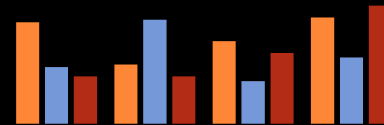
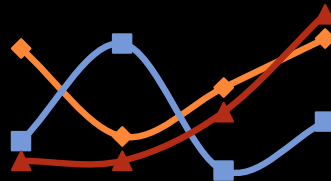
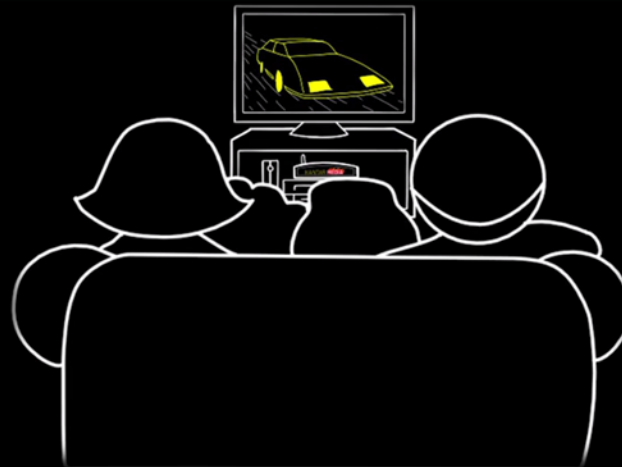


MEDIALOGIC MONTHLY REVIEW April 2016



medialogic **KANTAR MEDIA**

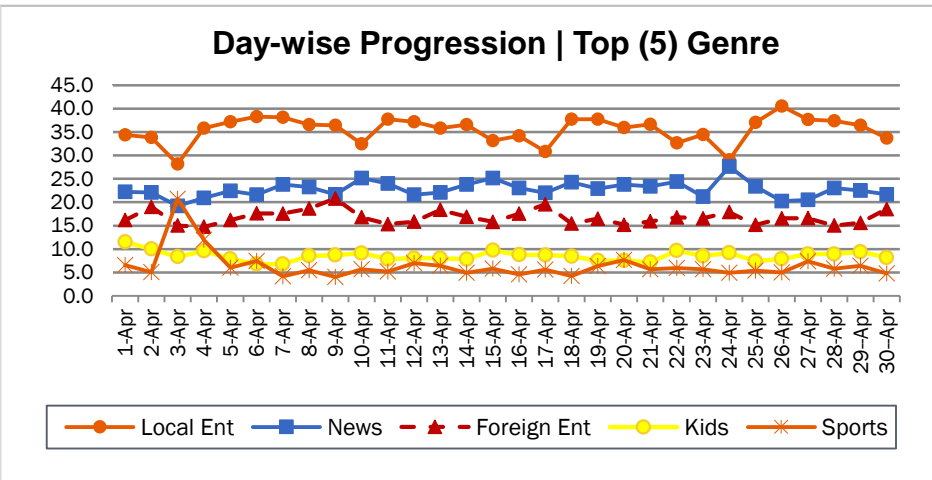
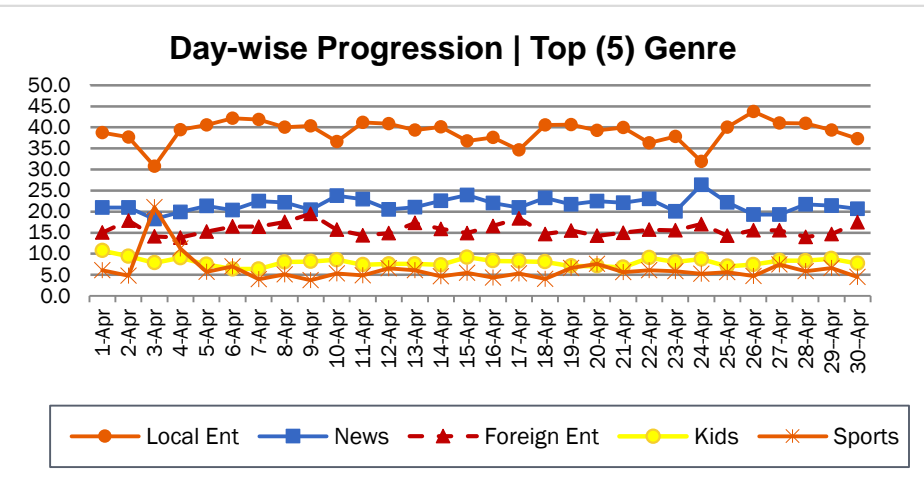
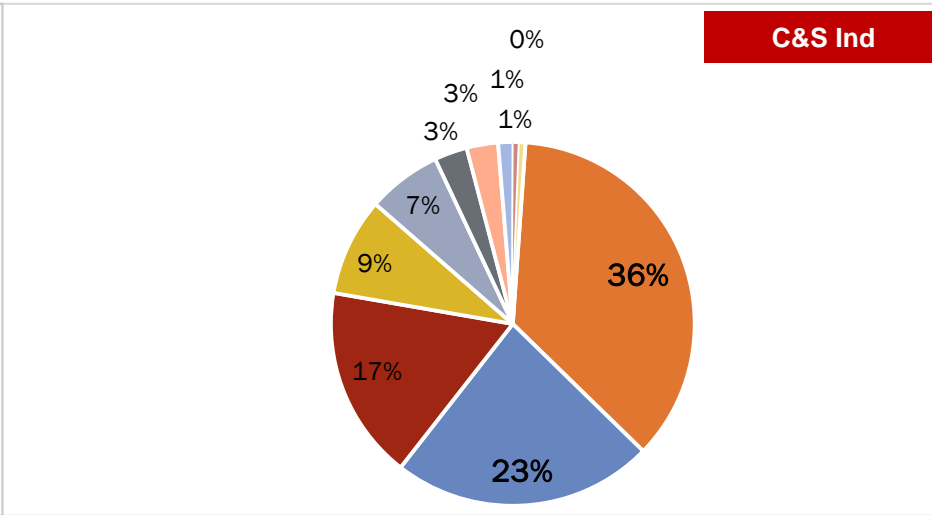
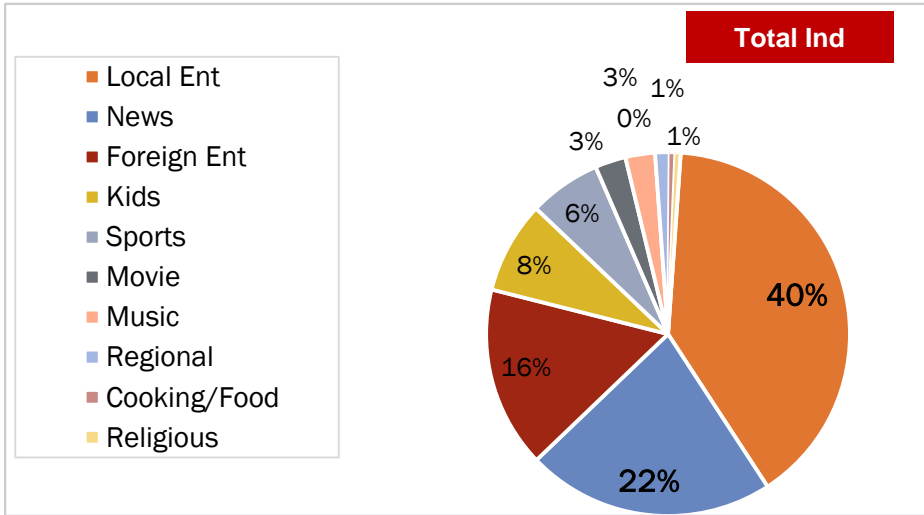
The Only Overnight TAM data providing Company in Pakistan.



