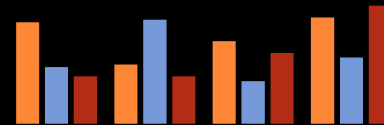
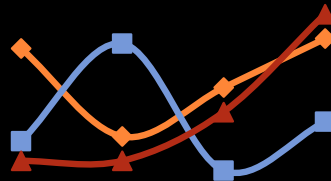
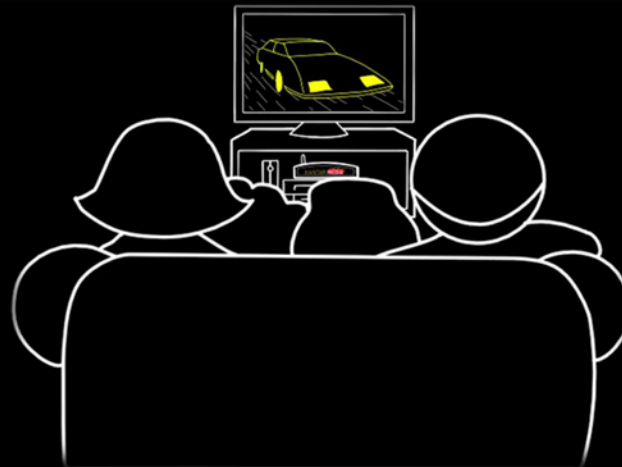


MEDIALOGIC MONTHLY REVIEW March 2016



medialogic **KANTAR MEDIA**

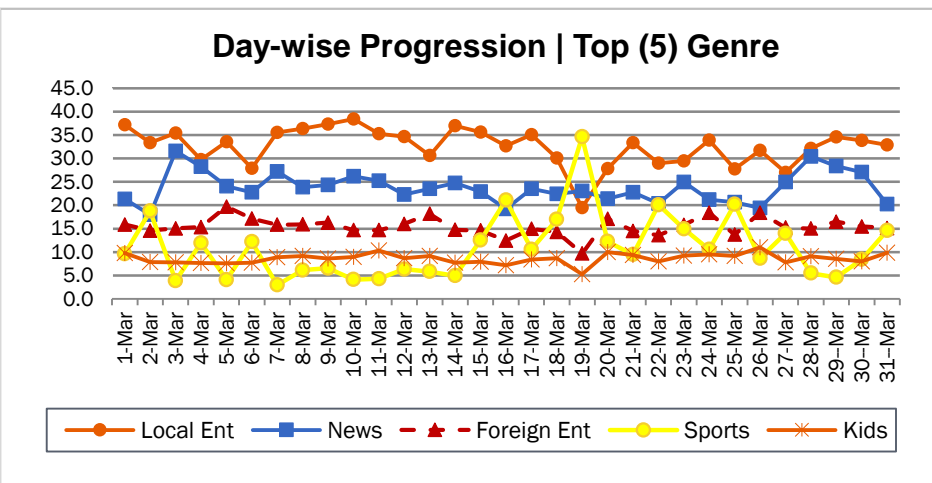
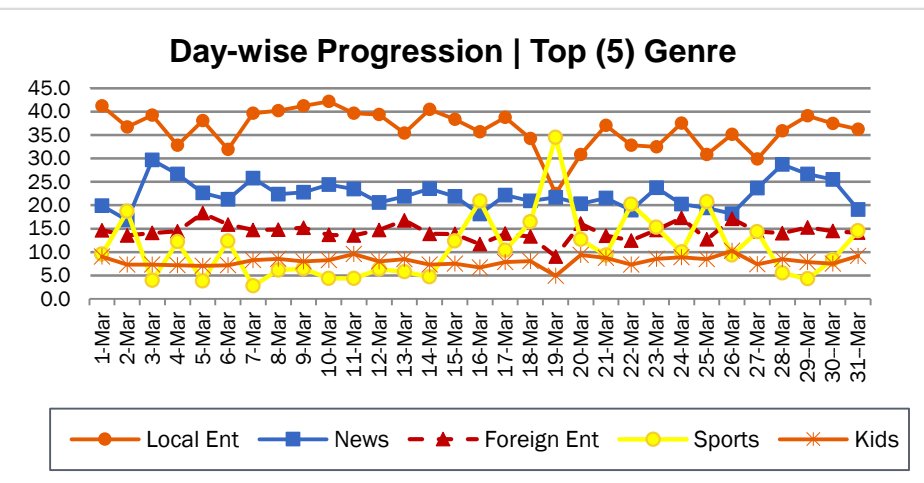
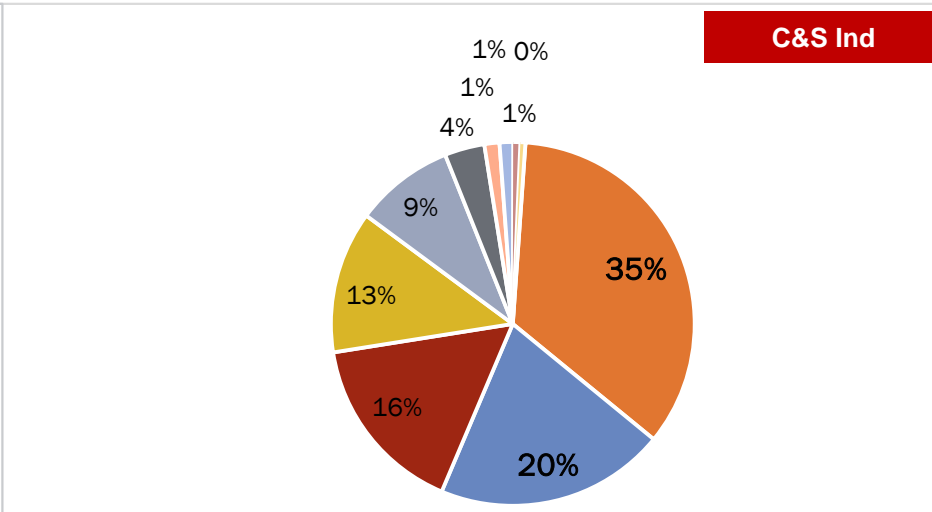
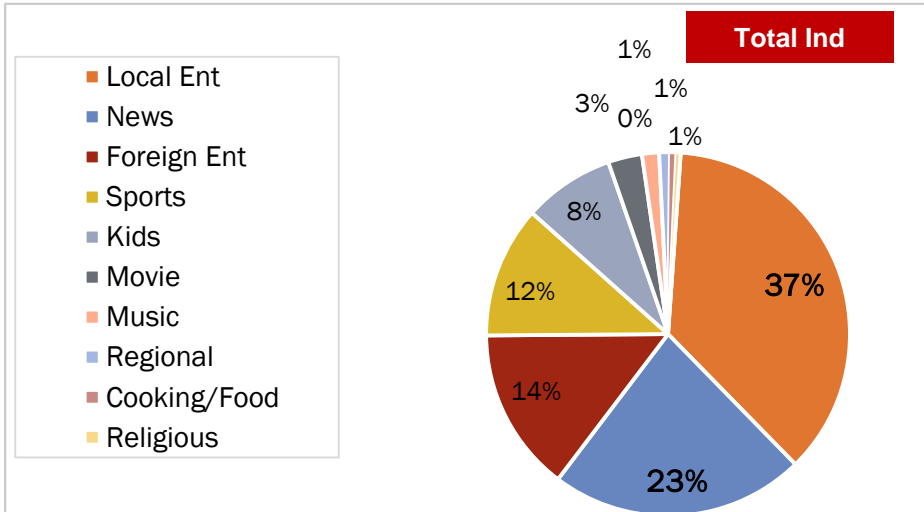
The Only Overnight TAM data providing Company in Pakistan.



CONTENTS

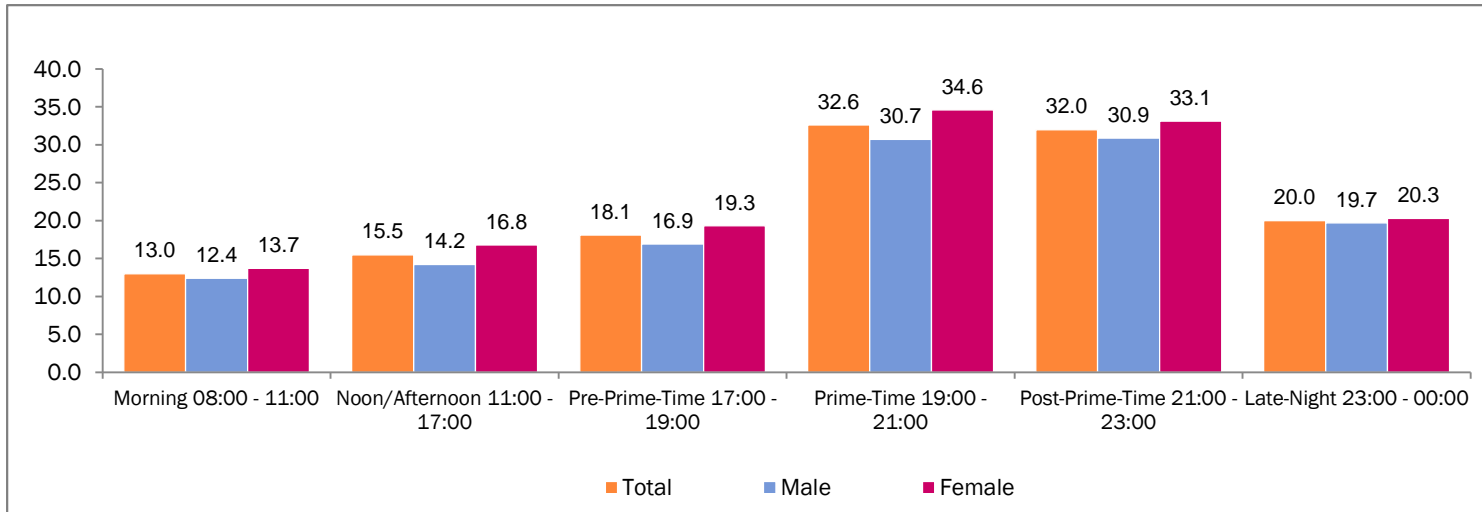
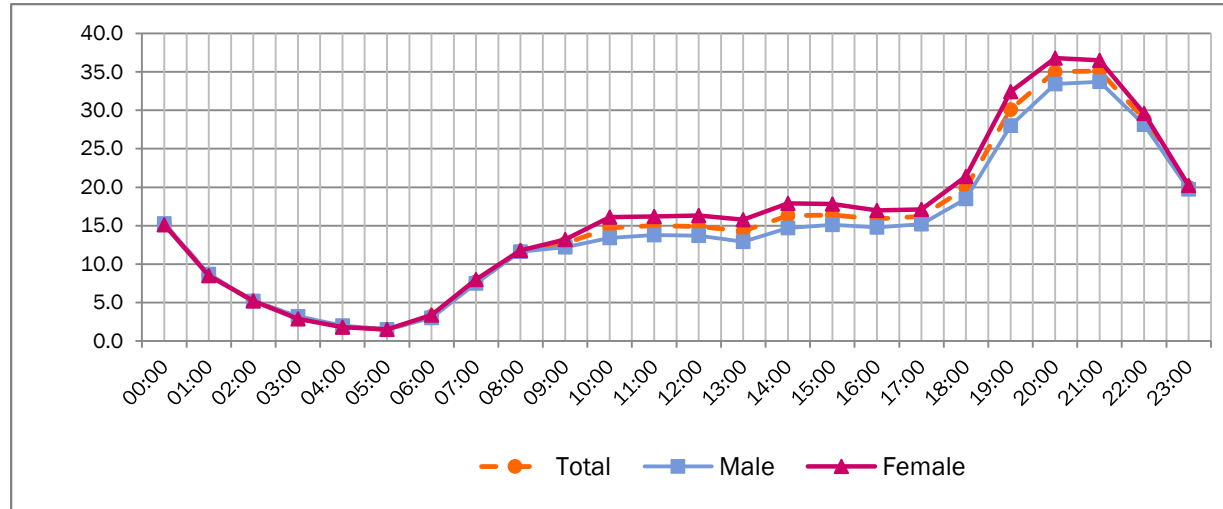
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MARKET SHARE% | BY GENRE

