

# CLUTTER Analysis

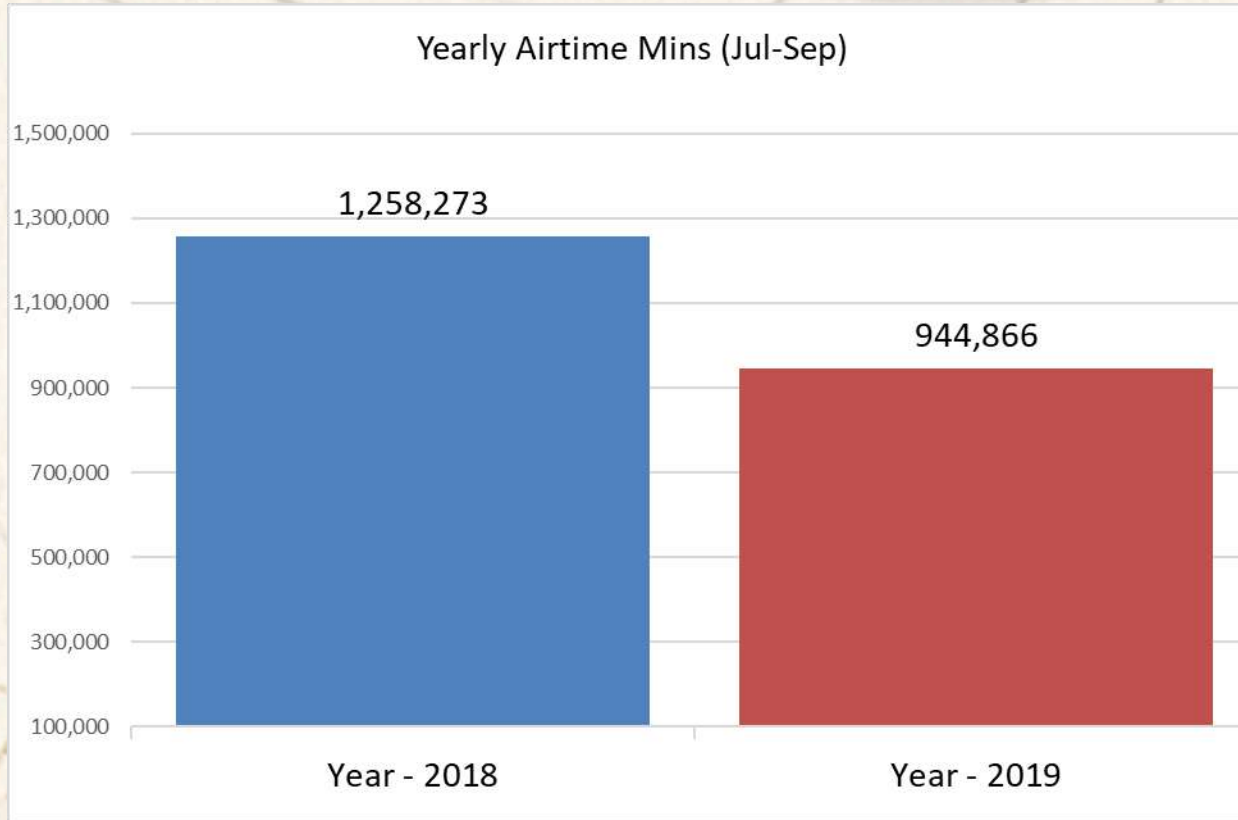
QTR 03 –  
Jul to Sep  
2019



**PAKISTAN  
ADVERTISERS  
SOCIETY**

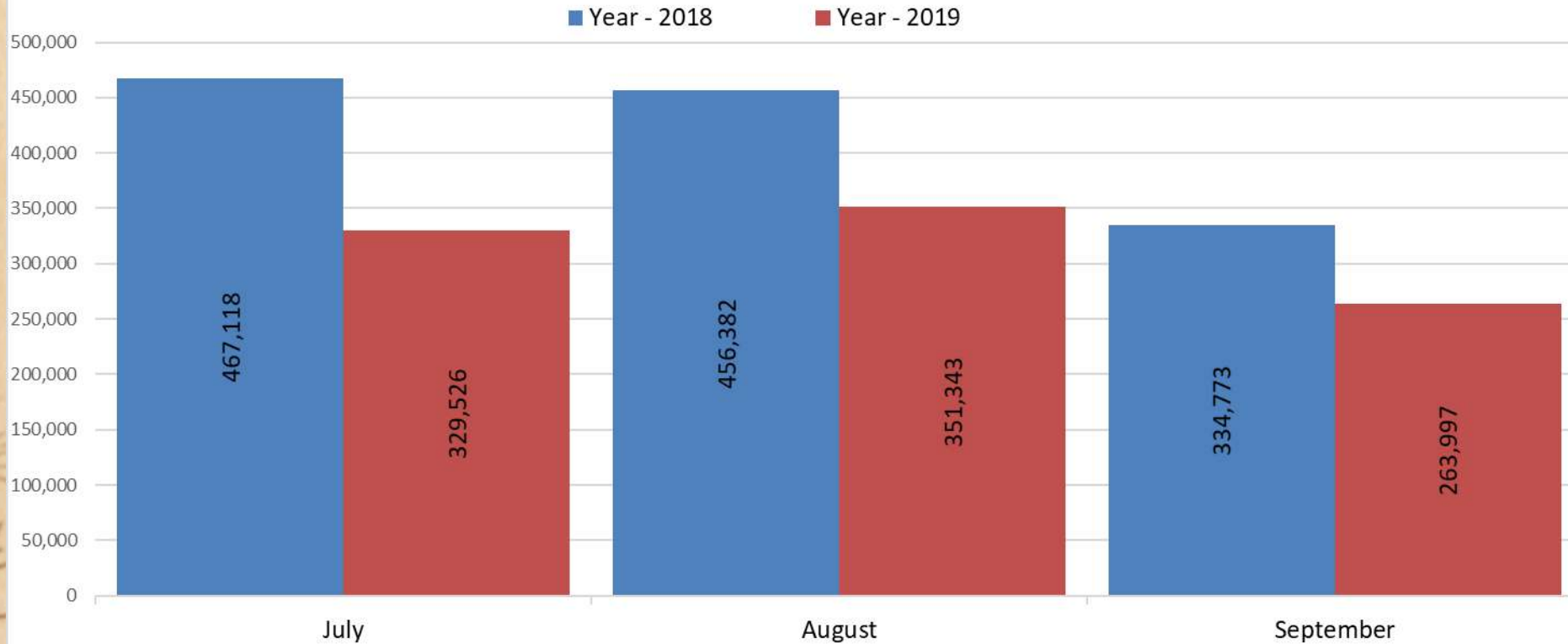
**COMPARISON WITH LAST YEAR**  
**Jul to Sep 2018-2019**

