

# CLUTTER Analysis

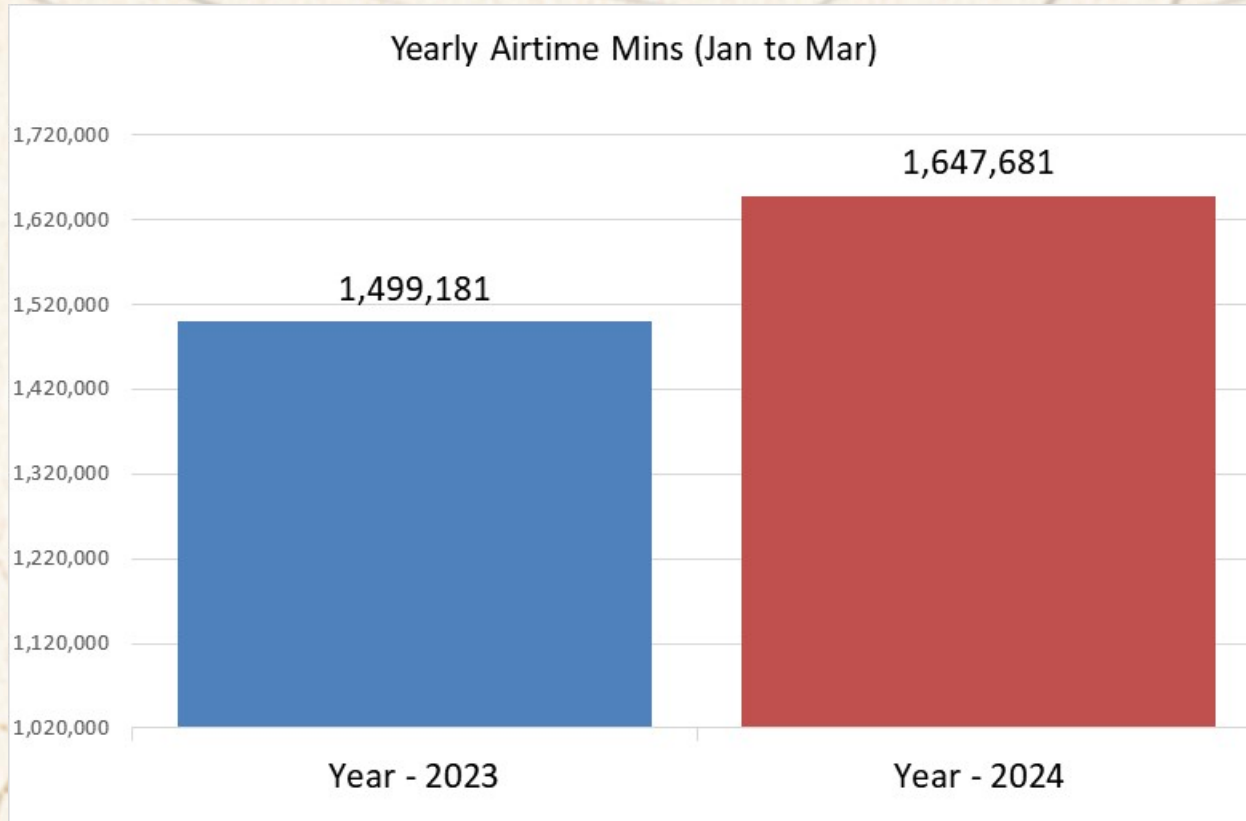
QTR 01 –  
Jan to Mar  
2024



**PAKISTAN  
ADVERTISERS  
SOCIETY**

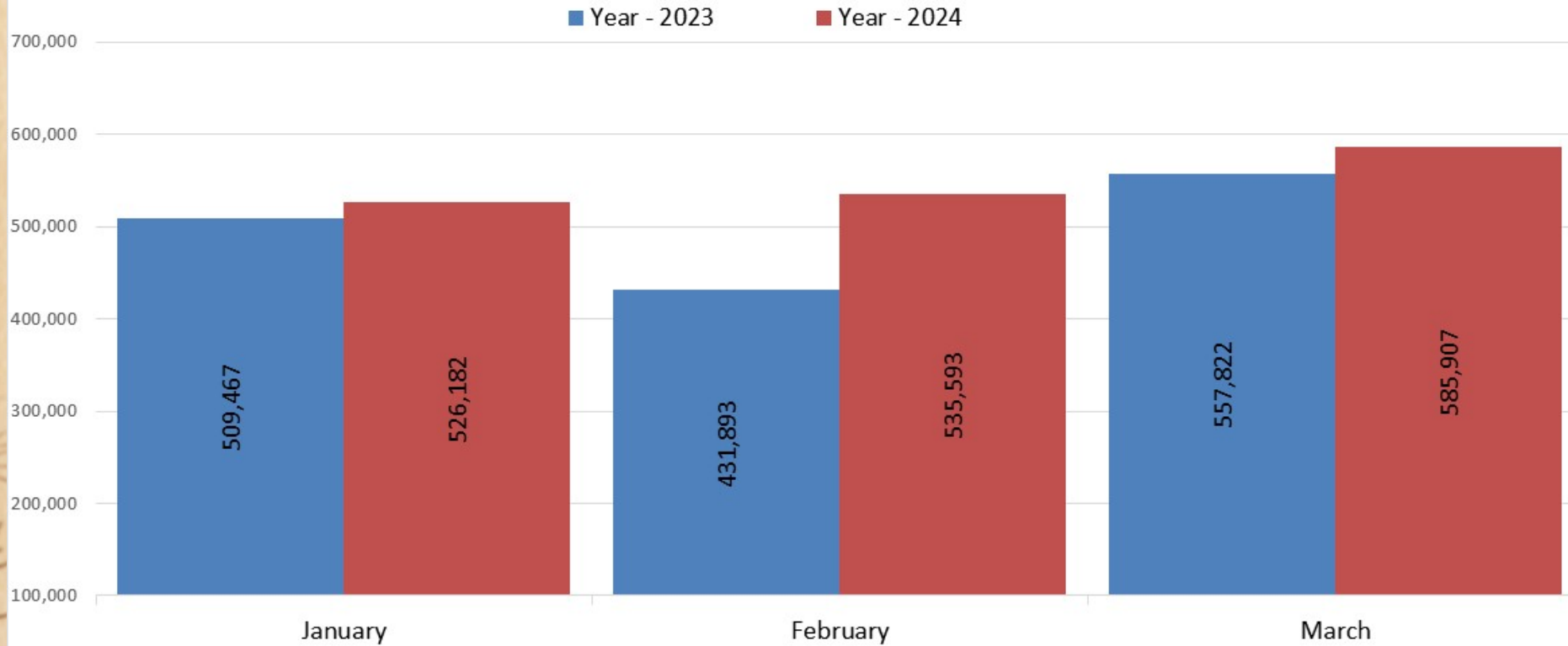
**COMPARISON WITH LAST YEAR**  
**Jan to Mar 2023-2024**

