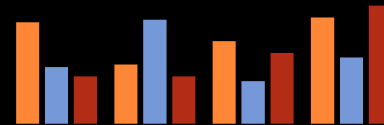
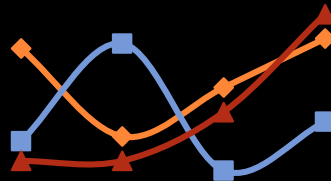
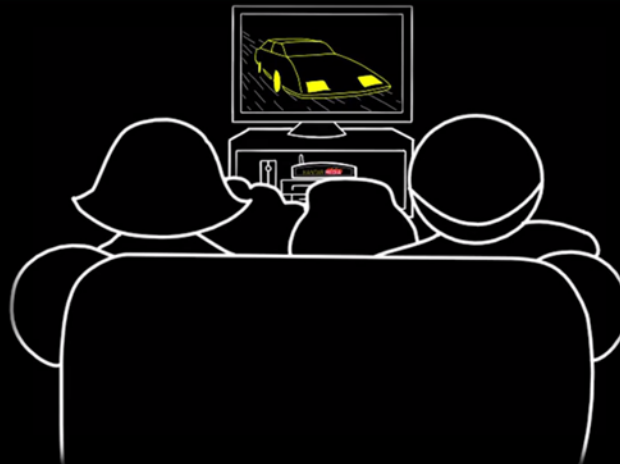


MEDIALOGIC MONTHLY REVIEW August 2016



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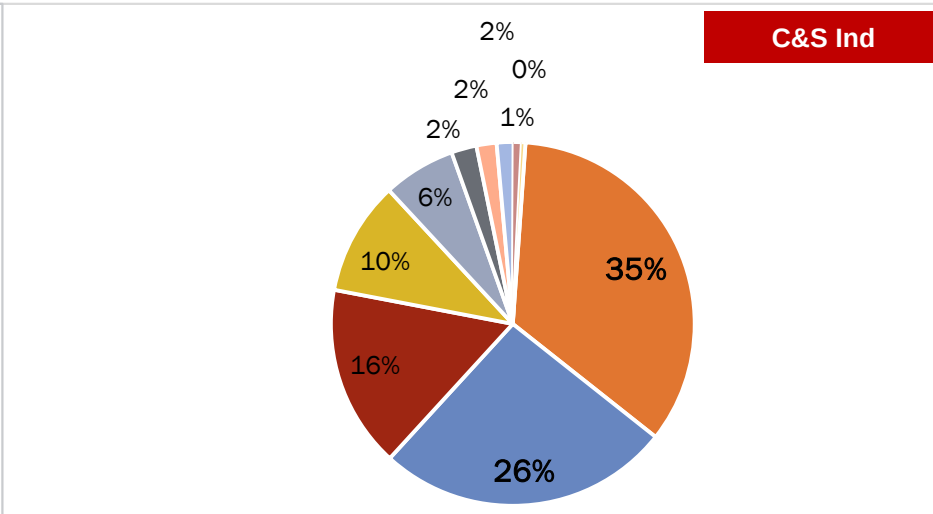
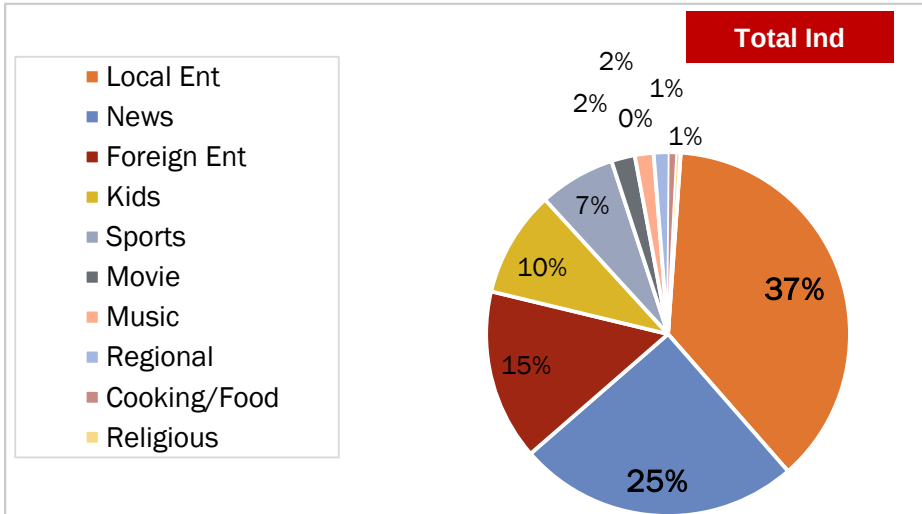
The Only Overnight TAM data providing Company in Pakistan.



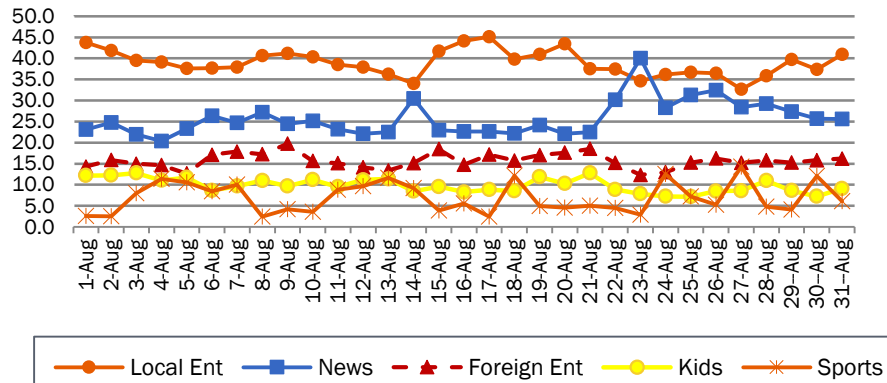
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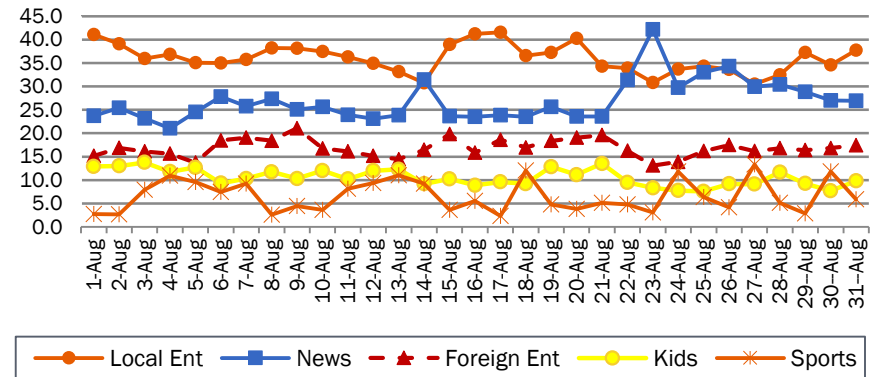
MARKET SHARE% | BY GENRE