# QUARTERLY COMPARISON BY AIRTIME



# MONTHLY COMPARISON BY AIRTIME

Month Wise Comparison of Airtime Mins 2018-2019

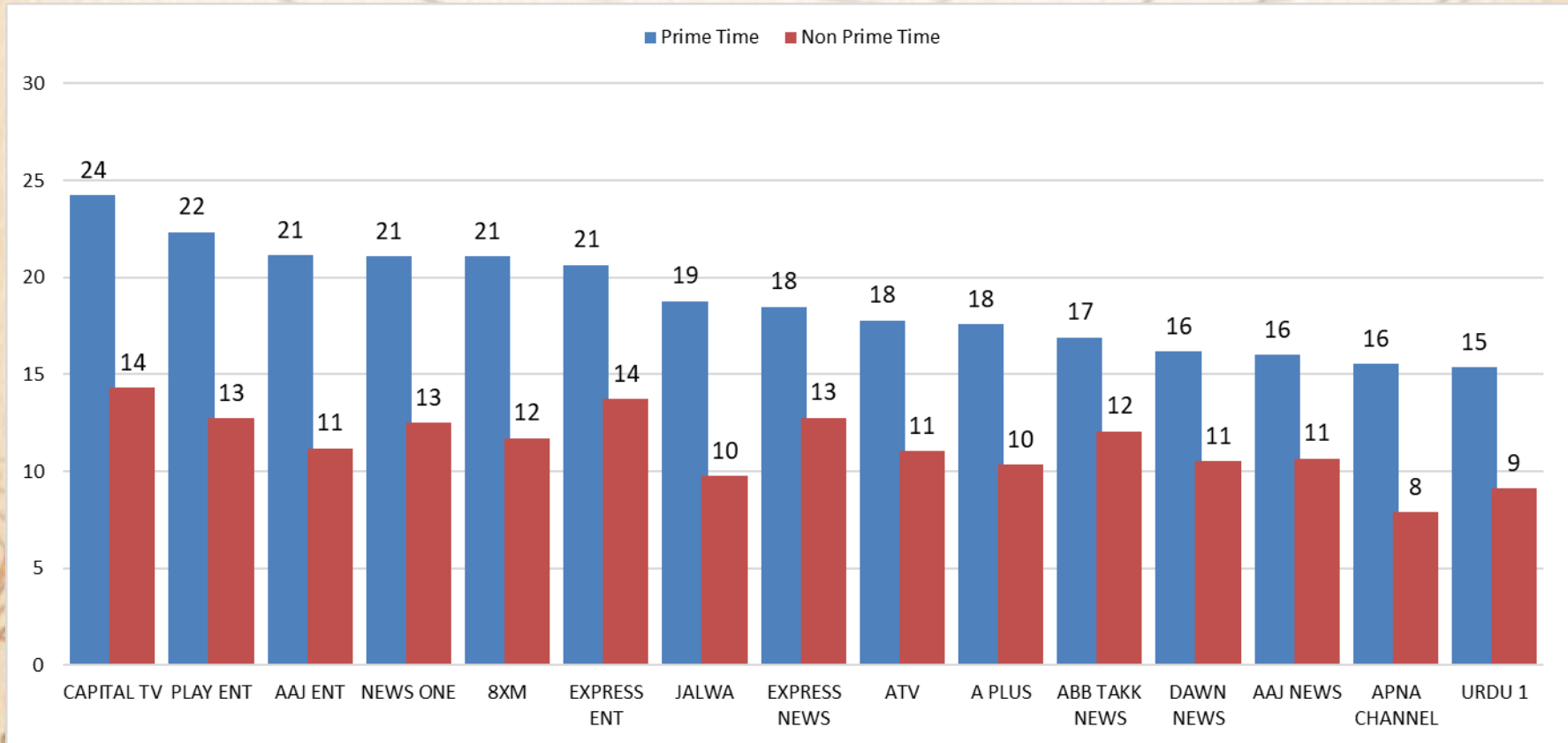


**GENER WISE**

**AVEAGE AIRTIME REVIEW QTR 03 ( Jul to Sep)**

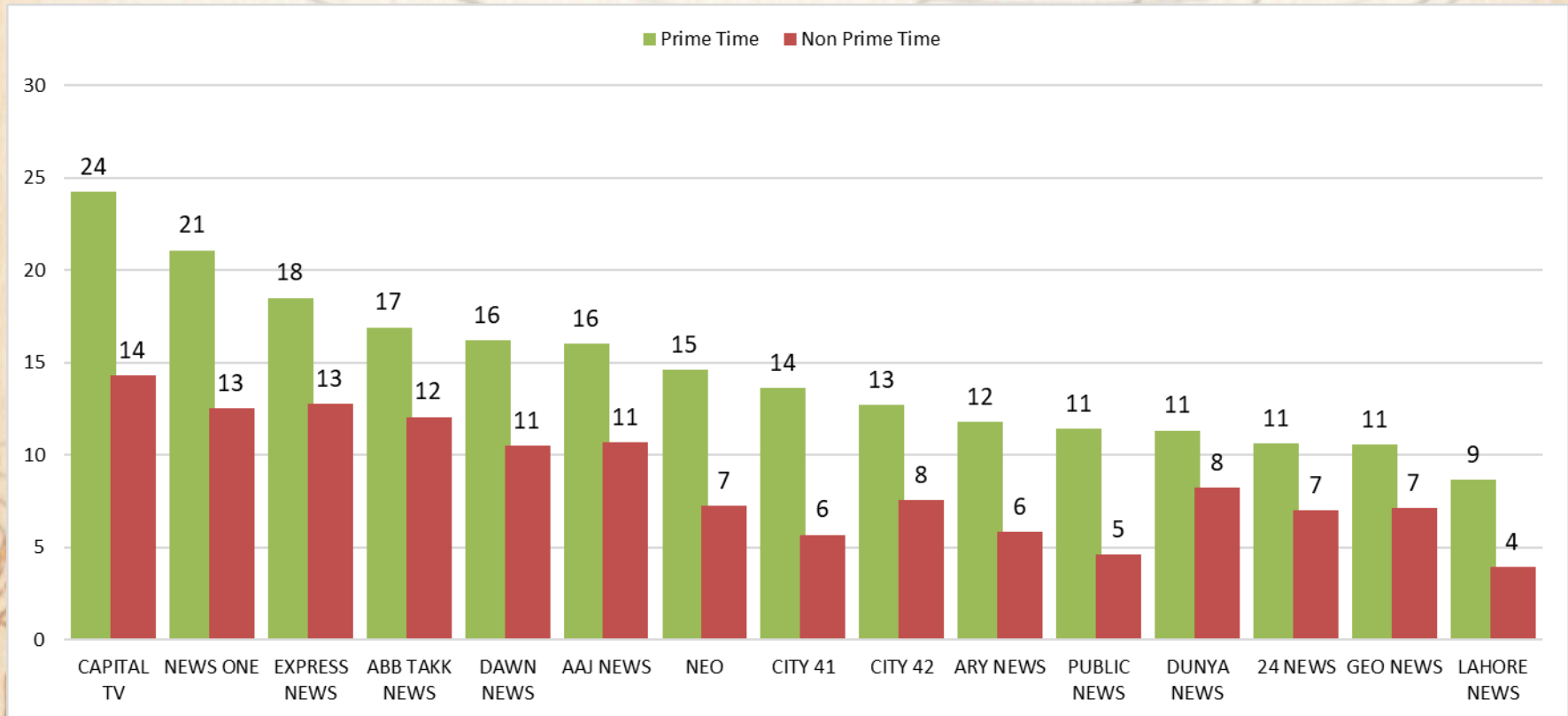
# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ALL



