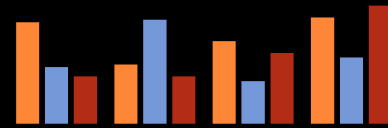
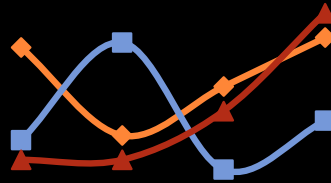
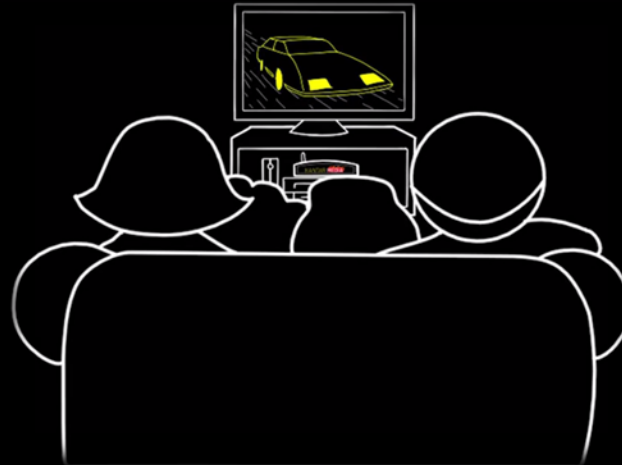


# MEDIALOGIC MONTHLY REVIEW May 2015



medialogic **KANTAR MEDIA**

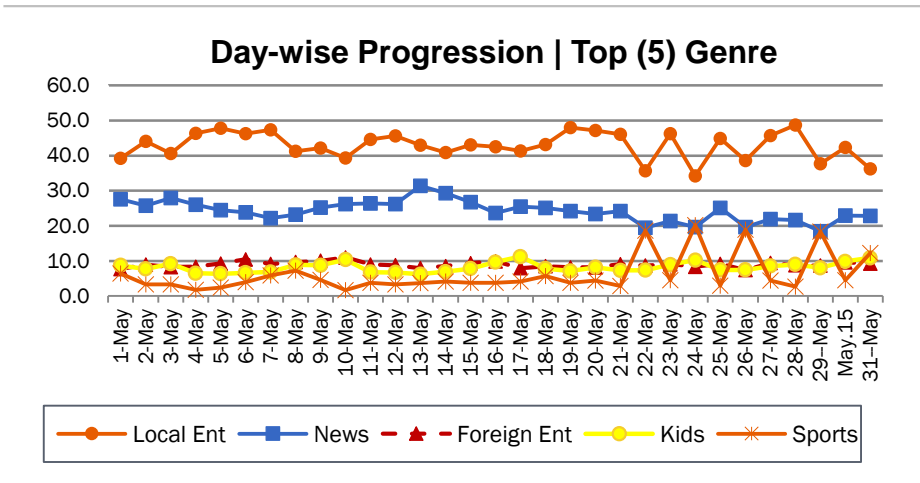
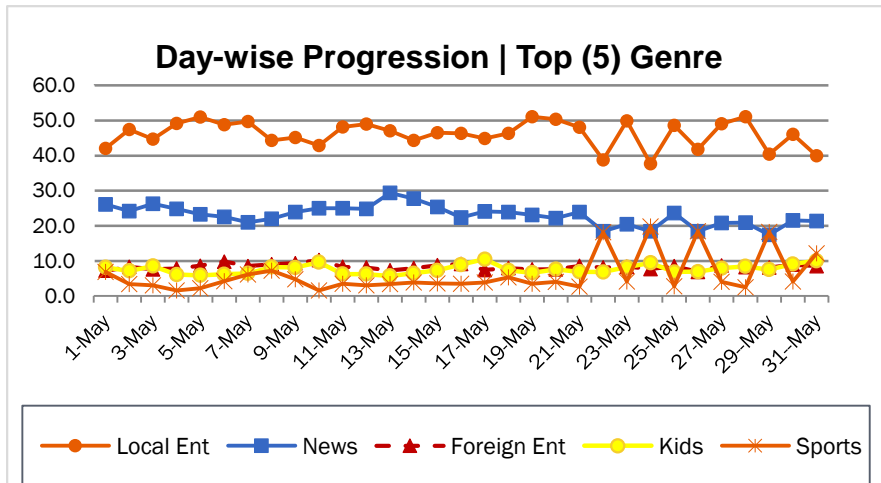
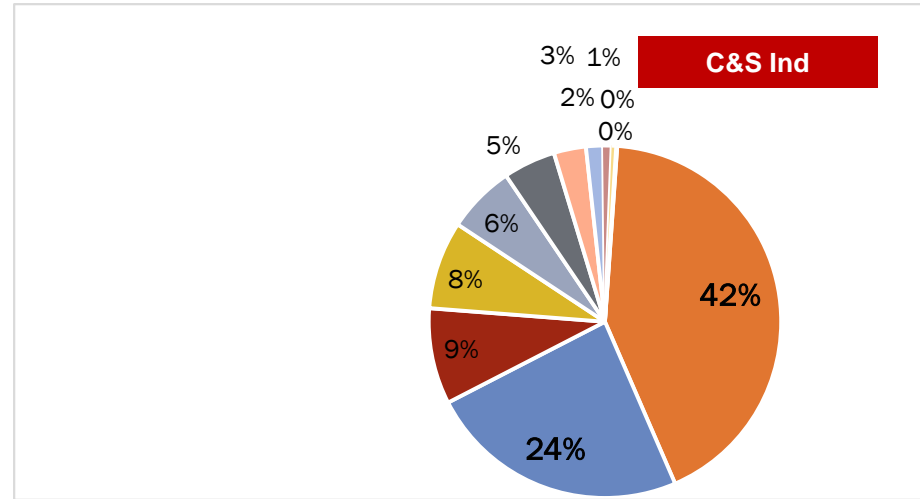
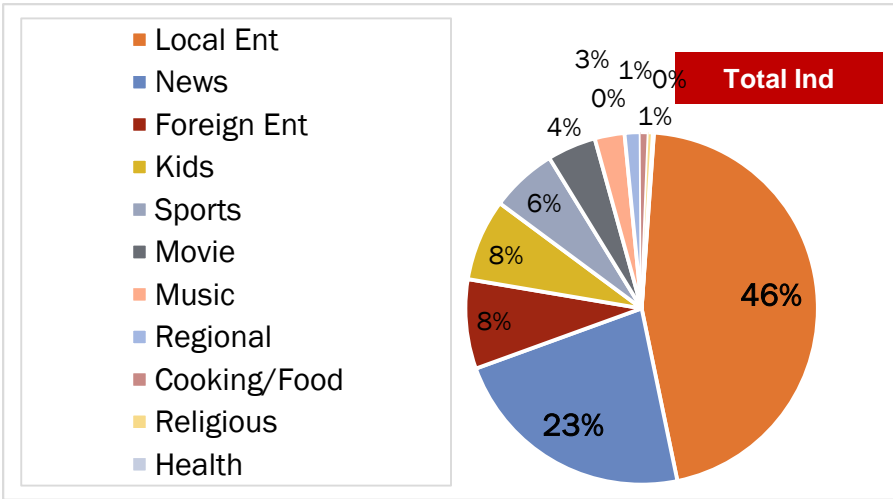
The Only Overnight TAM data providing Company in Pakistan.



