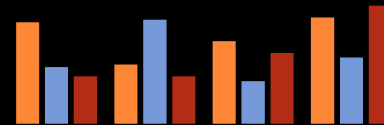
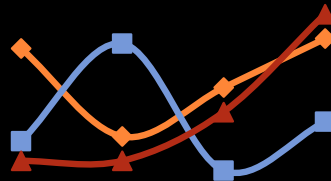
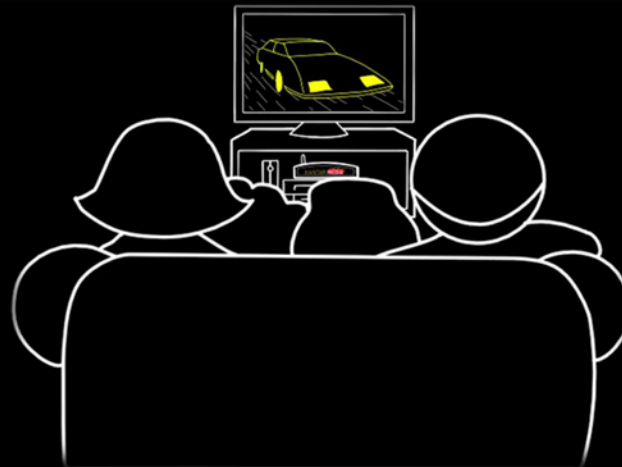


MEDIALOGIC MONTHLY REVIEW April 2015



medialogic **KANTAR MEDIA**

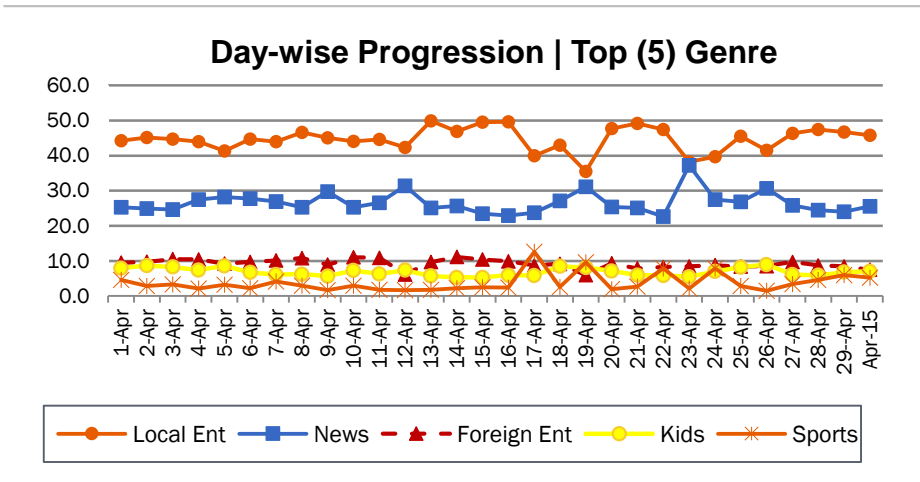
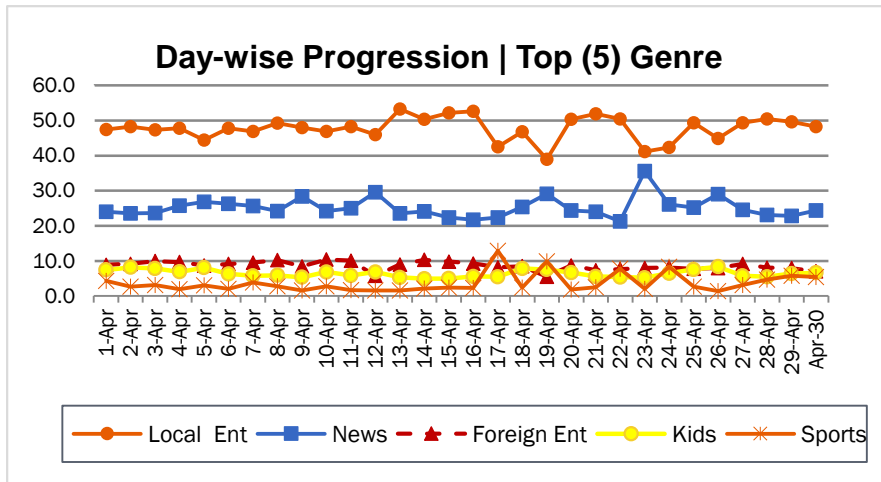
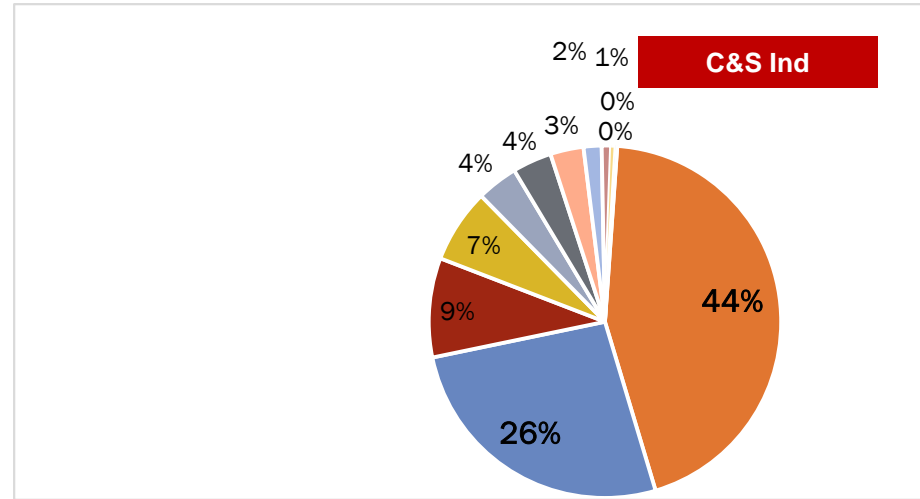
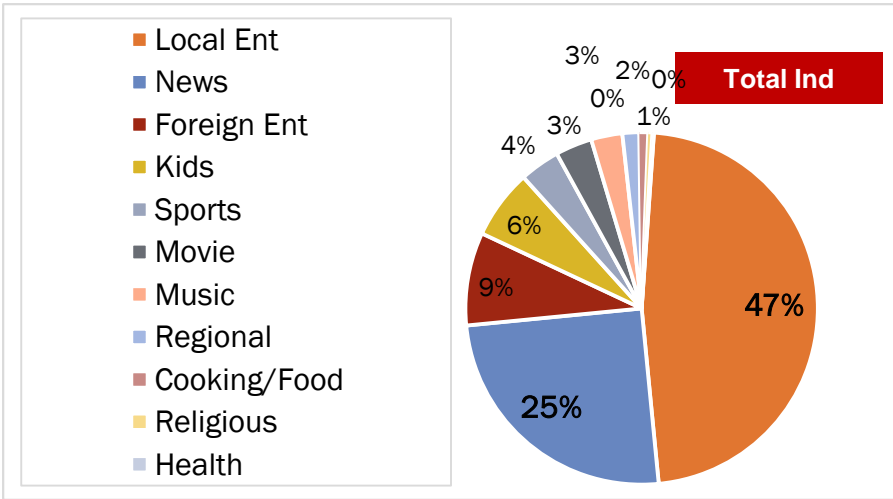
The Only Overnight TAM data providing Company in Pakistan.