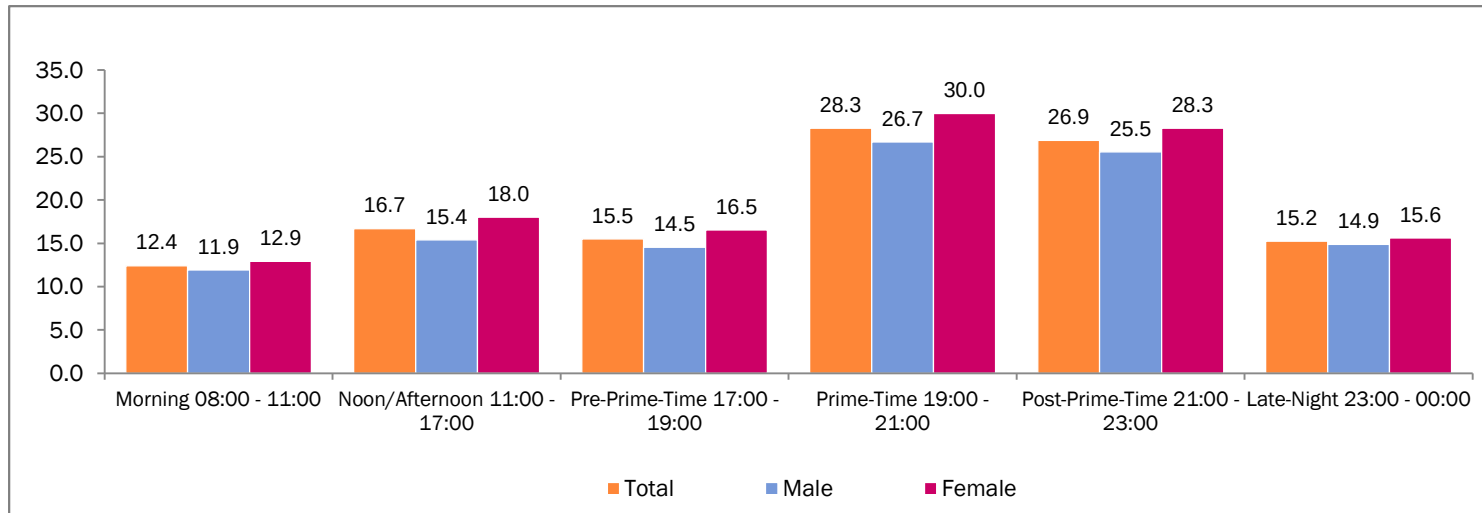
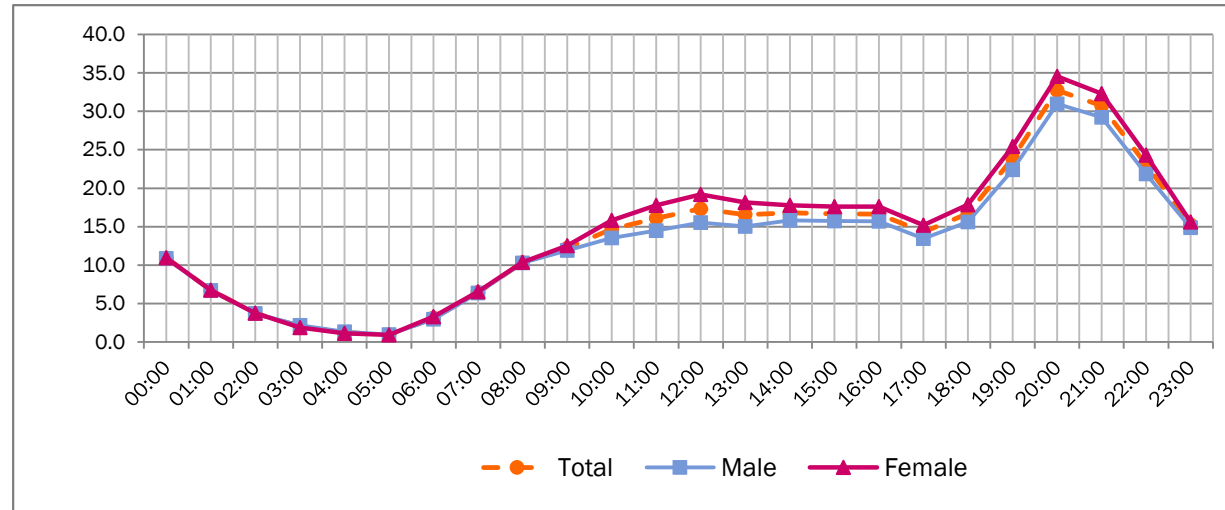
Day-wise Progression | Top (5) Genre



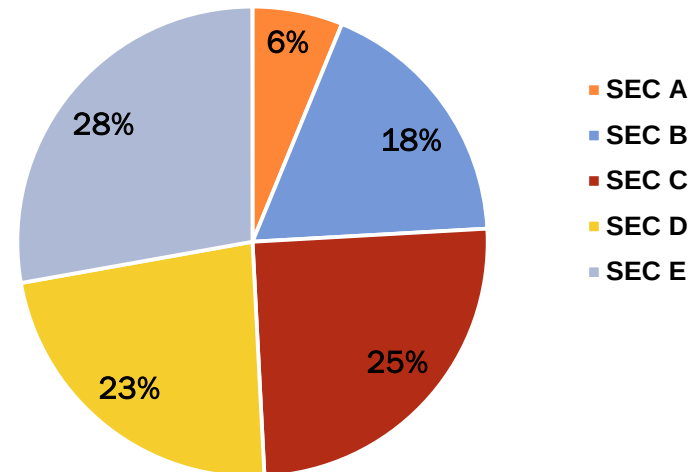
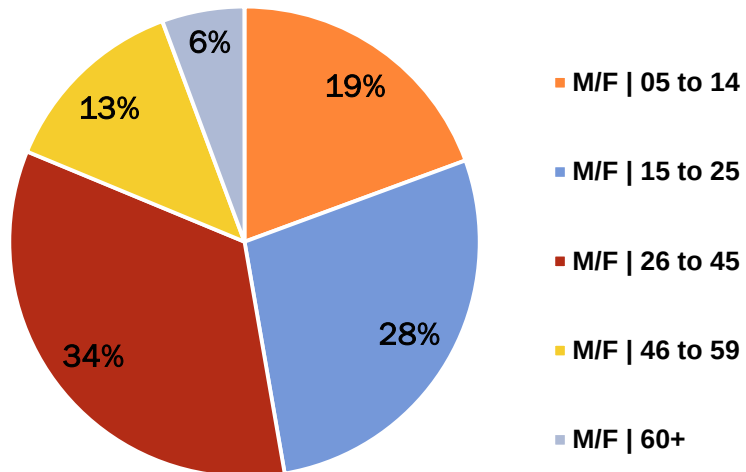
Day-wise Progression | Top (5) Genre



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

ATV lead the overall top 15 channels charts on Total Ind followed by PTV HOME whereas Colors lead on C&S followed by ARY Digital.

Total Ind

August.16		
Rank	Channel Name	Ratings %
1	ATV	1.37
2	PTV HOME	0.87
3	PTV SPORTS	0.48
4	COLORS	0.44
5	ARY DIGITAL	0.39
6	HUM TV	0.38
7	FILMAZIA	0.35
8	DISNEY CHANNEL	0.34
9	SAMAA	0.28
10	GEO NEWS	0.26
11	PTV NEWS	0.25
12	URDU 1	0.23
13	GEO ENTERTAINMENT	0.23
14	TEN SPORTS	0.22
15	ARY NEWS	0.19

C&S Ind

August.16		
Rank	Channel Name	Ratings %
1	COLORS	0.63
2	ARY DIGITAL	0.56
3	HUM TV	0.54
4	FILMAZIA	0.50
5	DISNEY CHANNEL	0.49
6	SAMAA	0.40
7	GEO NEWS	0.37
8	URDU 1	0.33
9	GEO ENTERTAINMENT	0.33
10	TEN SPORTS	0.31
11	ARY NEWS	0.27
12	PTV SPORTS	0.23
13	CARTOON NETWORK	0.23
14	EXPRESS NEWS	0.23
15	DUNYA NEWS	0.21



TOP 15 CHANNEL OVERALL | PAKISTAN URBAN

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

Total Ind

August.16		
Rank	Channel Name	Ratings %
1	COLORS	0.57
2	ARY DIGITAL	0.51
3	FILMAZIA	0.50
4	HUM TV	0.50
5	DISNEY CHANNEL	0.45
6	SAMAA	0.35
7	GEO NEWS	0.35
8	URDU 1	0.34
9	ATV	0.32
10	PTV SPORTS	0.30
11	GEO ENTERTAINMENT	0.29
12	TEN SPORTS	0.28
13	PTV HOME	0.25
14	GEO KAHANI	0.24
15	ARY NEWS	0.24

C&S Ind

August.16		
Rank	Channel Name	Ratings %
1	COLORS	0.61
2	ARY DIGITAL	0.55
3	FILMAZIA	0.54
4	HUM TV	0.53
5	DISNEY CHANNEL	0.48
6	SAMAA	0.37
7	GEO NEWS	0.37
8	URDU 1	0.36
9	GEO ENTERTAINMENT	0.31
10	TEN SPORTS	0.30
11	GEO KAHANI	0.26
12	ARY NEWS	0.25
13	A PLUS	0.25
14	PTV SPORTS	0.25
15	CARTOON NETWORK	0.24



