

# CLUTTER Analysis

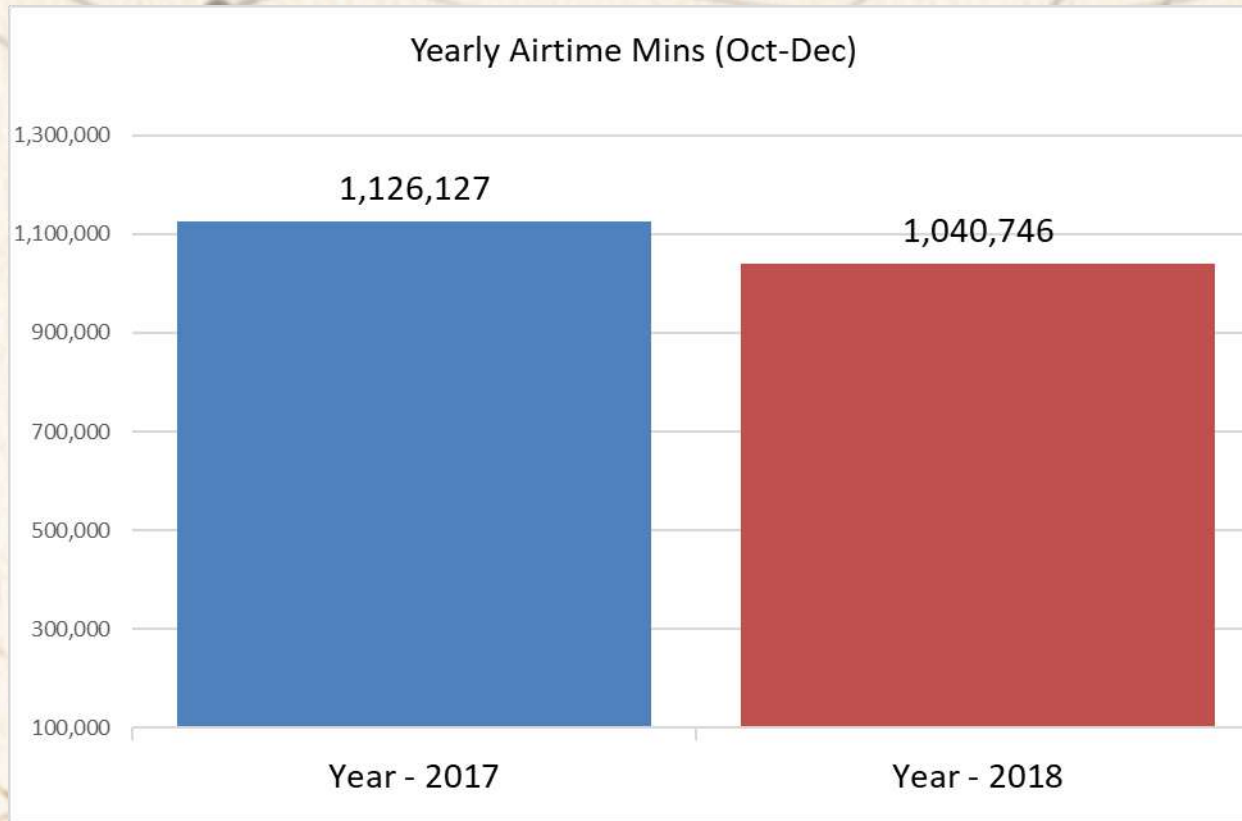
QTR 04 -  
Oct to Dec  
2018



**PAKISTAN  
ADVERTISERS  
SOCIETY**

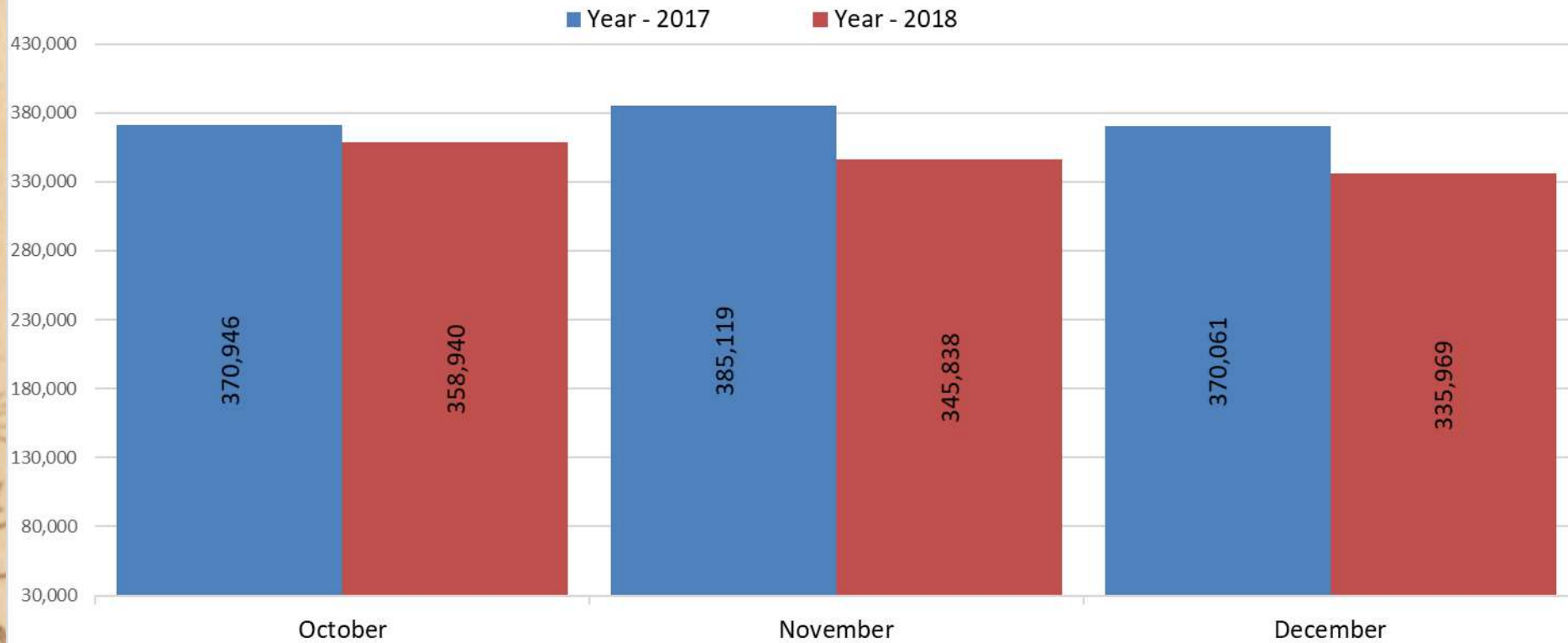
**COMPARISON WITH LAST YEAR**  
**Oct to Dec 2017-2018**