CONTENTS

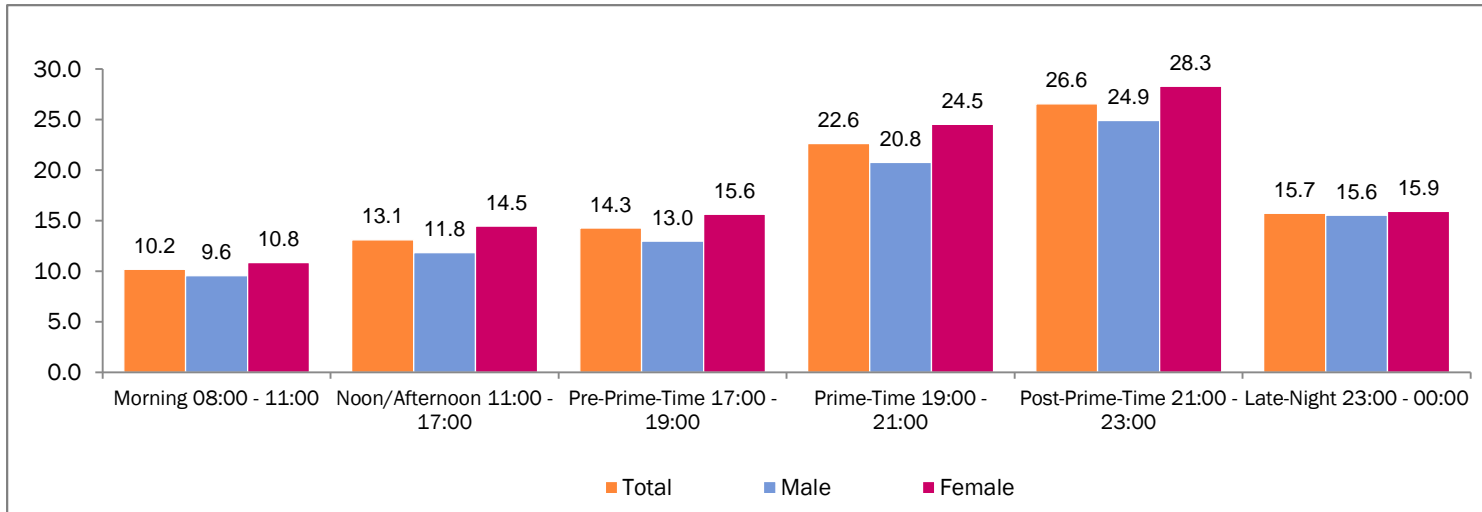
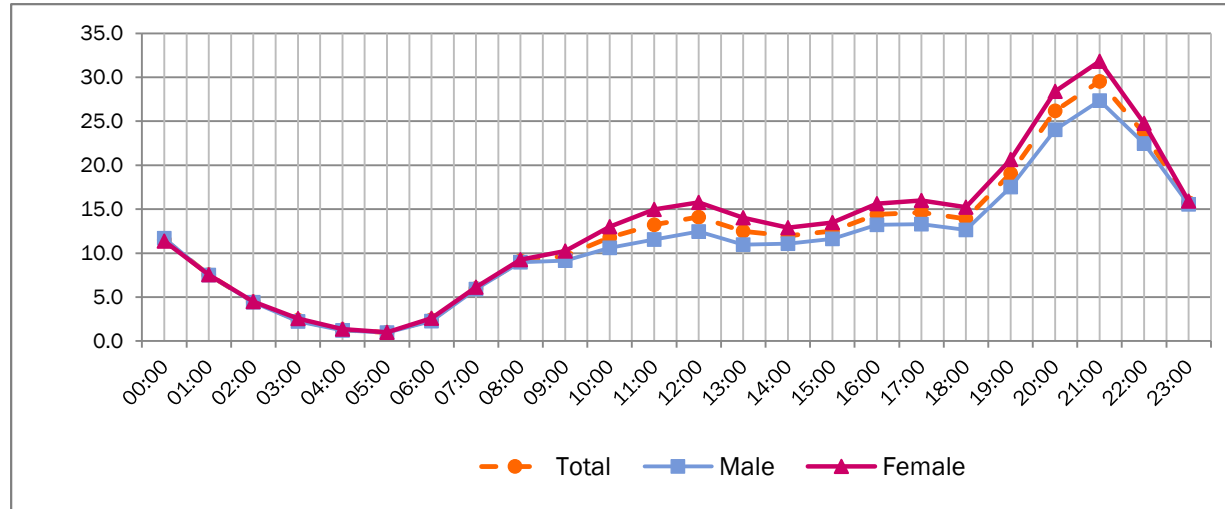
Ratings	Slide #		Slide #
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MARKET SHARE% | BY GENRE

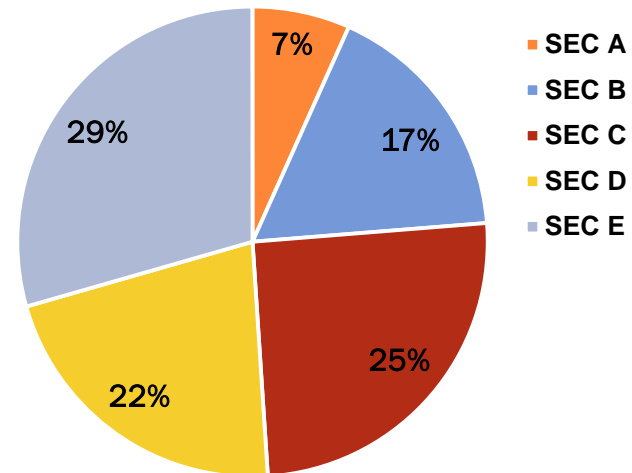
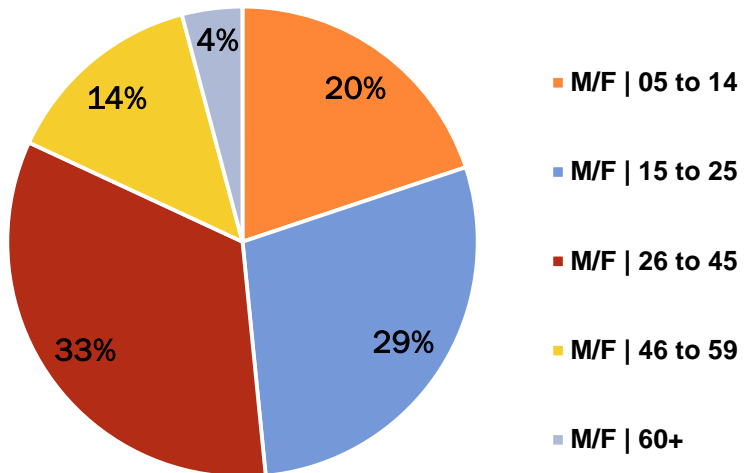


Genre-Wise market share is based on the total viewing of 90+ channels being monitored in the new system. Viewing of the In-House cable channels is not included to calculate market share.

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 ARY Digital lead on C&S followed by Urdu 1.

Total Ind

Apr.15		
Rank	Channel Name	Ratings %
1	PTV HOME	1.19
2	ATV	0.88
3	ARY DIGITAL	0.43
4	URDU 1	0.35
5	GEO KAHANI	0.31
6	COLORS	0.31
7	GEO ENTERTAINMENT	0.29
8	HUM TV	0.24
9	SAMAA	0.21
10	EXPRESS NEWS	0.20
11	ARY NEWS	0.18
12	EXPRESS ENTERTAINMENT	0.18
13	A PLUS	0.17
14	GEO NEWS	0.15
15	DISNEY CHANNEL	0.15

C&S Ind

Apr.15		
Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.62
2	URDU 1	0.51
3	GEO KAHANI	0.45
4	COLORS	0.44
5	GEO ENTERTAINMENT	0.41
6	HUM TV	0.34
7	SAMAA	0.30
8	EXPRESS NEWS	0.28
9	ARY NEWS	0.26
10	EXPRESS ENTERTAINMENT	0.25
11	A PLUS	0.24
12	GEO NEWS	0.22
13	DISNEY CHANNEL	0.21
14	DUNYA NEWS	0.19
15	STAR PLUS	0.18



TOP 15 CHANNEL OVERALL | PAKISTAN URBAN

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

Total Ind

Apr.15		
Rank	Channel Name	Ratings %
1	ARY DIGITAL	0.56
2	GEO KAHANI	0.49
3	URDU 1	0.48
4	COLORS	0.41
5	GEO ENTERTAINMENT	0.37
6	PTV HOME	0.31
7	HUM TV	0.31
8	SAMAA	0.26
9	A PLUS	0.25
10	EXPRESS NEWS	0.24
11	ATV	0.24
12	EXPRESS ENTERTAINMENT	0.23
13	ARY NEWS	0.22
14	DISNEY CHANNEL	0.21
15	GEO NEWS	0.21

C&S Ind

Apr.15		
Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.60
2	GEO KAHANI	0.53
3	URDU 1	0.52
4	COLORS	0.44
5	GEO ENTERTAINMENT	0.39
6	HUM TV	0.34
7	SAMAA	0.28
8	A PLUS	0.27
9	EXPRESS NEWS	0.26
10	EXPRESS ENTERTAINMENT	0.25
11	ARY NEWS	0.24
12	DISNEY CHANNEL	0.23
13	GEO NEWS	0.22
14	DUNYA NEWS	0.20
15	STAR PLUS	0.18



TOP 15 CHANNELS BY REGION | TOTAL IND

Pak Total			Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isi	
Rank	Channel	Rating %	Channel	Rating %	Channel	Rating %	Channel	Rating %	Channel	Rating %	Channel	Rating %
1	PTV HOME	1.19	ARY DIGITAL	0.56	ARY DIGITAL	0.79	COLORS	0.55	GEO KAHANI	0.66	GEO KAHANI	1.49
2	ATV	0.88	GEO KAHANI	0.49	COLORS	0.64	DISNEY CHANNEL	0.46	PTV HOME	0.49	URDU 1	0.92
3	ARY DIGITAL	0.43	URDU 1	0.48	GEO Ent	0.59	Exp Ent	0.42	ARY DIGITAL	0.47	ARY DIGITAL	0.79
4	URDU 1	0.35	COLORS	0.41	URDU 1	0.55	URDU 1	0.40	URDU 1	0.42	A PLUS	0.78
5	GEO KAHANI	0.31	GEO Ent	0.37	SAMAA	0.49	ARY DIGITAL	0.38	ATV	0.35	Exp Ent	0.52
6	COLORS	0.31	PTV HOME	0.31	ARY NEWS	0.41	EXPRESS NEWS	0.33	A PLUS	0.31	GEO Ent	0.50
7	GEO Ent	0.29	HUM TV	0.31	HUM TV	0.37	TV ONE	0.28	HUM TV	0.29	HUM TV	0.41
8	HUM TV	0.24	SAMAA	0.26	EXPRESS NEWS	0.31	8XM	0.28	COLORS	0.26	EXPRESS NEWS	0.38
9	SAMAA	0.21	A PLUS	0.25	STAR PLUS	0.30	HUM TV	0.27	GEO Ent	0.26	ARY ZINDAGI	0.34
10	EXPRESS NEWS	0.20	EXPRESS NEWS	0.24	GEO KAHANI	0.21	GEO NEWS	0.27	DISNEY CHANNEL	0.25	TV ONE	0.33
11	ARY NEWS	0.18	ATV	0.24	DUNYA NEWS	0.21	GEO KAHANI	0.25	DUNYA NEWS	0.20	NICKELODEON	0.32
12	Exp Ent	0.18	Exp Ent	0.23	Exp Ent	0.20	GEO Ent	0.23	GEO NEWS	0.19	GEO NEWS	0.30
13	A PLUS	0.17	ARY NEWS	0.22	AAJ NEWS	0.20	A PLUS	0.23	CARTOON NETWORK	0.18	CARTOON NETWORK	0.29
14	GEO NEWS	0.15	DISNEY CHANNEL	0.21	GEO NEWS	0.18	DAWN NEWS	0.18	ABB TAKK	0.17	SAMAA	0.23
15	DISNEY CHANNEL	0.15	GEO NEWS	0.21	DAWN NEWS	0.18	DUNYA NEWS	0.17	SAMAA	0.17	ARY NEWS	0.21

