

CLUTTER Analysis

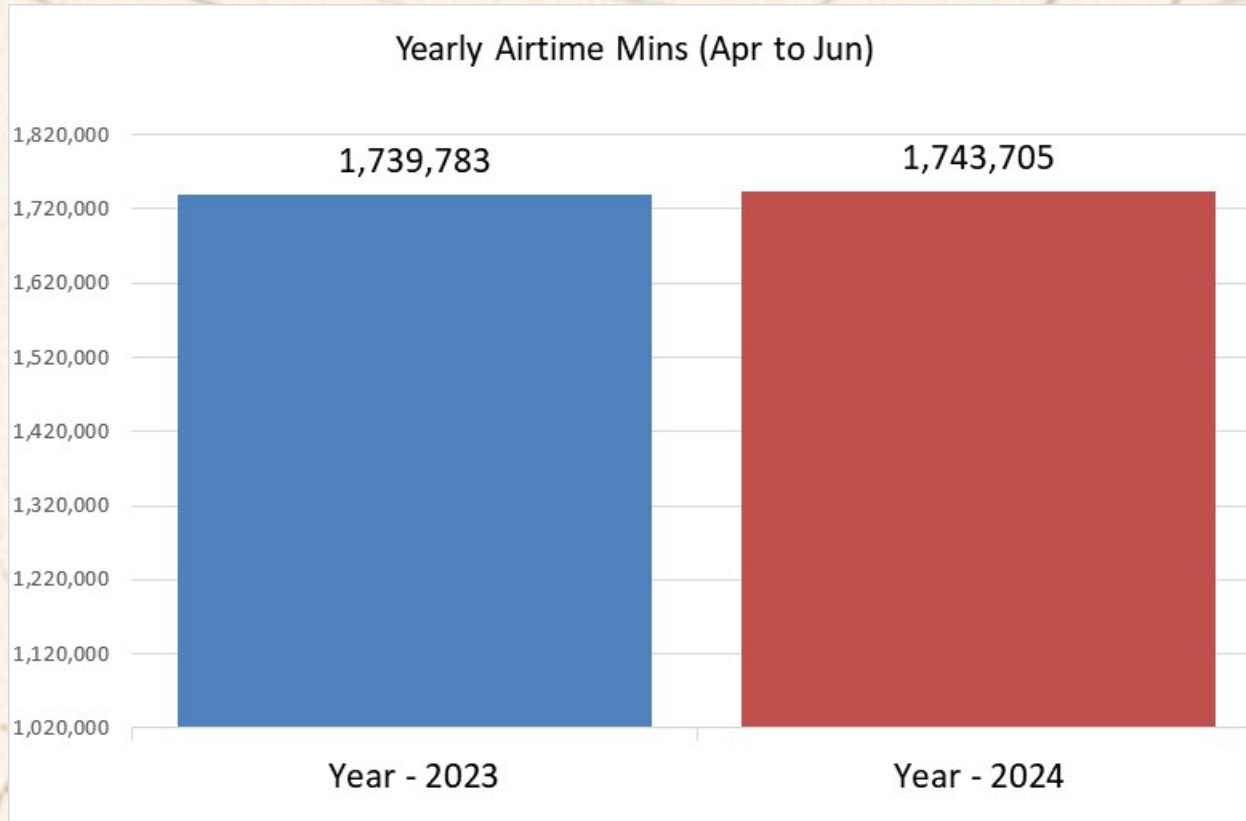
QTR 02 –
Apr to Jun
2024



**PAKISTAN
ADVERTISERS
SOCIETY**

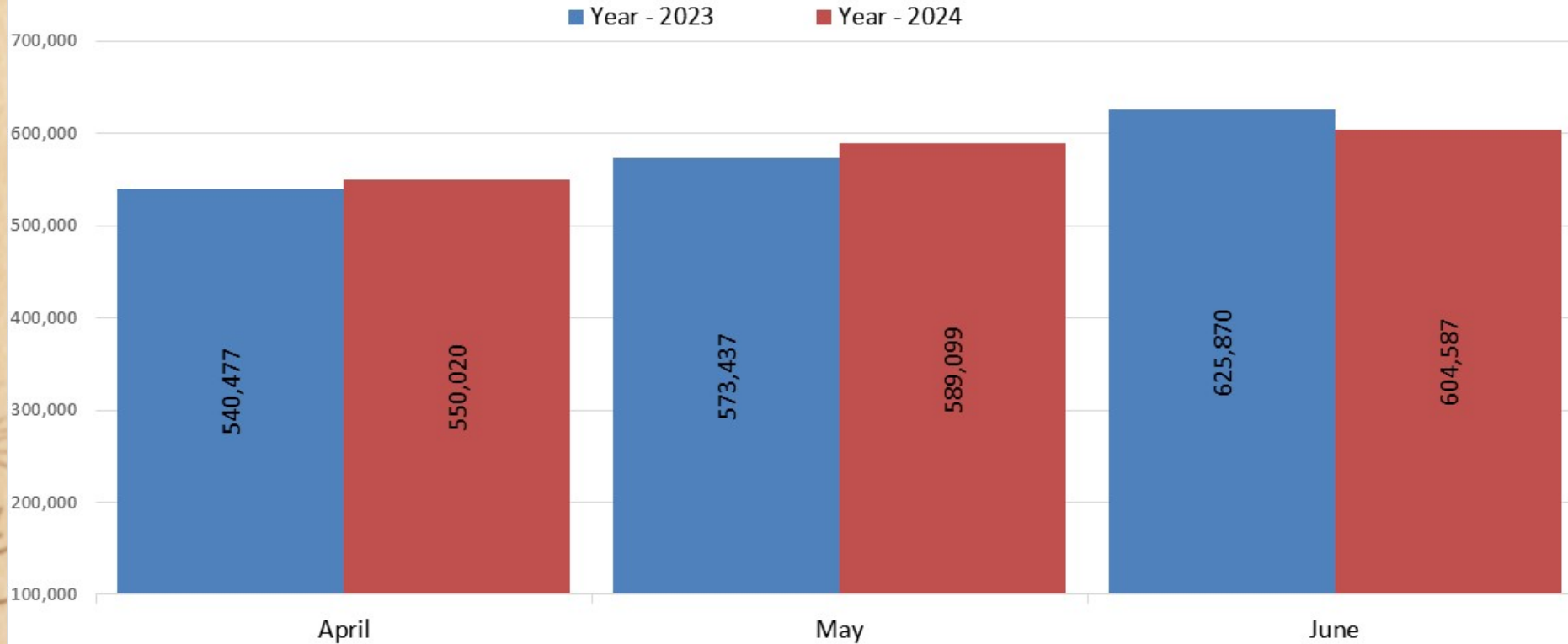
COMPARISON WITH LAST YEAR
Apr to Jun 2023-2024