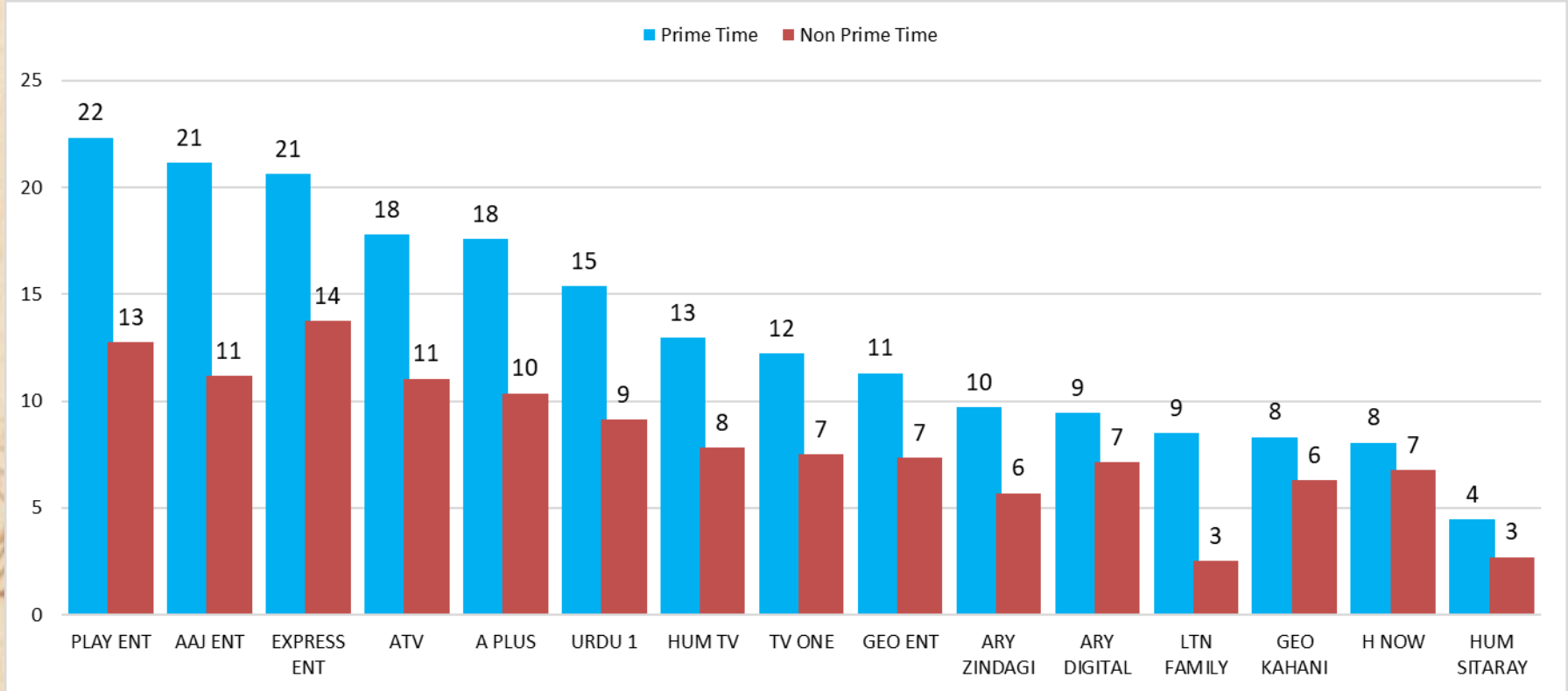
# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : NEWS



