

CLUTTER Analysis

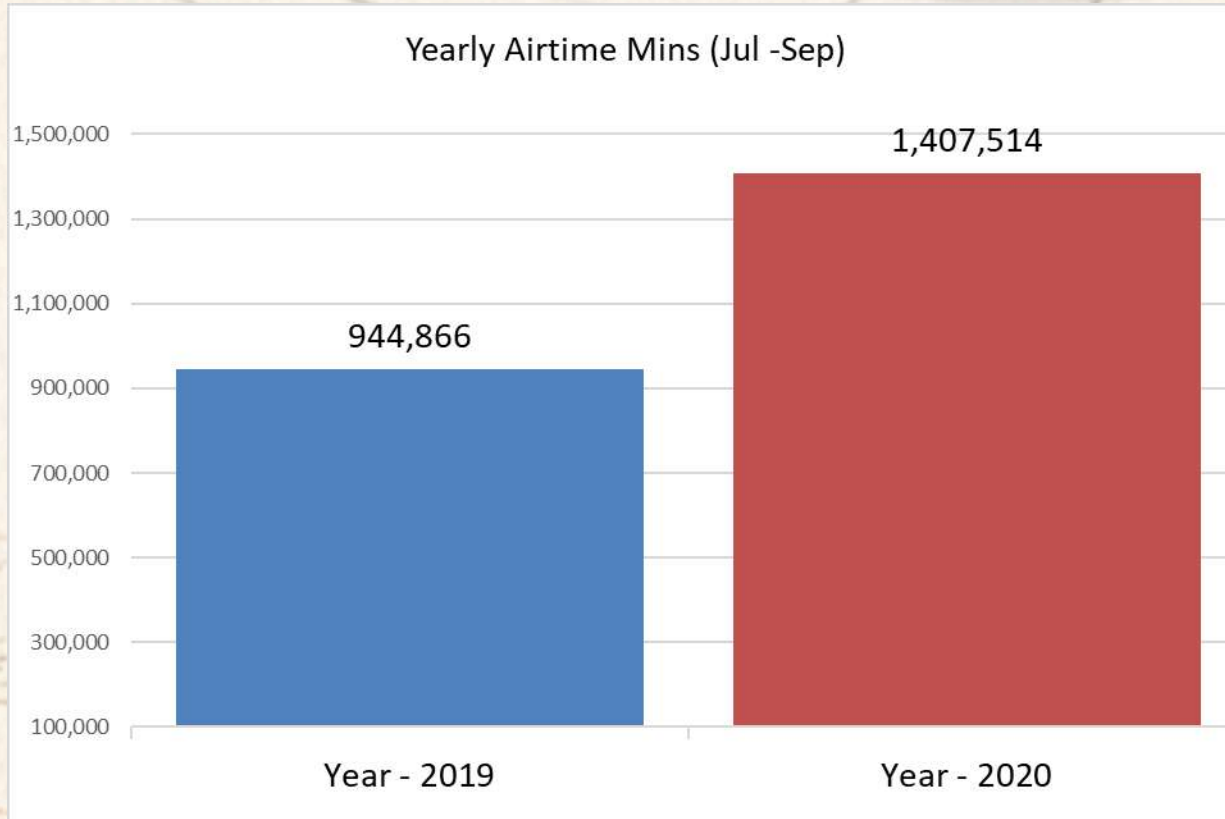
QTR 03 –
Jul to Sep
2020



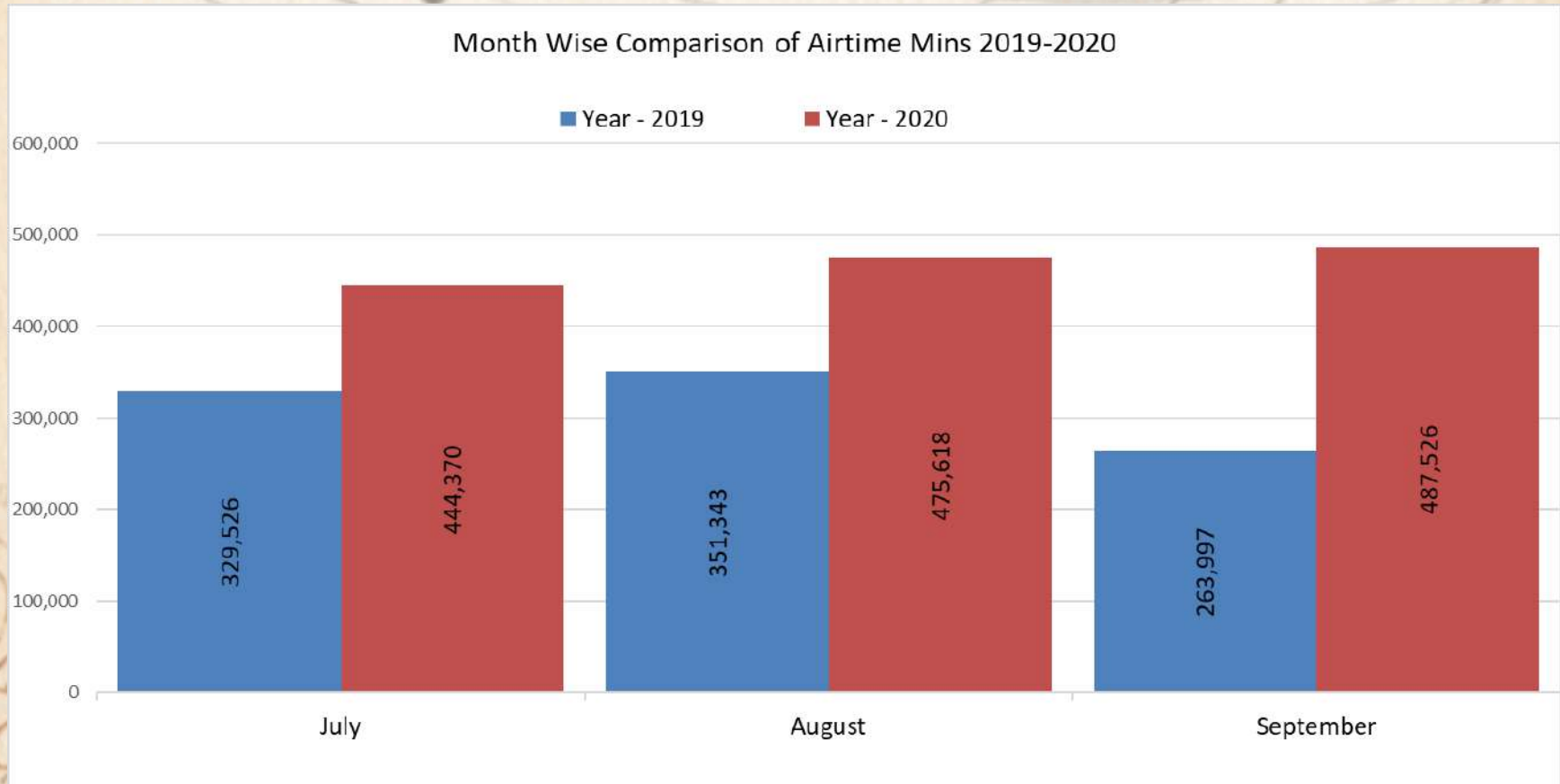
**PAKISTAN
ADVERTISERS
SOCIETY**

COMPARISON WITH LAST YEAR
Jul to Aug 2019-2020

QUARTERLY COMPARISON BY AIRTIME