QUARTERLY COMPARISON BY AIRTIME



MONTHLY COMPARISON BY AIRTIME

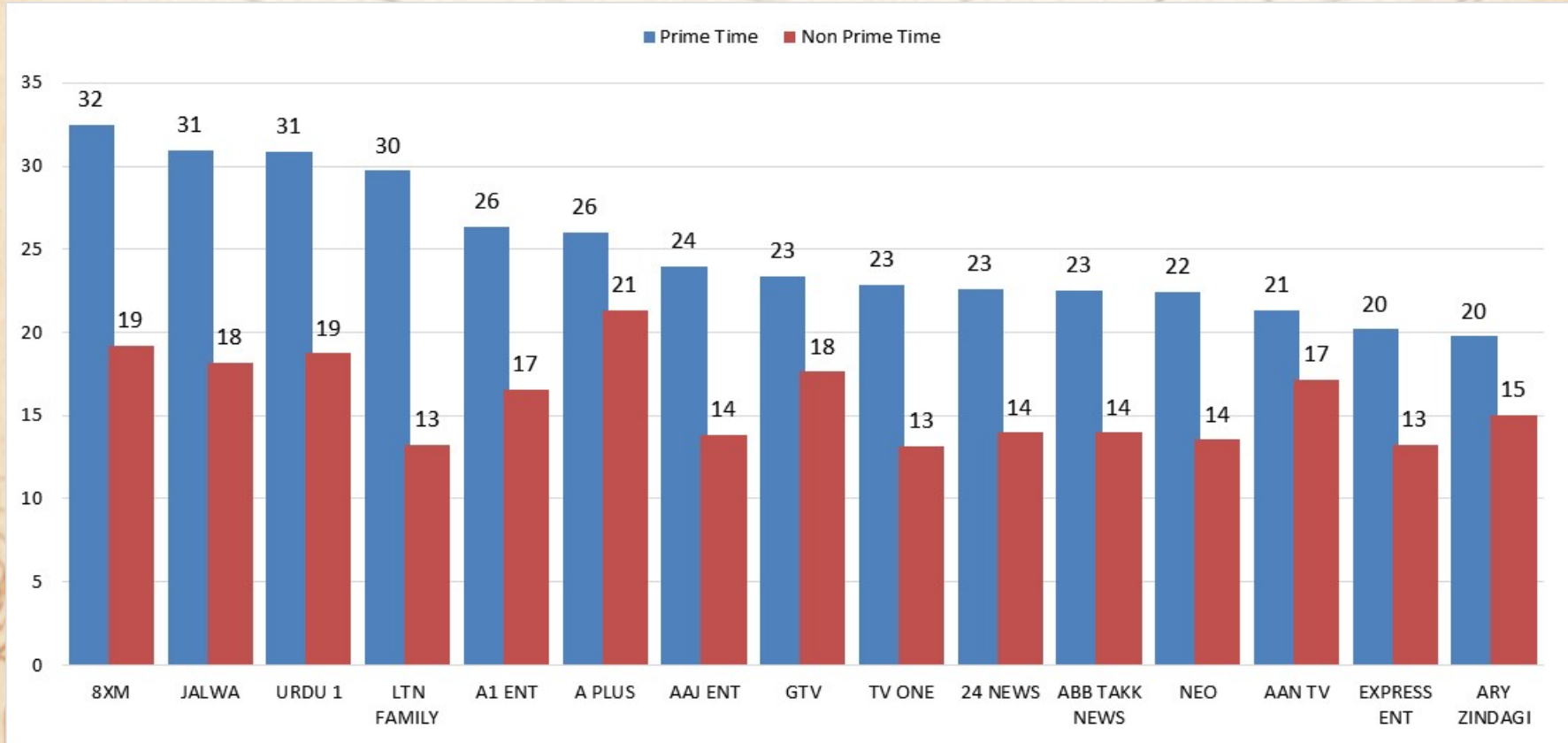
Month Wise Comparison of Airtime Mins 2023- 2024



**GENRE WISE
AVERAGE AIRTIME REVIEW - QTR 02 (Apr to Jun 2024)**

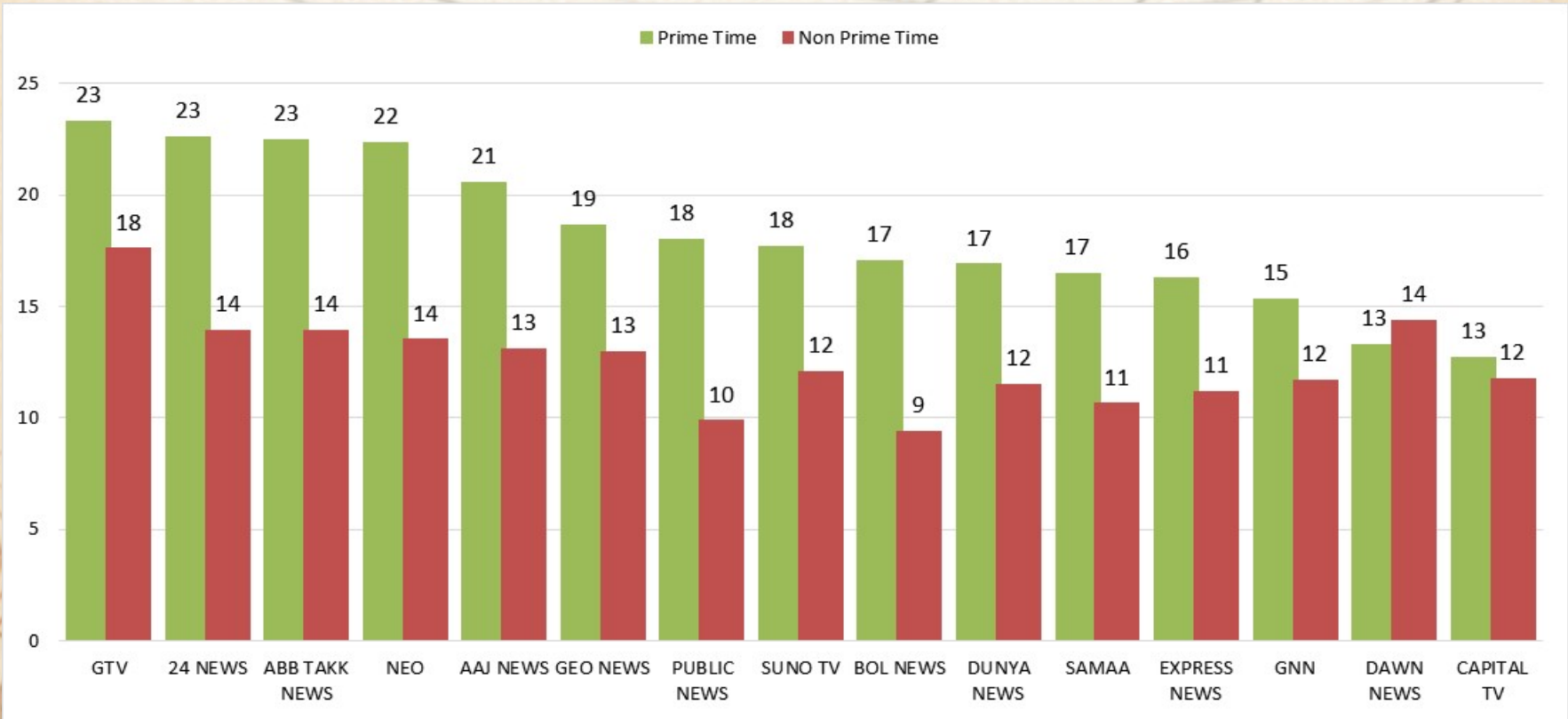
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ALL