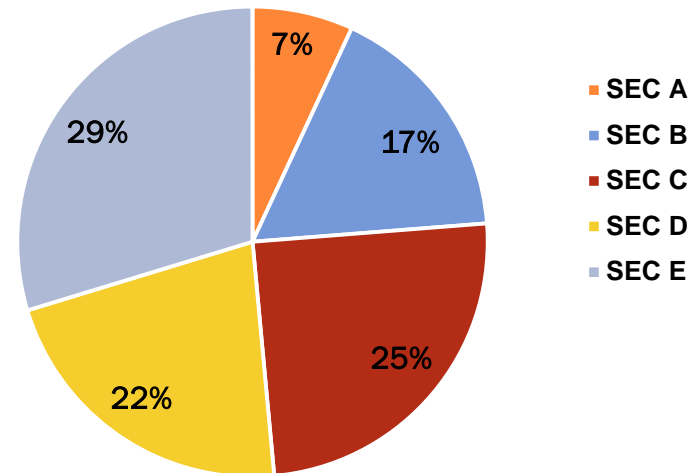
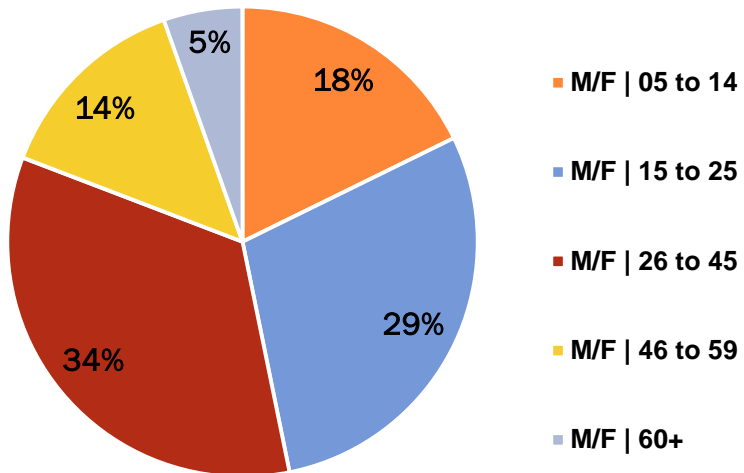


Genre-Wise market share is based on the total viewing of 90+ channels being monitored in the new system. Viewing of the In-House cable channels is not included to calculate market share.

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

PTV Home lead the overall top 15 channels charts on Total Ind followed by ATV whereas Colors lead on C&S followed by TEN Sports.

Total Ind

March.16		
Rank	Channel Name	Ratings %
1	PTV HOME	1.42
2	ATV	1.09
3	PTV SPORTS	0.68
4	COLORS	0.48
5	TEN SPORTS	0.41
6	FILMAZIA	0.41
7	ARY DIGITAL	0.40
8	HUM TV	0.37
9	DISNEY CHANNEL	0.28
10	URDU 1	0.28
11	SAMAA	0.26
12	GEO NEWS	0.25
13	GEO ENTERTAINMENT	0.24
14	GEO KAHANI	0.21
15	A PLUS	0.20

C&S Ind

March.16		
Rank	Channel Name	Ratings %
1	COLORS	0.68
2	TEN SPORTS	0.59
3	FILMAZIA	0.58
4	ARY DIGITAL	0.57
5	HUM TV	0.52
6	PTV SPORTS	0.46
7	DISNEY CHANNEL	0.40
8	URDU 1	0.40
9	SAMAA	0.37
10	GEO NEWS	0.36
11	GEO ENTERTAINMENT	0.34
12	GEO KAHANI	0.29
13	A PLUS	0.29
14	ARY NEWS	0.27
15	CARTOON NETWORK	0.23



TOP 15 CHANNEL OVERALL | PAKISTAN URBAN

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

Total Ind

March.16		
Rank	Channel Name	Ratings %
1	COLORS	0.64
2	FILMAZIA	0.58
3	TEN SPORTS	0.53
4	PTV SPORTS	0.52
5	ARY DIGITAL	0.51
6	HUM TV	0.49
7	PTV HOME	0.42
8	URDU 1	0.39
9	DISNEY CHANNEL	0.37
10	GEO NEWS	0.34
11	SAMAA	0.33
12	GEO KAHANI	0.32
13	GEO ENTERTAINMENT	0.30
14	A PLUS	0.30
15	ATV	0.27

C&S Ind

March.16		
Rank	Channel Name	Ratings %
1	COLORS	0.69
2	FILMAZIA	0.63
3	TEN SPORTS	0.57
4	ARY DIGITAL	0.55
5	HUM TV	0.52
6	PTV SPORTS	0.48
7	URDU 1	0.41
8	DISNEY CHANNEL	0.40
9	GEO NEWS	0.36
10	SAMAA	0.35
11	GEO KAHANI	0.34
12	GEO ENTERTAINMENT	0.33
13	A PLUS	0.33
14	ARY NEWS	0.25
15	CARTOON NETWORK	0.23



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	PTV HOME	1.42	COLORS	0.64	ARY DIGITAL	0.76	DISNEY CHANNEL	0.98	FILMAZIA	0.76	TEN SPORTS	0.63
2	ATV	1.09	FILMAZIA	0.58	COLORS	0.75	COLORS	0.72	COLORS	0.65	COLORS	0.63
3	PTV SPORTS	0.68	TEN SPORTS	0.53	SAMAA	0.70	TEN SPORTS	0.61	PTV HOME	0.64	ARY DIGITAL	0.54
4	COLORS	0.48	PTV SPORTS	0.52	TEN SPORTS	0.68	PTV SPORTS	0.45	PTV SPORTS	0.54	PTV SPORTS	0.50
5	TEN SPORTS	0.41	ARY DIGITAL	0.51	HUM TV	0.58	HUM TV	0.43	HUM TV	0.50	HUM TV	0.48
6	FILMAZIA	0.41	HUM TV	0.49	PTV SPORTS	0.48	GEO NEWS	0.39	ATV	0.49	FILMAZIA	0.47
7	ARY DIGITAL	0.40	PTV HOME	0.42	ARY NEWS	0.43	TV ONE	0.33	ARY DIGITAL	0.46	SAMAA	0.42
8	HUM TV	0.37	URDU 1	0.39	GEO Ent	0.42	PTV HOME	0.30	A PLUS	0.43	URDU 1	0.37
9	DISNEY CHANNEL	0.28	DISNEY CHANNEL	0.37	FILMAZIA	0.38	DUNYA NEWS	0.28	URDU 1	0.40	DISNEY CHANNEL	0.37
10	URDU 1	0.28	GEO NEWS	0.34	URDU 1	0.35	ARY DIGITAL	0.26	DISNEY CHANNEL	0.39	GEO NEWS	0.35
11	SAMAA	0.26	SAMAA	0.33	GEO NEWS	0.28	FILMAZIA	0.26	TEN SPORTS	0.38	GEO Ent	0.34
12	GEO NEWS	0.25	GEO KAHANI	0.32	CARTOON NETWORK	0.24	GEO Ent	0.25	GEO KAHANI	0.35	GEO KAHANI	0.30
13	GEO Ent	0.24	GEO Ent	0.30	EXPRESS NEWS	0.21	URDU 1	0.23	GEO NEWS	0.32	PTV HOME	0.28
14	GEO KAHANI	0.21	A PLUS	0.30	GEO KAHANI	0.20	POGO	0.22	GEO Ent	0.25	ARY NEWS	0.27
15	A PLUS	0.20	ATV	0.27	DAWN NEWS	0.19	SEE TV	0.21	DUNYA NEWS	0.23	CARTOON NETWORK	0.25