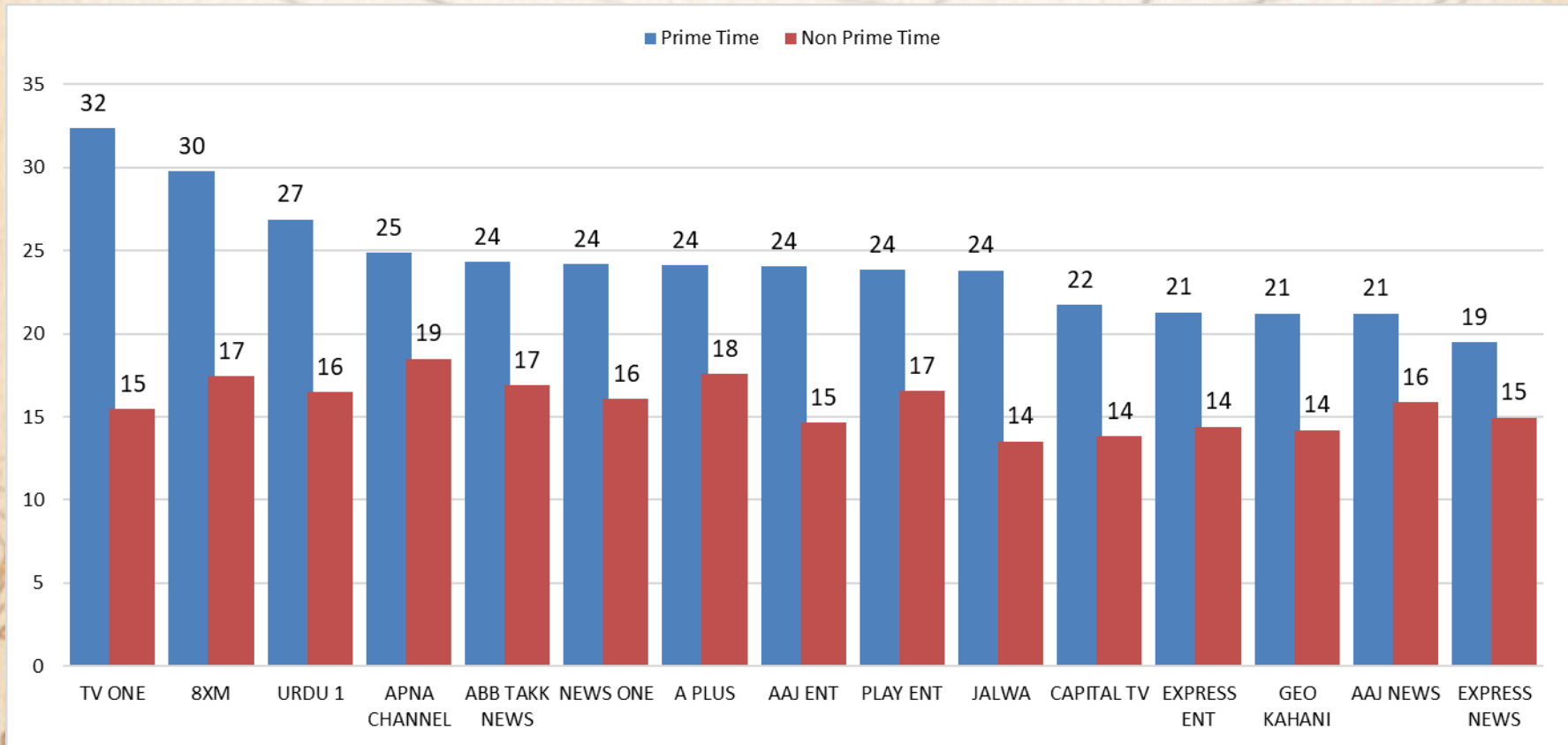
MONTHLY COMPARISON BY AIRTIME



**GENRE WISE
AVEAGE AIRTIME REVIEW - QTR 03 (Jul-Sep 2020)**

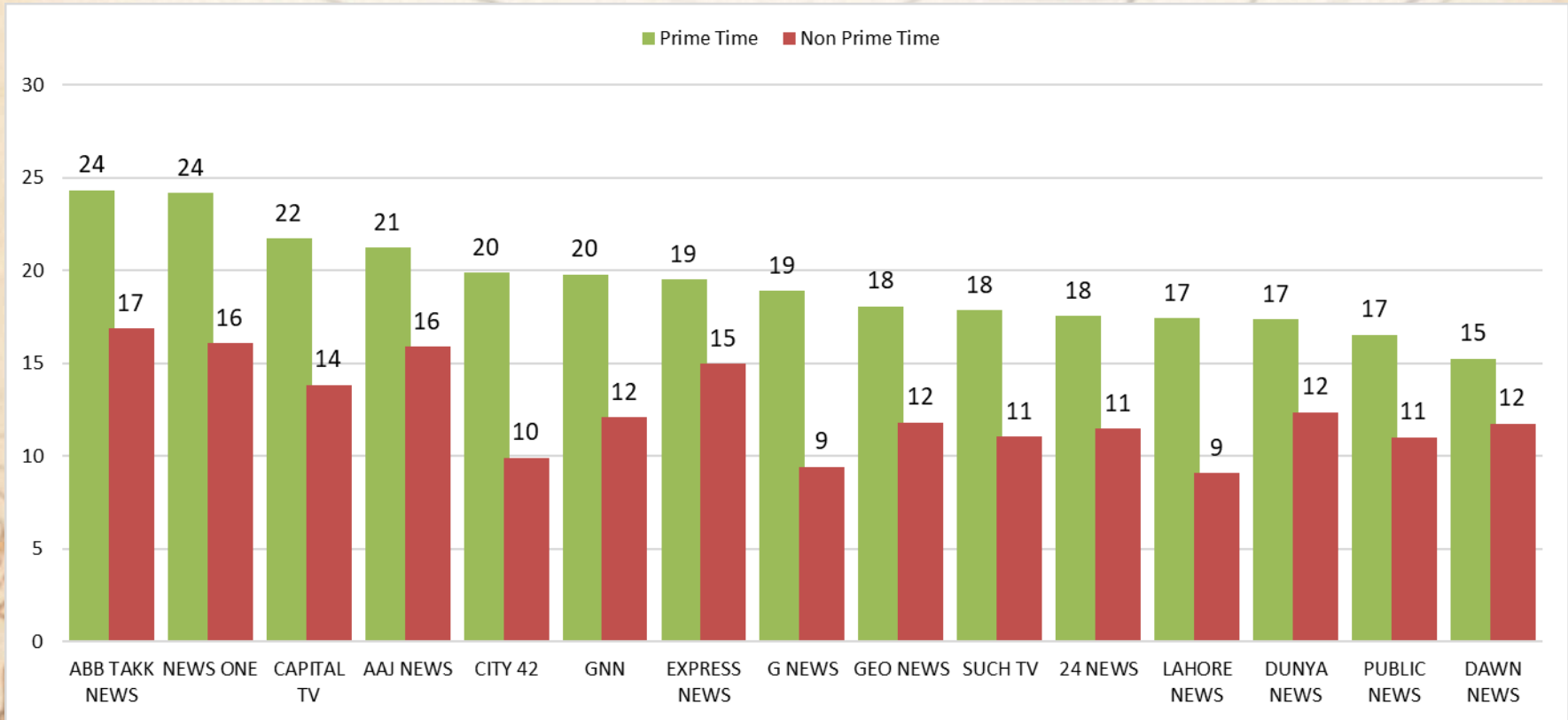
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ALL