# GENRE WISE AVERAGE MINUTES IN AN HOUR

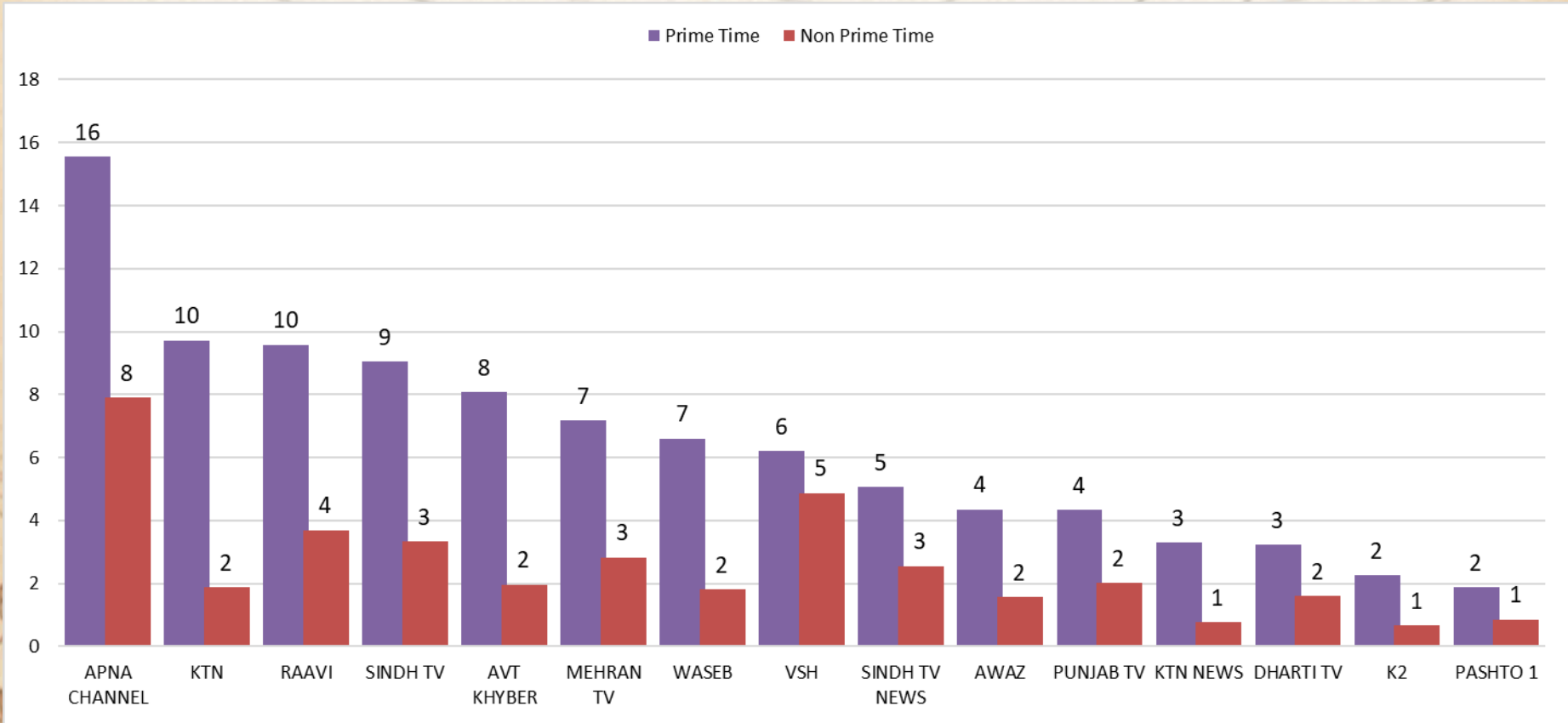
## Genre : ENTERTAINMENT





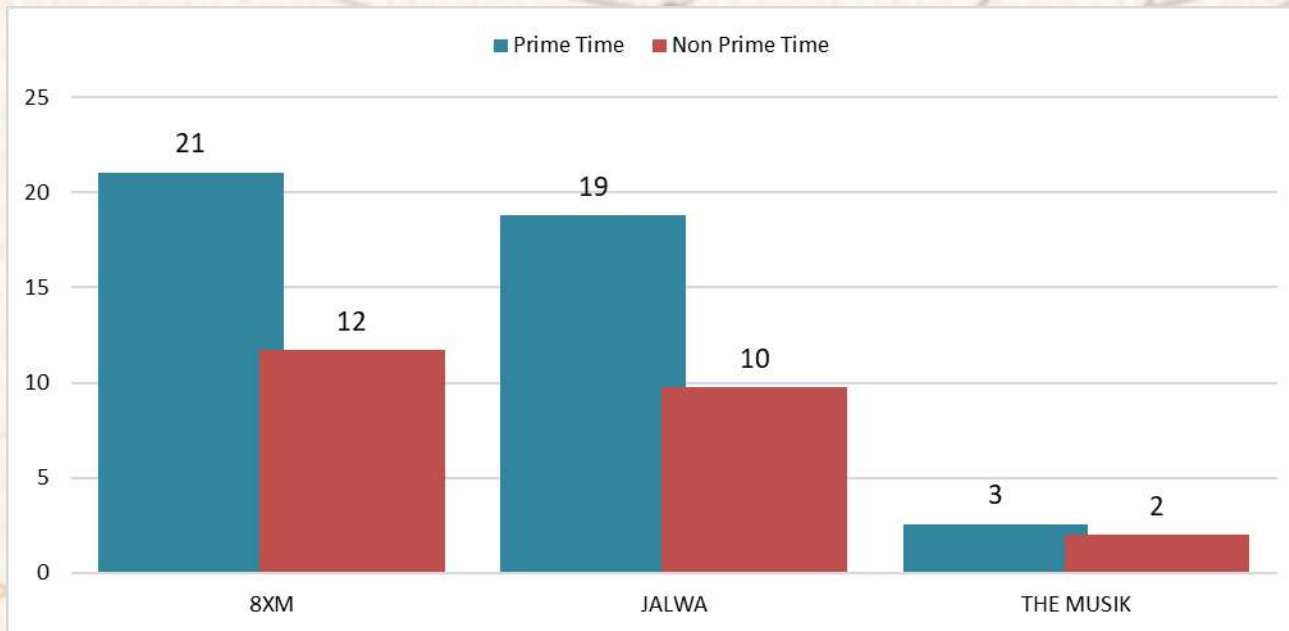
# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : REGIONAL



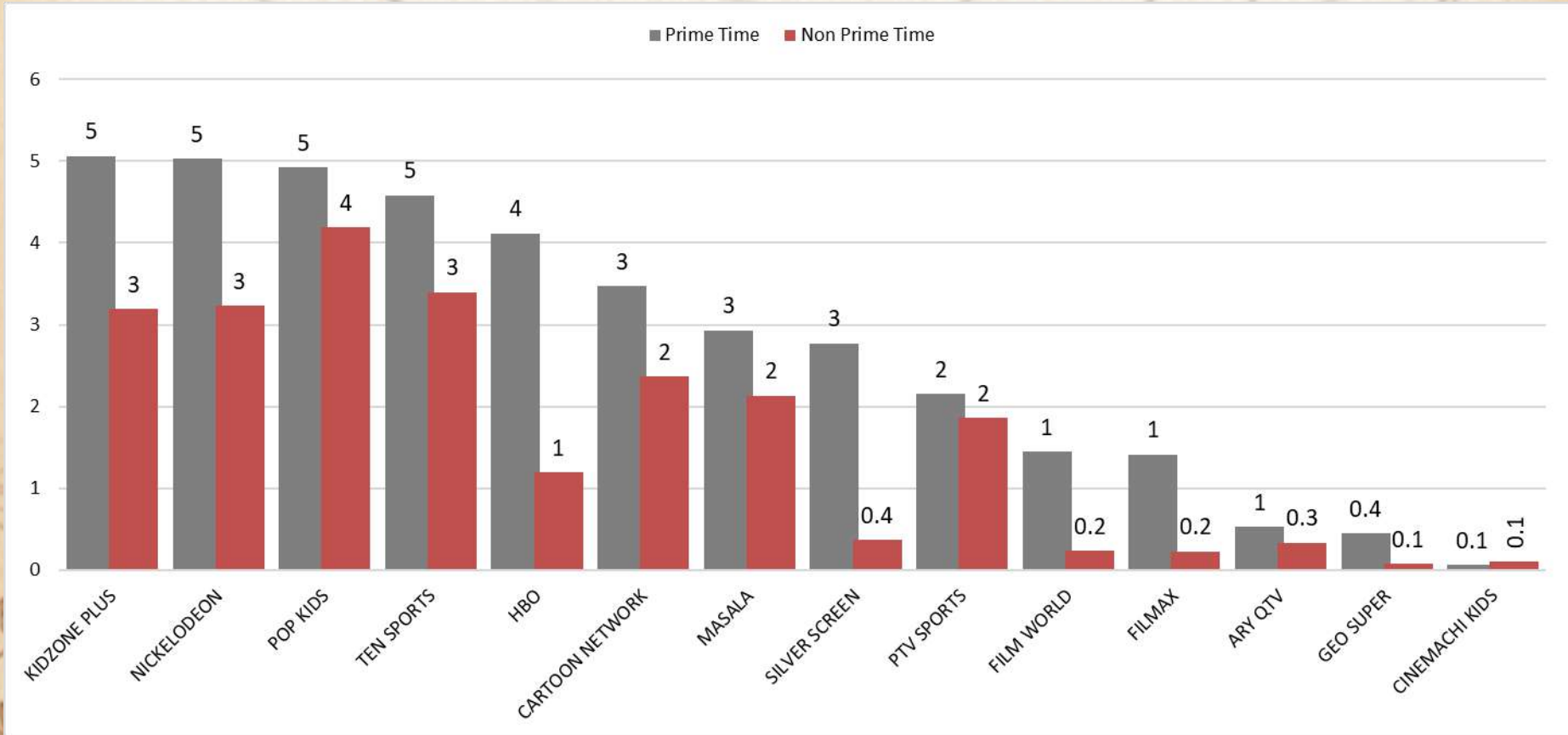
# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : MUSIC