# CONTENTS .....

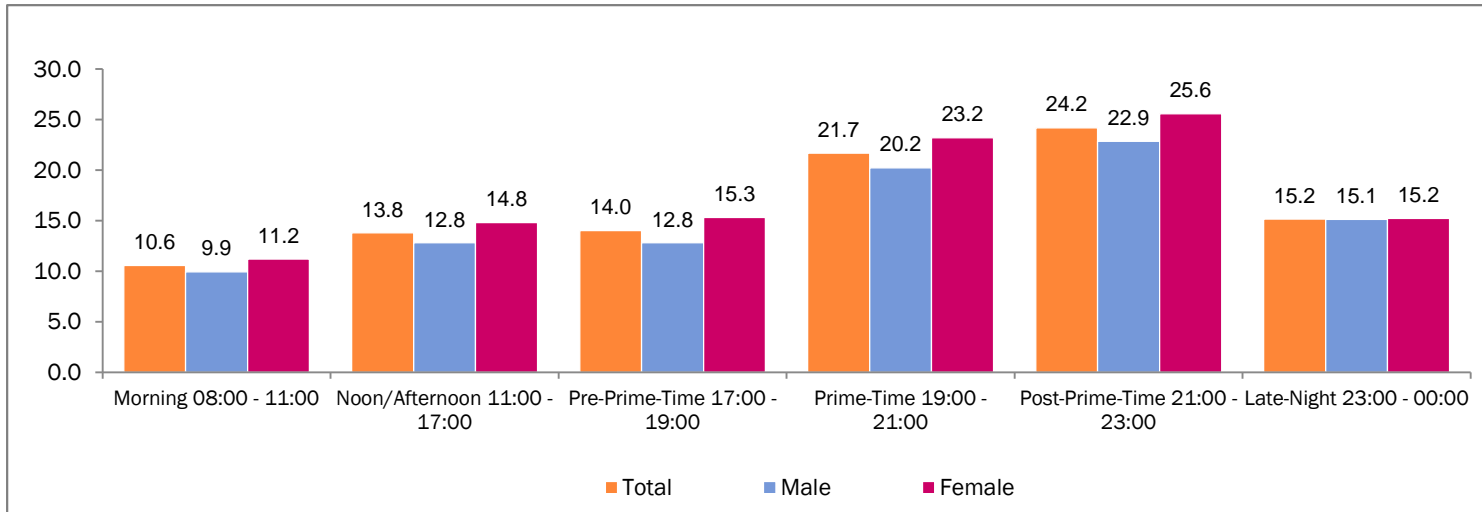
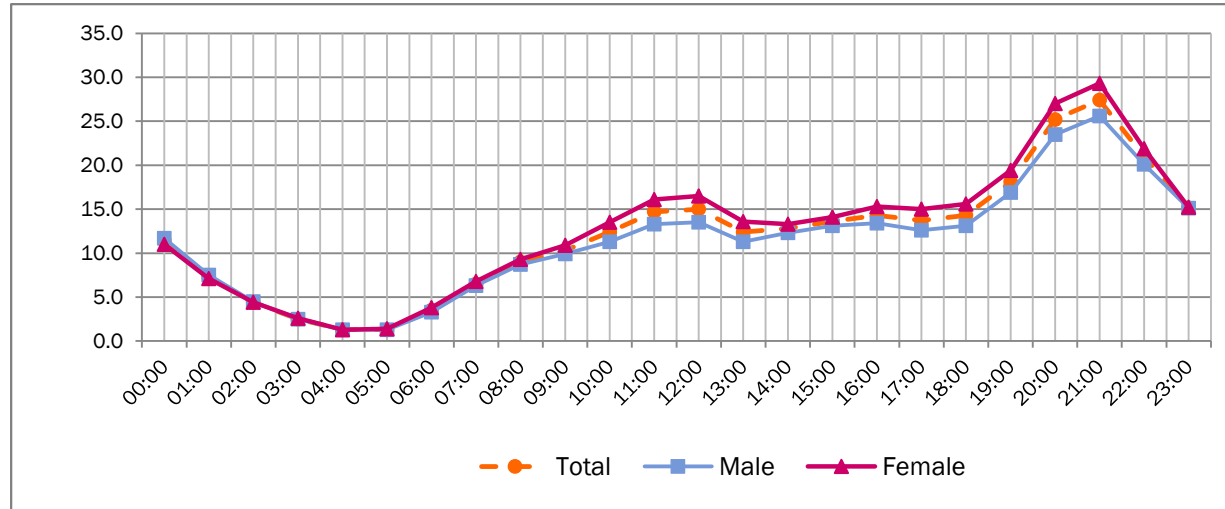
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# MARKET SHARE% | BY GENRE

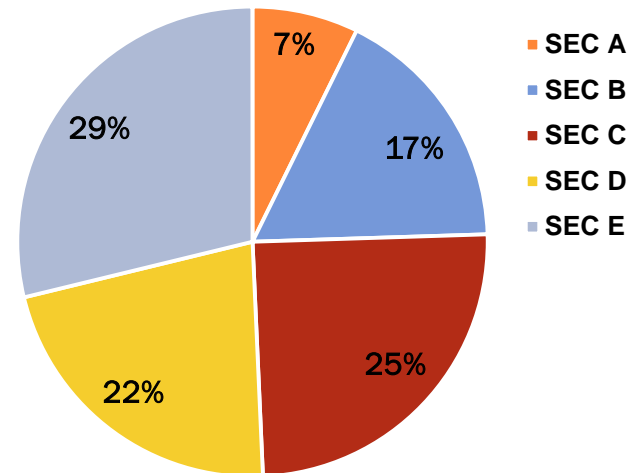
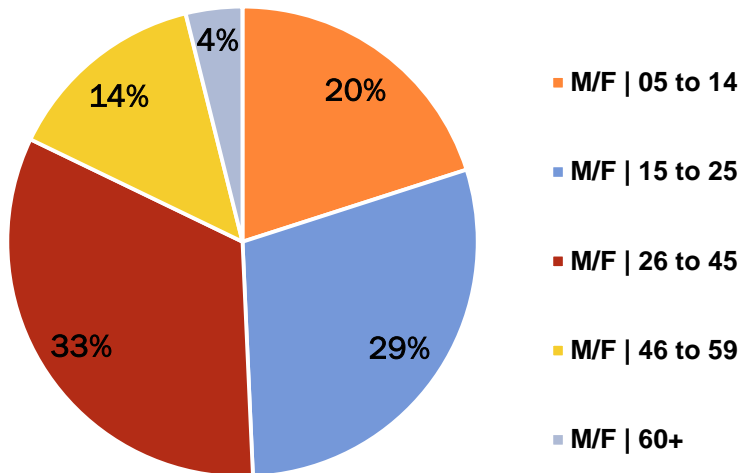


Genre-Wise market share is based on the total viewing of 90+ channels being monitored in the new system. Viewing of the In-House cable channels is not included to calculate market share.

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

## Total Ind

May.15		
Rank	Channel Name	Ratings %
1	PTV HOME	1.09
2	ATV	0.97
3	ARY DIGITAL	0.41
4	URDU 1	0.36
5	COLORS	0.32
6	GEO KAHANI	0.25
7	HUM TV	0.25
8	GEO ENTERTAINMENT	0.25
9	PTV SPORTS	0.23
10	EXP ENTERTAINMENT	0.17
11	SAMAA	0.17
12	DISNEY	0.17
13	A PLUS	0.15
14	PTV NEWS	0.15
15	TEN SPORTS	0.14

## C&S Ind

May.15		
Rank	Channel Name	Ratings %
1	ARY DIGITAL	0.59
2	URDU 1	0.51
3	COLORS	0.46
4	GEO KAHANI	0.36
5	HUM TV	0.36
6	GEO ENTERTAINMENT	0.35
7	EXP ENTERTAINMENT	0.25
8	SAMAA	0.25
9	DISNEY	0.24
10	A PLUS	0.22
11	TEN SPORTS	0.21
12	GEO NEWS	0.20
13	PTV SPORTS	0.20
14	ARY NEWS	0.20
15	EXP NEWS	0.20



# TOP 15 CHANNEL OVERALL | PAKISTAN URBAN

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

## Total Ind

May.15		
Rank	Channel Name	Ratings %
1	ARY DIGITAL	0.53
2	URDU 1	0.48
3	COLORS	0.42
4	GEO KAHANI	0.39
5	HUM TV	0.32
6	GEO ENTERTAINMENT	0.31
7	PTV HOME	0.29
8	ATV	0.25
9	DISNEY	0.24
10	EXP ENTERTAINMENT	0.24
11	A PLUS	0.24
12	SAMAA	0.21
13	PTV SPORTS	0.21
14	GEO NEWS	0.20
15	TEN SPORTS	0.19

## C&S Ind

May.15		
Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.57
2	URDU 1	0.51
3	COLORS	0.45
4	GEO KAHANI	0.42
5	HUM TV	0.34
6	GEO ENTERTAINMENT	0.33
7	DISNEY	0.26
8	EXP ENTERTAINMENT	0.26
9	A PLUS	0.25
10	SAMAA	0.23
11	GEO NEWS	0.21
12	PTV SPORTS	0.21
13	TEN SPORTS	0.20
14	ARY NEWS	0.19
15	EXP NEWS	0.19



# 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	1.09	ARY DIGITAL	0.53	ARY DIGITAL	0.76	DISNEY	0.55	GEO KAHANI	0.51	GEO KAHANI	1.19
2	ATV	0.97	URDU 1	0.48	COLORS	0.70	COLORS	0.46	PTV HOME	0.45	URDU 1	0.86
3	ARY DIGITAL	0.41	COLORS	0.42	URDU 1	0.56	EXP Ent	0.41	URDU 1	0.43	A PLUS	0.76
4	URDU 1	0.36	GEO KAHANI	0.39	GEO Ent	0.49	ARY DIGITAL	0.39	ARY DIGITAL	0.43	ARY DIGITAL	0.65
5	COLORS	0.32	HUM TV	0.32	HUM TV	0.42	URDU 1	0.34	ATV	0.41	EXP Ent	0.54
6	GEO KAHANI	0.25	GEO Ent	0.31	SAMAA	0.40	8XM	0.29	DISNEY	0.29	CN	0.45
7	HUM TV	0.25	PTV HOME	0.29	ARY NEWS	0.27	HUM TV	0.28	COLORS	0.29	HUM TV	0.42
8	GEO Ent	0.25	ATV	0.25	TEN SPORTS	0.24	TV ONE	0.26	A PLUS	0.29	GEO Ent	0.39
9	PTV SPORTS	0.23	DISNEY	0.24	STAR PLUS	0.22	GEO NEWS	0.24	HUM TV	0.27	NICK	0.36
10	EXP Ent	0.17	EXP Ent	0.24	EXP NEWS	0.20	PTV SPORTS	0.24	GEO Ent	0.22	PTV SPORTS	0.32
11	SAMAA	0.17	A PLUS	0.24	EXP ENT	0.19	EXP NEWS	0.23	GEO NEWS	0.20	GEO NEWS	0.31
12	DISNEY	0.17	SAMAA	0.21	PTV SPORTS	0.19	GEO Ent	0.23	PTV SPORTS	0.18	ARY ZINDAGI	0.29
13	A PLUS	0.15	PTV SPORTS	0.21	DAWN NEWS	0.18	GEO KAHANI	0.22	SAMAA	0.16	TV ONE	0.27
14	PTV NEWS	0.15	GEO NEWS	0.20	GEO KAHANI	0.18	DUNYA NEWS	0.22	TEN SPORTS	0.15	EXP NEWS	0.25
15	TEN SPORTS	0.14	TEN SPORTS	0.19	AAJ NEWS	0.17	A PLUS	0.21	CN	0.15	TEN SPORTS	0.24



