

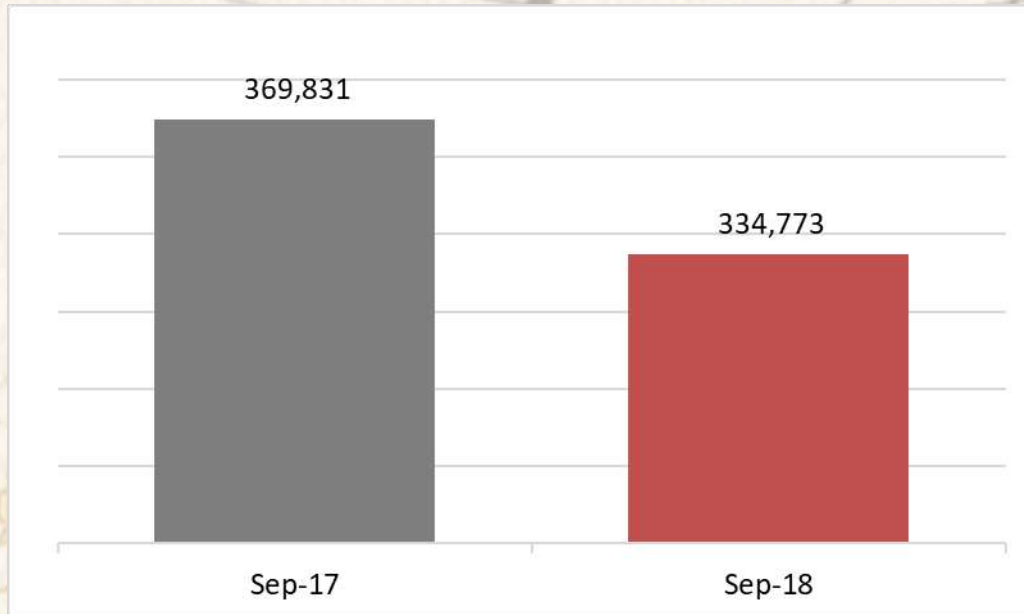
# TV Analysis

Monthly  
Report  
Sep-2018



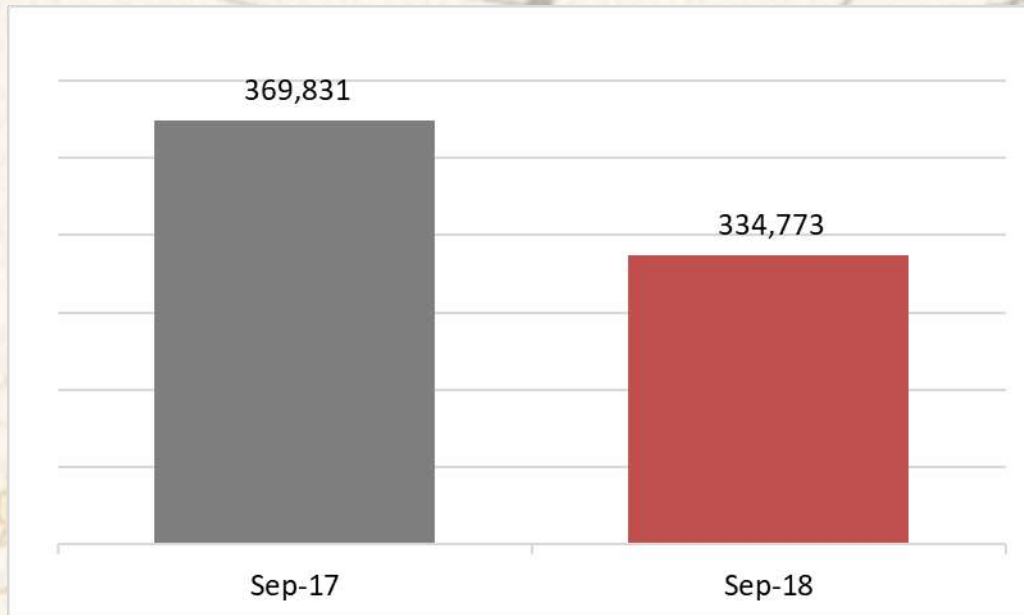
**PAKISTAN  
ADVERTISERS  