# GENRE WISE AVERAGE MINUTES IN AN HOUR

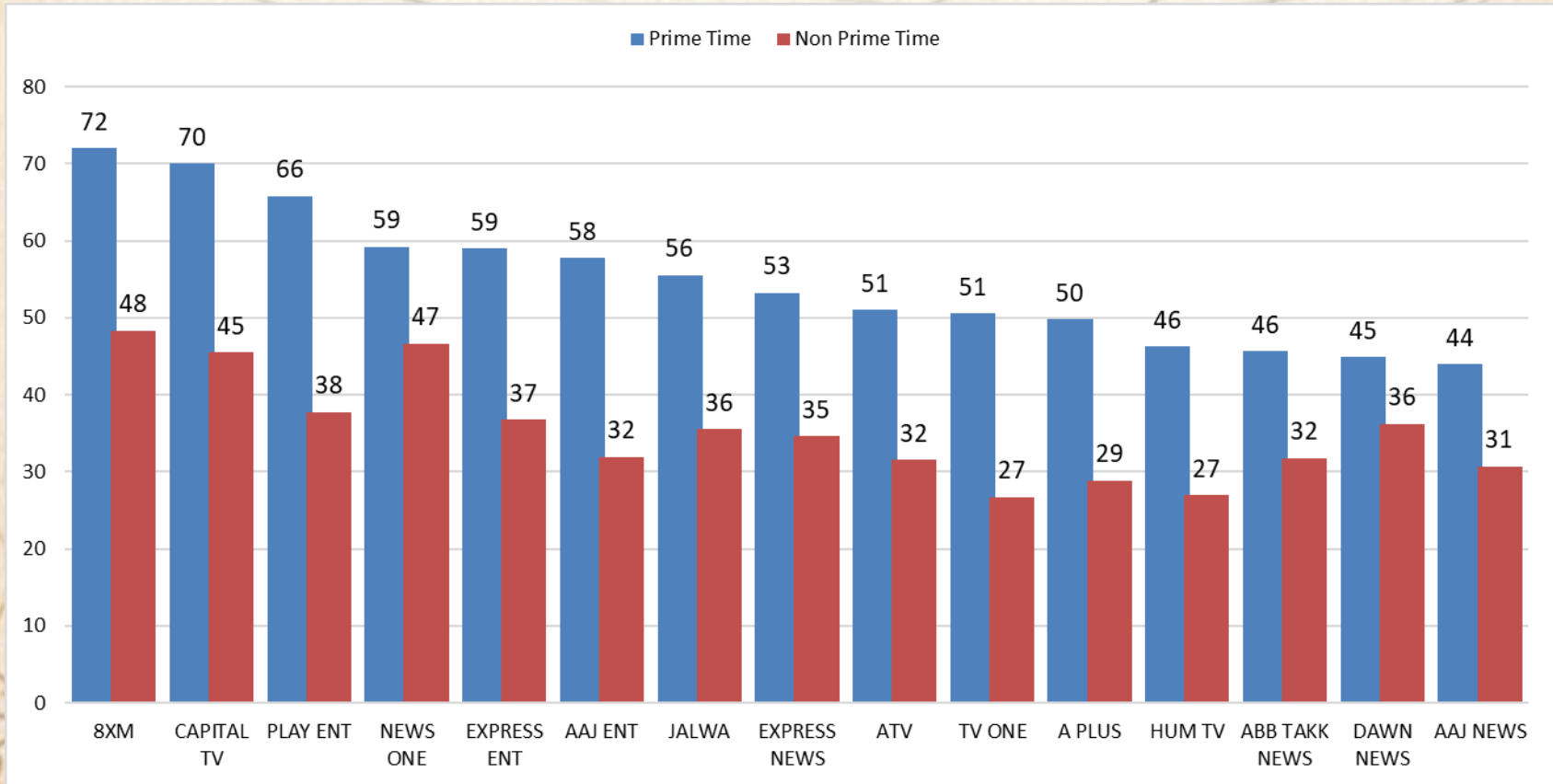
Genre : OTHERS



**GENER WISE  
AVERAGE SPOT'S FREQUENCIES REVIEW (QTR 03)**

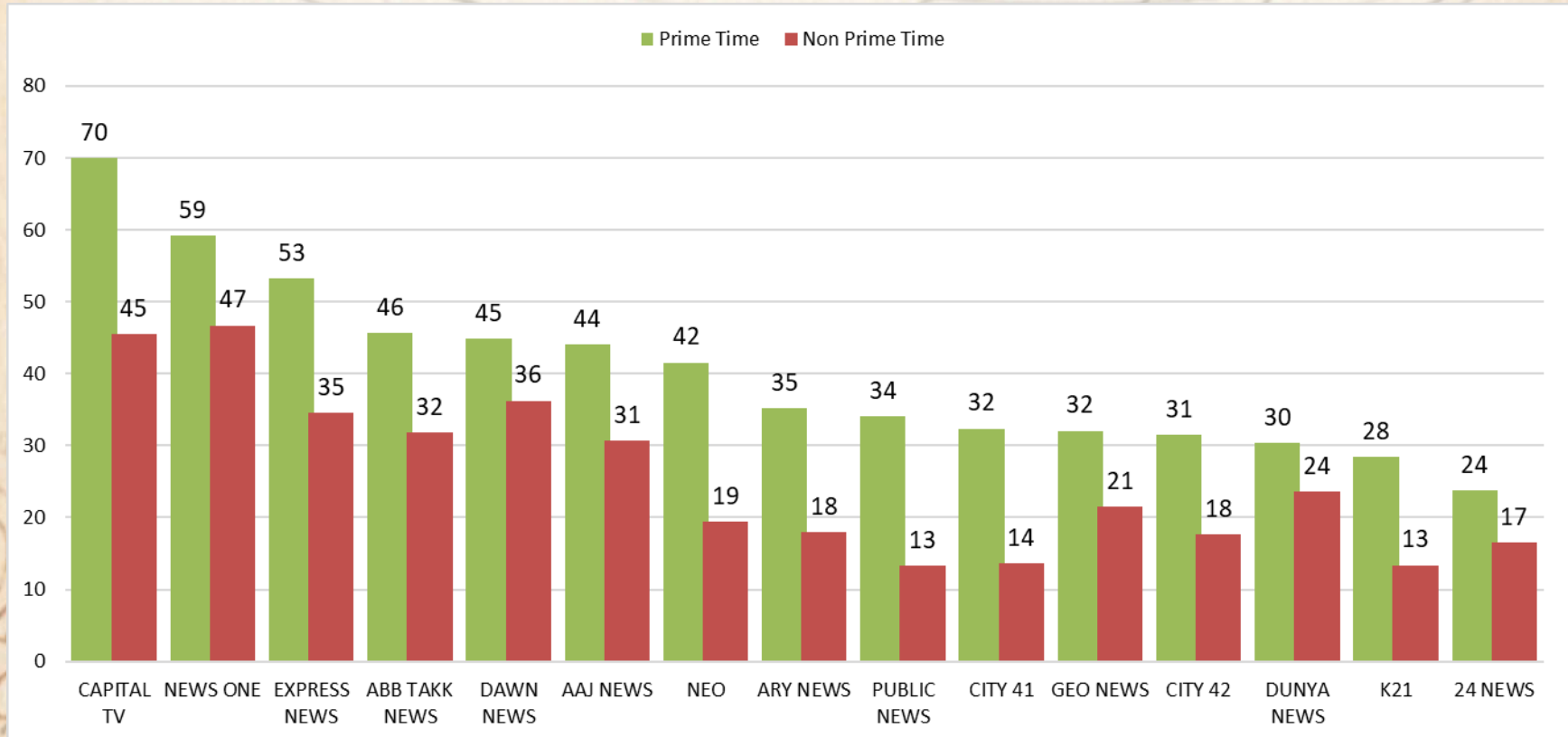
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ALL



