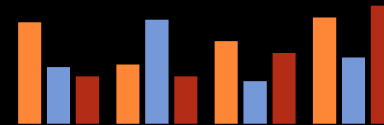
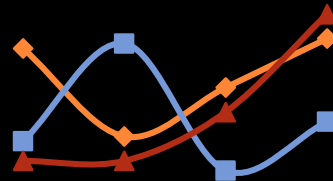
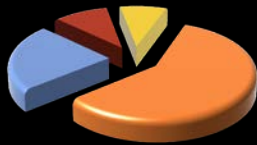
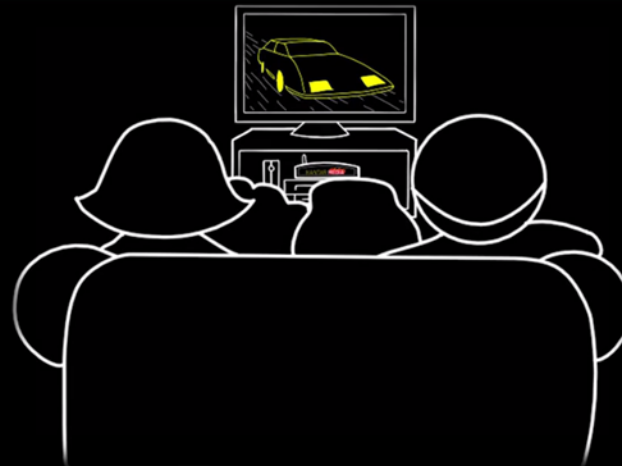


MEDIALOGIC MONTHLY REVIEW June 2016



medialogic **KANTAR MEDIA**

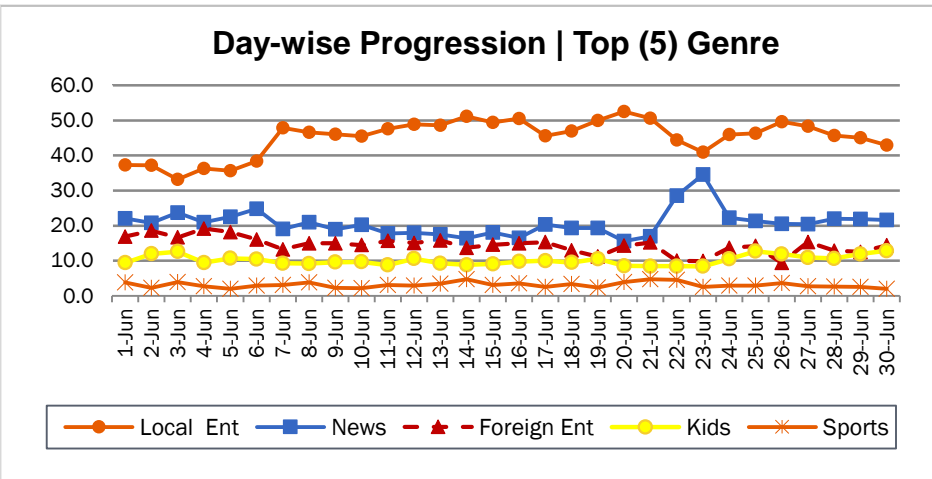
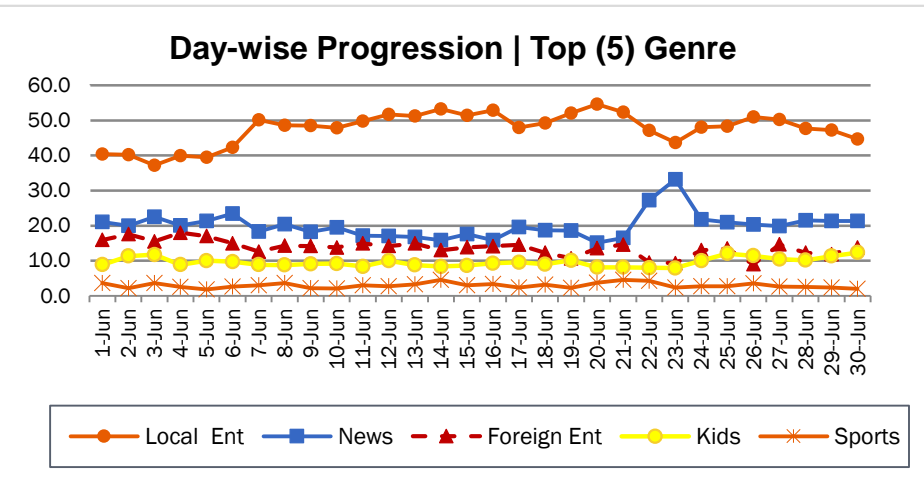
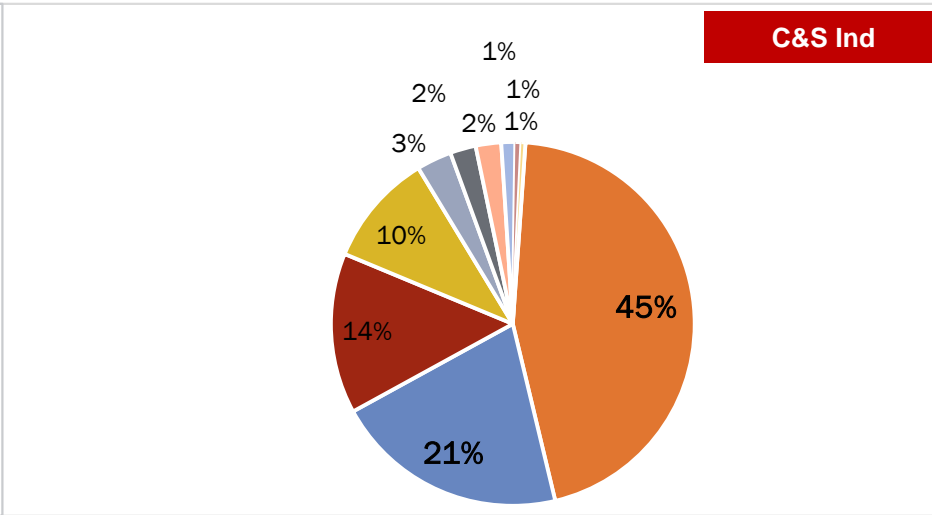
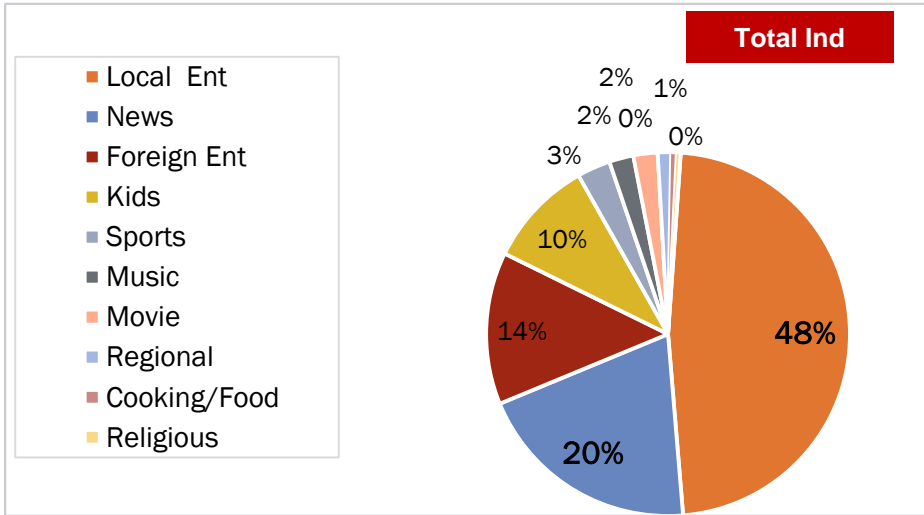
The Only Overnight TAM data providing Company in Pakistan.



