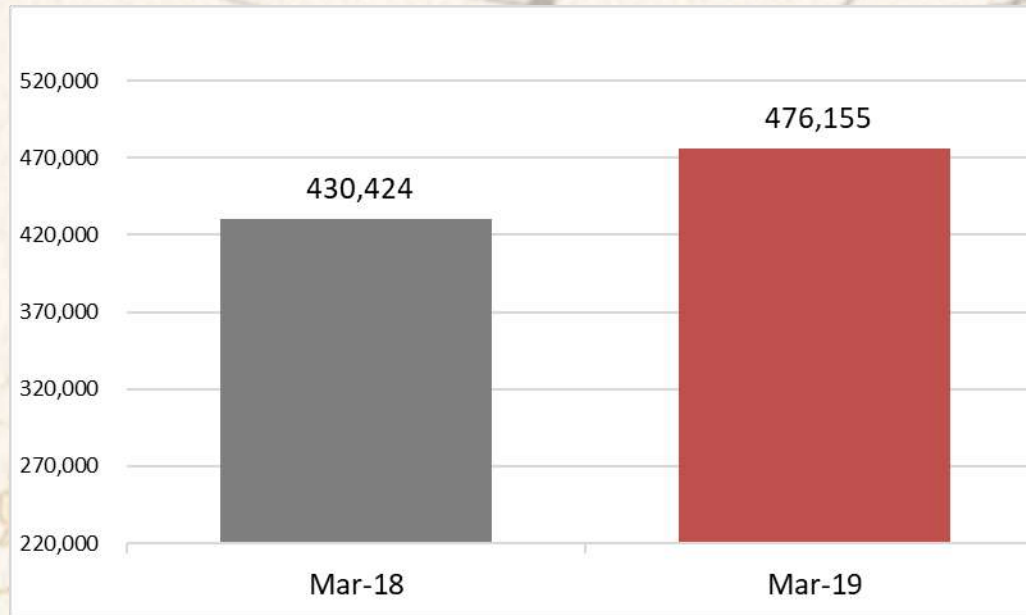
Monthly  
Report  
Mar-2019



**PAKISTAN  
ADVERTISERS  
SOCIETY**

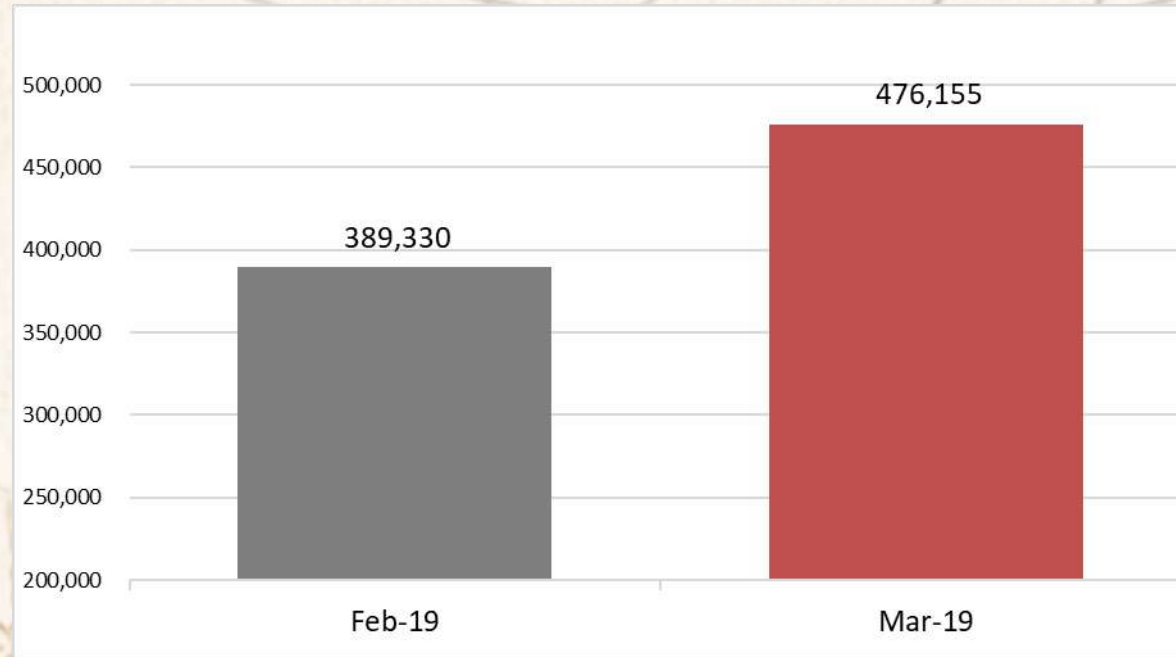


# Comparison Mar 2018 & Mar 2019