# QUARTERLY COMPARISON BY AIRTIME



# MONTHLY COMPARISON BY AIRTIME

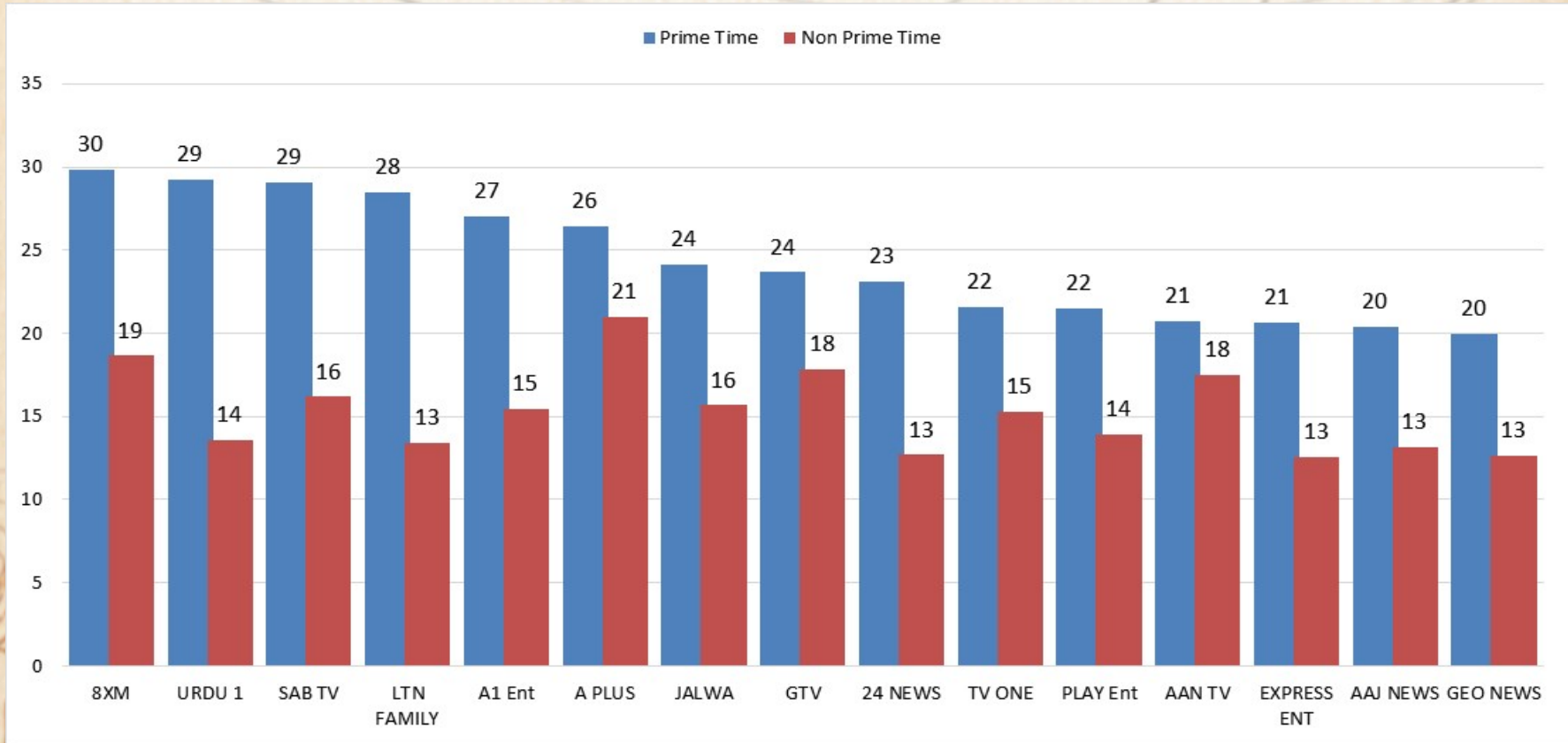
## Month Wise Comparison of Airtime Mins 2023- 2024



**GENRE WISE  
AVERAGE AIRTIME REVIEW - QTR 01 (Jan to Mar 2024)**

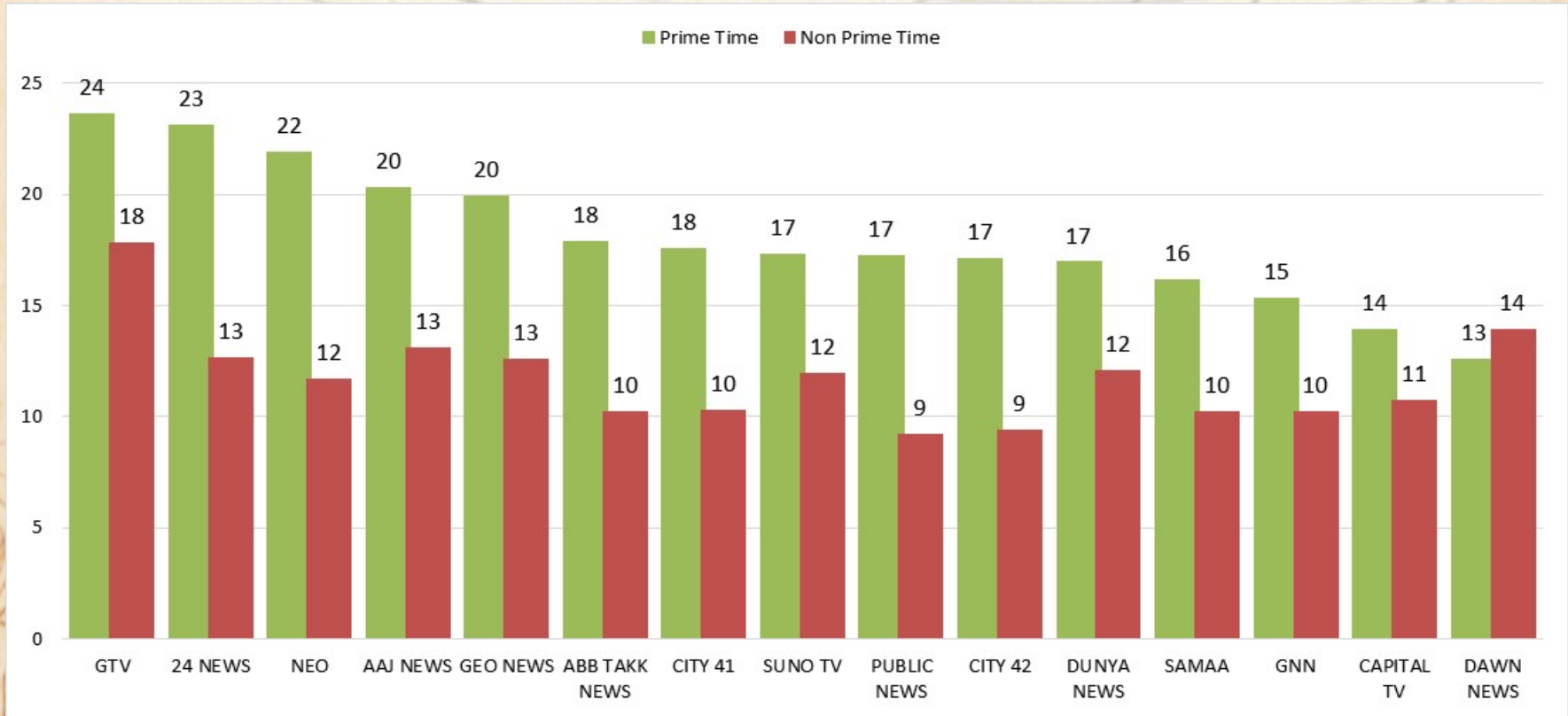
# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ALL