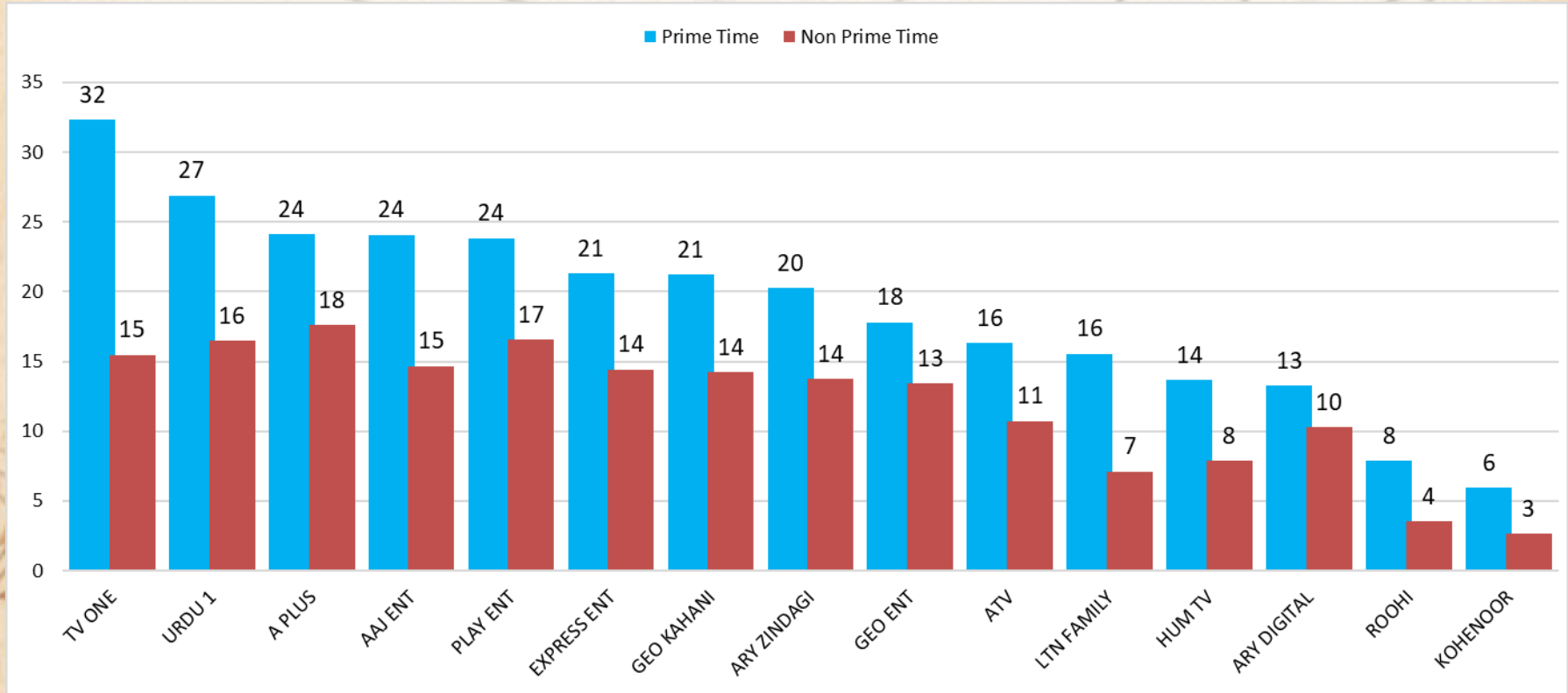
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : NEWS



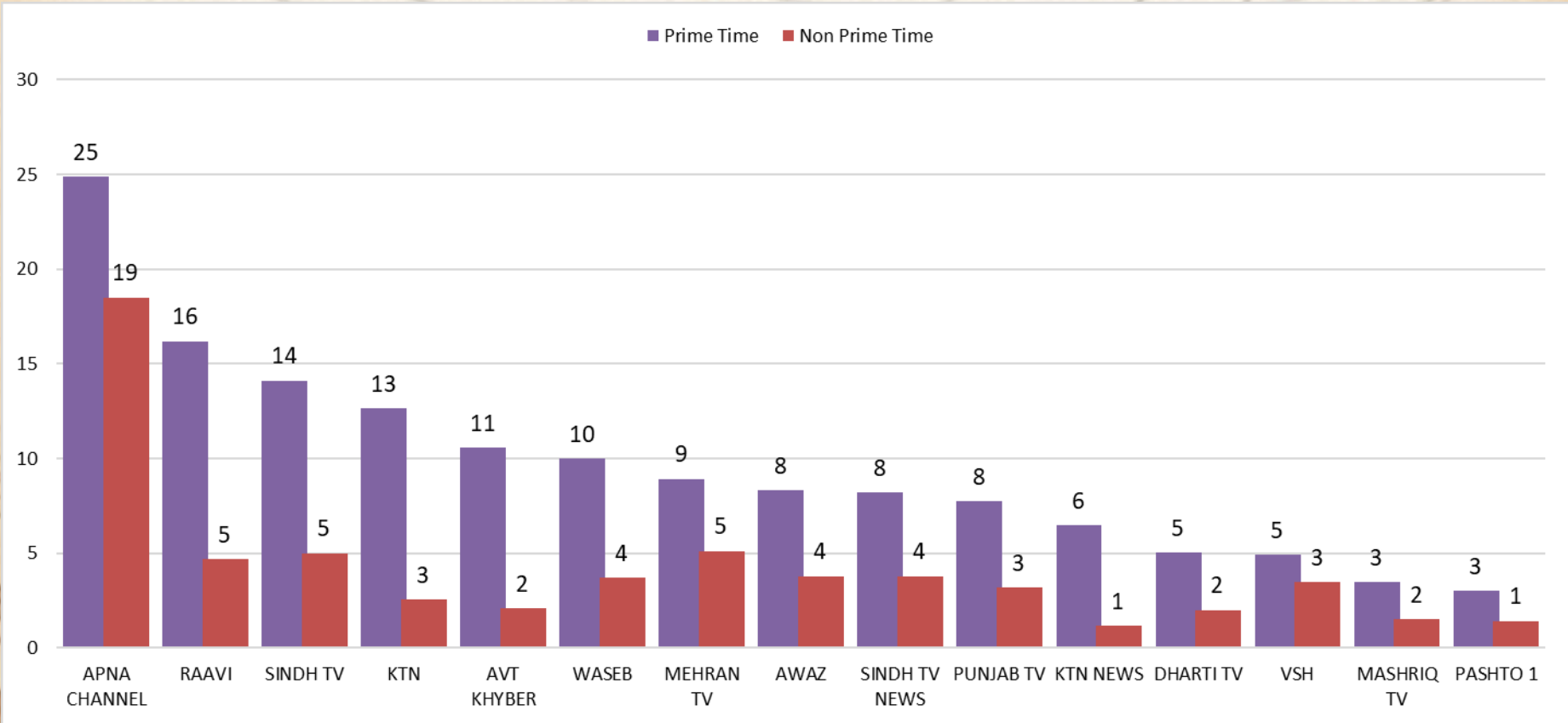
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ENTERTAINMENT



GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : REGIONAL



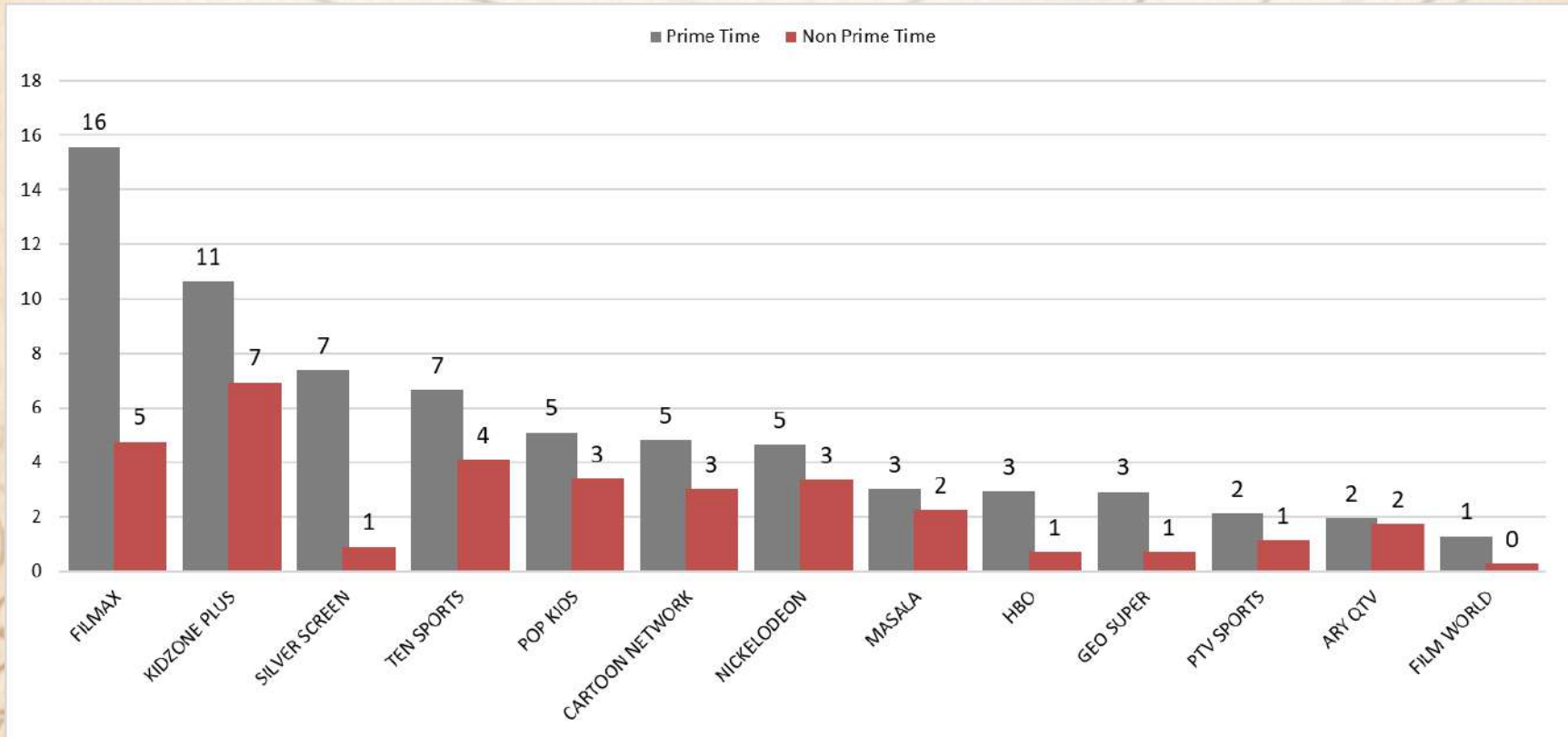
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : MUSIC