# QUARTERLY COMPARISON BY AIRTIME



# MONTHLY COMPARISON BY AIRTIME

## Month Wise Comparison of Airtime Mins 2017-2018

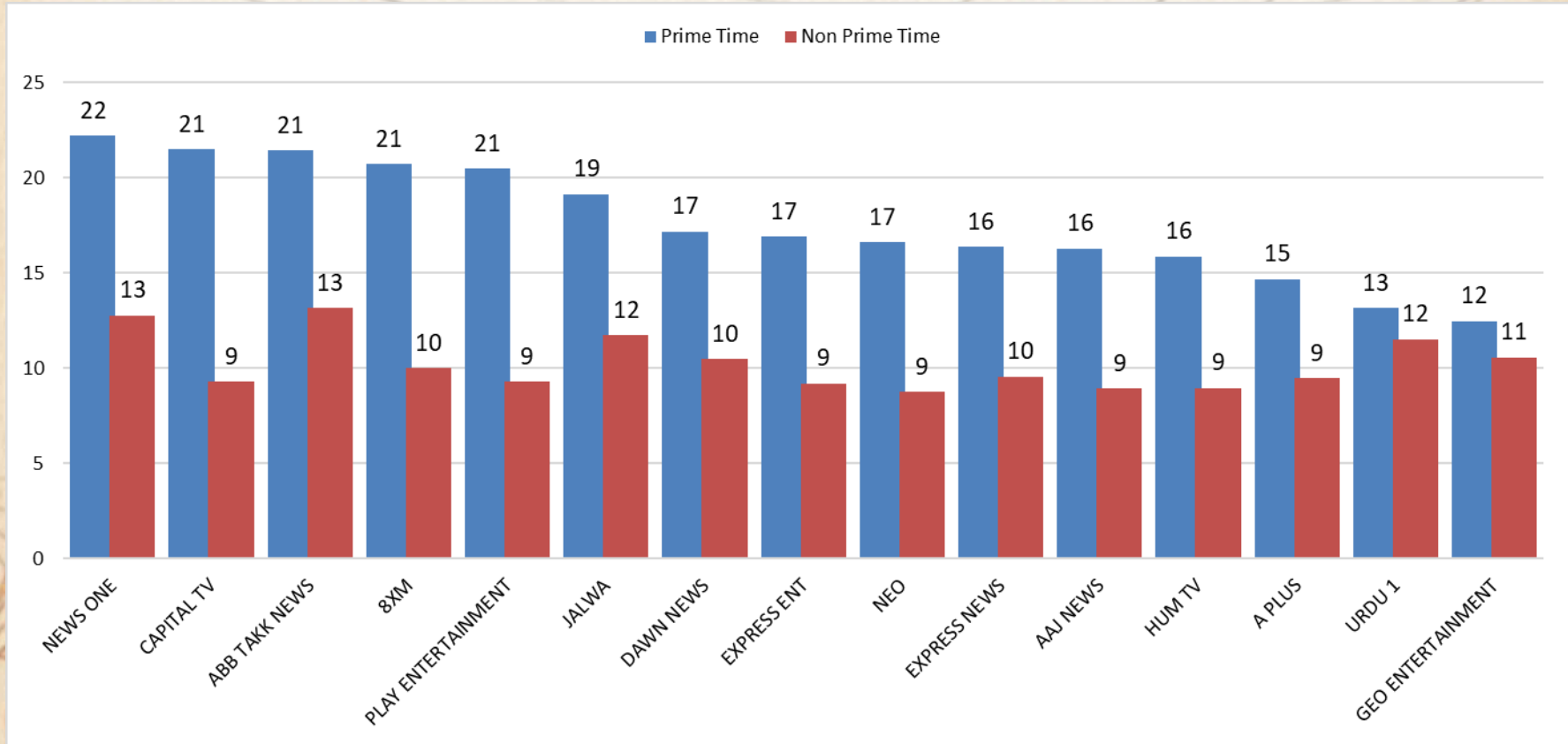


**GENER WISE**

**AVEAGE AIRTIME REVIEW QTR 04 ( Oct to Dec 2018)**

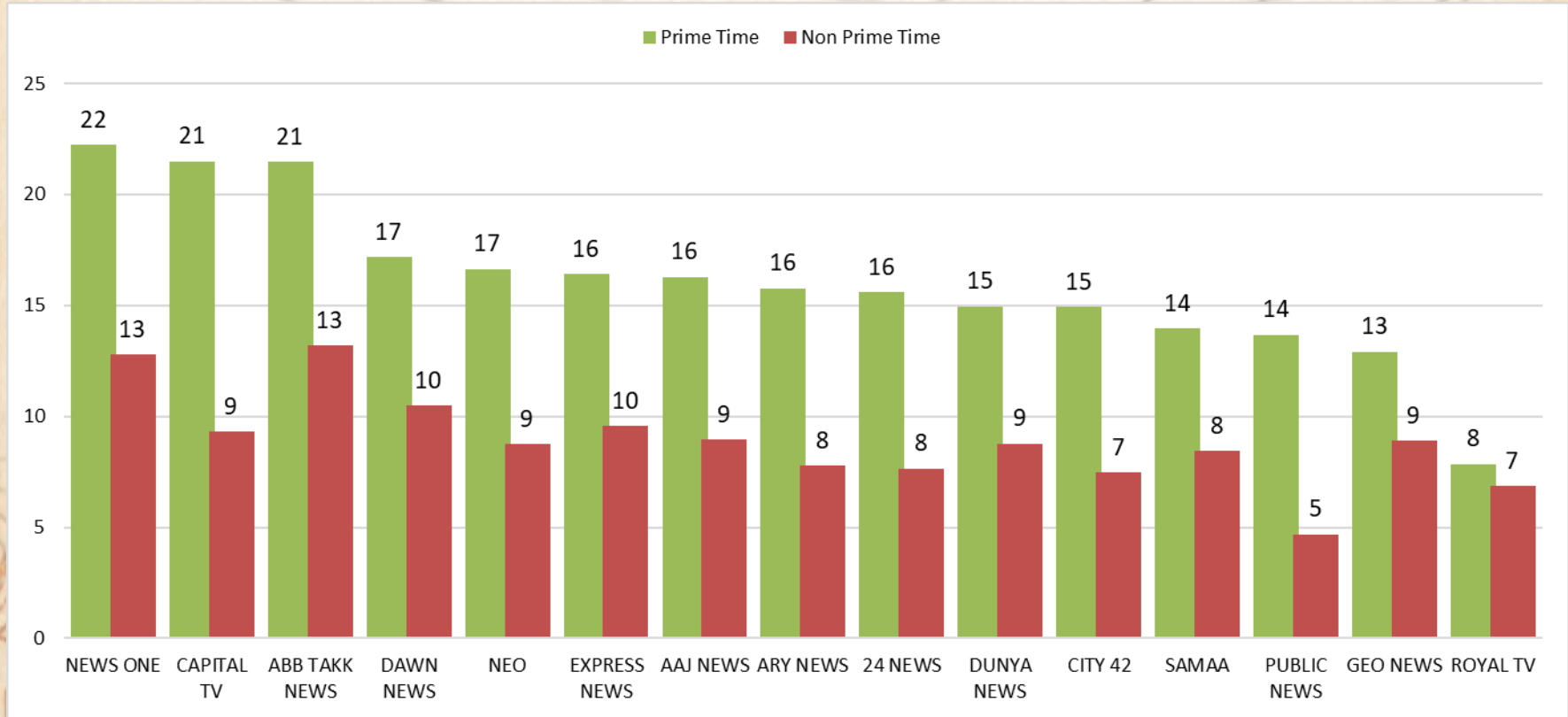
# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ALL



