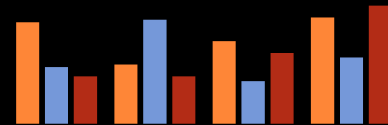
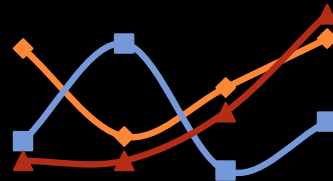
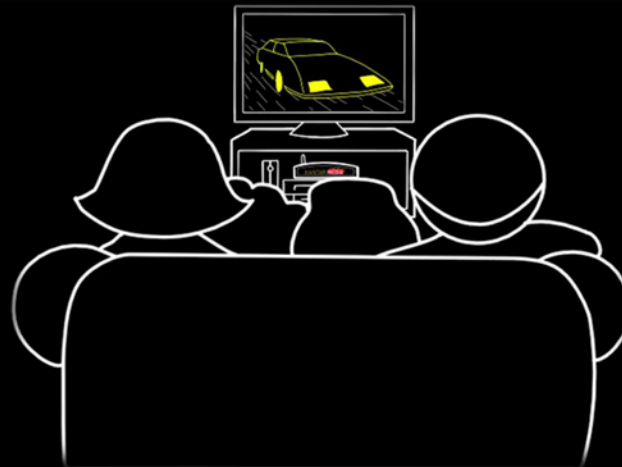


MEDIALOGIC MONTHLY REVIEW May 2016



medialogic **KANTAR MEDIA**

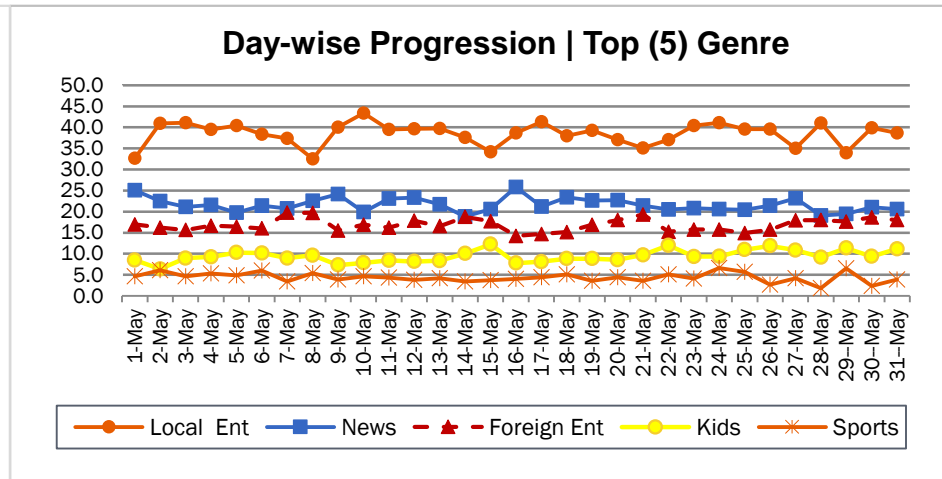
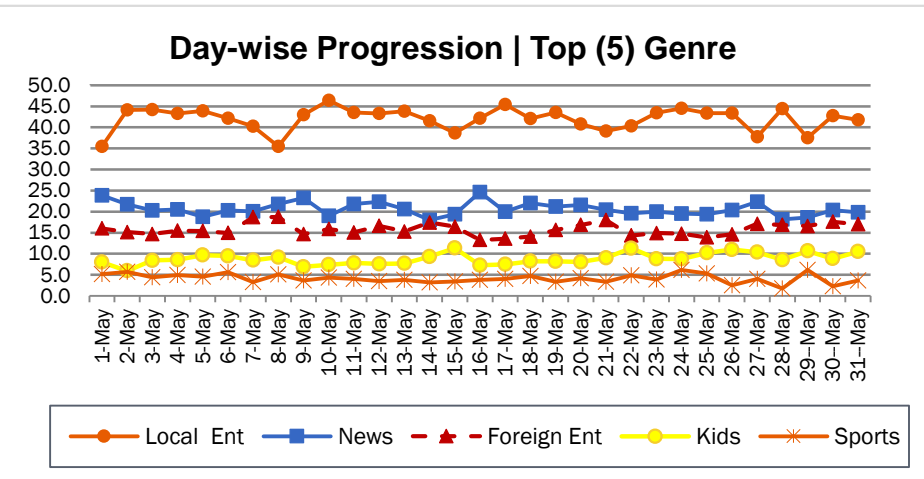
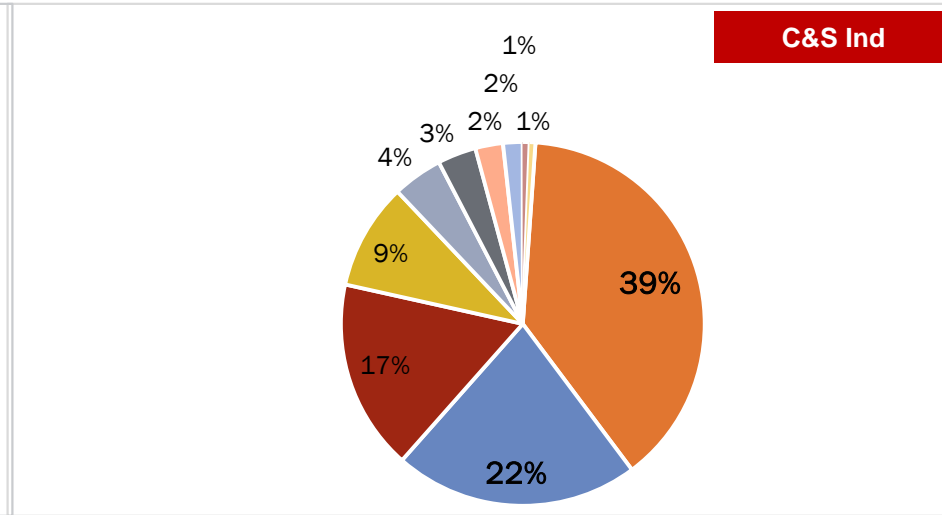
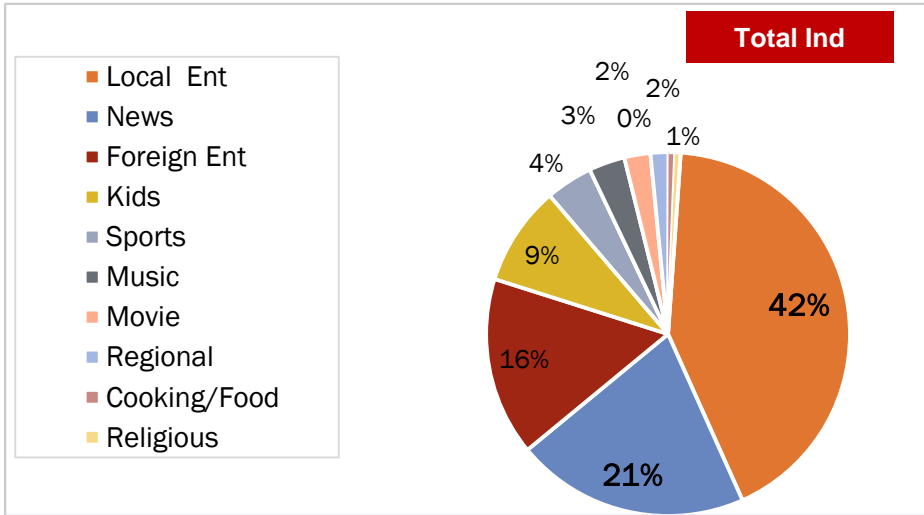
The Only Overnight TAM data providing Company in Pakistan.