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	ATV	1.37	COLORS	0.57	COLORS	0.83	DISNEY CHANNEL	0.92	FILMAZIA	0.71	GEO KAHANI	0.76
2	PTV HOME	0.87	ARY DIGITAL	0.51	SAMAA	0.70	COLORS	0.59	ARY DIGITAL	0.52	FILMAZIA	0.69
3	PTV SPORTS	0.48	FILMAZIA	0.50	ARY DIGITAL	0.65	HUM TV	0.46	DISNEY CHANNEL	0.51	URDU 1	0.67
4	COLORS	0.44	HUM TV	0.50	HUM TV	0.60	FILMAZIA	0.33	ATV	0.49	A PLUS	0.48
5	ARY DIGITAL	0.39	DISNEY CHANNEL	0.45	GEO ENT	0.44	GEO NEWS	0.33	HUM TV	0.48	PTV HOME	0.45
6	HUM TV	0.38	SAMAA	0.35	GEO NEWS	0.40	ARY DIGITAL	0.32	COLORS	0.47	ARY DIGITAL	0.41
7	FILMAZIA	0.35	GEO NEWS	0.35	TEN SPORTS	0.40	TEN SPORTS	0.31	URDU 1	0.37	ATV	0.40
8	DISNEY CHANNEL	0.34	URDU 1	0.34	ARY NEWS	0.39	DUNYA NEWS	0.28	PTV SPORTS	0.37	NICKELODEON	0.37
9	SAMAA	0.28	ATV	0.32	FILMAZIA	0.32	TV ONE	0.26	PTV HOME	0.37	PTV SPORTS	0.35
10	GEO NEWS	0.26	PTV SPORTS	0.30	URDU 1	0.29	ATV	0.24	A PLUS	0.34	TV ONE	0.30
11	PTV NEWS	0.25	GEO ENT	0.29	DAWN NEWS	0.26	PTV SPORTS	0.24	GEO NEWS	0.33	CARTOON NETWORK	0.29
12	URDU 1	0.23	TEN SPORTS	0.28	EXPRESS NEWS	0.25	CARTOON NETWORK	0.21	GEO KAHANI	0.29	HUM TV	0.28
13	GEO ENT	0.23	PTV HOME	0.25	POGO	0.24	URDU 1	0.20	SAMAA	0.26	PTV NEWS	0.27
14	TEN SPORTS	0.22	GEO KAHANI	0.24	PTV SPORTS	0.23	POGO	0.18	GEO ENT	0.25	GEO NEWS	0.26
15	ARY NEWS	0.19	ARY NEWS	0.24	METRO 1 NEWS	0.22	EXPRESS NEWS	0.18	CARTOON NETWORK	0.25	GEO ENT	0.22

TOP 15 CHANNELS BY REGION | C&S IND

Pak Total			Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isi	
Ran k	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg %	Channel	Rtg %	Channel	Rtg %
1	COLORS	0.63	COLORS	0.61	COLORS	0.85	DISNEY CHANNEL	0.94	FILMAZIA	0.80	GEO KAHANI	0.89
2	ARY DIGITAL	0.56	ARY DIGITAL	0.55	SAMAA	0.71	COLORS	0.61	ARY DIGITAL	0.58	FILMAZIA	0.81
3	HUM TV	0.54	FILMAZIA	0.54	ARY DIGITAL	0.66	HUM TV	0.47	DISNEY CHANNEL	0.57	URDU 1	0.78
4	FILMAZIA	0.50	HUM TV	0.53	HUM TV	0.61	FILMAZIA	0.34	HUM TV	0.55	A PLUS	0.56
5	DISNEY CHANNEL	0.49	DISNEY CHANNEL	0.48	GEO ENT	0.44	GEO NEWS	0.34	COLORS	0.53	ARY DIGITAL	0.48
6	SAMAA	0.40	SAMAA	0.37	GEO NEWS	0.41	ARY DIGITAL	0.33	URDU 1	0.42	NICKELODEON	0.43
7	GEO NEWS	0.37	GEO NEWS	0.37	TEN SPORTS	0.41	TEN SPORTS	0.32	A PLUS	0.39	TV ONE	0.35
8	URDU 1	0.33	URDU 1	0.36	ARY NEWS	0.39	DUNYA NEWS	0.28	GEO NEWS	0.37	CARTOON NETWORK	0.33
9	GEO ENT	0.33	GEO ENT	0.31	FILMAZIA	0.32	TV ONE	0.27	GEO KAHANI	0.33	HUM TV	0.32
10	TEN SPORTS	0.31	TEN SPORTS	0.30	URDU 1	0.29	PTV SPORTS	0.22	PTV SPORTS	0.30	GEO NEWS	0.31
11	ARY NEWS	0.27	GEO KAHANI	0.26	DAWN NEWS	0.27	CARTOON NETWORK	0.21	SAMAA	0.30	GEO ENT	0.26
12	PTV SPORTS	0.23	ARY NEWS	0.25	EXPRESS NEWS	0.25	URDU 1	0.21	GEO ENT	0.28	AAJ ENT	0.25
13	CARTOON NETWORK	0.23	A PLUS	0.25	POGO	0.25	POGO	0.19	CARTOON NETWORK	0.28	EXPRESS ENT	0.25
14	EXPRESS NEWS	0.23	PTV SPORTS	0.25	METRO 1 NEWS	0.23	EXPRESS NEWS	0.18	EXPRESS NEWS	0.25	EXPRESS NEWS	0.20
15	DUNYA NEWS	0.21	CARTOON NETWORK	0.24	PTV SPORTS	0.22	GEO ENT	0.18	ARY NEWS	0.24	NEWS ONE	0.20

ENTERTAINMENT CHANNELS – 24 HOURS

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

Total Ind			C&S Ind		
August.16			August.16		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	COLORS	0.57	1	COLORS	0.61
2	ARY DIGITAL	0.51	2	ARY DIGITAL	0.55
3	FILMAZIA	0.50	3	FILMAZIA	0.54
4	HUM TV	0.50	4	HUM TV	0.53
5	URDU 1	0.34	5	URDU 1	0.36
6	ATV	0.32	6	GEO ENTERTAINMENT	0.31
7	GEO ENTERTAINMENT	0.29	7	GEO KAHANI	0.26
8	PTV HOME	0.25	8	A PLUS	0.25
9	GEO KAHANI	0.24	9	TV ONE	0.17
10	A PLUS	0.23	10	EXPRESS ENTERTAINMENT	0.15

Entertainment

ENTERTAINMENT CHANNELS – PRIME TIME (19.00-22.00)

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

Total Ind			C&S Ind		
August.16			August.16		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	FILMAZIA	1.81	1	FILMAZIA	1.94
2	HUM TV	1.66	2	HUM TV	1.78
3	COLORS	1.65	3	COLORS	1.77
4	ARY DIGITAL	1.36	4	ARY DIGITAL	1.46
5	URDU 1	0.89	5	URDU 1	0.96
6	ATV	0.81	6	GEO ENTERTAINMENT	0.85
7	GEO ENTERTAINMENT	0.80	7	GEO KAHANI	0.73
8	GEO KAHANI	0.68	8	A PLUS	0.69
9	A PLUS	0.64	9	TV ONE	0.38
10	PTV HOME	0.58	10	EXPRESS ENTERTAINMENT	0.35

TOP NEWS CHANNELS - 24 HOURS

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

Total Ind		
August-16		
Rank	Channel Name	Ratings%
1	SAMAA	0.35
2	GEO NEWS	0.35
3	ARY NEWS	0.24
4	EXPRESS NEWS	0.22
5	DUNYA NEWS	0.18
6	DAWN NEWS	0.11
7	ABB TAKK	0.11
8	AAJ NEWS	0.10
9	NEO TV	0.09
10	NINETY 2 NEWS	0.09

C&S Ind		
August-16		
Rank	Channel Name	Ratings%
1	SAMAA	0.37
2	GEO NEWS	0.37
3	ARY NEWS	0.25
4	EXPRESS NEWS	0.23
5	DUNYA NEWS	0.20
6	DAWN NEWS	0.12
7	ABB TAKK	0.12
8	AAJ NEWS	0.11
9	NEO TV	0.10
10	NINETY 2 NEWS	0.10



TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

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

Total Ind		
August-16		
Rank	Channel Name	Ratings%
1	GEO NEWS	0.75
2	SAMAA	0.60
3	ARY NEWS	0.46
4	DUNYA NEWS	0.43
5	EXPRESS NEWS	0.43
6	AAJ NEWS	0.24
7	ABB TAKK	0.18
8	DAWN NEWS	0.18
9	NINETY 2 NEWS	0.15
10	NEO TV	0.13