GENRE WISE AVERAGE MINUTES IN AN HOUR

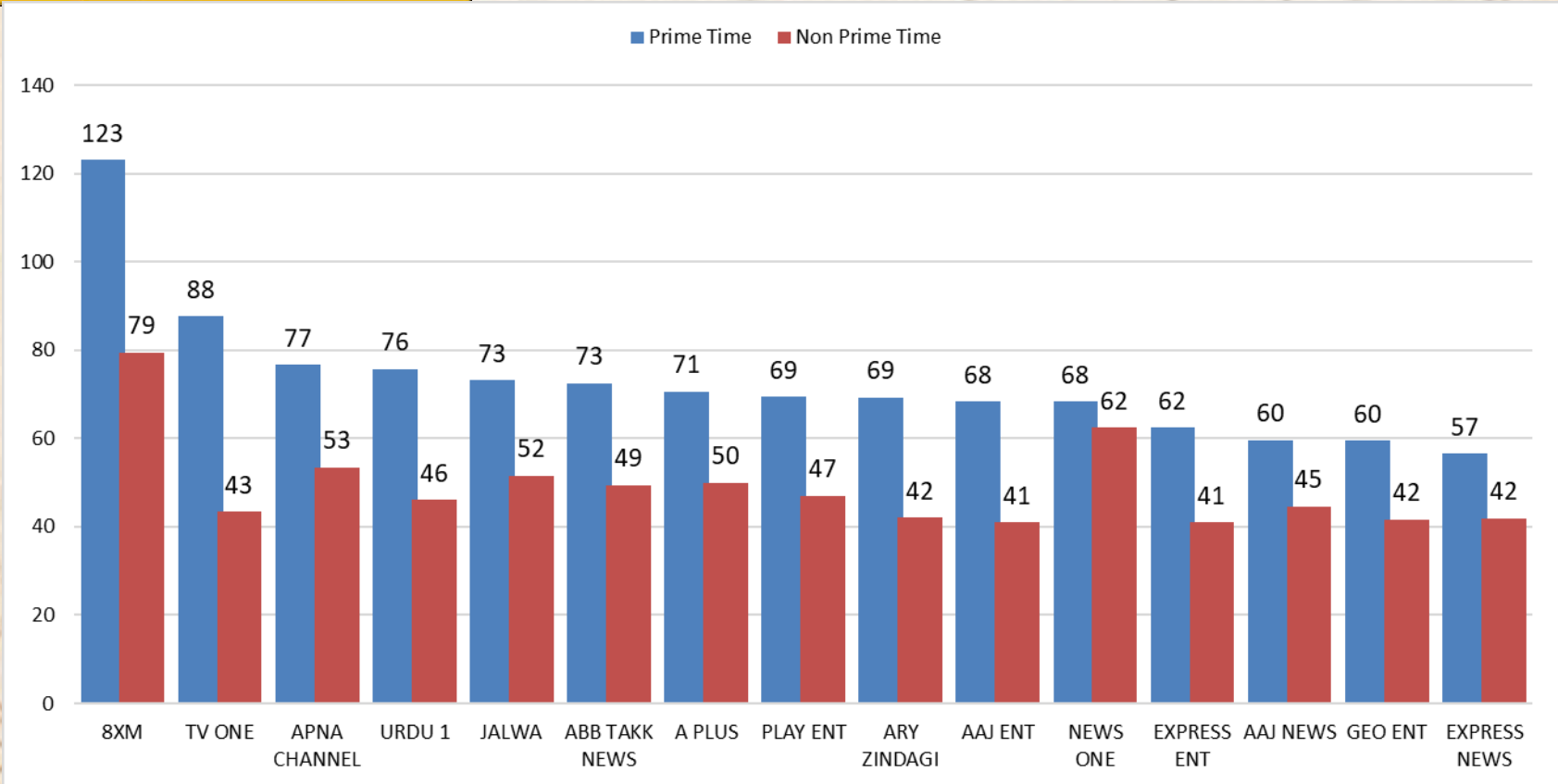
Genre : OTHERS



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

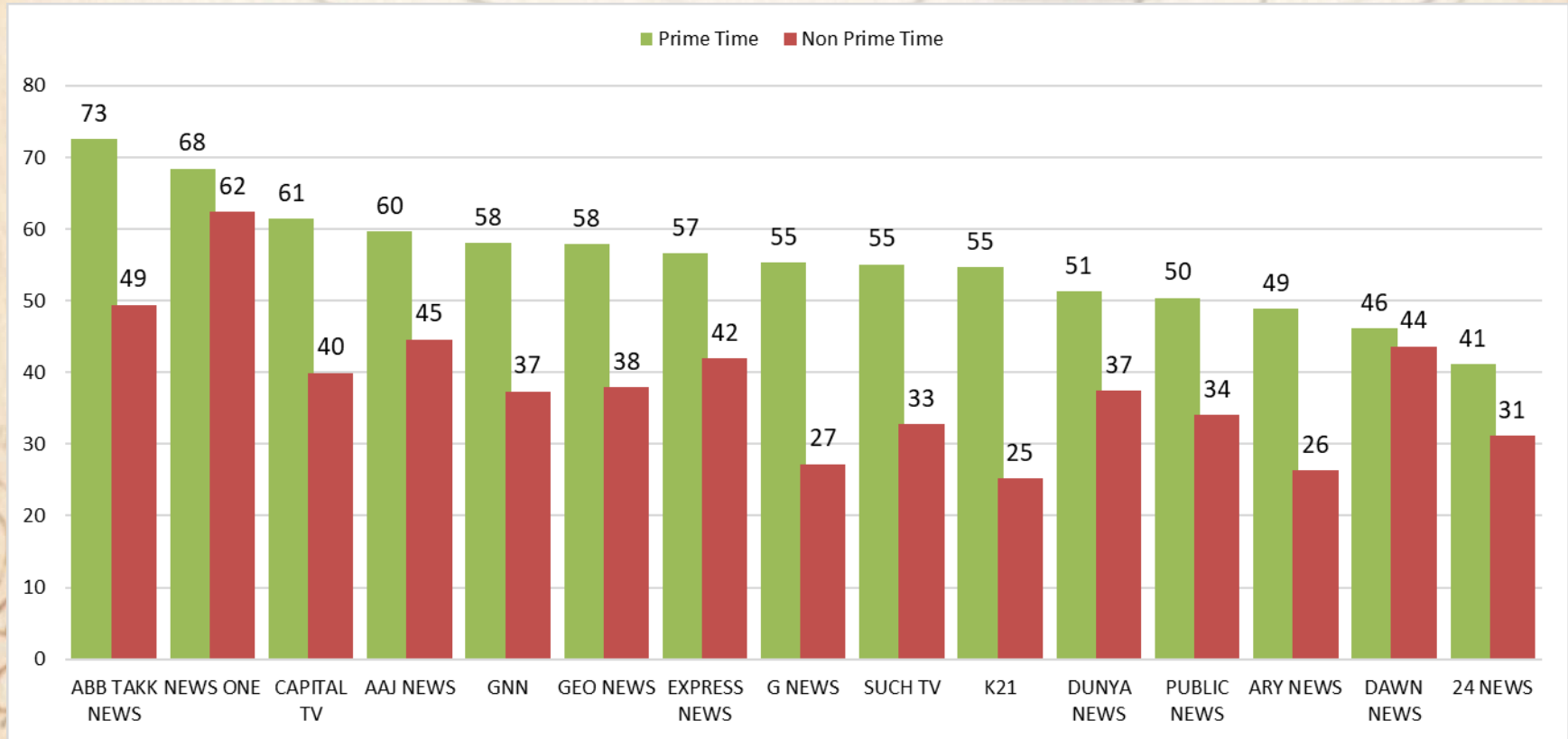
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ALL