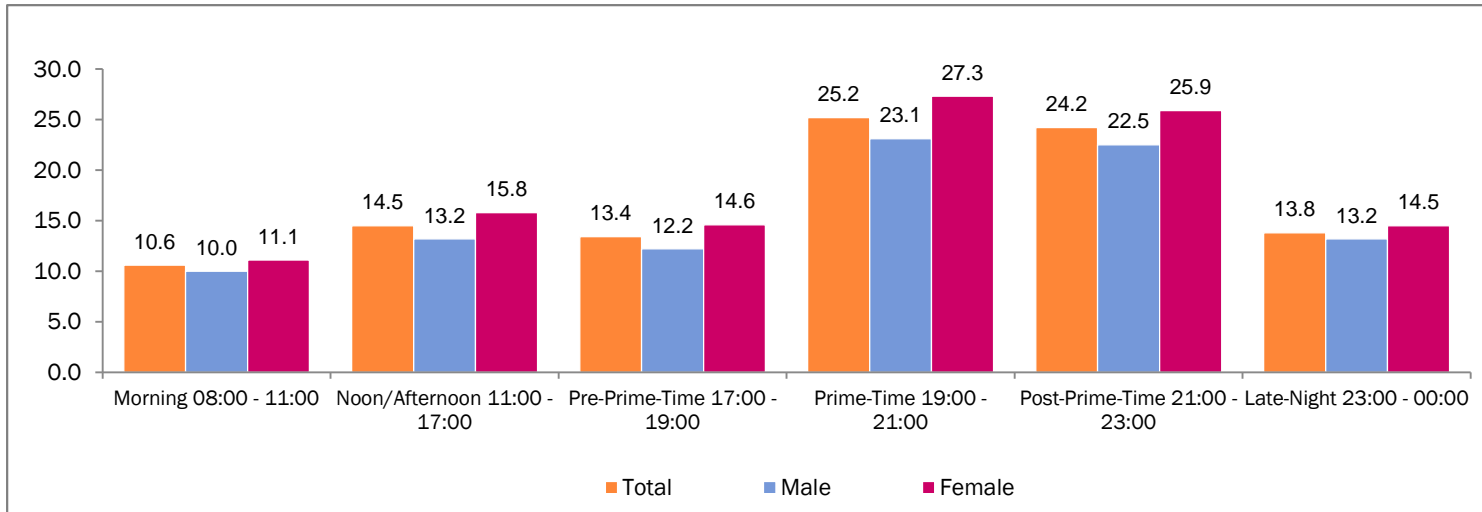
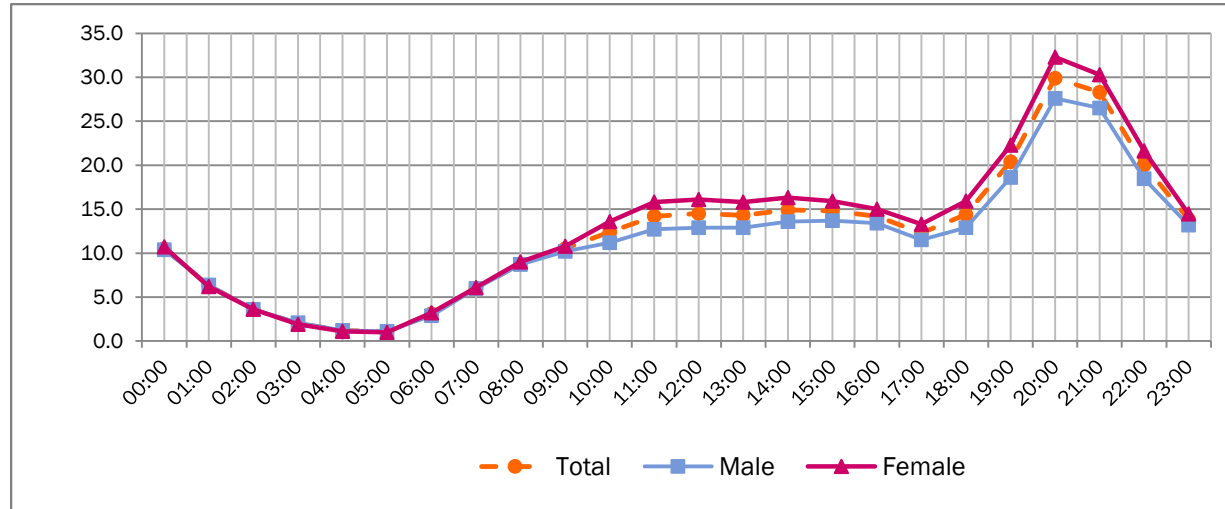
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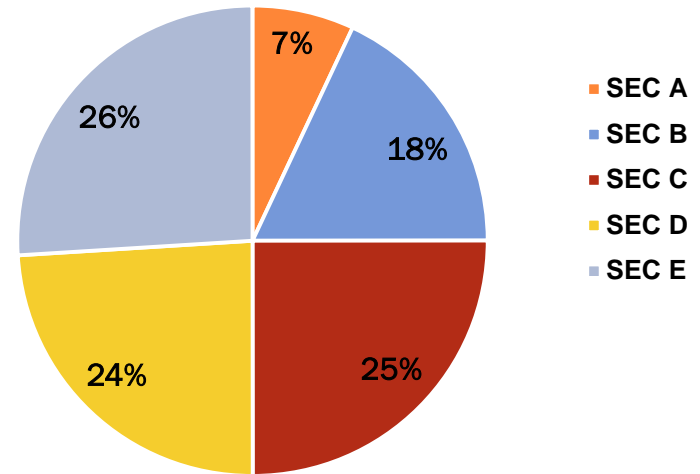
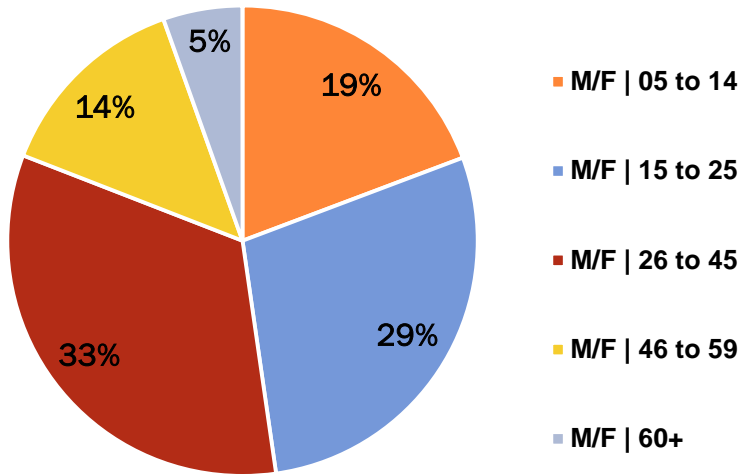
MARKET SHARE% | BY GENRE



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 Filmazia.

Total Ind

May.16		
Rank	Channel Name	Ratings %
1	PTV HOME	1.13
2	ATV	1.00
3	COLORS	0.49
4	FILMAZIA	0.41
5	HUM TV	0.40
6	DISNEY CHANNEL	0.36
7	ARY DIGITAL	0.35
8	URDU 1	0.28
9	GEO ENTERTAINMENT	0.25
10	SAMAA	0.19
11	A PLUS	0.18
12	GEO NEWS	0.17
13	PTV NEWS	0.15
14	ARY NEWS	0.14
15	GEO KAHANI	0.13

C&S Ind

May.16		
Rank	Channel Name	Ratings %
1	COLORS	0.70
2	FILMAZIA	0.59
3	HUM TV	0.57
4	DISNEY CHANNEL	0.51
5	ARY DIGITAL	0.51
6	URDU 1	0.39
7	GEO ENTERTAINMENT	0.36
8	SAMAA	0.27
9	A PLUS	0.25
10	GEO NEWS	0.24
11	ARY NEWS	0.20
12	GEO KAHANI	0.19
13	TV ONE	0.19
14	8XM	0.18
15	DUNYA NEWS	0.18



TOP 15 CHANNEL OVERALL | PAKISTAN URBAN

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

Total Ind

May.16		
Rank	Channel Name	Ratings %
1	COLORS	0.63
2	FILMAZIA	0.58
3	HUM TV	0.52
4	DISNEY CHANNEL	0.46
5	ARY DIGITAL	0.45
6	URDU 1	0.38
7	PTV HOME	0.32
8	GEO ENTERTAINMENT	0.31
9	A PLUS	0.26
10	ATV	0.25
11	SAMAA	0.24
12	GEO NEWS	0.23
13	GEO KAHANI	0.20
14	ARY NEWS	0.18
15	8XM	0.18

C&S Ind

May.16		
Rank	Channel Name	Ratings %
1	COLORS	0.68
2	FILMAZIA	0.63
3	HUM TV	0.55
4	DISNEY CHANNEL	0.50
5	ARY DIGITAL	0.49
6	URDU 1	0.41
7	GEO ENTERTAINMENT	0.33
8	A PLUS	0.28
9	SAMAA	0.26
10	GEO NEWS	0.24
11	GEO KAHANI	0.22
12	ARY NEWS	0.19
13	8XM	0.19
14	GEO SUPER	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	PTV HOME	1.13	COLORS	0.63	COLORS	0.87	DISNEY CHANNEL	1.13	FILMAZIA	0.75	FILMAZIA	0.85
2	ATV	1.00	FILMAZIA	0.58	HUM TV	0.65	COLORS	0.68	COLORS	0.57	URDU 1	0.74
3	COLORS	0.49	HUM TV	0.52	ARY DIGITAL	0.63	HUM TV	0.50	PTV HOME	0.50	GEO KAHANI	0.55
4	FILMAZIA	0.41	DISNEY CHANNEL	0.46	GEO ENT	0.52	FILMAZIA	0.30	DISNEY CHANNEL	0.48	A PLUS	0.46
5	HUM TV	0.40	ARY DIGITAL	0.45	FILMAZIA	0.49	ARY DIGITAL	0.30	HUM TV	0.48	PTV HOME	0.38
6	DISNEY CHANNEL	0.36	URDU 1	0.38	SAMAA	0.46	8XM	0.28	ATV	0.44	ARY DIGITAL	0.30
7	ARY DIGITAL	0.35	PTV HOME	0.32	URDU 1	0.37	GEO NEWS	0.25	ARY DIGITAL	0.43	CARTOON NETWORK	0.30
8	URDU 1	0.28	GEO ENT	0.31	ARY NEWS	0.30	URDU 1	0.24	A PLUS	0.42	NICKELODEON	0.29
9	GEO ENT	0.25	A PLUS	0.26	GEO SUPER	0.24	DUNYA NEWS	0.24	URDU 1	0.38	GEO NEWS	0.27
10	SAMAA	0.19	ATV	0.25	GEO NEWS	0.21	TV ONE	0.23	GEO KAHANI	0.24	8XM	0.25
11	A PLUS	0.18	SAMAA	0.24	8XM	0.19	GEO ENT	0.22	GEO ENT	0.23	ATV	0.25
12	GEO NEWS	0.17	GEO NEWS	0.23	EXPRESS ENT	0.18	PTV HOME	0.21	GEO NEWS	0.22	HUM TV	0.25
13	PTV NEWS	0.15	GEO KAHANI	0.20	DAWN NEWS	0.16	EXPRESS NEWS	0.17	SAMAA	0.17	TV ONE	0.24
14	ARY NEWS	0.14	ARY NEWS	0.18	METRO 1 NEWS	0.16	APNA CHANNEL	0.14	EXPRESS NEWS	0.16	PTV NEWS	0.24
15	GEO KAHANI	0.13	8XM	0.18	PTV HOME	0.15	A PLUS	0.13	DUNYA NEWS	0.16	AAJ ENT	0.19