# 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	ARY DIGITAL	0.59	ARY DIGITAL	0.57	ARY DIGITAL	0.76	DISNEY	0.55	GEO KAHANI	0.57	GEO KAHANI	1.19
2	URDU 1	0.51	URDU 1	0.51	COLORS	0.70	COLORS	0.46	URDU 1	0.48	URDU 1	0.86
3	COLORS	0.46	COLORS	0.45	URDU 1	0.56	EXP ENT	0.41	ARY DIGITAL	0.48	A PLUS	0.76
4	GEO KAHANI	0.36	GEO KAHANI	0.42	GEO Ent	0.49	ARY DIGITAL	0.39	DISNEY	0.33	ARY DIGITAL	0.65
5	HUM TV	0.36	HUM TV	0.34	HUM TV	0.42	URDU 1	0.34	COLORS	0.32	EXP ENT	0.54
6	GEO Ent	0.35	GEO Ent	0.33	SAMAA	0.40	8XM	0.29	A PLUS	0.32	CN	0.45
7	EXP ENT	0.25	DISNEY	0.26	ARY NEWS	0.27	HUM TV	0.28	HUM TV	0.30	HUM TV	0.42
8	SAMAA	0.25	EXP ENT	0.26	TEN SPORTS	0.24	TV ONE	0.26	GEO Ent	0.25	GEO Ent	0.39
9	DISNEY	0.24	A PLUS	0.25	STAR PLUS	0.22	GEO NEWS	0.24	GEO NEWS	0.23	NICK	0.36
10	A PLUS	0.22	SAMAA	0.23	EXP NEWS	0.20	PTV SPORTS	0.24	PTV SPORTS	0.18	PTV SPORTS	0.32
11	TEN SPORTS	0.21	GEO NEWS	0.21	EXP ENT	0.19	EXP NEWS	0.23	SAMAA	0.18	GEO NEWS	0.31
12	GEO NEWS	0.20	PTV SPORTS	0.21	PTV SPORTS	0.19	GEO Ent	0.23	TEN SPORTS	0.17	ARY ZINDAGI	0.29
13	PTV SPORTS	0.20	TEN SPORTS	0.20	DAWN NEWS	0.18	GEO KAHANI	0.22	CN	0.17	TV ONE	0.27
14	ARY NEWS	0.20	ARY NEWS	0.19	GEO KAHANI	0.18	DUNYA NEWS	0.22	STAR PLUS	0.16	EXP NEWS	0.25
15	EXP NEWS	0.20	EXP NEWS	0.19	AAJ NEWS	0.17	A PLUS	0.21	FILMAZIA	0.15	TEN SPORTS	0.24

# ENTERTAINMENT CHANNELS – 24 HOURS

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

## Total Ind

May.15

Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.53
2	URDU 1	0.48
3	COLORS	0.42
4	GEO KAHANI	0.39
5	HUM TV	0.32
6	GEO ENTERTAINMENT	0.31
7	PTV HOME	0.29
8	ATV	0.25
9	EXP ENTERTAINMENT	0.24
10	A PLUS	0.24

## C&S Ind

May.15

Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.57
2	URDU 1	0.51
3	COLORS	0.45
4	GEO KAHANI	0.42
5	HUM TV	0.34
6	GEO ENTERTAINMENT	0.33
7	EXP ENTERTAINMENT	0.26
8	A PLUS	0.25
9	STAR PLUS	0.15
10	TV ONE	0.14

# Entertainment

# ENTERTAINMENT CHANNELS – PRIME TIME (19.00-22.00)

GEO Kahani is leading on Prime Time followed by Colors on both Total and C&S Ind .....

Total Ind			C&S Ind		
May.15			May.15		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	GEO KAHANI	1.32	1	GEO KAHANI	1.41
2	COLORS	1.29	2	COLORS	1.38
3	ARY DIGITAL	1.21	3	ARY DIGITAL	1.30
4	URDU 1	1.10	4	URDU 1	1.17
5	PTV HOME	0.85	5	HUM TV	0.88
6	HUM TV	0.82	6	A PLUS	0.76
7	ATV	0.72	7	GEO ENTERTAINMENT	0.66
8	A PLUS	0.71	8	EXP ENTERTAINMENT	0.58
9	GEO ENTERTAINMENT	0.61	9	TV ONE	0.35
10	EXP ENTERTAINMENT	0.54	10	STAR PLUS	0.31

# Entertainment

# TOP NEWS CHANNELS - 24 HOURS

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

Total Ind		
May-15		
Rank	Channel Name	Ratings%
1	SAMAA	0.21
2	GEO NEWS	0.20
3	ARY NEWS	0.18
4	EXP NEWS	0.18
5	DUNYA NEWS	0.14
6	ABB TAKK	0.12
7	DAWN NEWS	0.10
8	AAJ NEWS	0.09
9	NEWS ONE	0.08
10	NINETY 2 NEWS	0.06

C&S Ind		
May-15		
Rank	Channel Name	Ratings%
1	SAMAA	0.23
2	GEO NEWS	0.21
3	ARY NEWS	0.19
4	EXP NEWS	0.19
5	DUNYA NEWS	0.15
6	ABB TAKK	0.13
7	DAWN NEWS	0.11
8	AAJ NEWS	0.10
9	NEWS ONE	0.08
10	NINETY 2 NEWS	0.07



# TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

EXP NEWS is on top during prime time followed by GEO News.

## Total Ind

May-15

Rank	Channel Name	Ratings%
1	EXP NEWS	0.41
2	GEO NEWS	0.40
3	SAMAA	0.36
4	ARY NEWS	0.31
5	DUNYA NEWS	0.23
6	AAJ NEWS	0.22
7	DAWN NEWS	0.21
8	ABB TAKK	0.20
9	NEWS ONE	0.16
10	NINETY 2 NEWS	0.11

## C&S Ind

May-15

Rank	Channel Name	Ratings%
1	EXP NEWS	0.44
2	GEO NEWS	0.43
3	SAMAA	0.39
4	ARY NEWS	0.33
5	DUNYA NEWS	0.25
6	AAJ NEWS	0.23
7	DAWN NEWS	0.22
8	ABB TAKK	0.22
9	NEWS ONE	0.18
10	NINETY 2 NEWS	0.12



# MUSIC CHANNELS

C&S Ind

May | 2015

Rank	Channel Name	TRPs	Relative Share%
1	8XM	194	60%
2	JALWA	111	35%
3	ARY MUSIK	13	4%
4	VIBE TV	3	1%
....	Grand Total	320	100%

**8XM\***

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

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



## Total Ind

May -15

Rank	Channel Name	TRPs	Relative Share%
1	PTV SPORTS	347	57%
2	TEN SPORTS	214	35%
3	GEO SUPER	45	7%

## C&S Ind

May-15

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	306	46%
2	PTV SPORTS	301	45%
3	GEO SUPER	65	10%

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



## Total Ind

May -15

	Channel Name	TRPs	Relative Share%
1	PTV SPORTS	318	48%
2	TEN SPORTS	284	43%
3	GEO SUPER	62	9%

## C&S Ind

May-15

	Channel Name	TRPs	Relative Share%
1	PTV SPORTS	309	45%
2	TEN SPORTS	305	45%
3	GEO SUPER	67	10%

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



# Movie Channels

Filmazia captures 1<sup>st</sup> Position on both 24 hours and prime time

## 24 Hours | C&S Ind

May.15

Rank	Channel Name	Ratings%
1	FILMAZIA	0.13
2	FILM WORLD	0.07
3	FILMAX	0.07
4	HBO	0.04
5	WB	0.01
6	RAAVI TV	0.01
7	ARUJ TV	0.01
8	SILVER SCREEN	0.01
9	STAR MOVIES	0.01
10	STAR LITE TV	0.00