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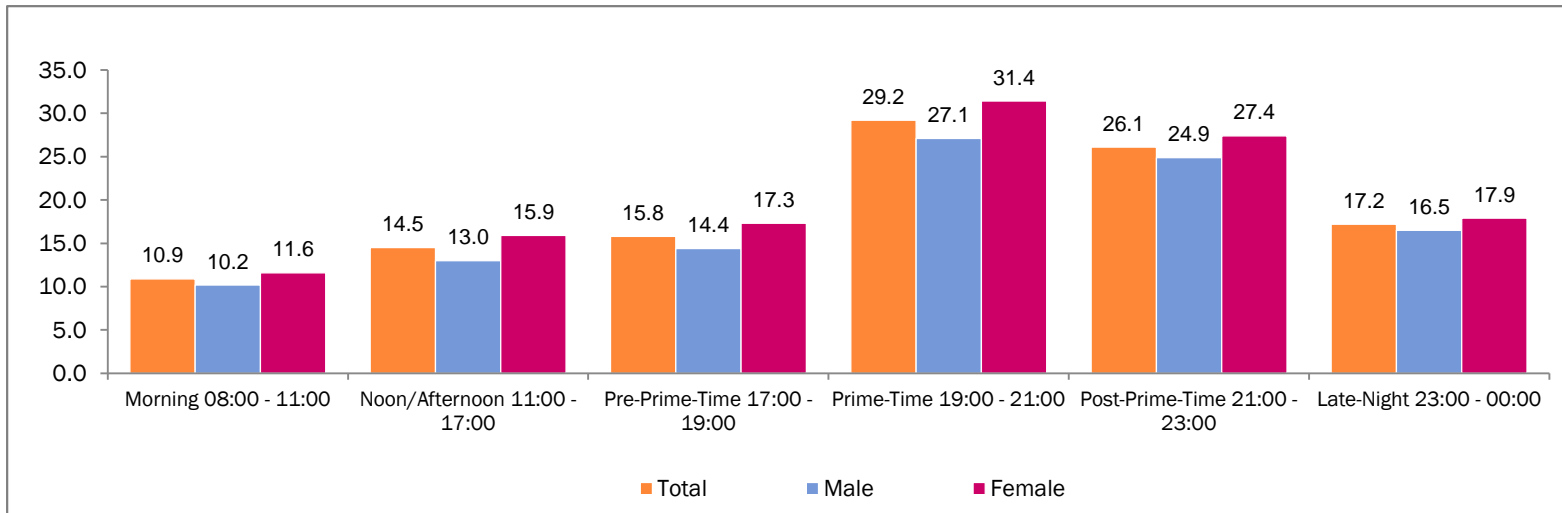
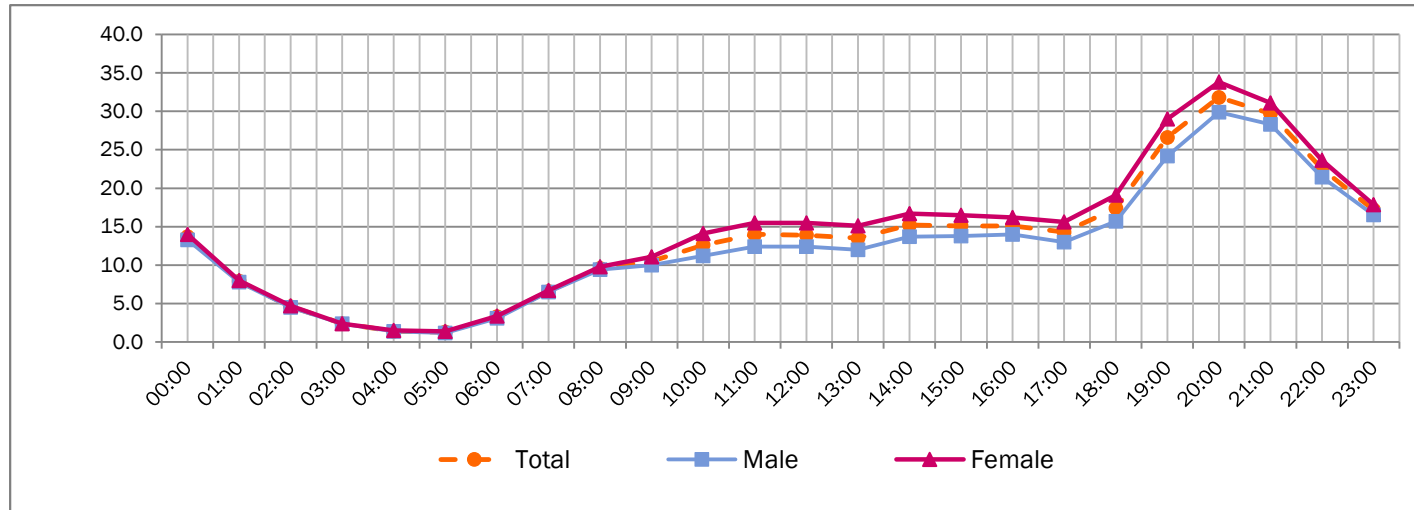
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MARKET SHARE% | BY GENRE

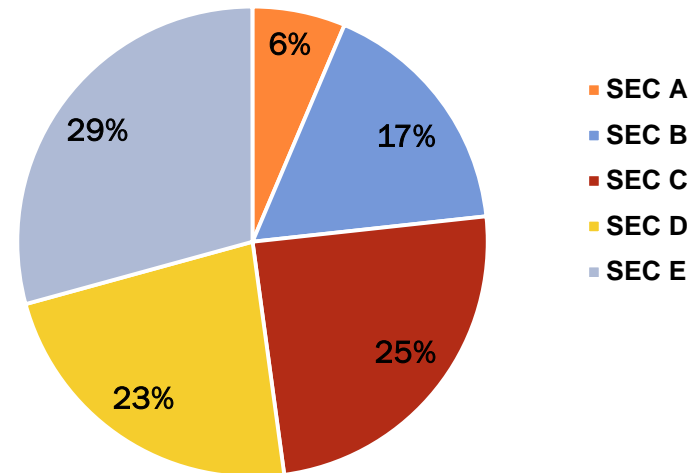
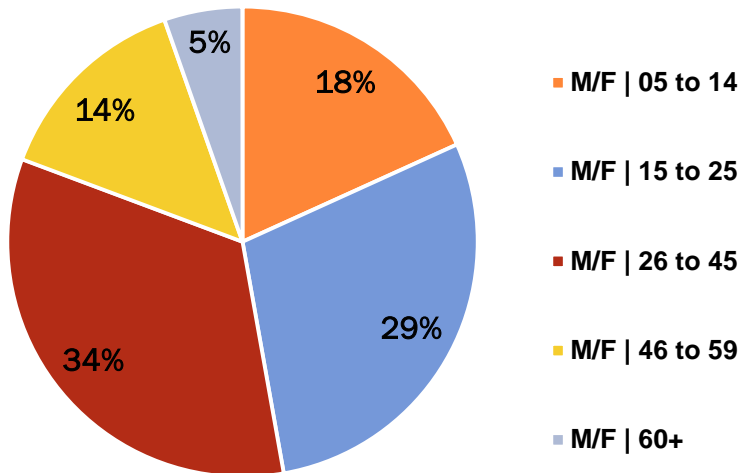


Genre-Wise market share is based on the total viewing of 90+ channels being monitored in the new system. Viewing of the In-House cable channels is not included to calculate market share.

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 HUM TV.

Total Ind

April.16		
Rank	Channel Name	Ratings %
1	PTV HOME	1.18
2	ATV	1.01
3	COLORS	0.50
4	HUM TV	0.41
5	FILMAZIA	0.40
6	ARY DIGITAL	0.39
7	URDU 1	0.31
8	DISNEY CHANNEL	0.30
9	GEO ENTERTAINMENT	0.23
10	SAMAA	0.21
11	PTV SPORTS	0.20
12	A PLUS	0.20
13	GEO NEWS	0.19
14	ARY NEWS	0.16
15	GEO KAHANI	0.15

C&S Ind

April.16		
Rank	Channel Name	Ratings %
1	COLORS	0.71
2	HUM TV	0.58
3	FILMAZIA	0.57
4	ARY DIGITAL	0.55
5	URDU 1	0.44
6	DISNEY CHANNEL	0.43
7	GEO ENTERTAINMENT	0.34
8	SAMAA	0.30
9	A PLUS	0.28
10	GEO NEWS	0.27
11	ARY NEWS	0.23
12	GEO KAHANI	0.22
13	TEN SPORTS	0.21
14	DUNYA NEWS	0.20
15	GEO SUPER	0.19



TOP 15 CHANNEL OVERALL | PAKISTAN URBAN

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

Total Ind

April.16		
Rank	Channel Name	Ratings %
1	COLORS	0.67
2	FILMAZIA	0.59
3	HUM TV	0.53
4	ARY DIGITAL	0.50
5	URDU 1	0.43
6	DISNEY CHANNEL	0.40
7	PTV HOME	0.34
8	A PLUS	0.30
9	GEO ENTERTAINMENT	0.29
10	SAMAA	0.27
11	GEO NEWS	0.26
12	ATV	0.25
13	GEO KAHANI	0.23
14	ARY NEWS	0.20
15	TEN SPORTS	0.19

C&S Ind

April.16		
Rank	Channel Name	Ratings %
1	COLORS	0.72
2	FILMAZIA	0.63
3	HUM TV	0.57
4	ARY DIGITAL	0.54
5	URDU 1	0.46
6	DISNEY CHANNEL	0.43
7	A PLUS	0.32
8	GEO ENTERTAINMENT	0.31
9	SAMAA	0.29
10	GEO NEWS	0.27
11	GEO KAHANI	0.25
12	ARY NEWS	0.22
13	TEN SPORTS	0.21
14	DUNYA NEWS	0.19
15	GEO SUPER	0.19