TOP 15 CHANNELS BY REGION | C&S IND

Pak Total			Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isi	
Rank	Channel	Rating %	Channel	Rating %	Channel	Rating %	Channel	Rating %	Channel	Rating %	Channel	Rating %
1	PTV HOME	1.19	ARY DIGITAL	0.56	ARY DIGITAL	0.79	COLORS	0.55	GEO KAHANI	0.66	GEO KAHANI	0.66
2	ATV	0.88	GEO KAHANI	0.49	COLORS	0.64	DISNEY CHANNEL	0.46	PTV HOME	0.49	PTV HOME	0.49
3	ARY DIGITAL	0.43	URDU 1	0.48	GEO Ent	0.59	Exp Ent	0.42	ARY DIGITAL	0.47	ARY DIGITAL	0.47
4	URDU 1	0.35	COLORS	0.41	URDU 1	0.55	URDU 1	0.40	URDU 1	0.42	URDU 1	0.42
5	GEO KAHANI	0.31	GEO Ent	0.37	SAMAA	0.49	ARY DIGITAL	0.38	ATV	0.35	ATV	0.35
6	COLORS	0.31	PTV HOME	0.31	ARY NEWS	0.41	EXPRESS NEWS	0.33	A PLUS	0.31	A PLUS	0.31
7	GEO Ent	0.29	HUM TV	0.31	HUM TV	0.37	TV ONE	0.28	HUM TV	0.29	HUM TV	0.29
8	HUM TV	0.24	SAMAA	0.26	EXPRESS NEWS	0.31	8XM	0.28	COLORS	0.26	COLORS	0.26
9	SAMAA	0.21	A PLUS	0.25	STAR PLUS	0.30	HUM TV	0.27	GEO Ent	0.26	GEO Ent	0.26
10	EXPRESS NEWS	0.20	EXPRESS NEWS	0.24	GEO KAHANI	0.21	GEO NEWS	0.27	DISNEY CHANNEL	0.25	DISNEY CHANNEL	0.25
11	ARY NEWS	0.18	ATV	0.24	DUNYA NEWS	0.21	GEO KAHANI	0.25	DUNYA NEWS	0.20	DUNYA NEWS	0.20
12	Exp Ent	0.18	Exp Ent	0.23	Exp Ent	0.20	GEO Ent	0.23	GEO NEWS	0.19	GEO NEWS	0.19
13	A PLUS	0.17	ARY NEWS	0.22	AAJ NEWS	0.20	A PLUS	0.23	CARTOON NETWORK	0.18	CARTOON NETWORK	0.18
14	GEO NEWS	0.15	DISNEY CHANNEL	0.21	GEO NEWS	0.18	DAWN NEWS	0.18	ABB TAKK	0.17	ABB TAKK	0.17
15	DISNEY CHANNEL	0.15	GEO NEWS	0.21	DAWN NEWS	0.18	DUNYA NEWS	0.17	SAMAA	0.17	SAMAA	0.17

ENTERTAINMENT CHANNELS – 24 HOURS

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

Total Ind

Apr.15

Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.56
2	GEO KAHANI	0.49
3	URDU 1	0.48
4	COLORS	0.41
5	GEO ENTERTAINMENT	0.37
6	PTV HOME	0.31
7	HUM TV	0.31
8	A PLUS	0.25
9	ATV	0.24
10	EXPRESS ENTERTAINMENT	0.23

C&S Ind

Apr.15

Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.60
2	GEO KAHANI	0.53
3	URDU 1	0.52
4	COLORS	0.44
5	GEO ENTERTAINMENT	0.39
6	HUM TV	0.34
7	A PLUS	0.27
8	EXPRESS ENTERTAINMENT	0.25
9	STAR PLUS	0.18
10	TV ONE	0.16

Entertainment

ENTERTAINMENT CHANNELS – PRIME TIME (19.00-22.00)

Urdu1 is leading on Prime Time followed by ARY Digital on both C&S Ind and Total Ind

Total Ind			C&S Ind		
Feb.15			Feb.15		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	GEO KAHANI	1.85	1	GEO KAHANI	1.98
2	ARY DIGITAL	1.34	2	ARY DIGITAL	1.44
3	COLORS	1.29	3	COLORS	1.38
4	URDU 1	1.29	4	URDU 1	1.38
5	GEO ENTERTAINMENT	0.87	5	GEO ENTERTAINMENT	0.94
6	HUM TV	0.84	6	HUM TV	0.90
7	A PLUS	0.80	7	A PLUS	0.86
8	EXPRESS ENTERTAINMENT	0.54	8	EXPRESS ENTERTAINMENT	0.58
9	STAR PLUS	0.34	9	STAR PLUS	0.37
10	ARY ZINDAGI	0.33	10	ARY ZINDAGI	0.36

Entertainment

TOP NEWS CHANNELS - 24 HOURS

Samaa Is On Top followed by Express News on both Total and C&S Individuals.

Total Ind		
April-15		
Rank	Channel Name	Ratings%
1	SAMAA	0.26
2	EXPRESS NEWS	0.24
3	ARY NEWS	0.22
4	GEO NEWS	0.21
5	DUNYA NEWS	0.18
6	ABB TAKK	0.15
7	DAWN NEWS	0.11
8	AAJ NEWS	0.10
9	NEWS ONE	0.08
10	NINETY 2 NEWS	0.07

C&S Ind		
April-15		
Rank	Channel Name	Ratings%
1	SAMAA	0.28
2	EXPRESS NEWS	0.26
3	ARY NEWS	0.24
4	GEO NEWS	0.22
5	DUNYA NEWS	0.20
6	ABB TAKK	0.16
7	DAWN NEWS	0.12
8	AAJ NEWS	0.10
9	NEWS ONE	0.08
10	NINETY 2 NEWS	0.08



TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

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

Total Ind

April-15

Rank	Channel Name	Ratings%
1	EXPRESS NEWS	0.61
2	SAMAA	0.49
3	GEO NEWS	0.48
4	ARY NEWS	0.40
5	DUNYA NEWS	0.34
6	ABB TAKK	0.24
7	AAJ NEWS	0.24
8	DAWN NEWS	0.24
9	NEWS ONE	0.16
10	NINETY 2 NEWS	0.14

C&S Ind

April-15

Rank	Channel Name	Ratings%
1	EXPRESS NEWS	0.65
2	SAMAA	0.53
3	GEO NEWS	0.52
4	ARY NEWS	0.42
5	DUNYA NEWS	0.37
6	ABB TAKK	0.26
7	AAJ NEWS	0.26
8	DAWN NEWS	0.25
9	NEWS ONE	0.18
10	NINETY 2 NEWS	0.15



MUSIC CHANNELS

C&S Ind

Apr | 2015

Rank	Channel Name	TRPs	Relative Share%
1	8XM	206	61%
2	JALWA	117	35%
3	ARY MUSIK	8	2%
4	VIBE TV	4	1%
....	Grand Total	335	100%

8XM*

Captures the 1st position as the most watched music channel with 61% share in music Genre

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



Total Ind

Apr -15

Rank	Channel Name	TRPs	Relative Share%
1	PTV SPORTS	185	13%
2	TEN SPORTS	102	7%
3	GEO SUPER	73	5%

C&S Ind

Apr-15

Rank	Channel Name	TRPs	Relative Share%
1	PTV SPORTS	157	11%
2	TEN SPORTS	146	10%
3	GEO SUPER	105	7%

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



Total Ind

Apr -15

Channel Name	TRPs	Relative Share%
PTV SPORTS	168	12%
TEN SPORTS	137	10%
GEO SUPER	101	7%

C&S Ind

Apr-15

Channel Name	TRPs	Relative Share%
PTV SPORTS	162	11%
GEO SUPER	146	10%
TEN SPORTS	109	8%

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

Movie Channels

Filmax captures 1st Position on both 24 hours and prime time

24 Hours | C&S Ind

Apr.15

Rank	Channel Name	Ratings%
1	FILMAX	0.07
2	FILMAZIA	0.06
3	FILM WORLD	0.06
4	HBO	0.04
5	RAAVI TV	0.02
6	ARUJ TV	0.01
7	WB	0.01
8	STAR MOVIES	0.00
9	SILVER SCREEN	0.00
10	AXN	0.00

Prime Time | 20.00-00.00 | C&S Ind

Apr.15

Rank	Channel Name	Ratings%
1	FILMAX	0.14
2	FILMAZIA	0.11
3	FILM WORLD	0.08
4	HBO	0.06
5	RAAVI TV	0.04
6	ARUJ TV	0.02
7	WB	0.02
8	SILVER SCREEN	0.01
9	STAR MOVIES	0.01
10	AXN	0.00