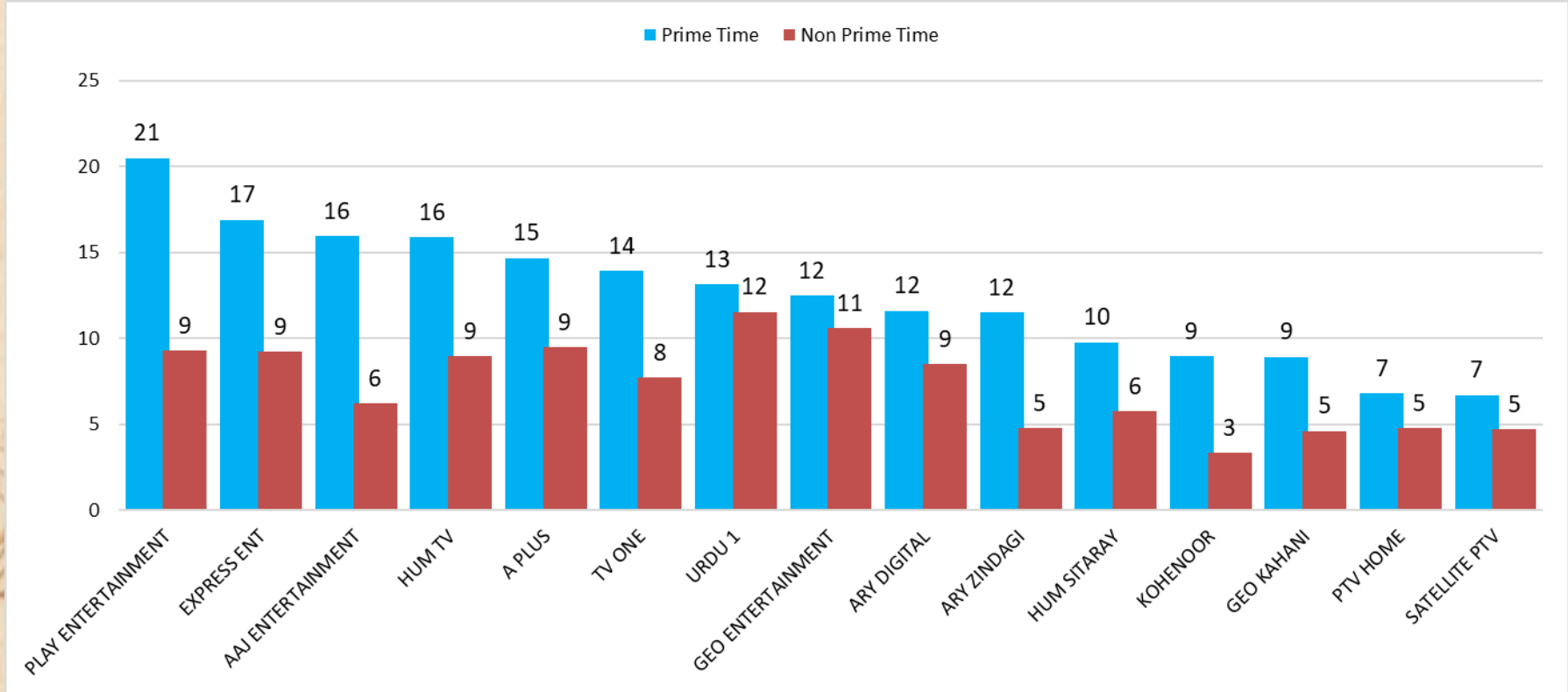
# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : NEWS