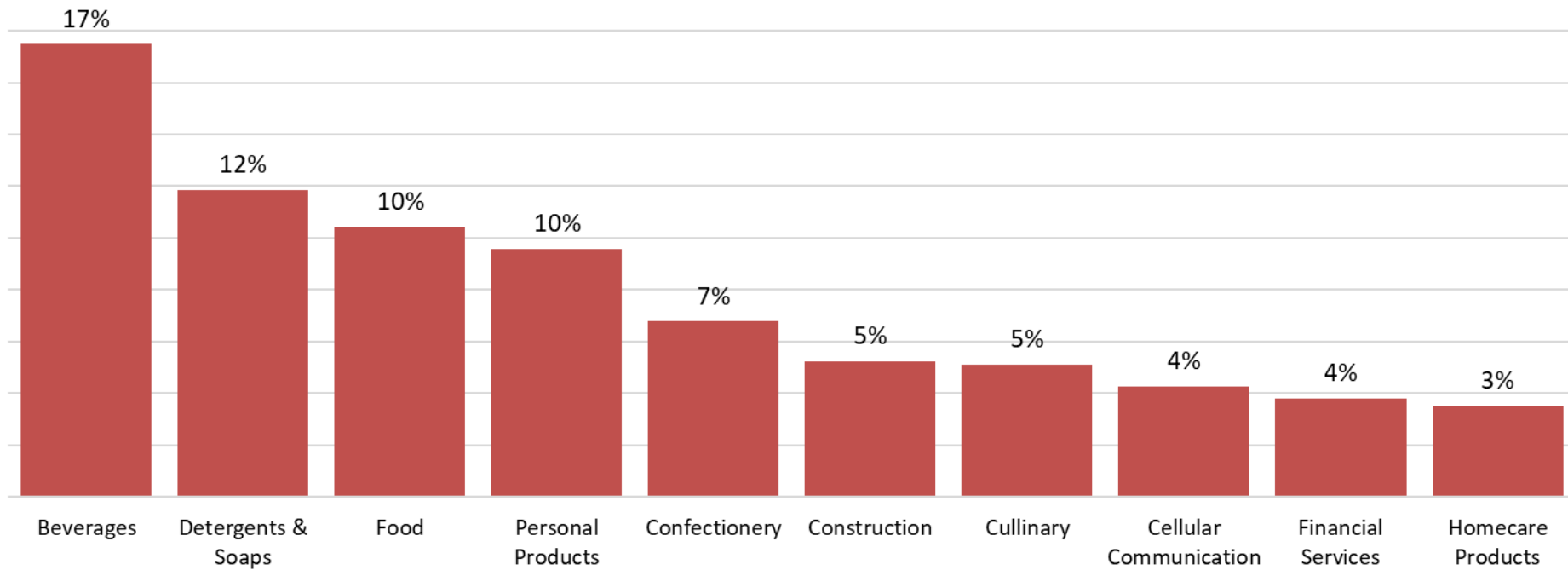
\* Mar 2019 Airtime has increased by 11% as compare to Mar 2019.

# Comparison Feb-2019 & Mar-2019



- Mar 2019 Airtime has increased by 22% as compare to Feb 2019.