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	COLORS	0.68	COLORS	0.69	ARY DIGITAL	0.78	DISNEY CHANNEL	1.01	FILMAZIA	0.85	FILMAZIA	1.44
2	TEN SPORTS	0.59	FILMAZIA	0.63	COLORS	0.78	COLORS	0.74	COLORS	0.74	GEO KAHANI	1.09
3	FILMAZIA	0.58	TEN SPORTS	0.57	SAMAA	0.72	TEN SPORTS	0.63	HUM TV	0.57	URDU 1	0.89
4	ARY DIGITAL	0.57	ARY DIGITAL	0.55	TEN SPORTS	0.70	HUM TV	0.45	PTV SPORTS	0.52	A PLUS	0.86
5	HUM TV	0.52	HUM TV	0.52	HUM TV	0.60	PTV SPORTS	0.43	ARY DIGITAL	0.52	TEN SPORTS	0.59
6	PTV SPORTS	0.46	PTV SPORTS	0.48	ARY NEWS	0.45	GEO NEWS	0.40	A PLUS	0.49	GEO NEWS	0.52
7	DISNEY CHANNEL	0.40	URDU 1	0.41	PTV SPORTS	0.44	TV ONE	0.34	URDU 1	0.46	PTV SPORTS	0.50
8	URDU 1	0.40	DISNEY CHANNEL	0.40	GEO Ent	0.43	DUNYA NEWS	0.29	DISNEY CHANNEL	0.43	CARTOON NETWORK	0.49
9	SAMAA	0.37	GEO NEWS	0.36	FILMAZIA	0.39	ARY DIGITAL	0.27	TEN SPORTS	0.43	ARY DIGITAL	0.45
10	GEO NEWS	0.36	SAMAA	0.35	URDU 1	0.36	FILMAZIA	0.26	GEO KAHANI	0.39	NICKELODEON	0.44
11	GEO Ent	0.34	GEO KAHANI	0.34	GEO NEWS	0.29	GEO Ent	0.26	GEO NEWS	0.36	TV ONE	0.36
12	GEO KAHANI	0.29	GEO Ent	0.33	CARTOON NETWORK	0.24	URDU 1	0.23	GEO Ent	0.28	SEE TV	0.32
13	A PLUS	0.29	A PLUS	0.33	EXPRESS NEWS	0.22	POGO	0.23	DUNYA NEWS	0.26	GEO Ent	0.31
14	ARY NEWS	0.27	ARY NEWS	0.25	GEO KAHANI	0.20	SEE TV	0.21	EXPRESS NEWS	0.22	DAWN NEWS	0.31
15	CARTOON NETWORK	0.23	CARTOON NETWORK	0.23	DAWN NEWS	0.20	PTV HOME	0.18	SAMAA	0.20	SAMAA	0.25

ENTERTAINMENT CHANNELS – 24 HOURS

Colors is Leading on both Total and C&S Ind.

Total Ind

Mar.16

Rank	Channel Name	Ratings%
1	COLORS	0.64
2	FILMAZIA	0.58
3	ARY DIGITAL	0.51
4	HUM TV	0.49
5	PTV HOME	0.42
6	URDU 1	0.39
7	GEO KAHANI	0.32
8	GEO ENTERTAINMENT	0.30
9	A PLUS	0.30
10	ATV	0.27

C&S Ind

Mar.16

Rank	Channel Name	Ratings%
1	COLORS	0.69
2	FILMAZIA	0.63
3	ARY DIGITAL	0.55
4	HUM TV	0.52
5	URDU 1	0.41
6	GEO KAHANI	0.34
7	GEO ENTERTAINMENT	0.33
8	A PLUS	0.33
9	TV ONE	0.17
10	SEE TV	0.16

Entertainment

ENTERTAINMENT CHANNELS – PRIME TIME (19.00-22.00)

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

Total Ind

Mar.16

Rank	Channel Name	Ratings%
1	COLORS	2.00
2	FILMAZIA	1.97
3	PTV HOME	1.45
4	HUM TV	1.44
5	ARY DIGITAL	1.27
6	URDU 1	1.01
7	GEO KAHANI	1.00
8	A PLUS	0.93
9	GEO ENTERTAINMENT	0.92
10	ATV	0.66

C&S Ind

Mar.16

Rank	Channel Name	Ratings%
1	COLORS	2.15
2	FILMAZIA	2.11
3	HUM TV	1.55
4	ARY DIGITAL	1.36
5	URDU 1	1.08
6	GEO KAHANI	1.07
7	A PLUS	0.99
8	GEO ENTERTAINMENT	0.98
9	TV ONE	0.38
10	EXPRESS ENTERTAINMENT	0.29

Entertainment

TOP NEWS CHANNELS - 24 HOURS

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

Total Ind		
March-16		
Rank	Channel Name	Ratings%
1	GEO NEWS	0.34
2	SAMAA	0.33
3	ARY NEWS	0.23
4	DUNYA NEWS	0.21
5	EXPRESS NEWS	0.19
6	DAWN NEWS	0.12
7	ABB TAKK	0.12
8	NINETY 2 NEWS	0.09
9	AAJ NEWS	0.09
10	NEWS ONE	0.07

C&S Ind		
March-16		
Rank	Channel Name	Ratings%
1	GEO NEWS	0.36
2	SAMAA	0.35
3	ARY NEWS	0.25
4	DUNYA NEWS	0.22
5	EXPRESS NEWS	0.20
6	DAWN NEWS	0.13
7	ABB TAKK	0.13
8	NINETY 2 NEWS	0.10
9	AAJ NEWS	0.10
10	NEWS ONE	0.08



TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

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

Total Ind

March-16

Rank	Channel Name	Ratings%
1	GEO NEWS	0.74
2	SAMAA	0.57
3	ARY NEWS	0.48
4	DUNYA NEWS	0.45
5	EXPRESS NEWS	0.41
6	ABB TAKK	0.22
7	AAJ NEWS	0.21
8	DAWN NEWS	0.21
9	NINETY 2 NEWS	0.17
10	CHANNEL24	0.13

C&S Ind

March-16

Rank	Channel Name	Ratings%
1	GEO NEWS	0.79
2	SAMAA	0.61
3	ARY NEWS	0.51
4	DUNYA NEWS	0.48
5	EXPRESS NEWS	0.44
6	ABB TAKK	0.24
7	AAJ NEWS	0.23
8	DAWN NEWS	0.23
9	NINETY 2 NEWS	0.18
10	CHANNEL24	0.14



MUSIC CHANNELS

C&S Ind

March | 2016

Rank	Channel Name	TRPs	Relative Share%
1	8XM	134	58%
2	JALWA	81	35%
3	ARY MUSIK	15	6%
4	VIBE TV	2	1%
	Grand Total	232	100%

8XM*

Captures the 1st position as the most watched music channel with 56% share in music Genre

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



Total Ind

March-16

J	Channel Name	TRPs	Relative Share%
1	PTV SPORTS	1018	59%
2	TEN SPORTS	618	36%
3	GEO SUPER	77	4%

C&S Ind

March-16

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	883	52%
2	PTV SPORTS	697	41%
3	GEO SUPER	110	7%

PTV Sports is leading on Total Ind and C&S Ind



Total Ind

March.16

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	806	48%
2	PTV SPORTS	779	46%
3	GEO SUPER	106	6%

March.16

C&S Ind

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	864	51%
2	PTV SPORTS	713	42%
3	GEO SUPER	113	7%

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

Movie Channels

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

24 Hours | C&S Ind

Mar.16

Rank	Channel Name	Ratings%
1	FILM WORLD	0.10
2	FILMAX	0.08
3	HBO	0.05
4	STAR MOVIES	0.04
5	WB	0.02
6	RAAVI TV	0.01
7	SILVER SCREEN	0.01
8	AXN	0.00
9	STAR LITE TV	0.00

Prime Time | 20.00-00.00 | C&S Ind

Mar.16

Rank	Channel Name	Ratings%
1	FILMAX	0.19
2	FILM WORLD	0.16
3	HBO	0.12
4	STAR MOVIES	0.07
5	RAAVI TV	0.04
6	SILVER SCREEN	0.03
7	WB	0.03
8	AXN	0.00
9	STAR LITE TV	0.00

FOOD CHANNELS



Masala tops the chart with 80 TRPs during the month of March

C&S Ind

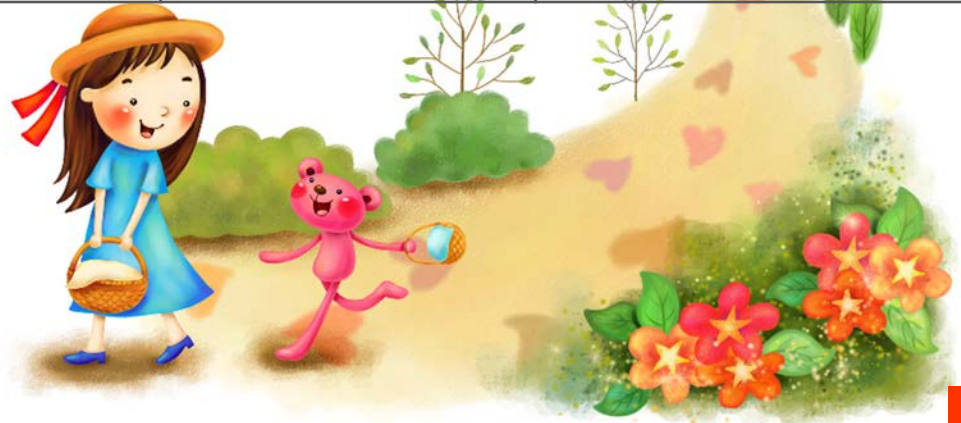
March-16

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	80	92%
2	ZAIQA	7	8%
..	Grand Total	87	100%



Disney Channel Holds 48% Of Kids Channels Viewership

C&S IND			
Mar.16			
Rank	Channel	TRPs	Relative Share%
1	DISNEY CHANNEL	599	48%
2	CARTOON NETWORK	344	27%
3	POGO	182	15%
4	NICKELODEON	130	10%
....		1256	100%