# GENRE WISE AVERAGE MINUTES IN AN HOUR

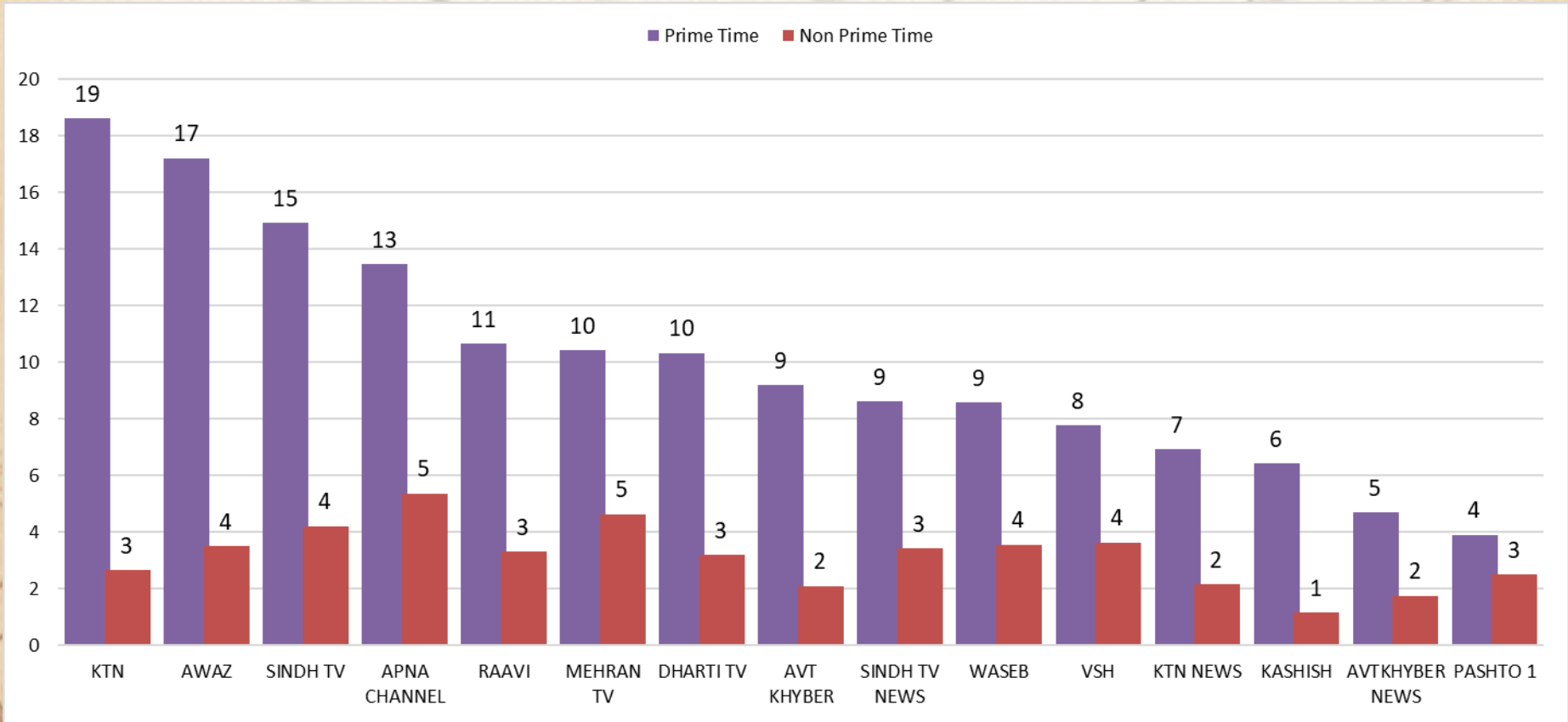
Genre : ENTERTAINMENT





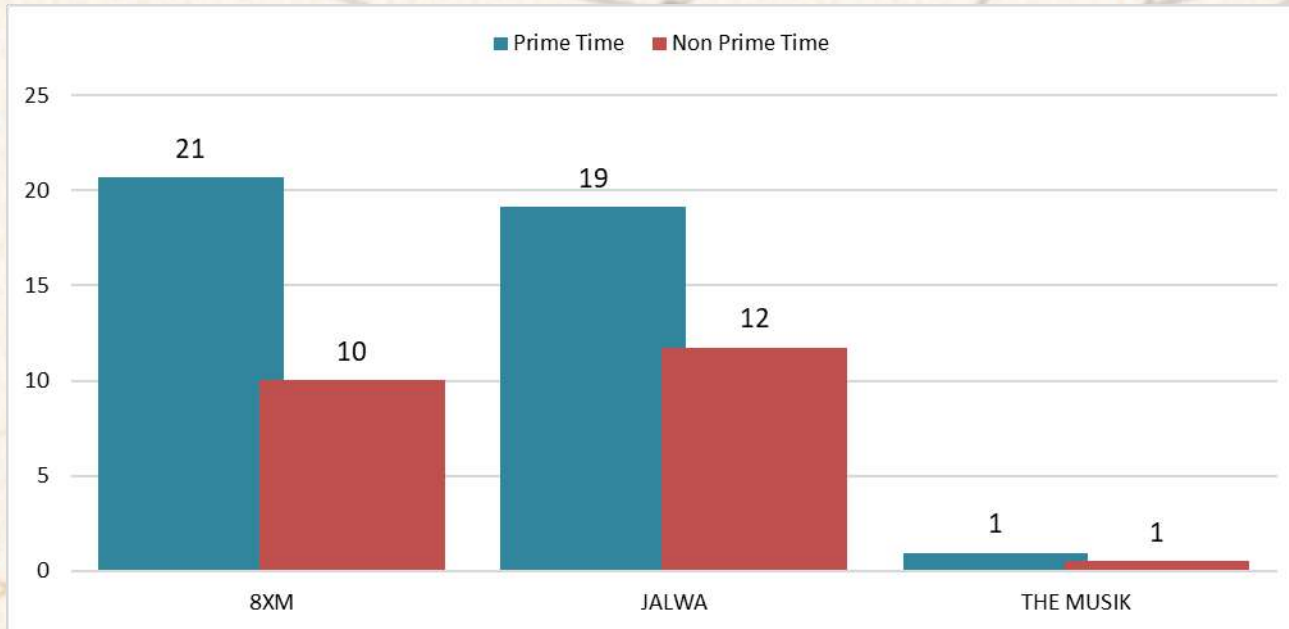
# GENRE WISE AVERAGE MINUTES IN AN HOUR

## Genre : REGIONAL



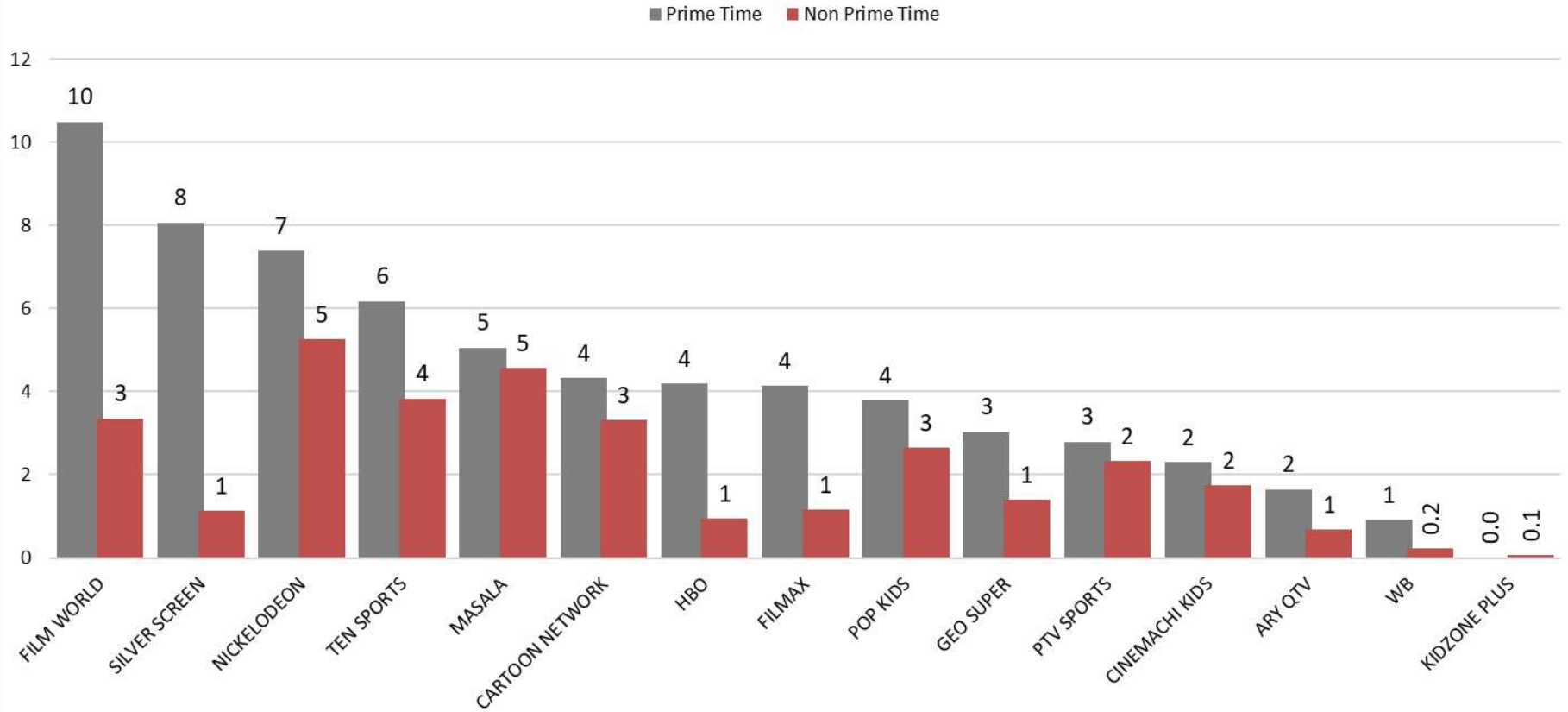
# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : MUSIC