C&S Ind		
August-16		
Rank	Channel Name	Ratings%
1	GEO NEWS	0.80
2	SAMAA	0.64
3	ARY NEWS	0.50
4	DUNYA NEWS	0.46
5	EXPRESS NEWS	0.46
6	AAJ NEWS	0.26
7	ABB TAKK	0.20
8	DAWN NEWS	0.19
9	NINETY 2 NEWS	0.17
10	NEO TV	0.14



MUSIC CHANNELS

August | 2016

Rank	Channel Name	TRPs	Relative Share%
1	8XM	138	58%
2	JALWA	92	39%
3	ARY MUSIK	6	3%
4	VIBE TV	2	1%
....	Grand Total	237	100%

8XM*

Captures the 1st position as the most watched music channel with 58% share in music Genre

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



Total Ind

August-16

Rank	Channel Name	TRPs	Relative Shr%
1	PTV SPORTS	711	66%
2	TEN SPORTS	323	30%
3	GEO SUPER	48	4%
	Grand Total	1082	100%

C&S Ind

August-16

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	462	53%
2	PTV SPORTS	345	39%
3	GEO SUPER	68	8%
	Grand Total	876	100%

PTV SPORTS is leading on Total Ind and TEN SPORTS on C&S Ind

SPORTS



Total Ind

August.16

Rank	Channel Name	TRPs	Relative Share%
1	PTV SPORTS	441	48%
2	TEN SPORTS	415	45%
3	GEO SUPER	67	7%

August.16

C&S Ind

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	445	50%
2	PTV SPORTS	366	41%
3	GEO SUPER	72	8%

PTV SPORTS is leading on Total Ind and TEN SPORTS on C&S Ind

SPORTS

Movie Channels

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

24 Hours | C&S Ind

Aug.16

Rank	Channel Name	Ratings%
1	FILM WORLD	0.07
2	HBO	0.05
3	FILMAX	0.04
4	STAR MOVIES	0.02
5	RAAVI TV	0.01
6	WB	0.01
7	SILVER SCREEN	0.01
8	STAR LITE TV	0.00

Prime Time | 20.00-00.00 | C&S Ind

Aug.16

Rank	Channel Name	Ratings%
1	FILM WORLD	0.11
2	HBO	0.09
3	FILMAX	0.06
4	RAAVI TV	0.04
5	STAR MOVIES	0.04
6	SILVER SCREEN	0.02
7	WB	0.02
8	STAR LITE TV	0.00

FOOD CHANNELS



Masala tops the chart with 93 TRPs during the month of August

C&S Ind

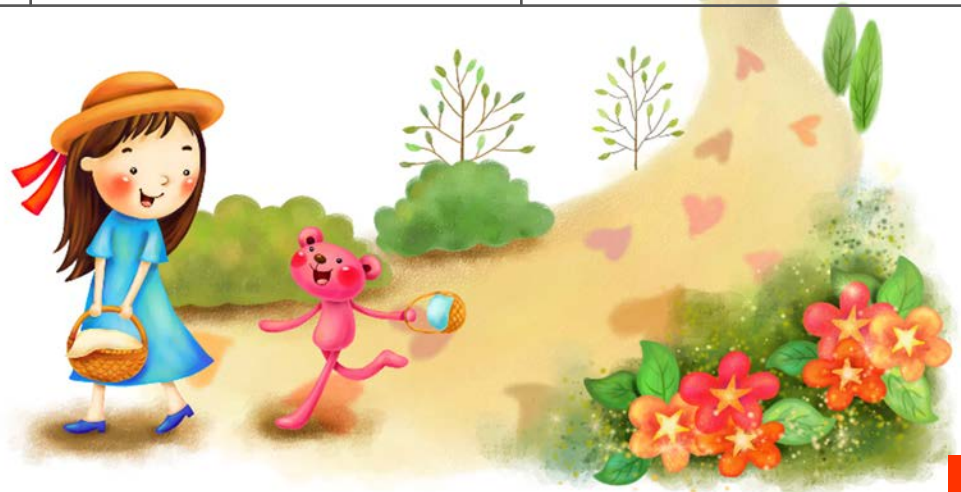
August-16

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	93	95%
2	ZAIQA	5	5%
..	Grand Total	98	100%



Disney Channel Holds 52% Of Kids Channels Viewership

C&S Ind			
August-16			
Rank	Channel	TRPs	Relative Share%
1	DISNEY CHANNEL	718	52%
2	CARTOON NETWORK	352	25%
3	POGO	219	16%
4	NICKELODEON	96	7%
....	Grand Total	1384	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	0.050	APNA CHANNEL	0.078	KTN	0.067	AVT KHYBER	0.169	PTV BOLAN	0.396
2	KTN	0.028	KAY2	0.009	KASHISH	0.043	ARUJ TV	0.143	VSH NEWS	0.079
3	KASHISH	0.018	PTV NATIONAL	0.007	KTN NEWS	0.034	PASHTO 1	0.038	WASEB	0.039
4	ARUJ TV	0.015	ARUJ TV	0.007	APNA CHANNEL	0.023	AVT KHYBER NEWS	0.012	ARUJ TV	0.039
5	KTN NEWS	0.014	AVT KHYBER	0.004	SINDH TV NEWS	0.021	PTV NATIONAL	0.009	KASHISH	0.024
6	AVT KHYBER	0.013	WASEB	0.003	SINDH TV	0.013	APNA CHANNEL	0.003	SINDH TV	0.021
7	SINDH TV NEWS	0.009	PASHTO 1	0.002	ARUJ TV	0.006	KASHISH	0.002	AWAZ	0.014
8	PTV BOLAN	0.006	AVT KHYBER NEWS	0.001	VSH NEWS	0.006	WASEB	0.001	AVT KHYBER	0.012
9	SINDH TV	0.006	PTV BOLAN	0.001	AWAZ	0.005	PTV BOLAN	0.000	PASHTO 1	0.011
10	PTV NATIONAL	0.005	SINDH TV	0.001	PTV NATIONAL	0.002	VSH NEWS	0.000	PTV NATIONAL	0.008
11	KAY2	0.005	VSH NEWS	0.001	PASHTO 1	0.001	SINDH TV	0.000	AVT KHYBER NEWS	0.002
12	PASHTO 1	0.004	SINDH TV NEWS	0.001	AVT KHYBER NEWS	0.001	SINDH TV NEWS	0.000	SINDH TV NEWS	0.001
13	VSH NEWS	0.004	KASHISH	0.001	AVT KHYBER	0.001	KTN	0.000	APNA CHANNEL	0.001
14	WASEB	0.003	KTN	0.001	PTV BOLAN	0.001	KAY2	0.000	KTN NEWS	0.000
15	AWAZ	0.002	KTN NEWS	0.000	KAY2	0.001	AWAZ	0.000	KTN	0.000
16	AVT KHYBER NEWS	0.002	AWAZ	0.000	WASEB	0.001	KTN NEWS	0.000	KAY2	0.000

TOP PROGRAMS | OVERALL

HUM TV's Udaari hits 6.81 ratings on Total Ind on 7th August

Top Programs | Total Individuals

Aug.16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	7-Aug-16	HUM TV	Udaari	6.81	3,138	16.00
2	29-Aug-16	HUM TV	Mann Mayal	5.96	2,745	14.60
3	18-Aug-16	FILMAZIA	Qasam	5.71	2,628	15.30
4	12-Aug-16	FILMAZIA	Thapki Pyaar Ki	5.61	2,583	15.00
5	27-Aug-16	ARY DIGITAL	Dil Lagi	5.50	2,535	11.60
6	2-Aug-16	HUM TV	Zara Yaad Kar	4.53	2,087	11.70
7	25-Aug-16	HUM TV	Pakeezah	3.24	1,491	8.30
8	16-Aug-16	ARY DIGITAL	Besharam	3.15	1,450	7.70
9	27-Aug-16	FILMAZIA	Kawach (Kali Taqaton Se)	3.03	1,396	7.40
10	28-Aug-16	ARY DIGITAL	Jeeto Pakistan	3.03	1,395	7.10