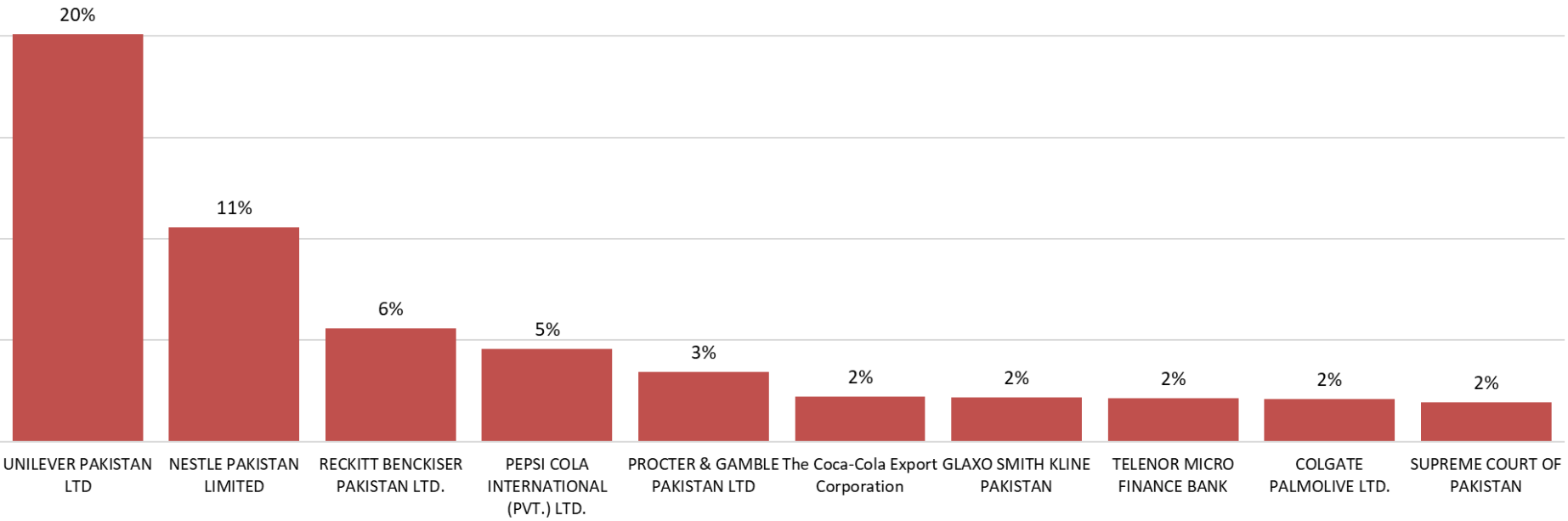
## TOP 10 CATEGORIES





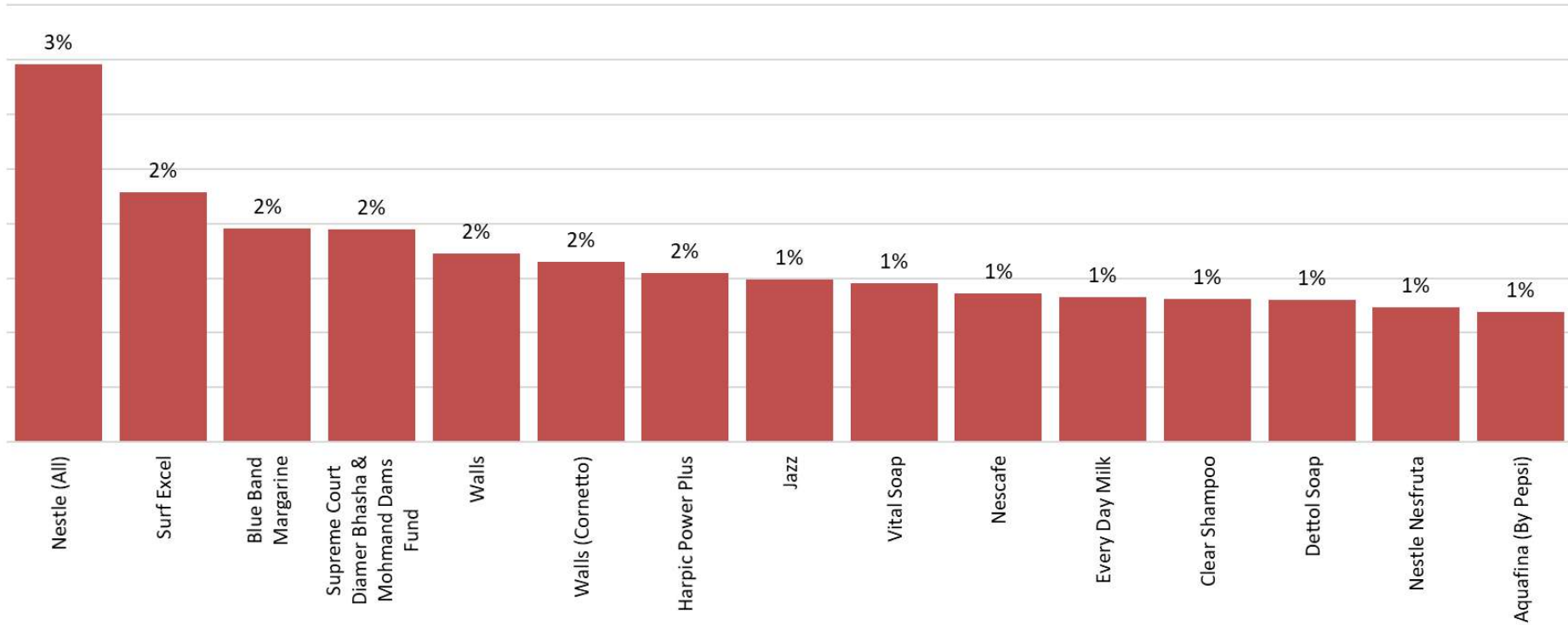