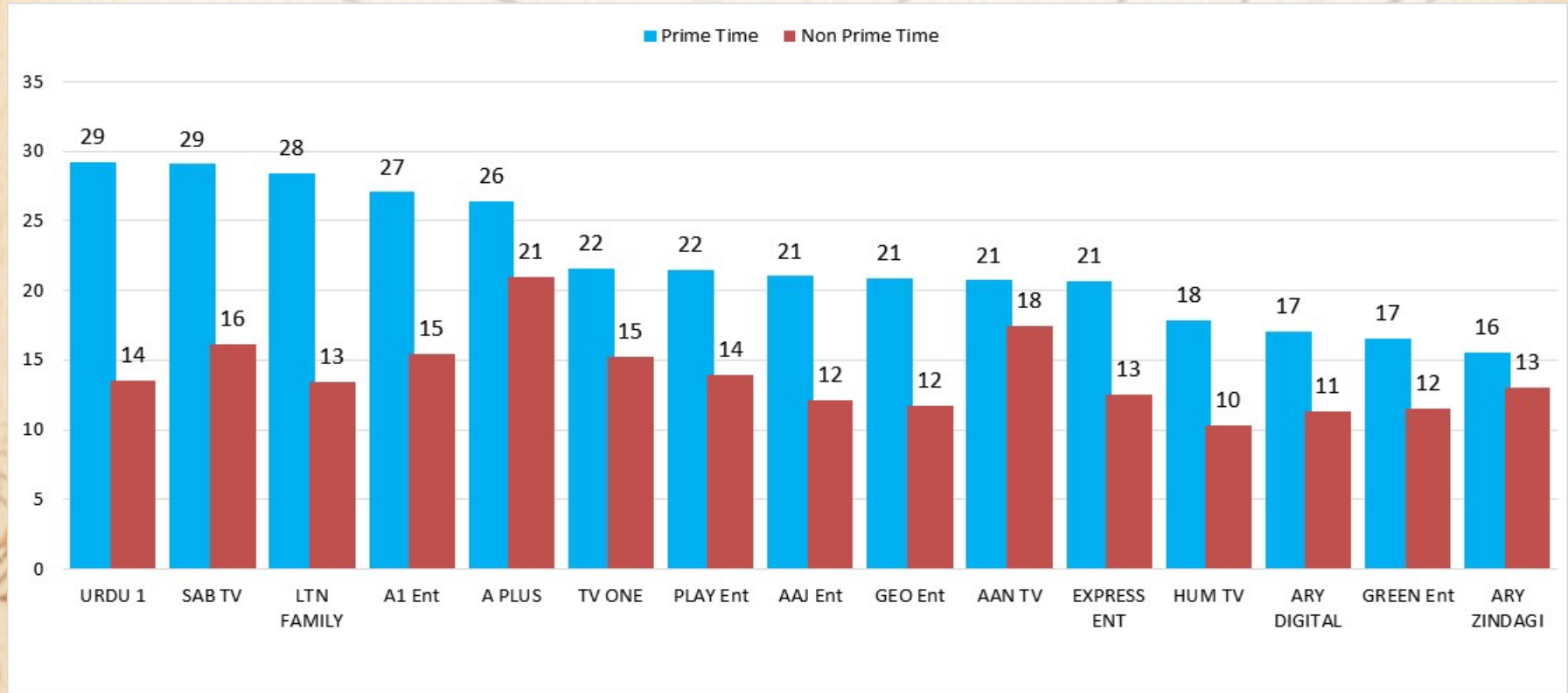
# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : NEWS