# GENRE WISE AVERAGE MINUTES IN AN HOUR

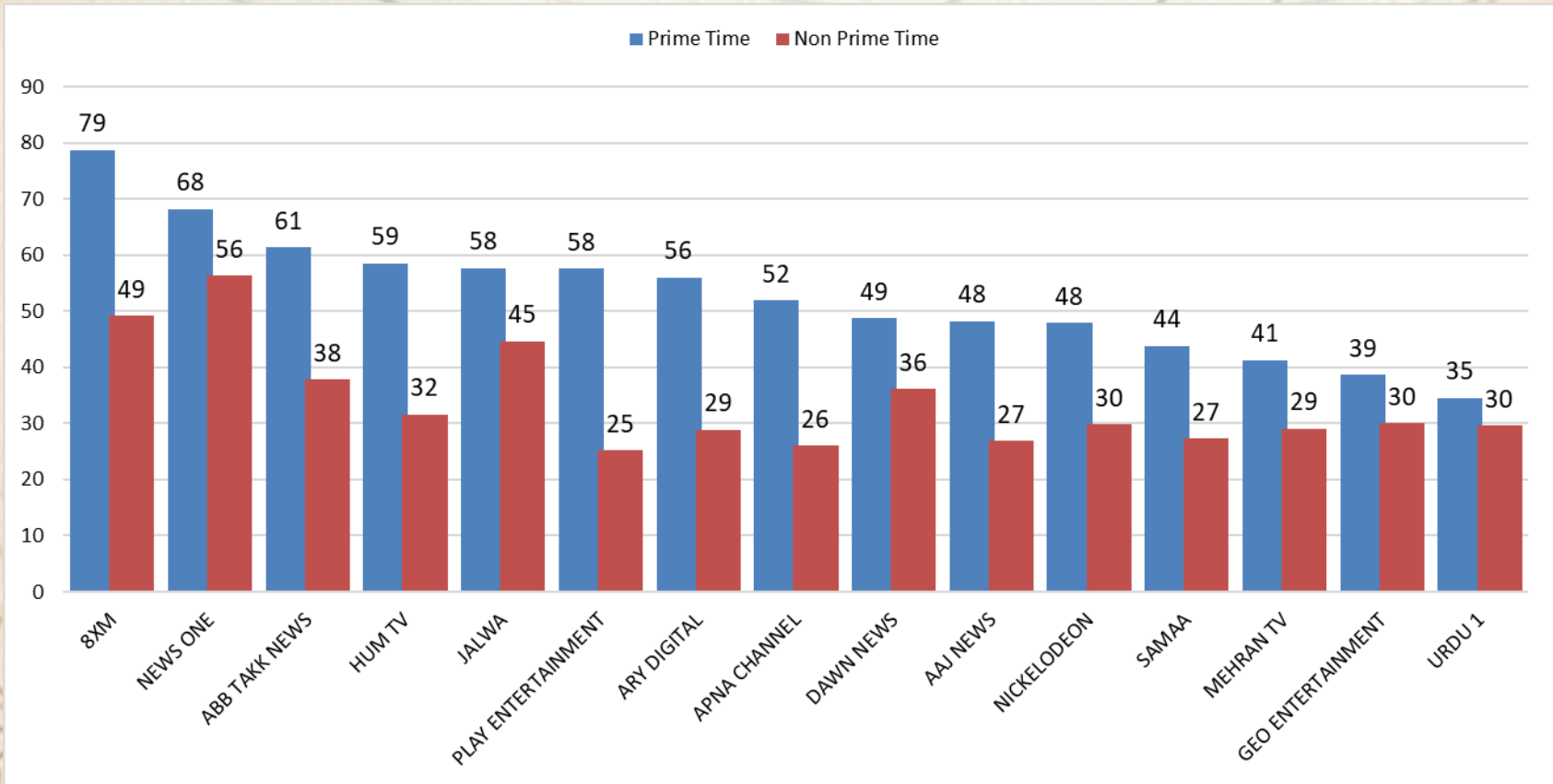
## Genre : OTHERS



**GENER WISE  
AVERAGE SPOT'S FREQUENCIES REVIEW (QTR 04)**

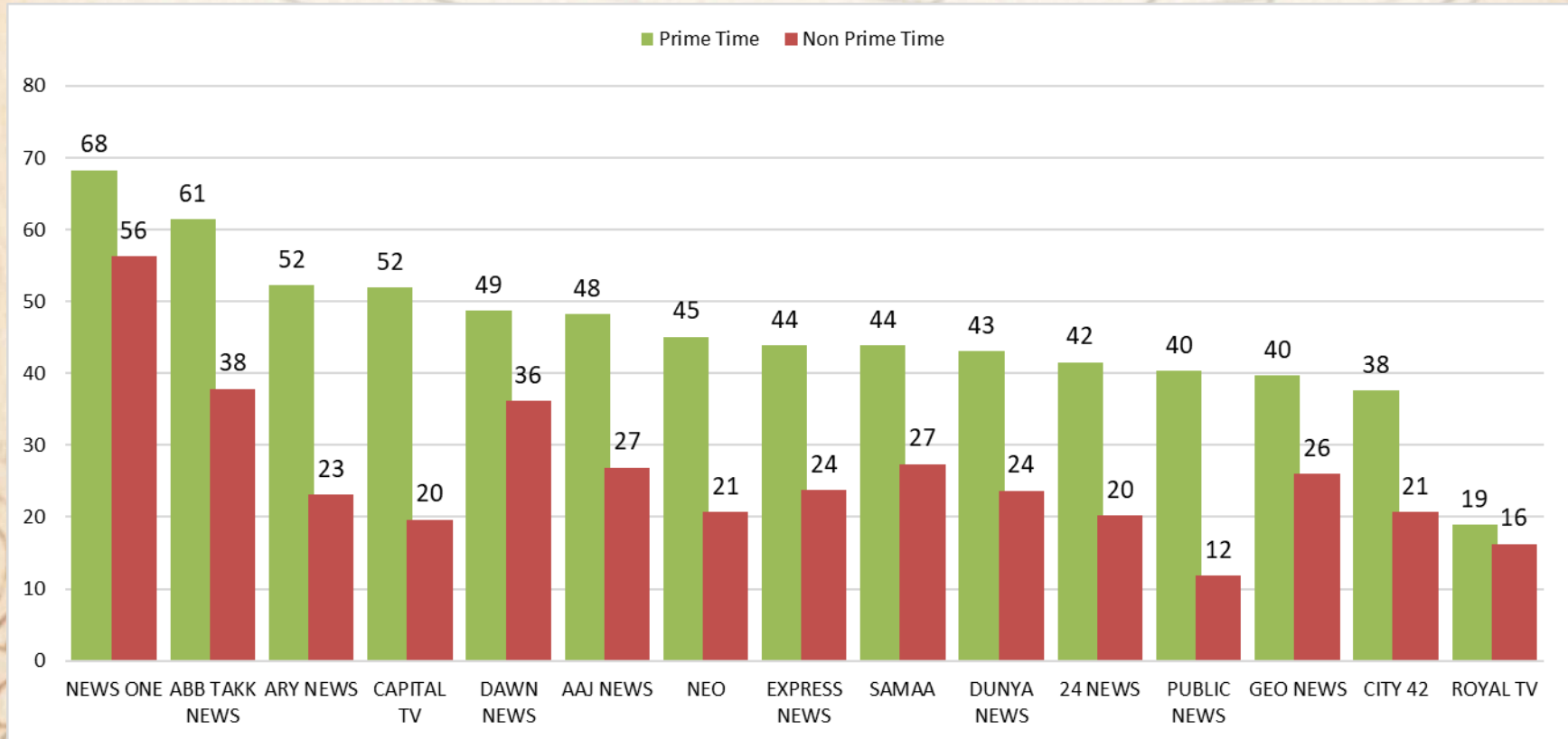
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ALL