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

Rank	PAK URBAN		URBAN PUNJAB		URBAN SINDH		URBAN KP		URBAN BALUCHISTAN	
	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%
1	APNA CHANNEL	0.024	APNA CHANNEL	0.035	KTN	0.048	ARUJ TV	0.152	PTV BOLAN	0.837
2	KTN	0.020	ARUJ TV	0.016	KASHISH	0.014	AVT KHYBER	0.065	VSH NEWS	0.022
3	ARUJ TV	0.020	KAY2	0.011	APNA CHANNEL	0.012	KHYBER NEWS	0.044	KASHISH	0.014
4	PTV BOLAN	0.015	PUNJAB TV	0.011	KTN NEWS	0.011	PTV NATIONAL	0.040	SINDH TV	0.009
5	PTV NATIONAL	0.009	PTV NATIONAL	0.008	SINDH TV	0.011	PASHTO 1	0.014	ARUJ TV	0.008
6	KASHISH	0.007	WASEB	0.005	SINDH TV NEWS	0.008	APNA CHANNEL	0.009	PTV NATIONAL	0.007
7	KAY2	0.007	AVT KHYBER	0.004	AWAZ	0.007	PUNJAB TV	0.008	AVT KHYBER	0.006
8	AVT KHYBER	0.006	PASHTO 1	0.003	ARUJ TV	0.006	PTV BOLAN	0.007	MEHRAN TV	0.003
9	PUNJAB TV	0.006	PTV BOLAN	0.002	MEHRAN TV	0.005	MEHRAN TV	0.006	KHYBER NEWS	0.003
10	SINDH TV	0.005	MEHRAN TV	0.002	PTV NATIONAL	0.004	KAY2	0.006	WASEB	0.002
11	KTN NEWS	0.004	SINDH TV	0.001	DHARTI TV	0.004	SINDH TV	0.005	KAY2	0.002
12	SINDH TV NEWS	0.004	KASHISH	0.001	VSH NEWS	0.003	WASEB	0.003	PUNJAB TV	0.002
13	KHYBER NEWS	0.003	KTN	0.001	WASEB	0.002	SINDH TV NEWS	0.003	PASHTO 1	0.002
14	WASEB	0.003	SINDH TV NEWS	0.001	PTV BOLAN	0.001	DHARTI TV	0.003	AWAZ	0.001
15	MEHRAN TV	0.003	KHYBER NEWS	0.001	AVT KHYBER	0.001	KTN	0.003	APNA CHANNEL	0.001
16	AWAZ	0.003	AWAZ	0.001	KAY2	0.001	KASHISH	0.002	KTN	0.001
17	PASHTO 1	0.003	DHARTI TV	0.000	KHYBER NEWS	0.000	VSH NEWS	0.002	DHARTI TV	0.001
18	VSH NEWS	0.002	VSH NEWS	0.000	PUNJAB TV	0.000	KTN NEWS	0.001	SINDH TV NEWS	0.001
19	DHARTI TV	0.002	KTN NEWS	0.000	PASHTO 1	0.000	AWAZ	0.001	KTN NEWS	0.001

TOP PROGRAMS | OVERALL

Filmazia's **Nagin** hits 7.46 ratings on Total Ind on 20th March

Top Programs | Total Individuals

Mar.16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	20.Mar.16	FILMAZIA	Nagin	7.45	3,432	18.4
2	14.Mar.16	HUM TV	Mann Mayal	4.6	2,121	11.2
3	05.Mar.16	HUM TV	Gul-e-Rana	4.27	1,966	10.1
4	12.Mar.16	URDU 1	Sath Nibhana Sathiya	3.96	1,826	14
5	13.Mar.16	FILMAZIA	Thapki Pyaar Ki	3.71	1,709	9.4
6	25.Mar.16	FILMAZIA	Qasam	3.53	1,628	10.5
7	12.Mar.16	URDU 1	Ye Hain Mohabbatein	3.52	1,623	9.5
8	13.Mar.16	HUM TV	Aabro	3.46	1,592	8.2
9	08.Mar.16	ARY DIGITAL	Guzaarish	3.33	1,535	7.4
10	30.Mar.16	ARY DIGITAL	Bay Qasoor	3.31	1,525	7.7

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

TOP PROGRAMS | C & S

Filmazia's Nagin hits 7.99 ratings on C&S Ind on 20th March

Top Programs | C&S Individuals

Mar.16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	20.Mar.16	FILMAZIA	Nagin	7.99	3,432	19.6
2	14.Mar.16	HUM TV	Mann Mayal	4.94	2,121	12.1
3	05.Mar.16	HUM TV	Gul-e-Rana	4.58	1,966	11.1
4	12.Mar.16	URDU 1	Sath Nibhana Sathiya	4.25	1,826	14.7
5	13.Mar.16	FILMAZIA	Thapki Pyaar Ki	3.98	1,709	10.3
6	25.Mar.16	FILMAZIA	Qasam	3.79	1,628	11.4
7	12.Mar.16	URDU 1	Ye Hain Mohabbatein	3.78	1,623	10.2
8	13.Mar.16	HUM TV	Aabro	3.71	1,592	8.9
9	08.Mar.16	ARY DIGITAL	Guzaarish	3.57	1,535	8.1
10	30.Mar.16	ARY DIGITAL	Bay Qasoor	3.55	1,525	8.2



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

Current Affairs Talk Shows | C&S Ind Mar.16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share%
1	03.Mar.16	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	2.816	1210	9.2
2	03.Mar.16	ARY NEWS	Off The Record	1.368	588	3.8
3	15.Mar.16	SAMAA	Awaaz	1.352	580	3.6
4	08.Mar.16	ARY NEWS	11th Hour	1.174	504	4.9
5	05.Mar.16	SAMAA	News Beat	1.103	474	3.2
6	04.Mar.16	ARY NEWS	Power Play	1.084	465	2.9
7	07.Mar.16	GEO NEWS	Aapas Ki Baat Najam Sethi Kay Saath	1.06	455	4.6
8	03.Mar.16	DUNYA NEWS	Dunya Kamran Khan Kay Sath	1.06	418	2.8
9	03.Mar.16	GEO NEWS	Capital Talk	1.01	434	2.8
10	03.Mar.16	GEO NEWS	Report Card	0.96	412	3

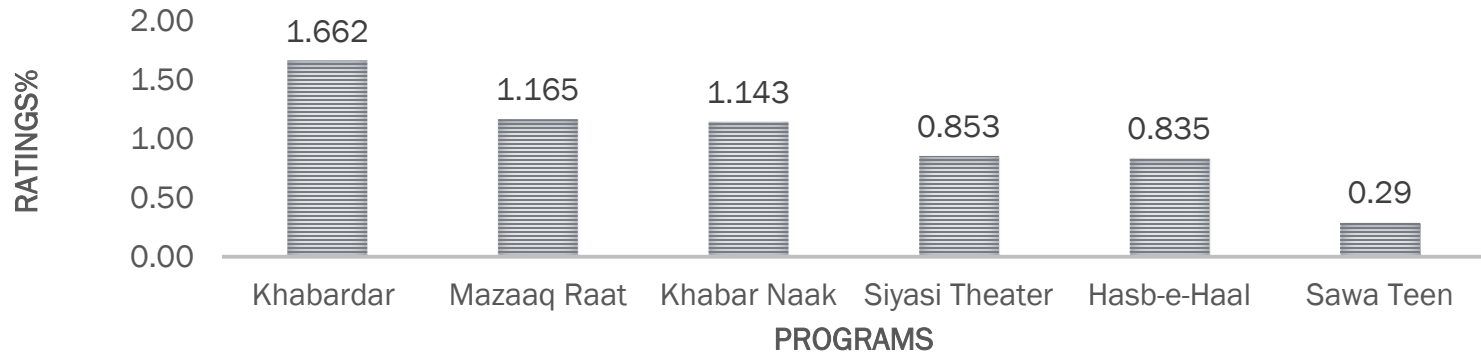


INFOTAINMENT SHOWS

Express News' Khabardar is on top followed by Dunya News' Mazaaq Raat

Infotainment Shows

Date	Channel	Title	Rtg% [Net]	Rtg(000) [Net]	Share [TTV]
6-Mar-16	EXPRESS NEWS	Khabardar	1.662	714	6
22-Mar-16	DUNYA NEWS	Mazaaq Raat	1.165	500	4.5
6-Mar-16	GEO NEWS	Khabar Naak	1.143	491	3.8
28-Mar-16	EXPRESS NEWS	Siyasi Theater	0.853	366	2.6
26-Mar-16	DUNYA NEWS	Hasb-e-Haal	0.835	359	3.5
4-Mar-16	NEO TV	Sawa Teen	0.290	124	1.1



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" leading on Females 15 - 45 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	0.73	101	4.6
2	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.65	91	4.2
3	09:00-11:00	Mon - Fri	ATV	Mehakti Morning	Sundas Khan	0.56	77	3.6
4	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samaa Kay Sath	Sahir Lodhi	0.54	74	3.4
5	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.32	44	2.0
6	09:00-11:00	Mon - Fri	GEO KAHANI	Subha-e-Pakistan Kahani Kay Sath	Aamir Liaquat	0.27	38	1.8
7	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.26	36	1.7
8	09:00-11:00	Mon - Fri	GEO ENT	Nadia Khan Show	Nadia Khan	0.25	35	1.6
9	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.25	35	1.6
10	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.25	34	1.6
11	09:00-11:00	Mon - Thurs	HUM SITARAY	Sitaray Ki Subha	Shaista Lodhi	0.17	23	1.1
12	09:00-11:00	Mon - Fri	AAJ NEWS	Aaj Subah	Nusrat Harris	0.15	20	0.9