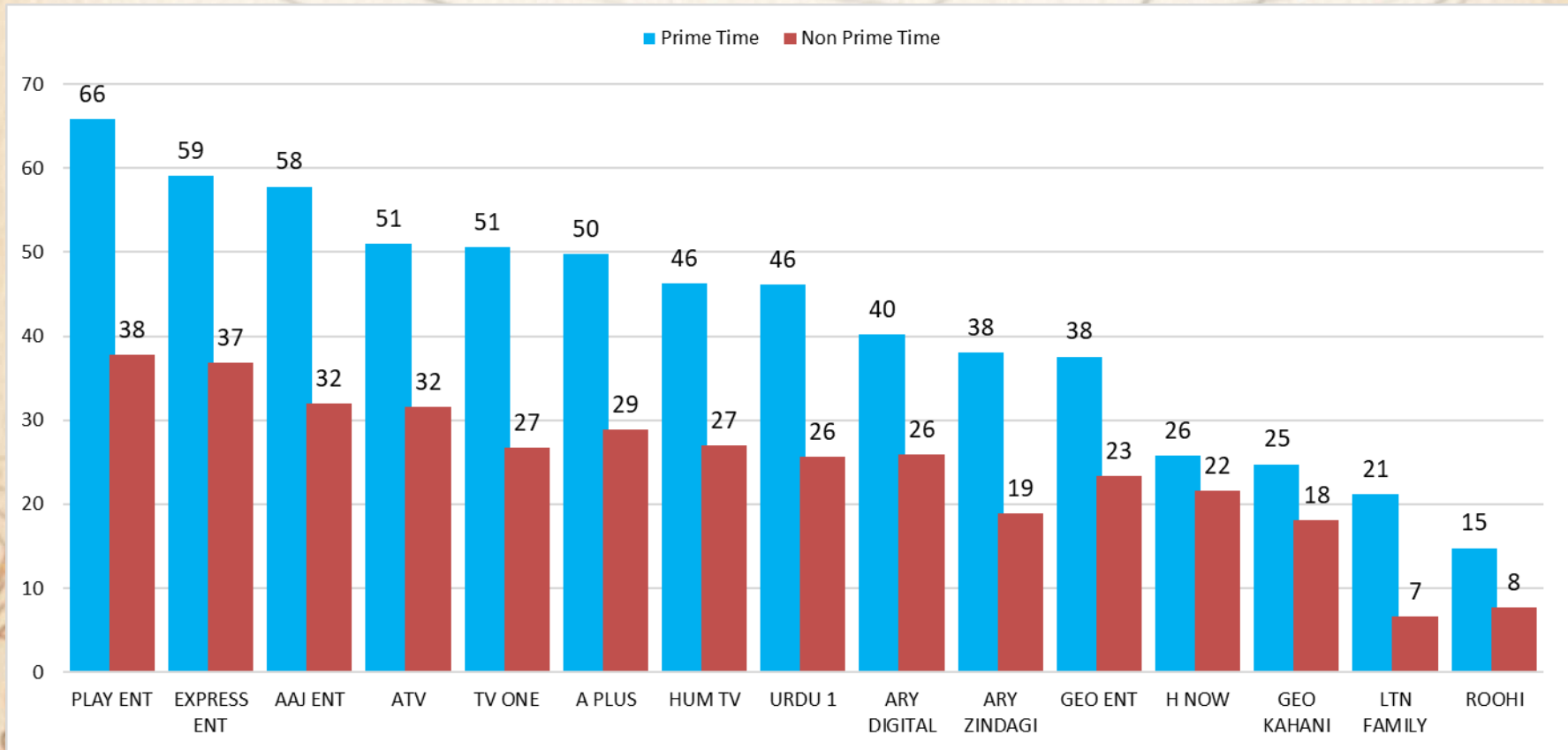
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : NEWS



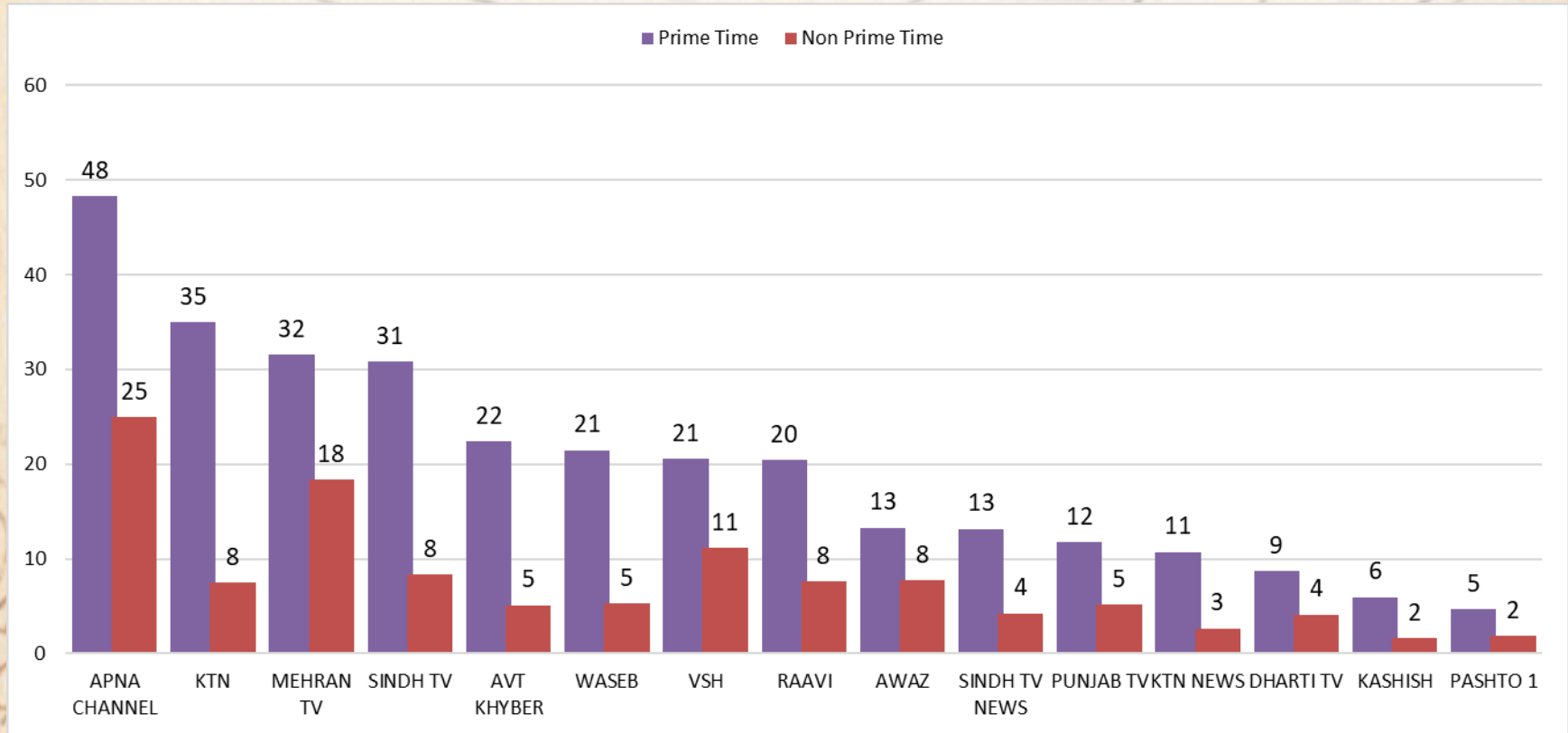
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