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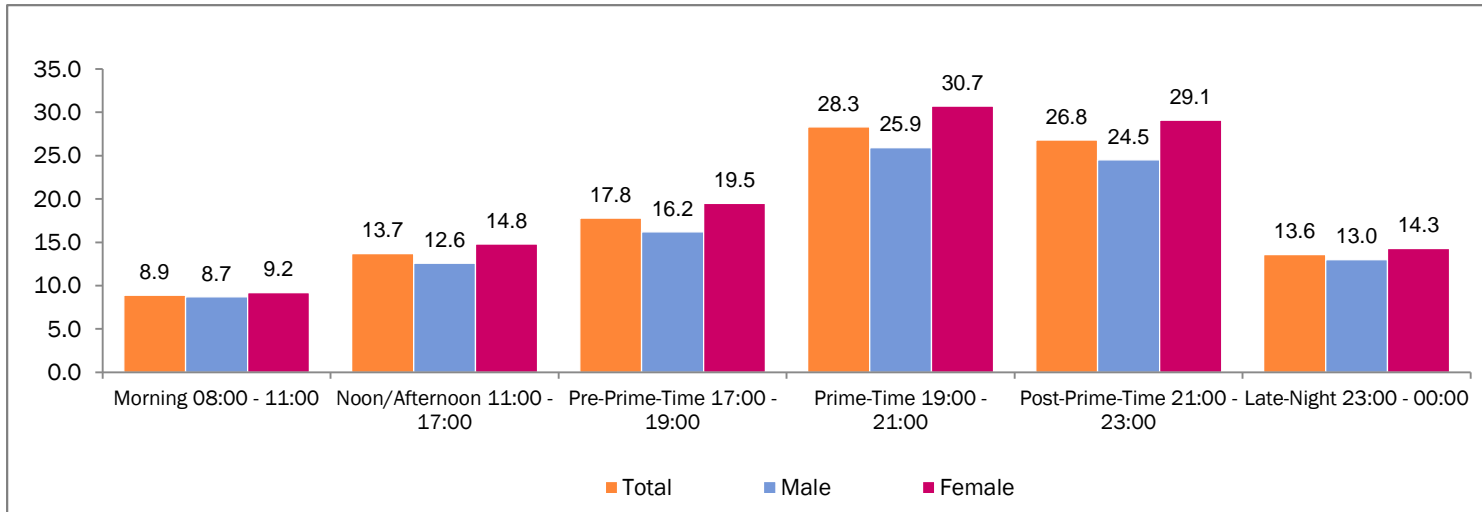
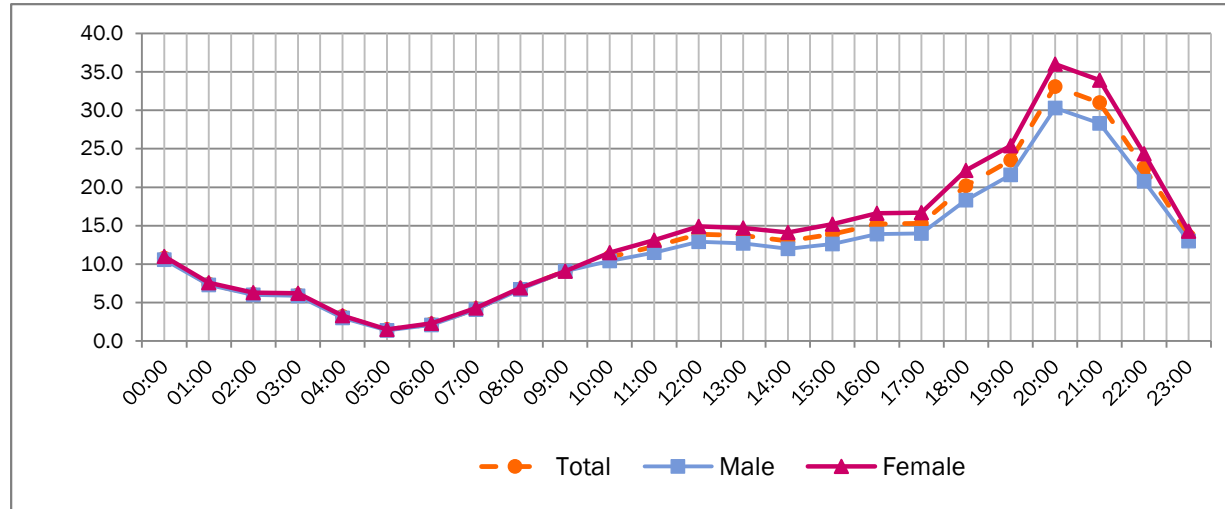
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MARKET SHARE% | BY GENRE

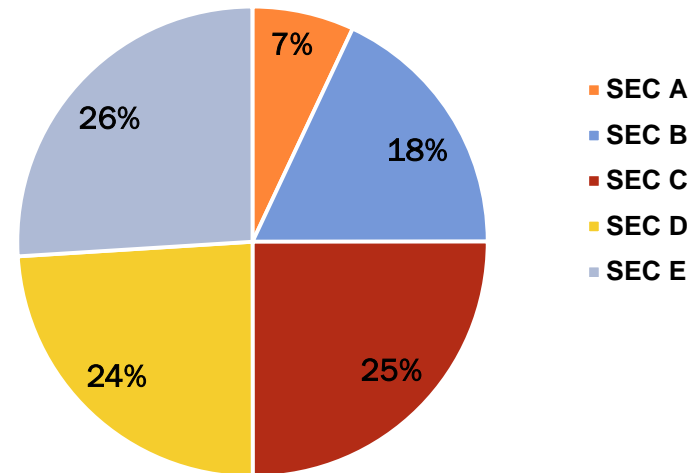
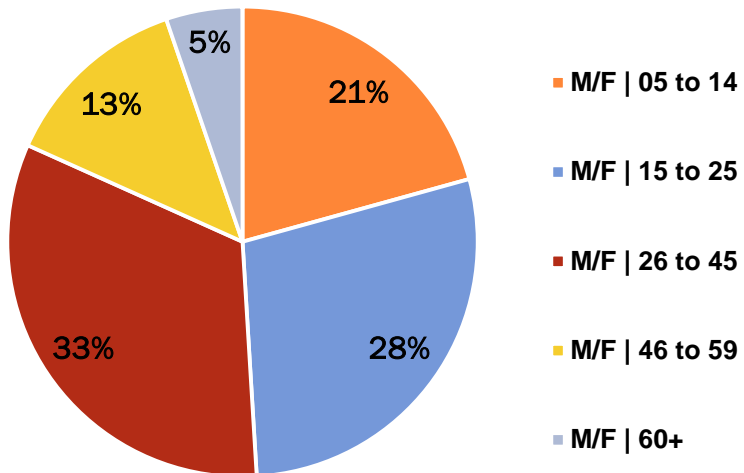


Genre-Wise market share is based on the total viewing of 90+ channels being monitored in the new system. Viewing of the In-House cable channels is not included to calculate market share.

TIME BANDS UTILIZATION



TARGET GROUP SHARE RATINGS



*TGSR is based on total usage (24 Hours avg ratings of all channels)

TOP 15 CHANNEL OVERALL | PAKISTAN TOTAL

ATV lead the overall top 15 channels charts on Total Ind followed by PTV HOME whereas ARY Digital lead on C&S followed by GEO Entertainment.

Total Ind

June.16		
Rank	Channel Name	Ratings %
1	ATV	1.20
2	PTV HOME	0.82
3	ARY DIGITAL	0.74
4	GEO ENTERTAINMENT	0.63
5	FILMAZIA	0.42
6	COLORS	0.41
7	DISNEY CHANNEL	0.39
8	HUM TV	0.34
9	URDU 1	0.22
10	SAMAA	0.21
11	GEO NEWS	0.18
12	A PLUS	0.16
13	PTV NEWS	0.16
14	TV ONE	0.15
15	ARY NEWS	0.14

C&S Ind

June.16		
Rank	Channel Name	Ratings %
1	ARY DIGITAL	1.05
2	GEO ENTERTAINMENT	0.90
3	FILMAZIA	0.60
4	COLORS	0.58
5	DISNEY CHANNEL	0.55
6	HUM TV	0.48
7	URDU 1	0.31
8	SAMAA	0.30
9	GEO NEWS	0.26
10	A PLUS	0.23
11	TV ONE	0.21
12	ARY NEWS	0.20
13	GEO KAHANI	0.20
14	TEN SPORTS	0.18
15	DUNYA NEWS	0.17



TOP 15 CHANNEL OVERALL | PAKISTAN URBAN

ARY Digital lead the overall top 15 channels charts on Total Ind and C&S Ind

Total Ind

June.16		
Rank	Channel Name	Ratings %
1	ARY DIGITAL	0.95
2	GEO ENTERTAINMENT	0.75
3	FILMAZIA	0.58
4	COLORS	0.52
5	DISNEY CHANNEL	0.50
6	HUM TV	0.44
7	ATV	0.32
8	URDU 1	0.31
9	SAMAA	0.27
10	PTV HOME	0.25
11	GEO NEWS	0.24
12	A PLUS	0.23
13	GEO KAHANI	0.22
14	TV ONE	0.18
15	ARY NEWS	0.17

C&S Ind

June.16		
Rank	Channel Name	Ratings %
1	ARY DIGITAL	1.02
2	GEO ENTERTAINMENT	0.80
3	FILMAZIA	0.63
4	COLORS	0.56
5	DISNEY CHANNEL	0.54
6	HUM TV	0.47
7	URDU 1	0.33
8	SAMAA	0.29
9	GEO NEWS	0.26
10	A PLUS	0.25
11	GEO KAHANI	0.23
12	TV ONE	0.19
13	ARY NEWS	0.19
14	TEN SPORTS	0.18
15	EXPRESS NEWS	0.17