## Prime Time | 20.00-00.00 | C&S Ind

May.15

Rank	Channel Name	Ratings%
1	FILMAZIA	0.33
2	FILMAX	0.12
3	FILM WORLD	0.09
4	HBO	0.07
5	WB	0.03
6	RAAVI TV	0.02
7	ARUJ TV	0.02
8	SILVER SCREEN	0.01
9	STAR MOVIES	0.01
10	STAR LITE TV	0.00

# FOOD CHANNELS



Masala tops the chart with 81 TRPs during the month of May

## C&S Ind

May-15

Rank	Channel Name	TRPs	Relative Share%
1	<b>MASALA TV</b>	<b>81</b>	<b>95%</b>
2	<b>ZAIQA</b>	<b>4</b>	<b>5%</b>
..	<b>Grand Total</b>	<b>85</b>	<b>100%</b>



## DISNEY Holds 44% Of Kids Channels Viewership

C&S Ind			
May-15			
Rank	Channel	TRPs	Relative Share%
1	DISNEY	388	44%
2	CN	257	29%
3	POGO	123	14%
4	NICK	111	13%
....	Grand Total	880	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	0.10	APNA CHANNEL	0.14	APNA CHANNEL	0.06	AVT KHYBER	0.15	PTV BOLAN	0.12
2	KTN	0.01	KAY2	0.01	KTN	0.03	AVT KHYBER NEWS	0.05	KASHISH	0.04
3	AVT KHYBER	0.01	PUNJAB TV	0.01	KTN NEWS	0.02	PTV NATIONAL	0.03	AVT KHYBER	0.03
4	KTN NEWS	0.01	AVT KHYBER	0.00	KASHISH	0.01	PASHTO 1	0.03	VSH NEWS	0.01
5	PTV BOLAN	0.01	PTV BOLAN	0.00	MEHRAN TV	0.01	PTV BOLAN	0.01	KAY2	0.01
6	KASHISH	0.01	WASEB	0.00	AWAZ	0.01	KASHISH	0.00	KTN NEWS	0.01
7	KAY2	0.01	PASHTO 1	0.00	SINDH TV NEWS	0.00	KAY2	0.00	AVT KHYBER NEWS	0.00
8	AVT KHYBER NEWS	0.00	PTV NATIONAL	0.00	SINDH TV	0.00	APNA CHANNEL	0.00	AWAZ	0.00
9	PUNJAB TV	0.00	KTN	0.00	PTV BOLAN	0.00	WASEB	0.00	PTV NATIONAL	0.00
10	PASHTO 1	0.00	KASHISH	0.00	DHARTI TV	0.00	KTN	0.00	WASEB	0.00
11	PTV NATIONAL	0.00	AVT KHYBER NEWS	0.00	AVT KHYBER	0.00	AWAZ	0.00	KTN	0.00
12	MEHRAN TV	0.00	SINDH TV	0.00	PUNJAB TV	0.00	PUNJAB TV	0.00	PASHTO 1	0.00
13	AWAZ	0.00	AWAZ	0.00	VSH NEWS	0.00	KTN NEWS	0.00	MEHRAN TV	0.00
14	SINDH TV	0.00	KTN NEWS	0.00	AVT KHYBER NEWS	0.00	VSH NEWS	0.00	PUNJAB TV	0.00
15	SINDH TV NEWS	0.00	DHARTI TV	0.00	KAY2	0.00	SINDH TV	0.00	SINDH TV NEWS	0.00
16	WASEB	0.00	MEHRAN TV	0.00	PASHTO 1	0.00	MEHRAN TV	0.00	APNA CHANNEL	0.00
17	VSH NEWS	0.00	SINDH TV NEWS	0.00	WASEB	0.00	SINDH TV NEWS	0.00	SINDH TV	0.00
18	DHARTI TV	0.00	VSH NEWS	0.00	PTV NATIONAL	0.00	DHARTI TV	0.00	DHARTI TV	0.00

# TOP PROGRAMS | OVERALL

**GEO Kahani's Kumkum Bhagya hits 4.92 ratings on total Ind on 6<sup>th</sup> May.....**

## Top Programs | Total Individuals

May-15

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	6-May-15	GEO KAHANI	<b>KumKum Bhagya</b>	<b>4.92</b>	<b>1,727</b>	<b>13.10</b>
2	28-May-15	GEO KAHANI	Sheharzaad	4.61	1,639	12.40
3	25-May-15	URDU 1	Sath Nibhana Sathiya	3.69	1,515	22.00
4	30-May-15	URDU 1	Ye Hain Mohabbatein	3.21	1,302	17.40
5	17-May-15	ARY DIGITAL	Jeeto Pakistan	3.10	1,128	11.40
6	6-May-15	URDU 1	Yeh Rishta Kia Kehlata Hai	2.95	1,249	9.20
7	11-May-15	GEO KAHANI	Pratibha	2.84	1,041	8.80
8	28-May-15	GEO KAHANI	Jodha Akbar	2.77	1,037	8.70
9	4-May-15	ARY DIGITAL	Dosri Biwi	2.56	909	7.60
10	6-May-15	URDU 1	Diya Aur Bati Hum	2.54	1,090	8.40

\*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 hits 5.27 ratings on C&S Ind on 6<sup>th</sup> May...

## Top Programs | C&S Individuals

May-15

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	6-May-15	GEO KAHANI	<b>Kumkum Bhagya</b>	<b>5.27</b>	<b>1,727</b>	<b>14.00</b>
2	28-May-15	GEO KAHANI	Sheharzaad	4.95	1,639	13.70
3	25-May-15	URDU 1	Sath Nibhana Sathiya	3.96	1,515	22.60
4	30-May-15	URDU 1	Yeh Hain Mohabbatein	3.44	1,302	18.20
5	17-May-15	ARY DIGITAL	Jeeto Pakistan	3.32	1,128	12.10
6	6-May-15	URDU 1	Yeh Rishta Kia Kehlata Hai	3.16	1,249	9.80
7	11-May-15	GEO KAHANI	Pratibha	3.05	1,041	9.40
8	28-May-15	GEO KAHANI	Jodha Akbar	2.97	1,037	9.40
9	4-May-15	ARY DIGITAL	Dosri Biwi	2.75	909	8.20
10	6-May-15	URDU 1	Diya Aur Bati Hum	2.72	1,090	9.00



\*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

May-15

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share%
1	13-May-15	EXP NEWS	Kal Tak	1.065	421.0	4.3
2	5-May-15	GEO NEWS	Aaj Shahzaib Khanzada Ke Saath	1.019	428.0	4.3
3	12-May-15	ARY NEWS	Off The Record	0.967	370.0	3.4
4	25-May-15	GEO NEWS	Jirga	0.967	353.0	5.3
5	2-May-15	SAMAA	News Beat	0.936	338.0	3.3
6	13-May-15	SAMAA	Awaaz	0.935	338.0	3.4
7	11-May-15	SAMAA	Nadeem Malik Live	0.843	328.0	3.1
8	3-May-15	AAJ NEWS	Aaj Rana Mubashir Kay Saath	0.778	277.0	2.9
9	14-May-15	ARY NEWS	11th Hour	0.770	285.0	4.4
10	3-May-15	GEO NEWS	Aapas Ki Baat Najam Sethi Kay Saath	0.710	260.0	2.7



# 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	0.94	130	6.7
2	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.61	84	4.6
3	09:00-11:30	Mon - Fri	EXP ENT	Satrungi	Javeria Saud	0.54	74	3.8
4	08.30-11.30	Mon - Fri	GEO ENT	Subha Pakistan	Aamir Liaqat	0.47	65	3.5
5	09:00-11:00	Mon - Fri	ATV	A Morning With Farah	Farah Hussain	0.40	55.00	3
6	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.29	40	2.2
7	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.24	34	1.8
8	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samma Kay Sath	Sahir Lodhi	0.22	30	1.6
9	09:00-11:00	Mon - Fri	A PLUS	Good Morning Zindagi	Noor	0.16	22	1.2
10	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.07	10	0.5
11	09:00-10:30	Mon - Fri	PTV NEWS	Subh-a-Nau	Nazia Malik	0.03	4	0.2