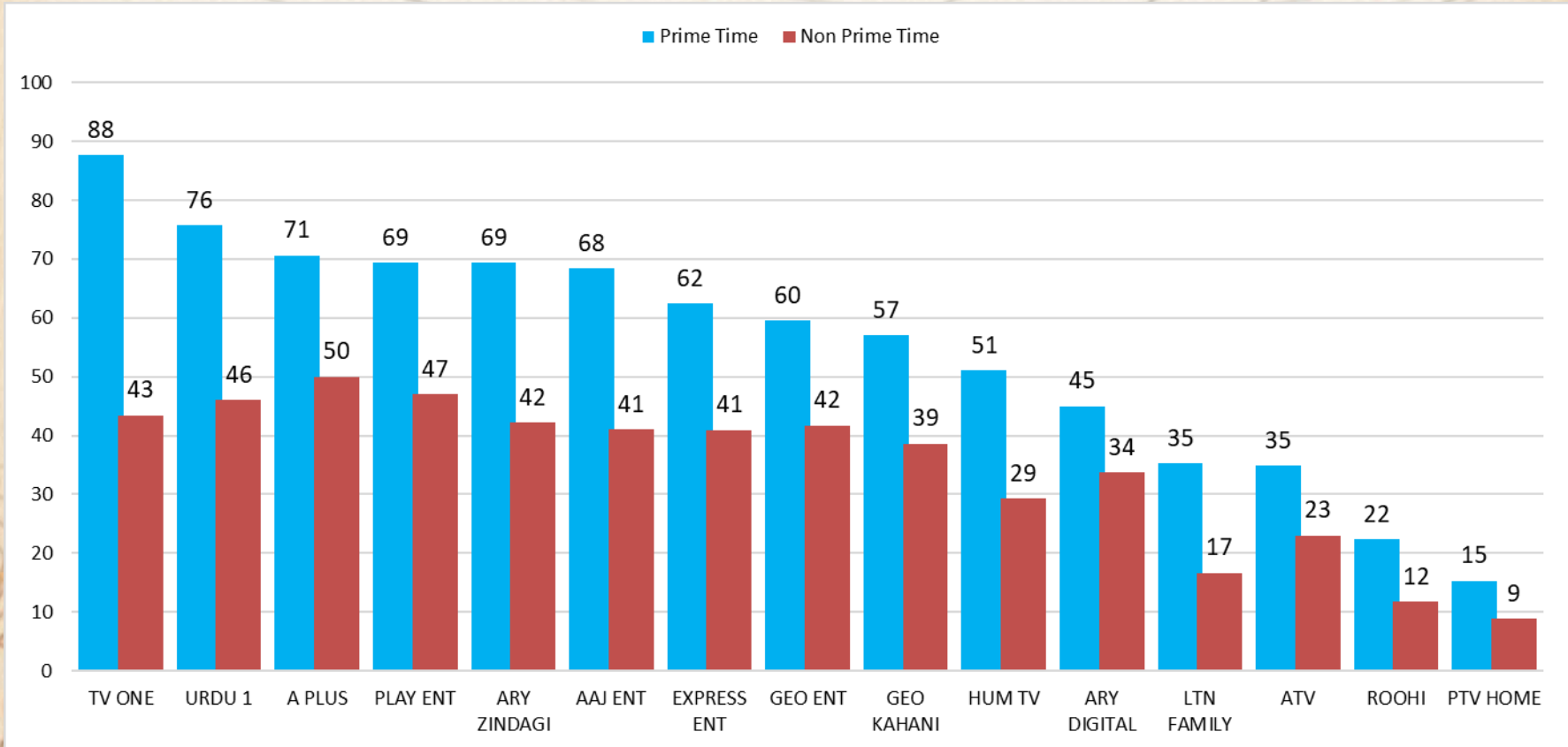
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : NEWS



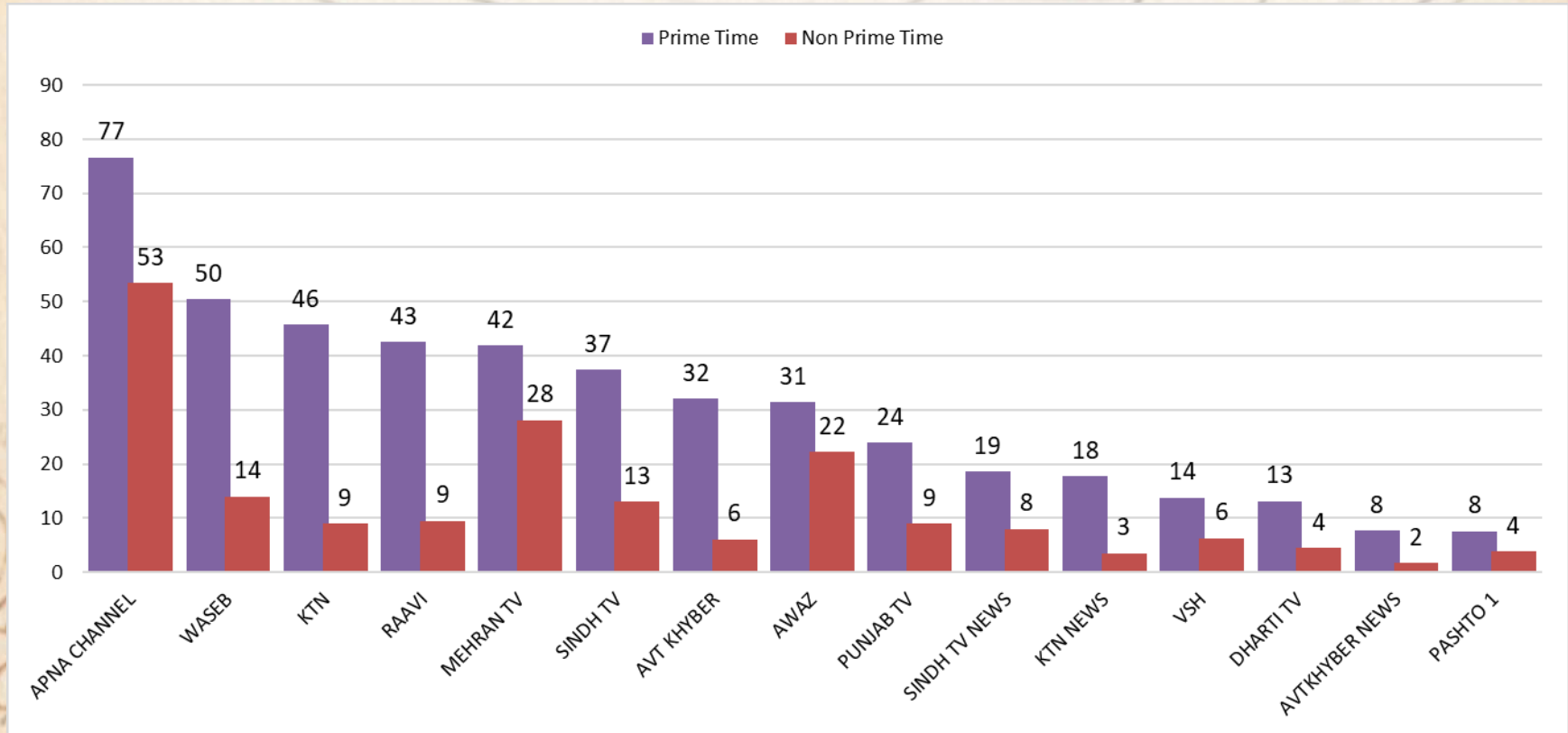
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ENTERTAINMENT