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	0.70	COLORS	0.68	COLORS	0.89	DISNEY CHANNEL	1.17	FILMAZIA	0.84	FILMAZIA	0.96
2	FILMAZIA	0.59	FILMAZIA	0.63	HUM TV	0.67	COLORS	0.70	COLORS	0.64	URDU 1	0.83
3	HUM TV	0.57	HUM TV	0.55	ARY DIGITAL	0.64	HUM TV	0.52	DISNEY CHANNEL	0.54	GEO KAHANI	0.63
4	DISNEY CHANNEL	0.51	DISNEY CHANNEL	0.50	GEO ENT	0.53	FILMAZIA	0.31	HUM TV	0.54	A PLUS	0.52
5	ARY DIGITAL	0.51	ARY DIGITAL	0.49	FILMAZIA	0.50	ARY DIGITAL	0.31	ARY DIGITAL	0.48	ARY DIGITAL	0.34
6	URDU 1	0.39	URDU 1	0.41	SAMAA	0.47	8XM	0.29	A PLUS	0.47	CARTOON NETWORK	0.34
7	GEO ENT	0.36	GEO ENT	0.33	URDU 1	0.38	GEO NEWS	0.26	URDU 1	0.42	NICKELODEON	0.33
8	SAMAA	0.27	A PLUS	0.28	ARY NEWS	0.31	URDU 1	0.25	GEO KAHANI	0.27	GEO NEWS	0.31
9	A PLUS	0.25	SAMAA	0.26	GEO SUPER	0.25	DUNYA NEWS	0.25	GEO ENT	0.26	8XM	0.29
10	GEO NEWS	0.24	GEO NEWS	0.24	GEO NEWS	0.22	TV ONE	0.23	GEO NEWS	0.24	HUM TV	0.28
11	ARY NEWS	0.20	GEO KAHANI	0.22	8XM	0.20	GEO ENT	0.23	SAMAA	0.19	TV ONE	0.27
12	GEO KAHANI	0.19	ARY NEWS	0.19	EXPRESS ENT	0.18	EXPRESS NEWS	0.17	EXPRESS NEWS	0.18	AAJ ENT	0.22
13	TV ONE	0.19	8XM	0.19	DAWN NEWS	0.17	APNA CHANNEL	0.14	DUNYA NEWS	0.18	SEE TV	0.22
14	8XM	0.18	GEO SUPER	0.18	METRO 1 NEWS	0.16	A PLUS	0.14	ARY NEWS	0.16	ARY ZINDAGI	0.20
15	DUNYA NEWS	0.18	EXPRESS NEWS	0.17	EXPRESS NEWS	0.15	POGO	0.13	GEO SUPER	0.15	GEO ENT	0.19

ENTERTAINMENT CHANNELS – 24 HOURS

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

Total Ind

May.16

Rank	Channel Name	Ratings%
1	COLORS	0.63
2	FILMAZIA	0.58
3	HUM TV	0.52
4	ARY DIGITAL	0.45
5	URDU 1	0.38
6	PTV HOME	0.32
7	GEO ENTERTAINMENT	0.31
8	A PLUS	0.26
9	ATV	0.25
10	GEO KAHANI	0.20

C&S Ind

May.16

Rank	Channel Name	Ratings%
1	COLORS	0.68
2	FILMAZIA	0.63
3	HUM TV	0.55
4	ARY DIGITAL	0.49
5	URDU 1	0.41
6	GEO ENTERTAINMENT	0.33
7	A PLUS	0.28
8	GEO KAHANI	0.22
9	TV ONE	0.16
10	ARY ZINDAGI	0.13

Entertainment

ENTERTAINMENT CHANNELS – PRIME TIME (19.00-22.00)

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

Total Ind

May.16

Rank	Channel Name	Ratings%
1	FILMAZIA	1.66
2	COLORS	1.65
3	HUM TV	1.37
4	ARY DIGITAL	0.97
5	GEO ENTERTAINMENT	0.75
6	PTV HOME	0.65
7	A PLUS	0.60
8	URDU 1	0.59
9	GEO KAHANI	0.56
10	ATV	0.52

C&S Ind

May.16

Rank	Channel Name	Ratings%
1	FILMAZIA	1.78
2	COLORS	1.77
3	HUM TV	1.47
4	ARY DIGITAL	1.04
5	GEO ENTERTAINMENT	0.80
6	A PLUS	0.64
7	URDU 1	0.63
8	GEO KAHANI	0.60
9	TV ONE	0.35
10	EXPRESS ENTERTAINMENT	0.28

Entertainment

TOP NEWS CHANNELS - 24 HOURS

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

Total Ind		
May-16		
Rank	Channel Name	Ratings%
1	SAMAA	0.24
2	GEO NEWS	0.23
3	ARY NEWS	0.18
4	EXPRESS NEWS	0.15
5	DUNYA NEWS	0.15
6	ABB TAKK	0.09
7	DAWN NEWS	0.08
8	NINETY 2 NEWS	0.07
9	AAJ NEWS	0.06
10	NEWS ONE	0.06

C&S Ind		
May-16		
Rank	Channel Name	Ratings%
1	SAMAA	0.26
2	GEO NEWS	0.24
3	ARY NEWS	0.19
4	EXPRESS NEWS	0.17
5	DUNYA NEWS	0.16
6	ABB TAKK	0.10
7	DAWN NEWS	0.09
8	NINETY 2 NEWS	0.08
9	AAJ NEWS	0.07
10	NEWS ONE	0.07



TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

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

Total Ind

May-16

Rank	Channel Name	Ratings%
1	GEO NEWS	0.45
2	SAMAA	0.40
3	EXPRESS NEWS	0.34
4	DUNYA NEWS	0.32
5	ARY NEWS	0.31
6	DAWN NEWS	0.15
7	AAJ NEWS	0.14
8	ABB TAKK	0.14
9	NEWS ONE	0.12
10	NINETY 2 NEWS	0.12

C&S Ind

May-16

Rank	Channel Name	Ratings%
1	GEO NEWS	0.48
2	SAMAA	0.43
3	EXPRESS NEWS	0.36
4	DUNYA NEWS	0.35
5	ARY NEWS	0.34
6	DAWN NEWS	0.16
7	AAJ NEWS	0.15
8	ABB TAKK	0.15
9	NEWS ONE	0.13
10	NINETY 2 NEWS	0.13



MUSIC CHANNELS

C&S Ind

May | 2016

Rank	Channel Name	TRPs	Relative Share%
1	8XM	274	69%
2	JALWA	118	29%
3	ARY MUSIK	8	2%
4	VIBE TV	1	0%
	Grand Total	398	100%

8XM*

Captures the 1st position as the most watched music channel with 69% share in music Genre

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



Total Ind

May-16

J	Channel Name	TRPs	Relative Share%
1	GEO SUPER	186	48%
2	TEN SPORTS	124	32%
3	PTV SPORTS	78	20%

C&S Ind

May-16

Rank	Channel Name	TRPs	Relative Share%
1	GEO SUPER	266	50%
2	TEN SPORTS	177	33%
3	PTV SPORTS	88	17%

GEO Super is leading on Total Ind and C&S Ind



Total Ind

May.16

Rank	Channel Name	TRPs	Relative Share%
1	GEO SUPER	250	33%
2	TEN SPORTS	162	36%
3	PTV SPORTS	87	32%

May.16

C&S Ind

Rank	Channel Name	TRPs	Relative Share%
1	GEO SUPER	269	34%
2	TEN SPORTS	174	37%
3	PTV SPORTS	90	29%

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

May.16

Rank	Channel Name	Ratings%
1	FILM WORLD	0.06
2	FILMAX	0.04
3	HBO	0.04
4	STAR MOVIES	0.03
5	WB	0.01
6	RAAVI TV	0.01
7	STAR LITE TV	0.00
8	SILVER SCREEN	0.00
9	AXN	0.00

Prime Time | 20.00-00.00 | C&S Ind

May.16

Rank	Channel Name	Ratings%
1	FILM WORLD	0.09
2	FILMAX	0.07
3	HBO	0.06
4	STAR MOVIES	0.05
5	RAAVI TV	0.02
6	WB	0.02
7	SILVER SCREEN	0.01
8	STAR LITE TV	0.00
9	AXN	0.00