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



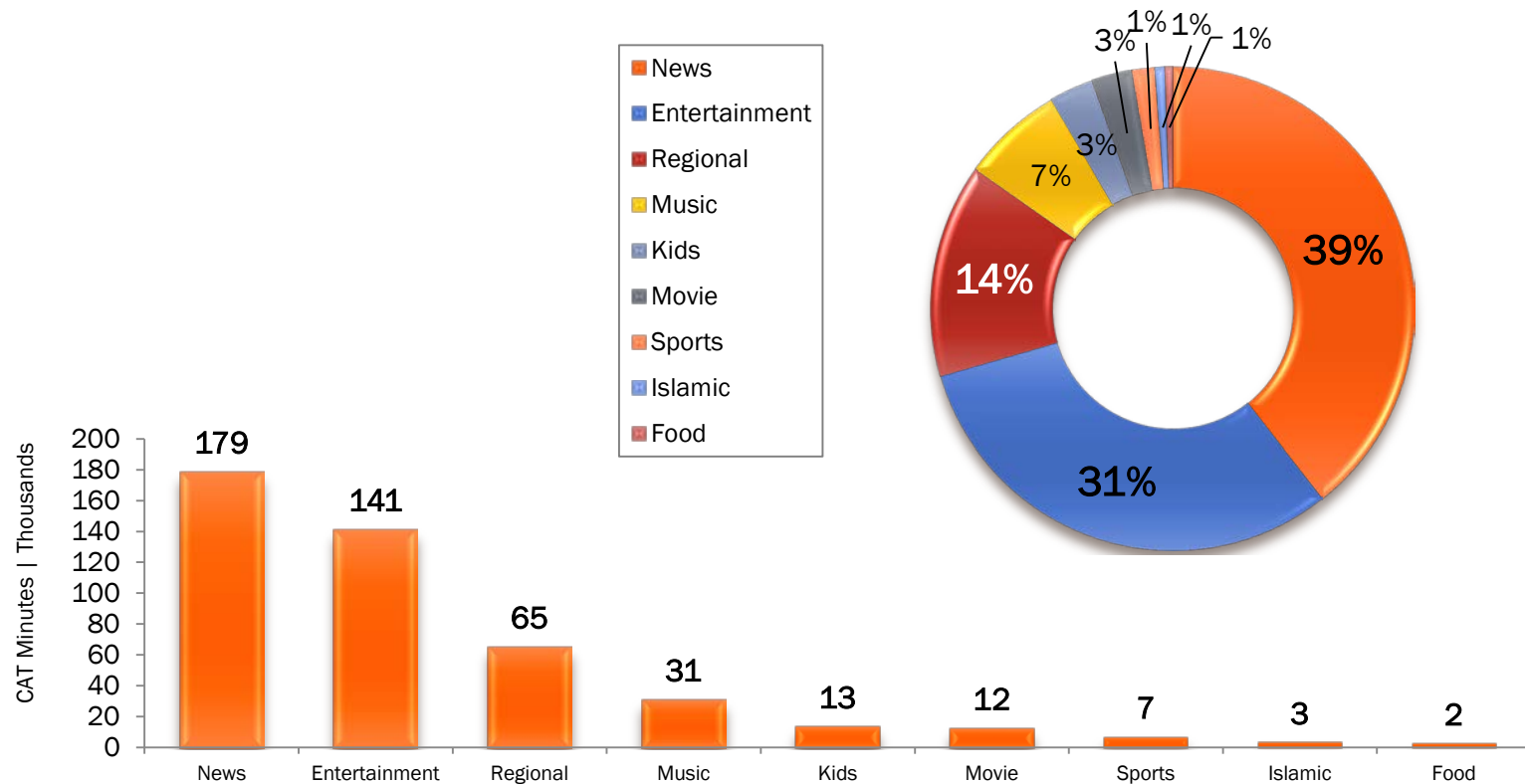
# MORNING SHOWS | FEMALE 15-45 C&S

ARY Digital's "Good Morning Pakistan" leading on Females 15 - 45 C&S followed by HUM TV's "Jaago Pakistan 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	1.01	130	7.1
2	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.65	84	4.8
3	09:00-11:30	Mon - Fri	EXP ENT	Satrungi	Javeria Saud	0.57	74	4.0
4	08.30-11.30	Mon - Fri	GEO ENT	Subha Pakistan	Aamir Liaqat	0.50	65	3.7
5	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.26	34	1.9
6	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samma Kay Sath	Sahir Lodhi	0.23	30	1.7
7	09:00-11:00	Mon - Fri	A PLUS	Good Morning Zindagi	Noor	0.17	22	1.3
8	09:00-11:00	Mon - Fri	ATV	A Morning With Farah	Farah Hussain	0.08	10	0.6
9	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.07	10	0.6
10	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.04	6	0.3
11	09:00-10:30	Mon - Fri	PTV NEWS	Subh-a-Nau	Nazia Malik	0.01	1	0.0

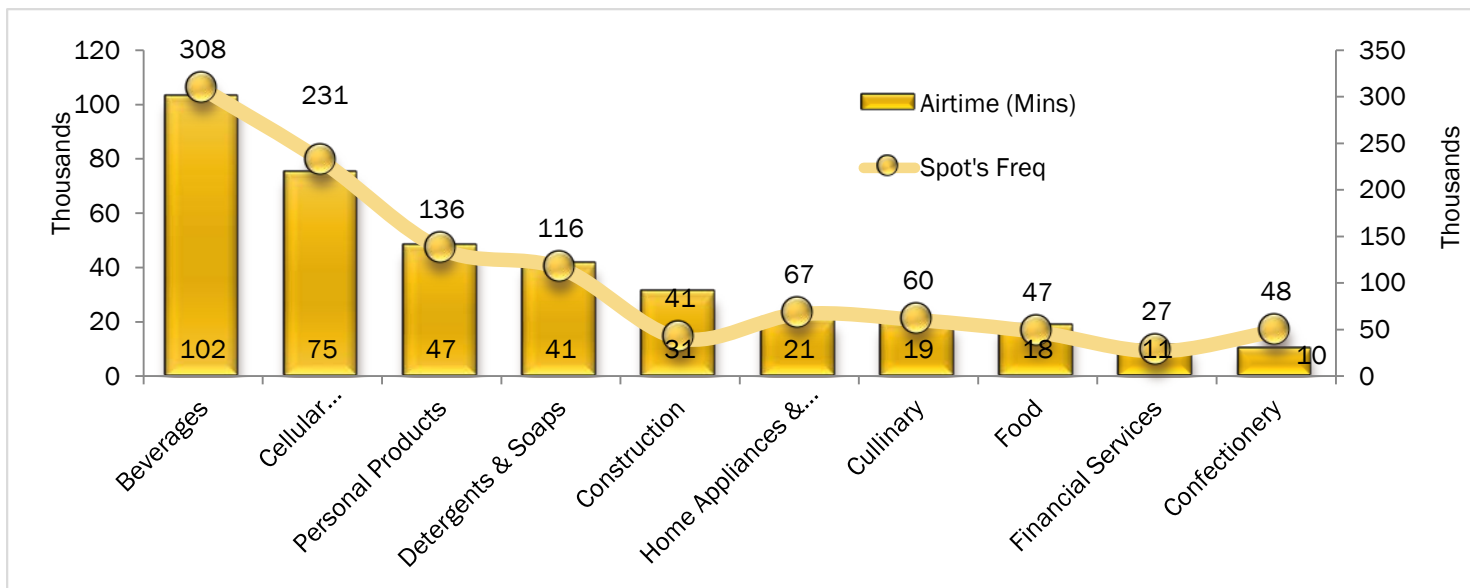
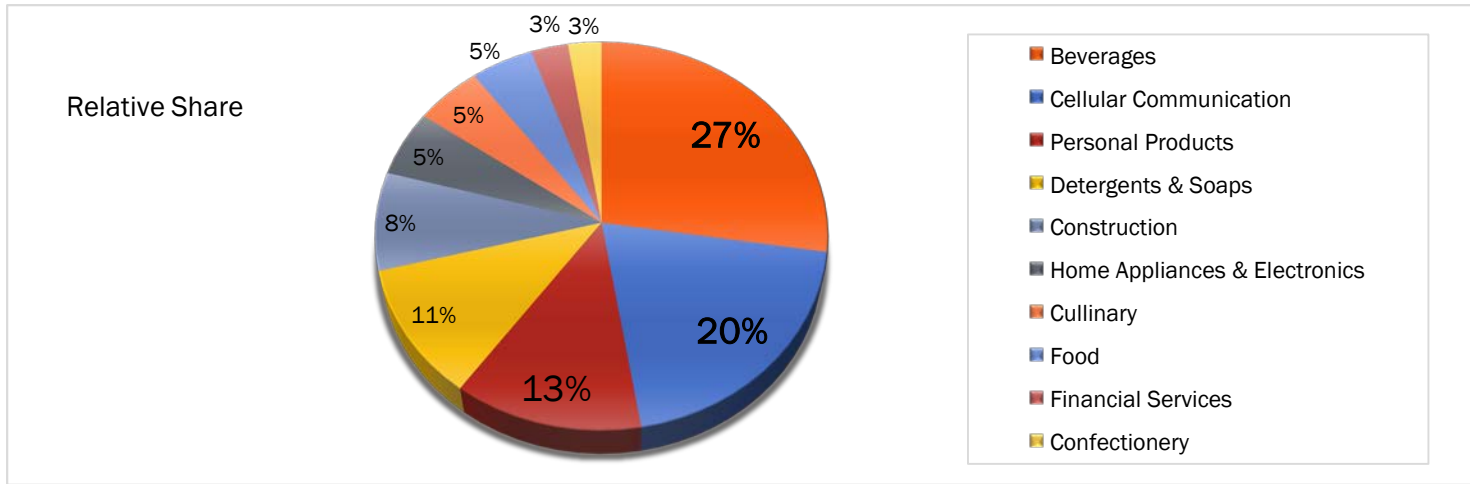
# COMMERCIAL AIRTIME SUMMARY | BY GENRE