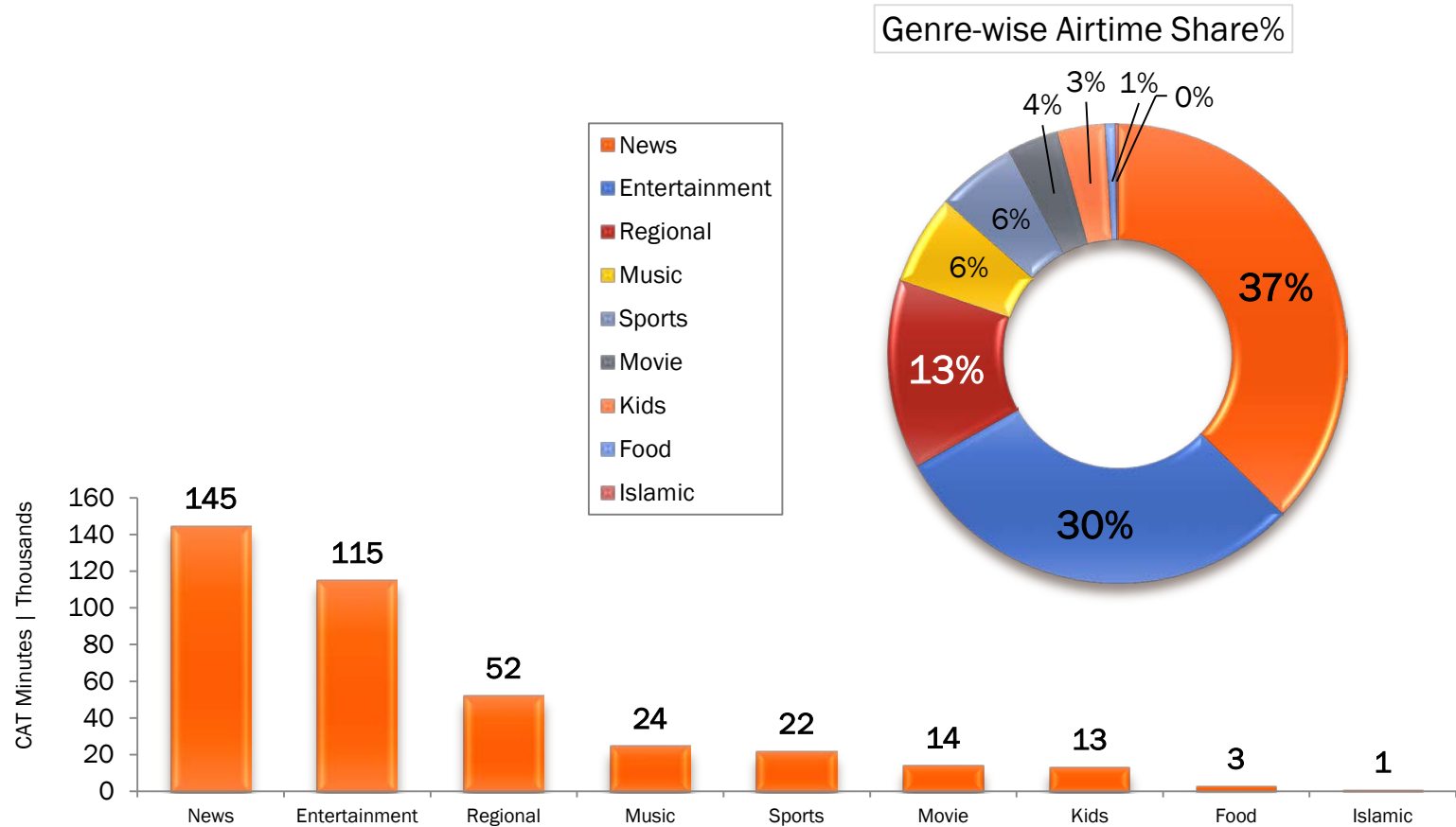
Ranking of morning shows is based on average ratings of the show for the reporting month.

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"

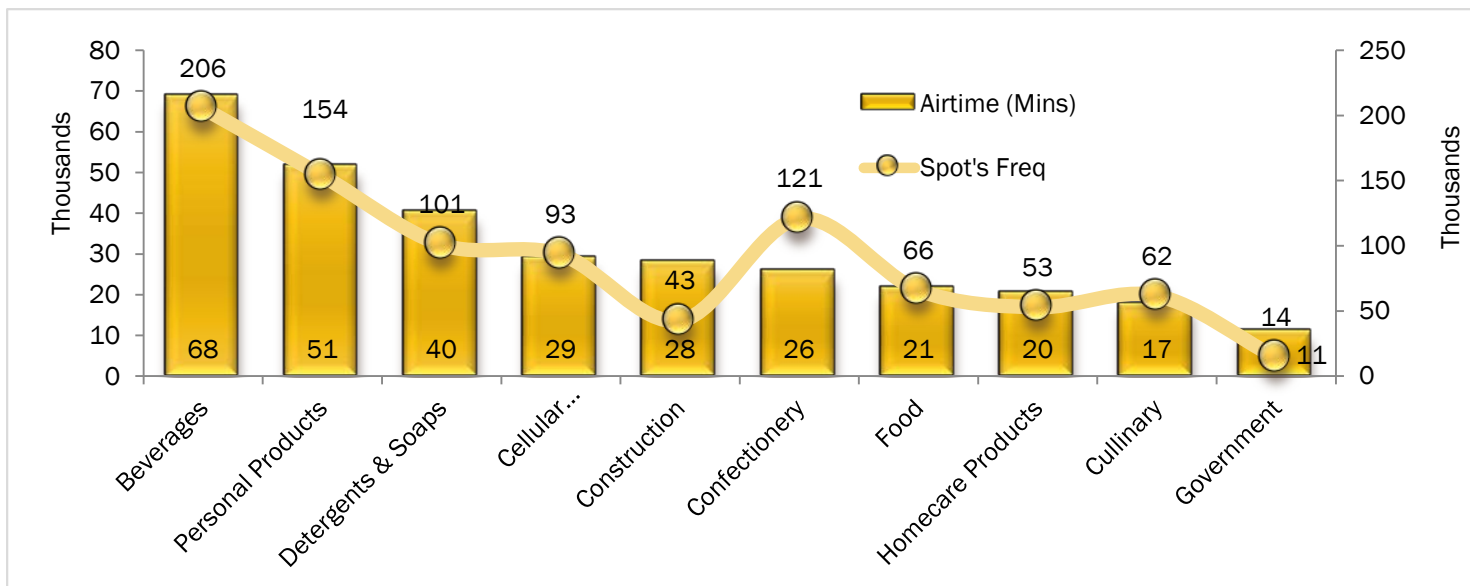
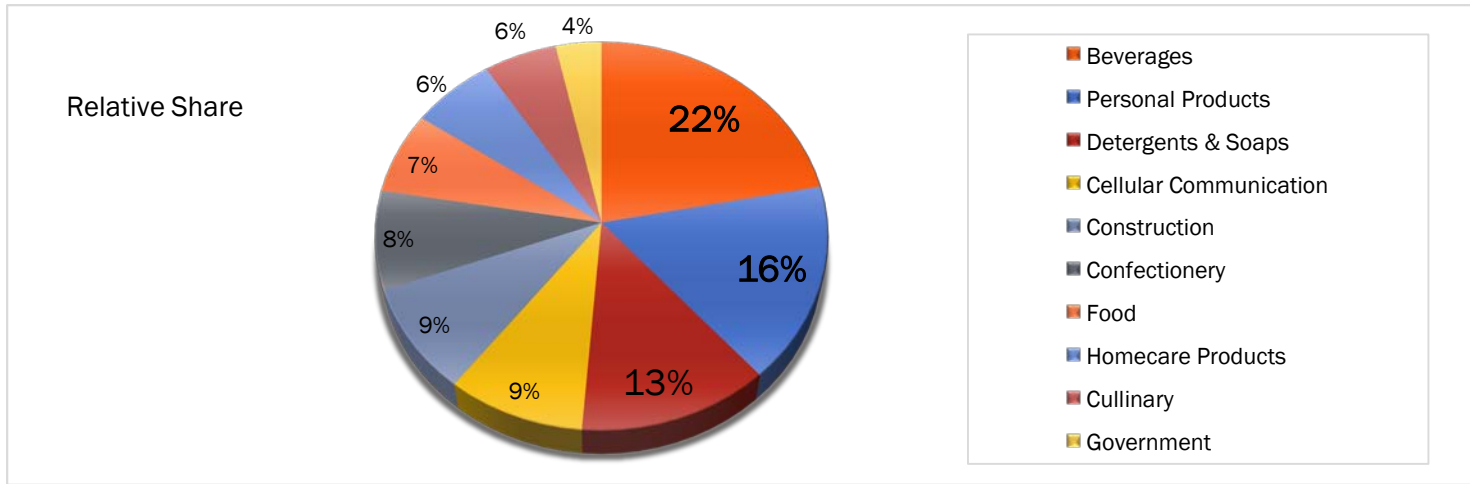
Rank	Time Slot	Days	Channel	Program Name	Host	R %	R T	MS
1	09:00-11:30	Mon - Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.79	101	4.8
2	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.71	91	4.4
3	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samaa Kay Sath	Sahir Lodhi	0.58	74	3.6
4	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.35	44	2.2
5	09:00-11:00	Mon - Fri	GEO KAHANI	Subha-e-Pakistan Kahani Kay Sath	Aamir Liaquat	0.30	38	1.9
6	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.29	36	1.8
7	09:00-11:00	Mon - Fri	GEO ENT	Nadia Khan Show	Nadia Khan	0.28	35	1.7
8	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.27	34	1.7
9	09:00-11:00	Mon - Thurs	HUM SITARAY	Sitaray Ki Subha	Shaista Lodhi	0.18	23	1.1
10	09:00-11:00	Mon - Fri	AAJ NEWS	Aaj Subah	Nusrat Harris	0.16	20	1.0
11	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.08	10	0.5
12	09:00-11:00	Mon - Fri	ATV	Mehakti Morning	Sundas Khan	0.03	4	0.2