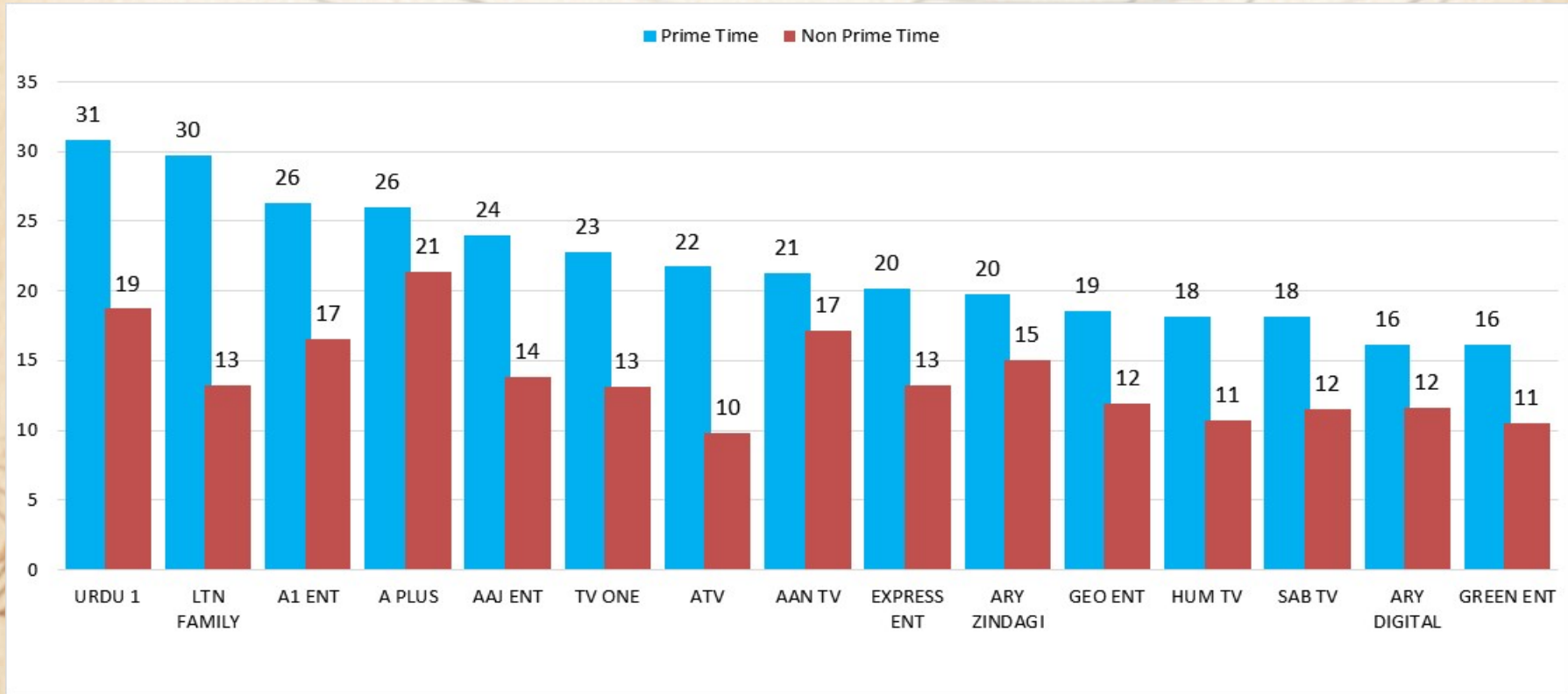
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : NEWS



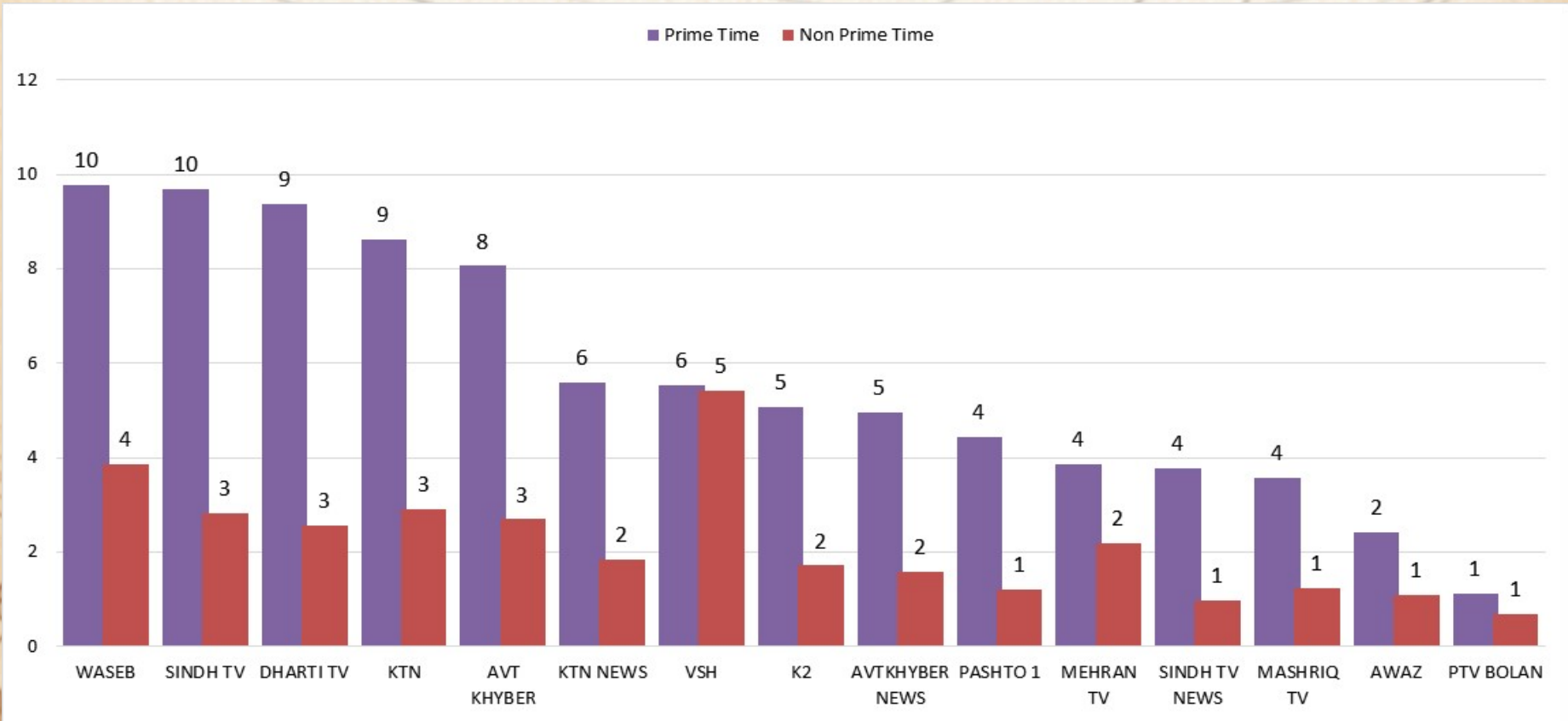
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ENTERTAINMENT