# GENRE WISE AVERAGE MINUTES IN AN HOUR

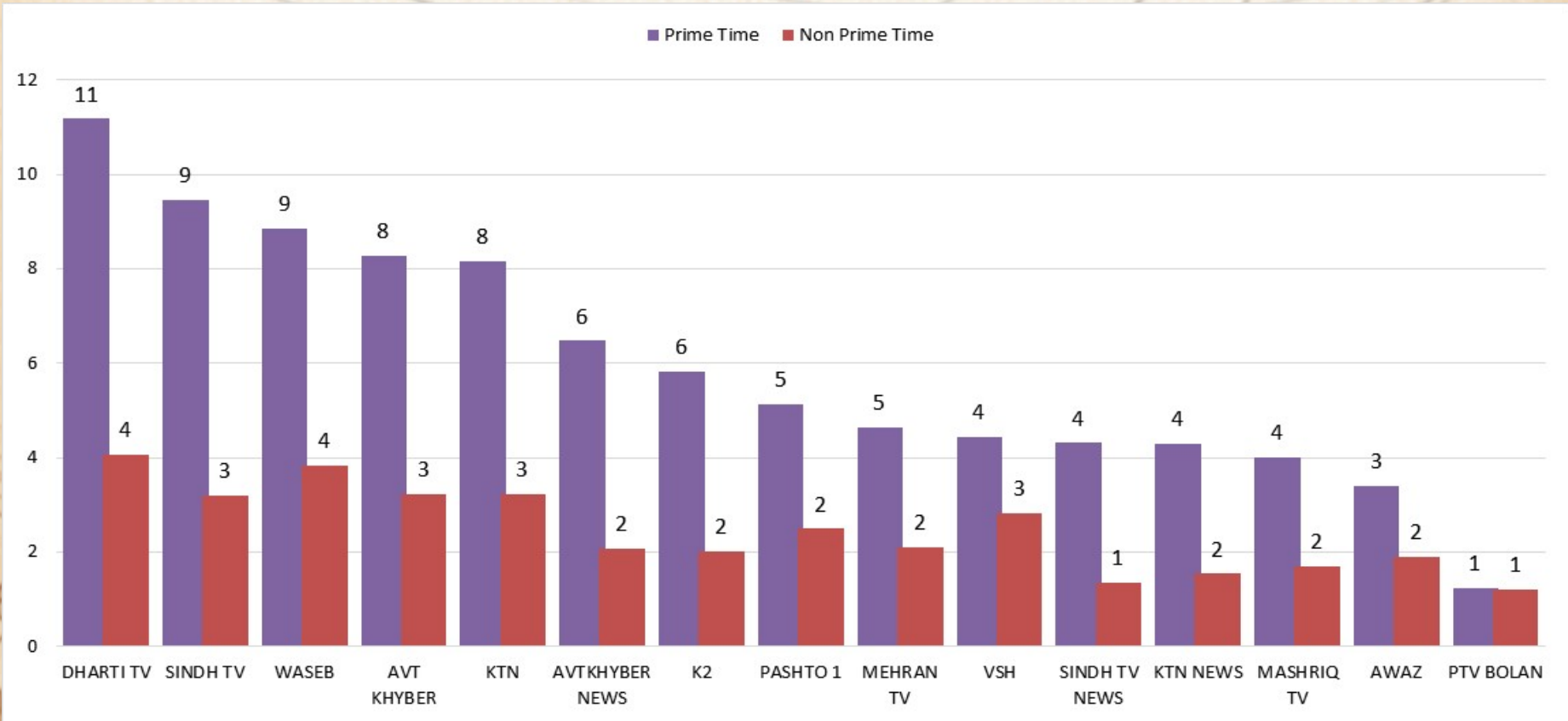
Genre : ENTERTAINMENT





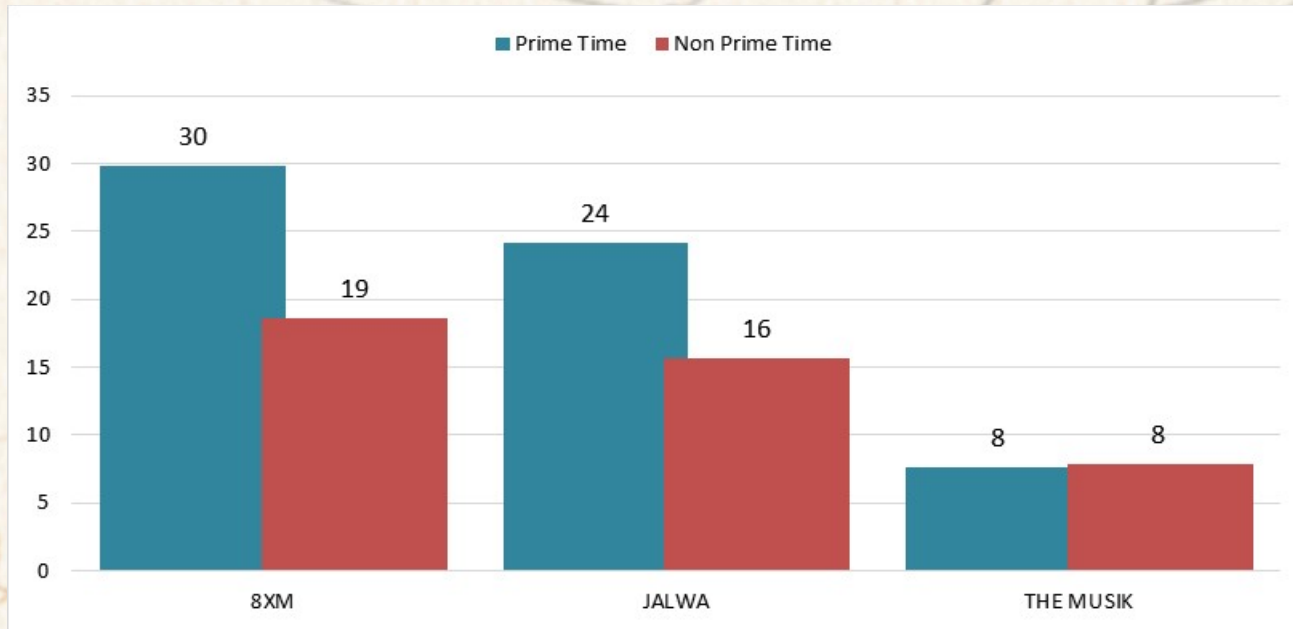
# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : REGIONAL



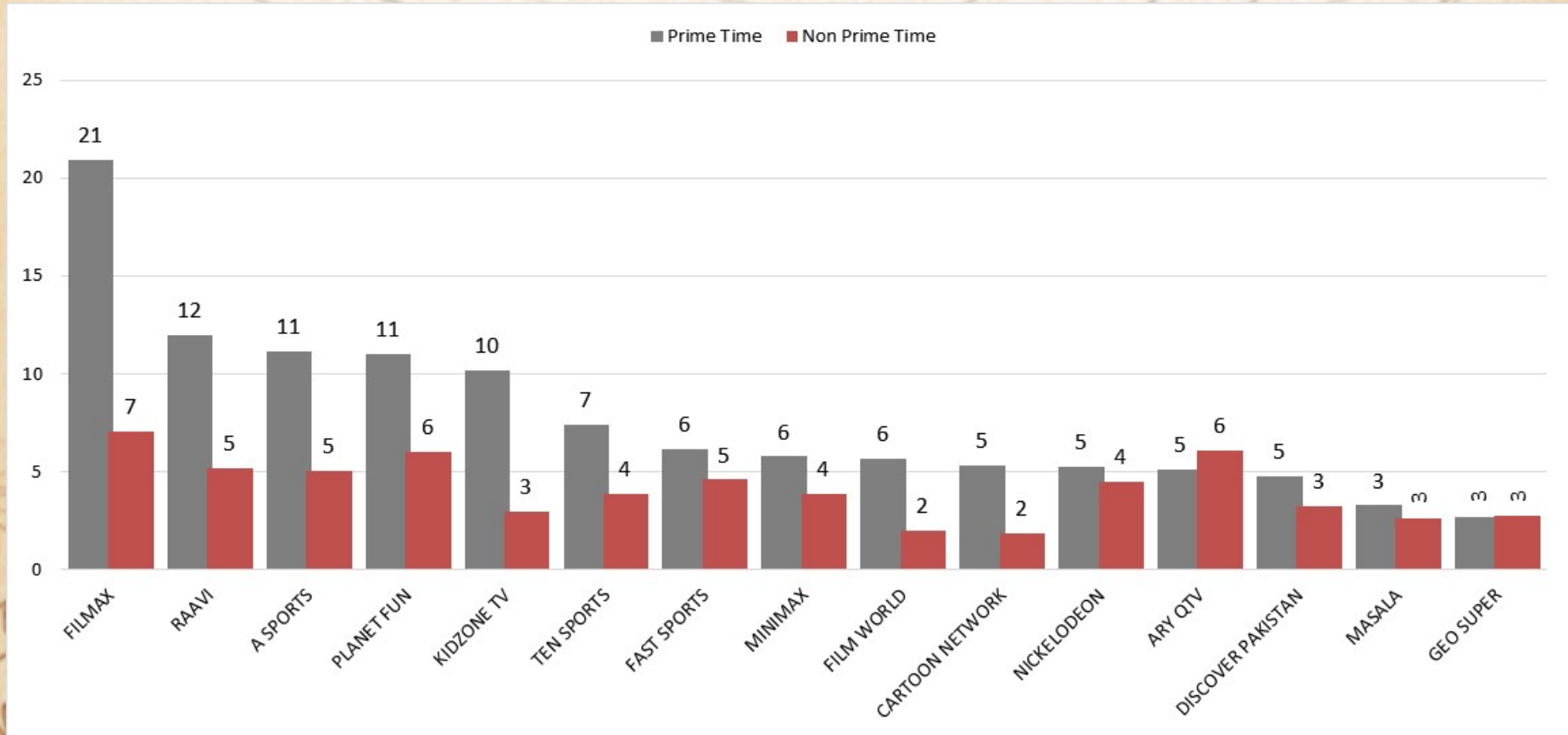
# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : MUSIC