COMMERCIAL AIRTIME SUMMARY | BY GENRE



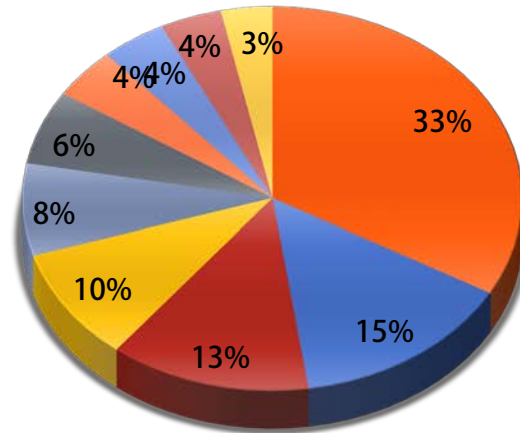
Highest CAT Share Going To News Channels

TOP 10 CATEGORIES

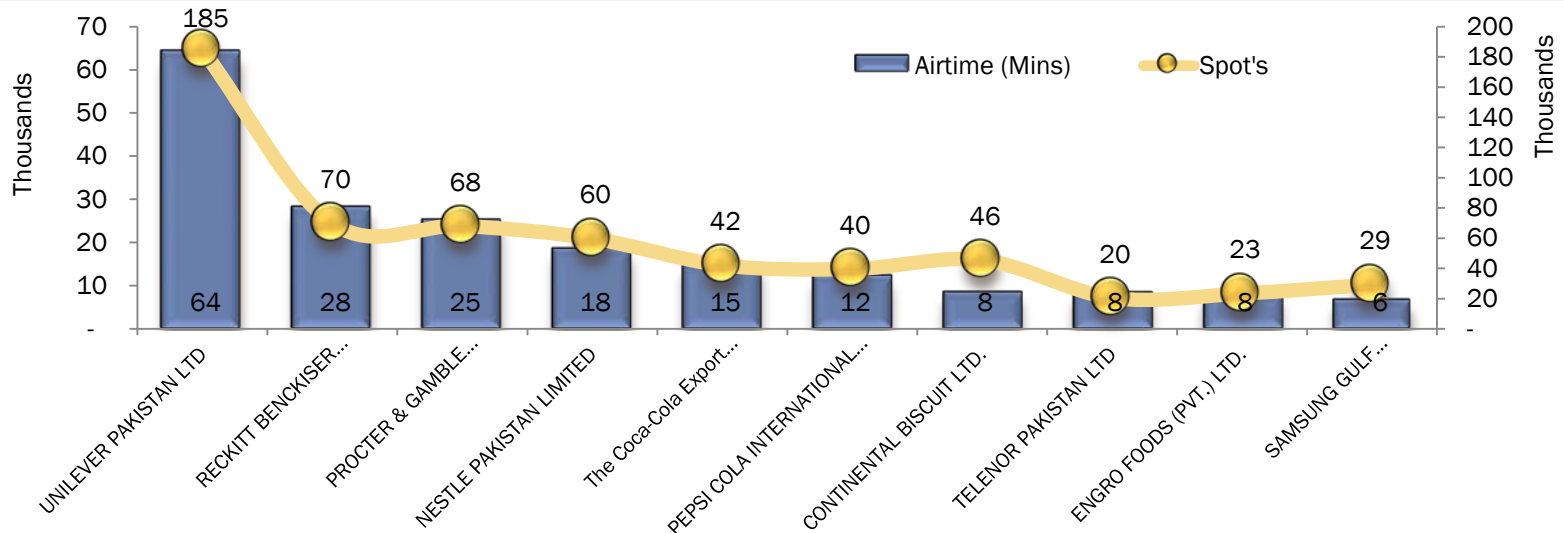


TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

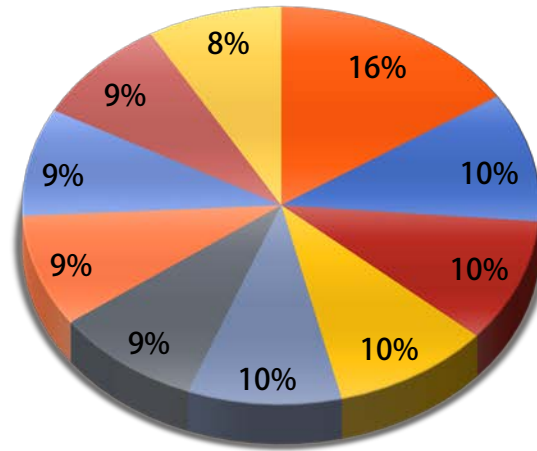


- UNILEVER PAKISTAN LTD
- RECKITT BENCKISER PAKISTAN LTD.
- PROCTER & GAMBLE PAKISTAN LTD
- NESTLE PAKISTAN LIMITED
- The Coca-Cola Export Corporation
- PEPSI COLA INTERNATIONAL (PVT.) LTD.
- CONTINENTAL BISCUIT LTD.
- TELENOR PAKISTAN LTD
- ENGRO FOODS (PVT.) LTD.
- SAMSUNG GULF ELECTRONICS FZE

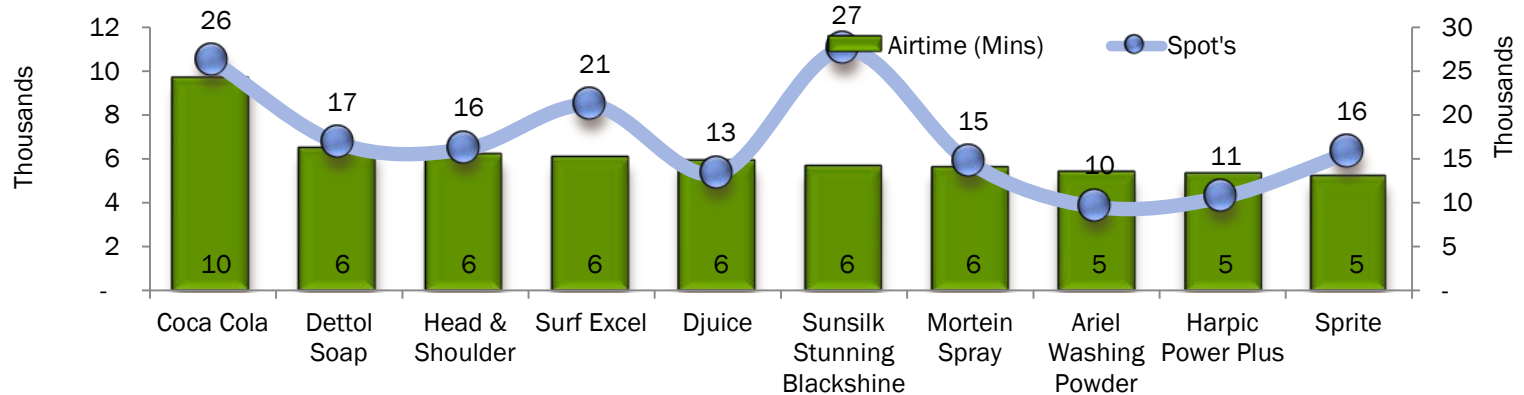


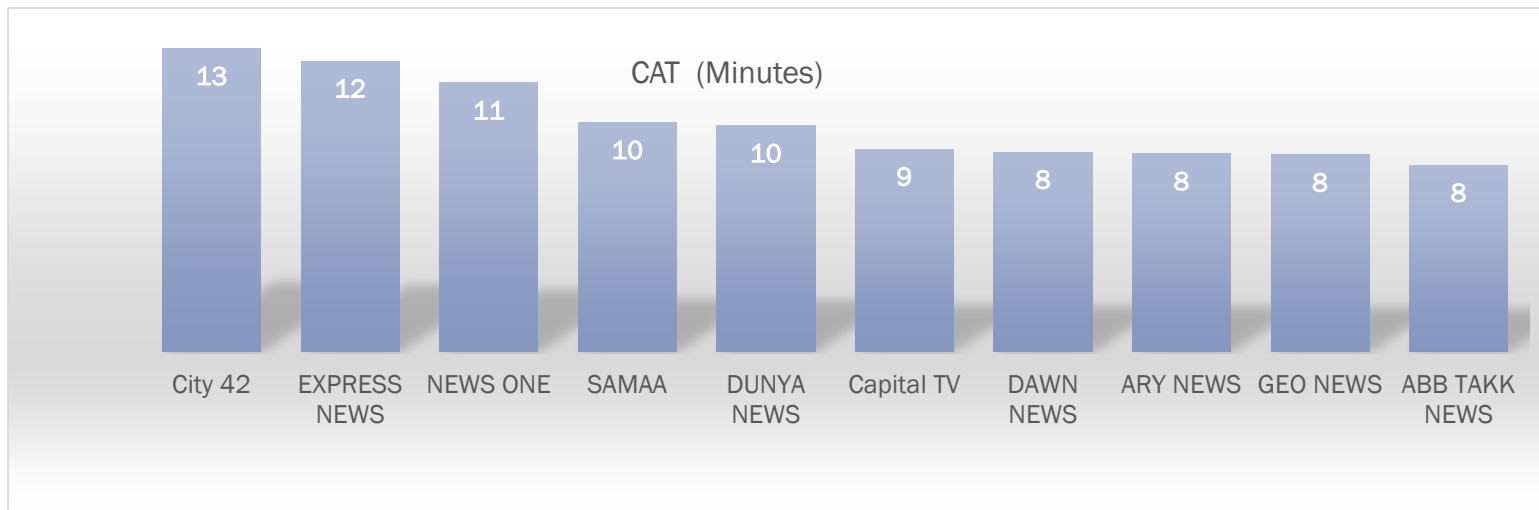
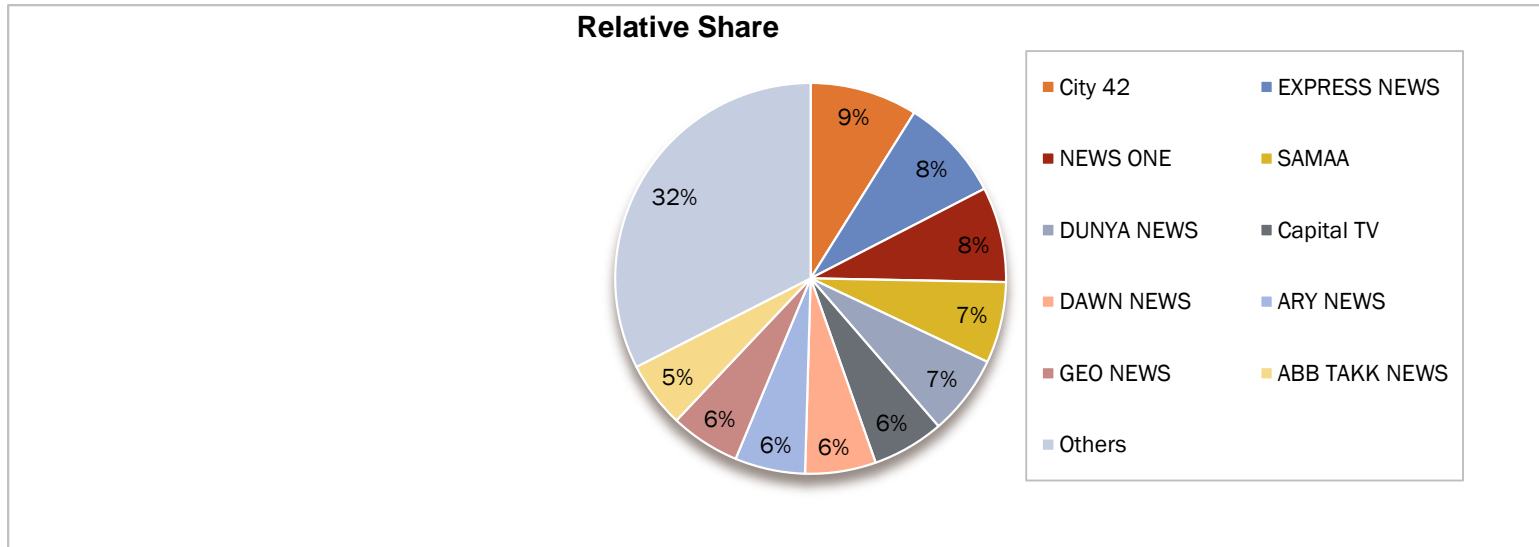
TOP 10 BRANDS

