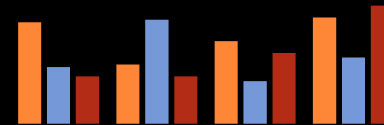
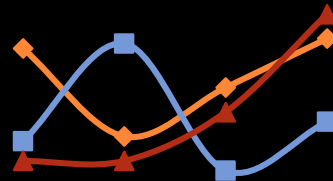
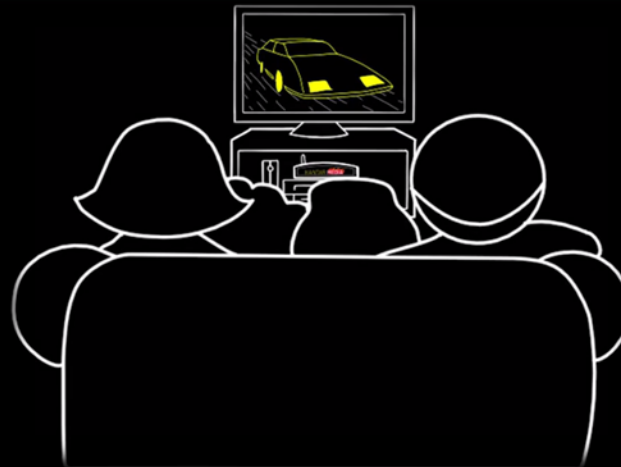


MEDIALOGIC MONTHLY REVIEW June 2015



medialogic **KANTAR MEDIA**

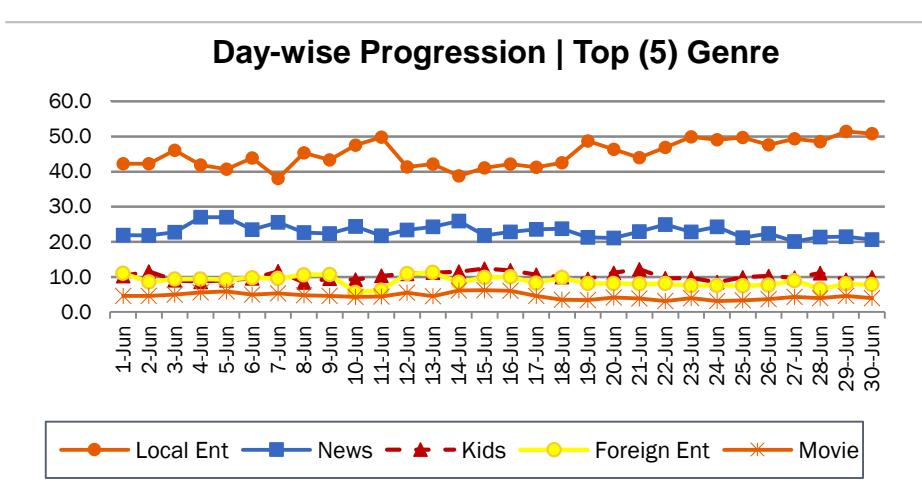
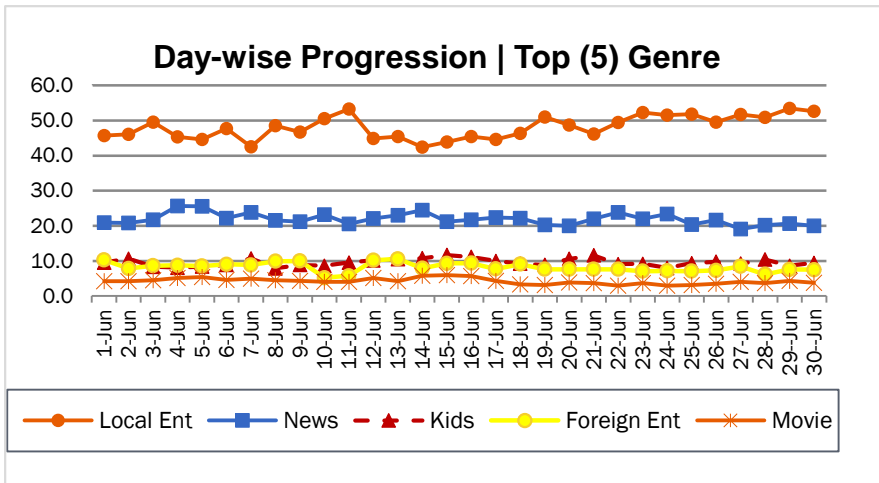
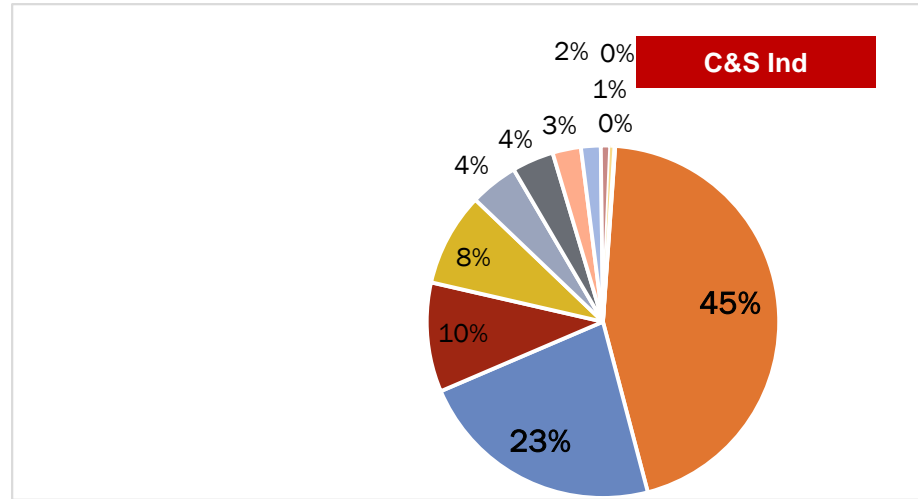
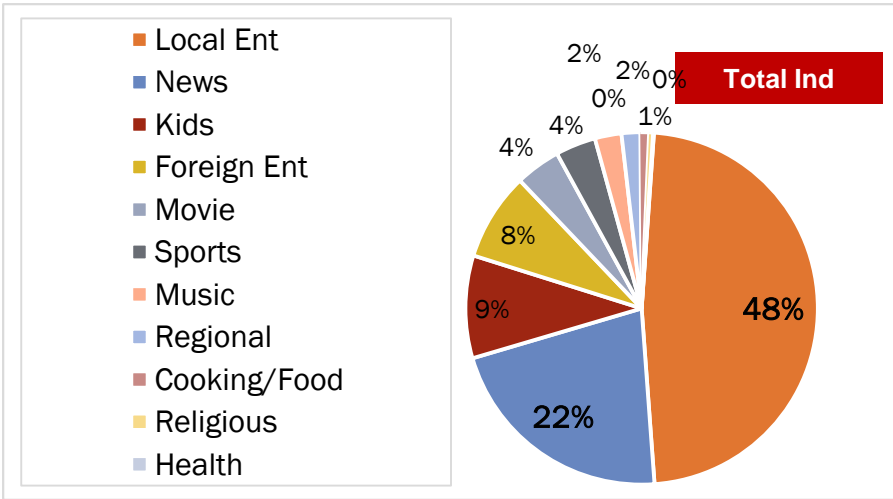
The Only Overnight TAM data providing Company in Pakistan.