Genre-wise Airtime Share%

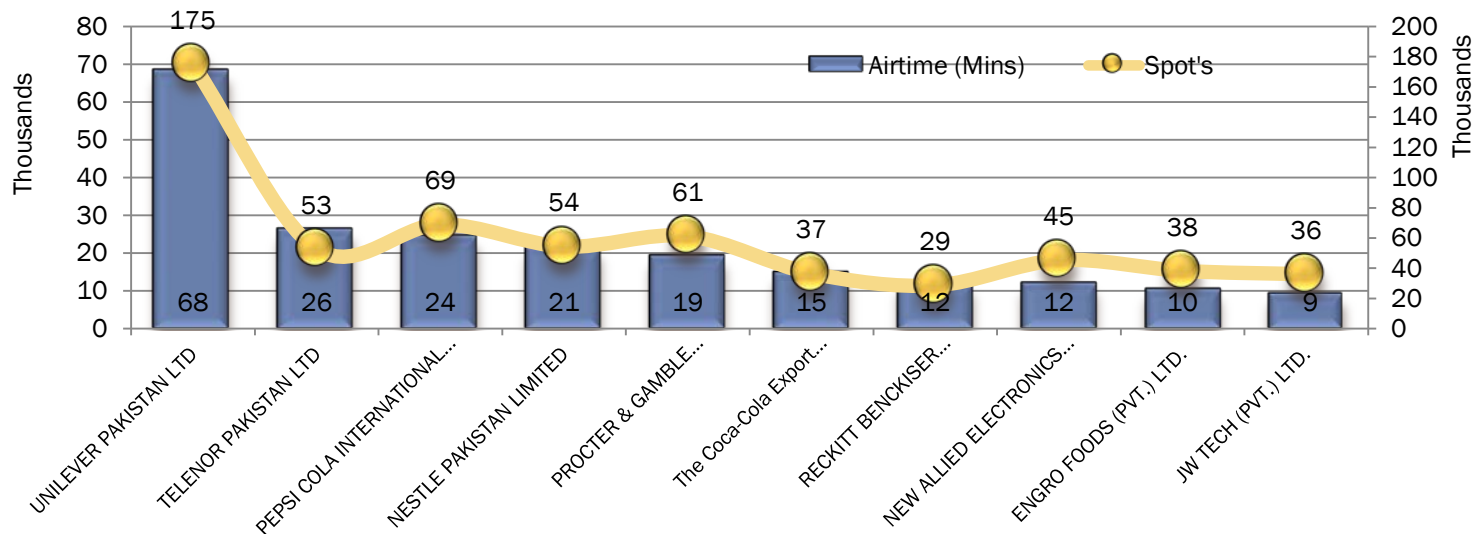
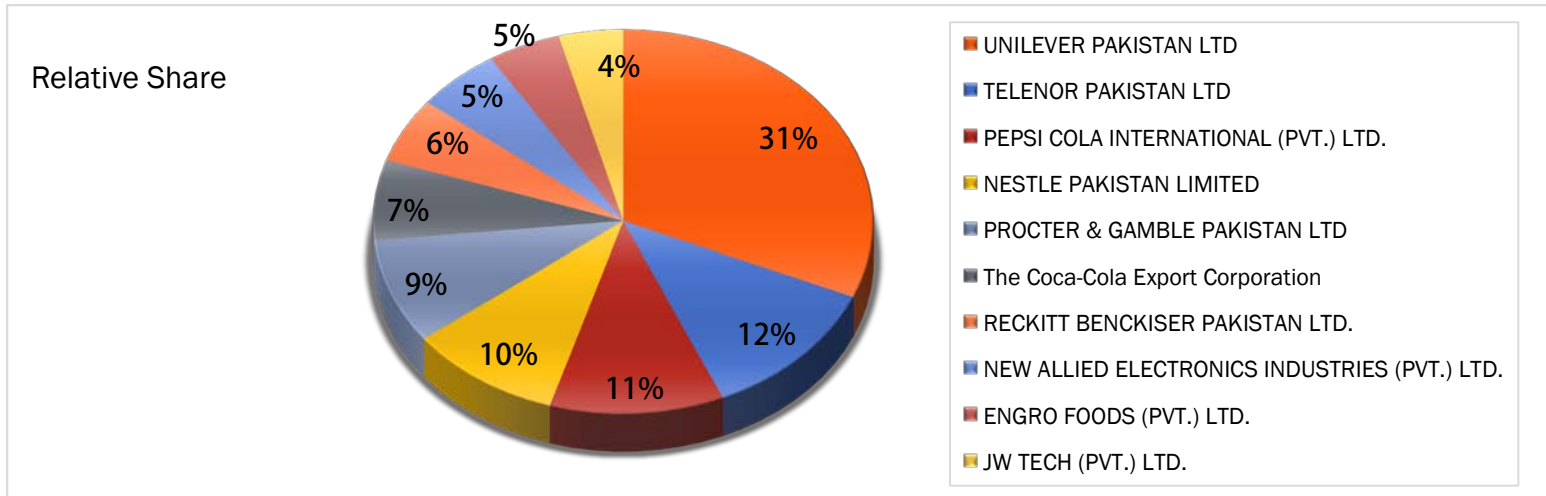


Highest CAT Share Going To News Channels

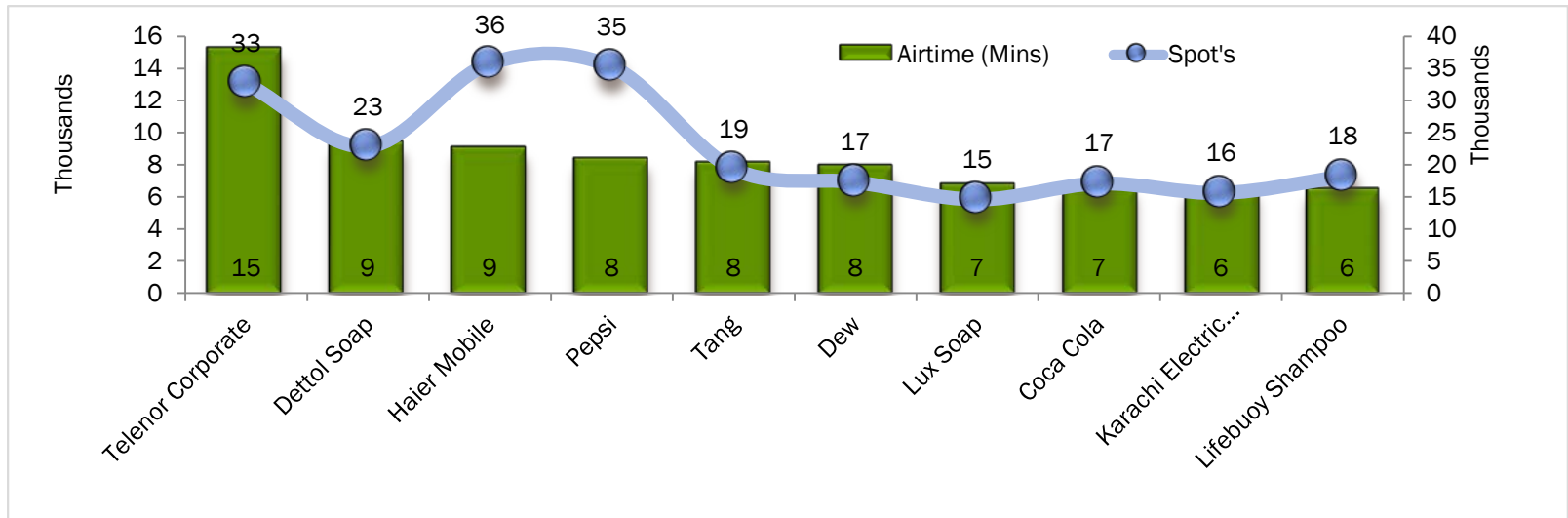
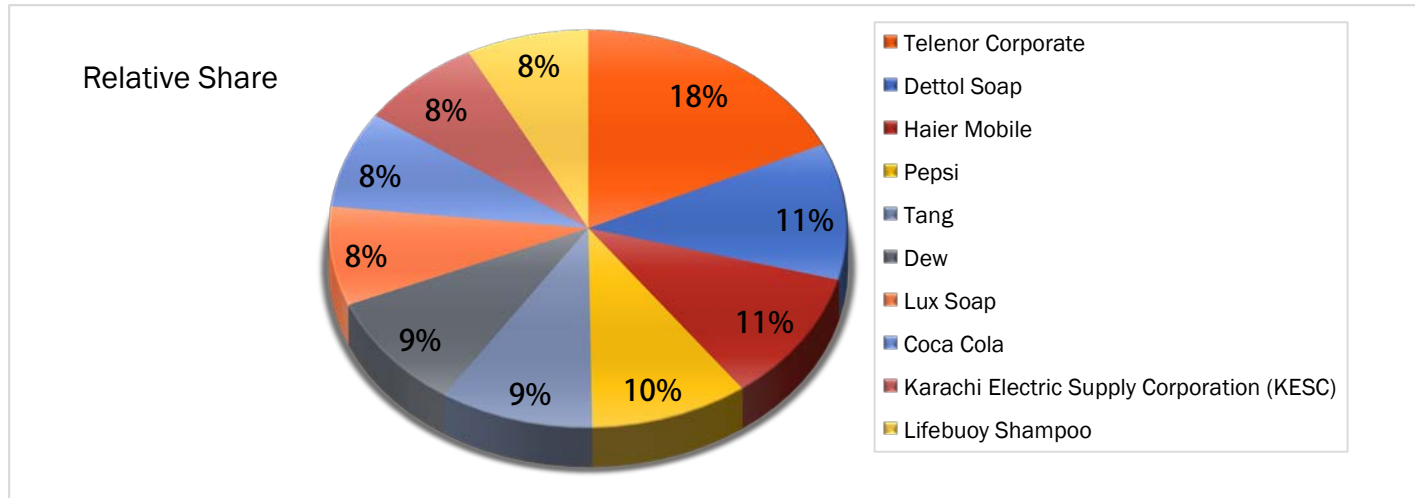
# TOP 10 CATEGORIES