Relative Share



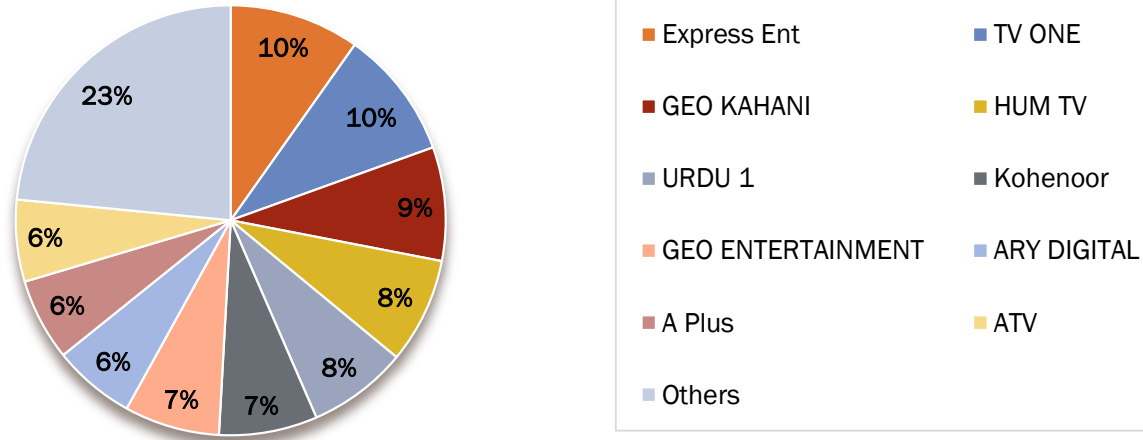
- Coca Cola
- Dettol Soap
- Head & Shoulder
- Surf Excel
- Djuice
- Sunsilk Stunning Blackshine
- Mortein Spray
- Ariel Washing Powder
- Harpic Power Plus
- Sprite



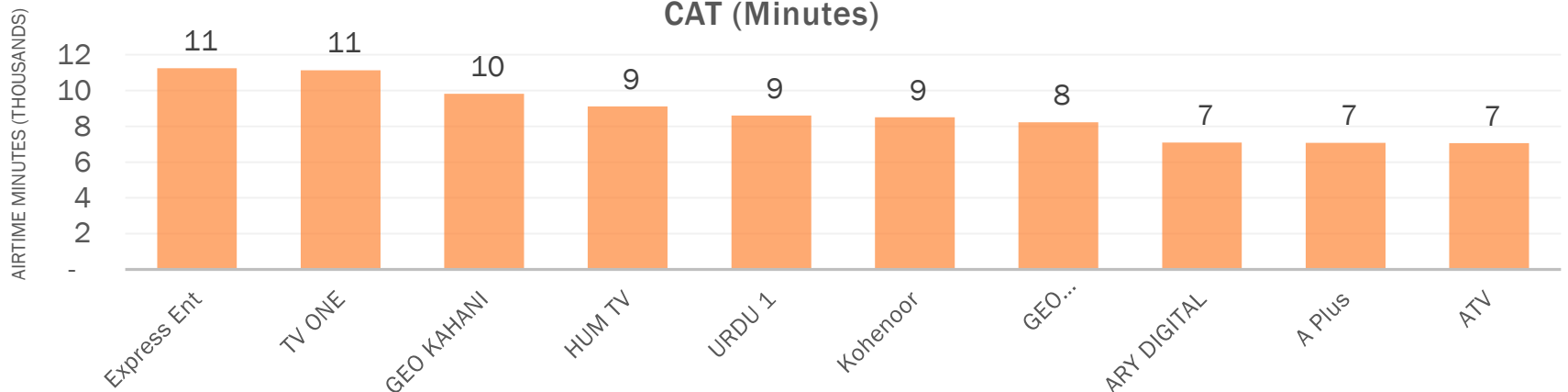


ENTERTAINMENT CHANNELS | CAT COMPARISON

Relative Share

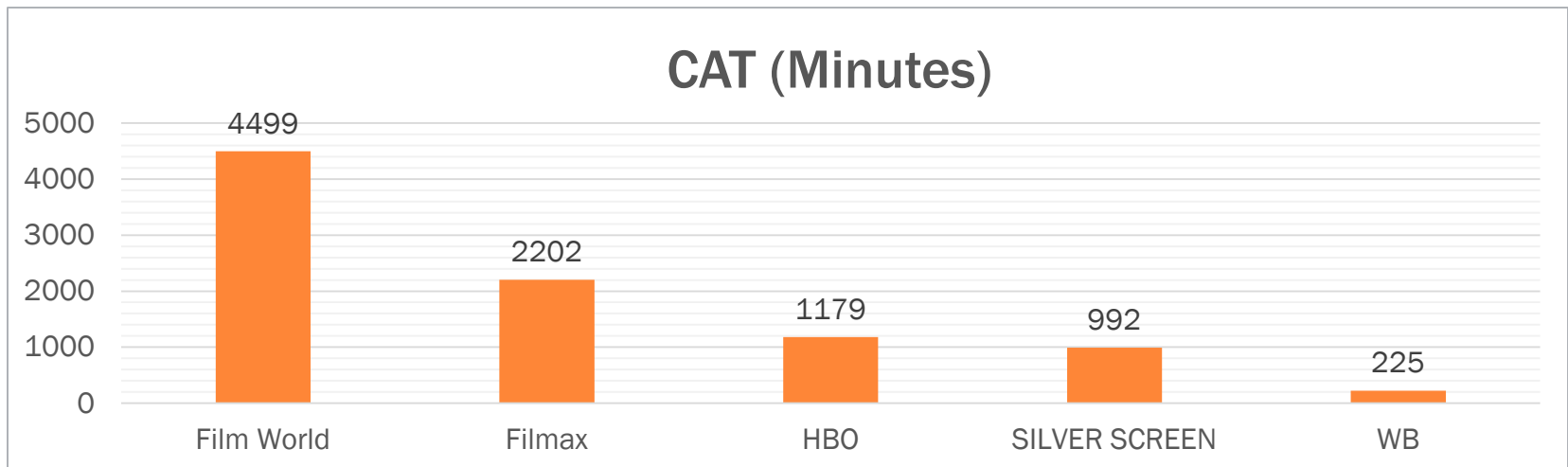
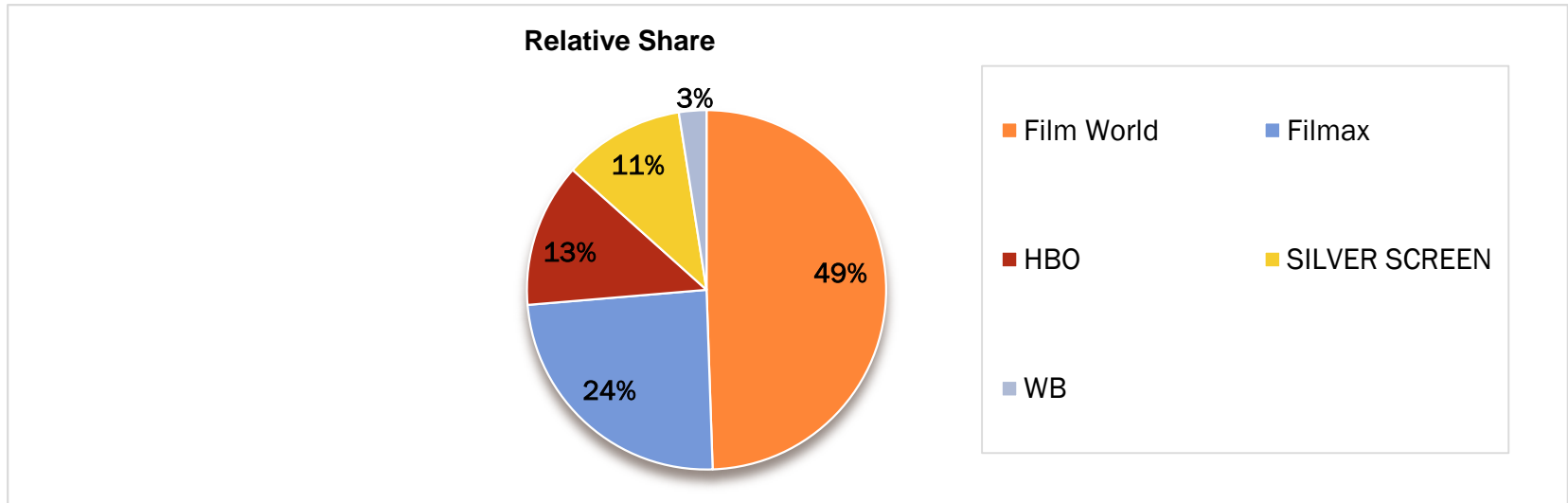