# GENRE WISE AVERAGE MINUTES IN AN HOUR

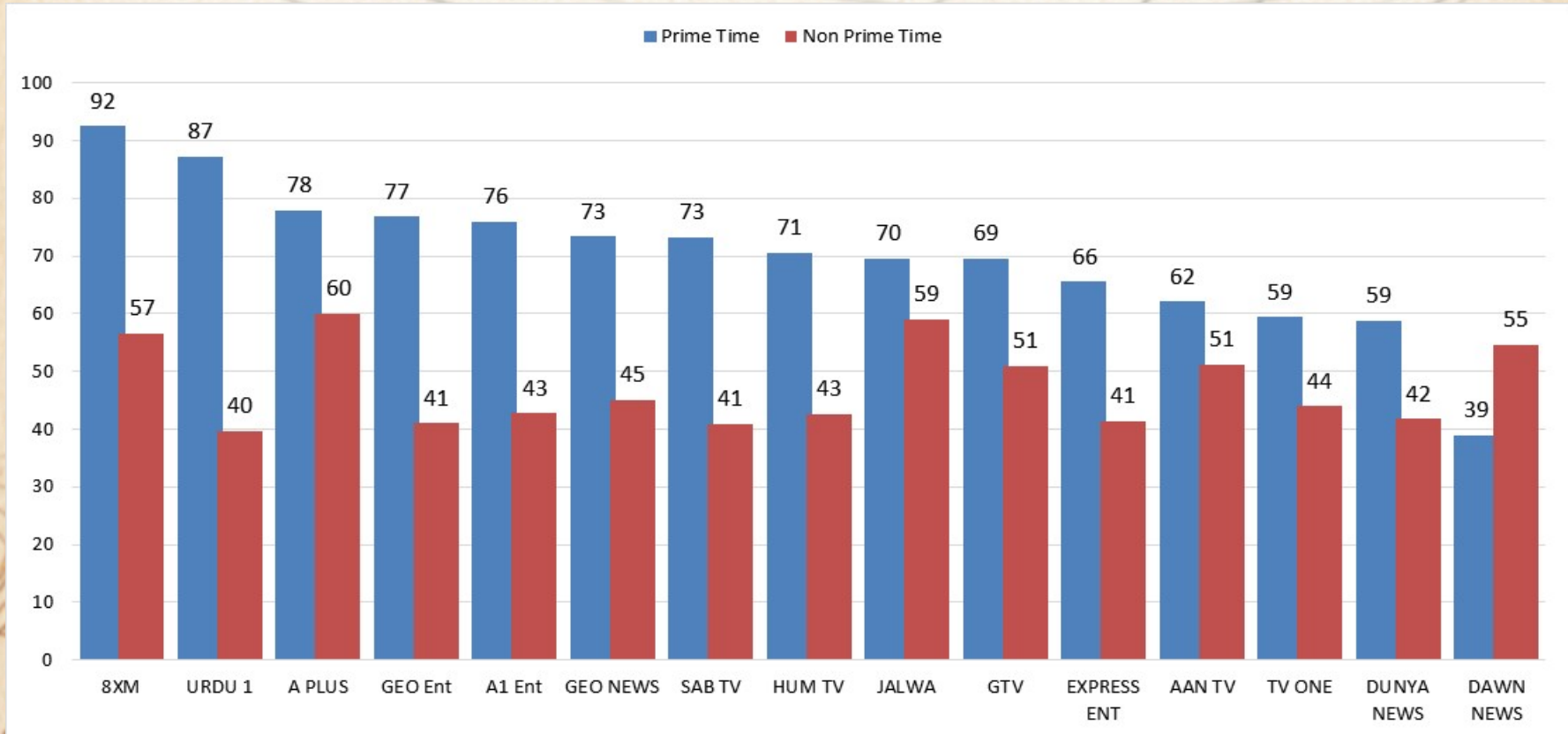
Genre : OTHERS



**GENER WISE  
AVERAGE SPOT'S FREQUENCIES REVIEW (QTR 01)**

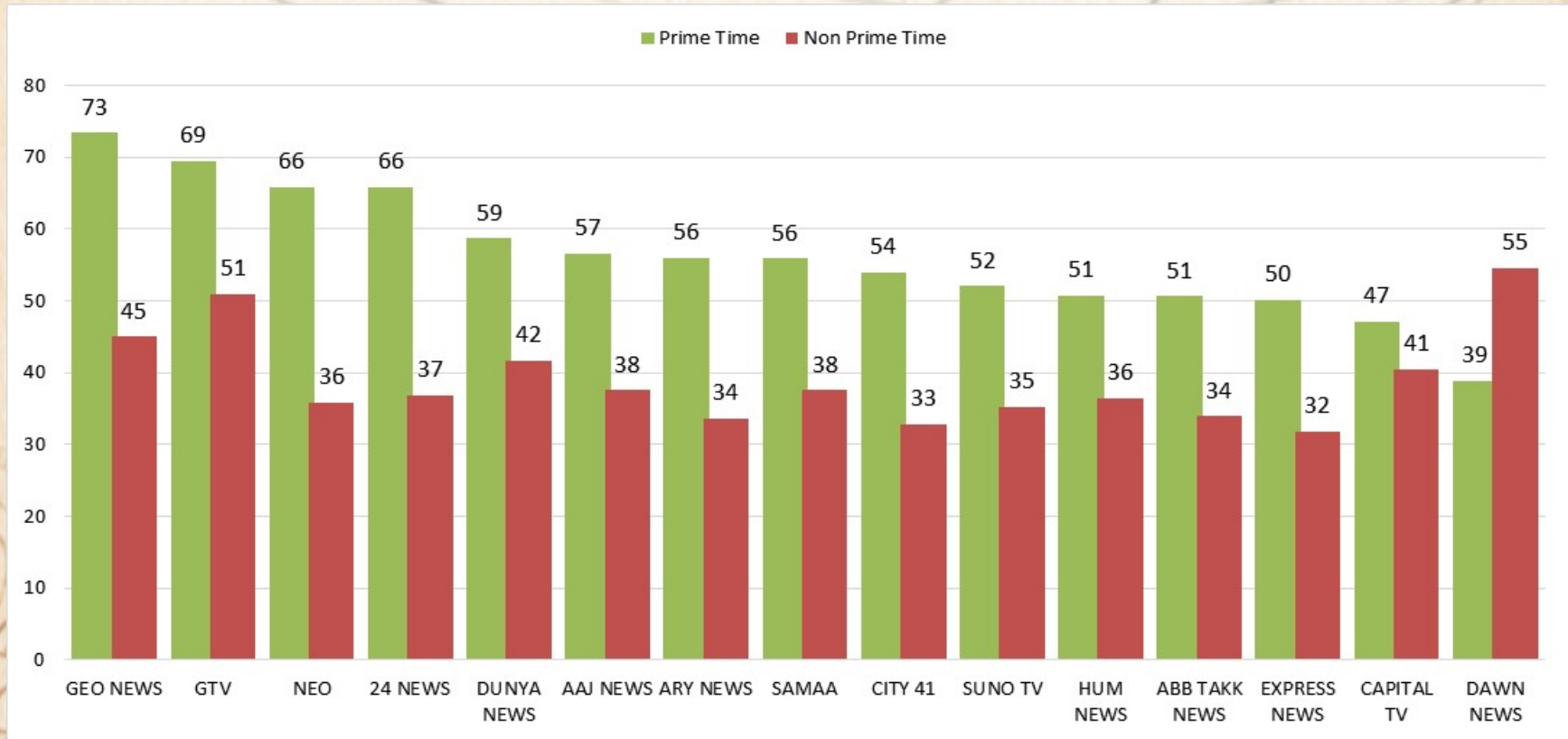
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ALL