FOOD CHANNELS



Masala tops the chart with 72 TRPs during the month of May

C&S Ind

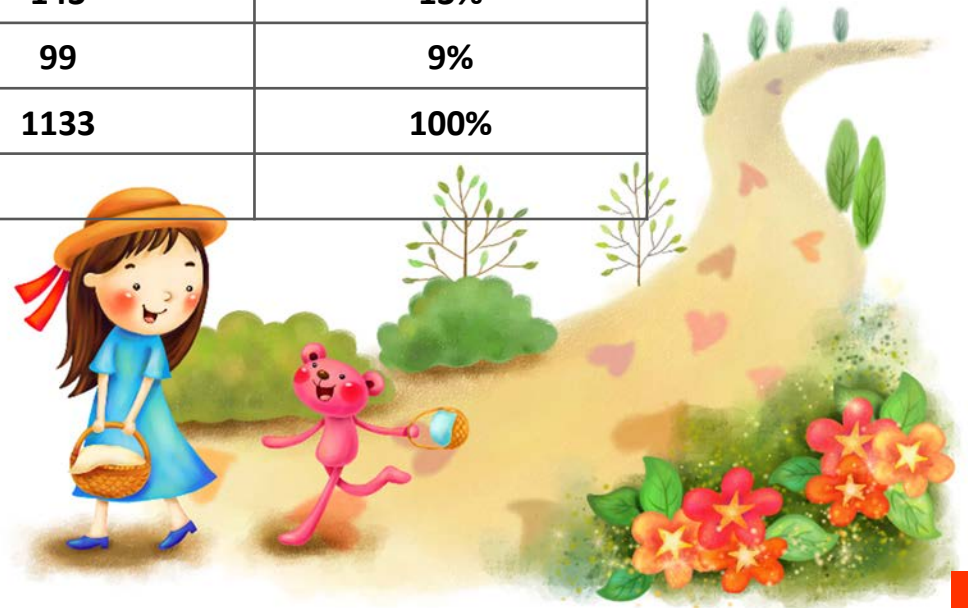
May-16

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	72	97%
2	ZAIQA	3	3%
..	Grand Total	75	100%



Disney Channel Holds 65% Of Kids Channels Viewership

C&S Ind			
May-16			
Rank	Channel	TRPs	Relative Share%
1	DISNEY CHANNEL	737	65%
2	CARTOON NETWORK	155	14%
3	POGO	143	13%
4	NICKELODEON	99	9%
....	Grand Total	1133	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	0.104	APNA CHANNEL	0.150	APNA CHANNEL	0.061	AVT KHYBER	0.104	PTV BOLAN	0.758
2	KTN	0.017	ARUJ TV	0.014	KTN	0.041	ARUJ TV	0.093	VSH NEWS	0.046
3	ARUJ TV	0.016	KAY2	0.007	KASHISH	0.010	AVT KHYBER NEWS	0.018	ARUJ TV	0.018
4	PTV BOLAN	0.012	AVT KHYBER	0.004	KTN NEWS	0.010	PTV NATIONAL	0.016	PTV NATIONAL	0.011
5	AVT KHYBER	0.009	PASHTO 1	0.003	VSH NEWS	0.009	APNA CHANNEL	0.011	WASEB	0.008
6	VSH NEWS	0.005	PUNJAB TV	0.003	ARUJ TV	0.008	PASHTO 1	0.007	SINDH TV	0.008
7	KASHISH	0.004	PTV NATIONAL	0.003	SINDH TV	0.007	KAY2	0.002	KTN	0.006
8	KTN NEWS	0.004	WASEB	0.002	AWAZ	0.005	VSH NEWS	0.001	AVT KHYBER	0.005
9	KAY2	0.004	KTN	0.001	MEHRAN TV	0.005	KASHISH	0.000	KASHISH	0.003
10	SINDH TV	0.003	AVT KHYBER NEWS	0.001	DHARTI TV	0.003	WASEB	0.000	AWAZ	0.002
11	PTV NATIONAL	0.003	SINDH TV	0.001	SINDH TV NEWS	0.002	MEHRAN TV	0.000	PASHTO 1	0.002
12	PASHTO 1	0.002	KASHISH	0.001	WASEB	0.001	SINDH TV NEWS	0.000	MEHRAN TV	0.001
13	AWAZ	0.002	PTV BOLAN	0.000	AVT KHYBER	0.001	DHARTI TV	0.000	SINDH TV NEWS	0.001
14	MEHRAN TV	0.002	KTN NEWS	0.000	PTV NATIONAL	0.001	PUNJAB TV	0.000	KAY2	0.001
15	WASEB	0.002	SINDH TV NEWS	0.000	PASHTO 1	0.001	SINDH TV	0.000	PUNJAB TV	0.001
16	PUNJAB TV	0.002	AWAZ	0.000	PTV BOLAN	0.001	KTN NEWS	0.000	DHARTI TV	0.000
17	AVT KHYBER NEWS	0.002	DHARTI TV	0.000	PUNJAB TV	0.001	KTN	0.000	APNA CHANNEL	0.000
18	DHARTI TV	0.001	VSH NEWS	0.000	KAY2	0.000	PTV BOLAN	0.000	KTN NEWS	0.000
19	SINDH TV NEWS	0.001	MEHRAN TV	0.000	AVT KHYBER NEWS	0.000	AWAZ	0.000	AVT KHYBER NEWS	0.000

TOP PROGRAMS | OVERALL

Filmazia's Nagin hits 5.58 ratings on Total Ind on 1st May

Top Programs | Total Individuals

May-16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	1-May-16	FILMAZIA	Nagin	5.58	2,570	16.90
2	2-May-16	HUM TV	Mann Mayal	5.14	2,366	13.60
3	29-May-16	HUM TV	Udaari	4.70	2,164	12.90
4	21-May-16	FILMAZIA	Thapki Pyaar Ki	4.61	2,123	13.60
5	30-May-16	FILMAZIA	Qasam	4.24	1,955	14.91
6	21-May-16	HUM TV	Aabro	4.02	1,853	11.00
7	3-May-16	ARY DIGITAL	Guzaarish	3.74	1,721	9.90
8	4-May-16	ARY DIGITAL	Bay Qasoor	3.73	1,719	9.60
9	31-May-16	HUM TV	Zara Yaad Kar	3.52	1,623	10.20
10	28-May-16	HUM TV	Servis 4th Hum Awards	3.52	1,623	12.60

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

TOP PROGRAMS | C & S

Filmazia's Nagin hits 5.98 ratings on C&S Ind on 1st May

Top Programs | C&S Individuals

May-16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	1-May-16	FILMAZIA	Nagin	5.98	2,570	17.80
2	2-May-16	HUM TV	Mann Mayal	5.51	2,366	14.70
3	29-May-16	HUM TV	Udaari	5.04	2,164	13.60
4	21-May-16	FILMAZIA	Thapki Pyaar Ki	4.94	2,123	14.50
5	30-May-16	FILMAZIA	Qasam	4.55	1,955	15.74
6	21-May-16	HUM TV	Aabro	4.31	1,853	11.70
7	3-May-16	ARY DIGITAL	Guzaarish	4.01	1,721	10.50
8	4-May-16	ARY DIGITAL	Bay Qasoor	4.00	1,719	10.40
9	31-May-16	HUM TV	Zara Yaad Kar	3.78	1,623	10.80
10	28-May-16	HUM TV	Servis 4th Hum Awards	3.78	1,623	13.30



Current Affairs Talk Shows | C&S Ind

May.16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share%
1	25-May-16	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	0.787	338	3.0
2	18-May-16	DUNYA NEWS	On The Front	0.718	308	2.1
3	03-May-16	DUNYA NEWS	Dunya Kamran Khan Kay Sath	0.705	303	2.6
4	04-May-16	GEO NEWS	Capital Talk	0.700	301	2.0
5	15-May-16	SAMAA	News Beat	0.650	279	3.4
6	17-May-16	ARY NEWS	11th Hour	0.637	273	3.9
7	11-May-16	ARY NEWS	Live With Dr Shahid Masood	0.619	266	2.6
8	04-May-16	GEO NEWS	Aapas Ki Baat Najam Sethi Kay Saath	0.599	257	3.8
9	12-May-16	ARY NEWS	The Reporters	0.577	248	2.7
10	08-May-16	DUNYA NEWS	Tonight With Moeed Pirzada	0.577	248	1.7

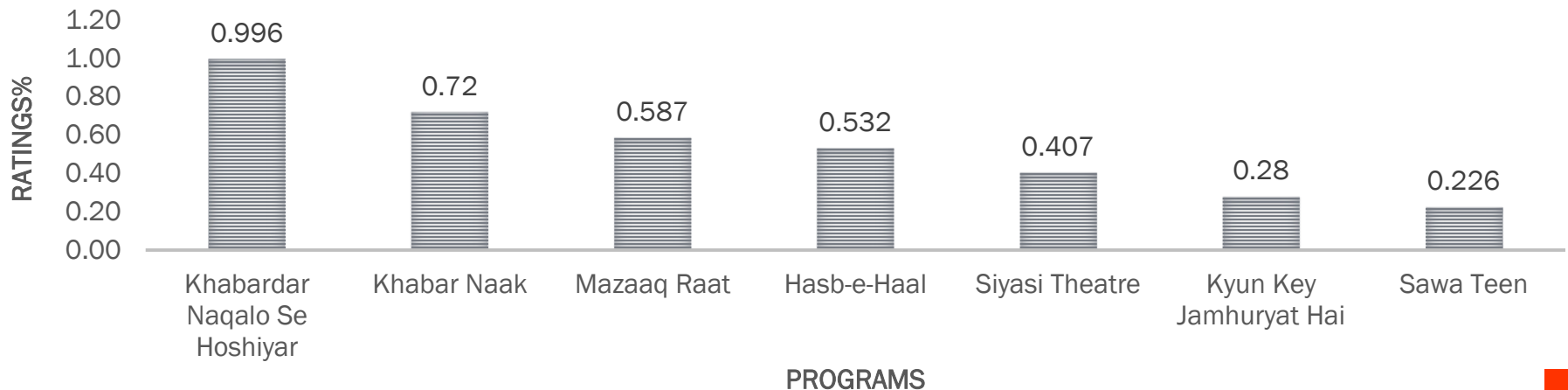


INFOTAINMENT SHOWS

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%
08/05/2016	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	0.996	427.836	5.951
05/05/2016	GEO NEWS	Khabar Naak	0.720	309.044	3.410
17/05/2016	DUNYA NEWS	Mazaaq Raat	0.587	251.885	3.458
26/05/2016	DUNYA NEWS	Hasb-e-Haal	0.532	228.632	2.986
24/05/2016	EXPRESS NEWS	Siyasi Theatre	0.407	174.725	2.625
15/05/2016	CHANNEL24	Kyun Key Jamhuryat Hai	0.280	120.305	1.847
14/05/2016	NEO TV	Sawa Teen	0.226	97.106	1.255