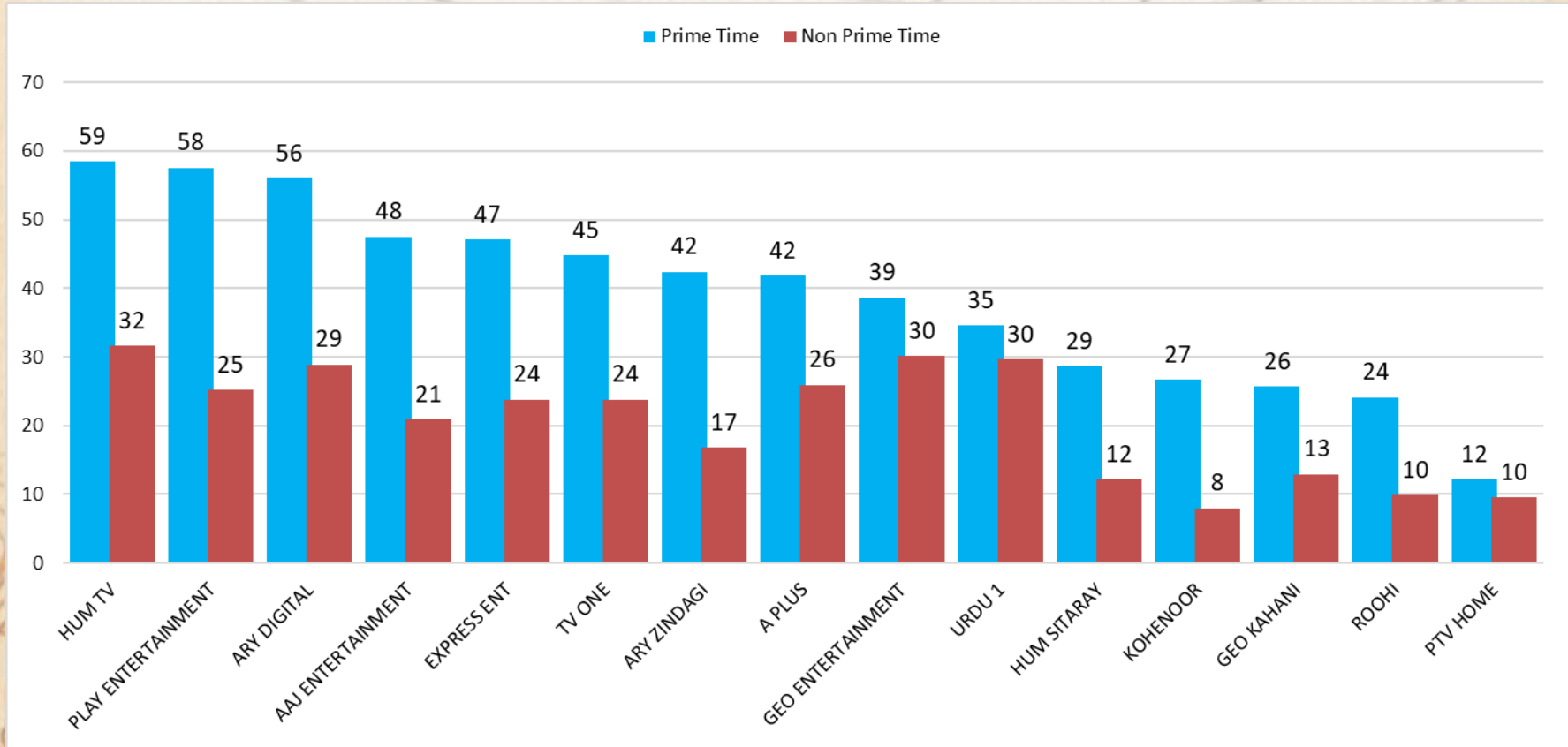
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : NEWS



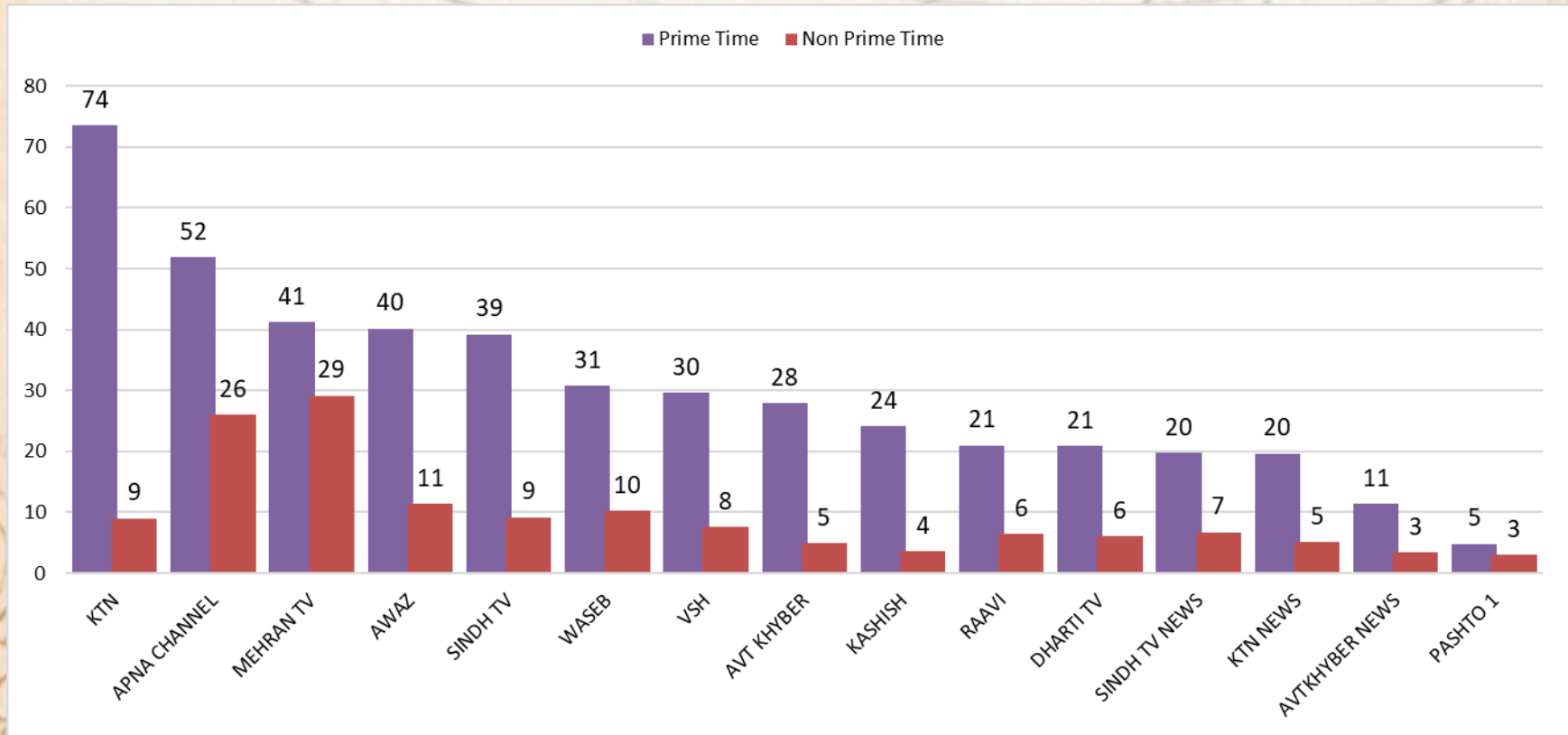
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ENTERTAINMENT