% Share of Overall Advertised Minutes

### TOP 10 PLAYERS



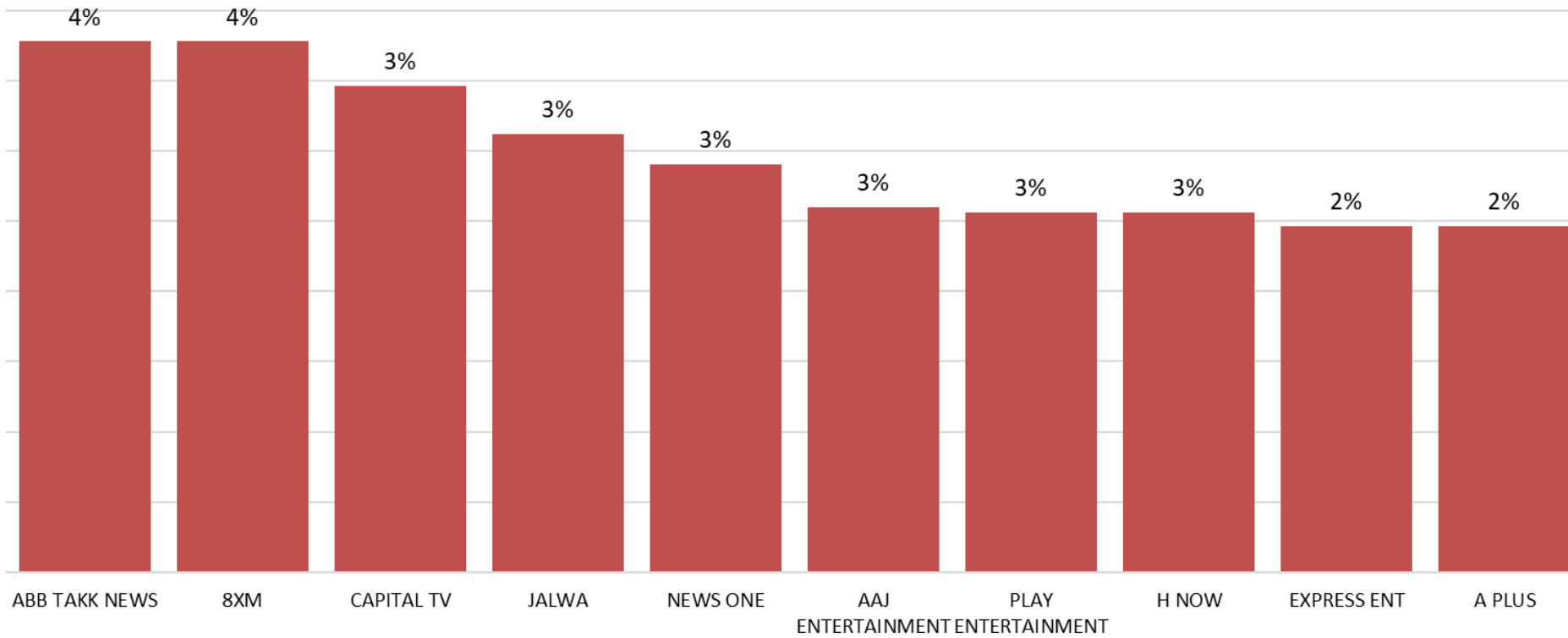
% Share of Overall Advertised Minutes