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 C&S followed by HUM TV's "Jaago Pakistan Jago"

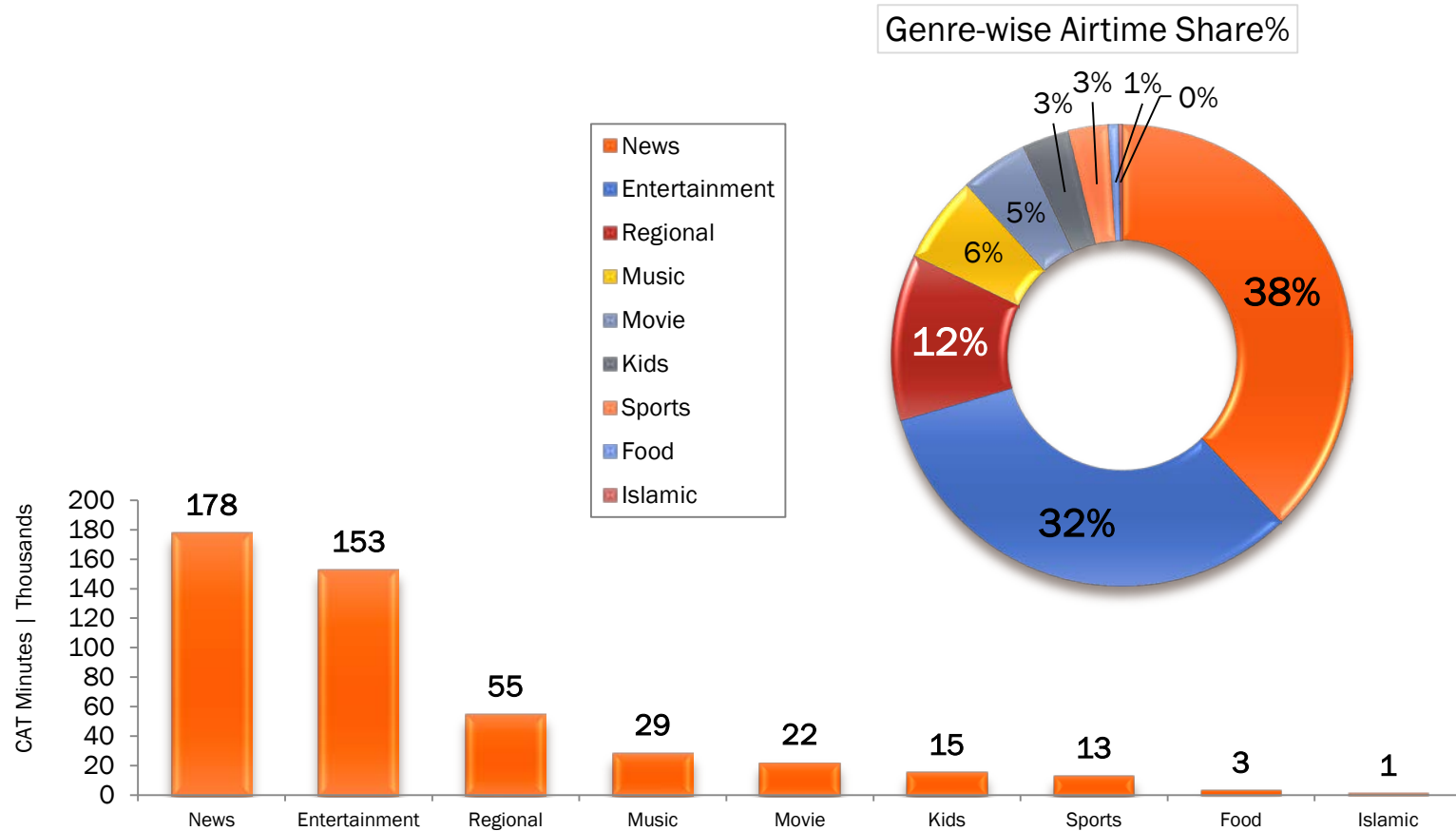
Rank	Time Slot	Days	Channel	Program Name	Host	R %	R T	MS
1	09:00-11:30	Mon - Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.89	121	6.5
2	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.62	85	4.8
3	09:00-11:00	Mon - Fri	ATV	Mehakti Morning	Sundas Khan	0.56	75	4.3
4	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.34	46	2.6
5	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samaa Kay Sath	Sahir Lodhi	0.34	46	2.6
6	09:00-11:00	Mon -Fri	A PLUS	Ek Nayee Subha	Farah Saadya	0.23	31	1.8
7	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.20	28	1.6
8	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.19	26	1.4
9	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.17	23	1.3
10	09:00-11:00	Mon - Fri	GEO KAHANI	Subha-e-Pakistan Kahani Kay Sath	Aamir Liaquat	0.15	21	1.2
11	09:00-11:00	Mon - Fri	AAJ NEWS	Aaj Subah	Nusrat Harris	0.13	18	1.0
12	09:00-11:00	Mon - Thurs	HUM SITARAY	Sitaray Ki Subha	Shaista Lodhi	0.08	11	0.6

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"

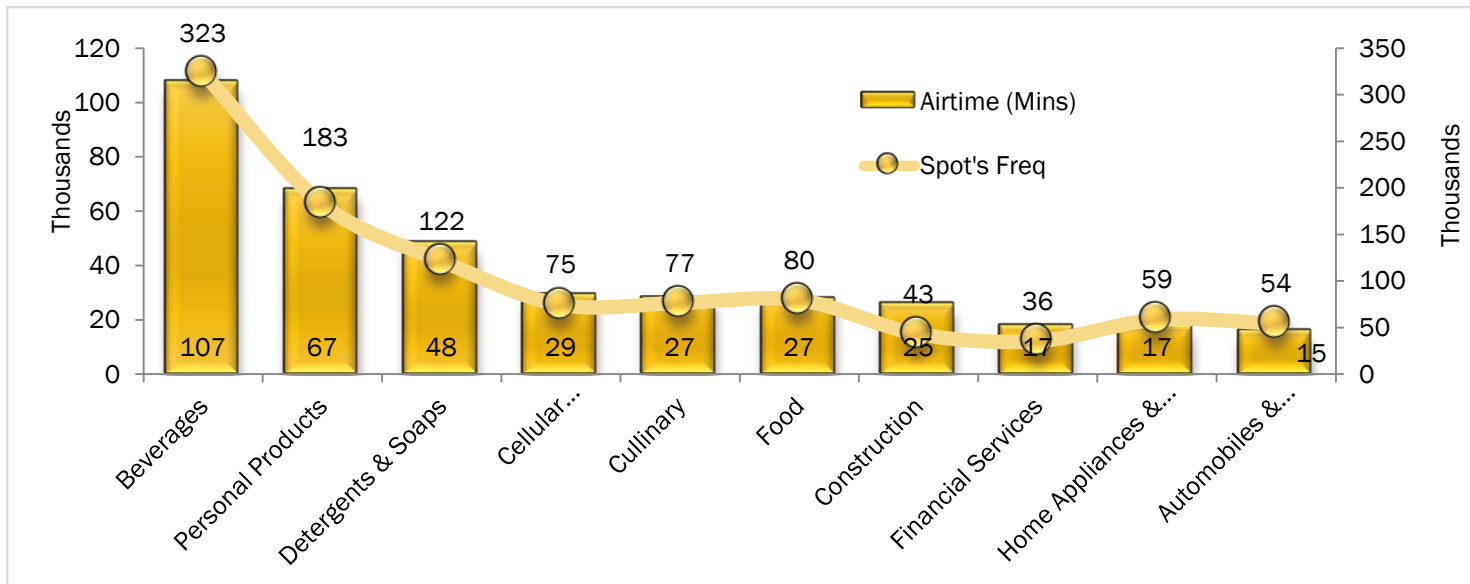
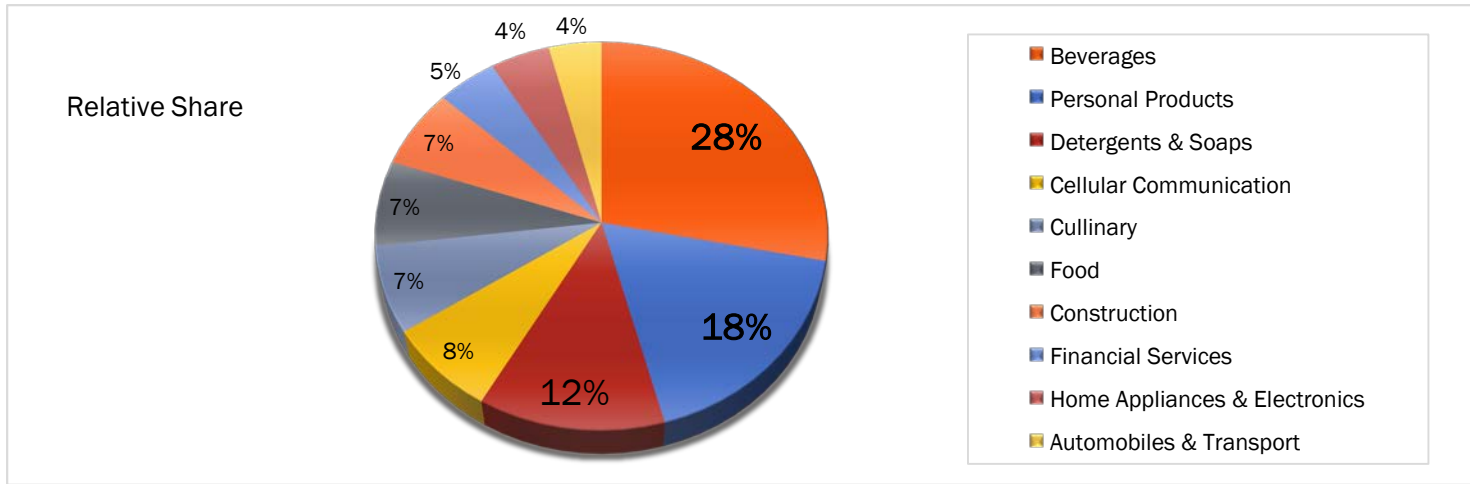
Rank	Time Slot	Days	Channel	Program Name	Host	R %	R T	MS
1	09:00-11:30	Mon - Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.96	121	7.1
2	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.68	85	5.3
3	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samaa Kay Sath	Sahir Lodhi	0.37	46	2.9
4	09:00-11:00	Mon -Fri	A PLUS	Ek Nayee Subha	Farah Saadya	0.25	31	1.9
5	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.22	28	1.7
6	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.21	26	1.5
7	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.18	23	1.4
8	09:00-11:00	Mon - Fri	GEO KAHANI	Subha-e-Pakistan Kahani Kay Sath	Aamir Liaquat	0.17	21	1.3
9	09:00-11:00	Mon - Fri	AAJ NEWS	Aaj Subah	Nusrat Harris	0.14	18	1.1
10	09:00-11:00	Mon - Thurs	HUM SITARAY	Sitaray Ki Subha	Shaista Lodhi	0.08	11	0.7
11	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.06	7	0.5
12	09:00-11:00	Mon - Fri	ATV	Mehakti Morning	Sundas Khan	0.03	4	0.2