# GENRE WISE SPOT FREQUENCIES IN AN HOUR

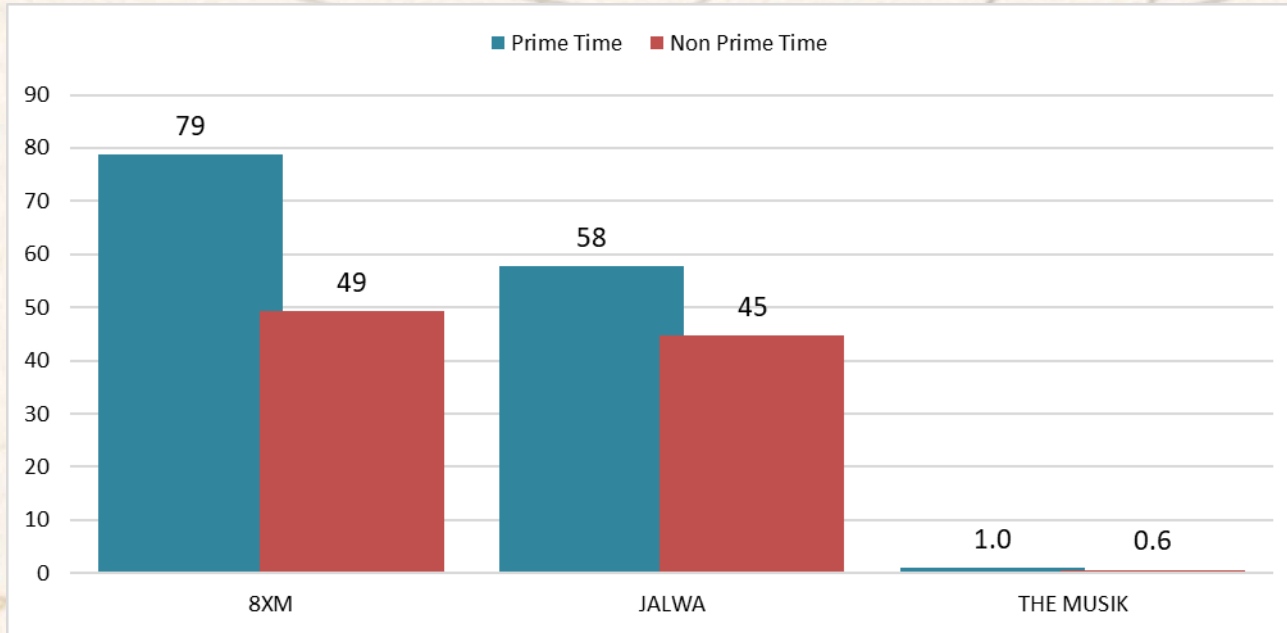
Genre : REGIONAL





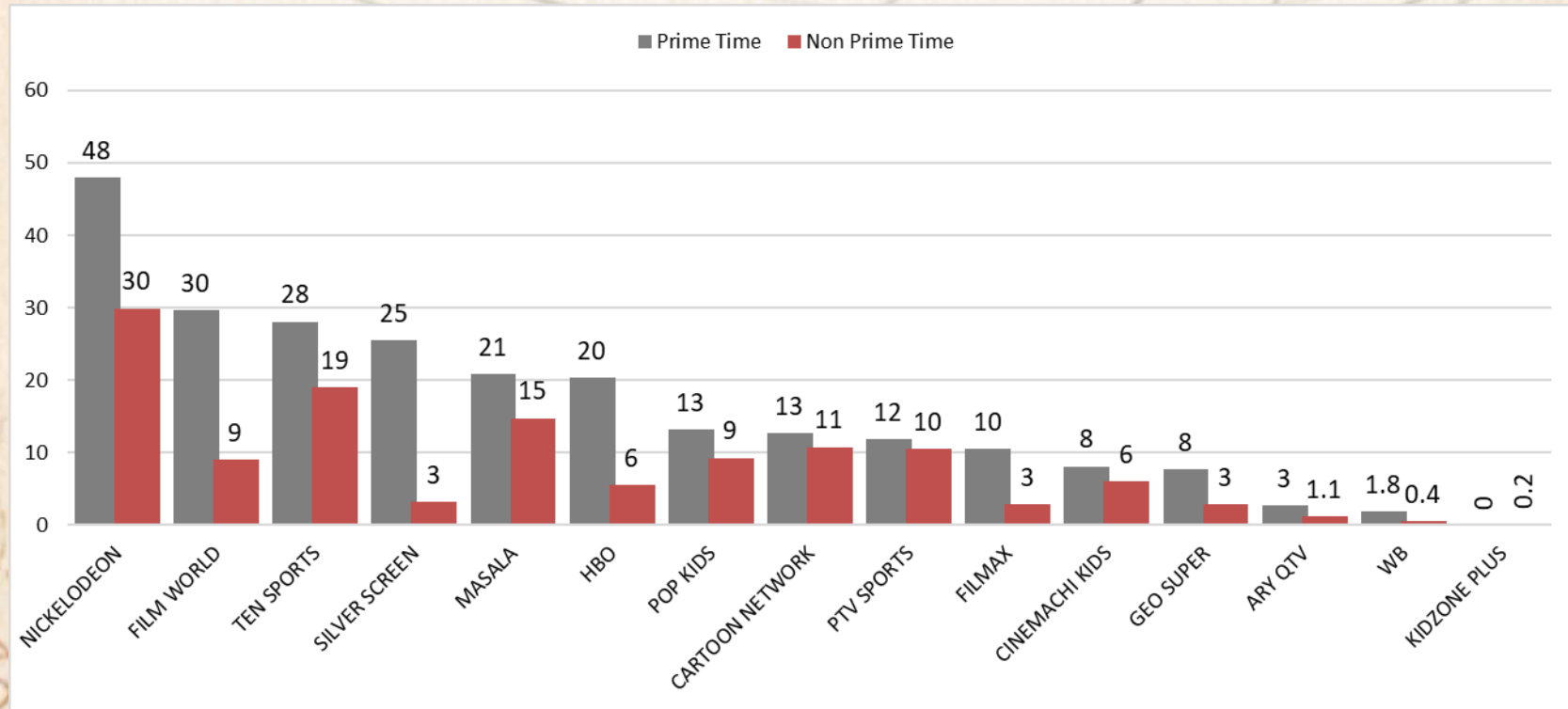
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : MUSIC