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	1.18	COLORS	0.67	COLORS	0.83	DISNEY CHANNEL	0.85	FILMAZIA	0.84	FILMAZIA	1.01
2	ATV	1.01	FILMAZIA	0.59	ARY DIGITAL	0.70	COLORS	0.77	COLORS	0.65	URDU 1	0.78
3	COLORS	0.50	HUM TV	0.53	HUM TV	0.66	HUM TV	0.56	ARY DIGITAL	0.49	A PLUS	0.65
4	HUM TV	0.41	ARY DIGITAL	0.50	SAMAA	0.54	PTV HOME	0.32	DISNEY CHANNEL	0.49	GEO KAHANI	0.58
5	FILMAZIA	0.40	URDU 1	0.43	GEO Ent	0.44	TV ONE	0.30	HUM TV	0.49	PTV HOME	0.55
6	ARY DIGITAL	0.39	DISNEY CHANNEL	0.40	URDU 1	0.40	ARY DIGITAL	0.30	PTV HOME	0.46	NICKELODEON	0.38
7	URDU 1	0.31	PTV HOME	0.34	FILMAZIA	0.39	DUNYA NEWS	0.30	URDU 1	0.45	GEO NEWS	0.37
8	DISNEY CHANNEL	0.30	A PLUS	0.30	ARY NEWS	0.36	GEO NEWS	0.28	ATV	0.45	CARTOON NETWORK	0.35
9	GEO Ent	0.23	GEO Ent	0.29	GEO SUPER	0.21	URDU 1	0.28	A PLUS	0.43	ARY DIGITAL	0.31
10	SAMAA	0.21	SAMAA	0.27	GEO NEWS	0.21	TEN SPORTS	0.25	GEO KAHANI	0.30	TV ONE	0.28
11	PTV SPORTS	0.20	GEO NEWS	0.26	TEN SPORTS	0.20	FILMAZIA	0.24	GEO NEWS	0.25	SEE TV	0.25
12	A PLUS	0.20	ATV	0.25	DAWN NEWS	0.18	POGO	0.24	GEO Ent	0.24	HUM TV	0.23
13	GEO NEWS	0.19	GEO KAHANI	0.23	PTV SPORTS	0.18	GEO Ent	0.22	DUNYA NEWS	0.20	PTV SPORTS	0.23
14	ARY NEWS	0.16	ARY NEWS	0.20	8XM	0.18	EXPRESS NEWS	0.18	EXPRESS NEWS	0.19	TEN SPORTS	0.21
15	GEO KAHANI	0.15	TEN SPORTS	0.19	METRO 1 NEWS	0.16	PTV SPORTS	0.18	SAMAA	0.19	DAWN NEWS	0.20

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	0.71	COLORS	0.72	COLORS	0.85	DISNEY CHANNEL	0.88	FILMAZIA	0.94	FILMAZIA	1.14
2	HUM TV	0.58	FILMAZIA	0.63	ARY DIGITAL	0.72	COLORS	0.79	COLORS	0.73	URDU 1	0.88
3	FILMAZIA	0.57	HUM TV	0.57	HUM TV	0.68	HUM TV	0.58	ARY DIGITAL	0.55	A PLUS	0.74
4	ARY DIGITAL	0.55	ARY DIGITAL	0.54	SAMAA	0.56	TV ONE	0.31	DISNEY CHANNEL	0.55	GEO KAHANI	0.66
5	URDU 1	0.44	URDU 1	0.46	GEO Ent	0.46	ARY DIGITAL	0.31	HUM TV	0.55	NICKELODEON	0.43
6	DISNEY CHANNEL	0.43	DISNEY CHANNEL	0.43	URDU 1	0.41	DUNYA NEWS	0.31	URDU 1	0.50	GEO NEWS	0.42
7	GEO Ent	0.34	A PLUS	0.32	FILMAZIA	0.40	GEO NEWS	0.29	A PLUS	0.48	CARTOON NETWORK	0.40
8	SAMAA	0.30	GEO Ent	0.31	ARY NEWS	0.37	URDU 1	0.29	GEO KAHANI	0.33	ARY DIGITAL	0.35
9	A PLUS	0.28	SAMAA	0.29	GEO SUPER	0.22	TEN SPORTS	0.26	GEO NEWS	0.28	TV ONE	0.31
10	GEO NEWS	0.27	GEO NEWS	0.27	GEO NEWS	0.22	FILMAZIA	0.25	GEO Ent	0.27	SEE TV	0.29
11	ARY NEWS	0.23	GEO KAHANI	0.25	TEN SPORTS	0.21	POGO	0.25	DUNYA NEWS	0.22	HUM TV	0.26
12	GEO KAHANI	0.22	ARY NEWS	0.22	DAWN NEWS	0.19	GEO Ent	0.23	EXPRESS NEWS	0.22	TEN SPORTS	0.23
13	TEN SPORTS	0.21	TEN SPORTS	0.21	8XM	0.18	PTV HOME	0.20	SAMAA	0.21	DAWN NEWS	0.22
14	DUNYA NEWS	0.20	DUNYA NEWS	0.19	PTV SPORTS	0.18	EXPRESS NEWS	0.19	GEO SUPER	0.19	AAJ ENTERTAINMENT	0.21
15	GEO SUPER	0.19	GEO SUPER	0.19	METRO 1 NEWS	0.17	A PLUS	0.18	TEN SPORTS	0.18	GEO Ent	0.19

ENTERTAINMENT CHANNELS – 24 HOURS

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

Total Ind

Apr.16

Rank	Channel Name	Ratings%
1	COLORS	0.67
2	FILMAZIA	0.59
3	HUM TV	0.53
4	ARY DIGITAL	0.50
5	URDU 1	0.43
6	PTV HOME	0.34
7	A PLUS	0.30
8	GEO ENTERTAINMENT	0.29
9	ATV	0.25
10	GEO KAHANI	0.23

C&S Ind

Apr.16

Rank	Channel Name	Ratings%
1	COLORS	0.72
2	FILMAZIA	0.63
3	HUM TV	0.57
4	ARY DIGITAL	0.54
5	URDU 1	0.46
6	A PLUS	0.32
7	GEO ENTERTAINMENT	0.31
8	GEO KAHANI	0.25
9	TV ONE	0.16
10	SEE TV	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

Apr.16

Rank	Channel Name	Ratings%
1	FILMAZIA	1.69
2	COLORS	1.50
3	HUM TV	1.37
4	ARY DIGITAL	1.17
5	A PLUS	0.72
6	GEO ENTERTAINMENT	0.71
7	URDU 1	0.68
8	PTV HOME	0.68
9	GEO KAHANI	0.63
10	ATV	0.55

C&S Ind

Apr.16

Rank	Channel Name	Ratings%
1	FILMAZIA	1.81
2	COLORS	1.61
3	HUM TV	1.47
4	ARY DIGITAL	1.26
5	A PLUS	0.77
6	GEO ENTERTAINMENT	0.76
7	URDU 1	0.73
8	GEO KAHANI	0.67
9	TV ONE	0.36
10	EXPRESS ENTERTAINMENT	0.25

Entertainment

TOP NEWS CHANNELS - 24 HOURS

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

Total Ind		
April-16		
Rank	Channel Name	Ratings%
1	SAMAA	0.27
2	GEO NEWS	0.26
3	ARY NEWS	0.20
4	DUNYA NEWS	0.18
5	EXPRESS NEWS	0.17
6	DAWN NEWS	0.10
7	ABB TAKK	0.10
8	NINETY 2 NEWS	0.09
9	AAJ NEWS	0.08
10	CHANNEL24	0.07

C&S Ind		
April-16		
Rank	Channel Name	Ratings%
1	SAMAA	0.29
2	GEO NEWS	0.27
3	ARY NEWS	0.22
4	DUNYA NEWS	0.19
5	EXPRESS NEWS	0.19
6	DAWN NEWS	0.11
7	ABB TAKK	0.10
8	NINETY 2 NEWS	0.09
9	AAJ NEWS	0.09
10	CHANNEL24	0.07



TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

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

Total Ind

April-16

Rank	Channel Name	Ratings%
1	GEO NEWS	0.53
2	SAMAA	0.43
3	ARY NEWS	0.38
4	EXPRESS NEWS	0.38
5	DUNYA NEWS	0.35
6	DAWN NEWS	0.19
7	AAJ NEWS	0.18
8	ABB TAKK	0.17
9	NINETY 2 NEWS	0.16
10	NEWS ONE	0.13

C&S Ind

April-16

Rank	Channel Name	Ratings%
1	GEO NEWS	0.57
2	SAMAA	0.46
3	ARY NEWS	0.41
4	EXPRESS NEWS	0.41
5	DUNYA NEWS	0.38
6	DAWN NEWS	0.20
7	AAJ NEWS	0.19
8	ABB TAKK	0.18
9	NINETY 2 NEWS	0.17
10	NEWS ONE	0.14



MUSIC CHANNELS

C&S Ind

April | 2016

Rank	Channel Name	TRPs	Relative Share%
1	8XM	209	64%
2	JALWA	108	33%
3	ARY MUSIK	8	3%
4	VIBE TV	2	1%
	Grand Total	327	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

April-16

J	Channel Name	TRPs	Relative Share%
1	PTV SPORTS	290	42%
2	TEN SPORTS	209	30%
3	GEO SUPER	187	27%

C&S Ind

April-16

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	298	37%
2	GEO SUPER	267	33%
3	PTV SPORTS	236	29%

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



Total Ind

April.16

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	279	36%
2	GEO SUPER	259	33%
3	PTV SPORTS	248	32%

April.16

C&S Ind

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	299	37%
2	GEO SUPER	277	34%
3	PTV SPORTS	236	29%

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

SPORTS

Movie Channels

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

24 Hours | C&S Ind

April.16

Rank	Channel Name	Ratings%
1	FILM WORLD	0.07
2	FILMAX	0.06
3	HBO	0.05
4	STAR MOVIES	0.03
5	RAAVI TV	0.01
6	WB	0.01
7	SILVER SCREEN	0.01
8	STAR LITE TV	0.00
9	AXN	0.00