FOOD CHANNELS



Masala tops the chart with 90 TRPs during the month of April

C&S Ind

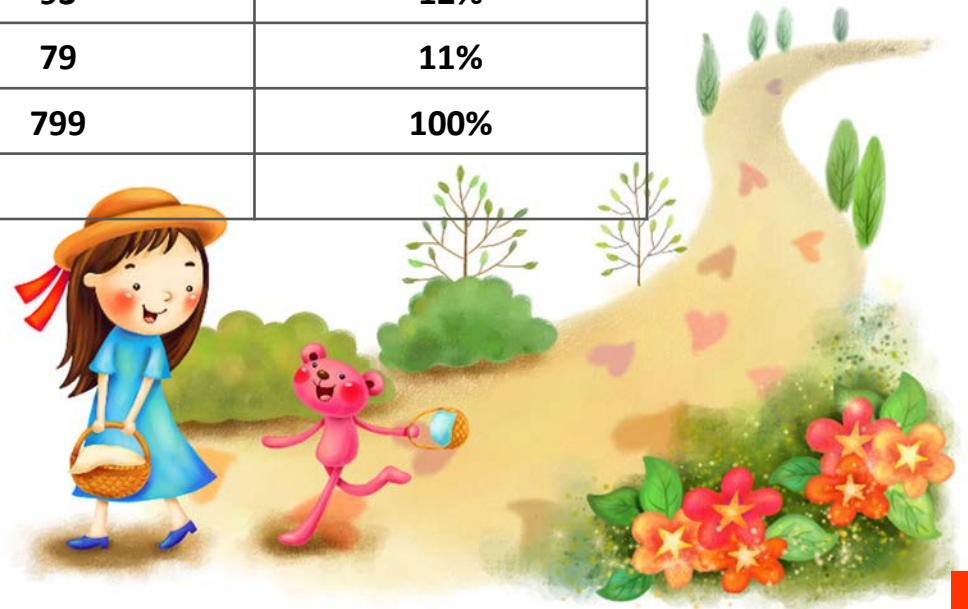
Apr-15

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	90	95%
2	ZAIQA	5	5%
..	Grand Total	95	100%



Disney Channel Holds 44% Of Kids Channels Viewership

C&S Ind			
Apr-15			
Rank	Channel	TRPs	Relative Share%
1	DISNEY CHANNEL	328	44%
2	CARTOON NETWORK	247	33%
3	NICKELODEON	93	12%
4	POGO	79	11%
....	Grand Total	799	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	0.082	APNA CHANNEL	0.072	APNA CHANNEL	0.101	AVT KHYBER	0.251	PTV BOLAN	0.142
2	AVT KHYBER	0.019	PUNJAB TV	0.013	KTN	0.033	AVT KHYBER NEWS	0.074	KASHISH	0.026
3	KTN	0.014	KAY2	0.009	KTN NEWS	0.016	APNA CHANNEL	0.060	AWAZ	0.013
4	PUNJAB TV	0.007	PTV NATIONAL	0.005	KASHISH	0.013	PASHTO 1	0.032	AVT KHYBER	0.011
5	KTN NEWS	0.007	WASEB	0.003	MEHRAN TV	0.011	PTV NATIONAL	0.016	VSH NEWS	0.010
6	KAY2	0.006	AVT KHYBER	0.003	SINDH TV	0.008	PTV BOLAN	0.004	WASEB	0.009
7	AVT KHYBER NEWS	0.006	PTV BOLAN	0.002	AWAZ	0.006	WASEB	0.003	KAY2	0.009
8	KASHISH	0.006	PASHTO 1	0.002	SINDH TV NEWS	0.006	KAY2	0.003	AVT KHYBER NEWS	0.007
9	MEHRAN TV	0.005	KTN	0.001	PASHTO 1	0.004	AWAZ	0.001	SINDH TV	0.003
10	PASHTO 1	0.004	AWAZ	0.001	DHARTI TV	0.003	KASHISH	0.001	KTN NEWS	0.003
11	PTV BOLAN	0.004	AVT KHYBER NEWS	0.001	AVT KHYBER	0.003	KTN	0.001	PTV NATIONAL	0.003
12	PTV NATIONAL	0.004	KASHISH	0.001	KAY2	0.003	MEHRAN TV	0.001	PASHTO 1	0.003
13	SINDH TV	0.004	SINDH TV	0.001	AVT KHYBER NEWS	0.003	DHARTI TV	0.001	SINDH TV NEWS	0.002
14	AWAZ	0.003	KTN NEWS	0.000	VSH NEWS	0.002	SINDH TV	0.000	APNA CHANNEL	0.001
15	WASEB	0.002	MEHRAN TV	0.000	PUNJAB TV	0.002	PUNJAB TV	0.000	KTN	0.001
16	SINDH TV NEWS	0.002	DHARTI TV	0.000	PTV BOLAN	0.001	VSH NEWS	0.000	PUNJAB TV	0.000
17	DHARTI TV	0.001	SINDH TV NEWS	0.000	WASEB	0.001	SINDH TV NEWS	0.000	DHARTI TV	0.000
18	VSH NEWS	0.001	VSH NEWS	0.000	PTV NATIONAL	0.000	KTN NEWS	0.000	MEHRAN TV	0.000

TOP PROGRAMS | OVERALL

GEO Kahani's Kumkum Bhagya Hits 5.38 ratings on total Ind on 9th April.....

Top Programs | Total Individuals

April-15

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	9-Apr-15	GEO KAHANI	KumKum Bhagya	5.38	1,997	14.60
2	7-Apr-15	URDU 1	Diya Aur Bati Hum	3.78	1,548	11.20
3	3-Apr-15	ARY DIGITAL	Jeeto Pakistan	3.53	1,400	10.90
4	1-Apr-15	URDU 1	Sath Nibhana Sathiya	3.10	1,216	16.50
5	21-Apr-15	GEO KAHANI	Jodha Akbar	3.01	1,217	10.20
6	1-Apr-15	URDU 1	Yeh Hain Mohabbatein	2.95	1,239	13.30
7	20-Apr-15	URDU 1	Yeh Rishta Kia Kehlata Hai	2.88	1,121	7.60
8	24-Apr-15	GEO KAHANI	Doli Armano Ki	2.85	1,118	8.90
9	25-Apr-15	A PLUS	Kaneez	2.83	1,036	8.80
10	29-Apr-15	HUM TV	Alwida	2.69	1,009	8.30

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

TOP PROGRAMS | C & S

GEO Kahani's Kumkum Bhagya its 5.77 ratings on C&S Ind on 9th April...

Top Programs | C&S Individuals

April-15

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	9-Apr-15	GEO KAHANI	Kumkum Bhagya	5.77	1,997	15.60
2	7-Apr-15	URDU 1	Diya Aur Bati Hum	4.05	1,548	12.10
3	11-Apr-15	ARY DIGITAL	Jeeto Pakistan	3.78	1,400	11.50
4	1-Apr-15	URDU 1	Sath Nibhana Sathiya	3.32	1,216	17.30
5	21-Apr-15	GEO KAHANI	Jodha Akbar	3.23	1,217	11.10
6	1-Apr-15	URDU 1	Yeh Hain Mohabbatein	3.17	1,239	14.30
7	20-Apr-15	URDU 1	Yeh Rishta Kia Kehlata Hai	3.09	1,121	8.00
8	24-Apr-15	GEO KAHANI	Doli Armano Ki	3.06	1,118	9.60
9	25-Apr-15	A PLUS	Kaneez	3.03	1,036	9.90
10	29-Apr-15	HUM TV	Alwida	2.89	1,009	9.20



TALK SHOWS

Current Affairs Talk Shows | C&S Ind

Apr-15

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share%
1	19-Apr-15	ARY NEWS	Sawal Yeh Hai	1.313	561.0	6.2
2	30-Apr-15	GEO NEWS	Aaj Shahzaib Khanzada Ke Saath	1.242	509.0	4.9
3	23-Apr-15	EXP NEWS	Kal Tak	1.075	406.0	3.9
4	1-Apr-15	ARY NEWS	Khara Sach	1.026	422.0	3.8
5	23-Apr-15	ARY NEWS	Andar Ki Baat	0.945	315.0	4.6
6	20-Apr-15	AAJ NEWS	Islamabad Tonight	0.938	273.0	2.3
7	2-Apr-15	DUNYA NEWS	On The Front	0.933	387.0	3.3
8	27-Apr-15	DUNYA NEWS	Mazaaq Raat	0.929	355.0	5.1
9	3-Apr-15	SAMAA	News Beat	0.903	334.0	3.0
10	3-Apr-15	EXP NEWS	G For Gharidah	0.861	328.0	2.8



MORNING SHOWS / FEMALE 15-45 ALL

ARY Digital's "Good Morning Pakistan" leading on Females 15 - 45 C&S followed by Geo Ent's "Subha Pakistan"

Rank	Time Slot	Days	Channel	ProgramName	Host	R %	R T	MS
1	09:00-11:30	Mon - Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.90	122	5.5
2	08.30-11.30	Mon - Fri	GEO ENT	Subha Pakistan	Aamir Liaqat	0.74	100	4.7
3	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.58	79	3.6
4	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.48	65	3.0
5	09:00-11:00	Mon - Fri	A PLUS	Good Morning Zindagi	Noor	0.42	57	2.6
6	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.37	50	2.3
7	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.32	43	2.0
8	09:00-11:00	Mon - Fri	ATV	A Morning With Farah	Farah Hussain	0.28	38	1.7
9	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samma Kay Sath	Sahir Lodhi	0.34	46	2.1
10	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.12	16	0.7
11	09:00-10:30	Mon - Fri	PTV NEWS	Subh-a-Nau	Nazia Malik	0.02	3	0.1