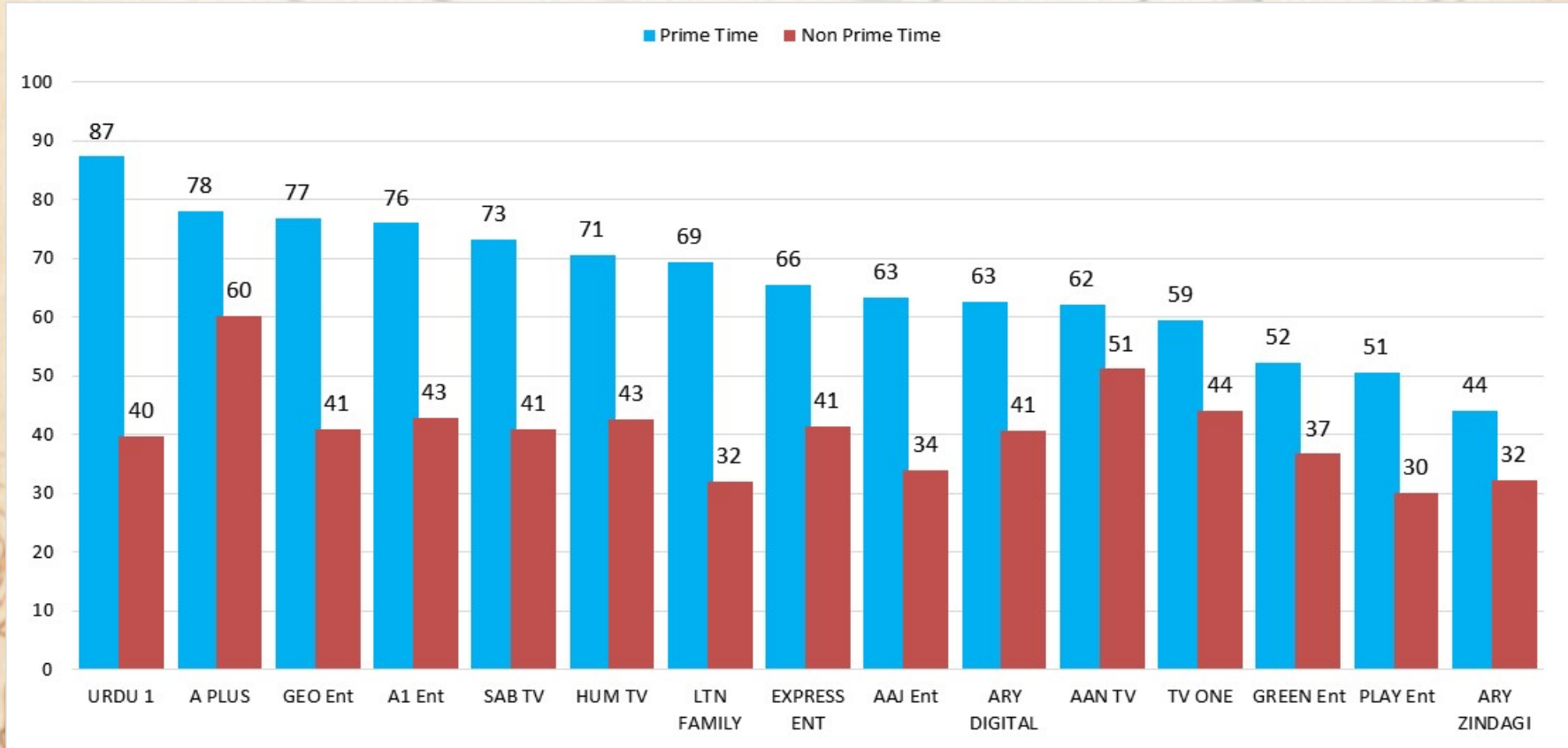
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : NEWS



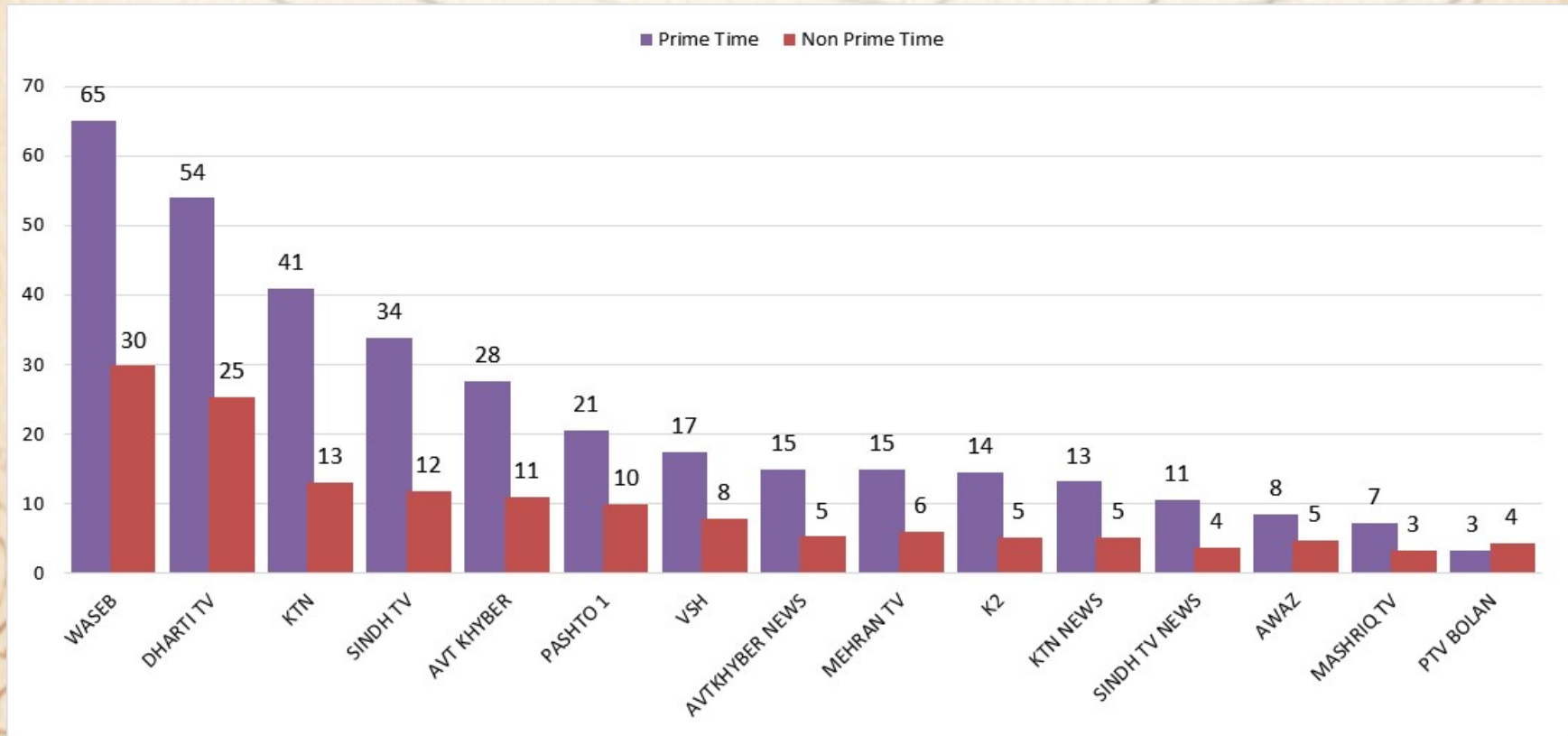
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ENTERTAINMENT