CAT (Minutes)



Amongst Entertainment Channels Express Entertainment is Airing The Highest CAT

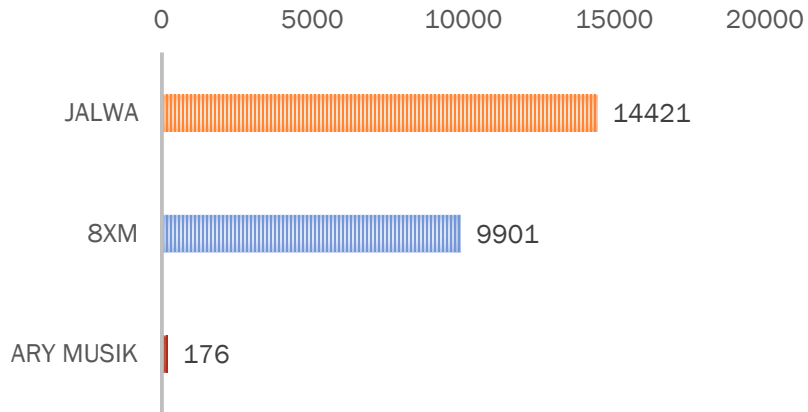
MOVIE CHANNELS | CAT COMPARISON



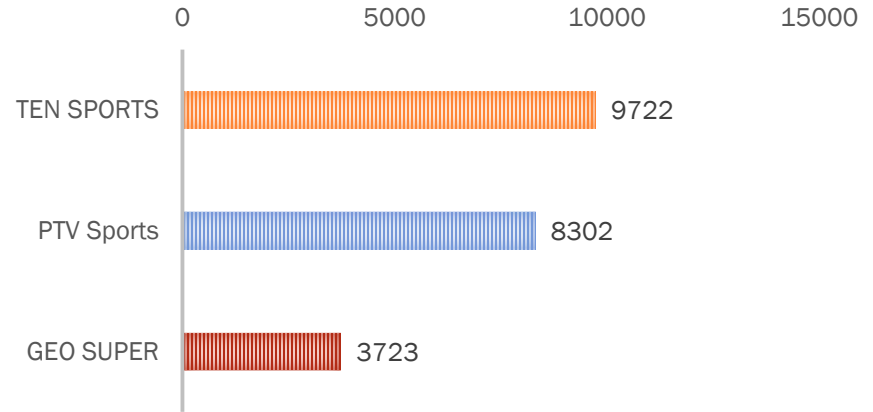
Amongst Movie Channels Film World is Airing The Highest CAT

MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

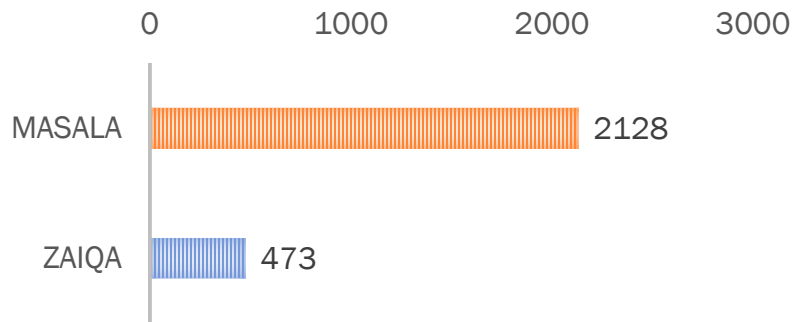
CAT (MINUTES)



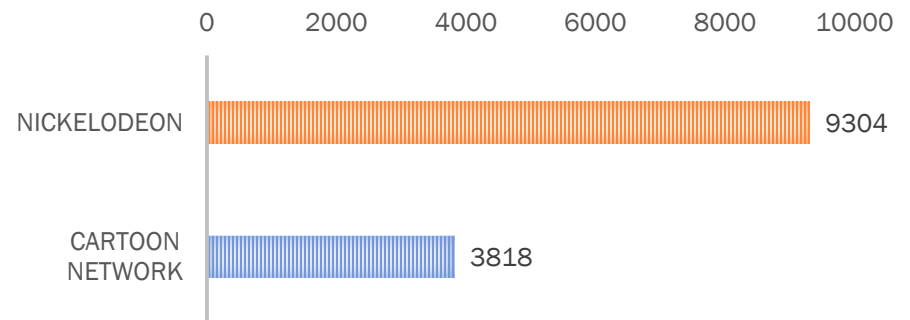
CAT (MINUTES)



CAT (MINUTES)

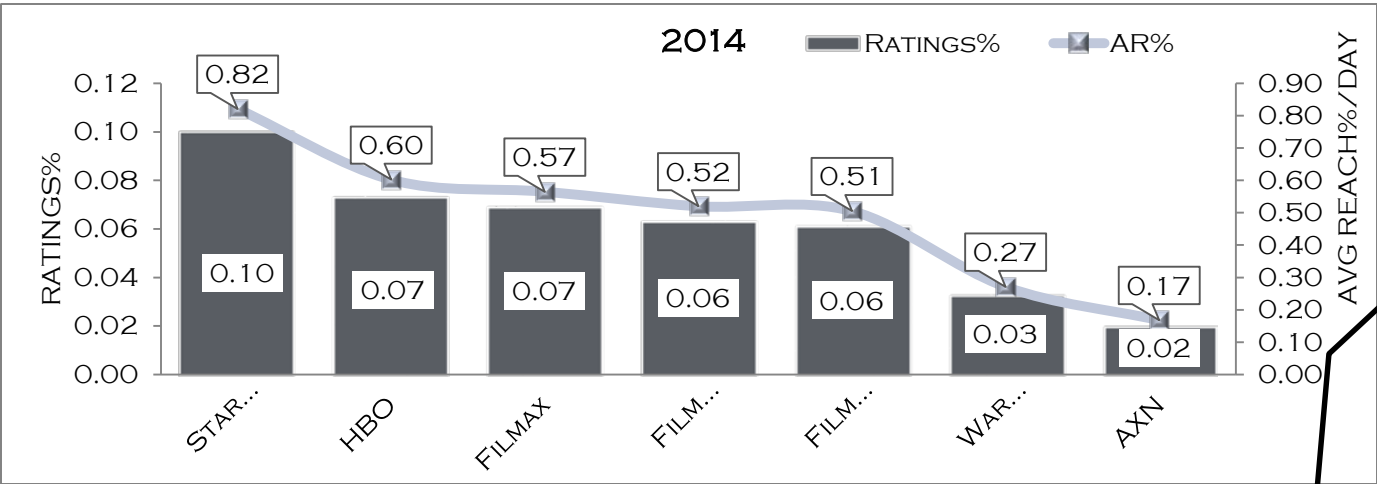


CAT (MINUTES)

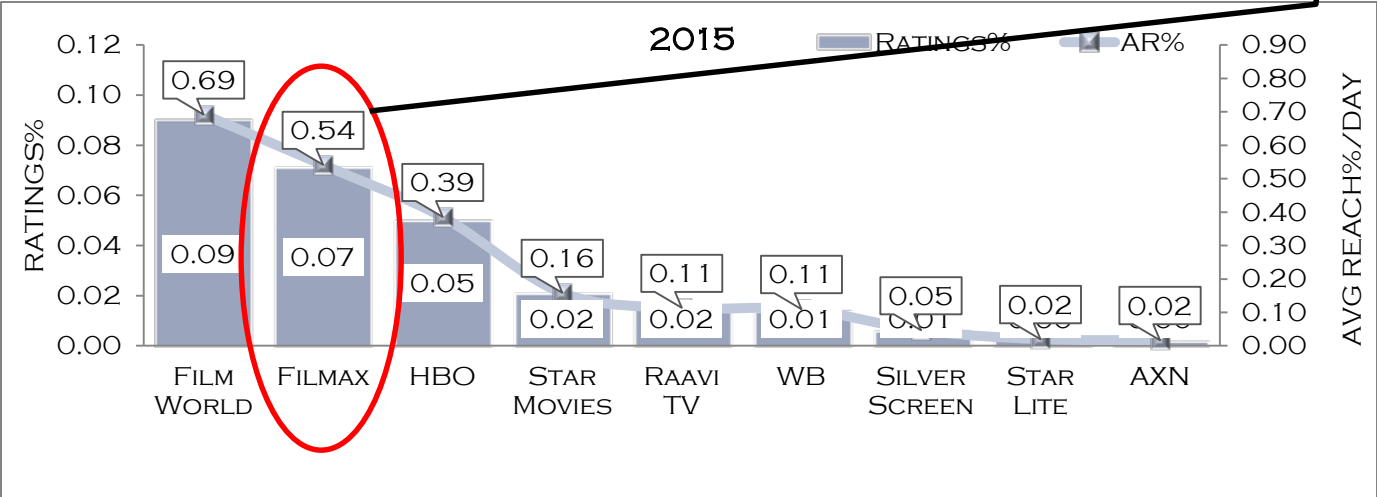


Annual Review Corrections

Annual Review Correction



FILMAX WAS MISTAKENLY MISSED IN ANNUAL REVIEW 2015 GRAPH AND CHANNEL LIST.



Thank you 😊