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

TOP PROGRAMS | C & S

HUM TV's Udaari hits 7.31 ratings on C&S Ind on 7th August

Top Programs | C&S Individuals

Aug.16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	7-Aug-16	HUM TV	Udaari	7.31	3,138	17.20
2	29-Aug-16	HUM TV	Mann Mayal	6.39	2,745	15.70
3	18-Aug-16	FILMAZIA	Qasam	6.12	2,628	16.30
4	12-Aug-16	FILMAZIA	Thapki Pyaar Ki	6.01	2,583	15.70
5	27-Aug-16	ARY DIGITAL	Dil Lagi	5.90	2,535	12.50
6	2-Aug-16	HUM TV	Zara Yaad Kar	4.86	2,087	12.50
7	25-Aug-16	HUM TV	Pakeezah	3.47	1,491	8.90
8	16-Aug-16	ARY DIGITAL	Besharam	3.38	1,450	8.20
9	27-Aug-16	FILMAZIA	Kawach (Kali Taqaton Se)	3.25	1,396	7.90
10	28-Aug-16	ARY DIGITAL	Jeeto Pakistan	3.25	1,395	7.50

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

Current Affairs Talk Shows | C&S Ind

Aug.16						
Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share%
1	23-Aug-16	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	2.615	1123	10.6
2	23-Aug-16	ARY NEWS	11th Hour	1.895	814	10.9
3	23-Aug-16	ARY NEWS	Off The Record	1.874	805	4.9
4	25-Aug-16	SAMAA	Awaaz	1.835	788	7.2
5	27-Aug-16	SAMAA	News Beat	1.762	757	5.5
6	28-Aug-16	DUNYA NEWS	Mahaaz	1.507	647	4.5
7	22-Aug-16	DUNYA NEWS	On The Front	1.419	609	3.6
8	23-Aug-16	SAMAA	Nadeem Malik Live	1.270	545	4.0
9	28-Aug-16	ARY NEWS	Power Play	1.188	510	2.9
10	22-Aug-16	ARY NEWS	Live With Dr Shahid Masood	1.171	503	5.1

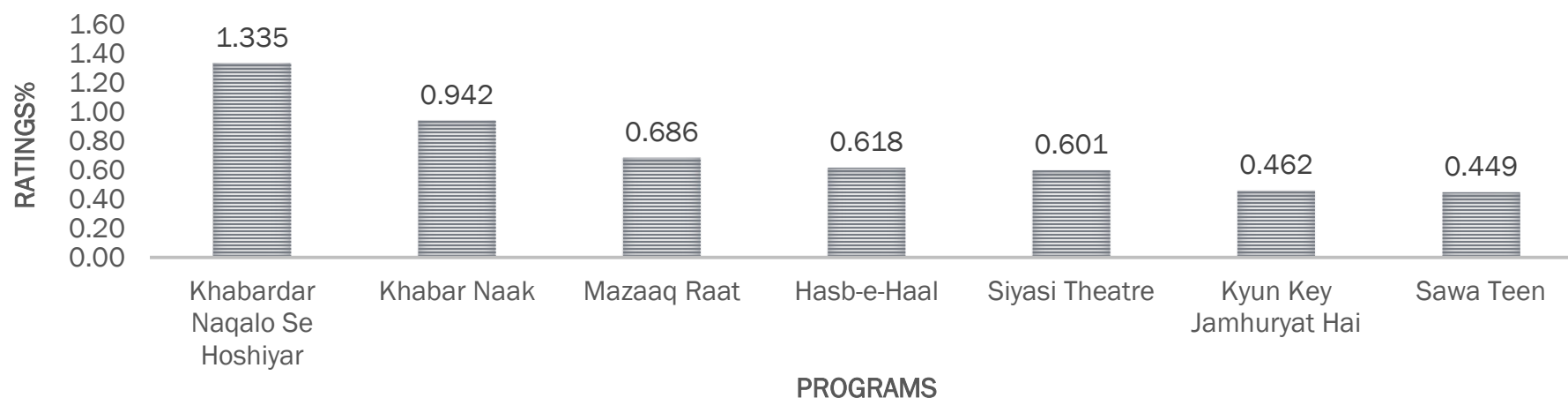


INFOTAINMENT SHOWS

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%
26/08/2016	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	1.335	573.196	7.404
11/08/2016	GEO NEWS	Khabar Naak	0.942	404.692	4.711
29/08/2016	DUNYA NEWS	Mazaaq Raat	0.686	294.528	3.960
22/08/2016	DUNYA NEWS	Hasb-e-Haal	0.618	265.579	3.467
01/08/2016	EXPRESS NEWS	Siyasi Theatre	0.601	257.924	2.393
14/08/2016	CHANNEL24	Kyun Key Jamhuryat Hai	0.462	198.432	1.573
27/08/2016	NEO TV	Sawa Teen	0.449	192.881	2.263



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 all followed by ATV's "Mehekti Morning"

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	0.70	95	4.7
2	09:00-11:00	Mon - Fri	ATV	Mehakti Morning	Sundas Khan	0.49	67	3.4
3	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.45	61	3.1
4	09:00-11:00	Mon - Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.40	54	2.8
5	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.37	50	2.6
6	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samaa Kay Sath	Sahir Lodhi	0.33	45	2.3
7	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.27	37	1.9
8	09:00-11:00	Mon - Fri	GEO NEWS	GEO Pakistan	Huma Amir Shah	0.25	34	1.8
9	09:00-11:00	Mon -Fri	A PLUS	Ek Nayee Subha	Farah Saadya	0.22	30	1.5
10	09.00-11.30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.22	30	1.5
11	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.19	26	1.3
12	09:00-11:00	Mon - Fri	AAJ NEWS	Aaj Subah	Nusrat Harris	0.12	16	0.8
13	09:00-11:00	Mon - Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.12	16	0.8
14	09:00-11:00	Mon - Fri	SEE TV	Sunrise from Istanbul	Maria Wasti	0.05	6	0.3

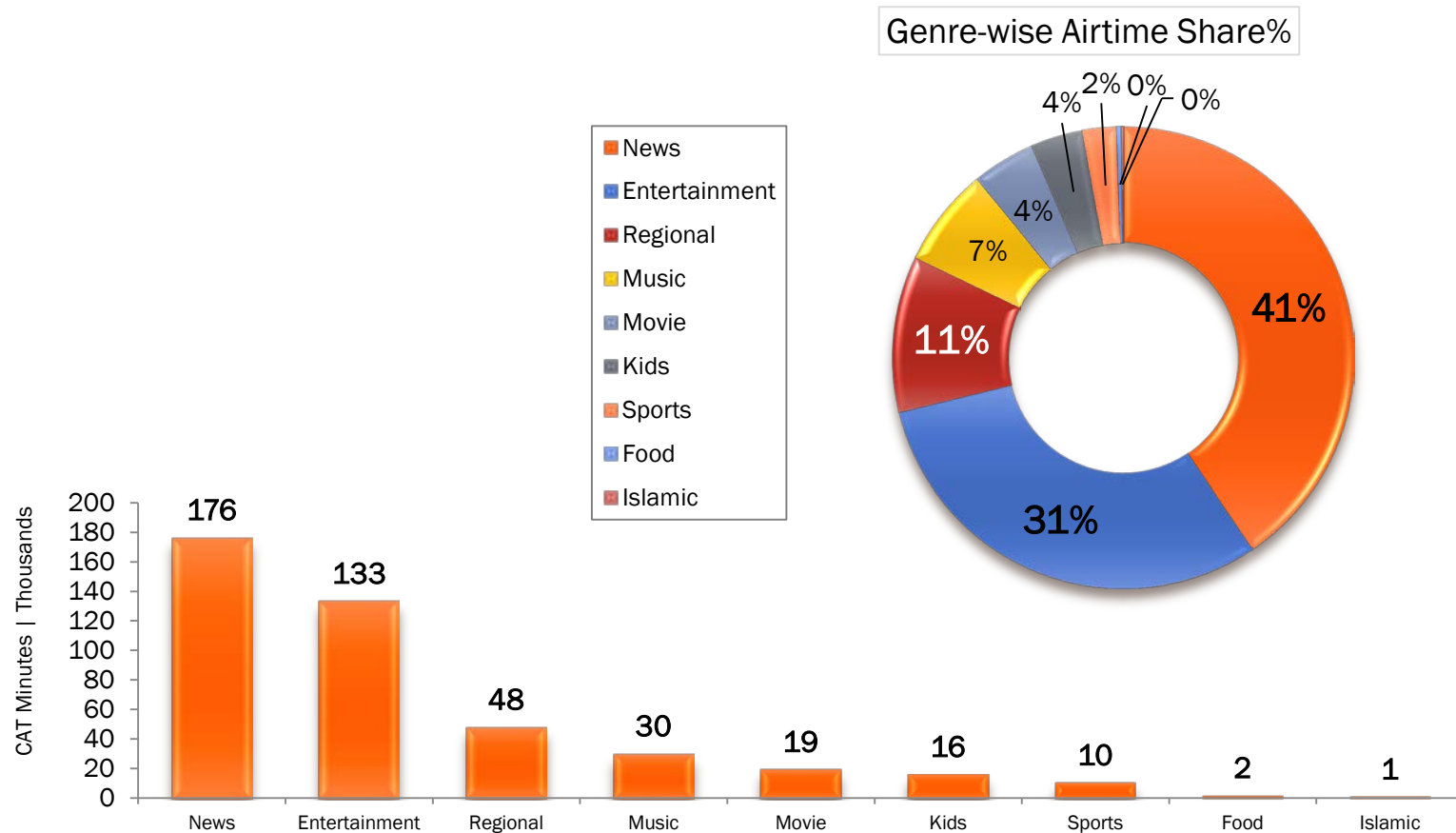
Ranking of morning shows is based on average ratings of the show for the reporting month.