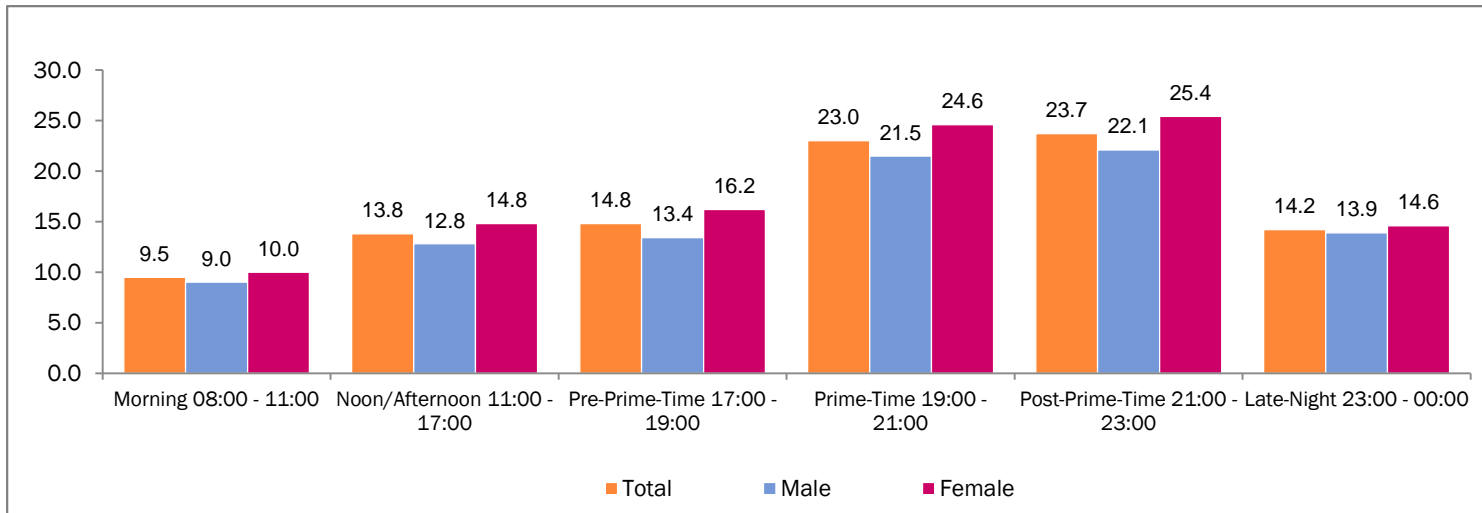
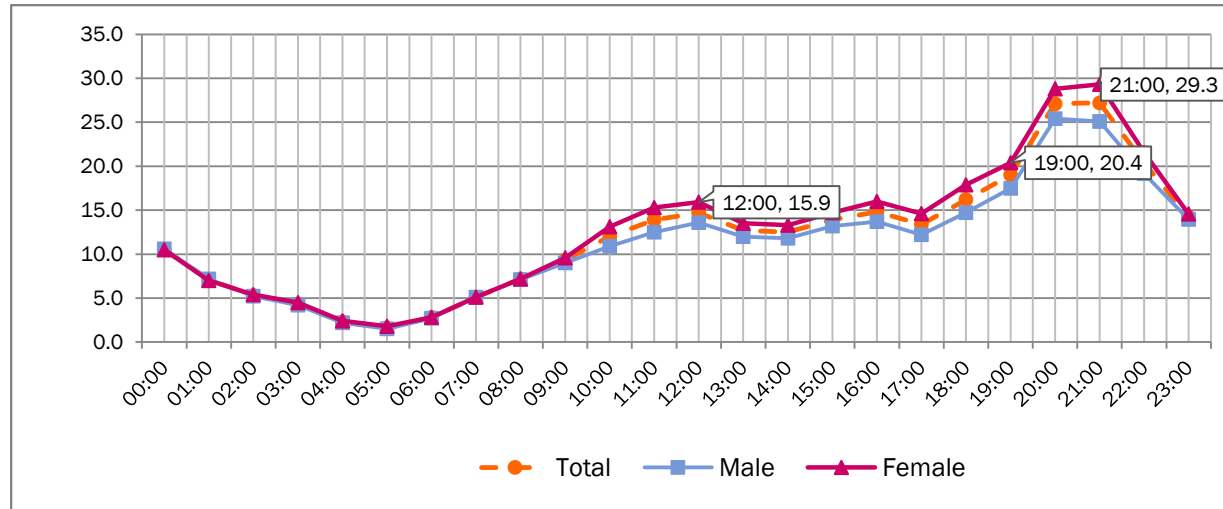
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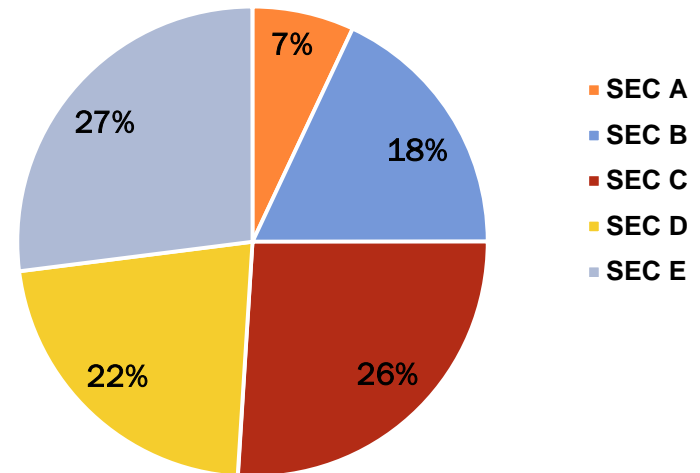
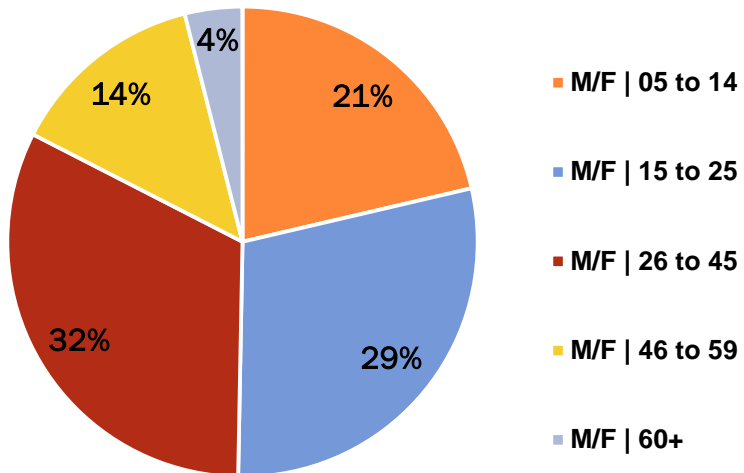
MARKET SHARE% | BY GENRE



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 ARY Digital lead on C&S followed by GEO Entertainment.

Total Ind

June.15		
Rank	Channel Name	Ratings %
1	PTV HOME	1.00
2	ATV	0.97
3	ARY DIGITAL	0.53
4	GEO ENTERTAINMENT	0.41
5	URDU 1	0.33
6	COLORS	0.32
7	HUM TV	0.24
8	GEO KAHANI	0.23
9	DISNEY CHANNEL	0.20
10	SAMAA	0.18
11	EXPRESS ENTERTAINMENT	0.16
12	CARTOON NETWORK	0.15
13	A PLUS	0.14
14	GEO NEWS	0.13
15	TV ONE	0.13

C&S Ind

June.15		
Rank	Channel Name	Ratings %
1	ARY DIGITAL	0.76
2	GEO ENTERTAINMENT	0.59
3	URDU 1	0.46
4	COLORS	0.45
5	HUM TV	0.34
6	GEO KAHANI	0.33
7	DISNEY CHANNEL	0.28
8	SAMAA	0.25
9	EXPRESS ENTERTAINMENT	0.23
10	CARTOON NETWORK	0.21
11	A PLUS	0.20
12	GEO NEWS	0.19
13	TV ONE	0.19
14	EXPRESS NEWS	0.19
15	ARY NEWS	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

June.15		
Rank	Channel Name	Ratings %
1	ARY DIGITAL	0.68
2	GEO ENTERTAINMENT	0.51
3	URDU 1	0.43
4	COLORS	0.41
5	GEO KAHANI	0.35
6	HUM TV	0.30
7	DISNEY CHANNEL	0.28
8	PTV HOME	0.26
9	ATV	0.25
10	SAMAA	0.22
11	EXPRESS ENTERTAINMENT	0.22
12	A PLUS	0.22
13	CARTOON NETWORK	0.20
14	GEO NEWS	0.19
15	EXPRESS NEWS	0.16

C&S Ind

June.15		
Rank	Channel Name	Ratings %
1	ARY DIGITAL	0.73
2	GEO ENTERTAINMENT	0.55
3	URDU 1	0.47
4	COLORS	0.44
5	GEO KAHANI	0.38
6	HUM TV	0.32
7	DISNEY CHANNEL	0.30
8	SAMAA	0.24
9	EXPRESS ENTERTAINMENT	0.23
10	A PLUS	0.23
11	CARTOON NETWORK	0.22
12	GEO NEWS	0.21
13	EXPRESS NEWS	0.18
14	TV ONE	0.17
15	ARY 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	ARY DIGITAL	0.68	ARY DIGITAL	0.89	DISNEY CHANNEL	0.67	ARY DIGITAL	0.55	GEO KAHANI	0.93
2	ATV	0.97	GEO Ent	0.51	GEO Ent	0.81	ARY DIGITAL	0.55	GEO KAHANI	0.44	ARY DIGITAL	0.83
3	ARY DIGITAL	0.53	URDU 1	0.43	COLORS	0.65	COLORS	0.47	ATV	0.42	URDU 1	0.72
4	GEO Ent	0.41	COLORS	0.41	URDU 1	0.51	GEO Ent	0.38	URDU 1	0.4	A PLUS	0.57
5	URDU 1	0.33	GEO KAHANI	0.35	SAMAA	0.42	EXPRESS Ent	0.37	PTV HOME	0.37	PTV HOME	0.54
6	COLORS	0.32	HUM TV	0.3	HUM TV	0.39	URDU 1	0.27	GEO Ent	0.35	NICKELODEON	0.5
7	HUM TV	0.24	DISNEY CHANNEL	0.28	ARY NEWS	0.24	8XM	0.24	DISNEY CHANNEL	0.31	CARTOON NETWORK	0.49
8	GEO KAHANI	0.23	PTV HOME	0.26	TV ONE	0.21	HUM TV	0.24	COLORS	0.28	GEO Ent	0.44
9	DISNEY CHANNEL	0.2	ATV	0.25	EXPRESS NEWS	0.2	TV ONE	0.22	A PLUS	0.27	HUM TV	0.36
10	SAMAA	0.18	SAMAA	0.22	SONY	0.19	GEO KAHANI	0.22	HUM TV	0.25	EXPRESS Ent	0.35
11	EXPRESS Ent	0.16	EXPRESS Ent	0.22	TEN SPORTS	0.19	DUNYA NEWS	0.21	GEO NEWS	0.22	TV ONE	0.29
12	CARTOON NETWORK	0.15	A PLUS	0.22	POGO	0.18	ATV	0.21	CARTOON NETWORK	0.21	ARY ZINDAGI	0.27
13	A PLUS	0.14	CARTOON NETWORK	0.2	GEO KAHANI	0.17	GEO NEWS	0.2	SAMAA	0.17	GEO NEWS	0.26
14	GEO NEWS	0.13	GEO NEWS	0.19	EXPRESS Ent	0.17	PTV HOME	0.2	EXPRESS Ent	0.14	TEN SPORTS	0.22
15	TV ONE	0.13	EXPRESS NEWS	0.16	CARTOON NETWORK	0.17	EXPRESS NEWS	0.19	FILMAZIA	0.14	ATV	0.22