SOCIETY**

# Comparison Sep 2017 & Sep 2018



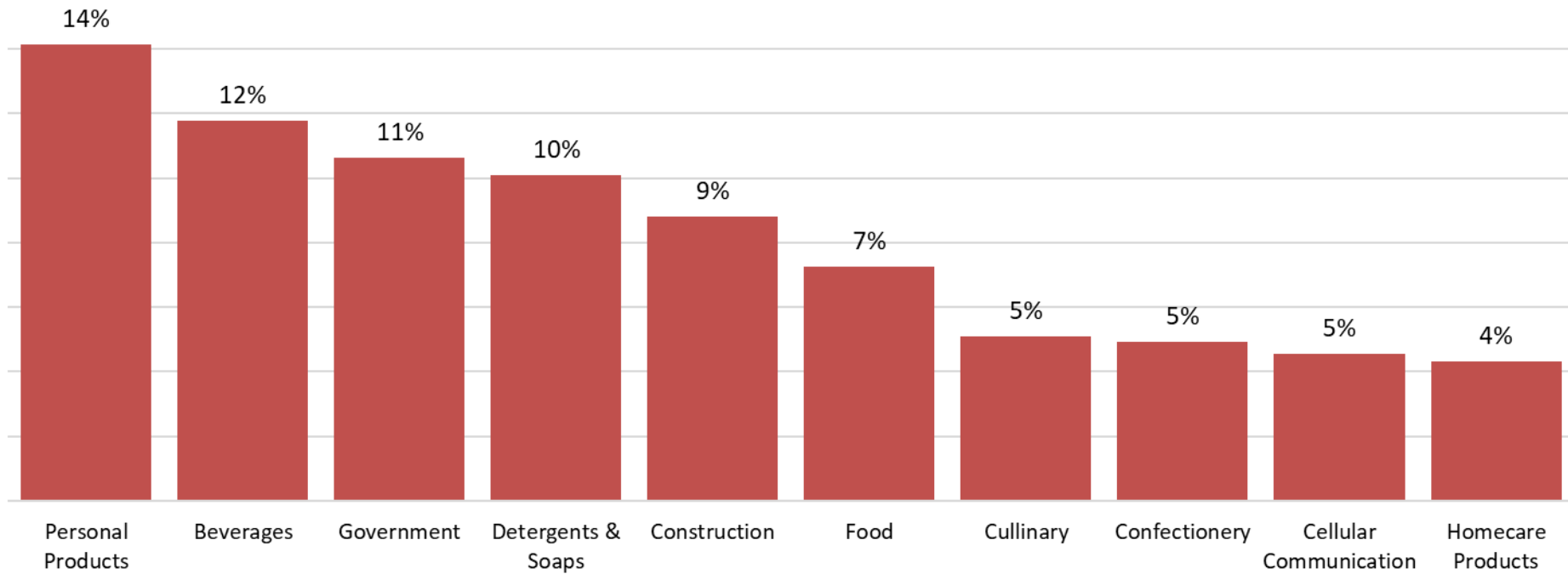
\* Sep 2018 Airtime has decreased by 9% as compare to Sep 2017.