COMMERCIAL AIRTIME SUMMARY | BY GENRE



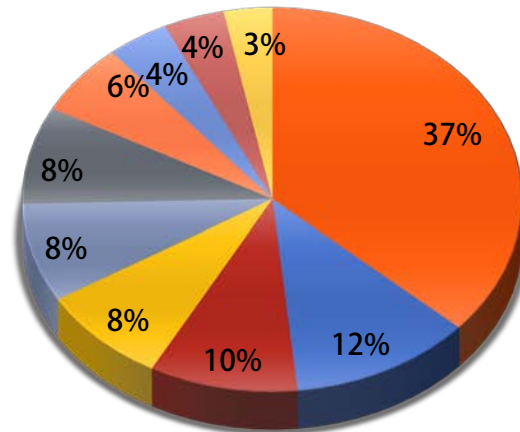
Highest CAT Share Going To News Channels

TOP 10 CATEGORIES

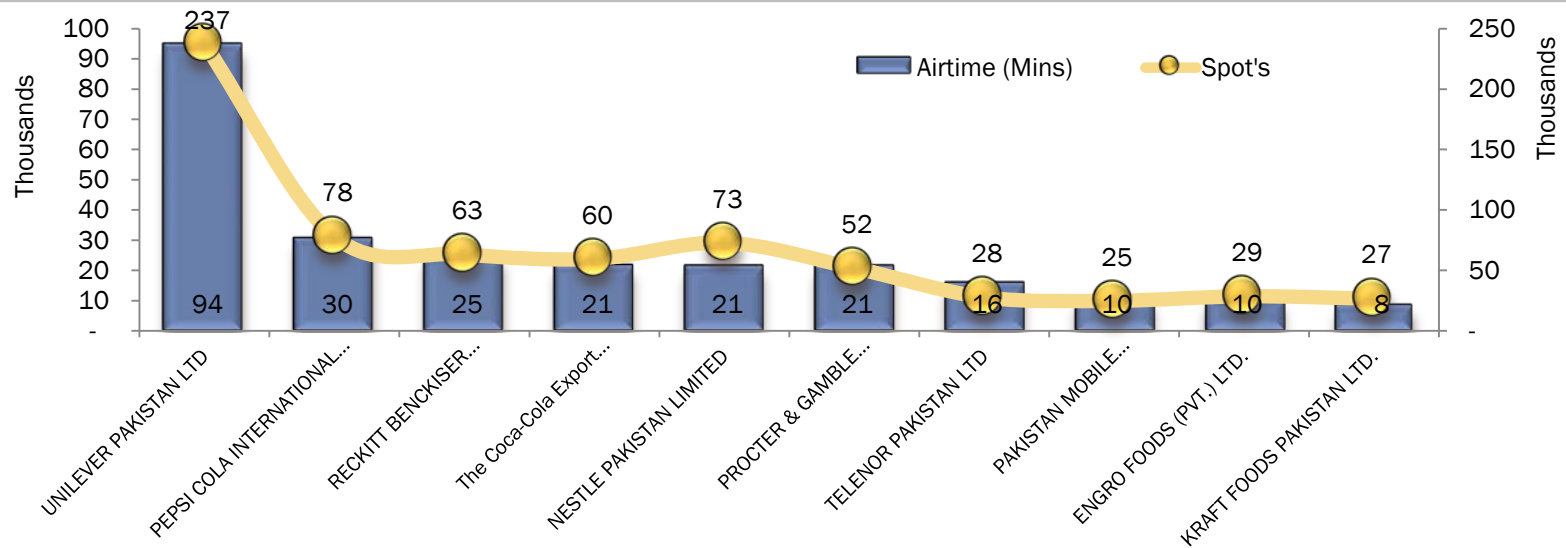


TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

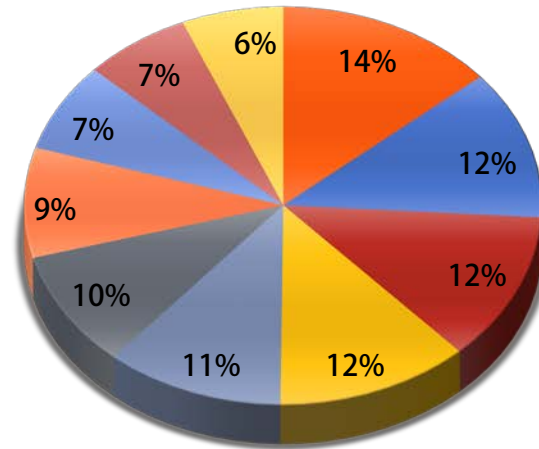


- UNILEVER PAKISTAN LTD
- PEPSI COLA INTERNATIONAL (PVT.) LTD.
- RECKITT BENCKISER PAKISTAN LTD.
- The Coca-Cola Export Corporation
- NESTLE PAKISTAN LIMITED
- PROCTER & GAMBLE PAKISTAN LTD
- TELENOR PAKISTAN LTD
- PAKISTAN MOBILE COMMUNICATIONS
- ENGRO FOODS (PVT.) LTD.
- KRAFT FOODS PAKISTAN LTD.