TOP 15 CHANNELS BY REGION | TOTAL IND

Pak Total			Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isi	
Rank	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%
1	ATV	1.20	ARY DIGITAL	0.95	GEO Ent	1.45	DISNEY CHANNEL	1.22	ARY DIGITAL	0.81	ARY DIGITAL	0.85
2	PTV HOME	0.82	GEO Ent	0.75	ARY DIGITAL	1.30	ARY DIGITAL	0.72	FILMAZIA	0.78	URDU 1	0.82
3	ARY DIGITAL	0.74	FILMAZIA	0.58	COLORS	0.71	COLORS	0.66	DISNEY CHANNEL	0.52	FILMAZIA	0.82
4	GEO Ent	0.63	COLORS	0.52	HUM TV	0.54	HUM TV	0.37	ATV	0.52	GEO KAHANI	0.56
5	FILMAZIA	0.42	DISNEY CHANNEL	0.50	SAMAA	0.50	FILMAZIA	0.34	GEO Ent	0.51	PTV HOME	0.46
6	COLORS	0.41	HUM TV	0.44	FILMAZIA	0.44	GEO Ent	0.33	HUM TV	0.44	CARTOON NETWORK	0.42
7	DISNEY CHANNEL	0.39	ATV	0.32	ARY NEWS	0.29	GEO NEWS	0.28	COLORS	0.42	A PLUS	0.36
8	HUM TV	0.34	URDU 1	0.31	GEO NEWS	0.25	TV ONE	0.26	PTV HOME	0.35	NICKELODEON	0.36
9	URDU 1	0.22	SAMAA	0.27	URDU 1	0.24	PTV HOME	0.23	A PLUS	0.31	ATV	0.31
10	SAMAA	0.21	PTV HOME	0.25	POGO	0.24	DUNYA NEWS	0.22	GEO KAHANI	0.30	GEO Ent	0.31
11	GEO NEWS	0.18	GEO NEWS	0.24	TEN SPORTS	0.19	URDU 1	0.19	URDU 1	0.30	TV ONE	0.29
12	A PLUS	0.16	A PLUS	0.23	DAWN NEWS	0.19	TEN SPORTS	0.18	GEO NEWS	0.21	HUM TV	0.25
13	PTV NEWS	0.16	GEO KAHANI	0.22	TV ONE	0.18	ATV	0.18	SAMAA	0.19	GEO NEWS	0.24
14	TV ONE	0.15	TV ONE	0.18	ATV	0.17	A PLUS	0.18	EXPRESS NEWS	0.16	PTV NEWS	0.23
15	ARY NEWS	0.14	ARY NEWS	0.17	EXPRESS NEWS	0.17	POGO	0.17	TEN SPORTS	0.15	SEE TV	0.23

TOP 15 CHANNELS BY REGION | C&S IND

Pak Total			Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isi	
Rank	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg %	Channel	Rtg %	Channel	Rtg %
1	ARY DIGITAL	1.05	ARY DIGITAL	1.02	GEO Ent	1.48	DISNEY CHANNEL	1.26	ARY DIGITAL	0.91	ARY DIGITAL	0.97
2	GEO Ent	0.90	GEO Ent	0.80	ARY DIGITAL	1.32	ARY DIGITAL	0.75	FILMAZIA	0.88	URDU 1	0.93
3	FILMAZIA	0.60	FILMAZIA	0.63	COLORS	0.72	COLORS	0.68	DISNEY CHANNEL	0.59	FILMAZIA	0.93
4	COLORS	0.58	COLORS	0.56	HUM TV	0.55	HUM TV	0.39	GEO Ent	0.57	GEO KAHANI	0.63
5	DISNEY CHANNEL	0.55	DISNEY CHANNEL	0.54	SAMAA	0.51	FILMAZIA	0.35	HUM TV	0.49	CARTOON NETWORK	0.47
6	HUM TV	0.48	HUM TV	0.47	FILMAZIA	0.45	GEO Ent	0.34	COLORS	0.47	A PLUS	0.41
7	URDU 1	0.31	URDU 1	0.33	ARY NEWS	0.30	GEO NEWS	0.29	A PLUS	0.35	NICKELODEON	0.41
8	SAMAA	0.30	SAMAA	0.29	GEO NEWS	0.26	TV ONE	0.26	GEO KAHANI	0.34	GEO Ent	0.35
9	GEO NEWS	0.26	GEO NEWS	0.26	URDU 1	0.25	DUNYA NEWS	0.23	URDU 1	0.33	TV ONE	0.32
10	A PLUS	0.23	A PLUS	0.25	POGO	0.24	URDU 1	0.20	GEO NEWS	0.24	HUM TV	0.28
11	TV ONE	0.21	GEO KAHANI	0.23	TEN SPORTS	0.20	TEN SPORTS	0.19	SAMAA	0.22	GEO NEWS	0.28
12	ARY NEWS	0.20	TV ONE	0.19	DAWN NEWS	0.20	A PLUS	0.19	EXPRESS NEWS	0.18	SEE TV	0.26
13	GEO KAHANI	0.20	ARY NEWS	0.19	TV ONE	0.19	POGO	0.17	TEN SPORTS	0.17	EXPRESS Ent	0.25
14	TEN SPORTS	0.18	TEN SPORTS	0.18	EXPRESS NEWS	0.17	SEE TV	0.17	ARY ZINDAGI	0.17	AAJ Ent	0.22
15	DUNYA NEWS	0.17	EXPRESS NEWS	0.17	EXPRESS Ent	0.16	EXPRESS NEWS	0.14	DUNYA NEWS	0.15	ARY ZINDAGI	0.22

ENTERTAINMENT CHANNELS – 24 HOURS

ARY DIGITAL is Leading on both Total and C&S Ind.

Total Ind			C&S Ind		
June.16			June.16		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.95	1	ARY DIGITAL	1.02
2	GEO ENTERTAINMENT	0.75	2	GEO ENTERTAINMENT	0.80
3	FILMAZIA	0.58	3	FILMAZIA	0.63
4	COLORS	0.52	4	COLORS	0.56
5	HUM TV	0.44	5	HUM TV	0.47
6	ATV	0.32	6	URDU 1	0.33
7	URDU 1	0.31	7	A PLUS	0.25
8	PTV HOME	0.25	8	GEO KAHANI	0.23
9	A PLUS	0.23	9	TV ONE	0.19
10	GEO KAHANI	0.22	10	SEE TV	0.15

Entertainment

ENTERTAINMENT CHANNELS – PRIME TIME (19.00-22.00)

ARY Digital is leading on Prime Time followed by Filmazia on Total and C&S Ind

Total Ind			C&S Ind		
June.16			June.16		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	ARY DIGITAL	3.94	1	ARY DIGITAL	4.23
2	GEO ENTERTAINMENT	2.35	2	GEO ENTERTAINMENT	2.52
3	FILMAZIA	1.84	3	FILMAZIA	1.98
4	COLORS	1.56	4	COLORS	1.68
5	HUM TV	1.32	5	HUM TV	1.42
6	URDU 1	0.83	6	URDU 1	0.89
7	PTV HOME	0.80	7	GEO KAHANI	0.63
8	ATV	0.80	8	A PLUS	0.55
9	GEO KAHANI	0.59	9	TV ONE	0.40
10	A PLUS	0.51	10	EXPRESS ENTERTAINMENT	0.29

Entertainment

TOP NEWS CHANNELS - 24 HOURS

Samaa is on top followed by GEO News on both Total and C&S Individuals.

Total Ind		
June-16		
Rank	Channel Name	Ratings%
1	SAMAA	0.27
2	GEO NEWS	0.24
3	ARY NEWS	0.17
4	EXPRESS NEWS	0.16
5	DUNYA NEWS	0.14
6	ABB TAKK	0.11
7	DAWN NEWS	0.10
8	AAJ NEWS	0.08
9	NEWS ONE	0.07
10	NINETY 2 NEWS	0.07

C&S Ind		
June-16		
Rank	Channel Name	Ratings%
1	SAMAA	0.29
2	GEO NEWS	0.26
3	ARY NEWS	0.19
4	EXPRESS NEWS	0.17
5	DUNYA NEWS	0.15
6	ABB TAKK	0.12
7	DAWN NEWS	0.11
8	AAJ NEWS	0.09
9	NEWS ONE	0.08
10	NINETY 2 NEWS	0.07



TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

GEO News is on top during prime time followed by Samaa.

Total Ind

June-16

Rank	Channel Name	Ratings%
1	GEO NEWS	0.43
2	SAMAA	0.39
3	EXPRESS NEWS	0.30
4	DUNYA NEWS	0.29
5	ARY NEWS	0.26
6	AAJ NEWS	0.18
7	DAWN NEWS	0.18
8	ABB TAKK	0.18
9	METRO 1 NEWS	0.10
10	NINETY 2 NEWS	0.10

C&S Ind

June-16

Rank	Channel Name	Ratings%
1	GEO NEWS	0.46
2	SAMAA	0.42
3	EXPRESS NEWS	0.32
4	DUNYA NEWS	0.31
5	ARY NEWS	0.28
6	AAJ NEWS	0.19
7	DAWN NEWS	0.19
8	ABB TAKK	0.19
9	METRO 1 NEWS	0.11
10	NINETY 2 NEWS	0.11



MUSIC CHANNELS

C&S Ind

June | 2016

Rank	Channel Name	TRPs	Relative Share%
1	8XM	145	54%
2	JALWA	121	45%
3	ARY MUSIK	4	2%
4	VIBE TV	1	0%
	Grand Total	271	100%

8XM*

Captures the 1st position as the most watched music channel with 54% share in music Genre

8XM is leading the genre with significant lead.....