# Comparison Aug-2018 & Sep-2018



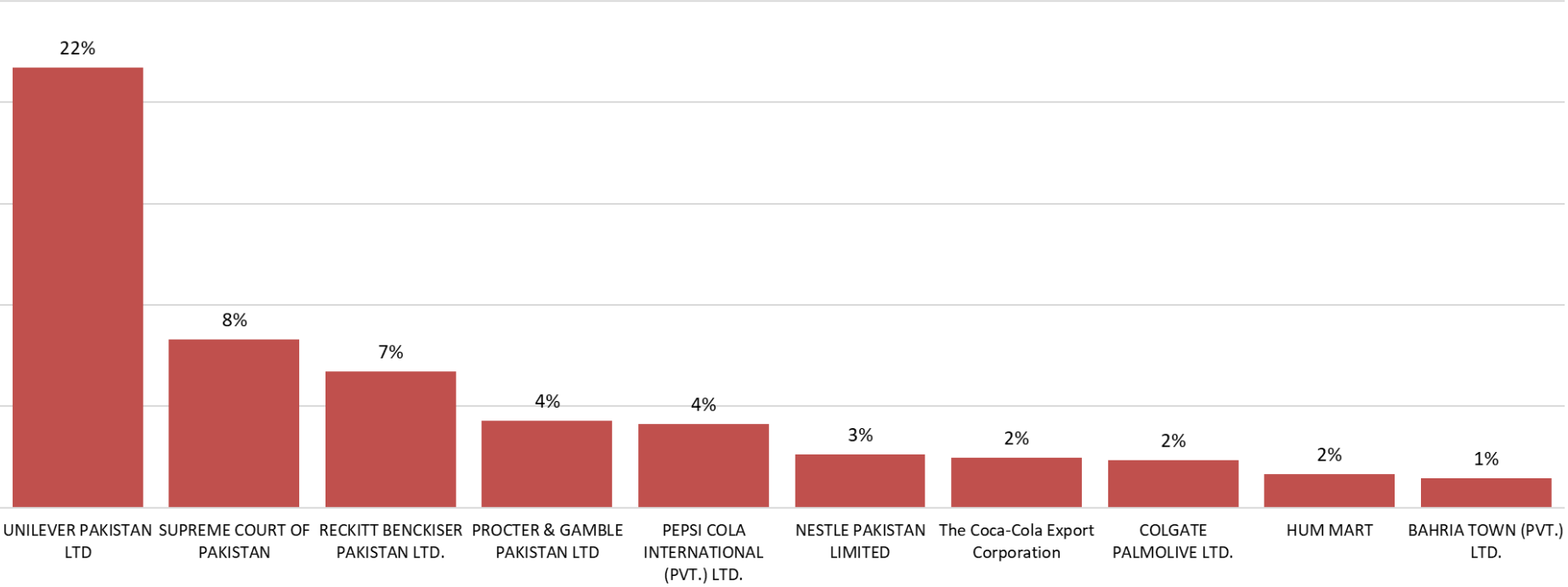
- Sep 2018 Airtime has Decreased by 27% as compare to Aug-2018.