Prime Time | 20.00-00.00 | C&S Ind

April.16

Rank	Channel Name	Ratings%
1	FILMAX	0.12
2	FILM WORLD	0.11
3	HBO	0.08
4	STAR MOVIES	0.05
5	RAAVI TV	0.04
6	SILVER SCREEN	0.02
7	WB	0.02
8	STAR LITE TV	0.00
9	AXN	0.00

FOOD CHANNELS



Masala tops the chart with 64 TRPs during the month of April

C&S Ind

April-16

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	64	95%
2	ZAIQA	3	5%
..	Grand Total	67	100%



Disney Channel Holds 58% Of Kids Channels Viewership

C&S Ind			
April-16			
Rank	Channel	TRPs	Relative Share%
1	DISNEY CHANNEL	625	58%
2	CARTOON NETWORK	183	17%
3	POGO	161	15%
4	NICKELODEON	105	10%
....	Grand Total	1075	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	0.064	APNA CHANNEL	0.070	APNA CHANNEL	0.067	ARUJ TV	0.162	PTV BOLAN	0.717
2	ARUJ TV	0.023	ARUJ TV	0.020	KTN	0.046	AVT KHYBER	0.119	VSH NEWS	0.031
3	KTN	0.019	KAY2	0.011	KTN NEWS	0.016	AVT KHYBER NEWS	0.040	KASHISH	0.014
4	PTV BOLAN	0.012	AVT KHYBER	0.006	KASHISH	0.015	PTV NATIONAL	0.028	PTV NATIONAL	0.012
5	AVT KHYBER	0.011	PUNJAB TV	0.006	AWAZ	0.014	APNA CHANNEL	0.009	ARUJ TV	0.011
6	KASHISH	0.007	WASEB	0.003	SINDH TV	0.011	PASHTO 1	0.008	AVT KHYBER NEWS	0.007
7	KTN NEWS	0.006	PTV NATIONAL	0.003	VSH NEWS	0.010	KAY2	0.004	MEHRAN TV	0.007
8	KAY2	0.006	PASHTO 1	0.002	ARUJ TV	0.007	KASHISH	0.002	AVT KHYBER	0.004
9	AWAZ	0.006	PTV BOLAN	0.002	SINDH TV NEWS	0.005	AWAZ	0.001	WASEB	0.004
10	SINDH TV	0.005	AVT KHYBER NEWS	0.002	MEHRAN TV	0.004	SINDH TV	0.001	AWAZ	0.003
11	VSH NEWS	0.005	KASHISH	0.001	AVT KHYBER	0.002	PUNJAB TV	0.001	KTN	0.002
12	PTV NATIONAL	0.004	KTN	0.001	DHARTI TV	0.002	WASEB	0.001	SINDH TV	0.002
13	AVT KHYBER NEWS	0.004	SINDH TV NEWS	0.001	PTV NATIONAL	0.002	KTN	0.001	SINDH TV NEWS	0.002
14	PUNJAB TV	0.003	MEHRAN TV	0.001	WASEB	0.001	SINDH TV NEWS	0.000	PUNJAB TV	0.002
15	SINDH TV NEWS	0.002	SINDH TV	0.001	AVT KHYBER NEWS	0.000	DHARTI TV	0.000	KAY2	0.001
16	WASEB	0.002	DHARTI TV	0.000	PTV BOLAN	0.000	KTN NEWS	0.000	PASHTO 1	0.001
17	MEHRAN TV	0.002	VSH NEWS	0.000	PUNJAB TV	0.000	PTV BOLAN	0.000	KTN NEWS	0.001
18	PASHTO 1	0.002	KTN NEWS	0.000	PASHTO 1	0.000	MEHRAN TV	0.000	APNA CHANNEL	0.001
19	DHARTI TV	0.001	AWAZ	0.000	KAY2	0.000	VSH NEWS	0.000	DHARTI TV	0.000

TOP PROGRAMS | OVERALL

Filmazia's Nagin hits 6.35 ratings on Total Ind on 30th April

Top Programs | Total Individuals

April-16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	30-Apr-16	FILMAZIA	Nagin	6.35	2,926	23.40
2	2-Apr-16	HUM TV	Gul-e-Rana	4.89	2,251	12.40
3	25-Apr-16	HUM TV	Mann Mayal	4.74	2,181	12.60
4	12-Apr-16	FILMAZIA	Qasam	4.45	2,050	14.90
5	26-Apr-16	ARY DIGITAL	Guzaarish	3.89	1,791	10.10
6	10-Apr-16	HUM TV	Udaari	3.83	1,762	9.90
7	23-Apr-16	HUM TV	Aabro	3.79	1,744	9.40
8	6-Apr-16	HUM TV	Mana Ka Gharana	3.70	1,703	9.70
9	23-Apr-16	ARY DIGITAL	Dil Lagi	3.67	1,691	9.10
10	27-Apr-16	ARY DIGITAL	Bay Qasoor	3.66	1,685	9.60

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

TOP PROGRAMS | C & S

Filmazia's Nagin hits 6.81 ratings on C&S Ind on 30th April

Top Programs | C&S Individuals

April-16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	30-Apr-16	FILMAZIA	Nagin	6.81	2,926	24.90
2	2-Apr-16	HUM TV	Gul-e-Rana	5.24	2,251	13.40
3	25-Apr-16	HUM TV	Mann Mayal	5.08	2,181	13.70
4	12-Apr-16	FILMAZIA	Qasam	4.77	2,050	15.90
5	26-Apr-16	ARY DIGITAL	Guzaarish	4.17	1,791	10.60
6	10-Apr-16	HUM TV	Udaari	4.10	1,762	10.80
7	23-Apr-16	HUM TV	Aabro	4.06	1,744	10.20
8	6-Apr-16	HUM TV	Mana Ka Gharana	3.97	1,703	10.60
9	23-Apr-16	ARY DIGITAL	Dil Lagi	3.94	1,691	9.90
10	27-Apr-16	ARY DIGITAL	Bay Qasoor	3.92	1,685	10.20



Current Affairs Talk Shows | C&S Ind

April.16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share%
1	20-Apr-16	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	1.047	449	3.9
2	12-Apr-16	ARY NEWS	11th Hour	0.990	425	4.3
3	10-Apr-16	ARY NEWS	Sawal Yeh Hai	0.971	417	3.8
4	10-Apr-16	SAMAA	News Beat	0.805	346	3.0
5	16-Apr-16	GEO NEWS	Jirga	0.777	334	2.9
6	15-Apr-16	ARY NEWS	Live With Dr Shahid Masood	0.772	332	3.1
7	10-Apr-16	GEO NEWS	Naya Pakistan	0.764	328	2.3
8	15-Apr-16	DUNYA NEWS	Tonight With Moeed Pirzada	0.702	301	1.7
9	07-Apr-16	ARY NEWS	Off The Record	0.694	298	1.9
10	20-Apr-16	EXPRESS NEWS	Takrar	0.679	292	1.8

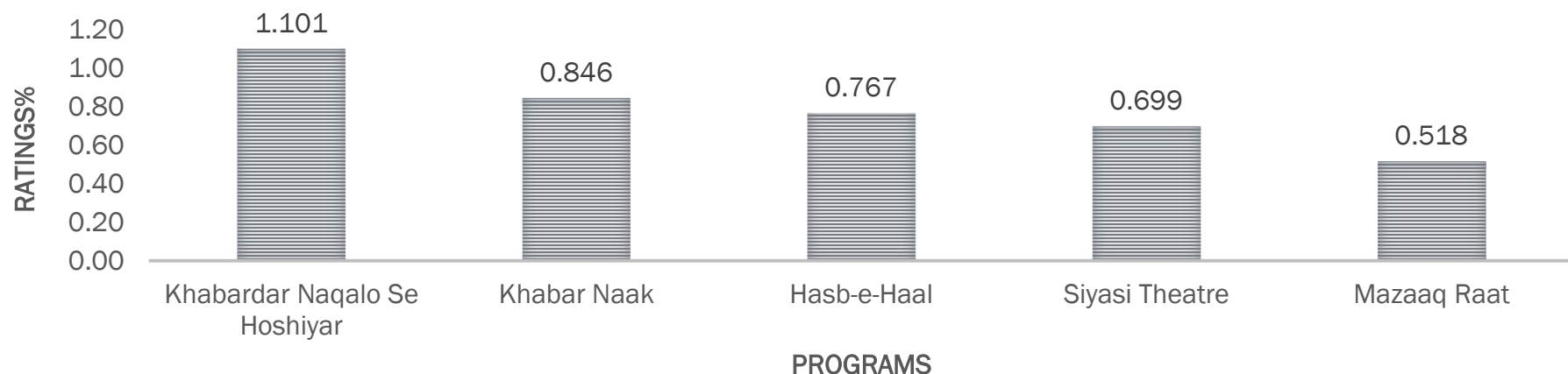


INFOTAINMENT SHOWS

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%
08/04/2016	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	1.101	472.984	5.377
09/04/2016	GEO NEWS	Khabar Naak	0.846	363.434	3.362
22/04/2016	DUNYA NEWS	Hasb-e-Haal	0.767	329.559	6.539
27/04/2016	EXPRESS NEWS	Siyasi Theatre	0.699	300.220	2.480
19/04/2016	DUNYA NEWS	Mazaaq Raat	0.518	222.377	2.364



Ranking of shows is based on highest rated show during the reporting period.