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 "Jago Pakistan Jago"

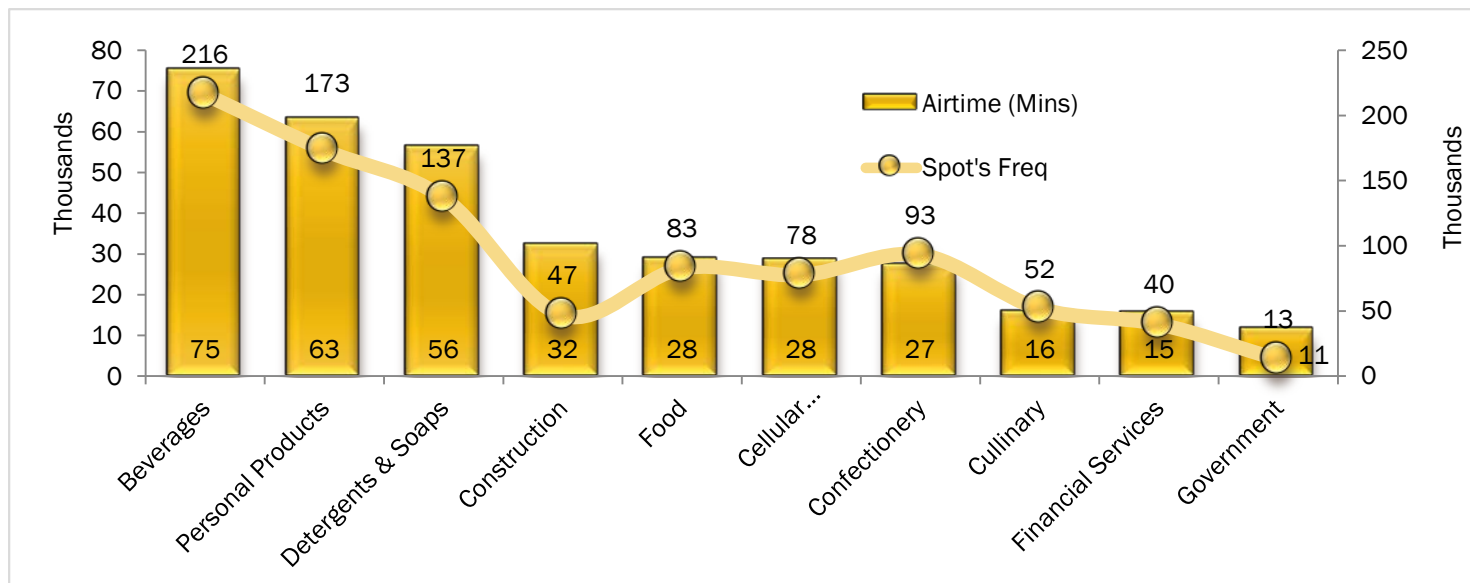
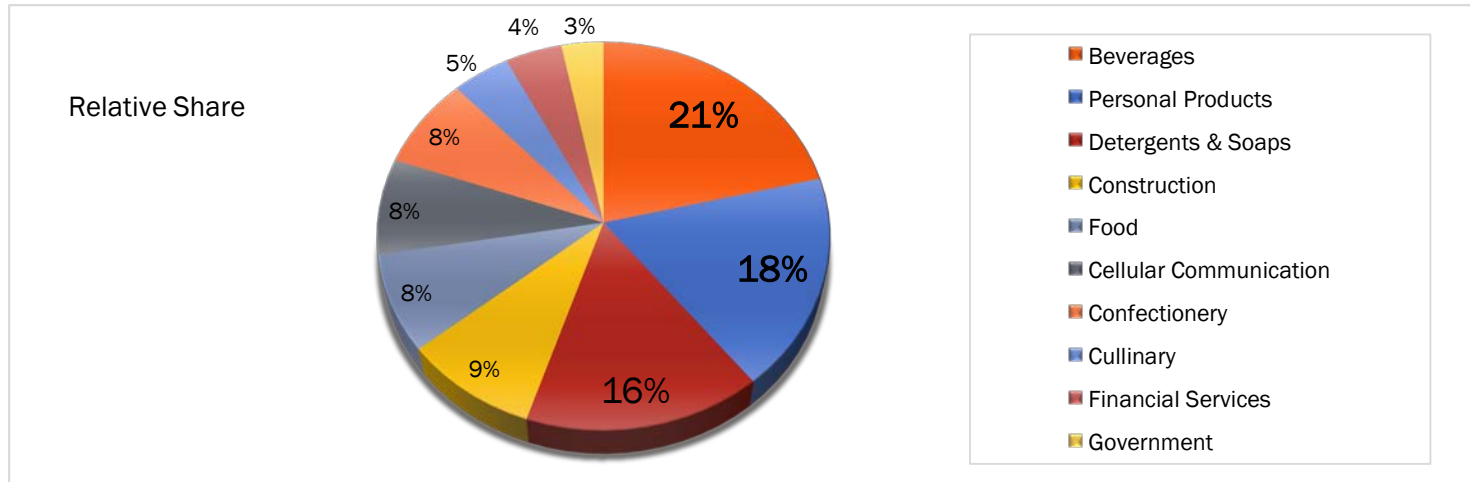
Rank	Time Slot	Days	Channel	ProgramName	Host	R %	R T	MS
1	09:00-11:30	Mon - Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.76	95	5.0
2	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.49	61	3.4
3	09:00-11:00	Mon - Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.43	54	3.0
4	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samaa Kay Sath	Sahir Lodhi	0.36	45	2.5
5	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.29	37	2.0
6	09:00-11:00	Mon - Fri	GEO NEWS	GEO Pakistan	Huma Amir Shah	0.28	34	1.9
7	09:00-11:00	Mon -Fri	A PLUS	Ek Nayee Subha	Farah Saadya	0.24	30	1.7
8	09.00-11.30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.24	30	1.6
9	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.21	26	1.4
10	09:00-11:00	Mon - Fri	AAJ NEWS	Aaj Subah	Nusrat Harris	0.13	16	0.9
11	09:00-11:00	Mon - Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.12	16	0.9
12	09:00-11:00	Mon - Fri	ATV	Mehakti Morning	Sundas Khan	0.09	11	0.6
13	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.08	10	0.6
14	09:00-11:00	Mon - Fri	SEE TV	Sunrise from Istanbul	Maria Wasti	0.05	6	0.3

COMMERCIAL AIRTIME SUMMARY | BY GENRE



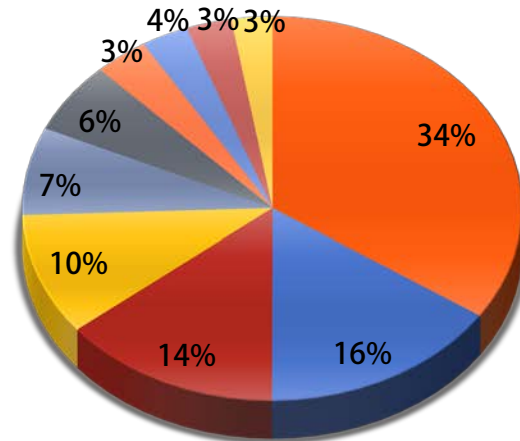
Highest CAT Share Going To News Channels