TOP 15 CHANNELS BY REGION | C&S IND

Rank	Pak Total		Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isi	
	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%
1	ARY DIGITAL	0.76	ARY DIGITAL	0.73	ARY DIGITAL	0.9	DISNEY CHANNEL	0.7	ARY DIGITAL	0.62	GEO KAHANI	1.05
2	GEO Ent	0.59	GEO Ent	0.55	GEO Ent	0.82	ARY DIGITAL	0.57	GEO KAHANI	0.49	ARY DIGITAL	0.93
3	URDU 1	0.46	URDU 1	0.47	COLORS	0.66	COLORS	0.49	URDU 1	0.45	URDU 1	0.82
4	COLORS	0.45	COLORS	0.44	URDU 1	0.51	GEO Ent	0.4	GEO Ent	0.39	A PLUS	0.65
5	HUM TV	0.34	GEO KAHANI	0.38	SAMAA	0.42	EXPRESS Ent	0.39	DISNEY CHANNEL	0.35	NICKELODEON	0.56
6	GEO KAHANI	0.33	HUM TV	0.32	HUM TV	0.39	URDU 1	0.28	COLORS	0.31	CARTOON NETWORK	0.56
7	DISNEY CHANNEL	0.28	DISNEY CHANNEL	0.3	ARY NEWS	0.24	8XM	0.25	A PLUS	0.3	GEO Ent	0.49
8	SAMAA	0.25	SAMAA	0.24	TV ONE	0.22	HUM TV	0.25	HUM TV	0.29	HUM TV	0.41
9	EXPRESS Ent	0.23	EXPRESS Ent	0.23	EXPRESS NEWS	0.2	TV ONE	0.24	GEO NEWS	0.25	EXPRESS Ent	0.4
10	CARTOON NETWORK	0.21	A PLUS	0.23	SONY	0.2	GEO KAHANI	0.23	CARTOON NETWORK	0.24	TV ONE	0.33
11	A PLUS	0.2	CARTOON NETWORK	0.22	TEN SPORTS	0.2	DUNYA NEWS	0.22	SAMAA	0.2	ARY ZINDAGI	0.31
12	GEO NEWS	0.19	GEO NEWS	0.21	POGO	0.18	GEO NEWS	0.21	EXPRESS Ent	0.16	GEO NEWS	0.29
13	TV ONE	0.19	EXPRESS NEWS	0.18	GEO KAHANI	0.17	EXPRESS NEWS	0.2	FILMAZIA	0.15	TEN SPORTS	0.25
14	EXPRESS NEWS	0.19	TV ONE	0.17	EXPRESS Ent	0.17	A PLUS	0.2	EXPRESS NEWS	0.14	FILMAZIA	0.18
15	ARY NEWS	0.18	ARY NEWS	0.17	CARTOON NETWORK	0.17	DAWN NEWS	0.16	ABB TAKK	0.14	EXPRESS NEWS	0.17

ENTERTAINMENT CHANNELS – 24 HOURS

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

Total Ind

June.15

Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.68
2	GEO ENTERTAINMENT	0.51
3	URDU 1	0.43
4	COLORS	0.41
5	GEO KAHANI	0.35
6	HUM TV	0.30
7	PTV HOME	0.26
8	ATV	0.25
9	EXPRESS ENTERTAINMENT	0.22
10	A PLUS	0.22

C&S Ind

June.15

Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.73
2	GEO ENTERTAINMENT	0.55
3	URDU 1	0.47
4	COLORS	0.44
5	GEO KAHANI	0.38
6	HUM TV	0.32
7	EXPRESS ENTERTAINMENT	0.23
8	A PLUS	0.23
9	TV ONE	0.17
10	STAR PLUS	0.11

Entertainment

ENTERTAINMENT CHANNELS – PRIME TIME (19.00-22.00)

ARY DIGITAL is leading on Prime Time followed by GEO Entertainment on both Total and C&S Ind

Total Ind			C&S Ind		
June.15			June.15		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	ARY DIGITAL	2.28	1	ARY DIGITAL	2.45
2	GEO ENTERTAINMENT	1.35	2	GEO ENTERTAINMENT	1.45
3	COLORS	1.23	3	COLORS	1.32
4	GEO KAHANI	1.08	4	GEO KAHANI	1.16
5	URDU 1	1.03	5	URDU 1	1.10
6	PTV HOME	0.76	6	HUM TV	0.74
7	ATV	0.69	7	A PLUS	0.65
8	HUM TV	0.69	8	EXPRESS ENTERTAINMENT	0.52
9	A PLUS	0.61	9	TV ONE	0.39
10	EXPRESS ENTERTAINMENT	0.48	10	STAR PLUS	0.26

Entertainment

TOP NEWS CHANNELS - 24 HOURS

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

Total Ind		
June-15		
Rank	Channel Name	Ratings%
1	SAMAA	0.22
2	GEO NEWS	0.19
3	EXPRESS NEWS	0.16
4	ARY NEWS	0.16
5	DUNYA NEWS	0.13
6	ABB TAKK	0.11
7	DAWN NEWS	0.11
8	AAJ NEWS	0.09
9	NEWS ONE	0.07
10	NINETY 2 NEWS	0.07

C&S Ind		
June-15		
Rank	Channel Name	Ratings%
1	SAMAA	0.24
2	GEO NEWS	0.21
3	EXPRESS NEWS	0.18
4	ARY NEWS	0.17
5	DUNYA NEWS	0.14
6	ABB TAKK	0.12
7	DAWN NEWS	0.11
8	AAJ NEWS	0.10
9	NEWS ONE	0.07
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-15

Rank	Channel Name	Ratings%
1	GEO NEWS	0.39
2	SAMAA	0.36
3	EXPRESS NEWS	0.35
4	ARY NEWS	0.28
5	DUNYA NEWS	0.22
6	DAWN NEWS	0.20
7	AAJ NEWS	0.19
8	ABB TAKK	0.19
9	NEWS ONE	0.17
10	NINETY 2 NEWS	0.11

C&S Ind

June-15

Rank	Channel Name	Ratings%
1	GEO NEWS	0.42
2	SAMAA	0.39
3	EXPRESS NEWS	0.37
4	ARY NEWS	0.30
5	DUNYA NEWS	0.24
6	DAWN NEWS	0.22
7	AAJ NEWS	0.21
8	ABB TAKK	0.21
9	NEWS ONE	0.18
10	NINETY 2 NEWS	0.12



MUSIC CHANNELS

C&S Ind

June | 2015

Rank	Channel Name	TRPs	Relative Share%
1	8XM	180	64%
2	JALWA	90	32%
3	ARY MUSIK	10	4%
4	VIBE TV	2	1%
....	Grand Total	282	100%

8XM*

Captures the 1st position as the most watched music channel with 64% share in music Genre

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



Total Ind

June-15

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	165	50%
2	PTV SPORTS	131	40%
3	GEO SUPER	32	10%

C&S Ind

June-15

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	236	59%
2	PTV SPORTS	116	29%
3	GEO SUPER	45	11%

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



Total Ind

June-15

	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	225	56%
2	PTV SPORTS	128	32%
3	GEO SUPER	46	11%

C&S Ind

June-15

	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	241	58%
2	PTV SPORTS	126	30%
3	GEO SUPER	49	12%

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

Movie Channels

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

24 Hours | C&S Ind

June.15

Rank	Channel Name	Ratings%
1	FILMAZIA	0.12
2	FILMAX	0.07
3	FILM WORLD	0.06
4	HBO	0.05
5	WB	0.01
6	ARUJ TV	0.01
7	RAAVI TV	0.01
8	STAR MOVIES	0.00
9	SILVER SCREEN	0.00
10	STAR LITE TV	0.00

Prime Time | 20.00-00.00 | C&S Ind

June.15

Rank	Channel Name	Ratings%
1	FILMAZIA	0.30
2	FILMAX	0.12
3	FILM WORLD	0.10
4	HBO	0.08
5	WB	0.02
6	ARUJ TV	0.02
7	RAAVI TV	0.01
8	SILVER SCREEN	0.01
9	STAR MOVIES	0.01
10	STAR LITE TV	0.00