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

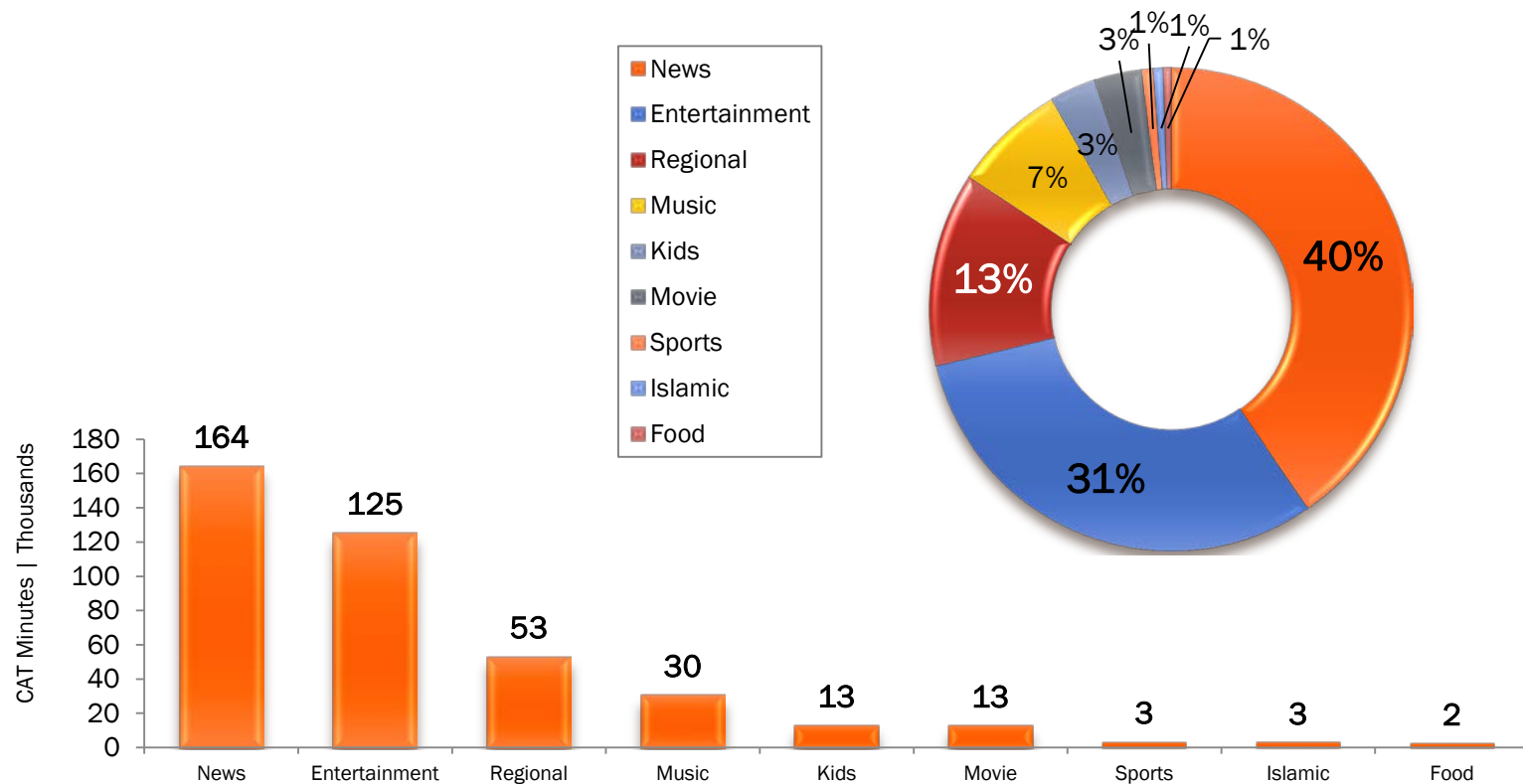
MORNING SHOWS | FEMALE 15-45 C&S

ARY Digital's "Good Morning Pakistan" leading on Females 15 - 45 C&S followed by Geo Ent's "Subha Pakistan"

Rank	Time Slot	Days	Channel	ProgramName	Host	R %	R T	MS
1	09:00-11:30	Mon - Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.96	122	5.8
2	08.30-11.30	Mon - Fri	GEO ENT	Subha Pakistan	Aamir Liaqat	0.79	100	5.0
3	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.62	79	3.8
4	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.51	65	3.2
5	09:00-11:00	Mon - Fri	A PLUS	Good Morning Zindagi	Noor	0.45	57	2.8
6	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samma Kay Sath	Sahir Lodhi	0.36	46	2.2
7	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.34	43	2.1
8	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.13	16	0.8
9	09:00-11:00	Mon - Fri	ATV	A Morning With Farah	Farah Hussain	0.10	12	0.6
10	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.08	10	0.5
11	09:00-10:30	Mon - Fri	PTV NEWS	Subh-a-Nau	Nazia Malik	0.01	1	0.1

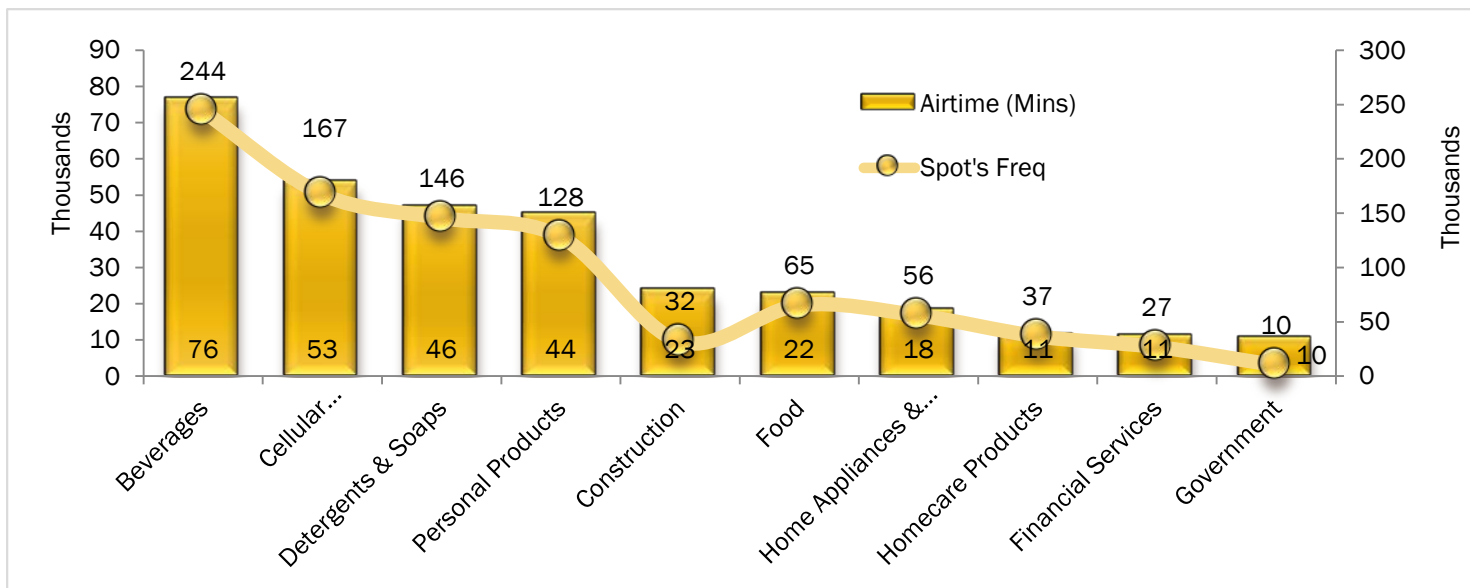
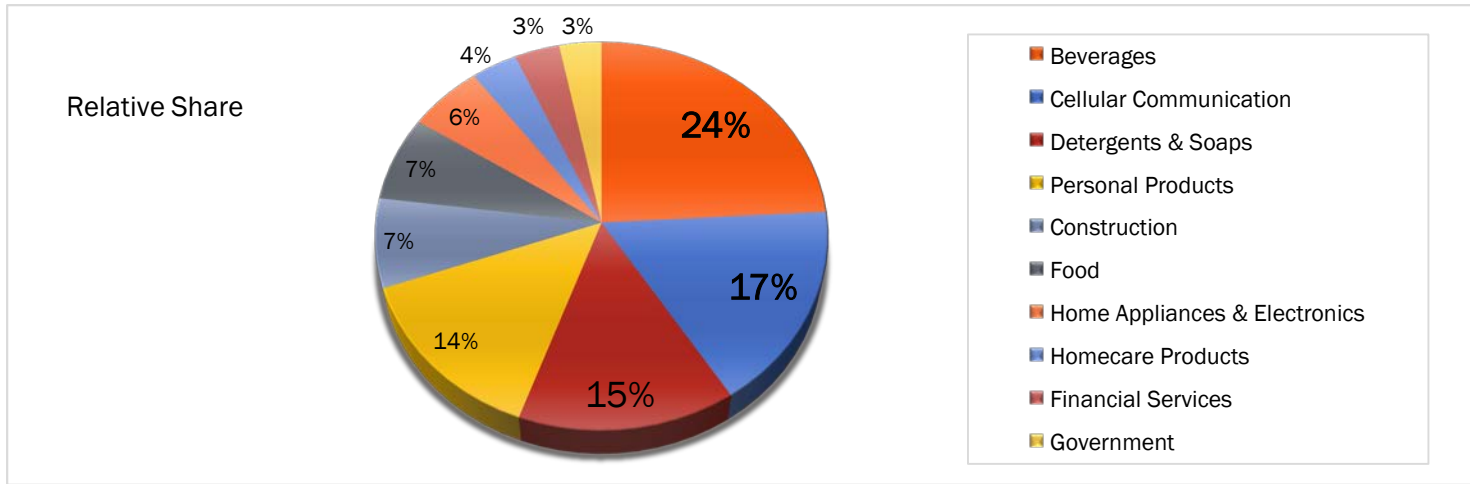
COMMERCIAL AIRTIME SUMMARY | BY GENRE