## TOP 15 BRANDS



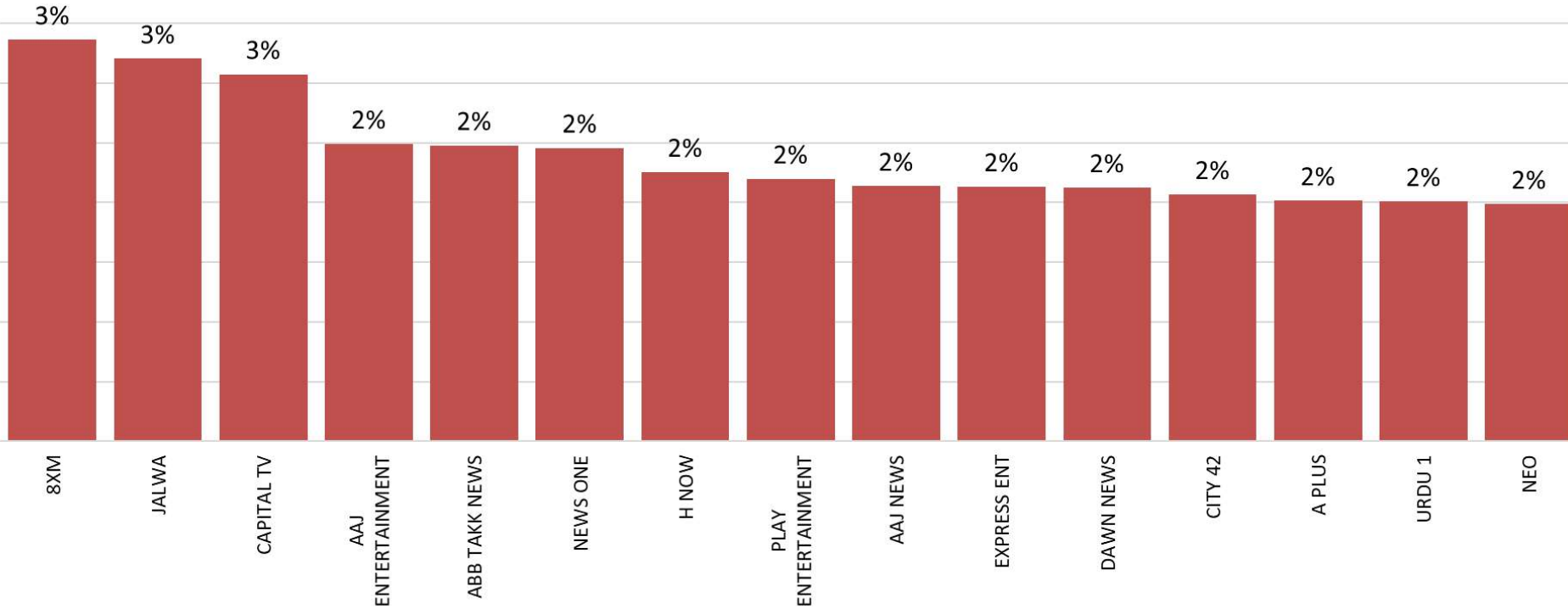
% Share of Overall Advertised Minutes  
Across All Genre