FOOD CHANNELS



Masala tops the chart with 87 TRPs during the month of June

C&S Ind

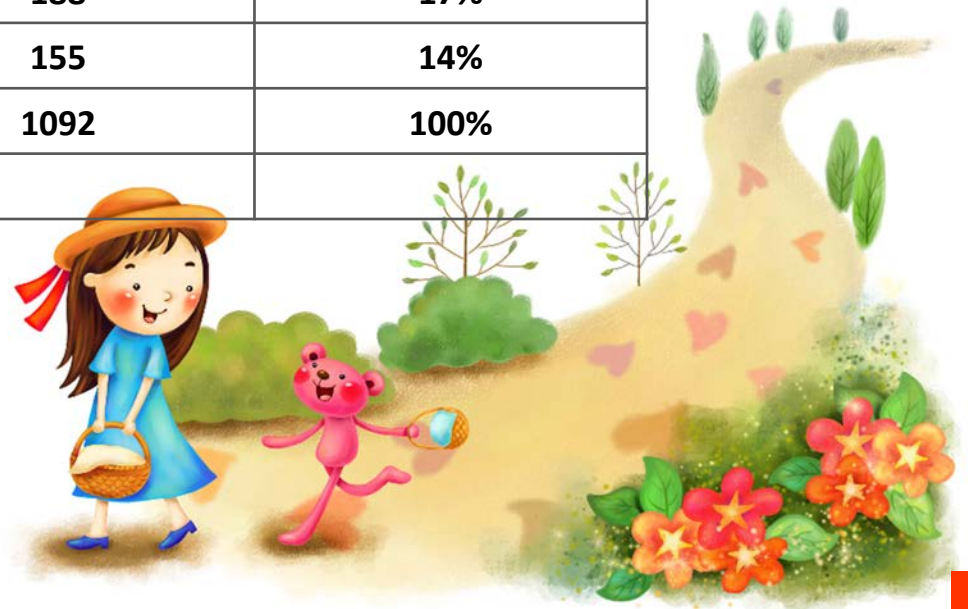
June-15

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	87	94%
2	ZAIQA	5	6%
..	Grand Total	92	100%



Disney Channel Holds 40% Of Kids Channels Viewership

C&S Ind			
June-15			
Rank	Channel	TRPs	Relative Share%
1	DISNEY CHANNEL	437	40%
2	CARTOON NETWORK	312	29%
3	POGO	188	17%
4	NICKELODEON	155	14%
....	Grand Total	1092	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	0.119	APNA CHANNEL	0.149	APNA CHANNEL	0.102	AVT KHYBER	0.107	PTV BOLAN	0.092
2	KTN	0.015	PUNJAB TV	0.009	KTN	0.036	AVT KHYBER NEWS	0.076	AVT KHYBER	0.009
3	SINDH TV	0.011	WASEB	0.004	SINDH TV	0.026	PTV NATIONAL	0.064	VSH NEWS	0.008
4	AVT KHYBER	0.010	AVT KHYBER	0.004	MEHRAN TV	0.023	PASHTO 1	0.031	KAY2	0.006
5	MEHRAN TV	0.009	KAY2	0.004	KASHISH	0.017	APNA CHANNEL	0.011	AWAZ	0.004
6	AWAZ	0.008	PTV BOLAN	0.003	AWAZ	0.015	PTV BOLAN	0.009	KASHISH	0.003
7	KASHISH	0.008	AWAZ	0.002	KTN NEWS	0.012	AWAZ	0.007	PASHTO 1	0.002
8	AVT KHYBER NEWS	0.005	PTV NATIONAL	0.001	PTV BOLAN	0.003	KASHISH	0.006	WASEB	0.002
9	PUNJAB TV	0.005	PASHTO 1	0.001	AVT KHYBER	0.002	KAY2	0.006	AVT KHYBER NEWS	0.001
10	KTN NEWS	0.005	KASHISH	0.001	SINDH TV NEWS	0.002	PUNJAB TV	0.005	KTN NEWS	0.001
11	PTV NATIONAL	0.005	SINDH TV	0.001	DHARTI TV	0.002	WASEB	0.005	SINDH TV	0.001
12	PTV BOLAN	0.005	AVT KHYBER NEWS	0.001	PUNJAB TV	0.001	SINDH TV	0.002	SINDH TV NEWS	0.001
13	PASHTO 1	0.003	KTN	0.001	PASHTO 1	0.001	VSH NEWS	0.001	APNA CHANNEL	0.000
14	WASEB	0.003	MEHRAN TV	0.000	KAY2	0.001	KTN	0.001	DHARTI TV	0.000
15	KAY2	0.003	DHARTI TV	0.000	WASEB	0.001	DHARTI TV	0.001	KTN	0.000
16	SINDH TV NEWS	0.001	KTN NEWS	0.000	VSH NEWS	0.001	SINDH TV NEWS	0.001	PUNJAB TV	0.000
17	DHARTI TV	0.001	VSH NEWS	0.000	AVT KHYBER NEWS	0.000	MEHRAN TV	0.000	MEHRAN TV	0.000
18	VSH NEWS	0.001	SINDH TV NEWS	0.000	PTV NATIONAL	0.000	KTN NEWS	0.000	PTV NATIONAL	0.000

TOP PROGRAMS | OVERALL

ARY Digital's Jeeto Pakistan hits 7.62 ratings on total Ind on 26th June

Top Programs | Total Individuals

June-15

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	26-Jun-15	ARY DIGITAL	Jeeto Pakistan	7.62	2,728	18.90
2	24-Jun-15	GEO ENT	Iftar Amir Ke Saath	4.57	1,975	17.80
3	19-Jun-15	GEO ENT	Inaam Ghar	4.00	1,581	13.00
4	3-Jun-15	URDU 1	Sath Nibhana Sathiya	3.81	1,503	21.00
5	11-Jun-15	GEO KAHANI	Kumkum Bhagya	3.74	1,481	13.90
6	25-Jun-15	URDU 1	Yeh Rishta Kia Kehlata Hai	3.45	1,269	8.20
7	23-Jun-15	GEO ENT	Jinnah Hospital Karachi Se Bara-he-raast (Amir Liaqat)	3.45	1,311	14.40
8	19-Jun-15	GEO ENT	Aalim Online	3.41	1,372	14.90
9	8-Jun-15	URDU 1	Ye Hain Mohabbatein	3.28	1,258	16.60
10	10-Jun-15	ARY DIGITAL	Dil Barbad	3.02	1,010	9.20

*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 8.17 ratings on C&S Ind on 26th June

Top Programs | C&S Individuals

June-15

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	26-Jun-15	ARY DIGITAL	Jeeto Pakistan	8.17	2,728	20.10
2	24-Jun-15	GEO ENT	Iftar Amir Ke Saath	4.90	1,975	18.70
3	19-Jun-15	GEO ENT	Inaam Ghar	4.29	1,581	13.90
4	3-Jun-15	URDU 1	Sath Nibhana Sathiya	4.09	1,503	21.80
5	11-Jun-15	GEO KAHANI	Kumkum Bhagya	4.01	1,481	15.20
6	25-Jun-15	URDU 1	Yeh Rishta Kia Kehlata Hai	3.70	1,269	8.70
7	23-Jun-15	GEO ENT	Jinnah Hospital Karachi Se Bara-he-raast (Amir Liaqat)	3.70	1,311	15.10
8	19-Jun-15	GEO ENT	Aalim Online	3.66	1,372	15.50
9	8-Jun-15	URDU 1	Ye Hain Mohabbatein	3.52	1,258	17.20
10	10-Jun-15	ARY DIGITAL	Dil Barbad	3.24	1,010	9.70



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

TALK SHOWS

Current Affairs Talk Shows | C&S Ind

Jun.15

Rank	Date	Channel	Program Title	Ratings%	Ratings*000"	Market Share%
1	24.Jun.15	ARY NEWS	Off The Record	0.921	308	2
2	16.Jun.15	GEO NEWS	Aaj Shahzaib Khanzada Ke Saath	0.863	325	3.5
3	16.Jun.15	ARY NEWS	11th Hour	0.814	291	4.3
4	11.Jun.15	EXPRESS NEWS	G for Gharidah	0.769	308	3.3
5	17.Jun.15	GEO NEWS	Capital Talk	0.763	319	3.3
6	13.Jun.15	SAMAA	News Beat	0.702	254	2.7
7	30.Jun.15	EXPRESS NEWS	Kal Tak	0.698	249	2.3
8	24.Jun.15	NEWS ONE	Live With Dr.Shahid Masood	0.67	266	1.7
9	30.Jun.15	DAWN NEWS	News Eye	0.664	245	2.3
10	17.Jun.15	DUNYA NEWS	On The Front	0.652	270	2.8



MORNING SHOWS / FEMALE 15-45 ALL

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

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	0.63	87	5.0
2	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.44	60	3.7
3	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.39	53	3.1
4	09:00-11:00	Mon - Fri	ATV	A Morning With Farah	Farah Hussain	0.32	44	2.7
5	08.30-11.30	Mon - Fri	GEO ENT	Subha Pakistan	Aamir Liaqat	0.30	42	2.6
6	09:00-11:00	Mon - Fri	A PLUS	Good Morning Zindagi	Noor	0.22	30	1.8
7	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.21	29	1.8
8	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samma Kay Sath	Sahir Lodhi	0.19	26	1.6
9	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.14	19	1.2
10	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.08	11	0.7
11	09:00-10:30	Mon - Fri	PTV NEWS	Subh-a-Nau	Nazia Malik	0.04	5	0.3