Genre-wise Airtime Share%

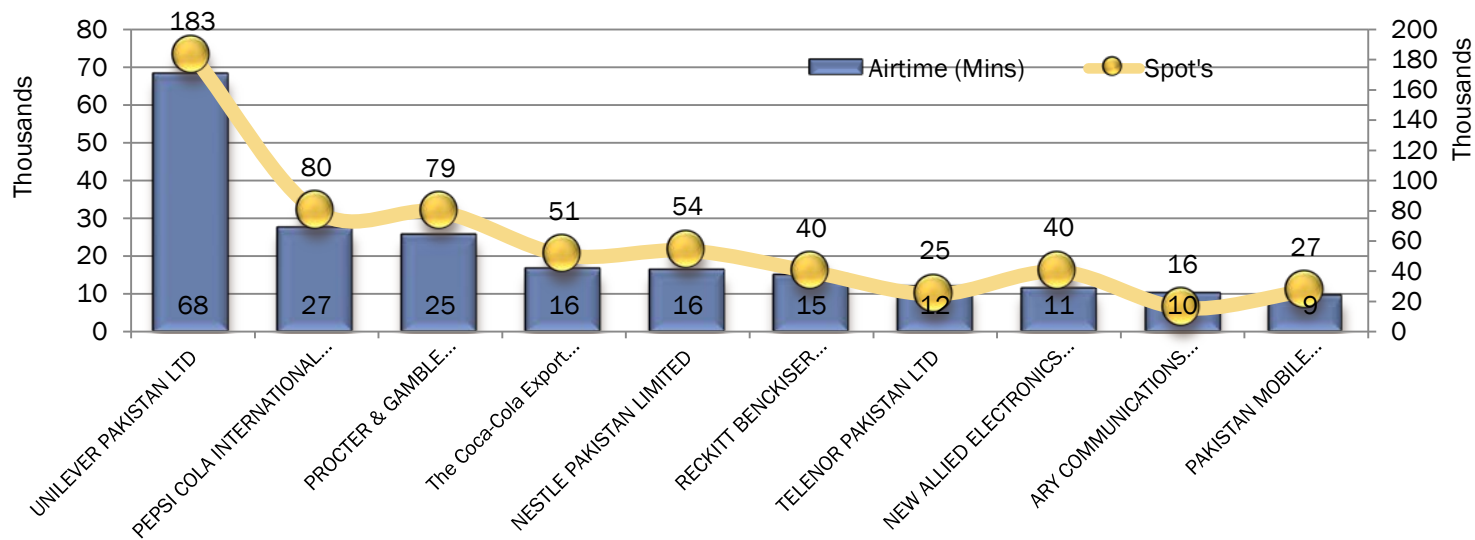
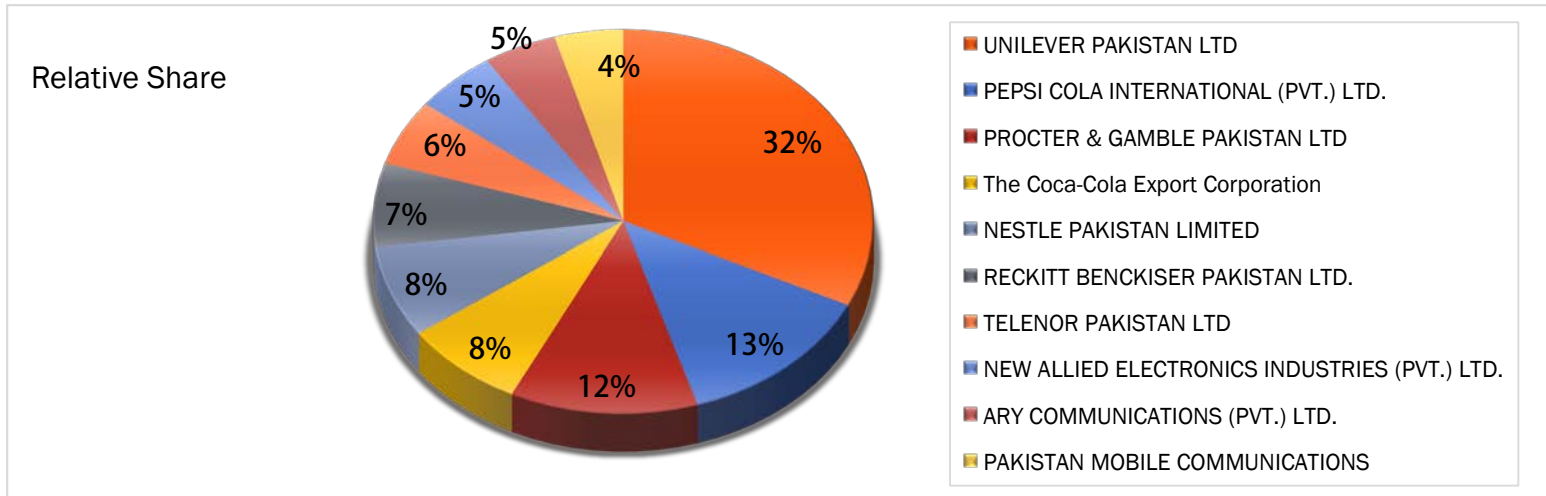


Highest CAT Share Going To News Channels

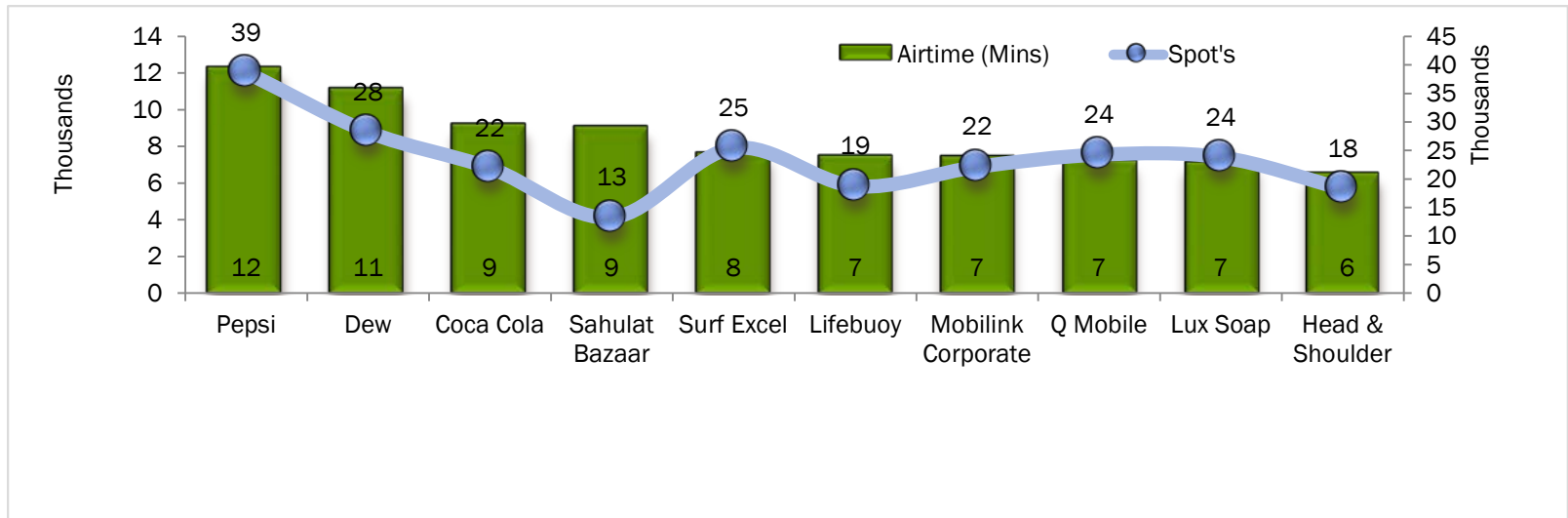
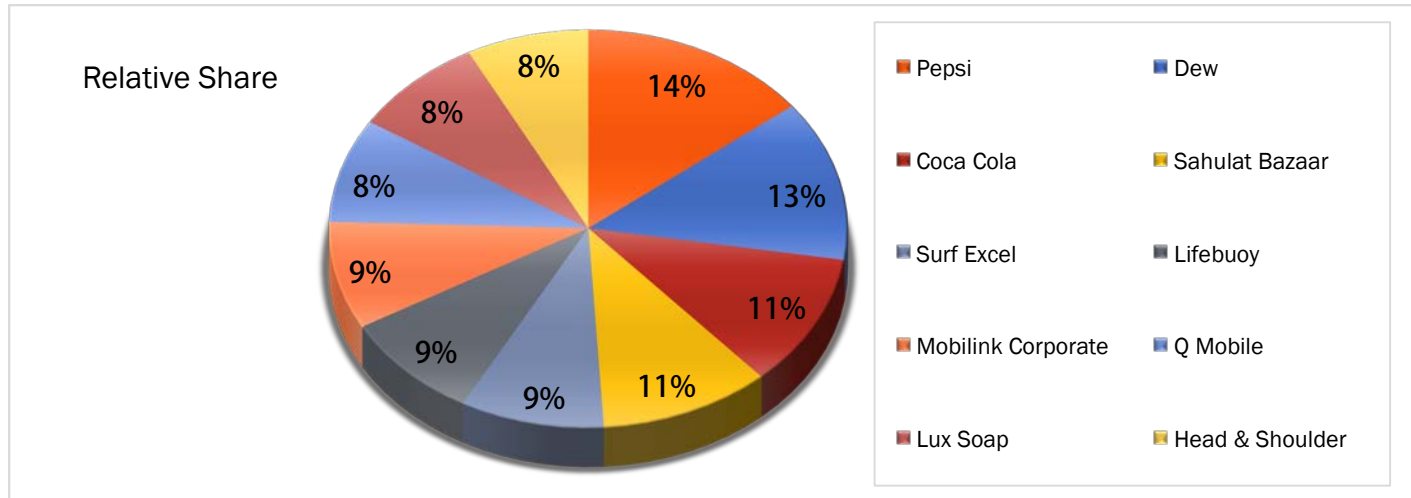
TOP 10 CATEGORIES