# TOP 10 ADVERTISERS | IN TERMS OF CAT

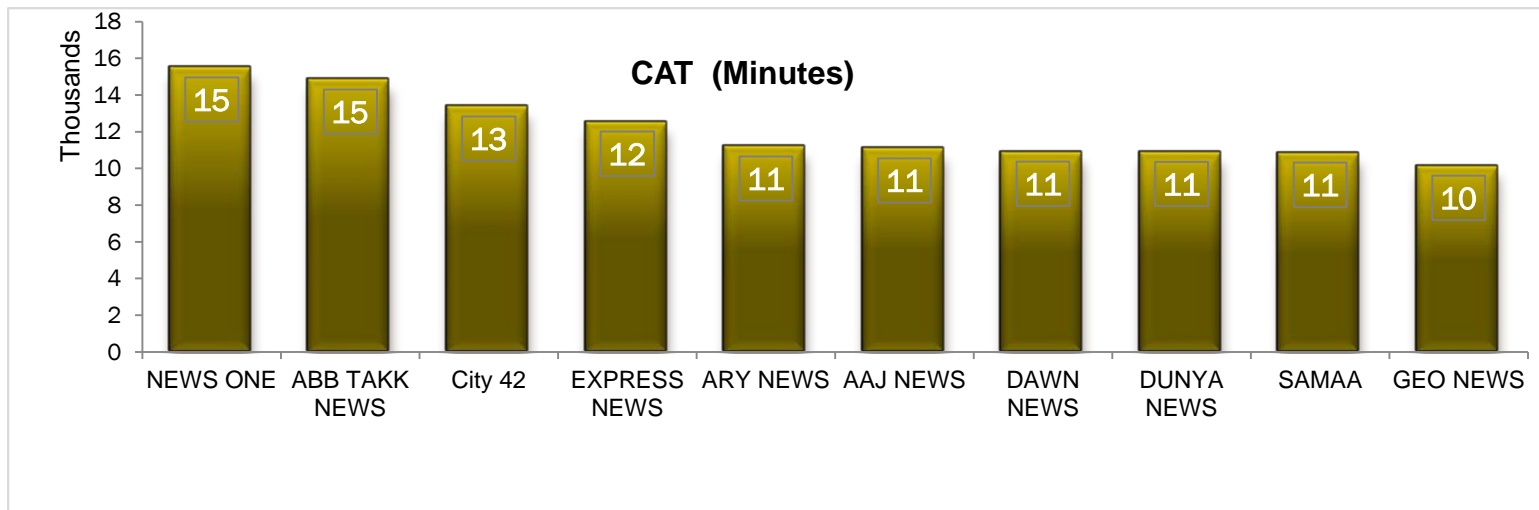
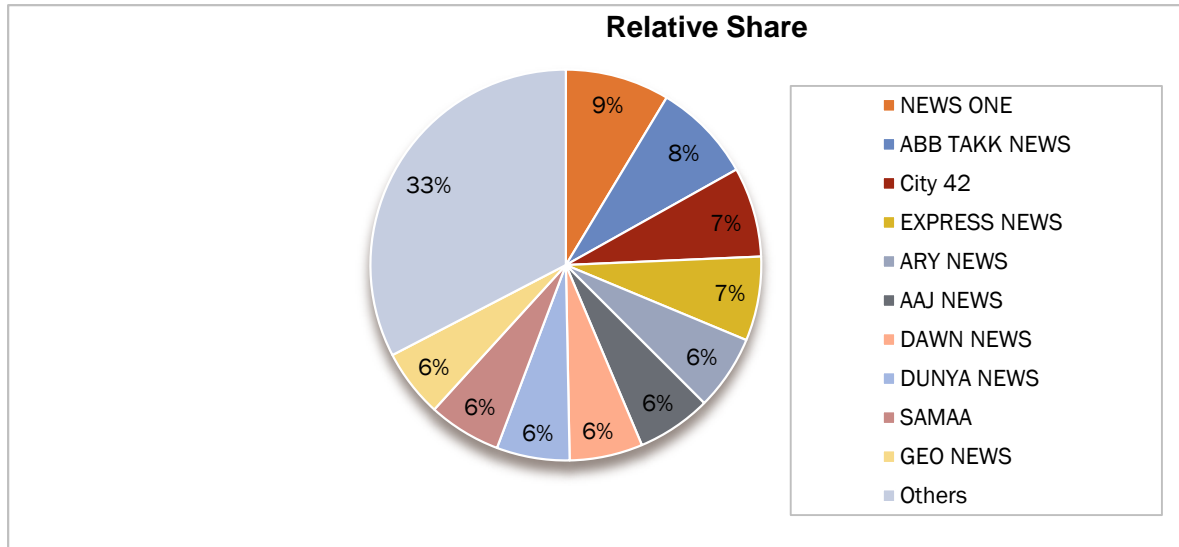


# TOP 10 BRANDS



Amongst Brands, Telenor Corporate is Leading the Industry

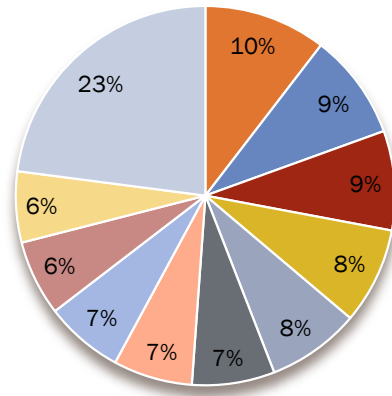
# NEWS CHANNELS | CAT COMPARISON



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

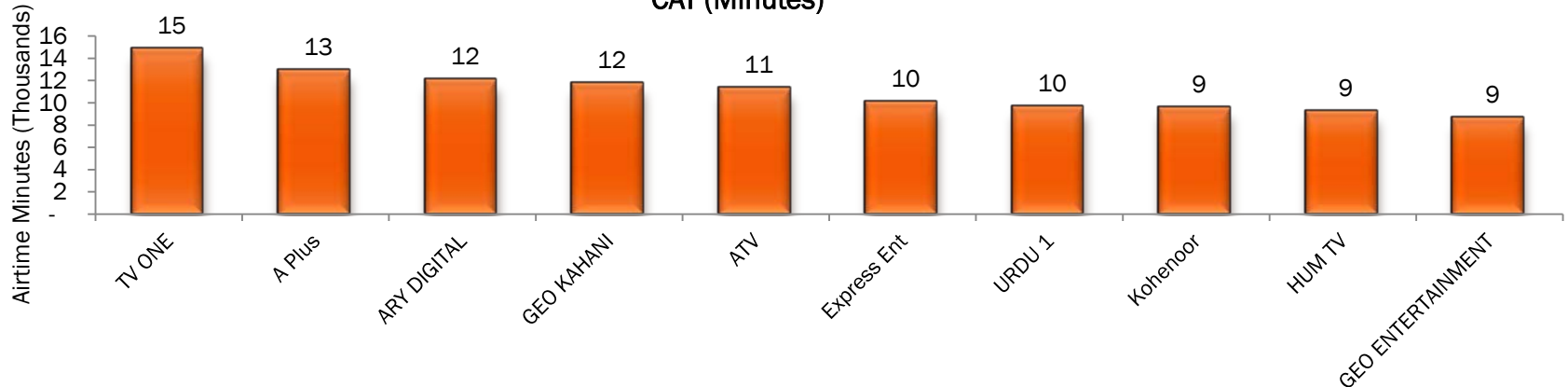
# ENTERTAINMENT CHANNELS | CAT COMPARISON