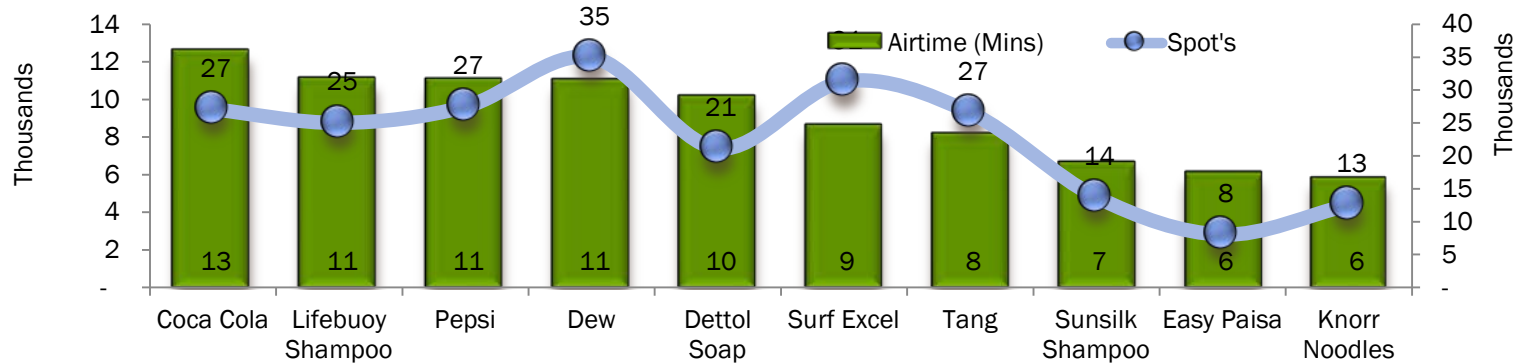


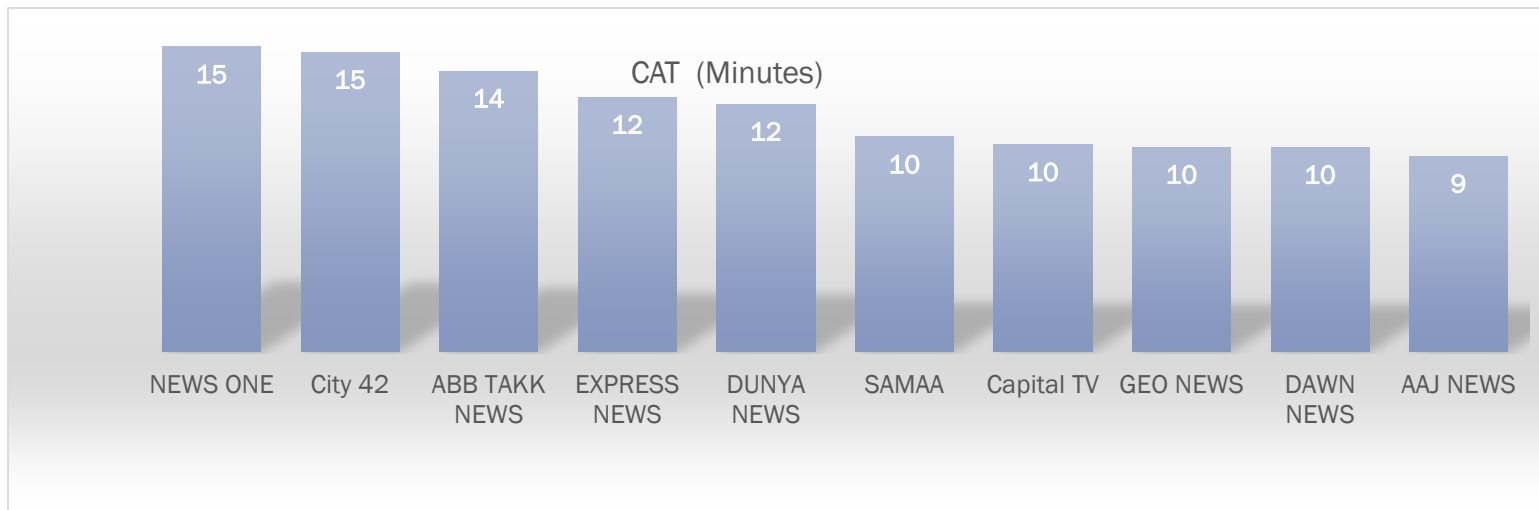
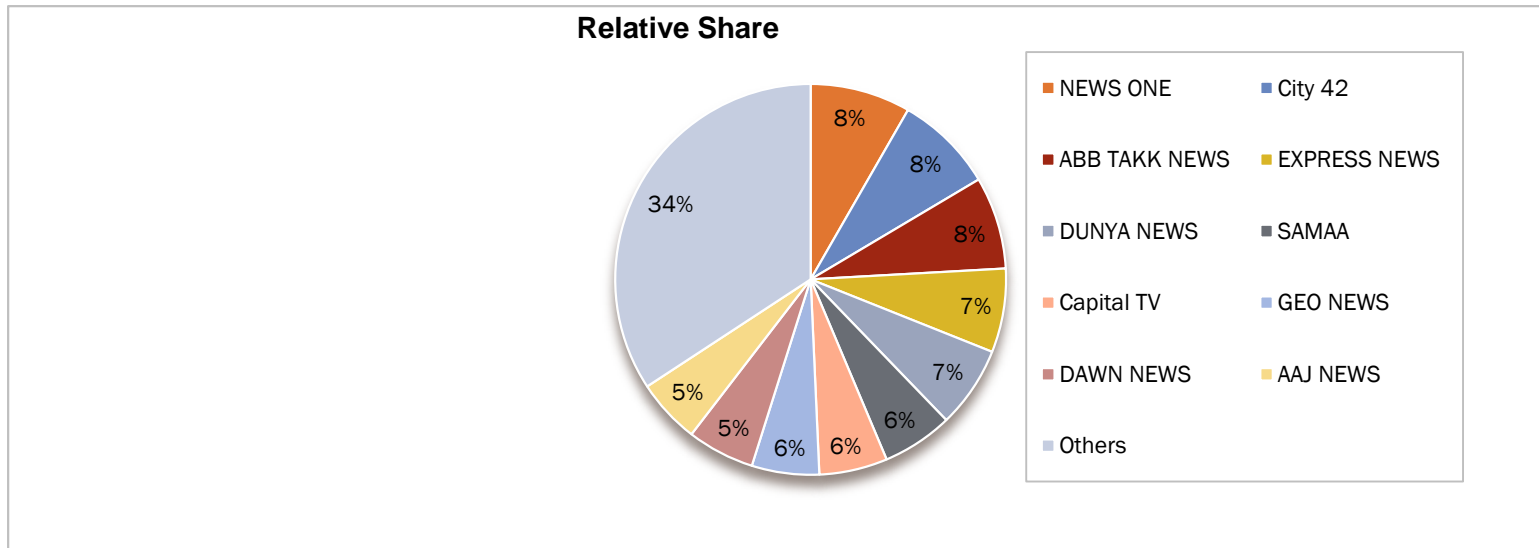
TOP 10 BRANDS

Relative Share



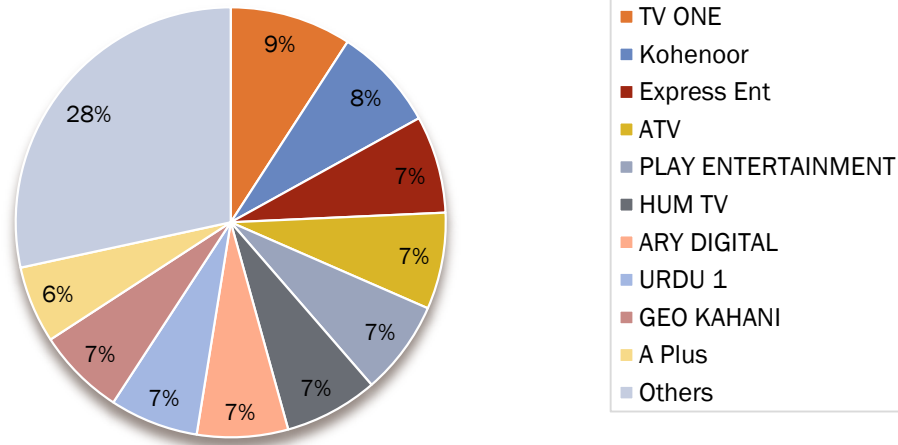
- Coca Cola
- Pepsi
- Dettol Soap
- Tang
- Easy Paisa
- Lifebuoy Shampoo
- Dew
- Surf Excel
- SunsilK Shampoo
- Knorr Noodles