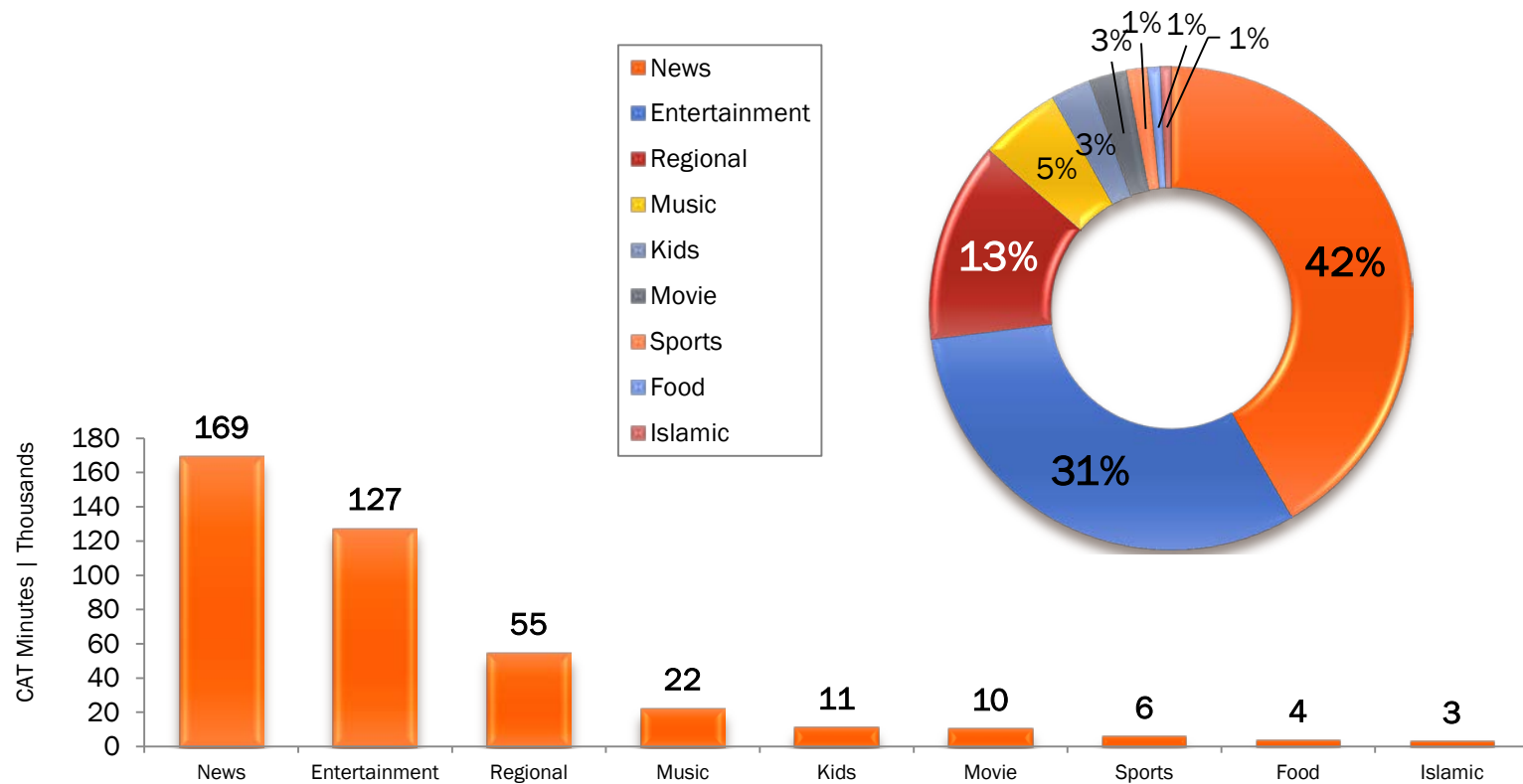
MORNING SHOWS | FEMALE 15-45 C&S

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

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	0.67	87	5.3
2	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.47	60	3.9
3	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.41	53	3.2
4	08.30-11.30	Mon - Fri	GEO ENT	Subha Pakistan	Aamir Liaqat	0.32	42	2.7
5	09:00-11:00	Mon - Fri	A PLUS	Good Morning Zindagi	Noor	0.23	30	1.9
6	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samma Kay Sath	Sahir Lodhi	0.20	26	1.7
7	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.15	19	1.3
8	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.08	11	0.7
9	09:00-11:00	Mon - Fri	ATV	A Morning With Farah	Farah Hussain	0.05	6	0.4
10	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.03	4	0.3
11	09:00-10:30	Mon - Fri	PTV NEWS	Subh-a-Nau	Nazia Malik	0.02	3	0.2

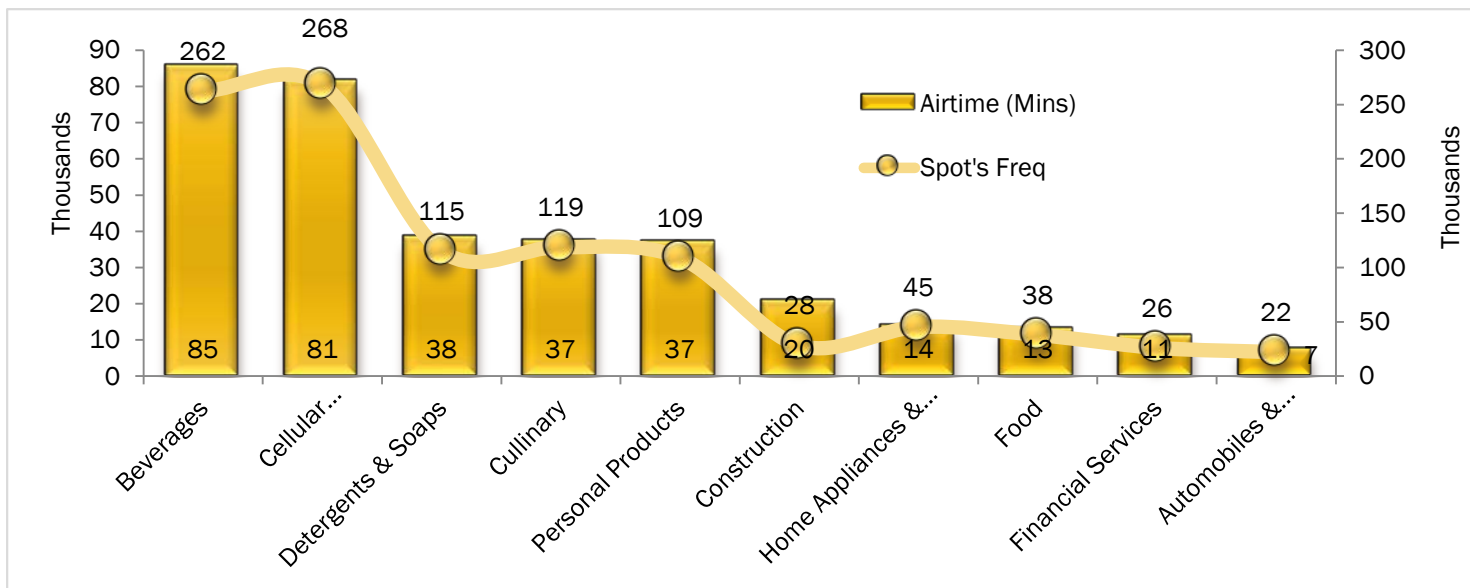
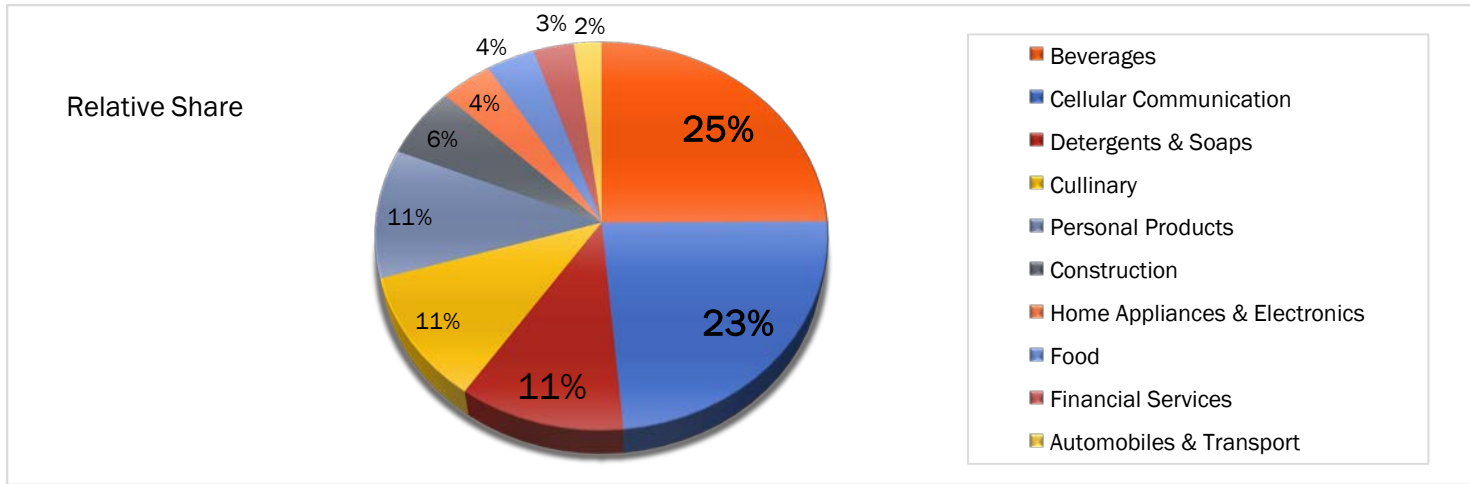
COMMERCIAL AIRTIME SUMMARY | BY GENRE