MORNING SHOWS / FEMALE 15-45 ALL

HUM TV's "Jaago Pakistan Jaago" is leading on Females 15 - 45 followed by ARY DIGITAL's "Good Morning Pakistan"

Rank	Time Slot	Days	Channel	Program Name	Host	R %	R T	MS
1	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.76	104	5.4
2	09:00-11:30	Mon - Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.62	85	4.3
3	09:00-11:00	Mon - Fri	ATV	Mehakti Morning	Sundas Khan	0.55	75	3.9
4	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samaa Kay Sath	Sahir Lodhi	0.45	61	3.2
5	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.31	43	2.2
6	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.28	39	2.0
7	09:00-11.00	Mon -Fri	A PLUS	Ek Nayee Subha	Farah Saadya	0.23	32	1.7
8	09.00-11.00	Mon - Fri	GEO KAHANI	Subha-e-Pakistan Kahani Kay Sath	Aamir Liaquat	0.20	28	1.5
9	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.20	28	1.4
10	09.00-11.00	Mon - Fri	GEO ENT	Nadia Khan Show	Nadia Khan	0.17	23	1.2
11	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.15	21	1.1
12	09:00-11:00	Mon - Fri	AAJ NEWS	Aaj Subah	Nusrat Harris	0.13	17	0.9
13	09:00-11.00	Mon - Thurs	HUM SITARAY	Sitaray Ki Subha	Shaista Lodhi	0.13	17	0.9

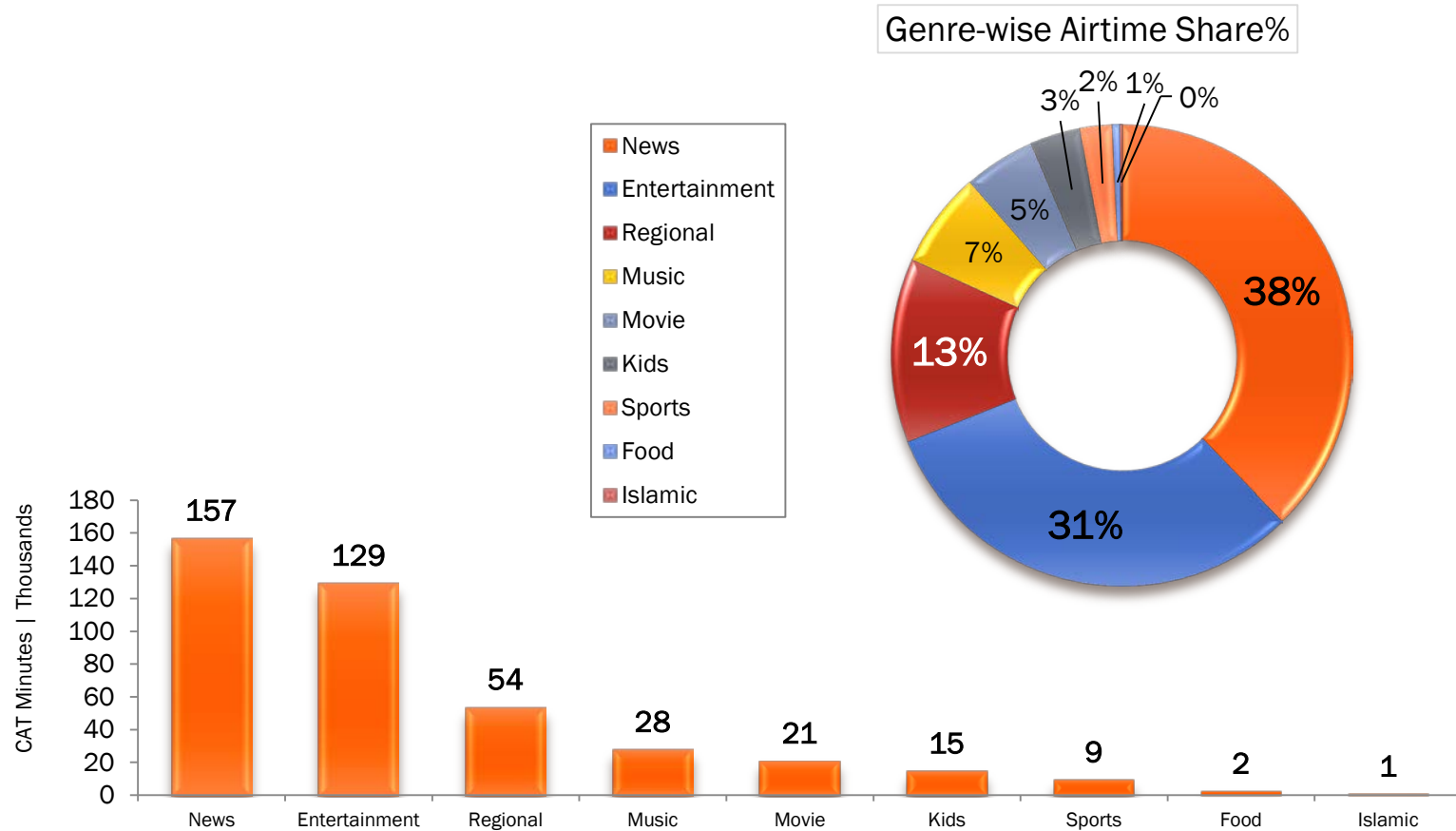
Ranking of morning shows is based on average ratings of the show for the reporting month.

MORNING SHOWS | FEMALE 15-45 C&S

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

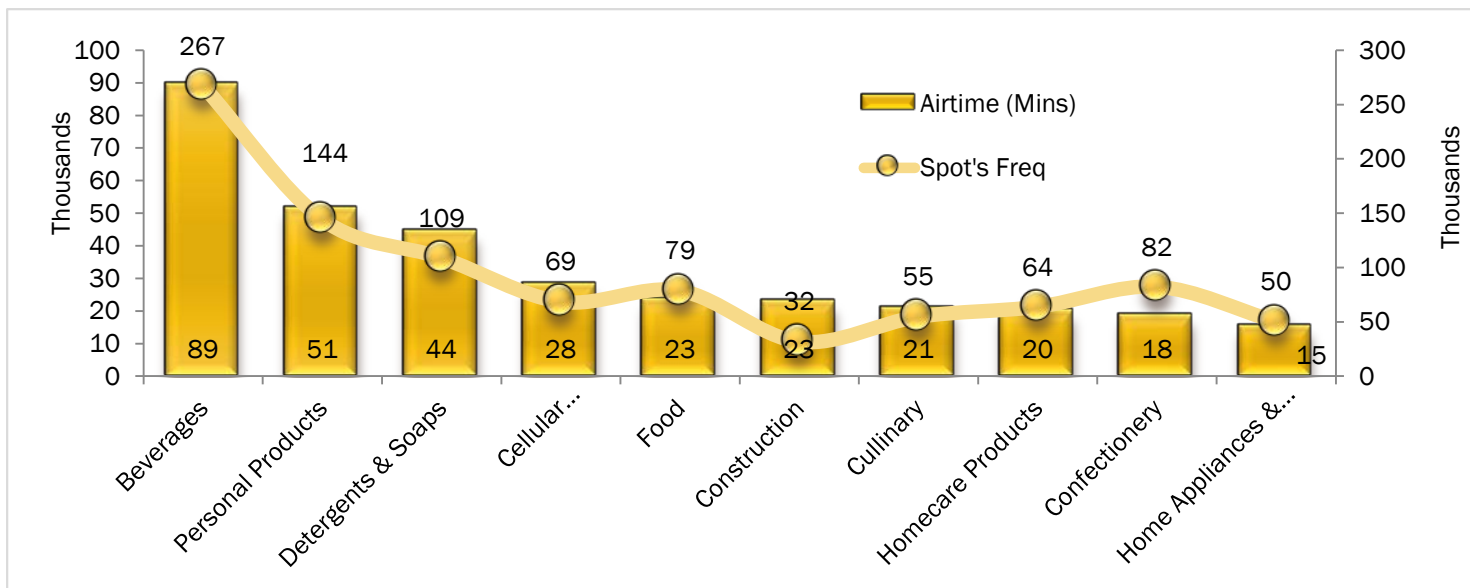
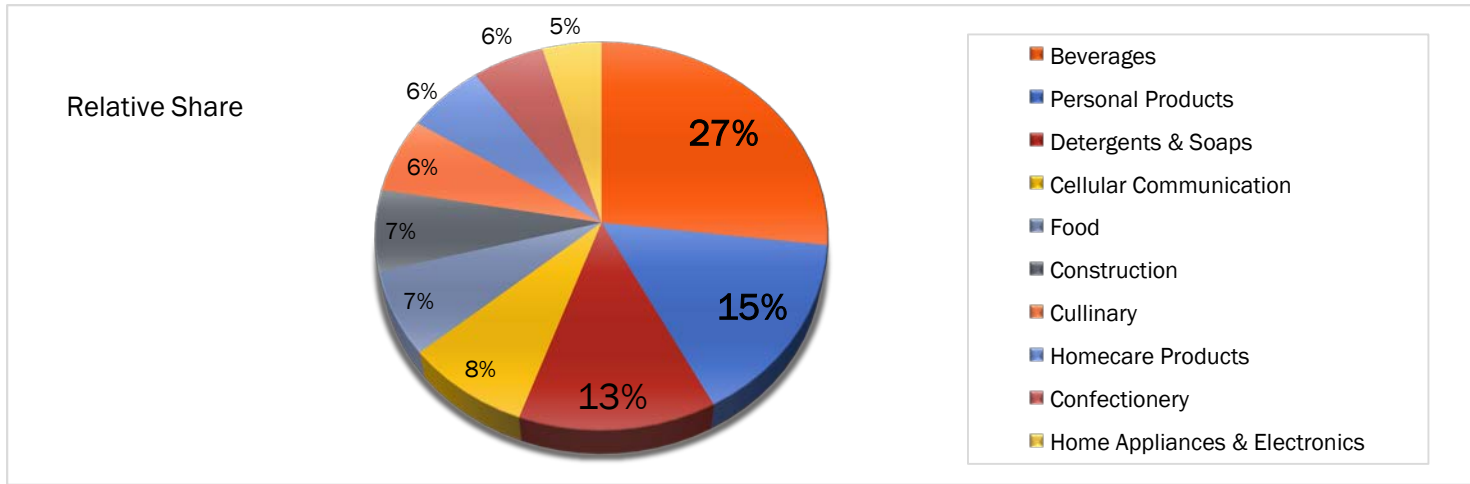
Rank	Time Slot	Days	Channel	Program Name	Host	R %	R T	MS
1	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.82	104	5.9
2	09:00-11:30	Mon - Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.67	85	4.7
3	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samaa Kay Sath	Sahir Lodhi	0.48	61	3.5
4	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.34	43	2.4
5	09:00-11:00	Mon -Fri	A PLUS	Ek Nayee Subha	Farah Saadya	0.25	32	1.8
6	09.00-11.00	Mon - Fri	GEO KAHANI	Subha-e-Pakistan Kahani Kay Sath	Aamir Liaquat	0.22	28	1.6
7	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.22	28	1.5
8	09.00-11.00	Mon - Fri	GEO ENT	Nadia Khan Show	Nadia Khan	0.18	23	1.3
9	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.17	21	1.2
10	09:00-11:00	Mon - Fri	AAJ NEWS	Aaj Subah	Nusrat Harris	0.14	17	1.0
11	09:00-11:00	Mon - Thurs	HUM SITARAY	Sitaray Ki Subha	Shaista Lodhi	0.14	17	1.0
12	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.08	9	0.5
13	09:00-11:00	Mon - Fri	ATV	Mehakti Morning	Sundas Khan	0.03	3	0.2