## Genre : ENTERTAINMENT



# GENRE WISE SPOT FREQUENCIES IN AN HOUR

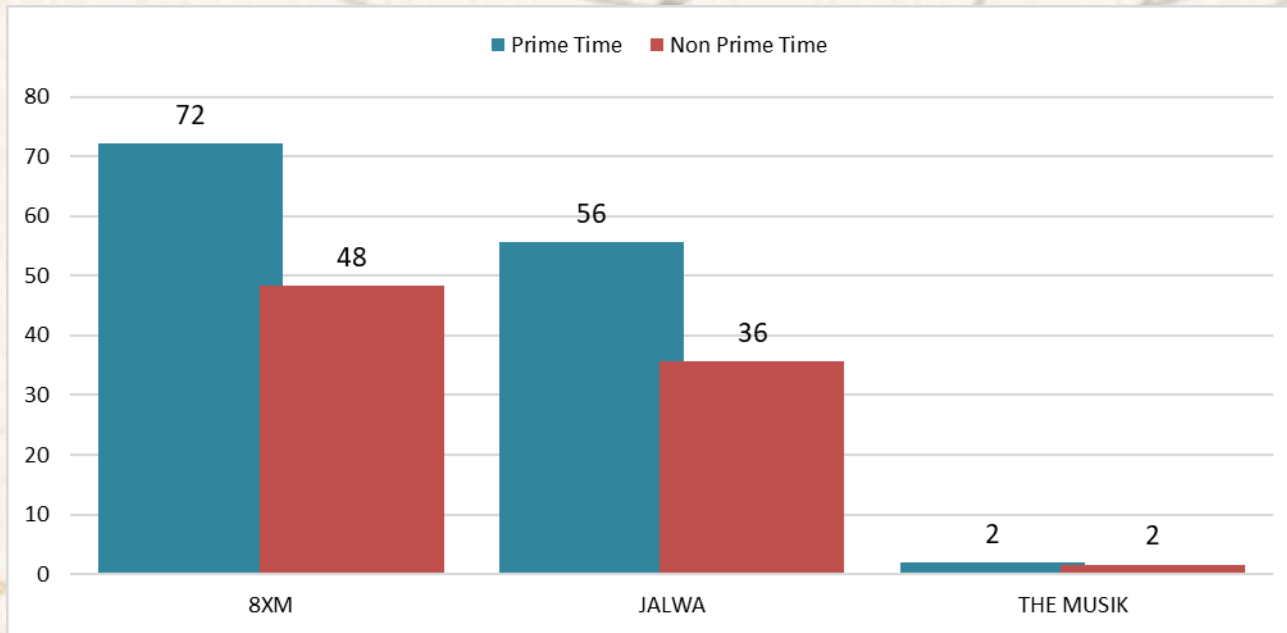
Genre : REGIONAL





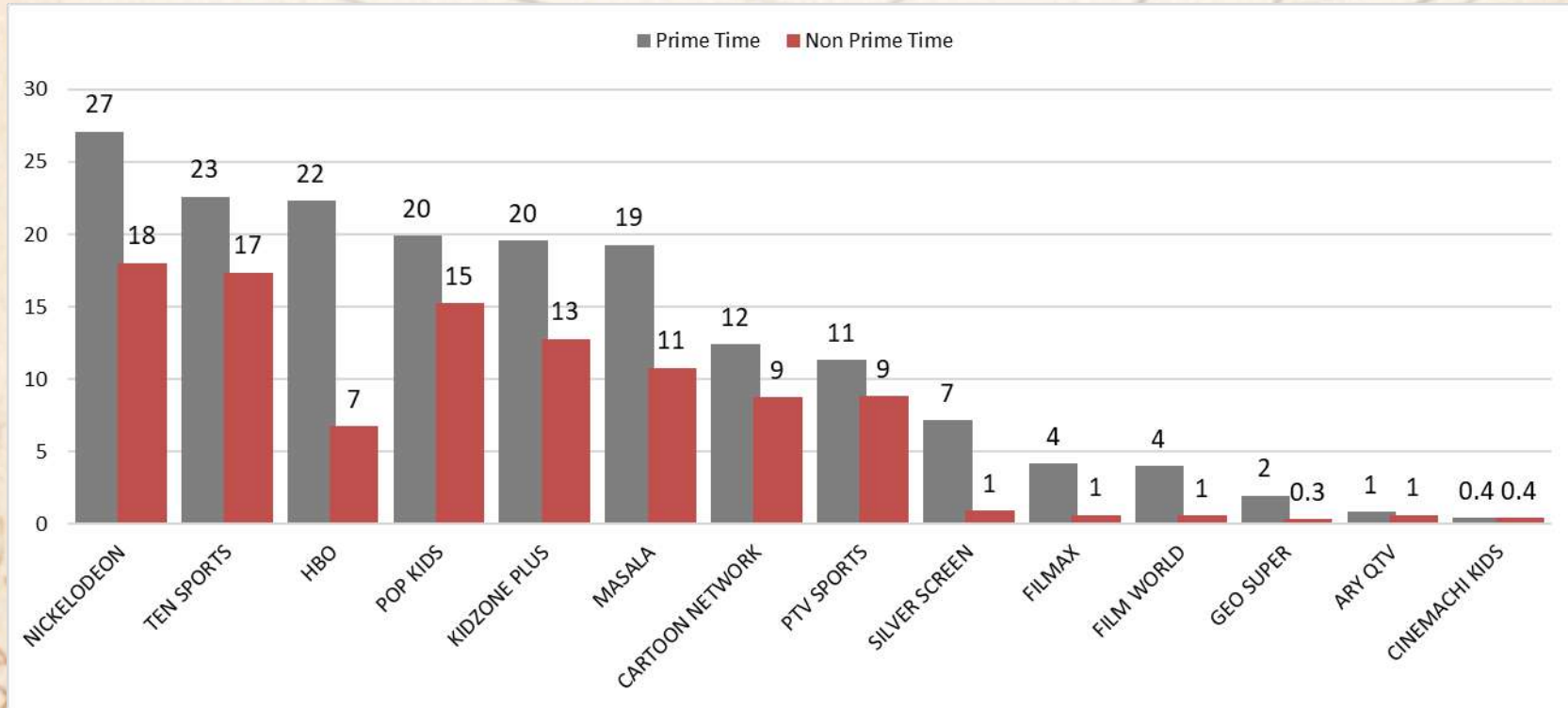
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : MUSIC