Total Ind

June-16

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	183	64%
2	PTV SPORTS	61	22%
3	GEO SUPER	40	14%

C&S Ind

June-16

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	262	65%
2	PTV SPORTS	87	21%
3	GEO SUPER	57	14%

TEN SPORTS is leading on Total Ind and C&S Ind



Total Ind

June.16

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	240	64%
2	PTV SPORTS	83	22%
3	GEO SUPER	54	14%

June.16

C&S Ind

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	258	64%
2	PTV SPORTS	88	22%
3	GEO SUPER	58	14%

TEN SPORTS is leading on Total Ind and C&S Ind

Movie Channels

Film World captures 1st Position on 24 hours and prime time

24 Hours | C&S Ind

June.16

Rank	Channel Name	Ratings%
1	FILM WORLD	0.07
2	FILMAX	0.05
3	HBO	0.03
4	STAR MOVIES	0.02
5	WB	0.01
6	STAR LITE TV	0.01
7	RAAVI TV	0.00
8	SILVER SCREEN	0.00
9	AXN	0.00

Prime Time | 20.00-00.00 | C&S Ind

June.16

Rank	Channel Name	Ratings%
1	FILM WORLD	0.11
2	FILMAX	0.07
3	HBO	0.06
4	STAR MOVIES	0.03
5	WB	0.02
6	RAAVI TV	0.01
7	SILVER SCREEN	0.01
8	STAR LITE TV	0.00
9	AXN	0.00

FOOD CHANNELS



Masala tops the chart with 65 TRPs during the month of June

C&S Ind

June-16

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	65	96%
2	ZAIQA	3	4%
..	Grand Total	68	100%



Disney Channel Holds 59% Of Kids Channels Viewership

C&S Ind			
June-16			
Rank	Channel	TRPs	Relative Share%
1	DISNEY CHANNEL	775	59%
2	CARTOON NETWORK	232	18%
3	POGO	202	15%
4	NICKELODEON	96	7%
....	Grand Total	1305	100%



TOP REGIONAL C&S IND | TIME BAND 18:00 – 23:00

	PAK URBAN		URBAN PUNJAB		URBAN SINDH		URBAN KP		URBAN BALUCHISTAN	
Rank	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%
1	APNA CHANNEL	0.110	APNA CHANNEL	0.161	APNA CHANNEL	0.064	ARUJ TV	0.074	PTV BOLAN	0.262
2	KTN	0.020	WASEB	0.012	KTN	0.049	AVT KHYBER	0.053	PTV NATIONAL	0.016
3	ARUJ TV	0.012	PTV NATIONAL	0.011	KTN NEWS	0.015	PTV NATIONAL	0.019	VSH NEWS	0.012
4	PTV NATIONAL	0.008	ARUJ TV	0.009	KASHISH	0.013	AVT KHYBER NEWS	0.014	ARUJ TV	0.009
5	WASEB	0.007	KAY2	0.005	SINDH TV	0.010	APNA CHANNEL	0.007	KASHISH	0.006
6	KTN NEWS	0.006	PASHTO 1	0.003	MEHRAN TV	0.010	PASHTO 1	0.004	WASEB	0.006
7	KASHISH	0.006	AVT KHYBER	0.003	ARUJ TV	0.008	KASHISH	0.003	SINDH TV	0.005
8	AVT KHYBER	0.006	SINDH TV NEWS	0.001	VSH NEWS	0.005	PTV BOLAN	0.002	AVT KHYBER	0.004
9	SINDH TV	0.005	AWAZ	0.001	SINDH TV NEWS	0.004	DHARTI TV	0.001	KTN	0.002
10	PTV BOLAN	0.004	KTN	0.001	PUNJAB TV	0.004	WASEB	0.001	KAY2	0.001
11	MEHRAN TV	0.004	AVT KHYBER NEWS	0.001	AWAZ	0.003	KTN	0.000	SINDH TV NEWS	0.001
12	KAY2	0.003	PUNJAB TV	0.001	DHARTI TV	0.003	SINDH TV NEWS	0.000	AVT KHYBER NEWS	0.001
13	SINDH TV NEWS	0.003	SINDH TV	0.001	PTV NATIONAL	0.002	KAY2	0.000	AWAZ	0.001
14	PASHTO 1	0.003	KASHISH	0.001	AVT KHYBER	0.001	SINDH TV	0.000	PUNJAB TV	0.001
15	VSH NEWS	0.002	VSH NEWS	0.000	PASHTO 1	0.001	PUNJAB TV	0.000	KTN NEWS	0.001
16	PUNJAB TV	0.002	PTV BOLAN	0.000	PTV BOLAN	0.001	VSH NEWS	0.000	APNA CHANNEL	0.000
17	AWAZ	0.002	DHARTI TV	0.000	AVT KHYBER NEWS	0.001	KTN NEWS	0.000	PASHTO 1	0.000
18	AVT KHYBER NEWS	0.002	KTN NEWS	0.000	WASEB	0.000	MEHRAN TV	0.000	MEHRAN TV	0.000
19	DHARTI TV	0.001	MEHRAN TV	0.000	KAY2	0.000	AWAZ	0.000	DHARTI TV	0.000

TOP PROGRAMS | OVERALL

ARY DIGITAL's **Jeeto Pakistan** hits 8.24 ratings on Total Ind on 20th June

Top Programs | Total Individuals

June-16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	20-Jun-16	ARY DIGITAL	Jeeto Pakistan	8.24	3,795	18.90
2	17-Jun-16	FILMAZIA	Qasam	6.41	2,951	20.10
3	27-Jun-16	HUM TV	Mann Mayal	6.05	2,788	14.30
4	26-Jun-16	HUM TV	Udaari	5.93	2,731	13.30
5	5-Jun-16	FILMAZIA	Nagin	5.55	2,556	20.70
6	23-Jun-16	FILMAZIA	Thapki Pyaar Ki	5.01	2,307	12.50
7	4-Jun-16	HUM TV	Aabro	4.62	2,128	12.80
8	12-Jun-16	GEO ENTERTAINMENT	Inaam Ghar	4.39	2,021	11.80
9	10-Jun-16	GEO ENTERTAINMENT	Iftar Amir Kay Sath	4.35	2,004	14.97
10	8-Jun-16	GEO ENTERTAINMENT	Aalim Online	4.16	1,918	16.50

*Top programs ranking is based on highest rated episode of each program during the reporting period

TOP PROGRAMS | C & S

ARY DIGITAL's Jeeto Pakistan hits 8.84 ratings on C&S Ind on 20th June

Top Programs | C&S Individuals

June-16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	20-Jun-16	ARY DIGITAL	Jeeto Pakistan	8.84	3,795	19.80
2	17-Jun-16	FILMAZIA	Qasam	6.87	2,951	20.80
3	27-Jun-16	HUM TV	Mann Mayal	6.49	2,788	15.20
4	26-Jun-16	HUM TV	Udaari	6.36	2,731	14.10
5	5-Jun-16	FILMAZIA	Nagin	5.95	2,556	21.90
6	23-Jun-16	FILMAZIA	Thapki Pyaar Ki	5.37	2,307	13.50
7	4-Jun-16	HUM TV	Aabro	4.95	2,128	13.80
8	12-Jun-16	GEO ENTERTAINMENT	Inaam Ghar	4.71	2,021	12.50
9	10-Jun-16	GEO ENTERTAINMENT	Iftar Amir Kay Sath	4.66	2,004	15.57
10	8-Jun-16	GEO ENTERTAINMENT	Aalim Online	4.47	1,918	17.10



*Top programs ranking is based on highest rated episode of each program during the reporting period

Current Affairs Talk Shows | C&S Ind

June.16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share%
1	22-Jun-16	SAMAA	Nadeem Malik Live	1.477	634	3.1
2	23-Jun-16	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	1.397	600	5.2
3	22-Jun-16	SAMAA	Awaz	1.232	529	4.1
4	26-Jun-16	SAMAA	News Beat	0.995	427	3.5
5	22-Jun-16	DUNYA NEWS	Dunya Kamran Khan Kay Sath	0.982	422	2.9
6	06-Jun-16	GEO NEWS	Capital Talk	0.881	378	2.9
7	22-Jun-16	ARY NEWS	11th Hour	0.789	339	4.3
8	22-Jun-16	ARY NEWS	The Reporters	0.705	303	2.5
9	14-Jun-16	GEO NEWS	Report Card	0.680	292	2.5
10	21-Jun-16	CHANNEL24	Khara Sach Luqman kay Sath	0.660	284	3.8