Genre-wise Airtime Share%

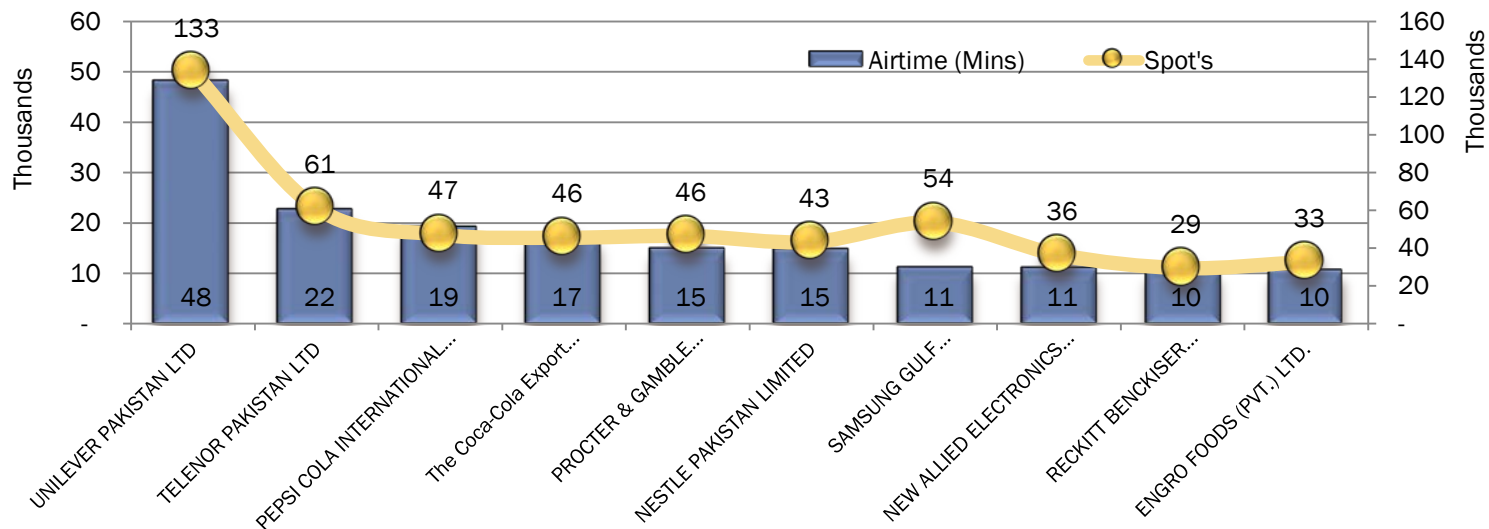
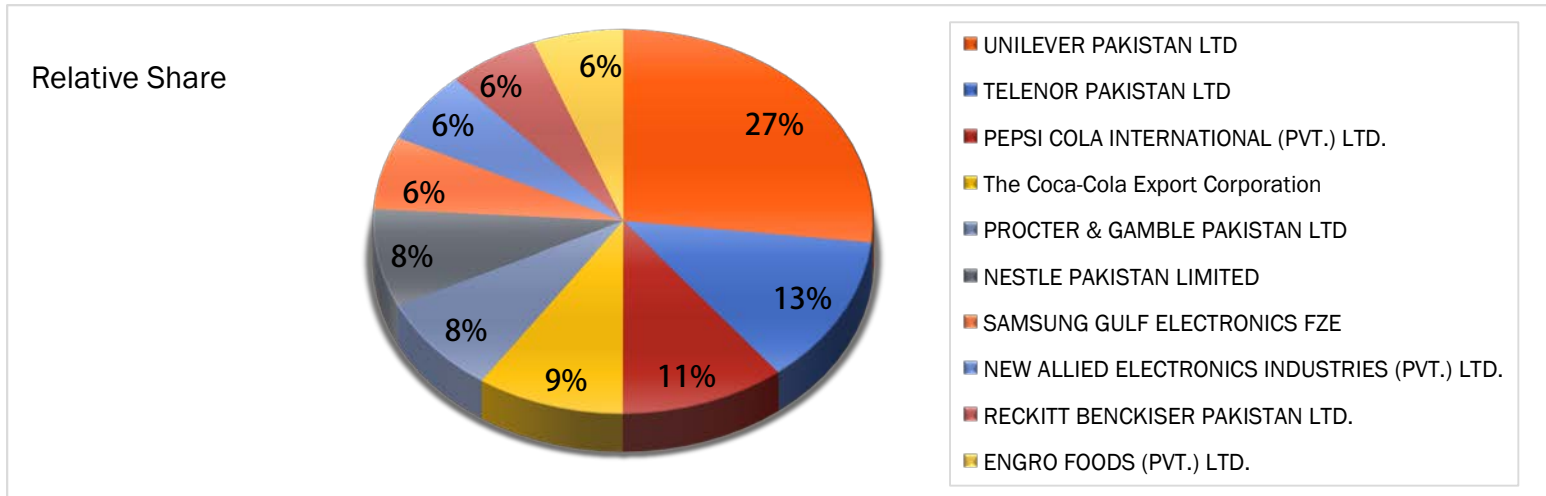


Highest CAT Share Going To News Channels

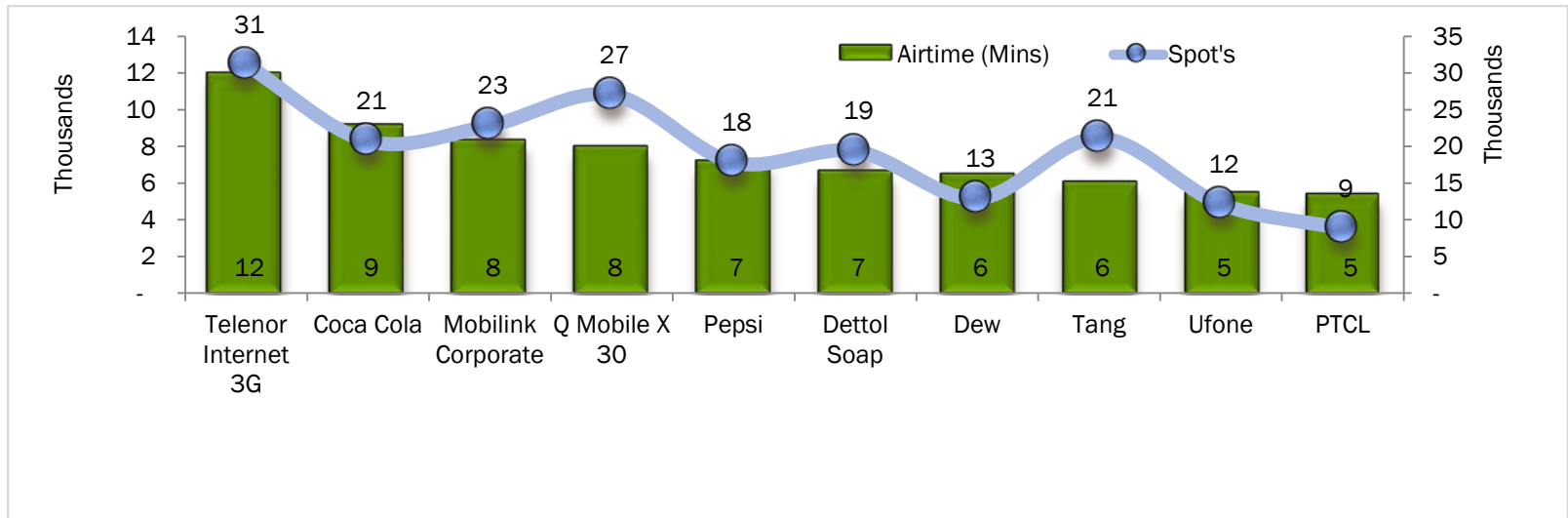
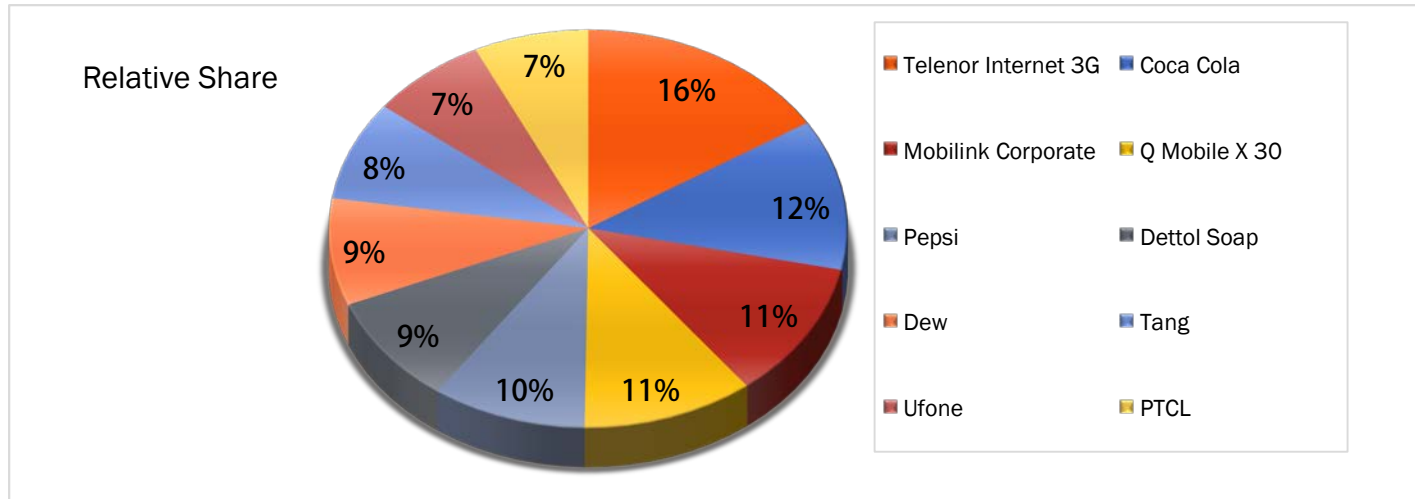
TOP 10 CATEGORIES