## TOP 10 CATEGORIES



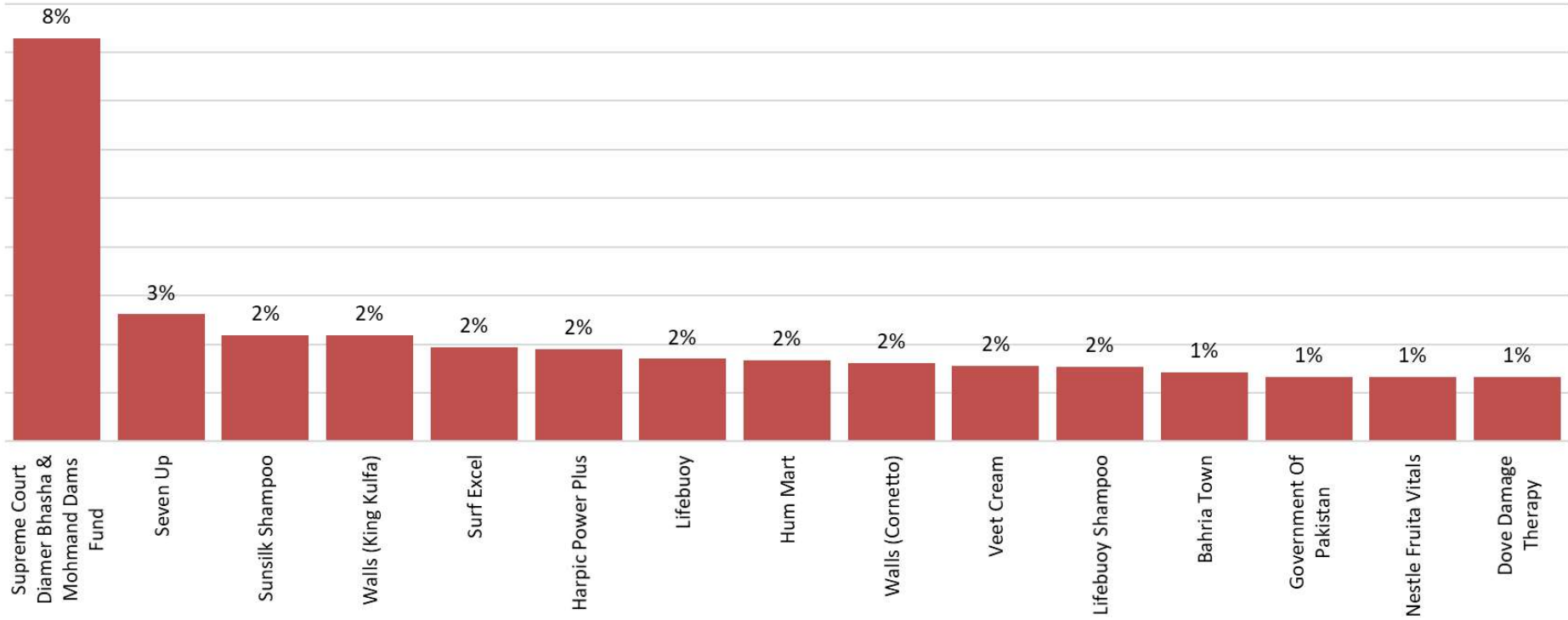
% Share of Overall Advertised Minutes

### TOP 10 PLAYERS



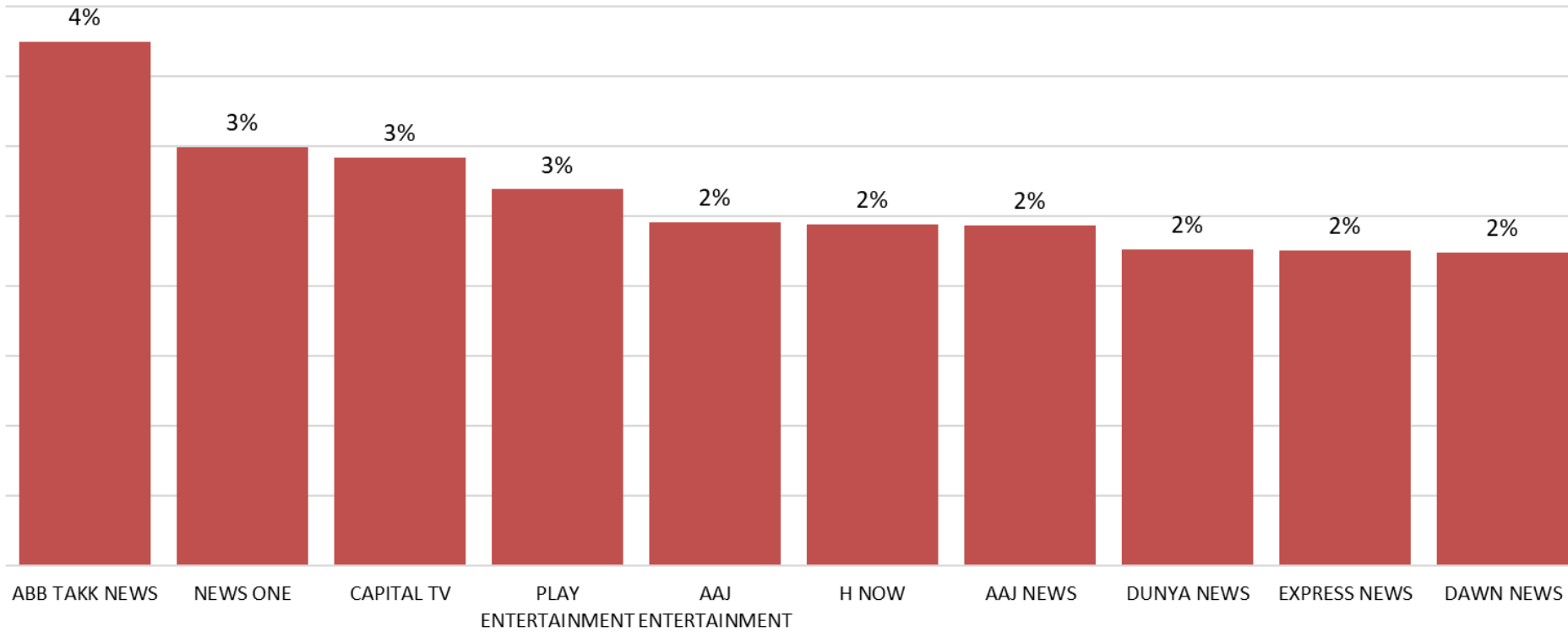