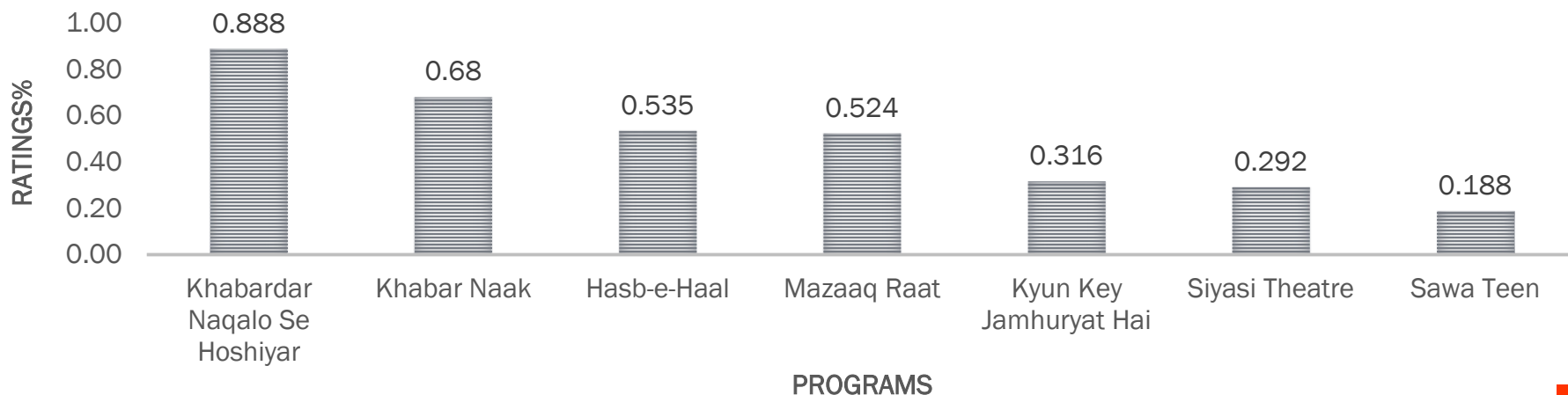


INFOTAINMENT SHOWS

Express News' Khabardar Naqalo Se Hoshiyar is on top followed by Geo News' Khabar Naak

Infotainment Shows

Date	Channel	Title	Rtg%	Rtg(000)	Market Share%
22/06/2016	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	0.888	381.427	4.677
23/06/2016	GEO NEWS	Khabar Naak	0.680	291.940	4.106
23/06/2016	DUNYA NEWS	Hasb-e-Haal	0.535	229.678	3.201
09/06/2016	DUNYA NEWS	Mazaaq Raat	0.524	225.073	2.931
19/06/2016	CHANNEL24	Kyun Key Jamhuryat Hai	0.316	135.841	1.768
02/06/2016	EXPRESS NEWS	Siyasi Theatre	0.292	125.092	1.583
26/06/2016	NEO TV	Sawa Teen	0.188	80.968	1.421



Ranking of shows is based on highest rated show during the reporting period.

MORNING SHOWS / FEMALE 15-45 ALL

ARY DIGITAL's "Good Morning Pakistan" is leading on Females 15 - 45 followed by HUM TV's "Jaago Pakistan Jago"

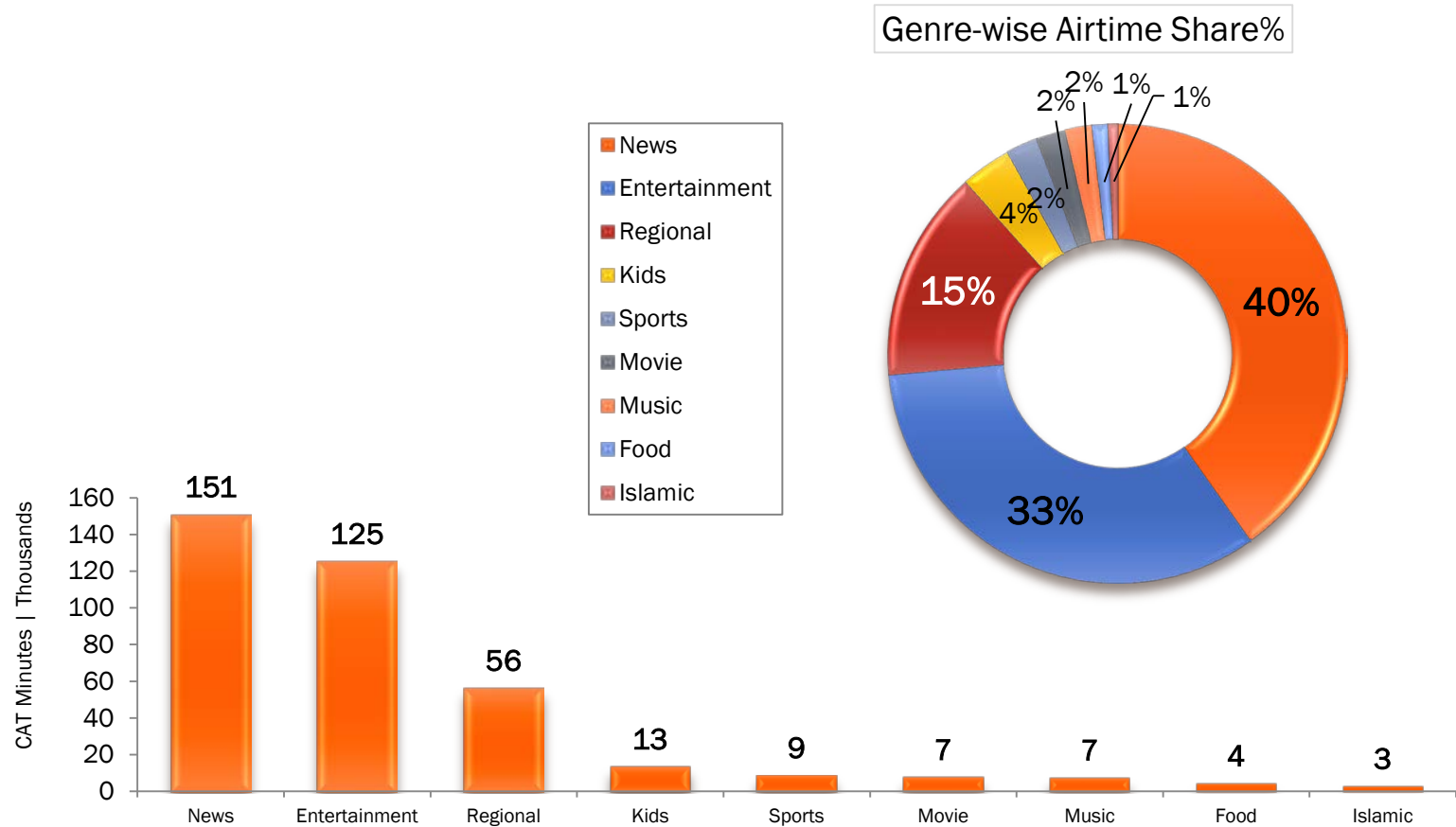
Rank	Time Slot	Days	Channel	Program Name	Host	R %	R T	MS
1	09:00-11:30	Mon - Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.46	62	4.2
2	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.36	49	3.5
3	09:00-11:00	Mon - Fri	ATV	Mehakti Morning	Sundas Khan	0.34	47	3.3
4	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.13	17	1.2

MORNING SHOWS | FEMALE 15-45 C&S

ARY DIGITAL's "Good Morning Pakistan" leading on Females 15 - 45 C&S followed by HUM TV's "Jaago Pakistan Jaago"