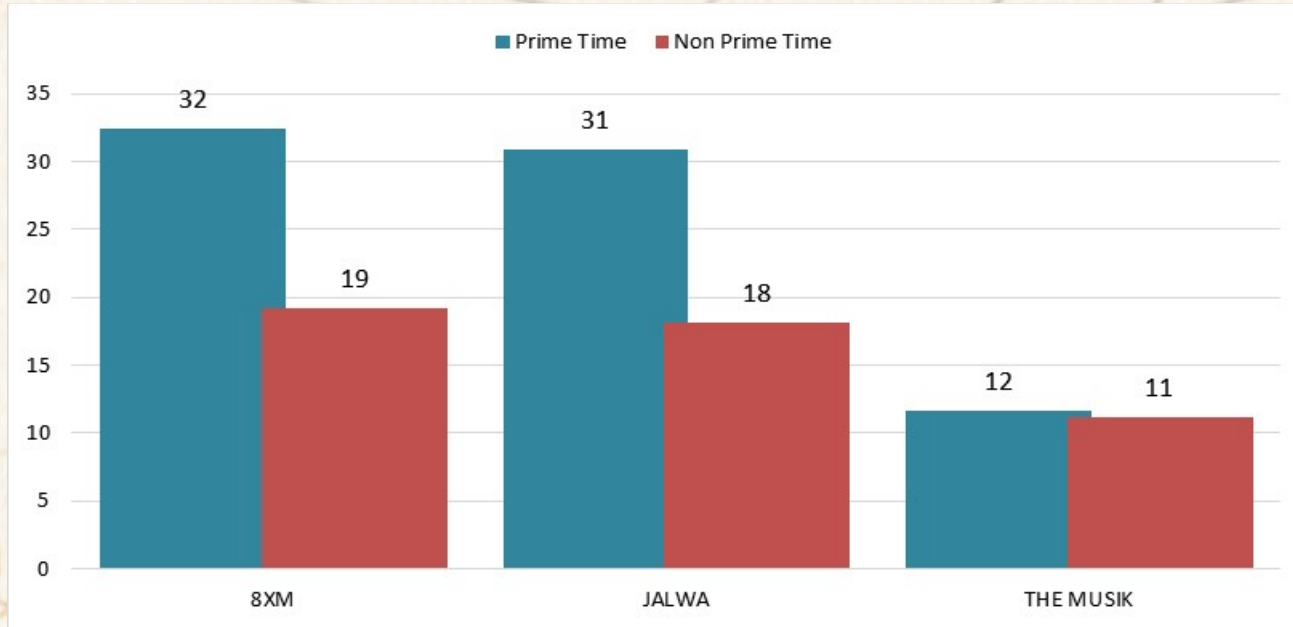
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : REGIONAL



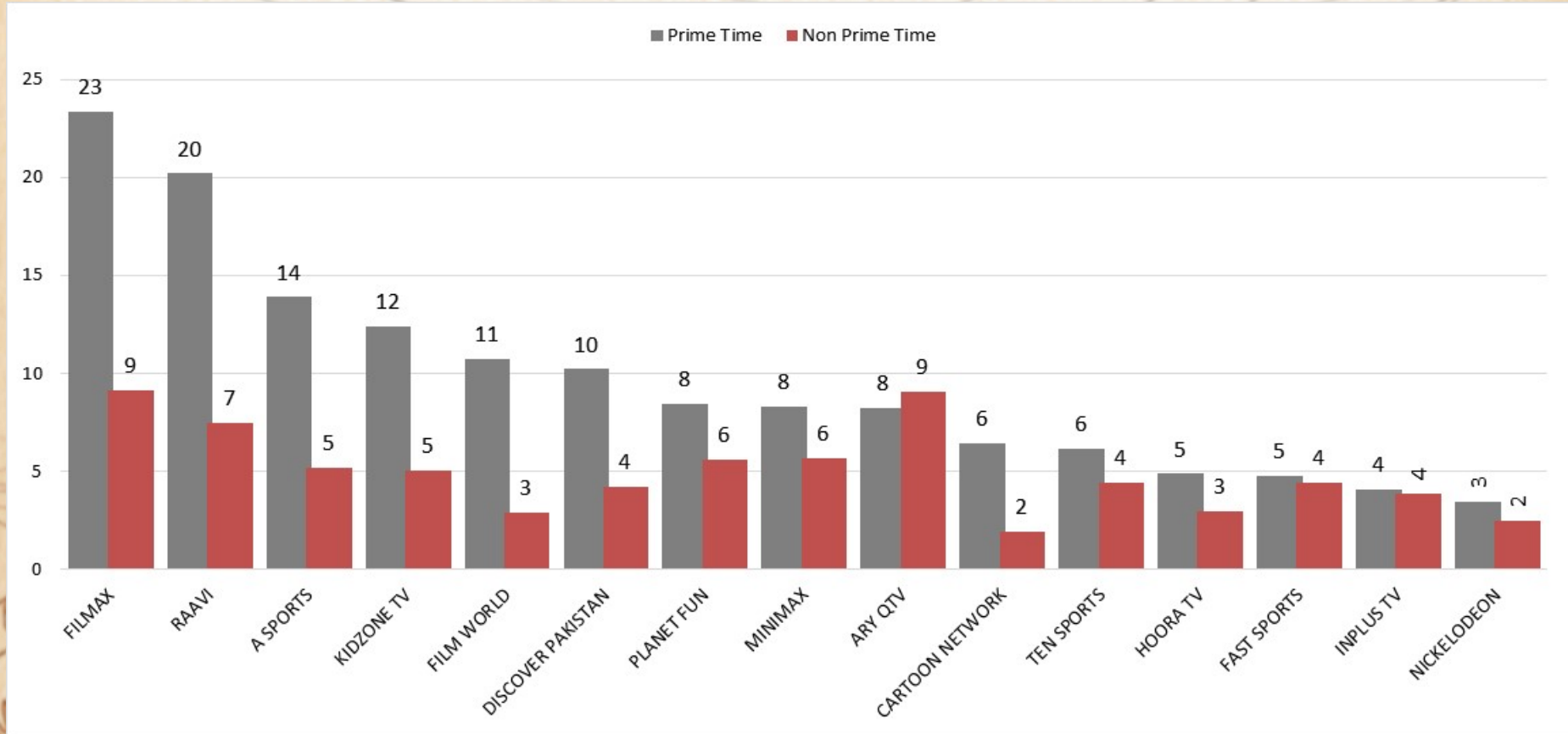
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : MUSIC