# GENRE WISE SPOT FREQUENCIES IN AN HOUR

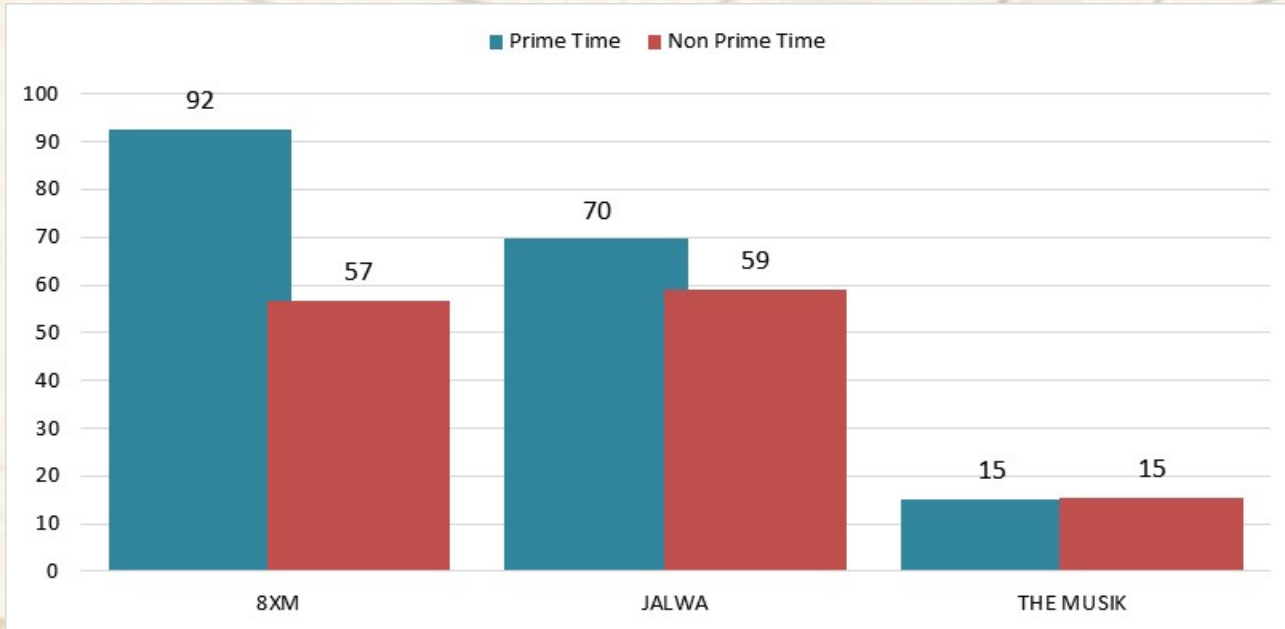
Genre : REGIONAL





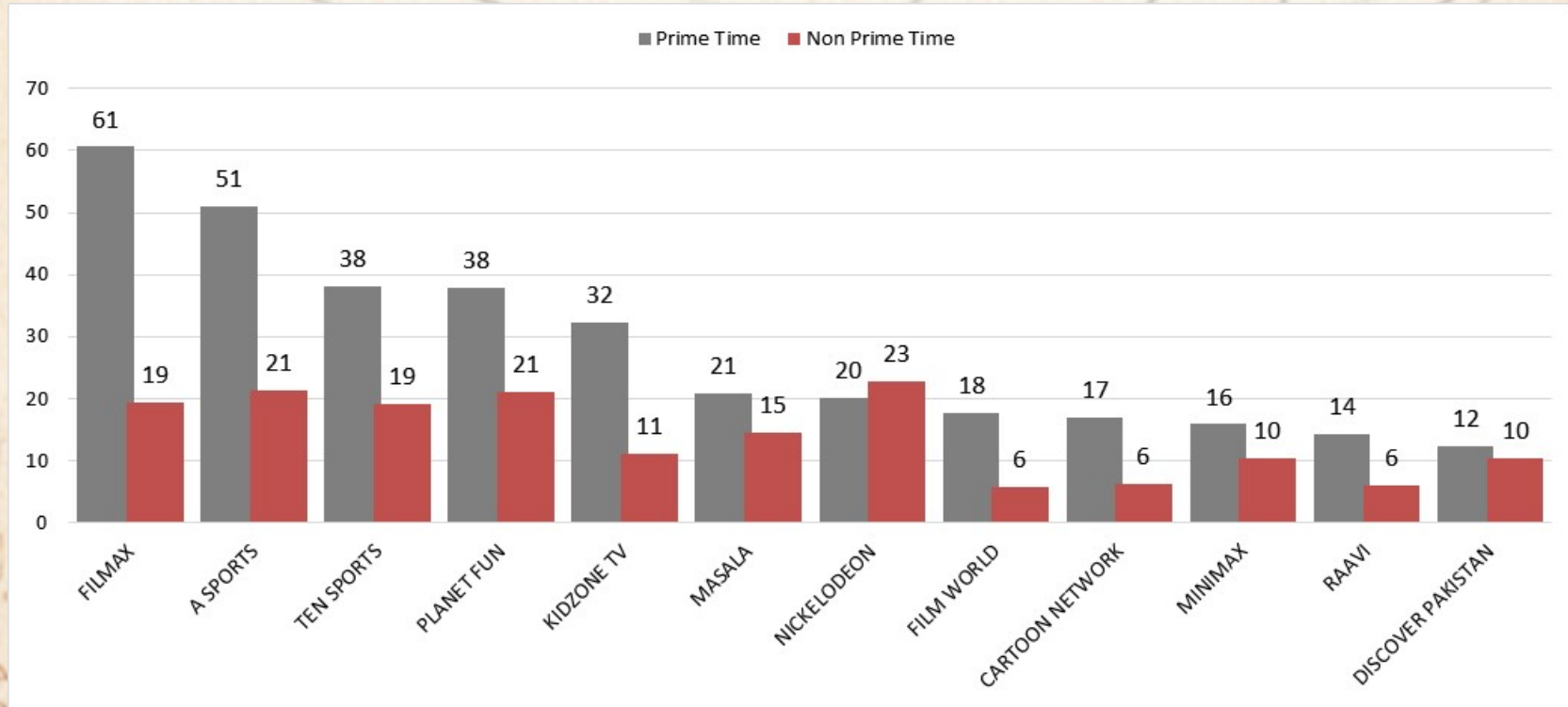
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : MUSIC