COMMERCIAL AIRTIME SUMMARY | BY GENRE



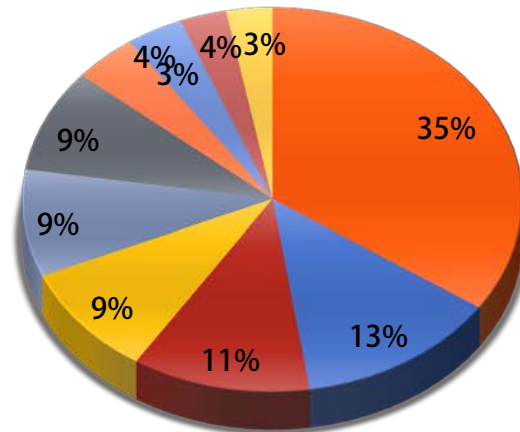
Highest CAT Share Going To News Channels

TOP 10 CATEGORIES

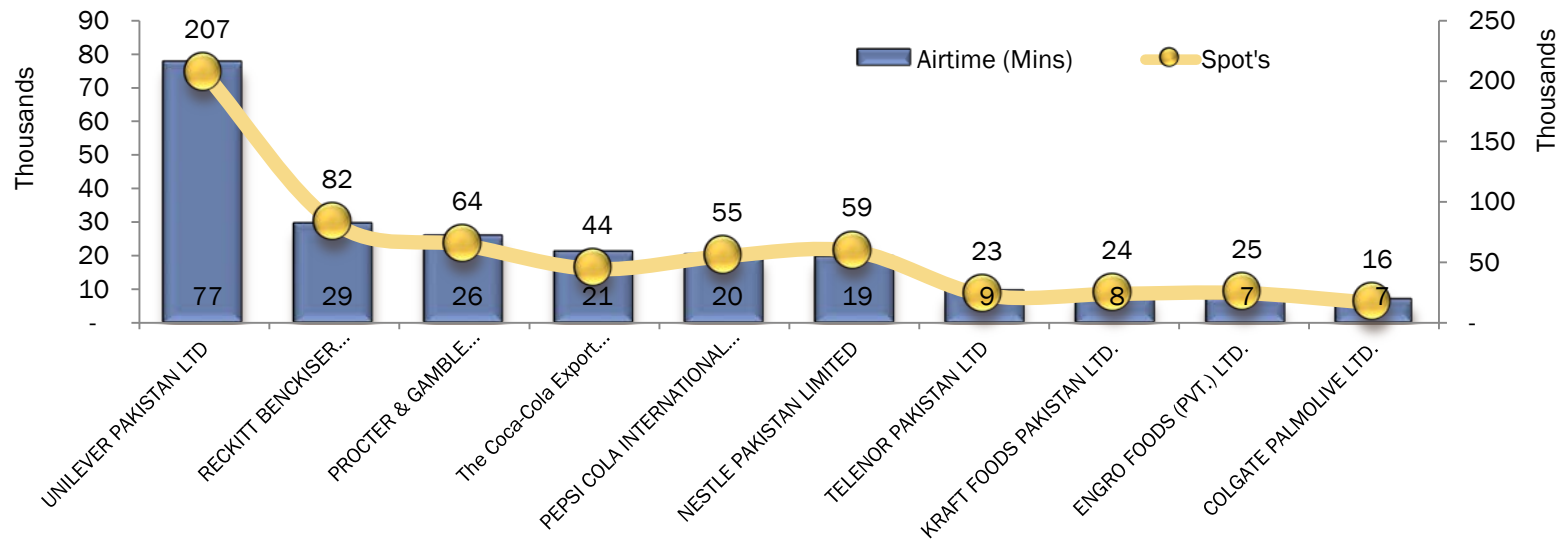


TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

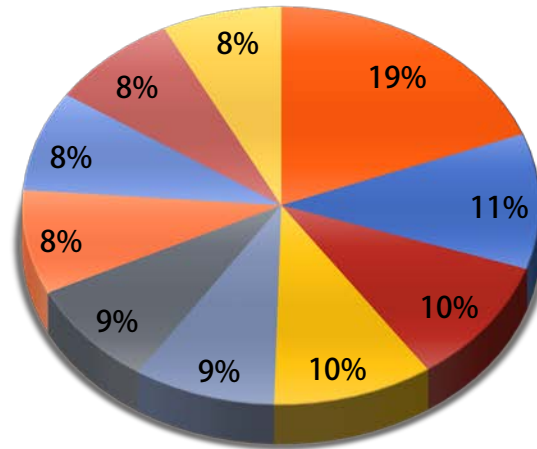


- UNILEVER PAKISTAN LTD
- RECKITT BENCKISER PAKISTAN LTD.
- PROCTER & GAMBLE PAKISTAN LTD
- The Coca-Cola Export Corporation
- PEPSI COLA INTERNATIONAL (PVT.) LTD.
- NESTLE PAKISTAN LIMITED
- TELENOR PAKISTAN LTD
- KRAFT FOODS PAKISTAN LTD.
- ENGRO FOODS (PVT.) LTD.
- COLGATE PALMOLIVE LTD.