GENRE WISE AVERAGE MINUTES IN AN HOUR

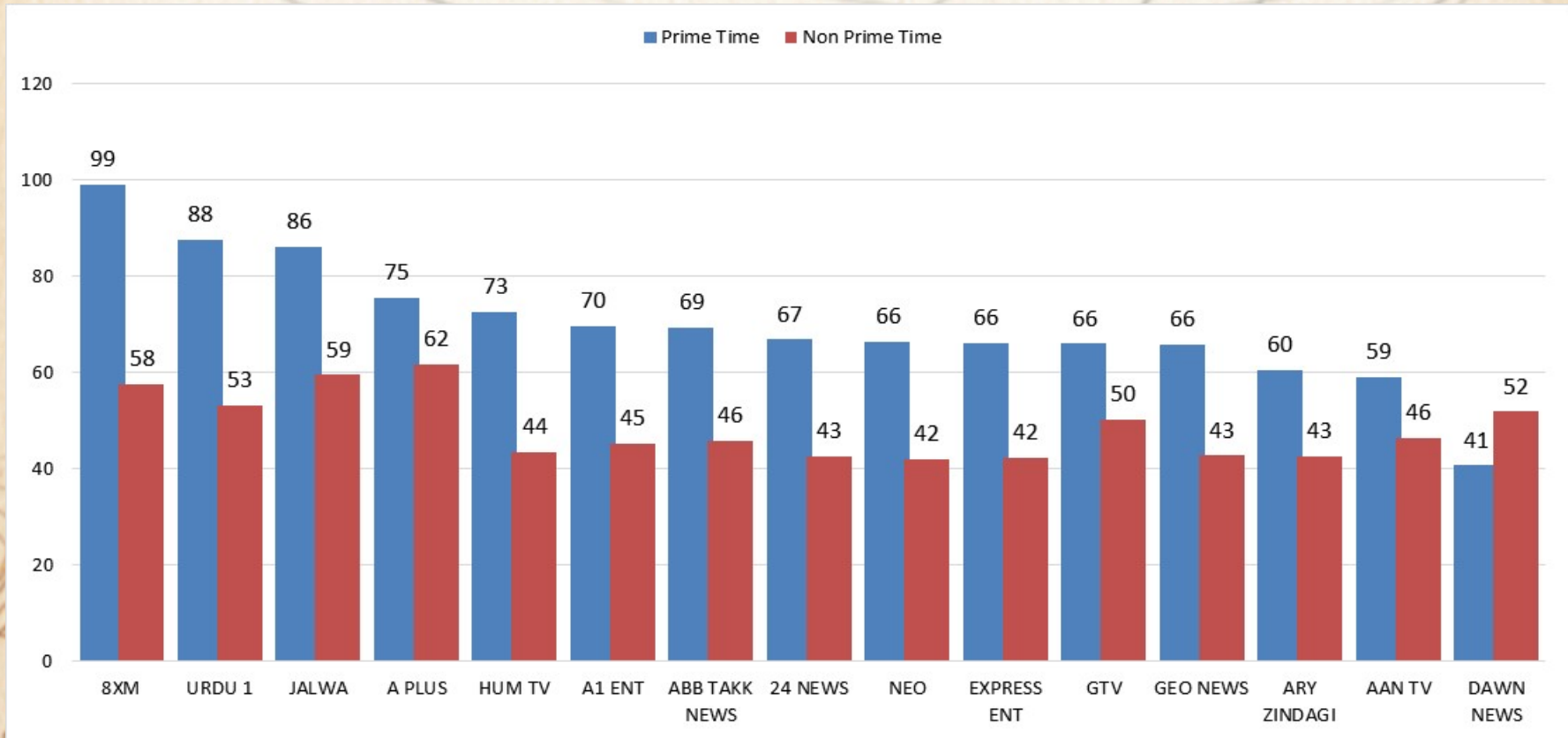
Genre : OTHERS



**GENER WISE
AVERAGE SPOT'S FREQUENCIES REVIEW**

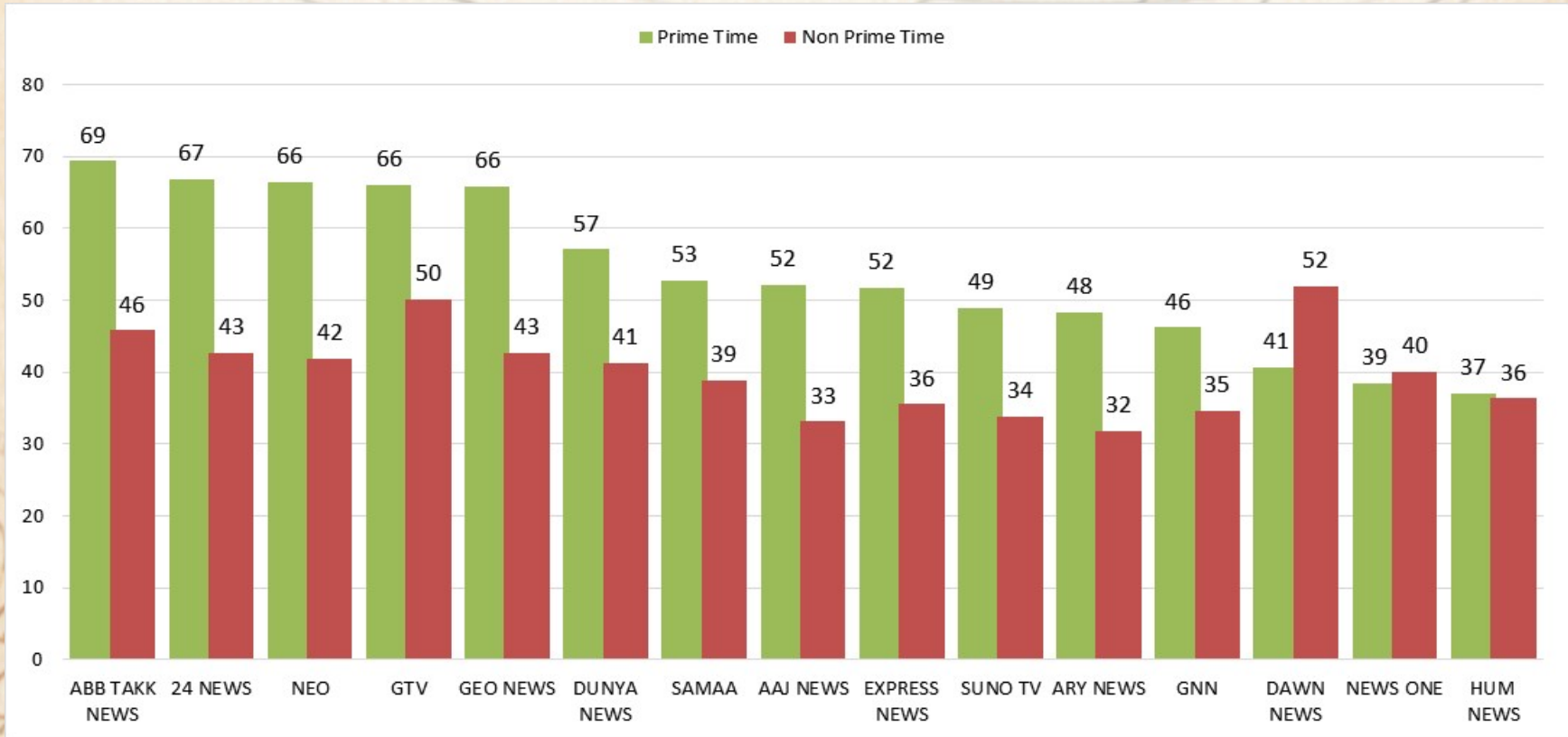
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ALL