TOP 10 ADVERTISERS | IN TERMS OF CAT

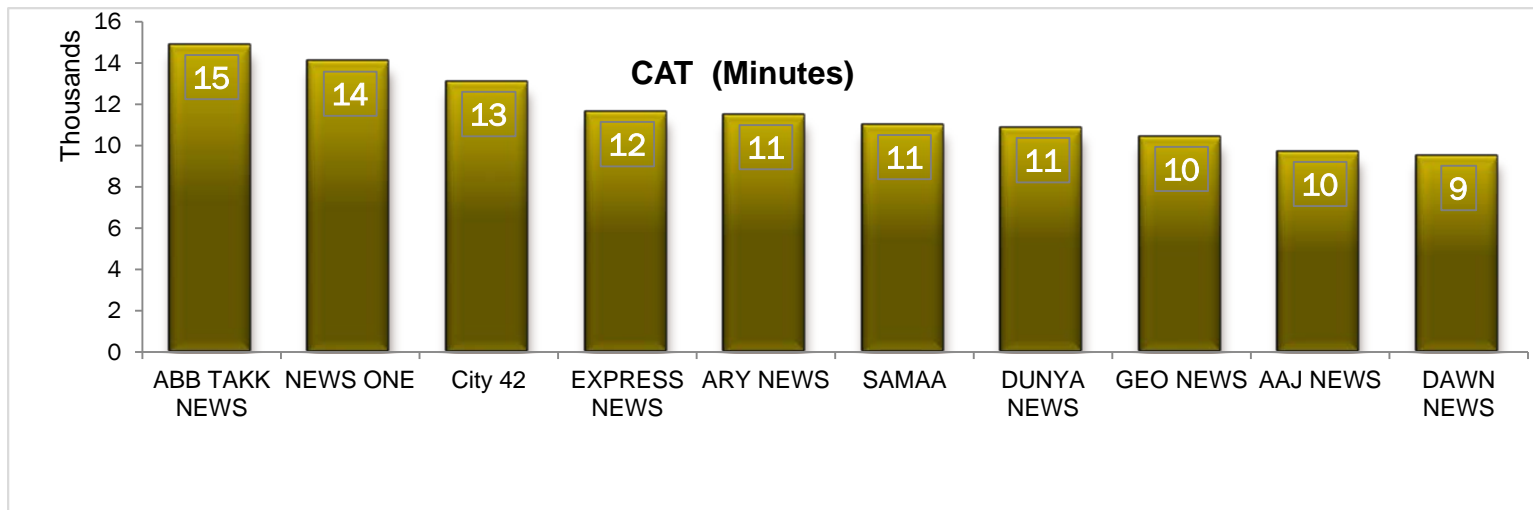
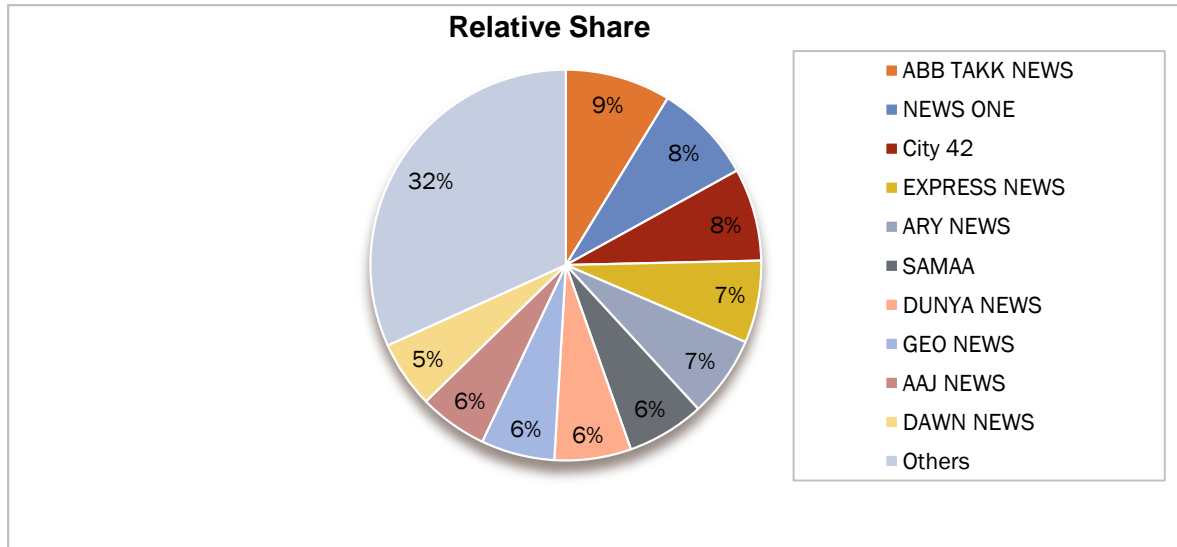


TOP 10 BRANDS



Amongst Brands, Telenor Corporate is Leading the Industry

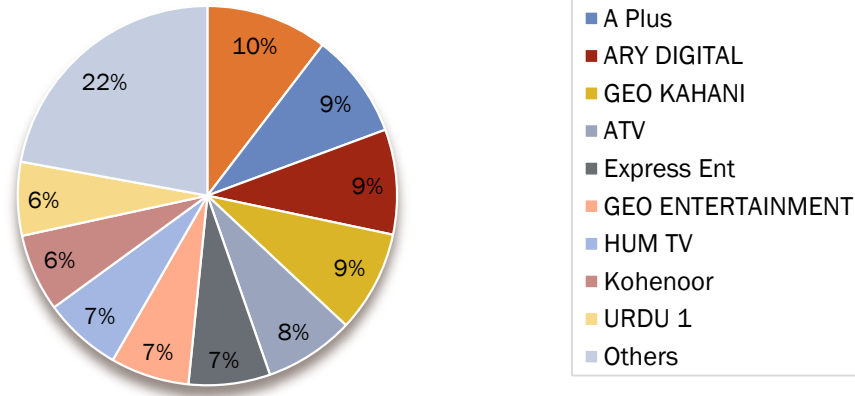
NEWS CHANNELS | CAT COMPARISON



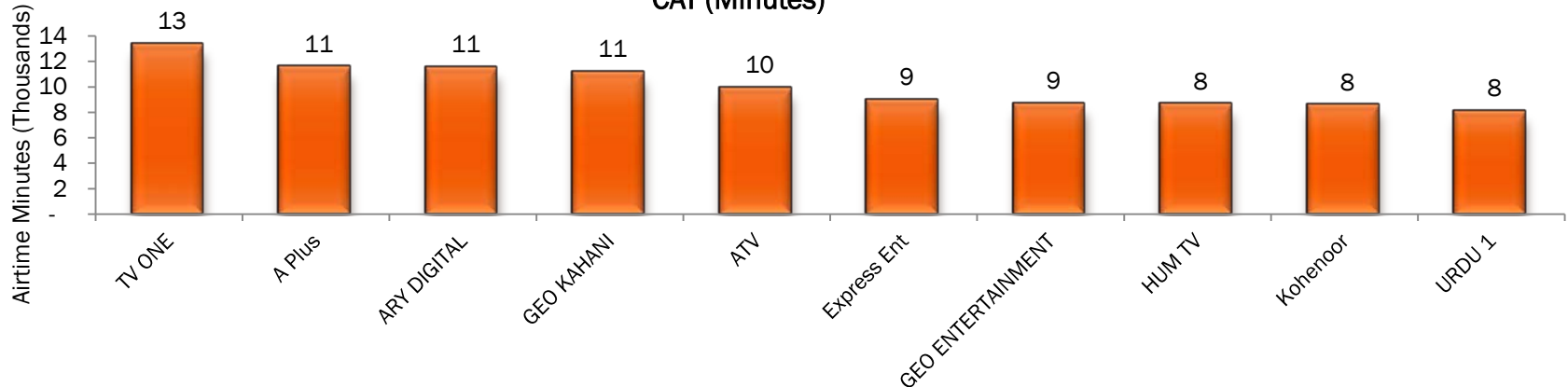
Amongst News Channels News One is Airing The Highest CAT.....