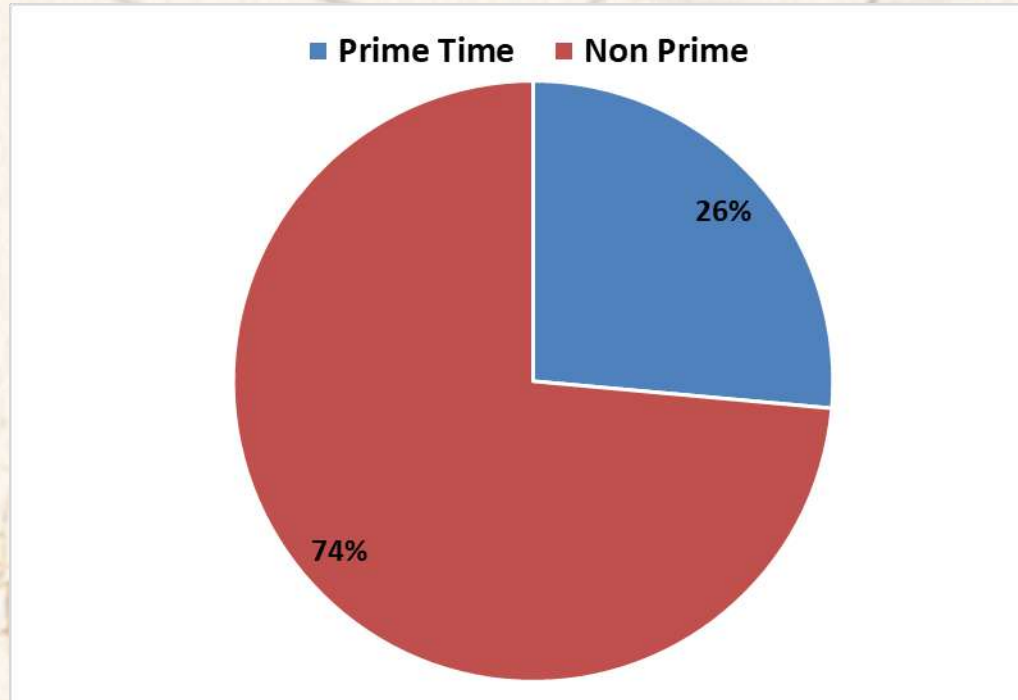


# GENRE WISE SPOT FREQUENCIES IN AN HOUR

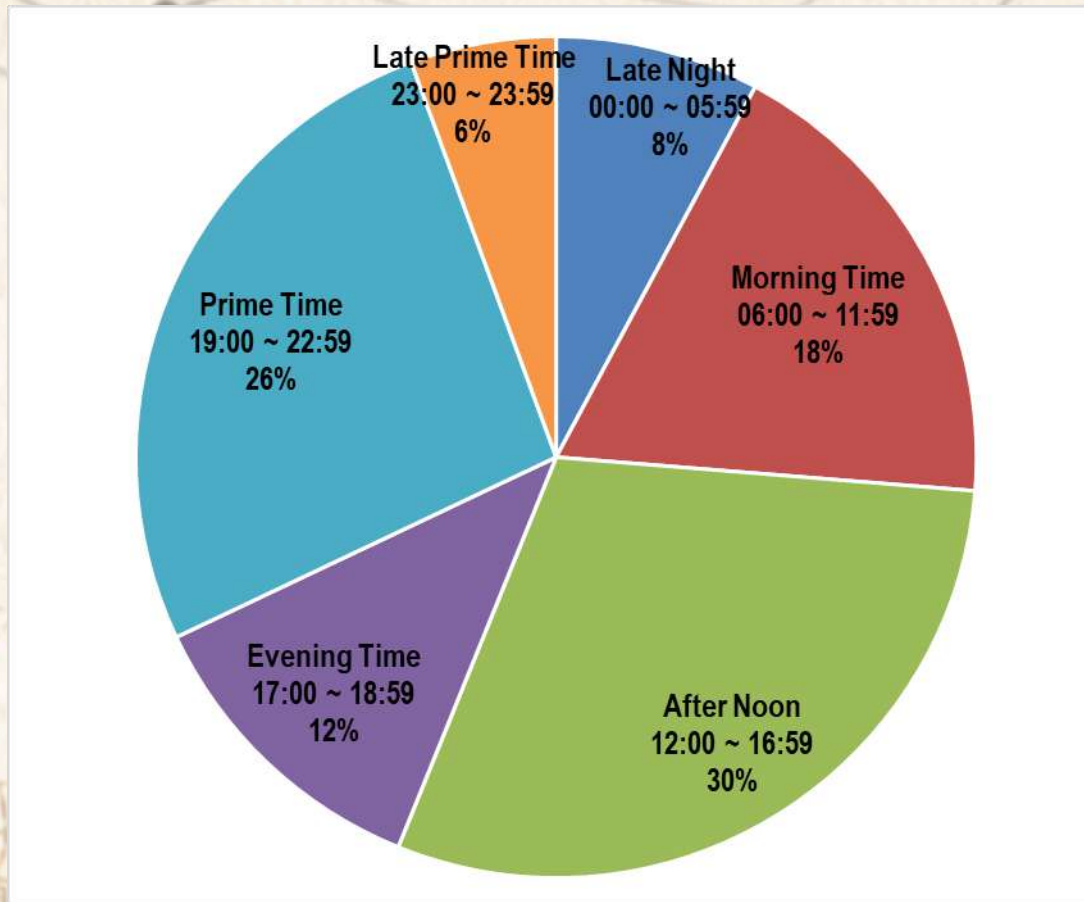
Genre : OTHERS



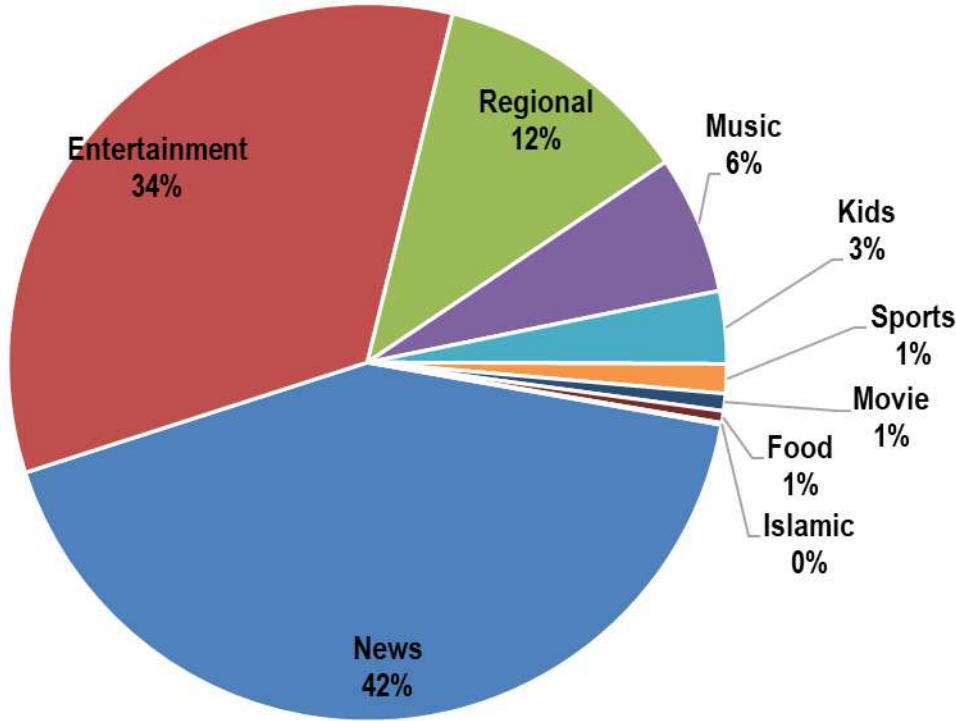
# DAY PART SPLIT BY AIRTIME



# TIME BAND SPLIT BY AIRTIME



# GENRE & DAY PART BY AIRTIME



## Day Part Wise Airtime Mins

■ Prime Time ■ Non Prime Time

| Genre         | Prime Time | Non Prime Time |
|---------------|------------|----------------|
| News          | 103,453    | 295,821        |
| Entertainment | 78,863     | 240,342        |
| Regional      | 37,509     | 73,543         |
| Music         | 15,610     | 43,232         |
| Kids          | 6,827      | 24,043         |
| Sports        | 2,642      | 9,828          |
| Movie         | 3,589      | 3,741          |
| Food          | 1,079      | 3,929          |
| Islamic       | 194        | 621            |



# 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**