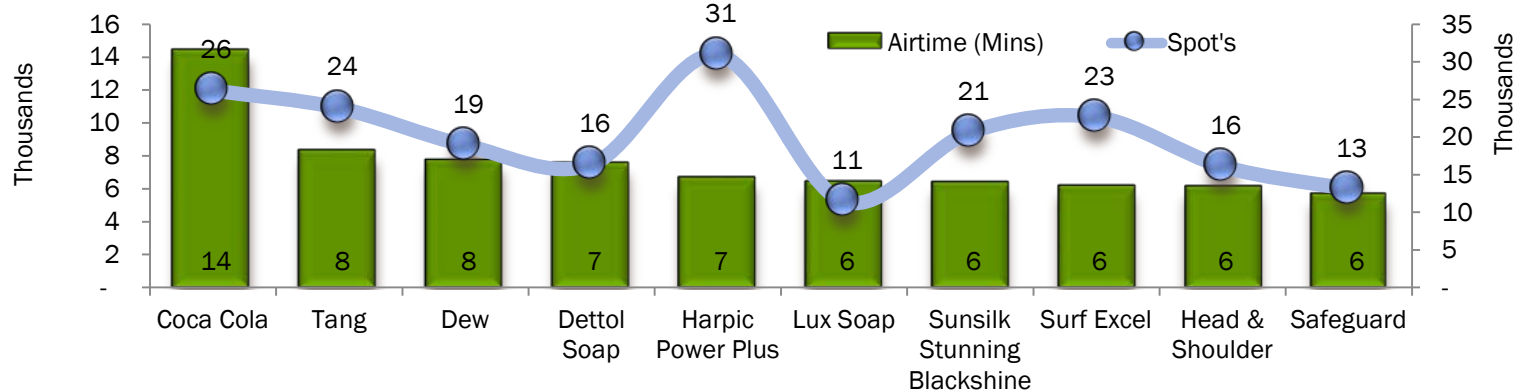


TOP 10 BRANDS

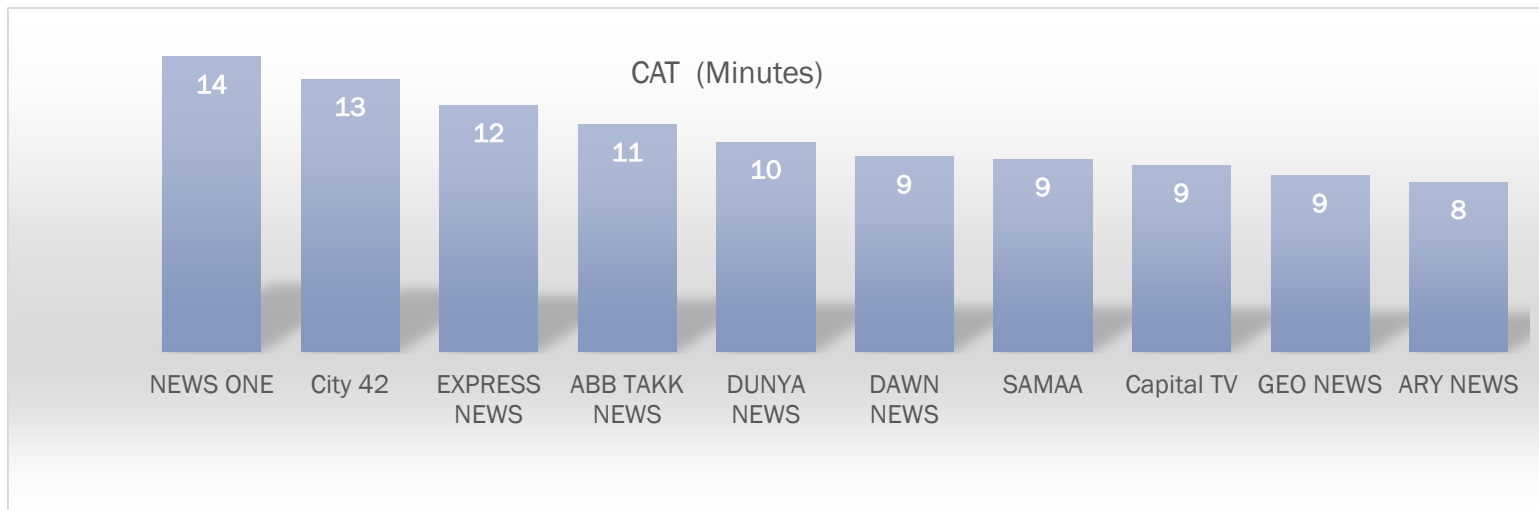
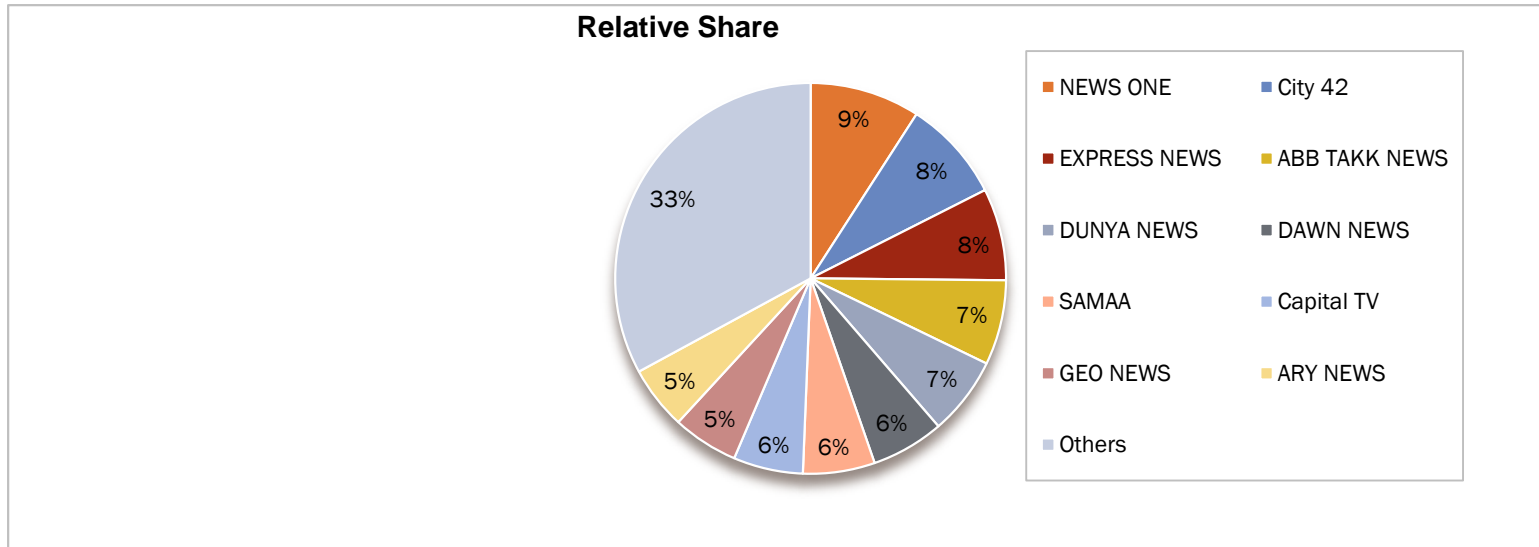
Relative Share



- Coca Cola
- Tang
- Dew
- Dettol Soap
- Harpic Power Plus
- Lux Soap
- Sunsilk Stunning Blackshine
- Surf Excel
- Head & Shoulder
- Safeguard