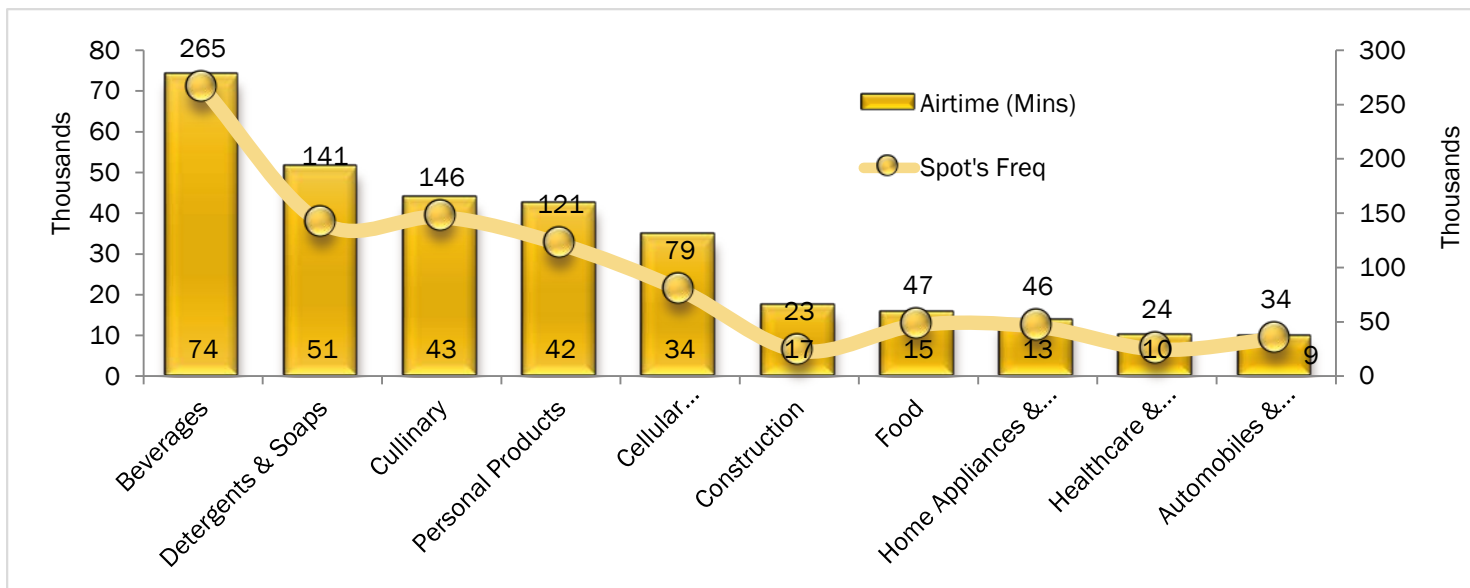
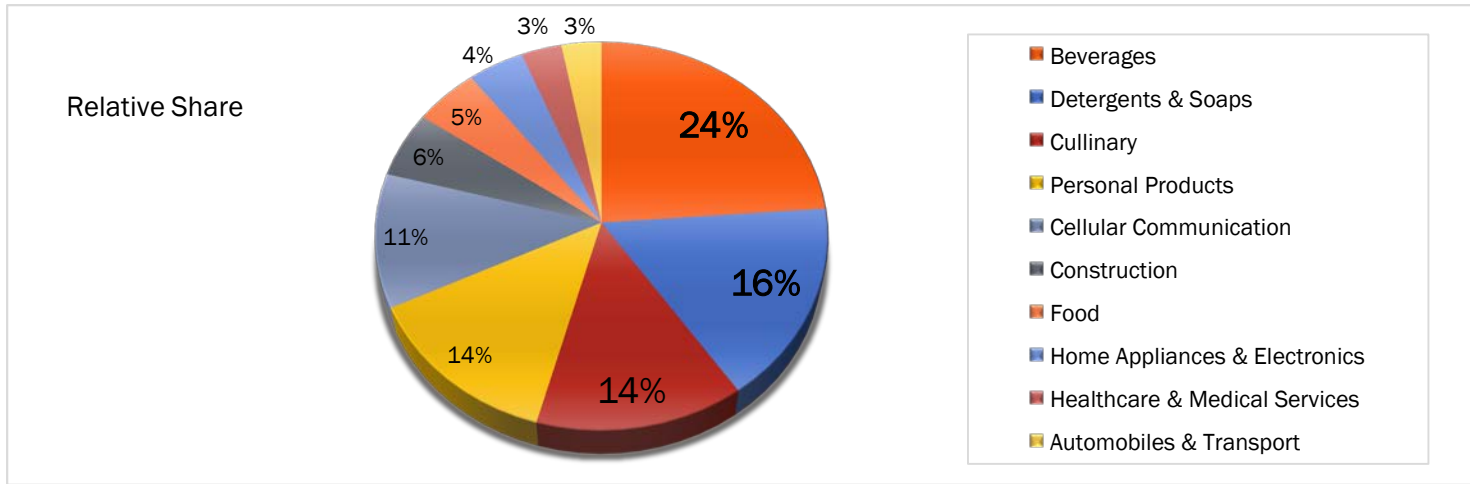
Rank	Time Slot	Days	Channel	Program Name	Host	R %	R T	MS
1	09:00-11:30	Mon - Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.50	62	4.5
2	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.39	49	3.7
3	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.13	17	1.2
4	09:00-11:00	Mon - Fri	ATV	Mehakti Morning	Sundas Khan	0.08	10	0.7

COMMERCIAL AIRTIME SUMMARY | BY GENRE



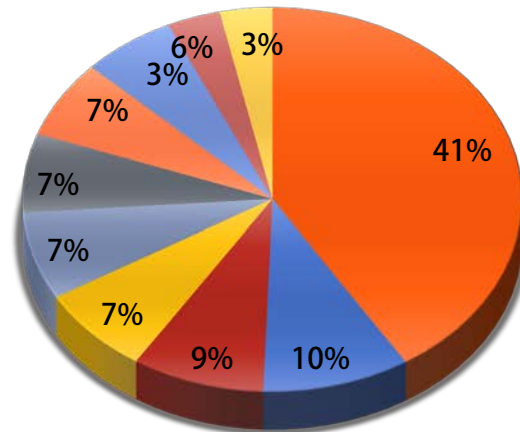
Highest CAT Share Going To News Channels

TOP 10 CATEGORIES

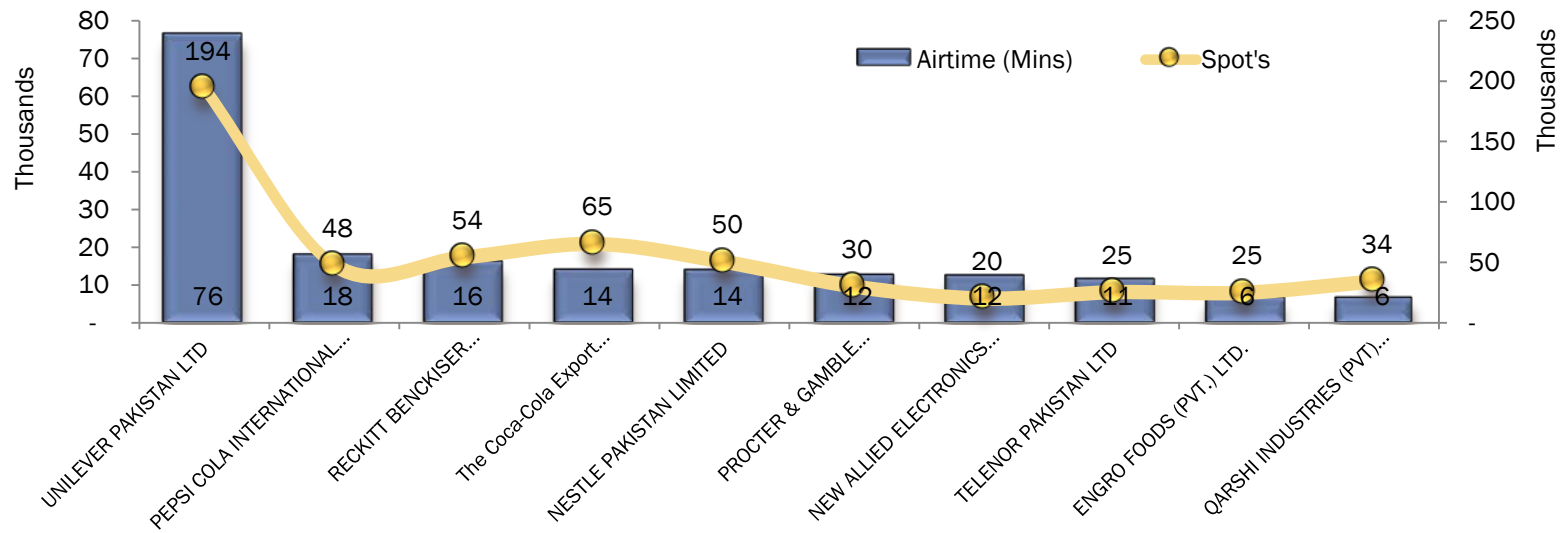


TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

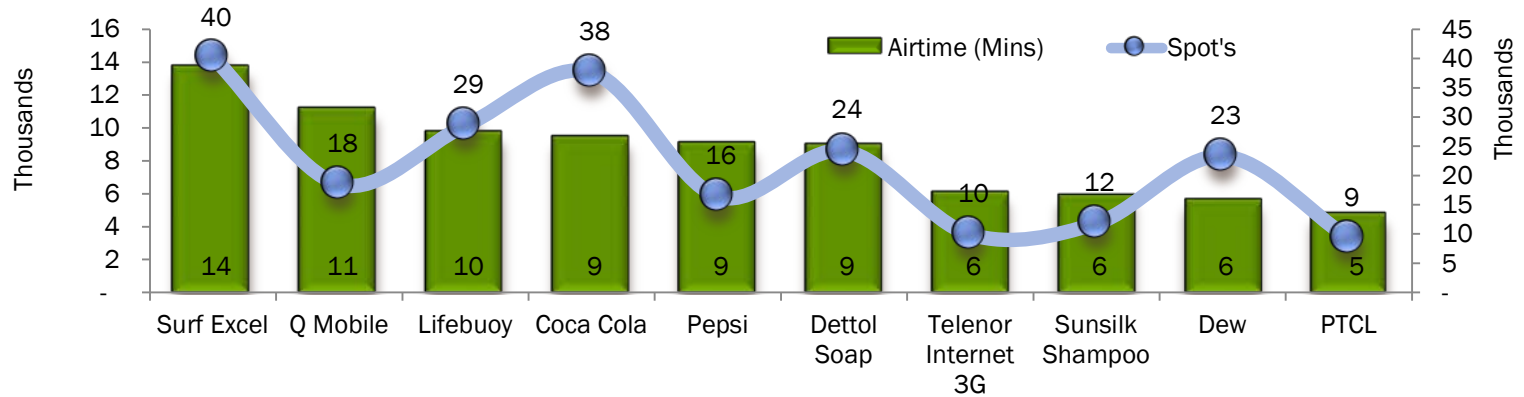
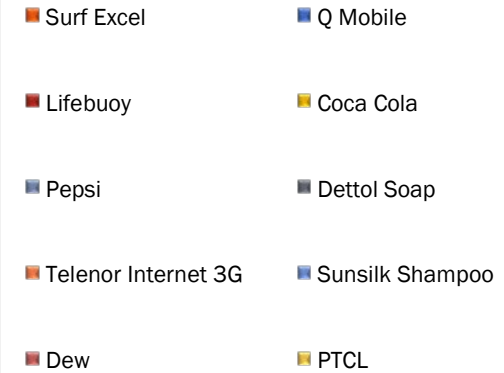
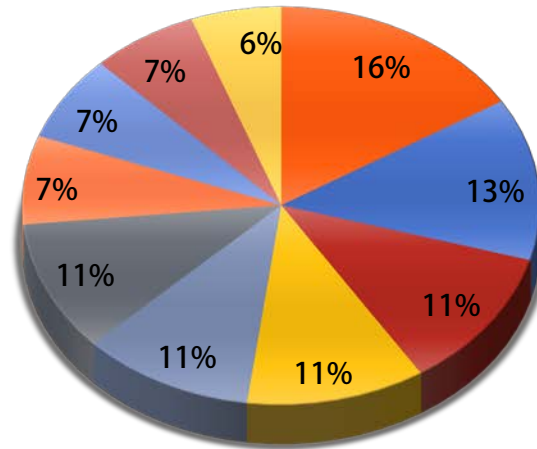