TOP 10 CATEGORIES

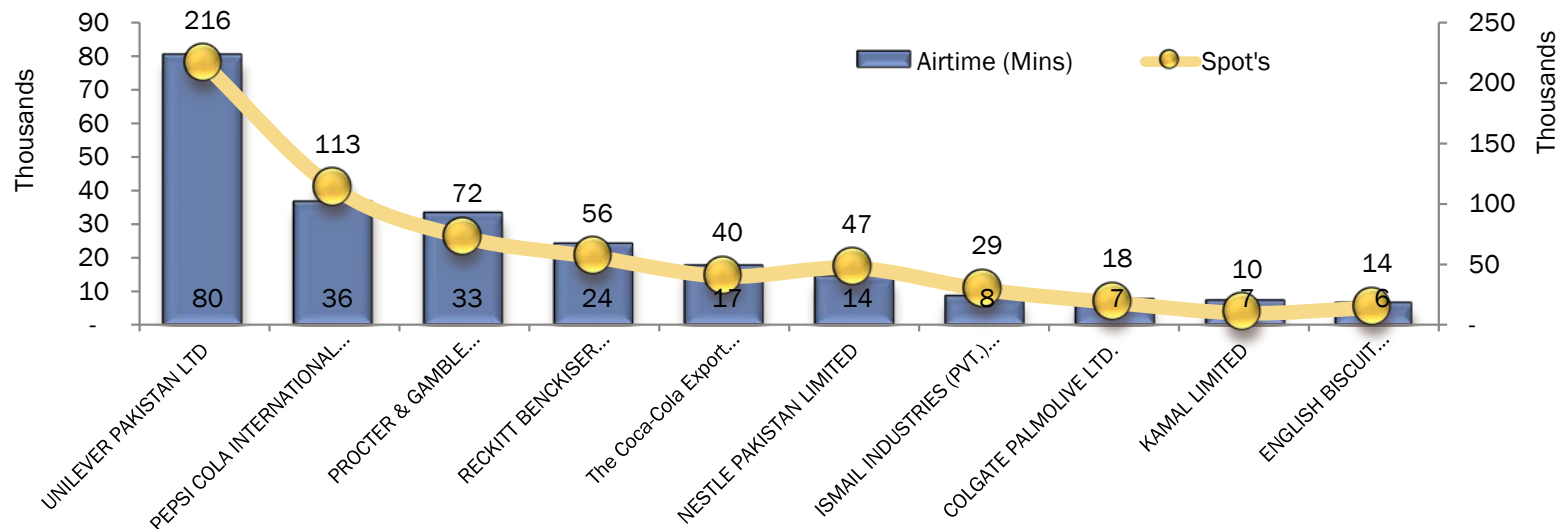


TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

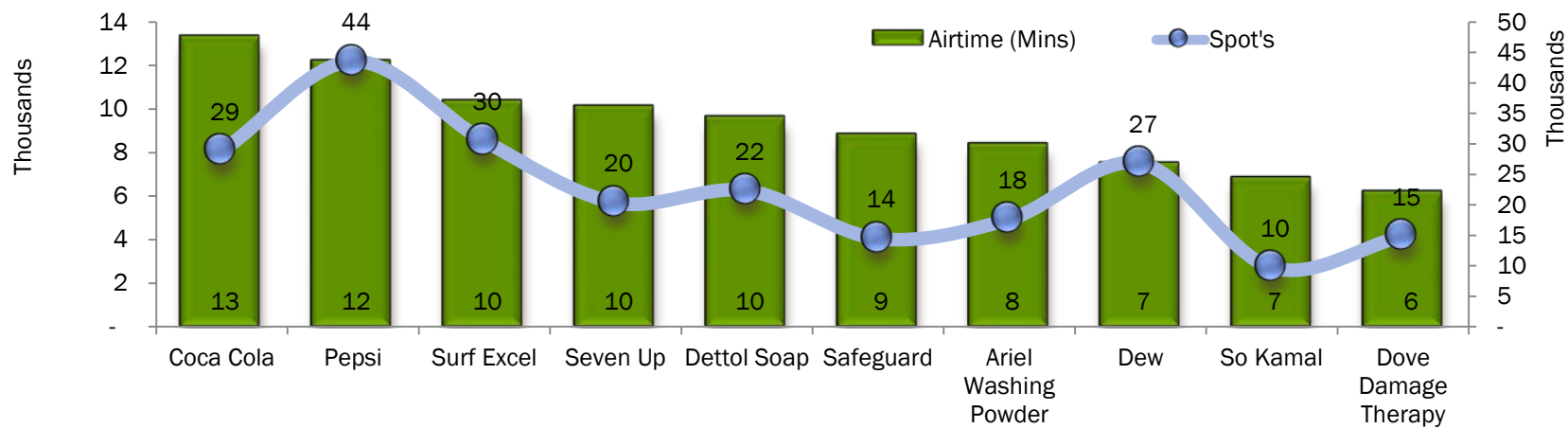
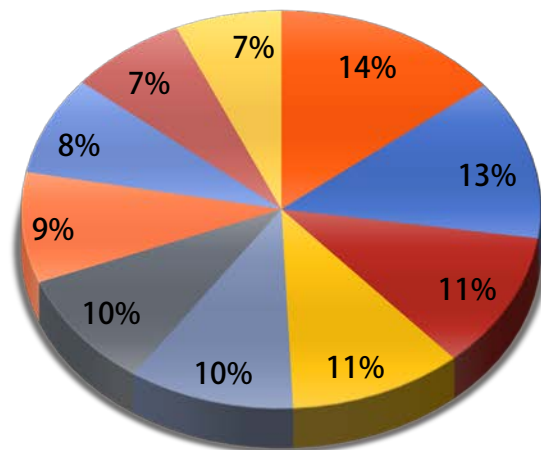


- UNILEVER PAKISTAN LTD
- PEPSI COLA INTERNATIONAL (PVT.) LTD.
- PROCTER & GAMBLE PAKISTAN LTD
- RECKITT BENCKISER PAKISTAN LTD.
- The Coca-Cola Export Corporation
- NESTLE PAKISTAN LIMITED
- ISMAIL INDUSTRIES (PVT.) LTD.
- COLGATE PALMOLIVE LTD.
- KAMAL LIMITED
- ENGLISH BISCUIT MANUFACTURERS (PVT.) LTD.



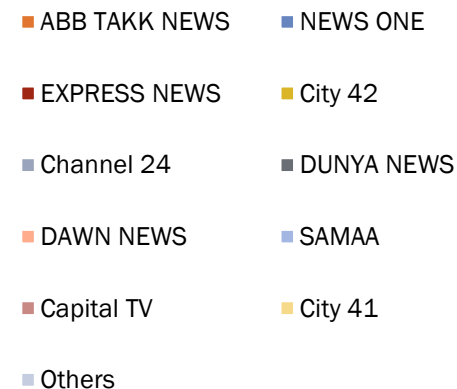
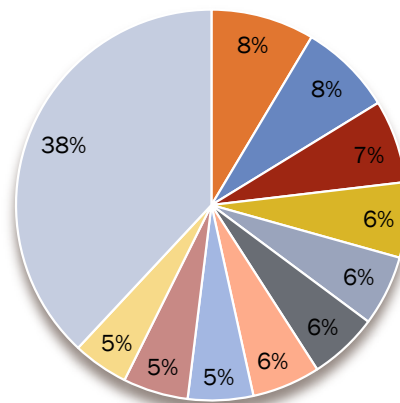
TOP 10 BRANDS