## TOP 10 CHANNELS



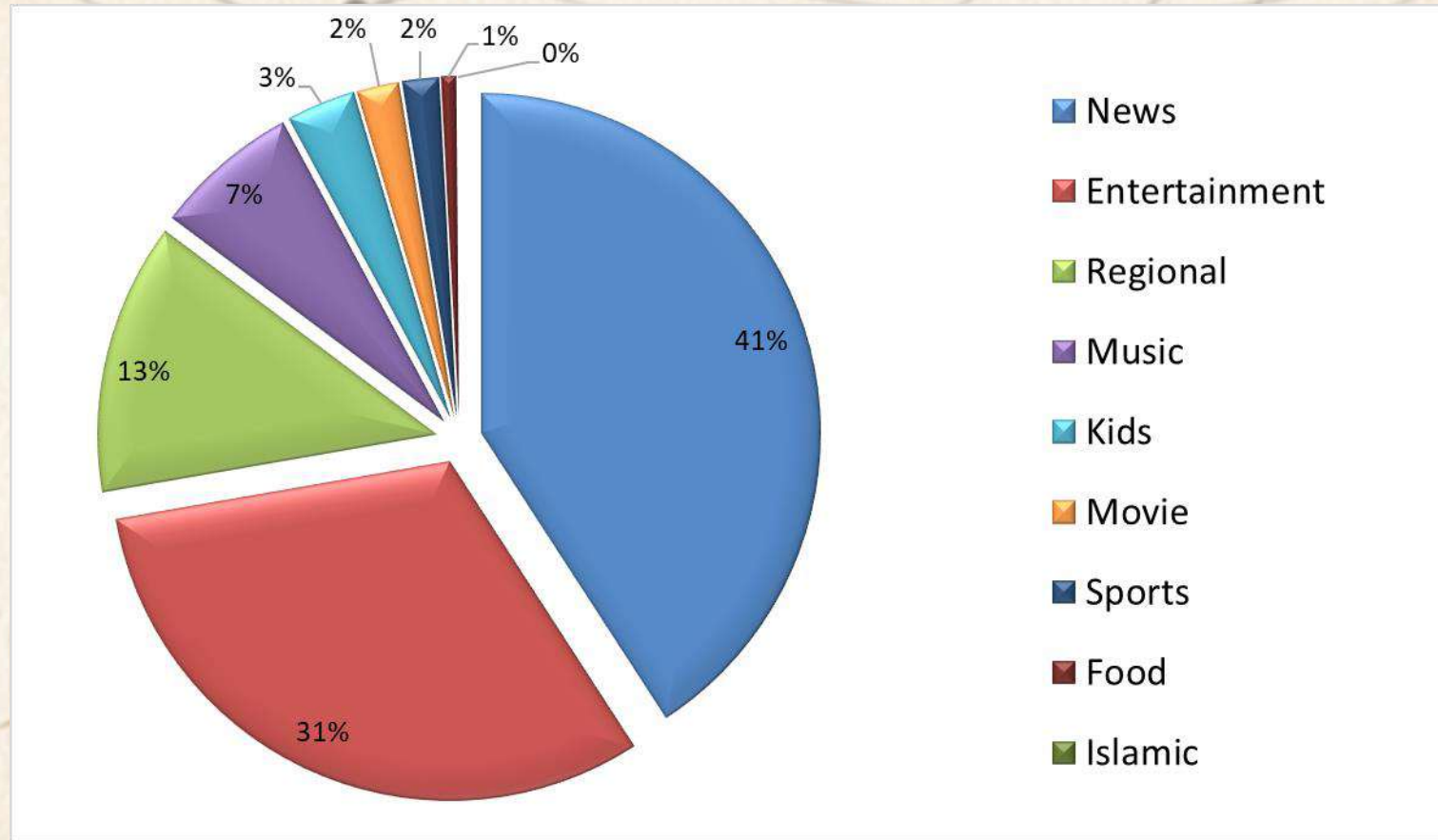
% Share of Overall Advertised Minutes  
Across All Genre