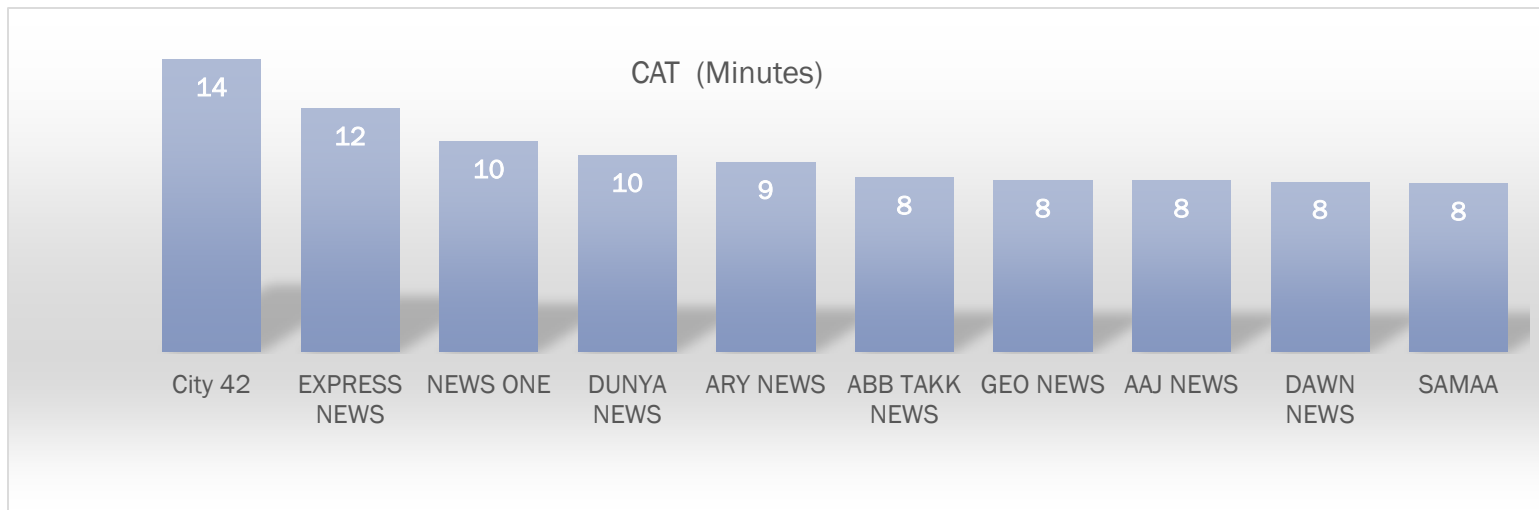
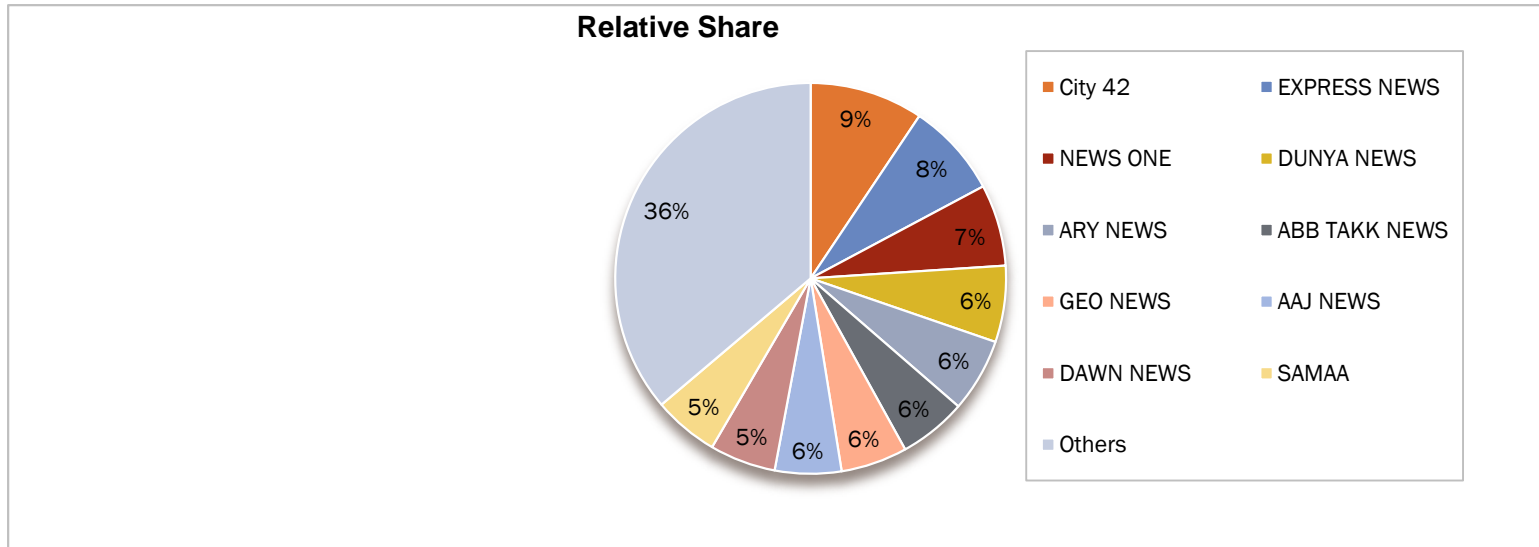
- UNILEVER PAKISTAN LTD
- PEPSI COLA INTERNATIONAL (PVT.) LTD.
- RECKITT BENCKISER PAKISTAN LTD.
- The Coca-Cola Export Corporation
- NESTLE PAKISTAN LIMITED
- PROCTER & GAMBLE PAKISTAN LTD
- NEW ALLIED ELECTRONICS INDUSTRIES (PVT.) LTD.
- TELENOR PAKISTAN LTD
- ENGRO FOODS (PVT.) LTD.
- QARSHI INDUSTRIES (PVT) LTD.