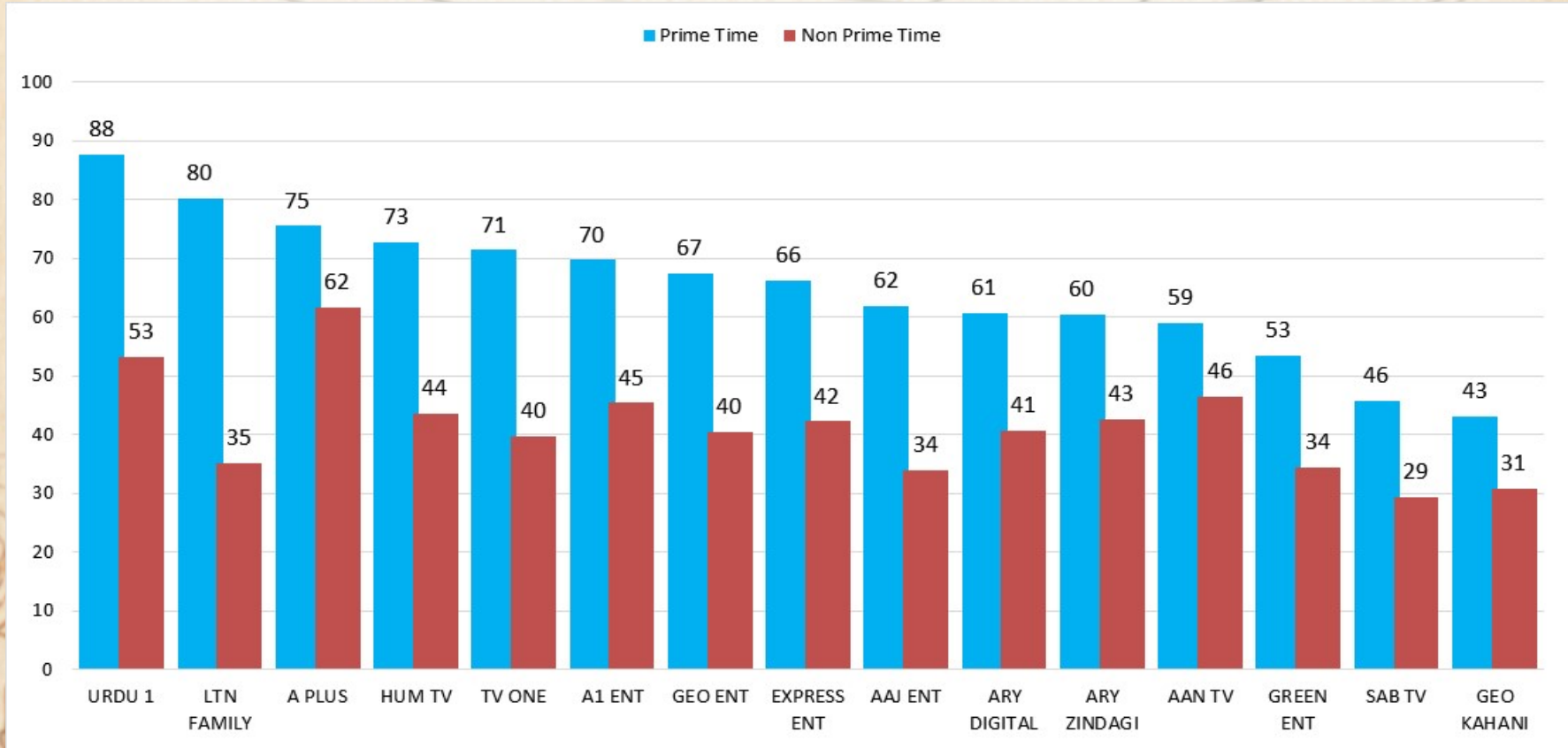
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : NEWS



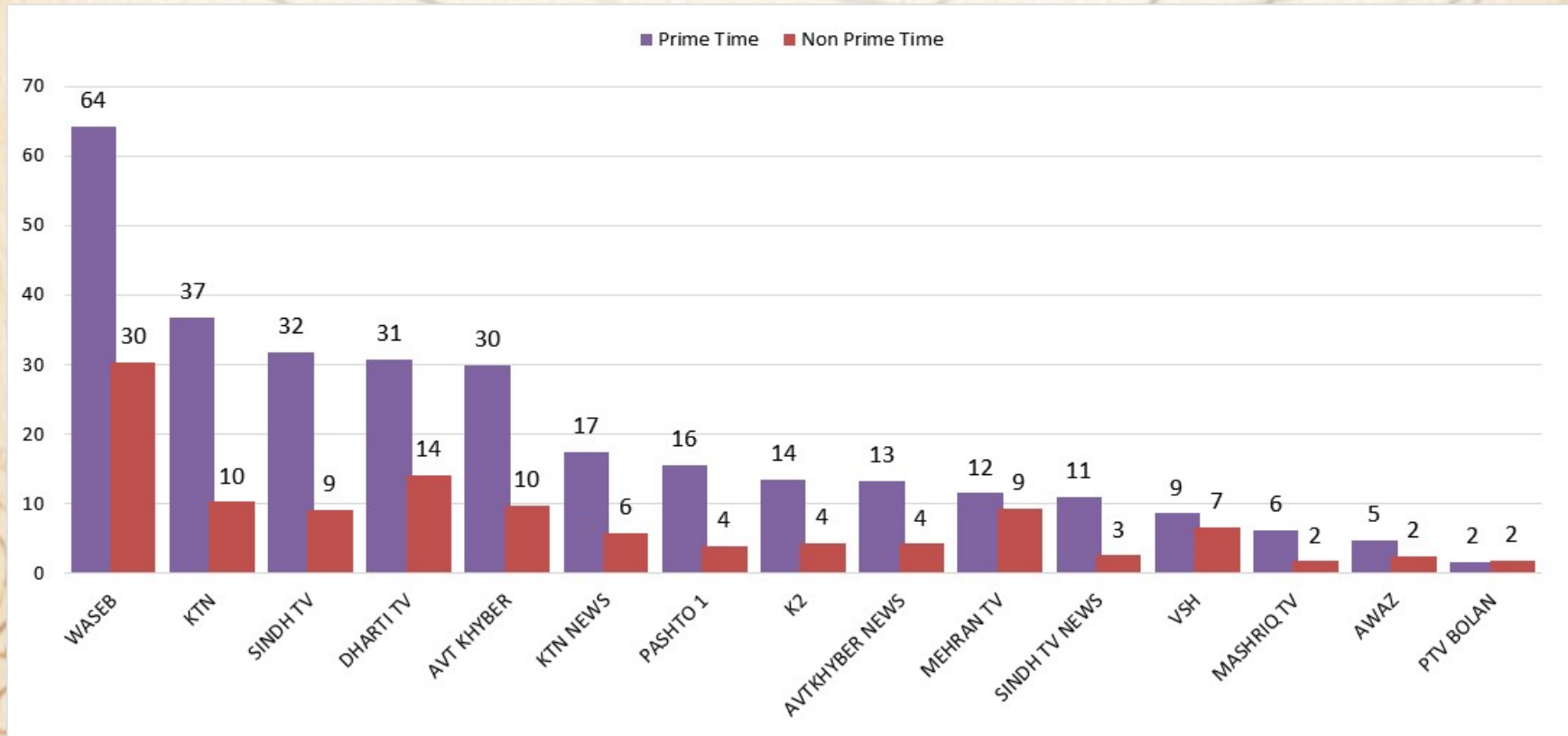
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ENTERTAINMENT