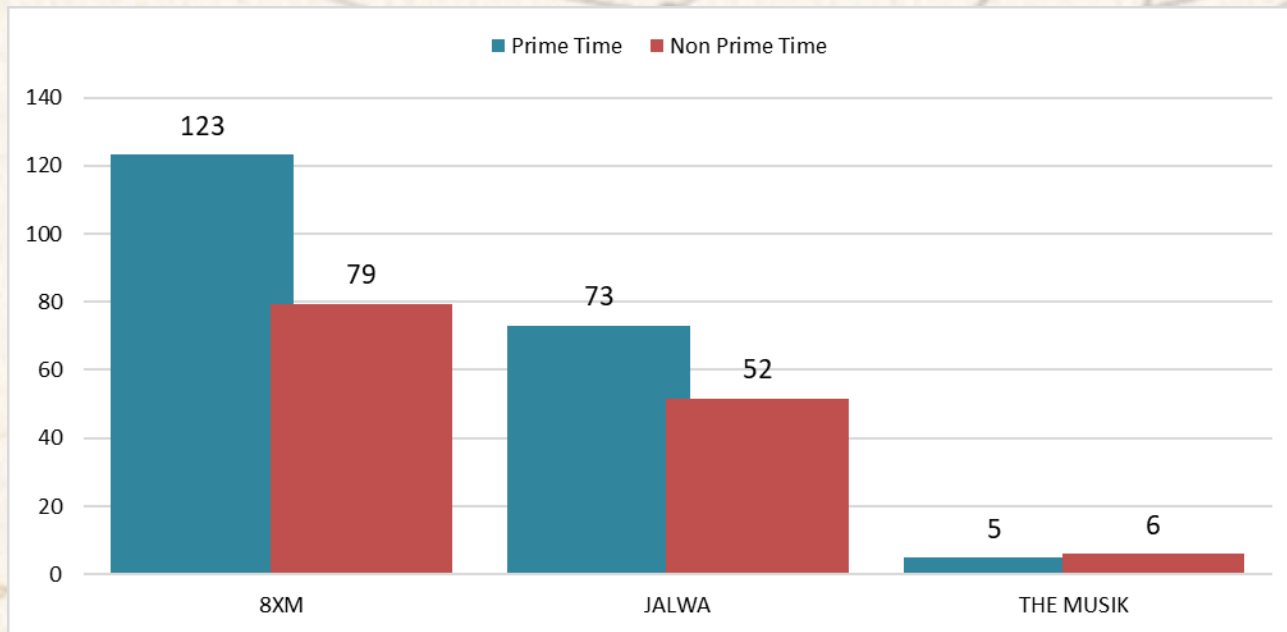
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : REGIONAL



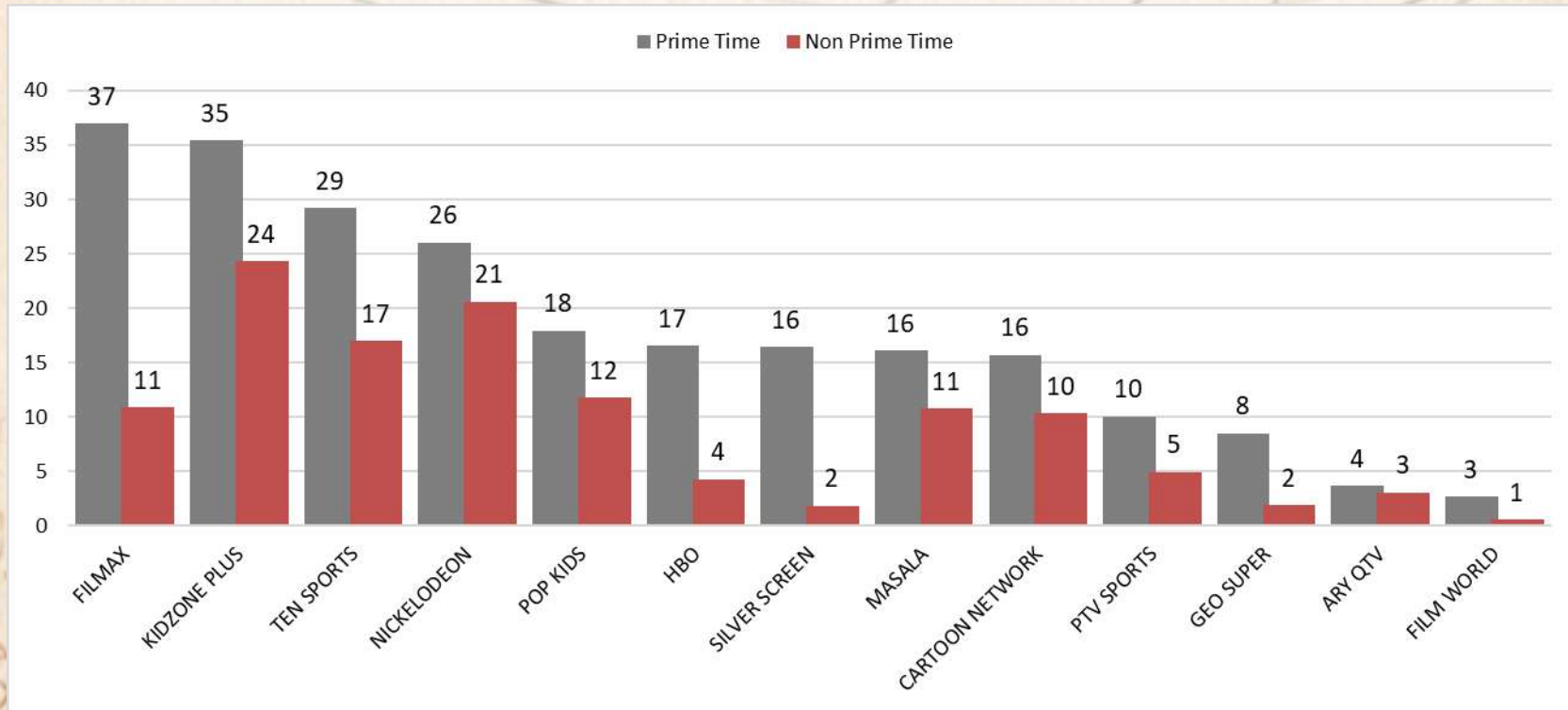
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : MUSIC