TOP 10 BRANDS

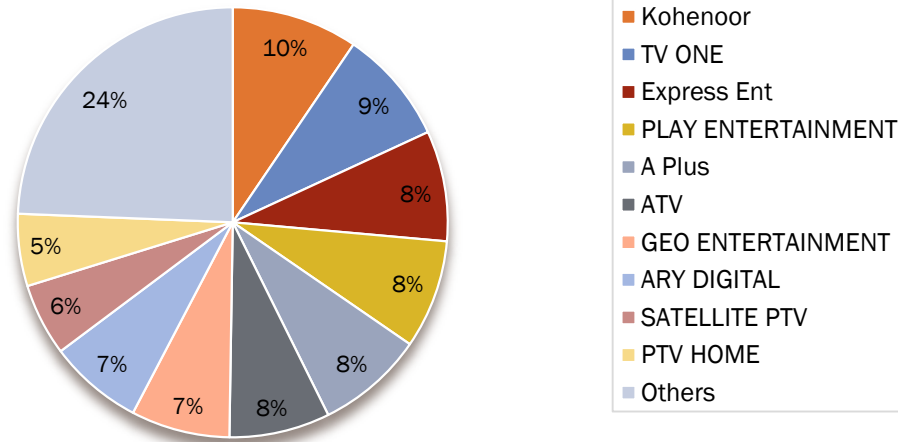
Relative Share



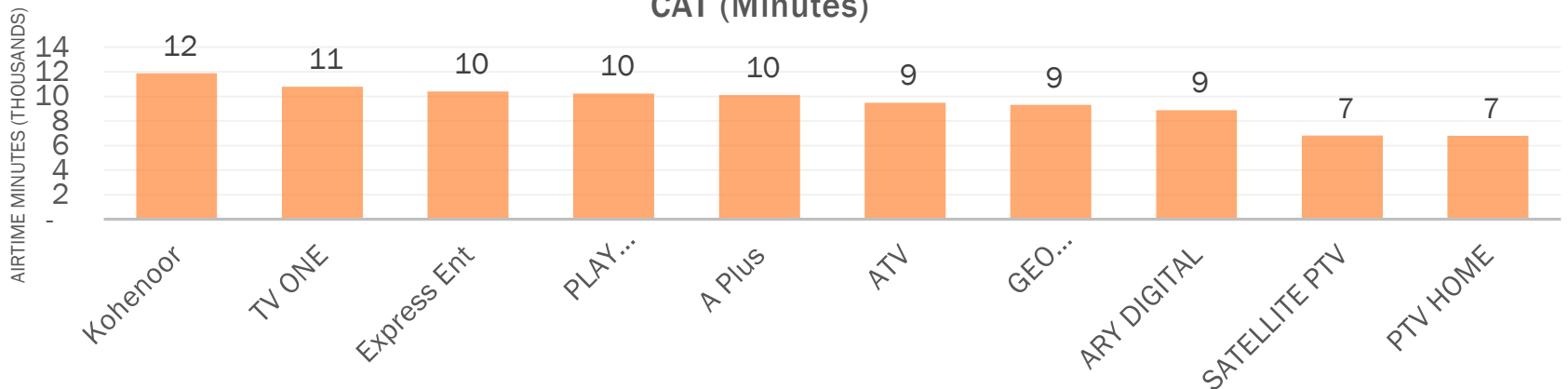


ENTERTAINMENT CHANNELS | CAT COMPARISON

Relative Share



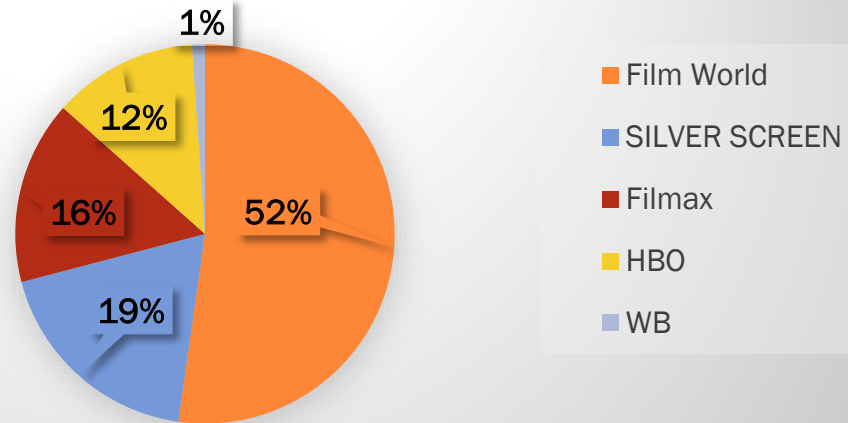
CAT (Minutes)



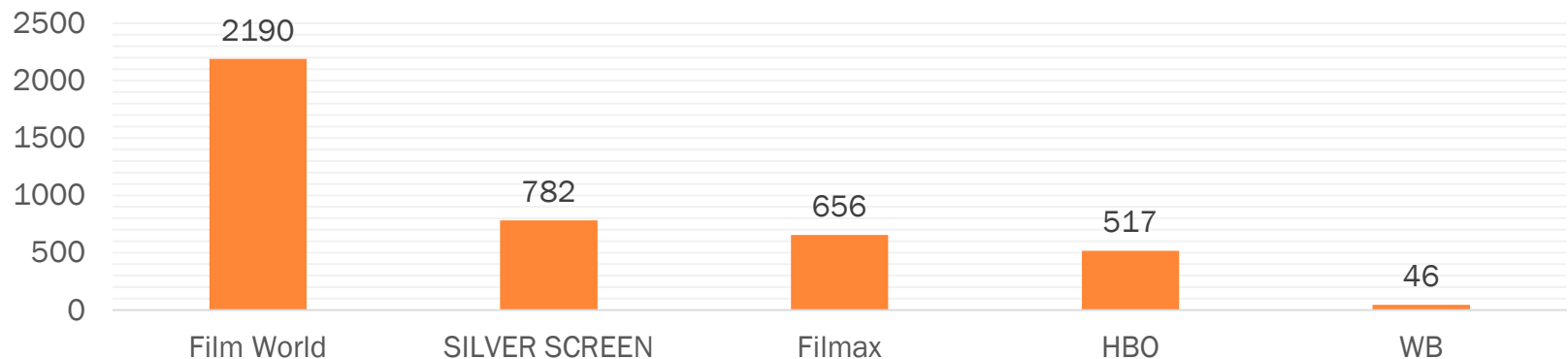
Amongst Entertainment Channels Kohenoor is Airing The Highest CAT

MOVIE CHANNELS | CAT COMPARISON

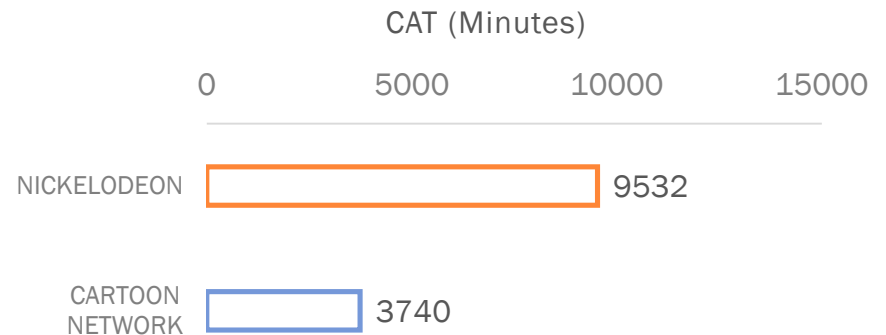
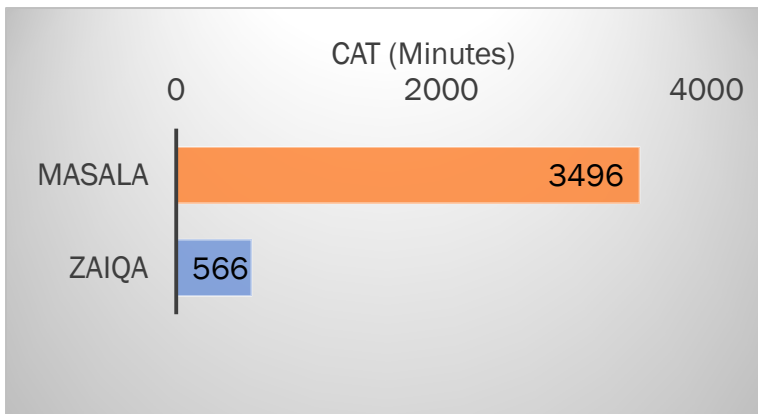
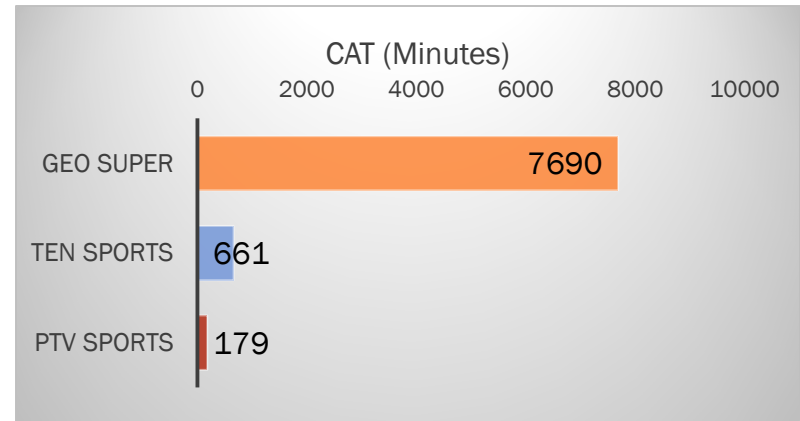
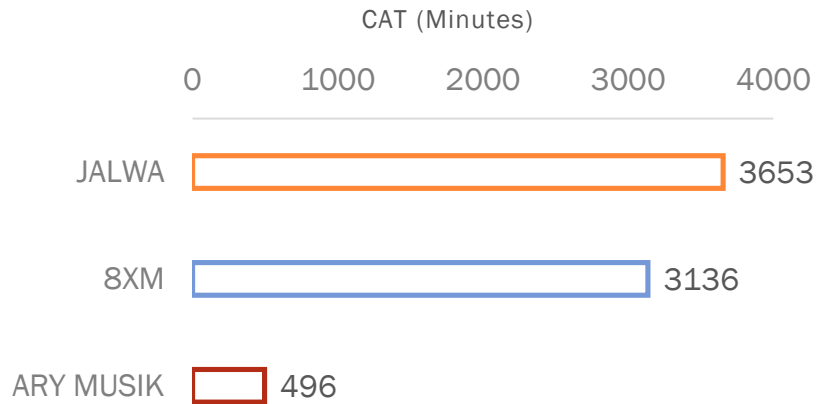
Relative Share



CAT (Minutes)



MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON



Thank You-----😊