% Share of Overall Advertised Minutes

## TOP 15 BRANDS



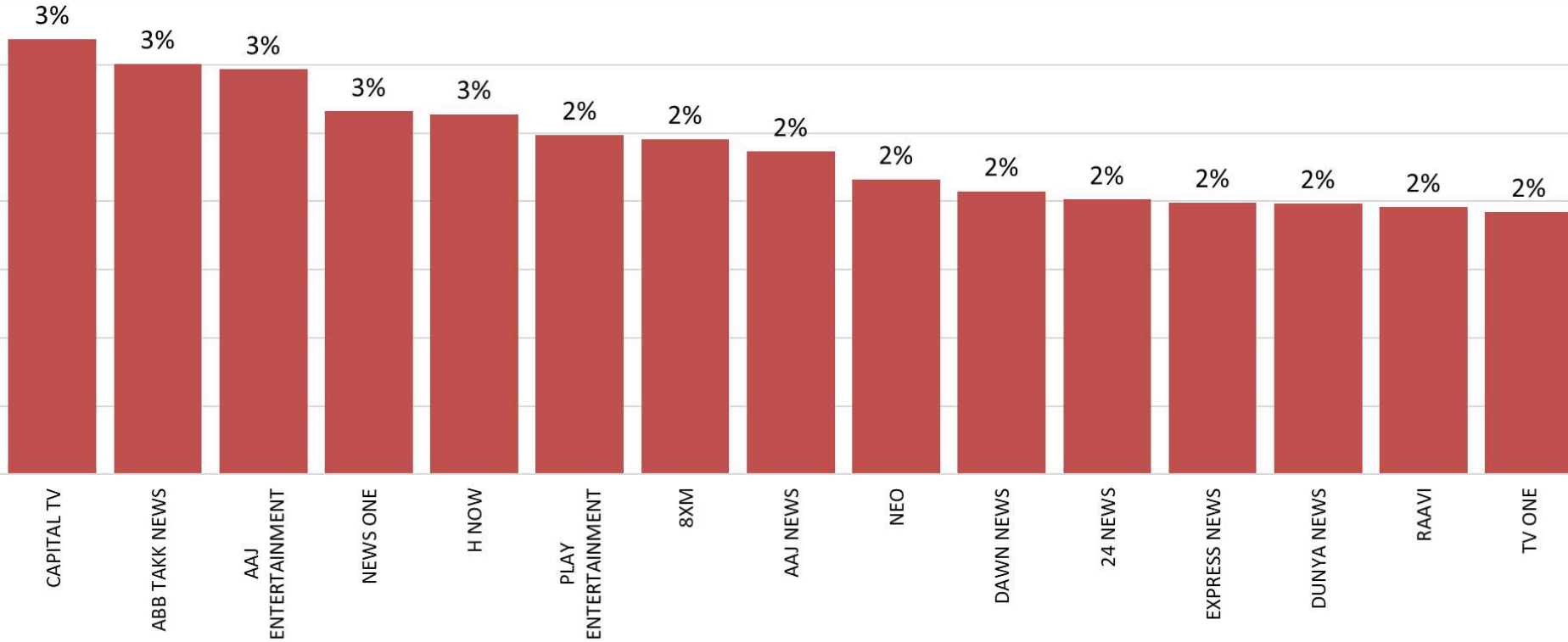
% Share of Overall Advertised Minutes  
Across All Genre