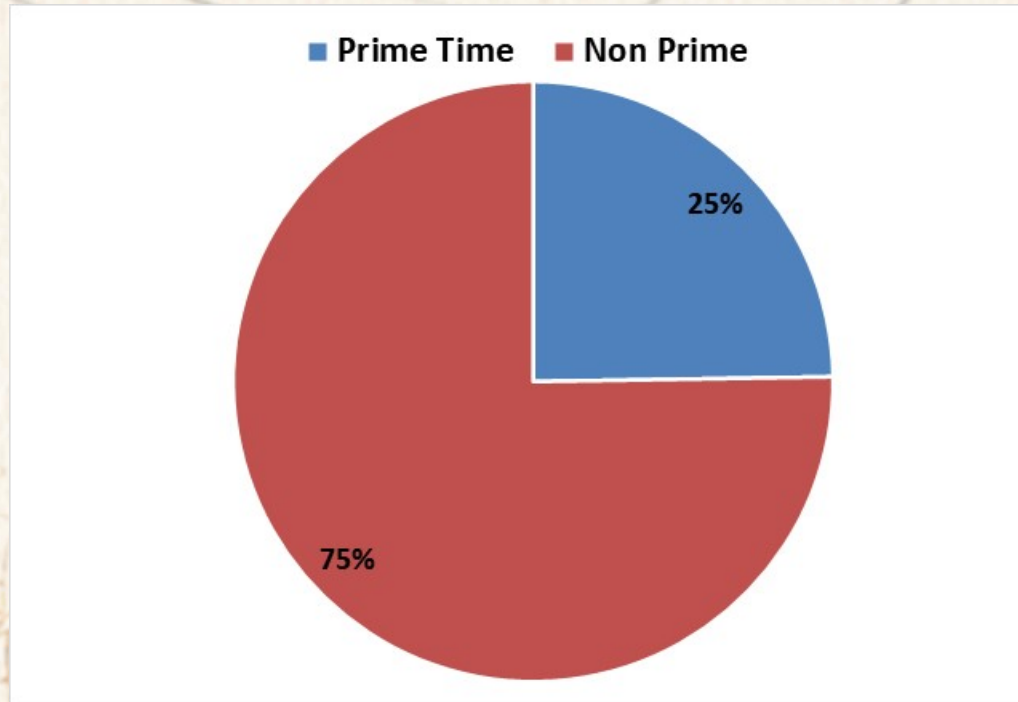


# GENRE WISE SPOT FREQUENCIES IN AN HOUR

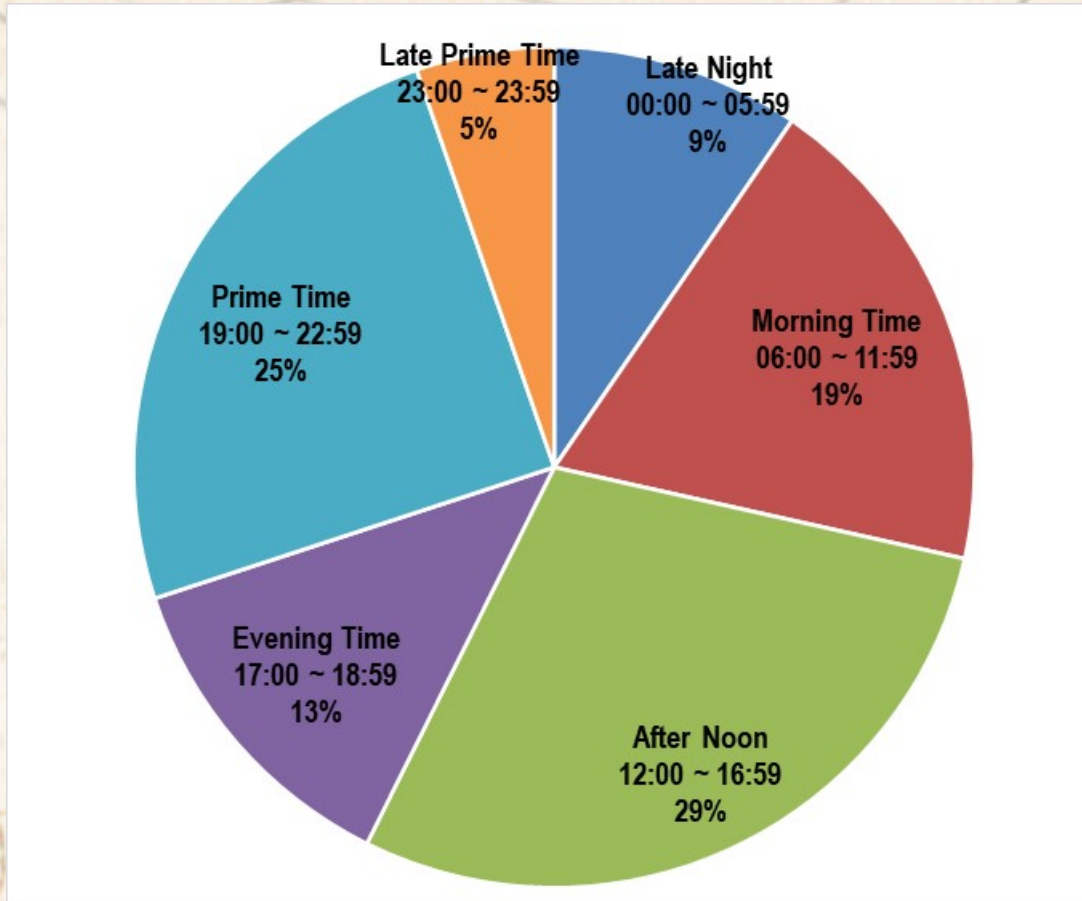
Genre : OTHERS



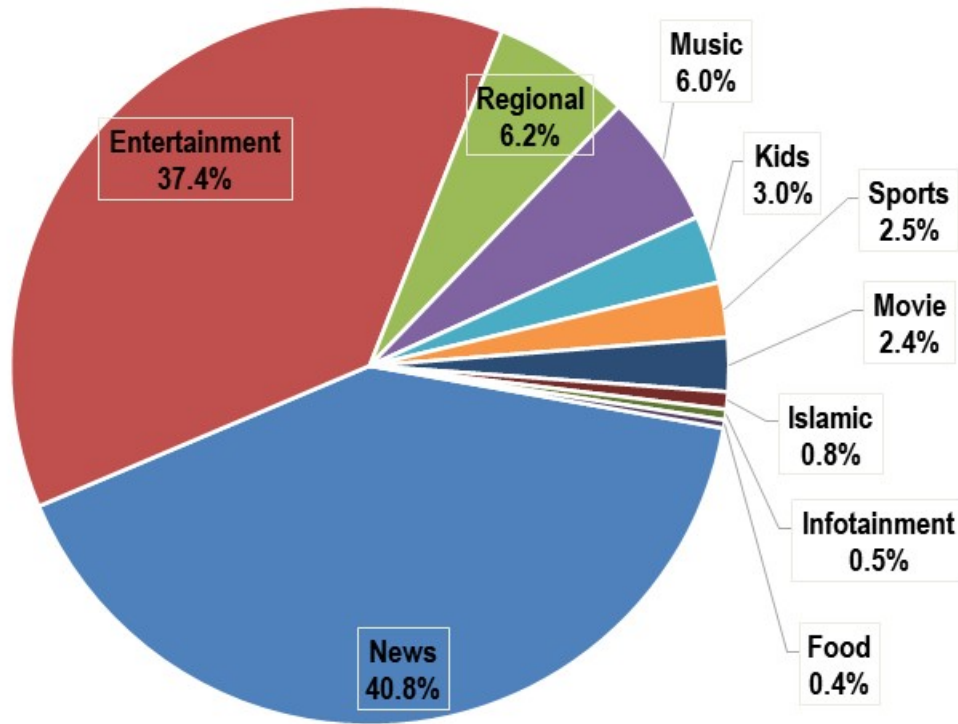
# DAY PART SPLIT BY AIRTIME



# TIME BAND SPLIT BY AIRTIME

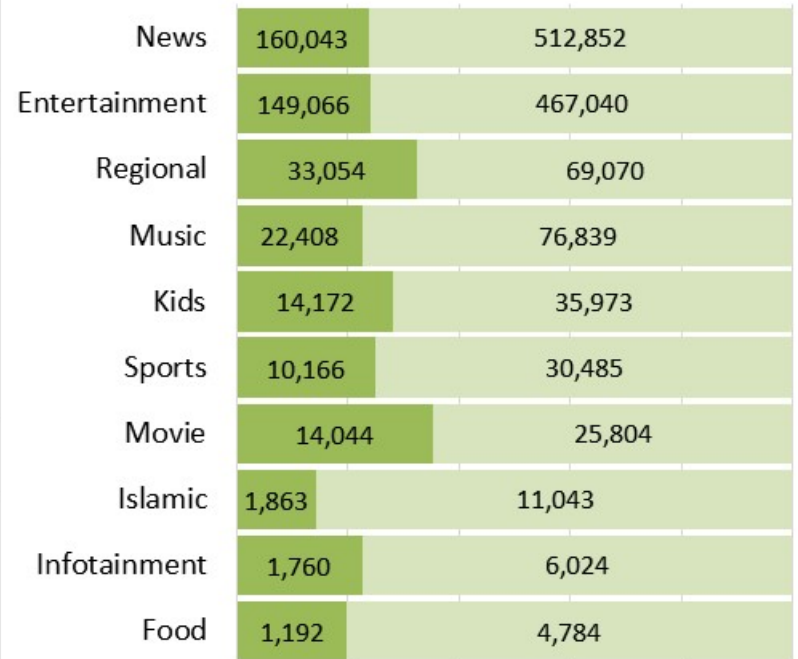


# GENRE & DAY PART BY AIRTIME



## Day Part Wise Airtime Mins

■ Prime Time ■ Non Prime Time





# Thank You

For any queries, please  
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[info@mediamonitors.com.pk](mailto:info@mediamonitors.com.pk)



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