TOP 10 ADVERTISERS | IN TERMS OF CAT

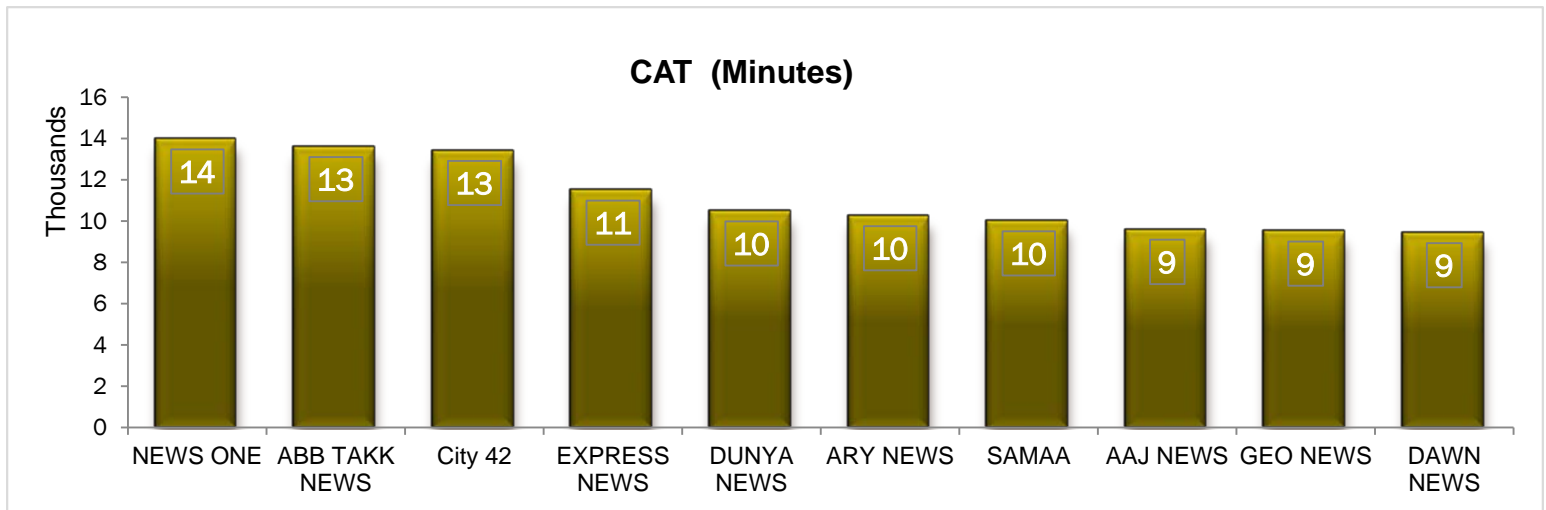
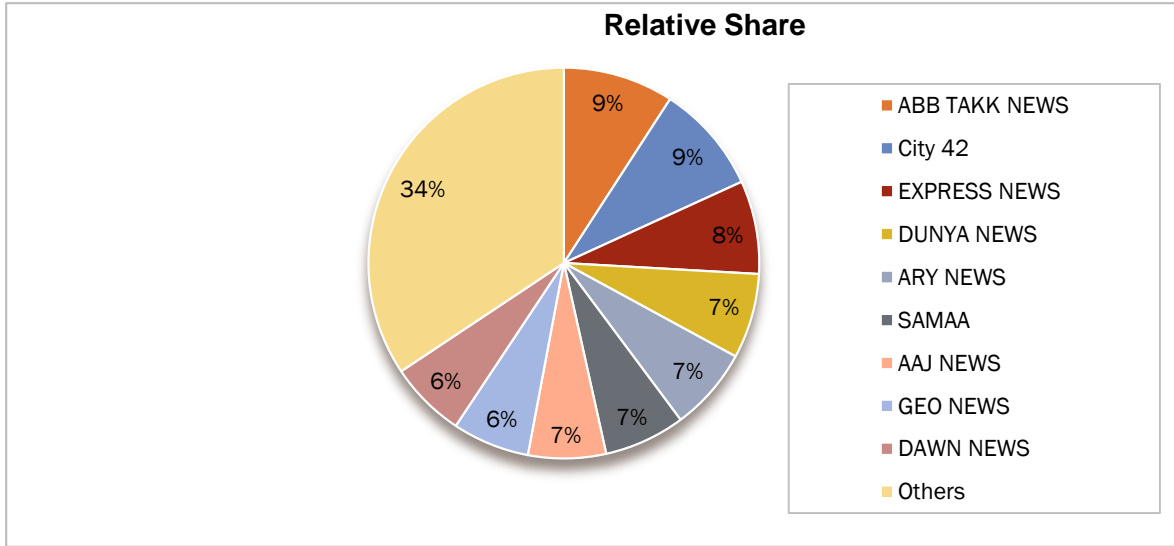


TOP 10 BRANDS



Amongst Brands, Pepsi is Leading the Industry

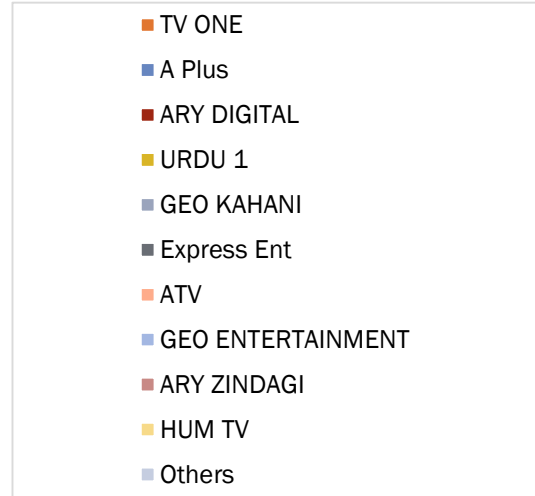
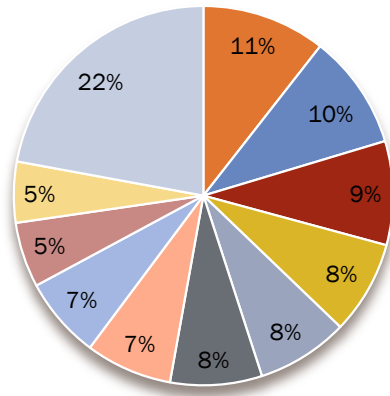
NEWS CHANNELS | CAT COMPARISON



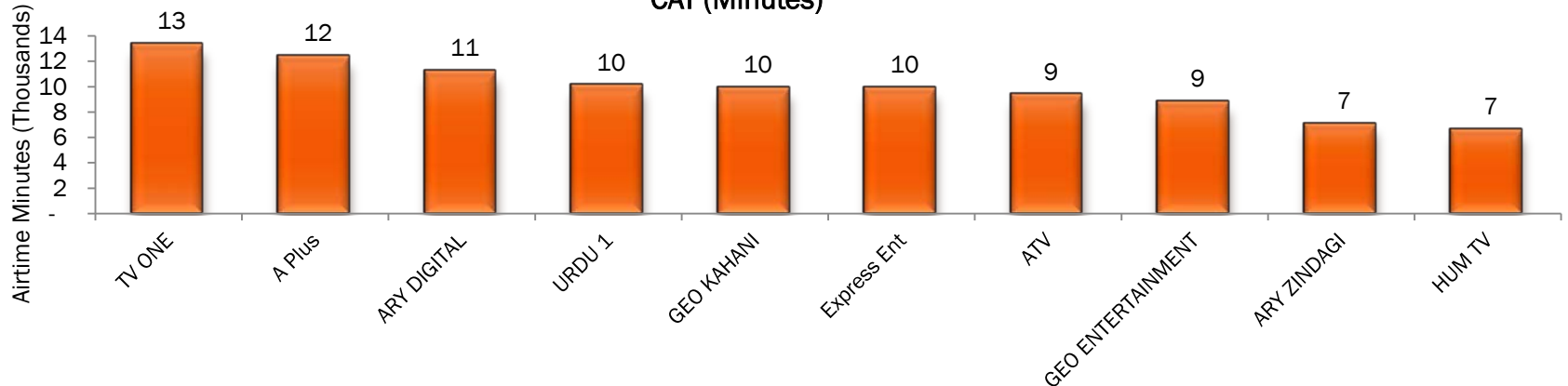
Amongst News Channels Abb Tak News News Airing The Highest CAT.....