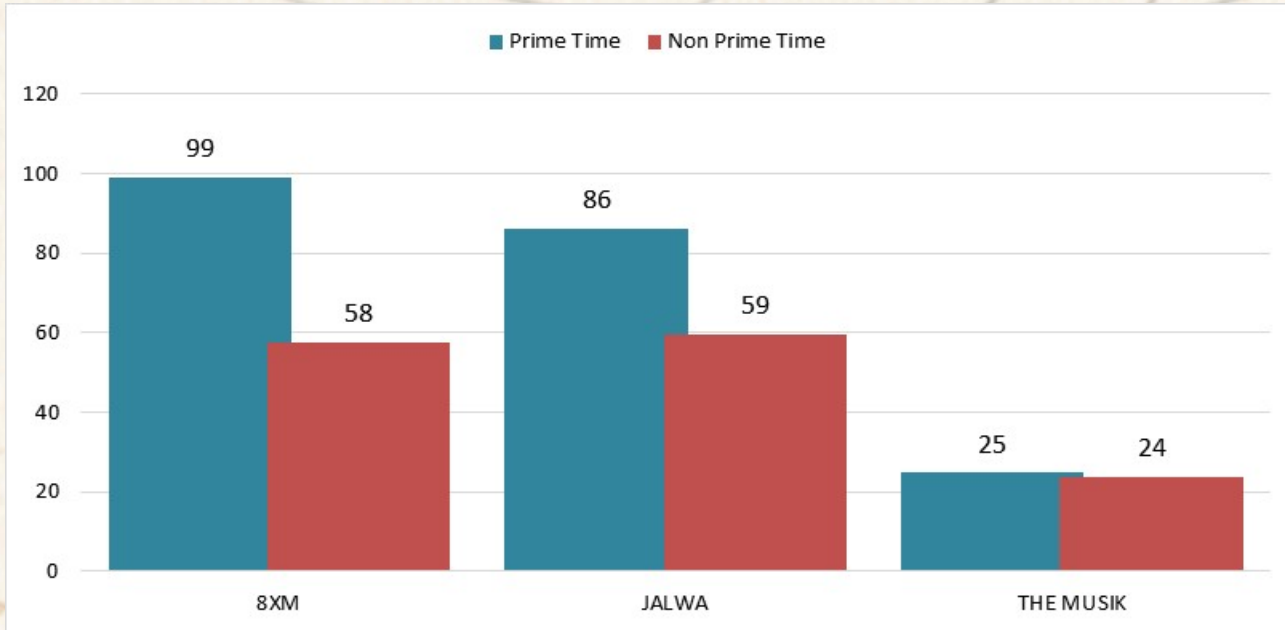
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : REGIONAL



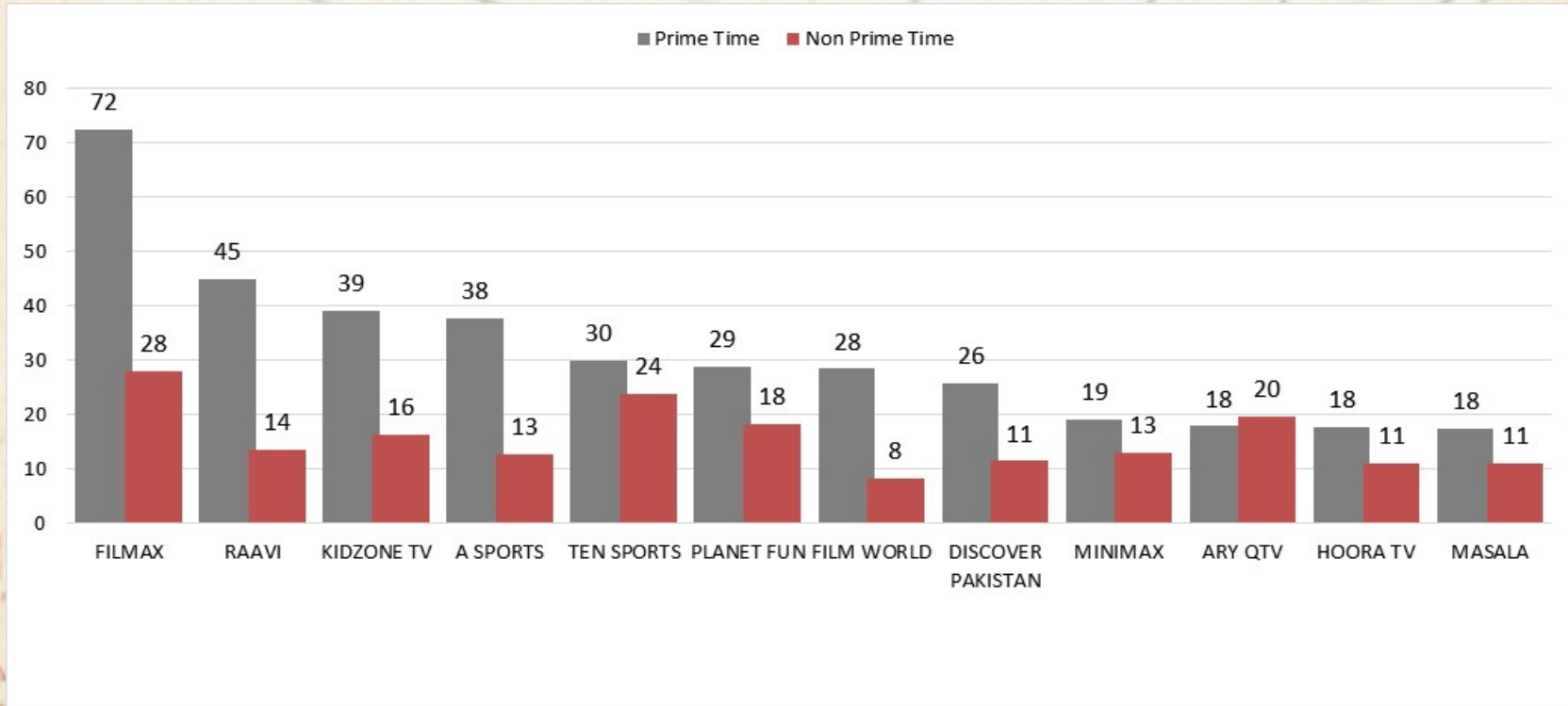
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : MUSIC