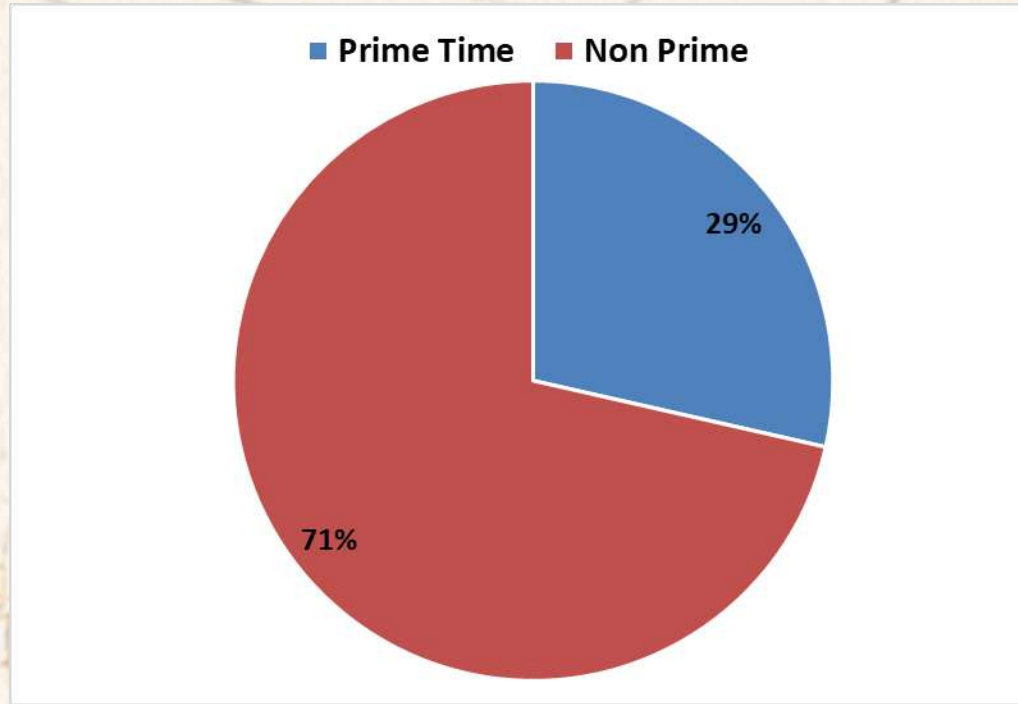


# GENRE WISE SPOT FREQUENCIES IN AN HOUR

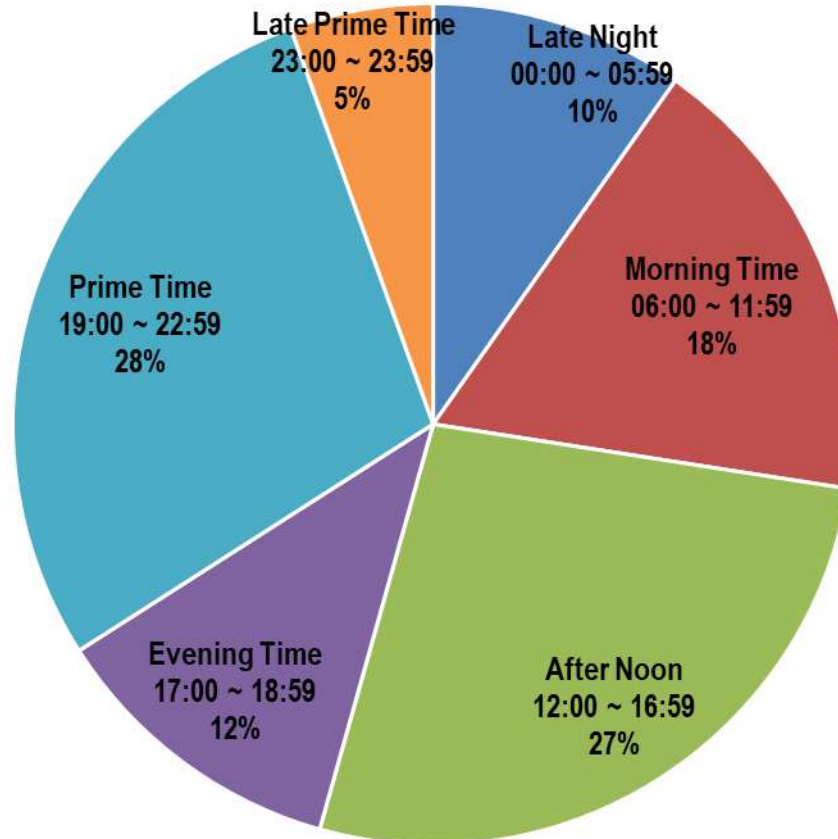
Genre : OTHERS



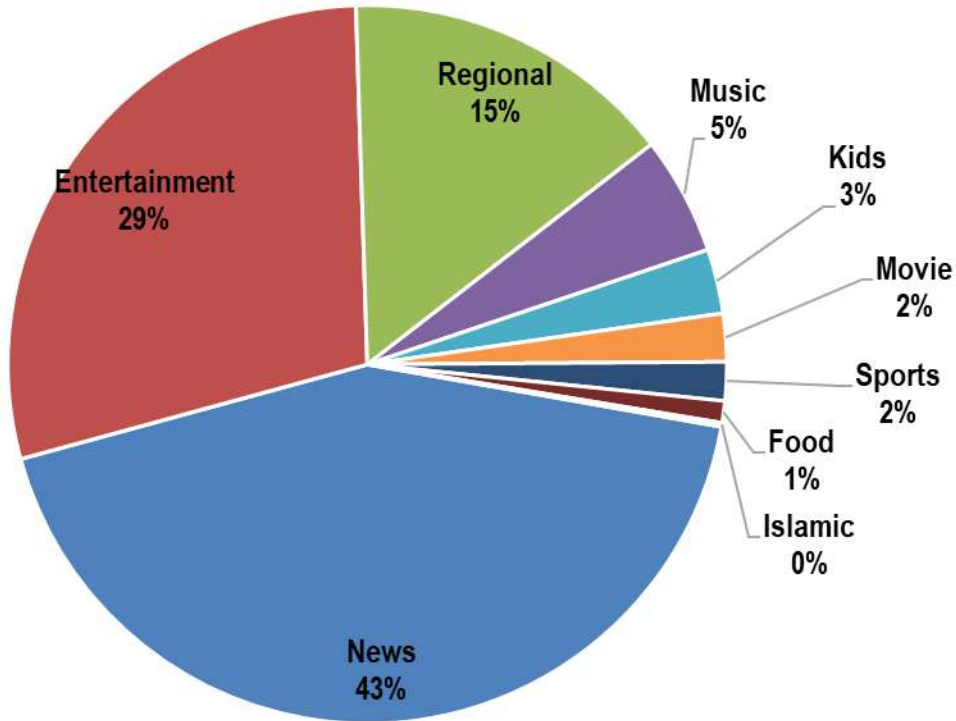
# DAY PART SPLIT BY AIRTIME



# 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	120,997	326,306
Entertainment	77,644	221,421
Regional	60,213	95,981
Music	14,859	40,547
Kids	6,477	23,707
Movie	10,120	12,389
Sports	4,368	13,725
Food	1,841	8,317
Islamic	599	1,235



# Thank You

For any queries, please  
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