ENTERTAINMENT CHANNELS | CAT COMPARISON

Relative Share

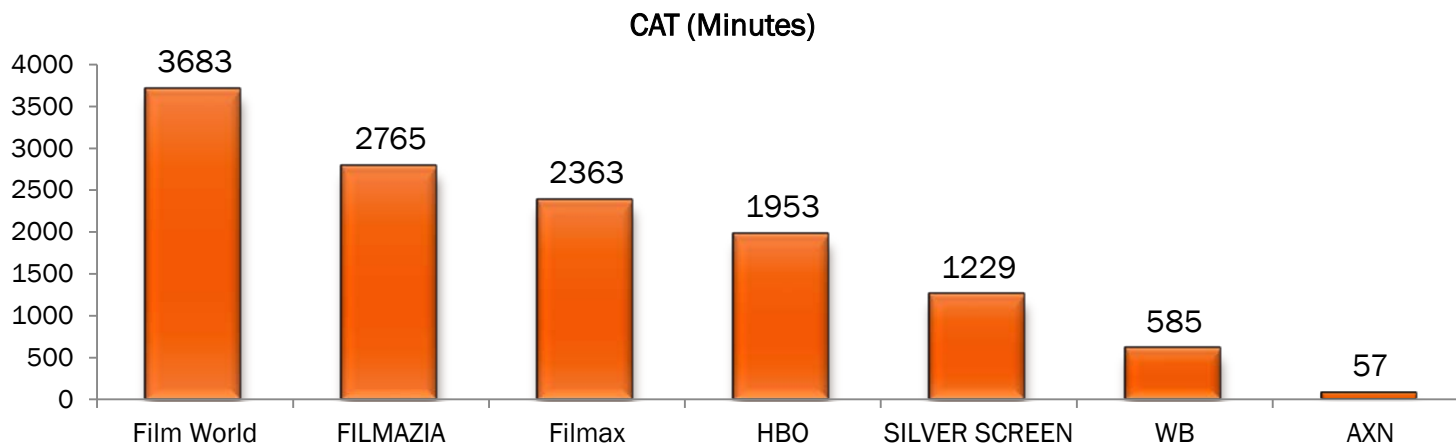
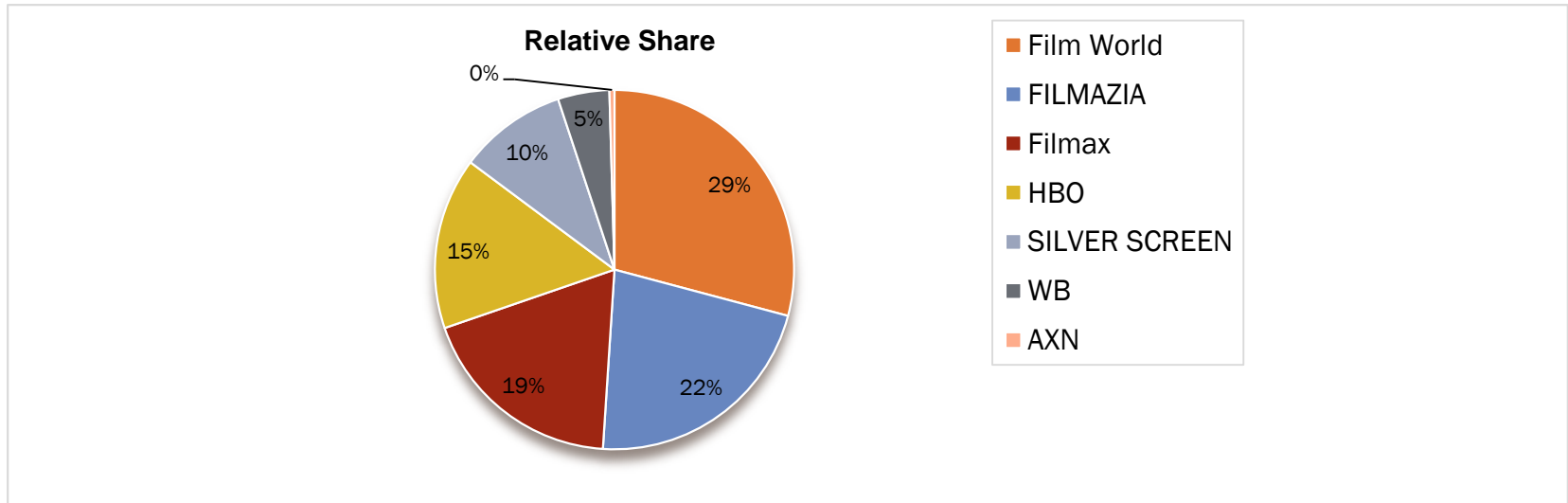


CAT (Minutes)



Amongst Entertainment Channels TV One is Airing The Highest CAT

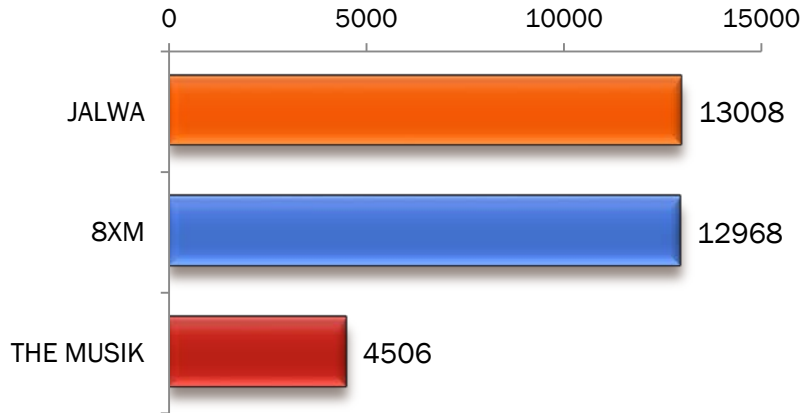
MOVIE CHANNELS | CAT COMPARISON



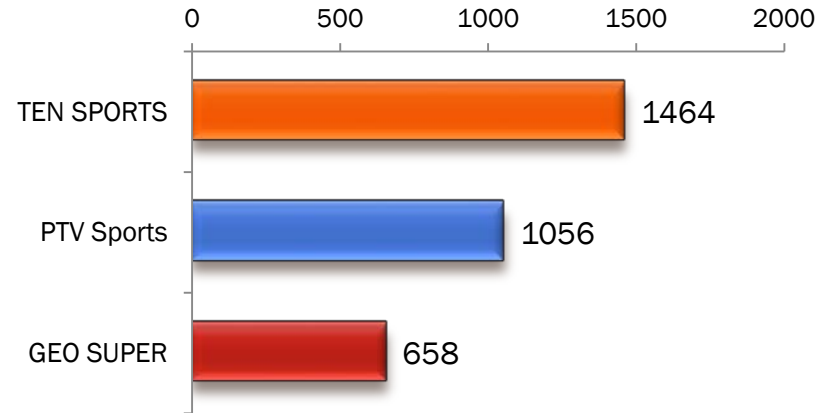
Amongst Movie Channels Film World Airing The Highest CAT

MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

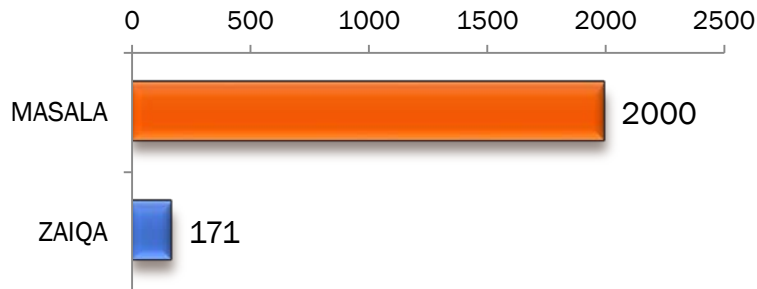
CAT (Minutes)



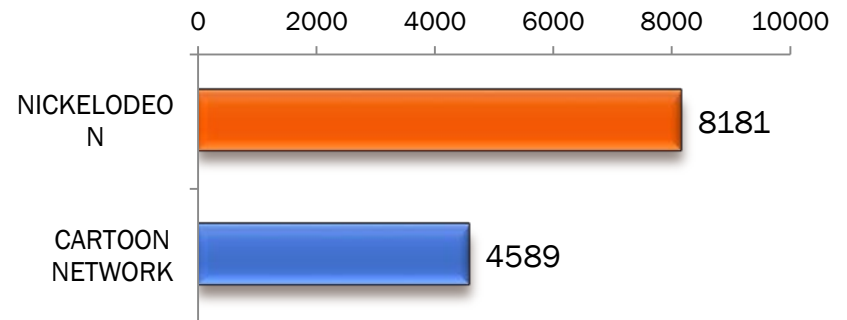
CAT (Minutes)



CAT (Minutes)



CAT (Minutes)



Thank You-----😊