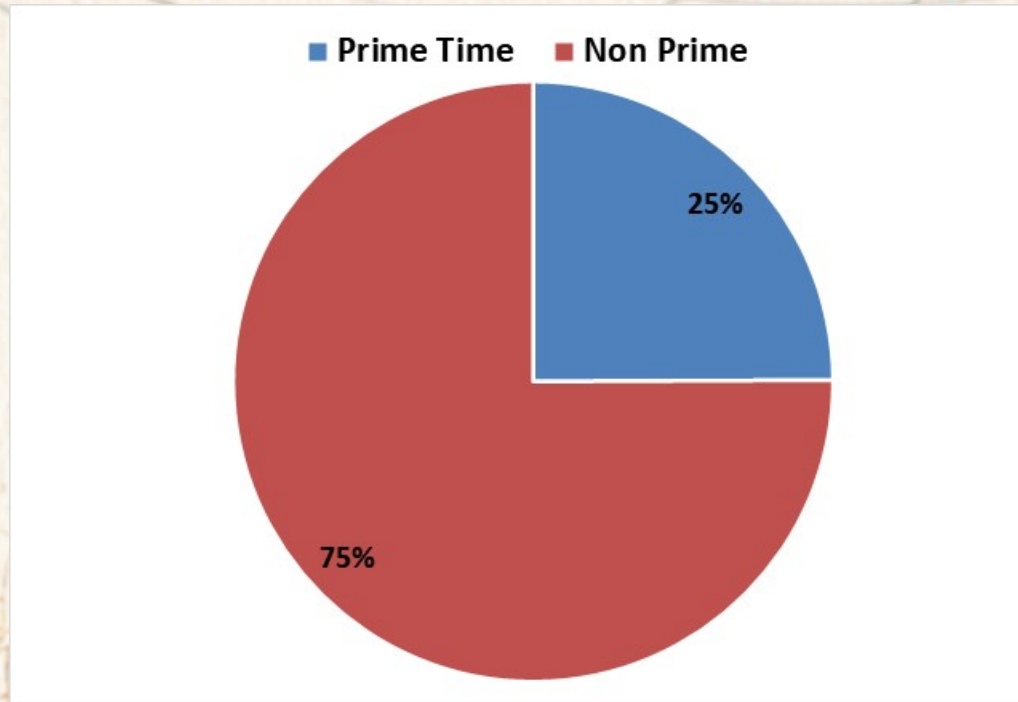


GENRE WISE SPOT FREQUENCIES IN AN HOUR

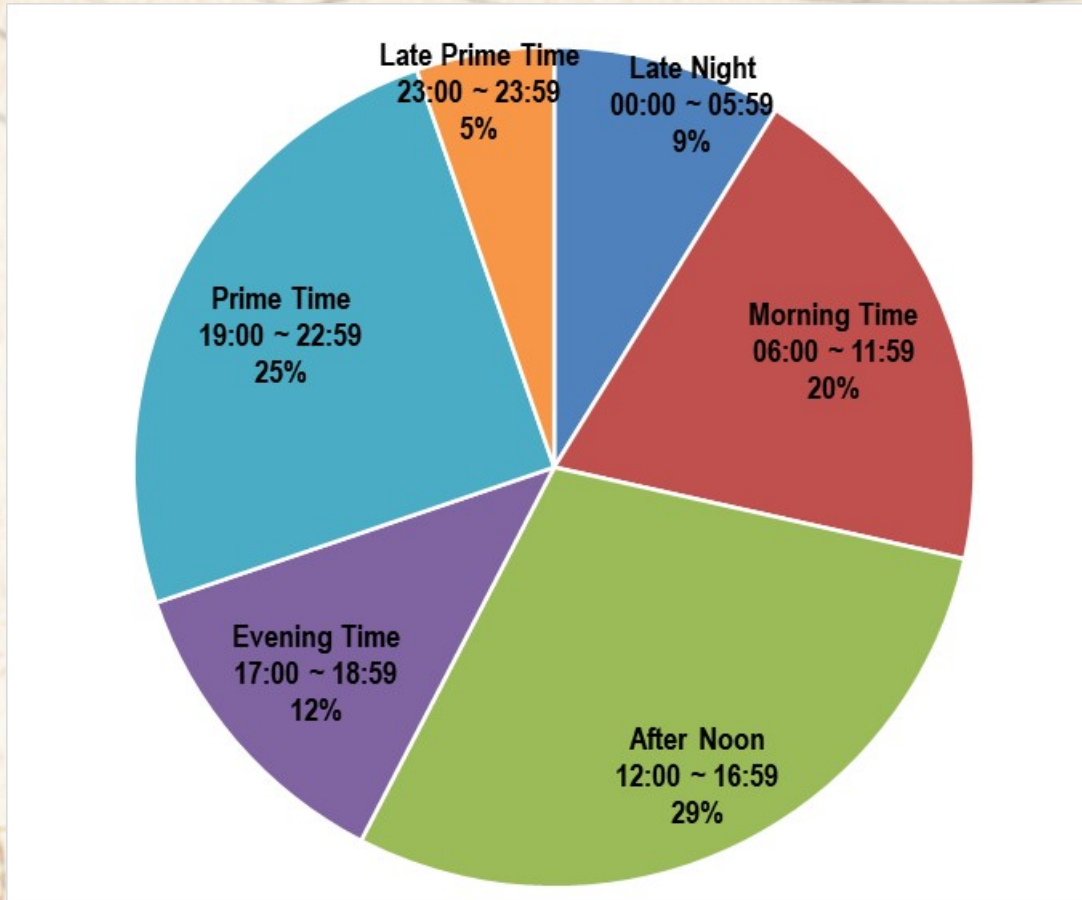
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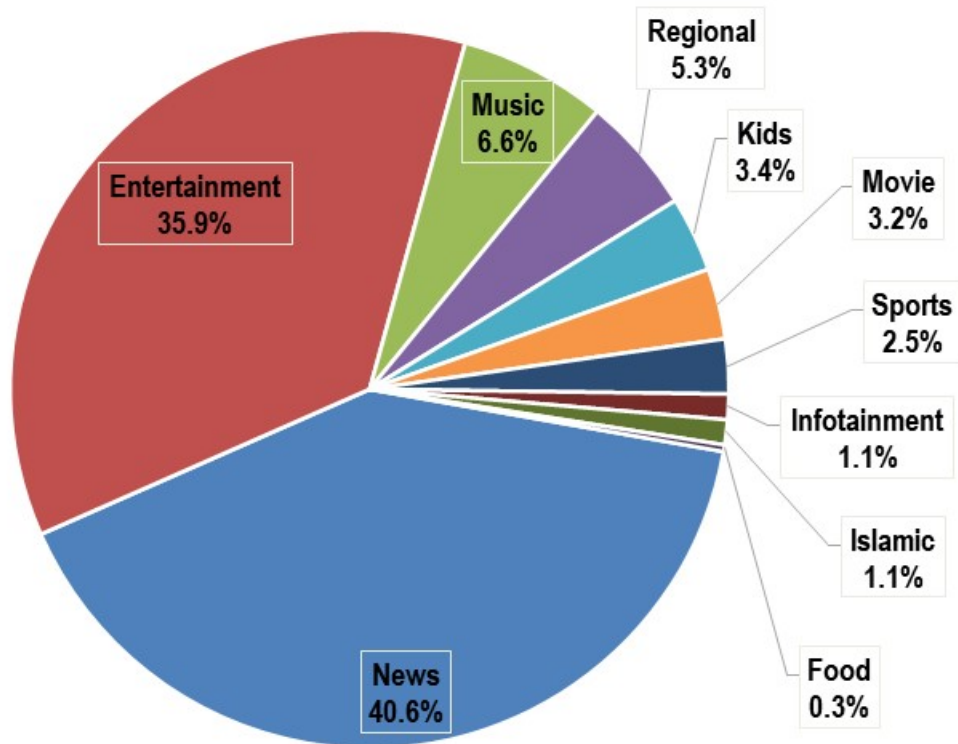
DAY PART SPLIT BY AIRTIME



TIME BAND SPLIT BY AIRTIME



GENRE & DAY PART BY AIRTIME



Day Part Wise Airtime Mins

■ Prime Time ■ Non Prime Time

Genre	Prime Time	Non Prime Time
News	169,497	538,658
Entertainment	150,763	475,305
Music	27,331	88,346
Regional	31,442	60,522
Kids	15,971	43,043
Movie	19,761	35,482
Sports	10,455	32,541
Infotainment	5,193	14,673
Islamic	3,004	16,498
Food	1,160	4,060



Thank You

For any queries, please
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