ENTERTAINMENT CHANNELS | CAT COMPARISON

Relative Share

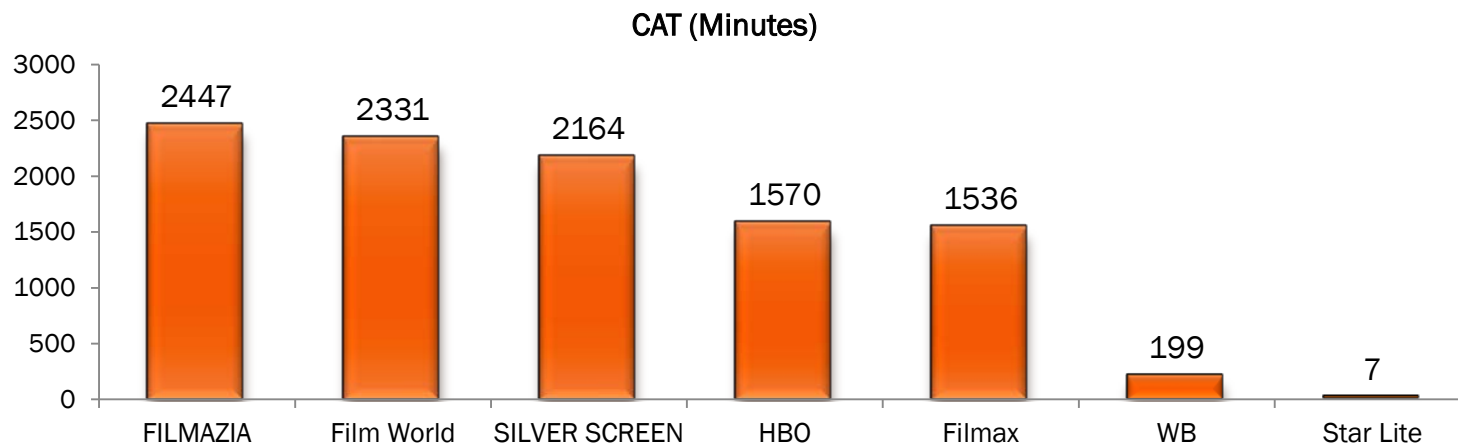
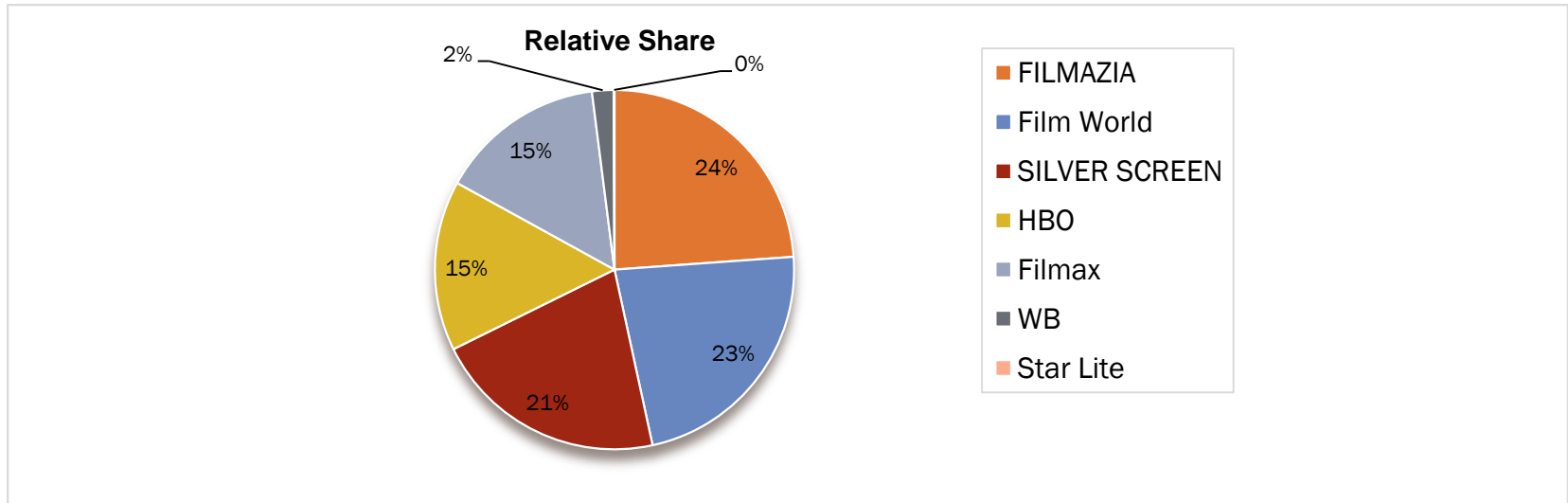


CAT (Minutes)



Amongst Entertainment Channels TV One is Airing The Highest CAT

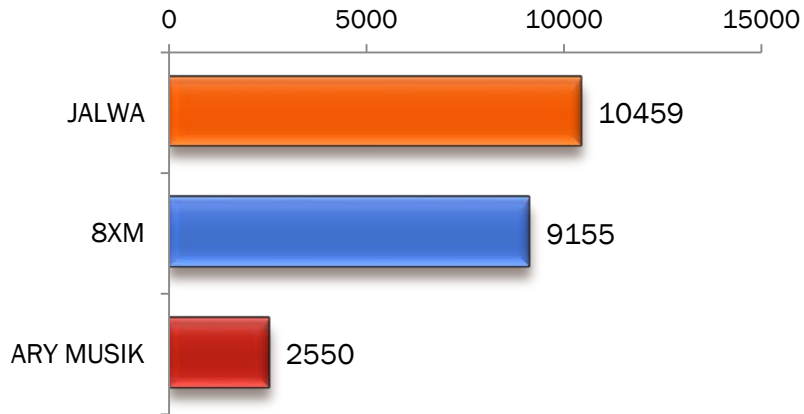
MOVIE CHANNELS | CAT COMPARISON



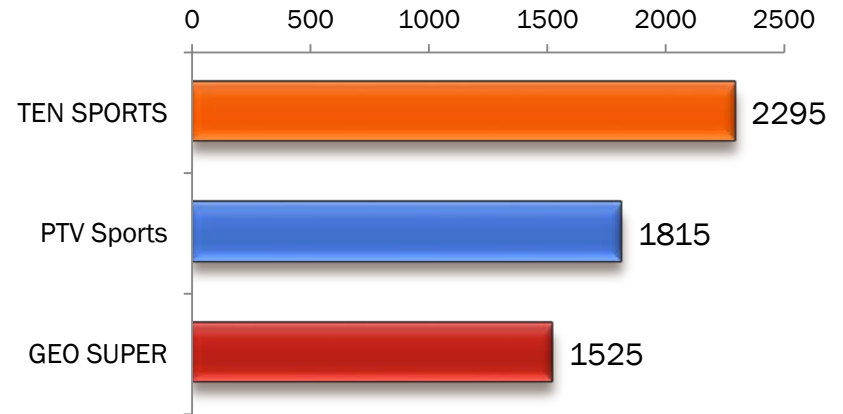
Amongst Movie Channels Film World Airing The Highest CAT

MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

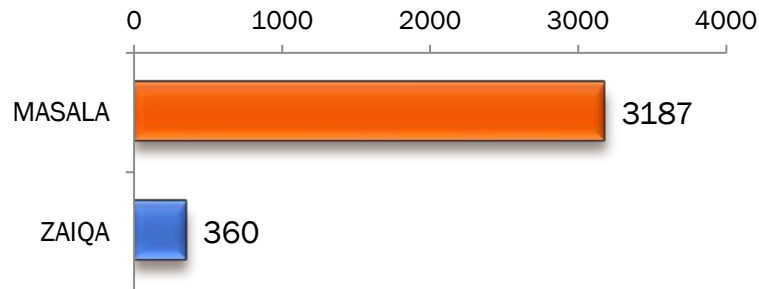
CAT (Minutes)



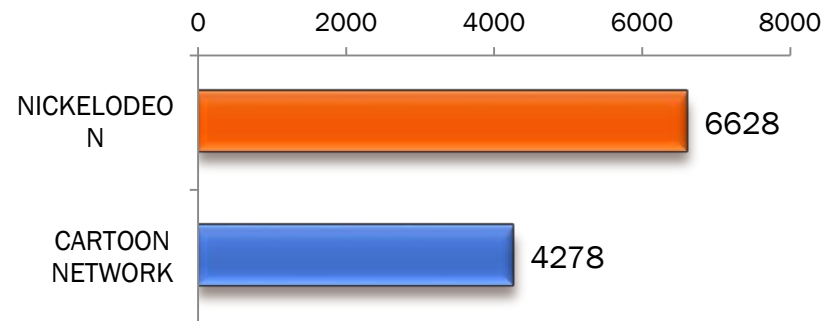
CAT (Minutes)



CAT (Minutes)



CAT (Minutes)



Thank You-----😊