## TOP 10 CHANNELS



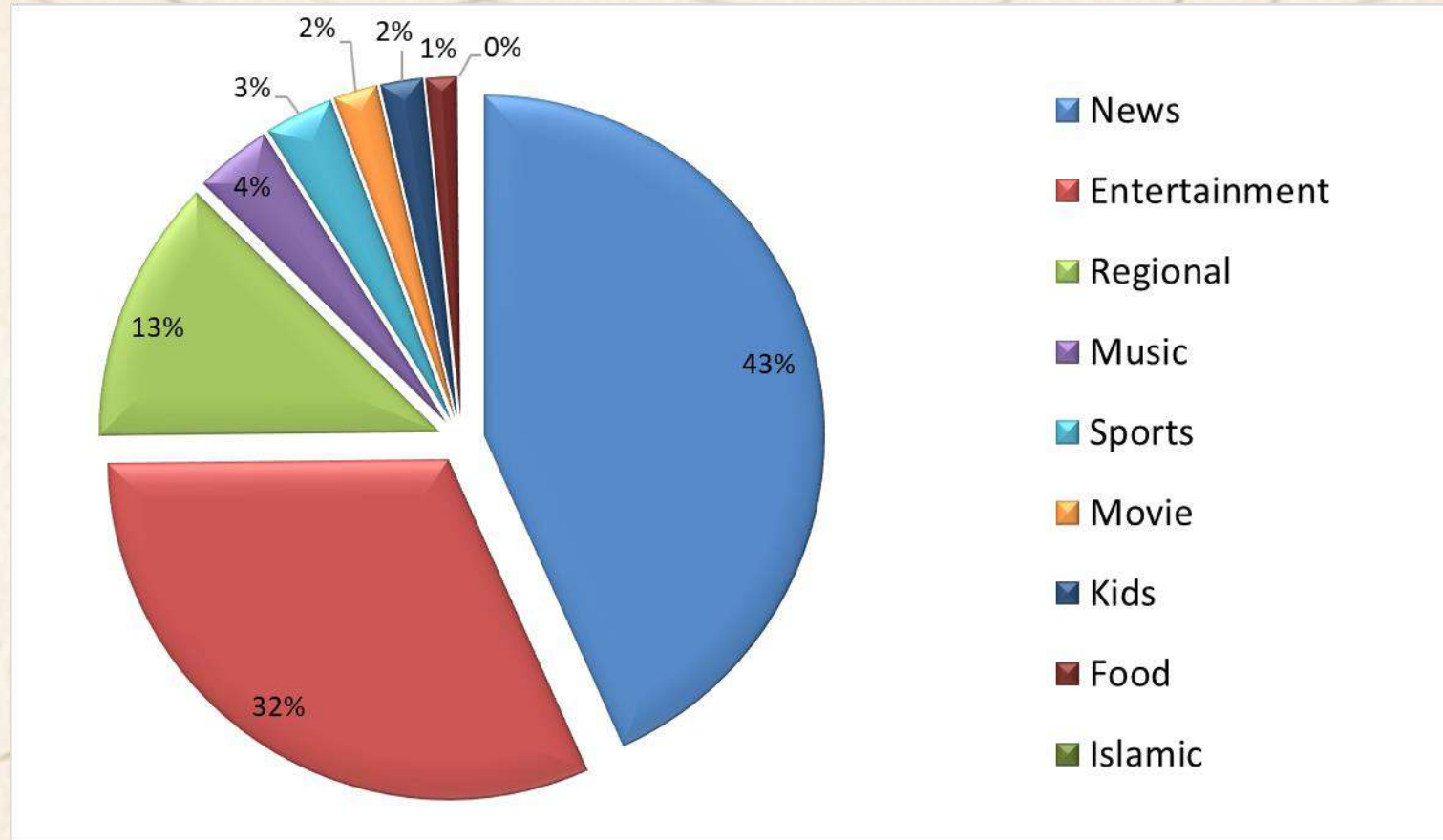
% Share of Overall Advertised Minutes  
Across All Genre