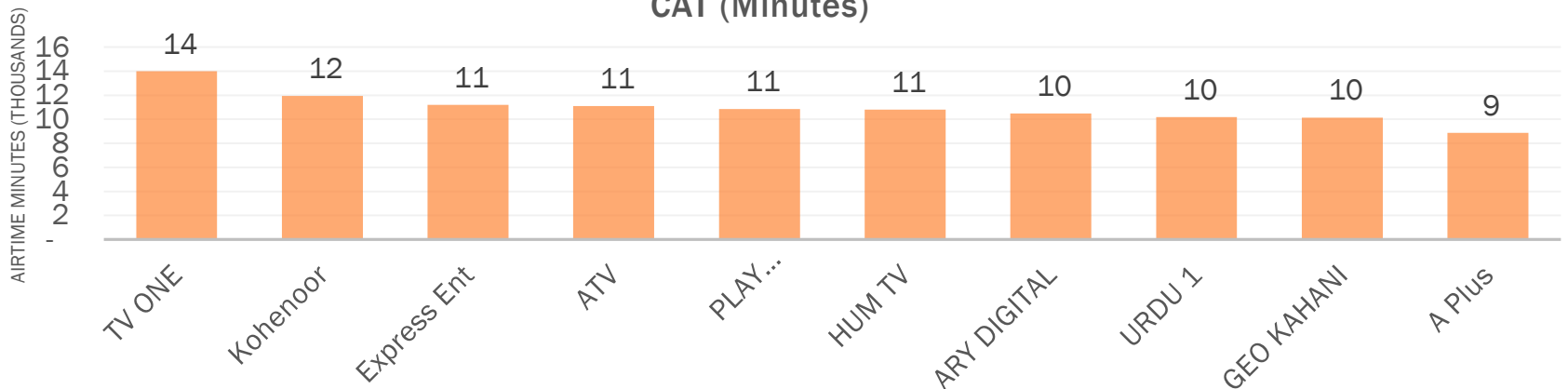


ENTERTAINMENT CHANNELS | CAT COMPARISON

Relative Share

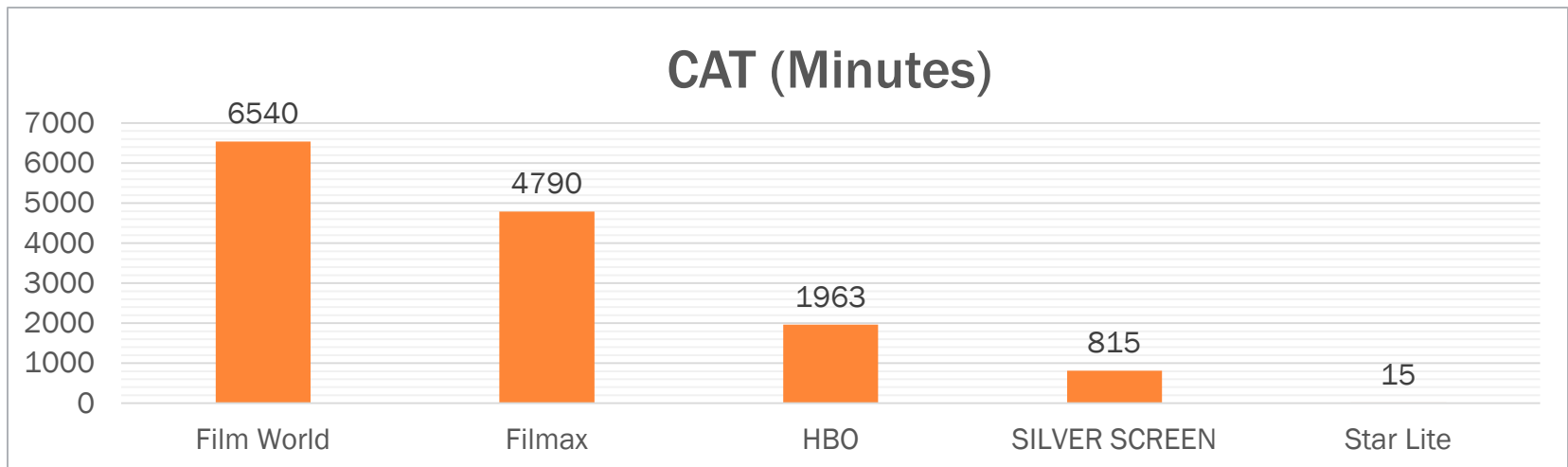
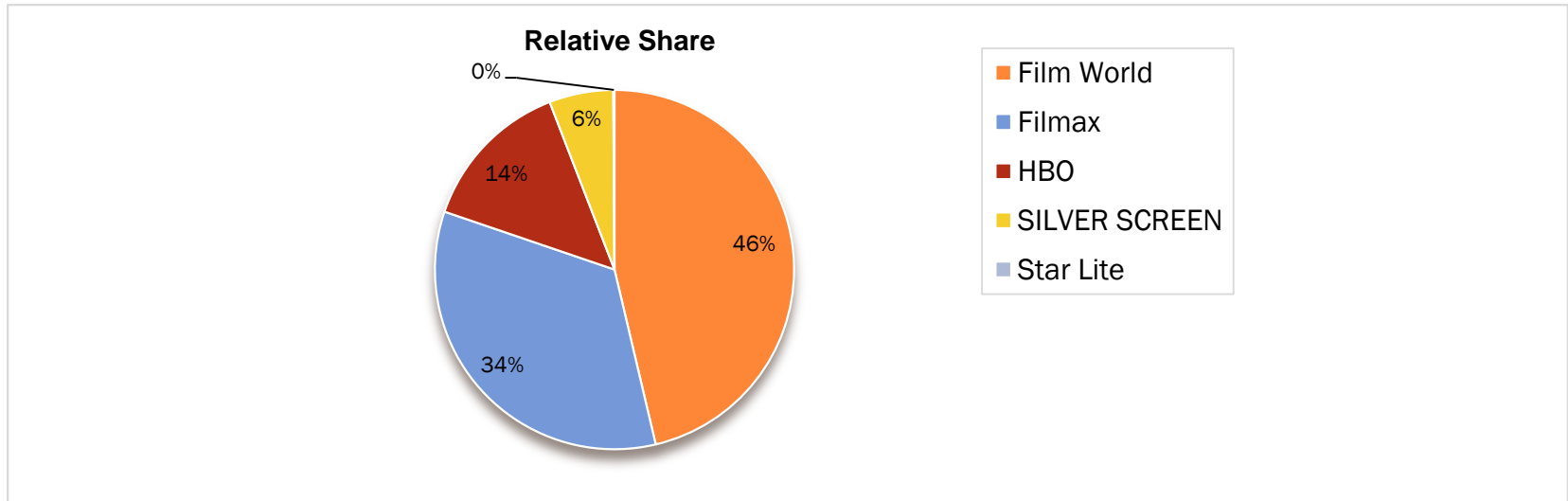


CAT (Minutes)



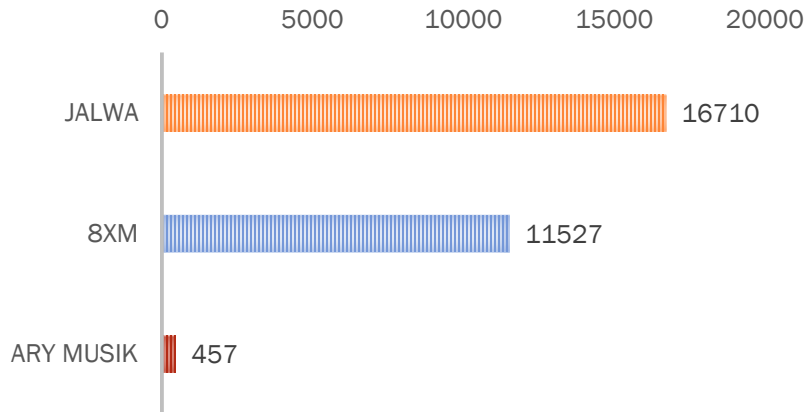
Amongst Entertainment Channels TV One is Airing The Highest CAT

MOVIE CHANNELS | CAT COMPARISON

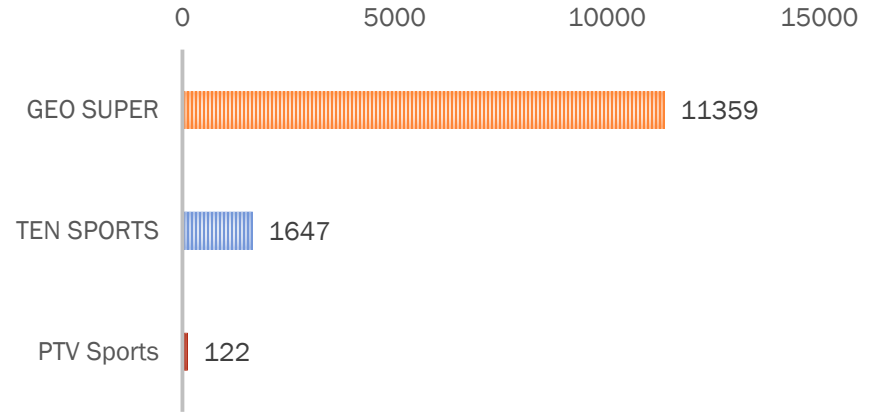


MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

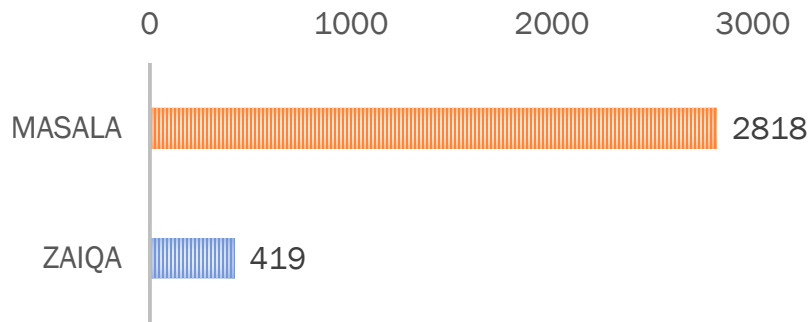
CAT (MINUTES)



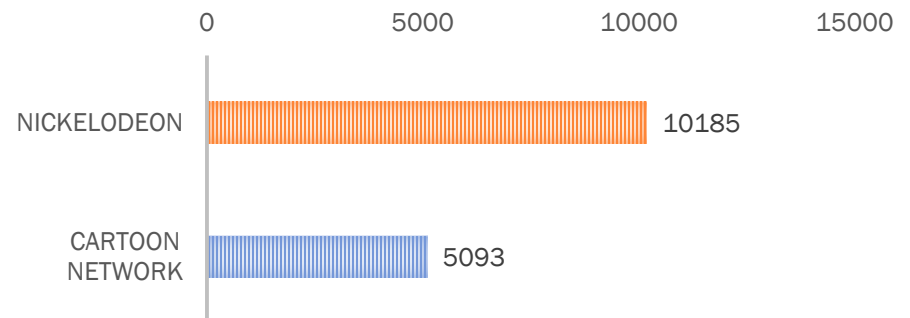
CAT (MINUTES)



CAT (MINUTES)



CAT (MINUTES)



Thank You-----😊