## TOP 15 CHANNELS IN PRIME TIME

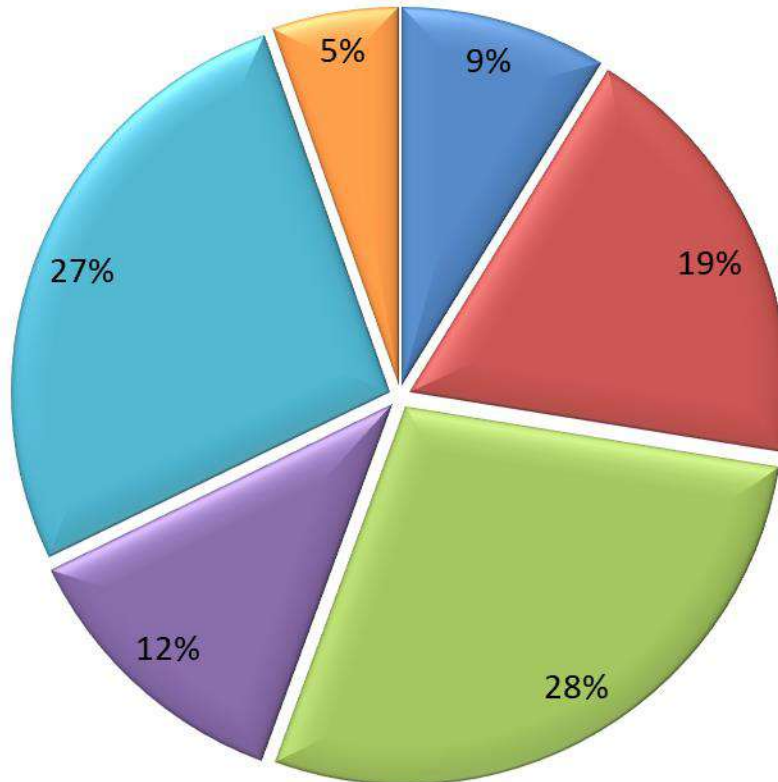




# Genre Split

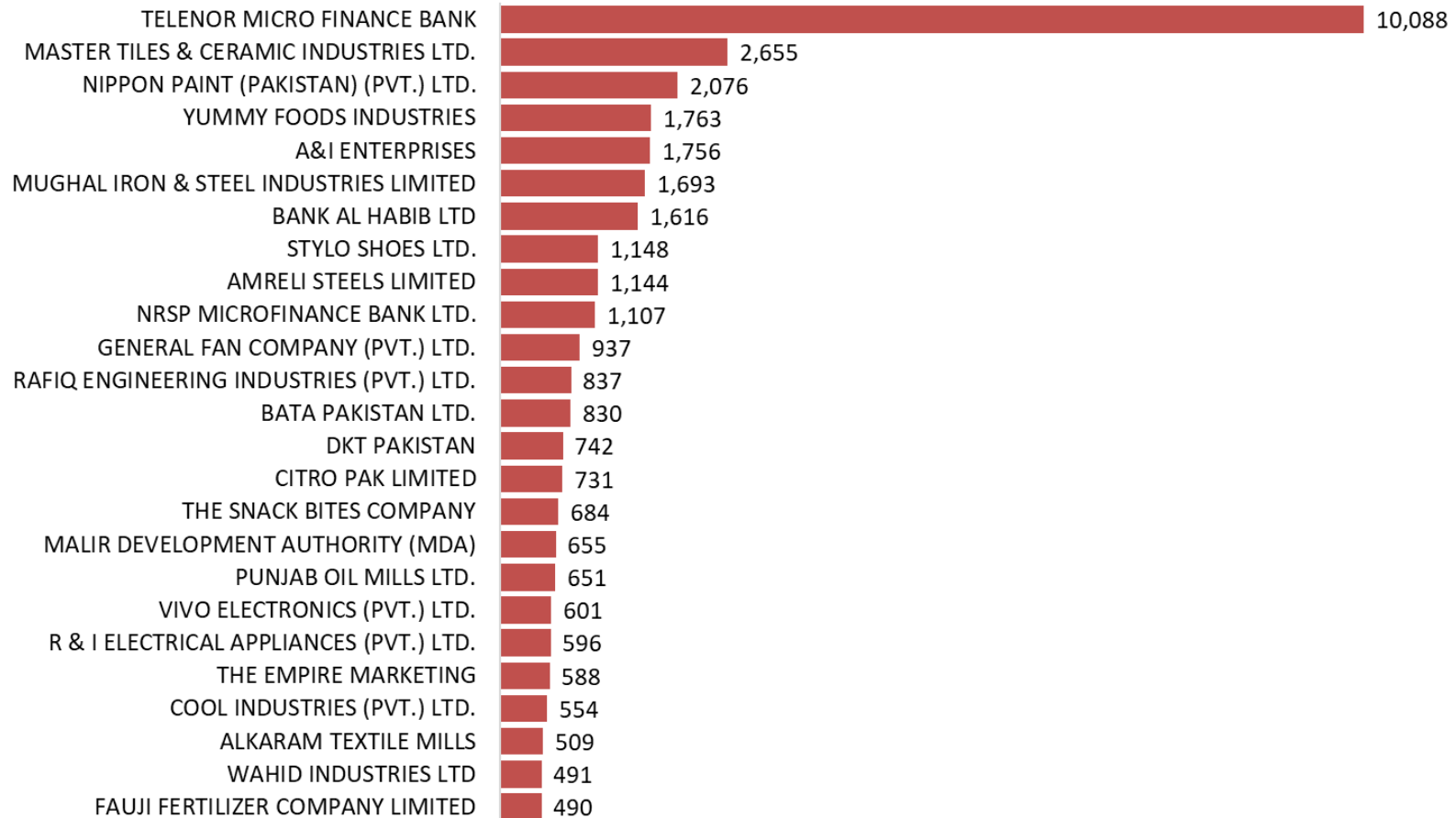


# Time Band Split



- 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 Mar 2019 - TOP 25







# Thank You

For any queries, please  
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below mentioned  
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