Relative Share



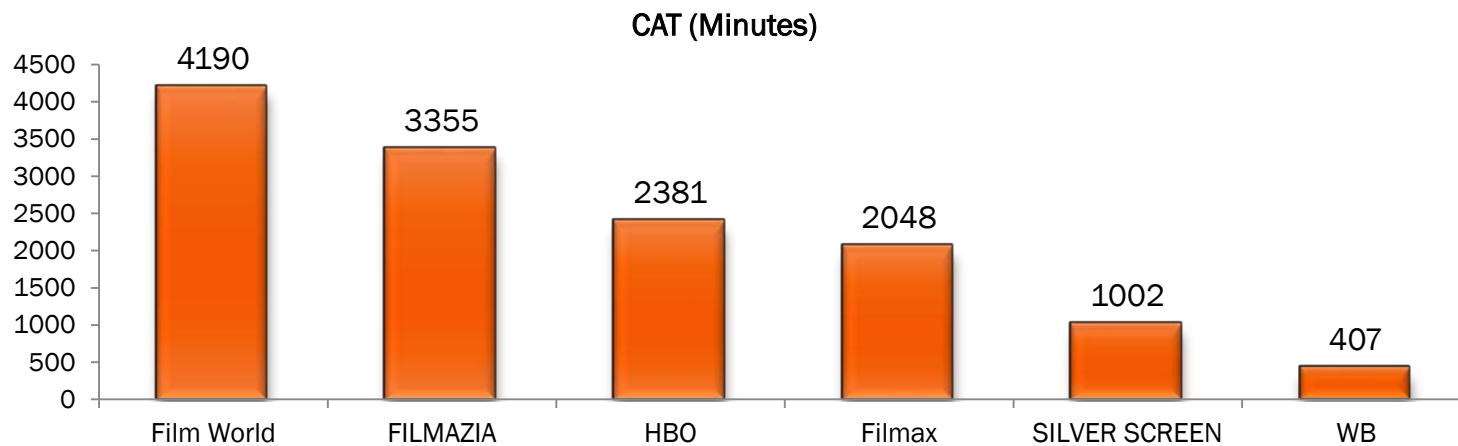
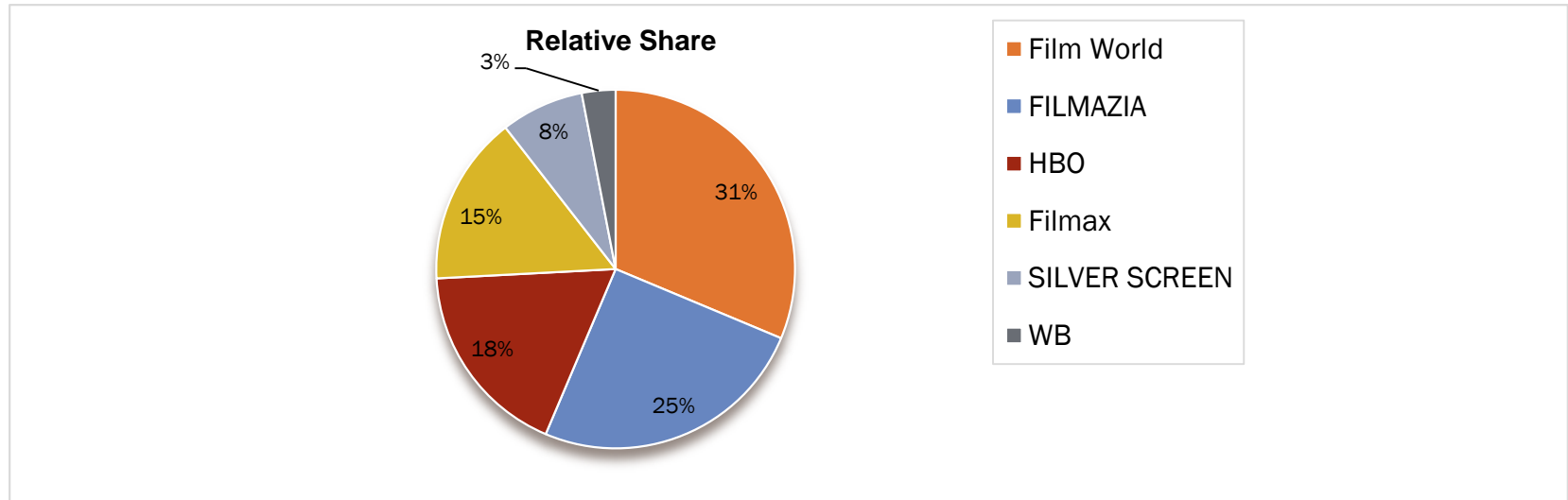
- TV ONE
- A Plus
- ARY DIGITAL
- GEO KAHANI
- ATV
- Express Ent
- URDU 1
- Kohenoor
- HUM TV
- GEO ENTERTAINMENT
- Others

CAT (Minutes)



Amongst Entertainment Channels TV One is Airing The Highest CAT

# MOVIE CHANNELS | CAT COMPARISON

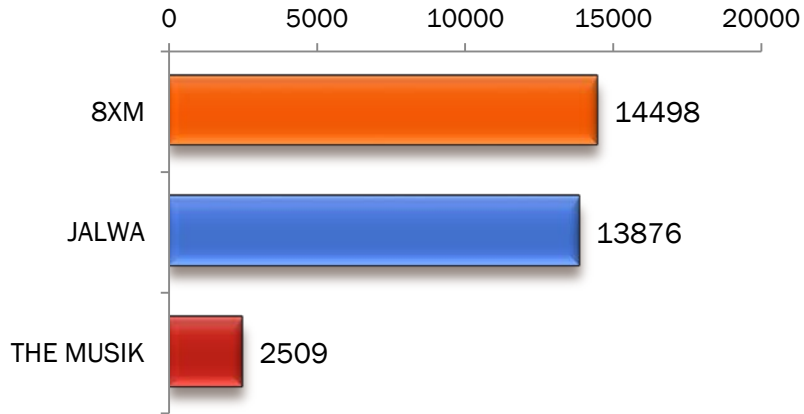


Amongst Movie Channels Film World Airing The Highest CAT

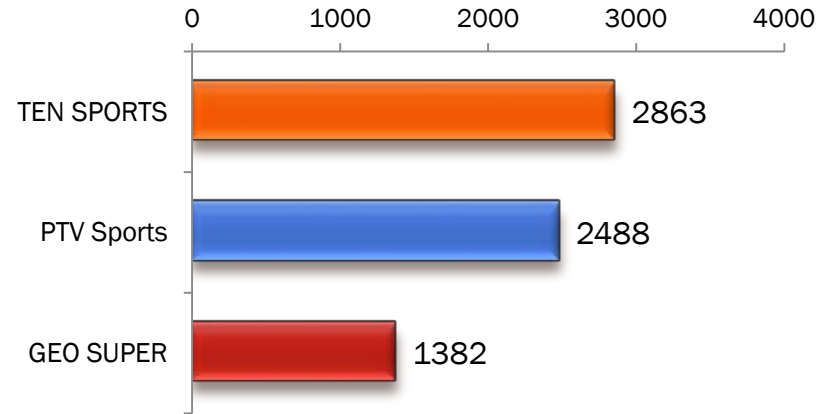


# MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

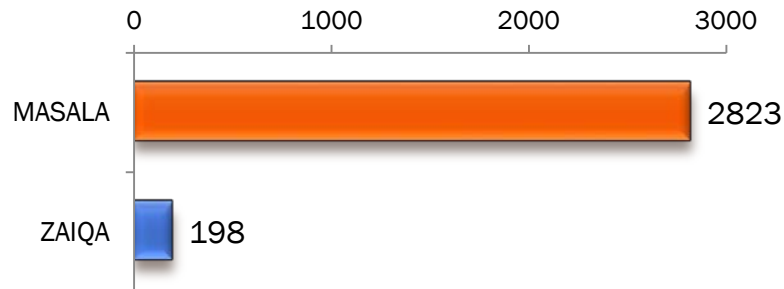
CAT (Minutes)



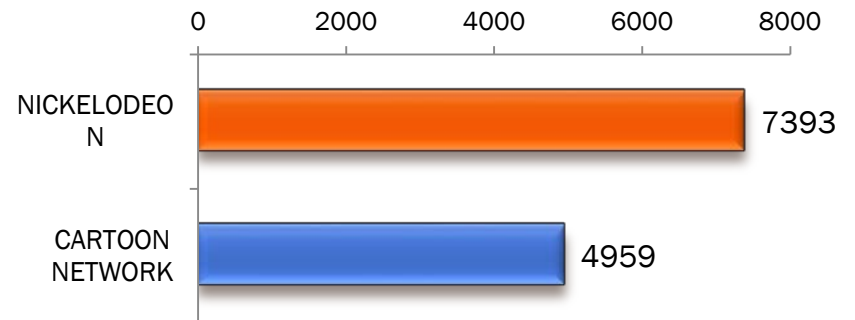
CAT (Minutes)



CAT (Minutes)



CAT (Minutes)



Thank You-----😊