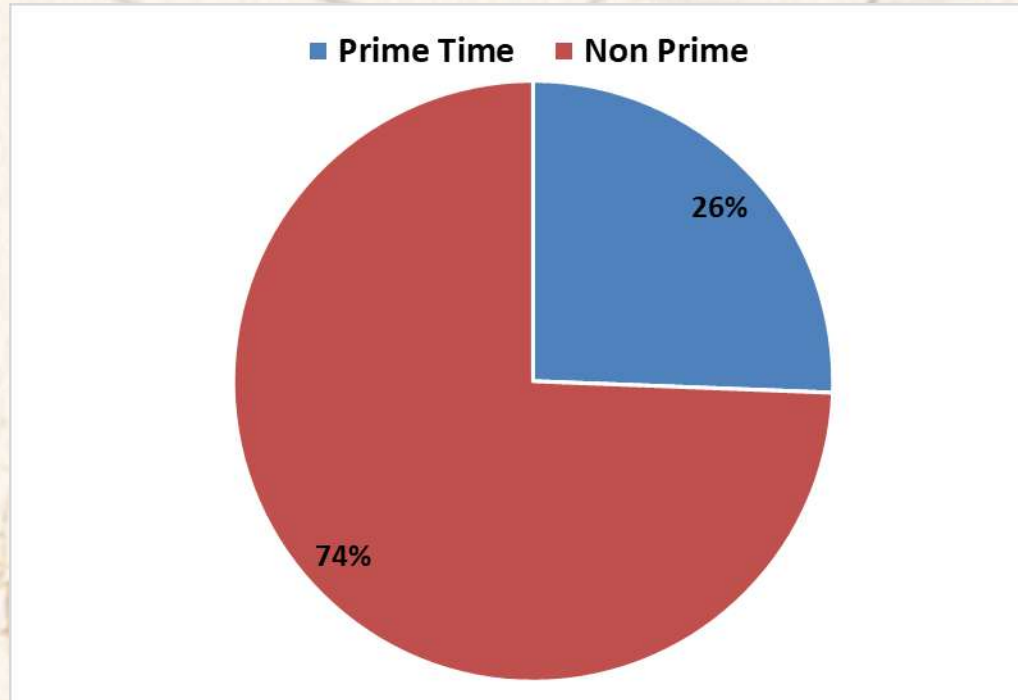


GENRE WISE SPOT FREQUENCIES IN AN HOUR

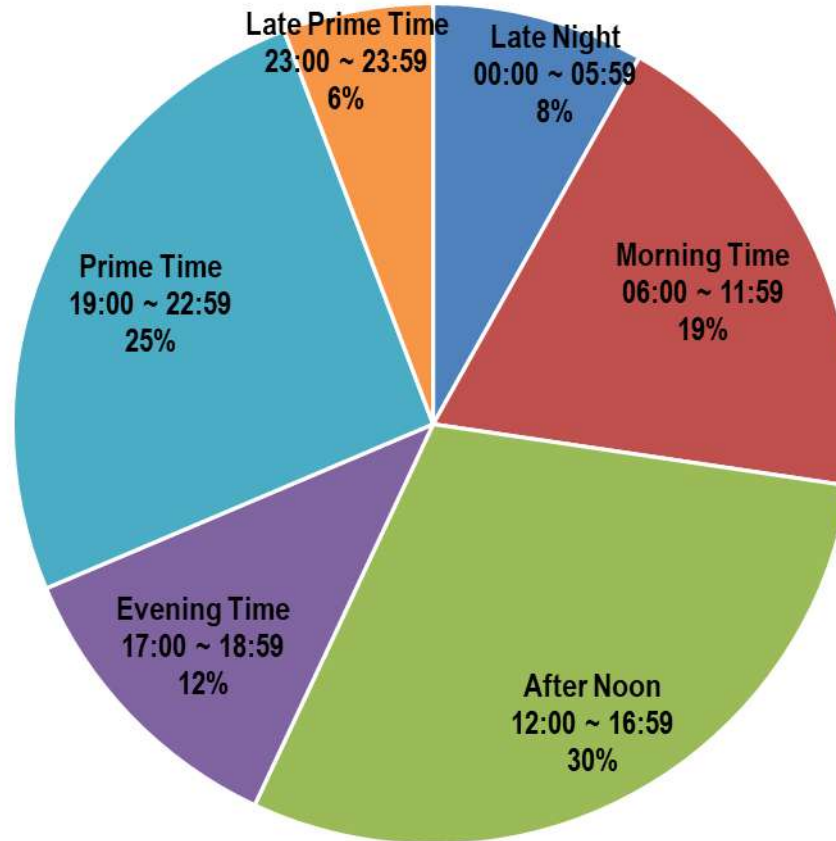
Genre : OTHERS



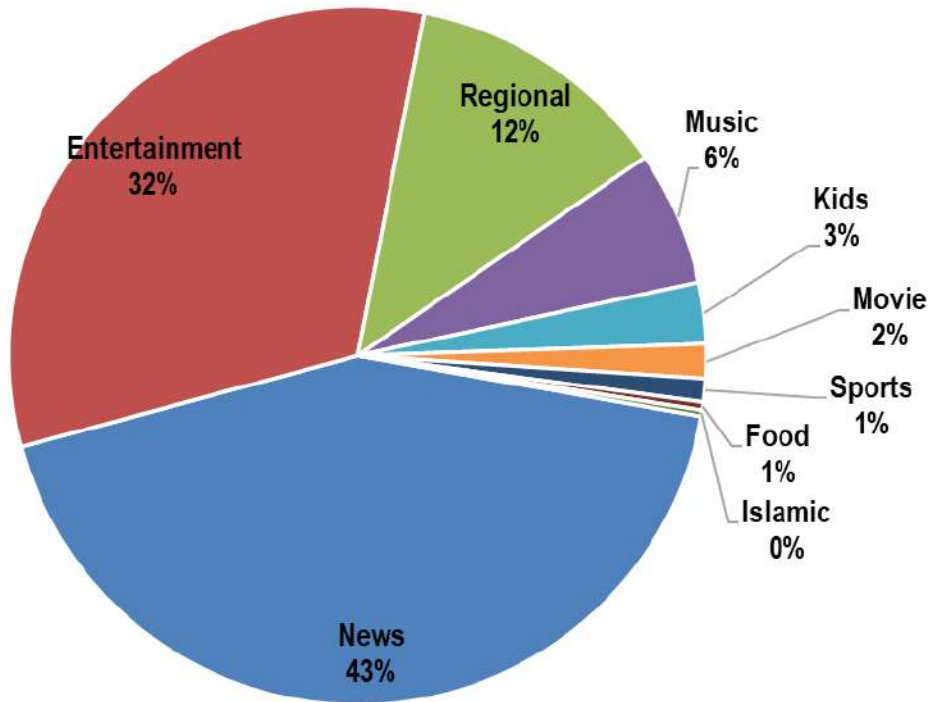
DAY PART SPLIT BY AIRTIME



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	148,219	457,311
Entertainment	109,478	344,523
Regional	56,168	117,455
Music	21,166	66,634
Kids	9,288	30,630
Movie	10,010	12,188
Sports	4,304	10,956
Food	1,117	4,152
Islamic	721	3,194



Thank You

For any queries, please
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