## TOP 15 CHANNELS IN PRIME TIME

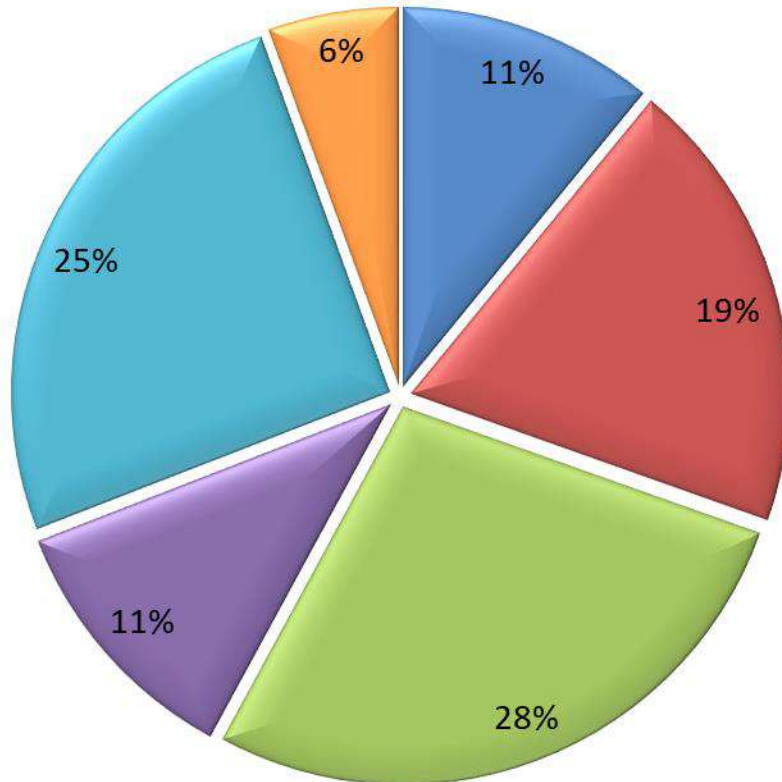




# Genre Split

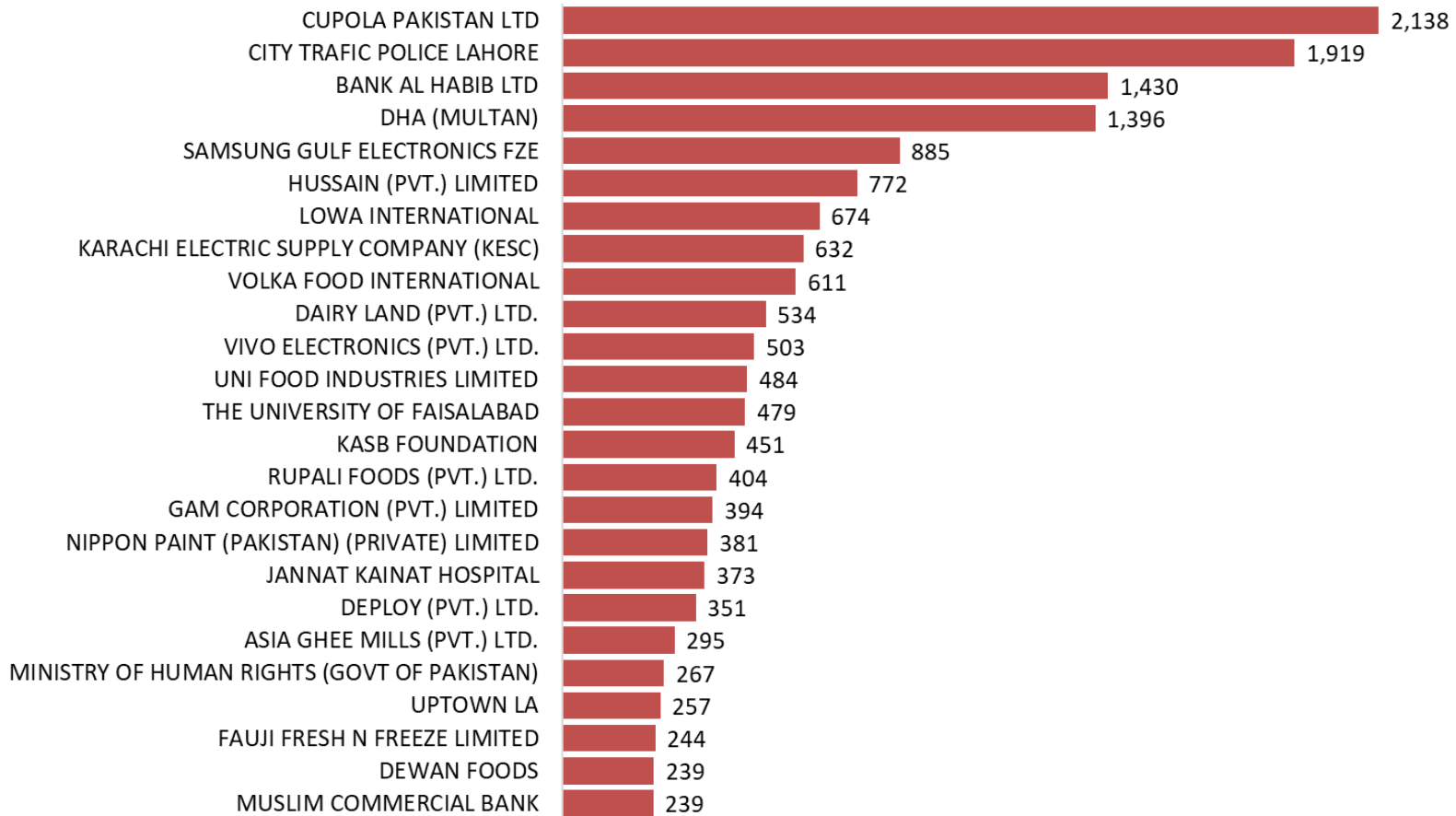


# Time Band Split



- 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 Sep 2018 - TOP 25





# Thank You

For any queries, please  
contact us on the  
below mentioned  
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