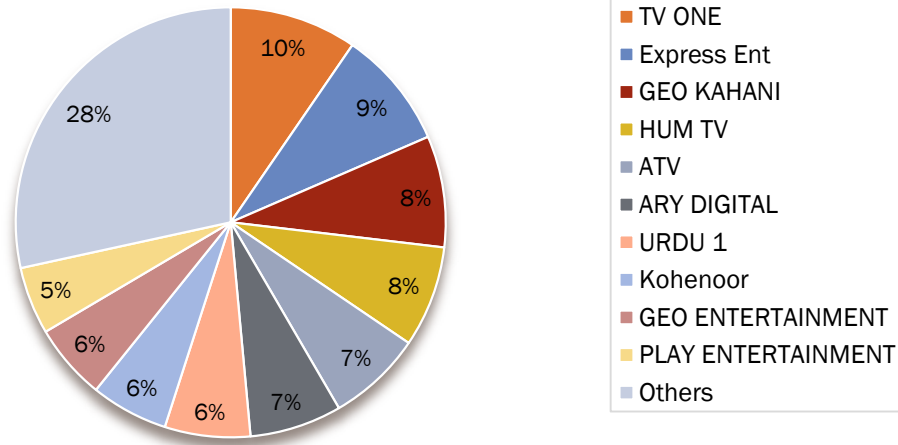


NEWS CHANNELS | CAT COMPARISON

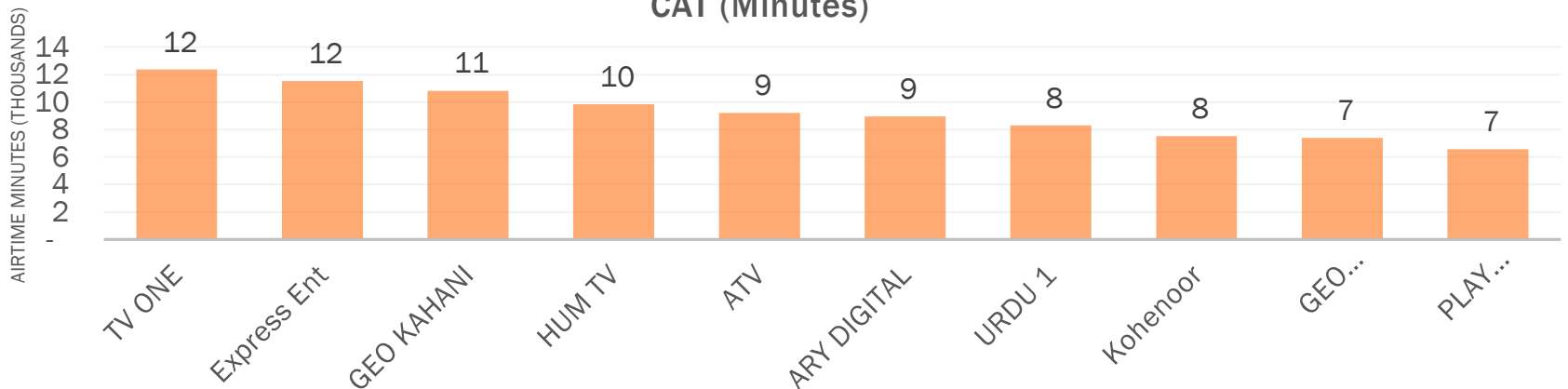


ENTERTAINMENT CHANNELS | CAT COMPARISON

Relative Share

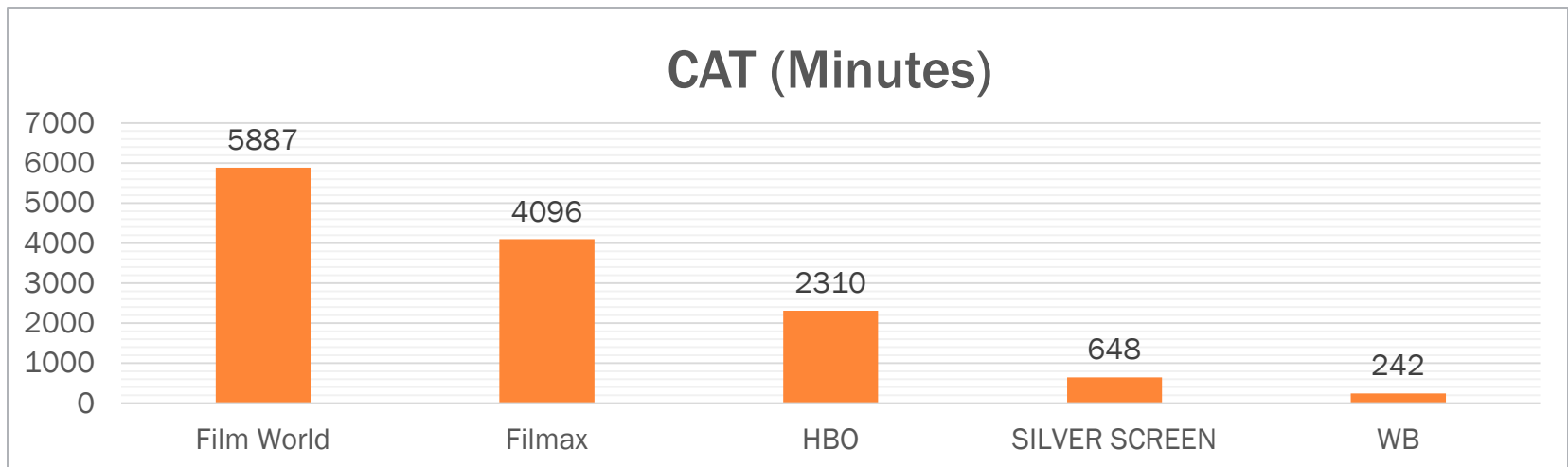
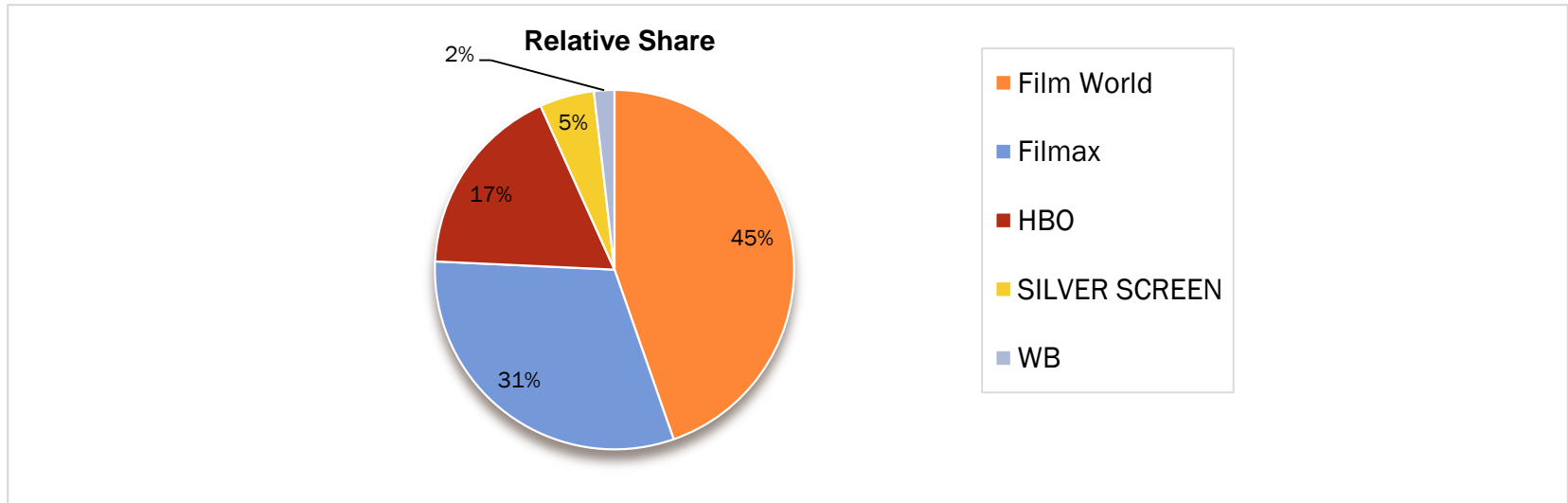


CAT (Minutes)



Amongst Entertainment Channels TV One is Airing The Highest CAT

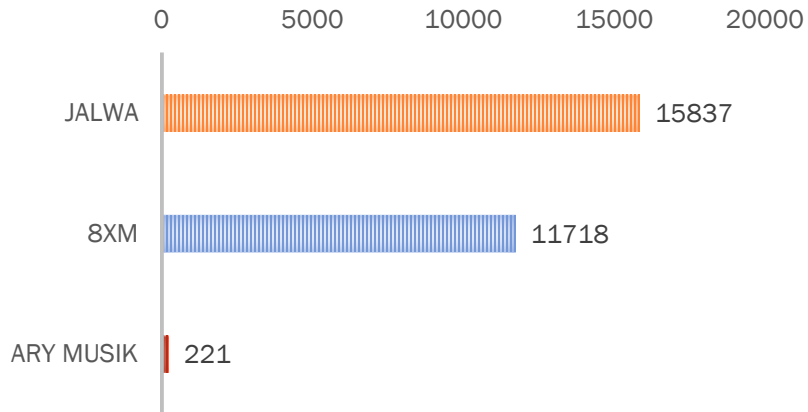
MOVIE CHANNELS | CAT COMPARISON



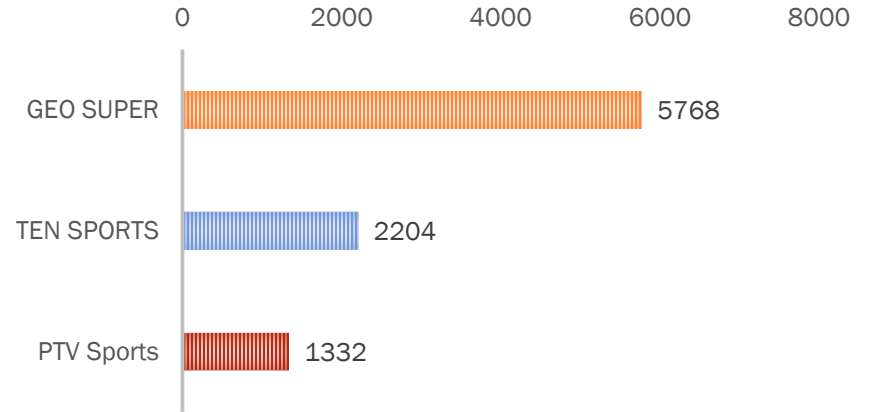
Amongst Movie Channels Film World is Airing The Highest CAT

MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

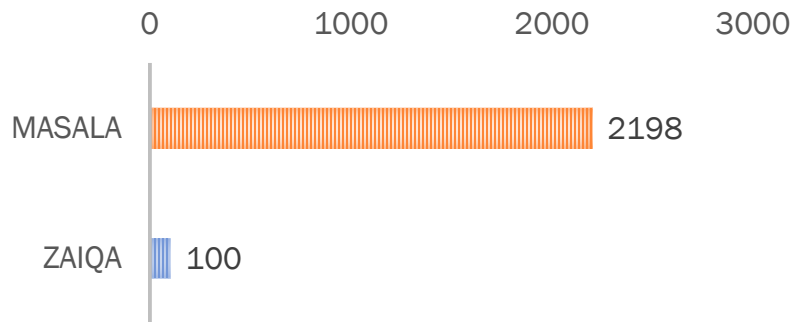
CAT (MINUTES)



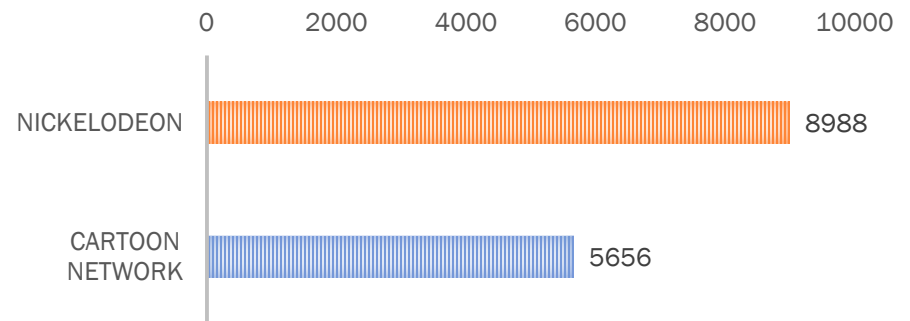
CAT (MINUTES)



CAT (MINUTES)



CAT (MINUTES)



Thank You-----😊