Relative Share

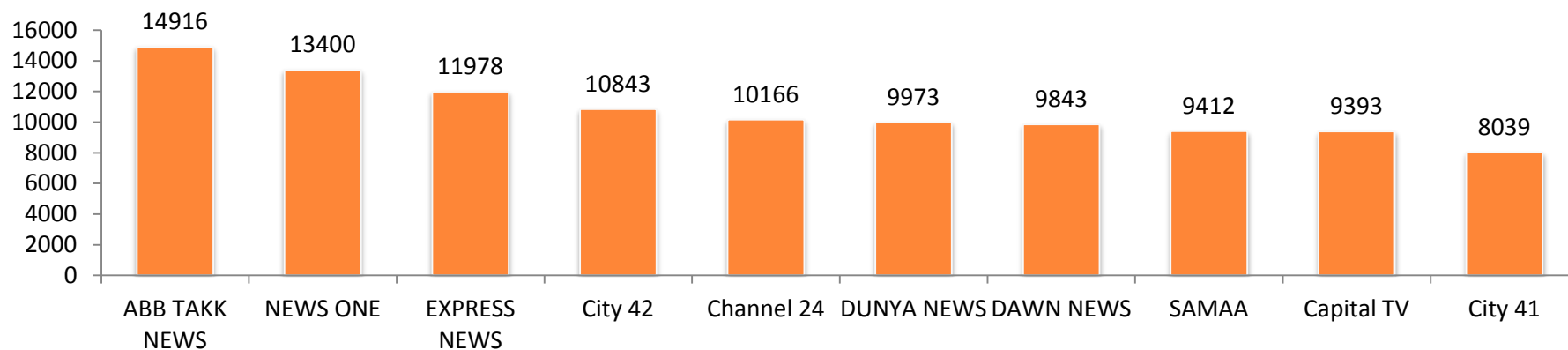


NEWS CHANNELS | CAT COMPARISON

Relative Share

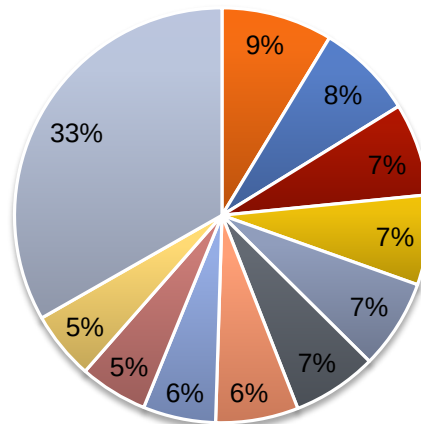


CAT (Minutes)



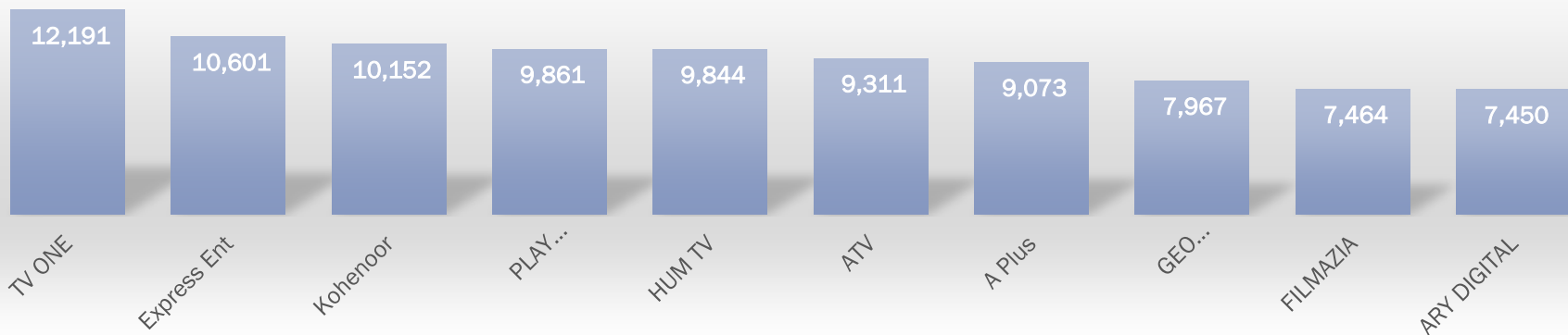
ENTERTAINMENT CHANNELS | CAT COMPARISON

Relative Share%



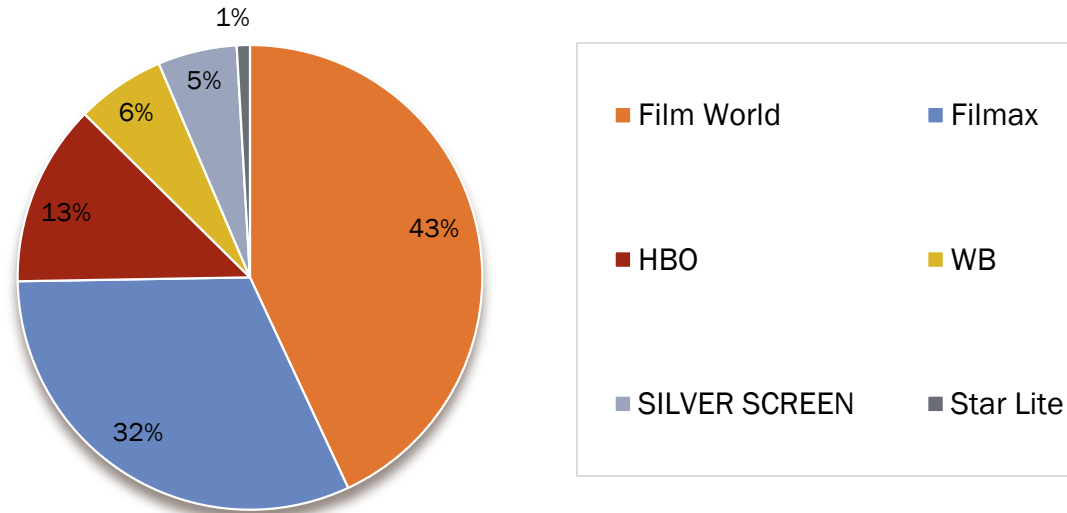
- TV ONE
- Express Ent
- Kohenoor
- PLAY ENTERTAINMENT
- HUM TV
- ATV
- A Plus
- GEO ENTERTAINMENT
- FILMAZIA
- ARY DIGITAL
- Others

CAT (Minutes)

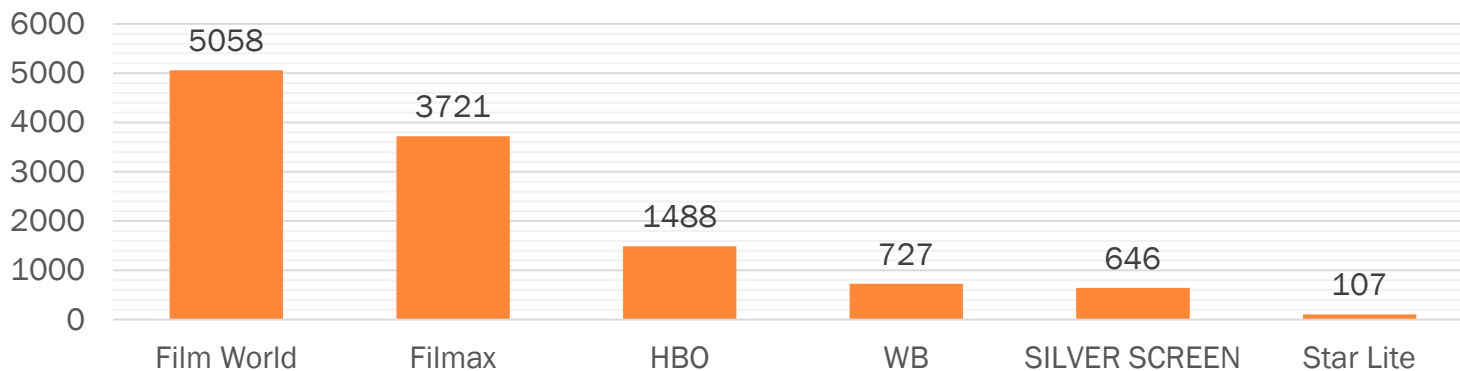


MOVIE CHANNELS | CAT COMPARISON

Relative Share

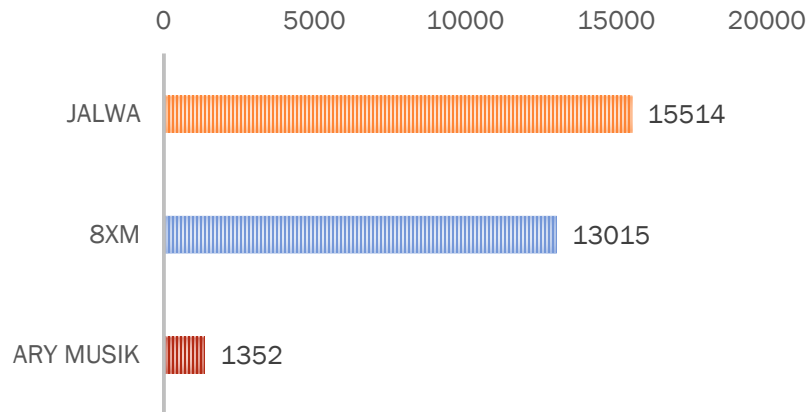


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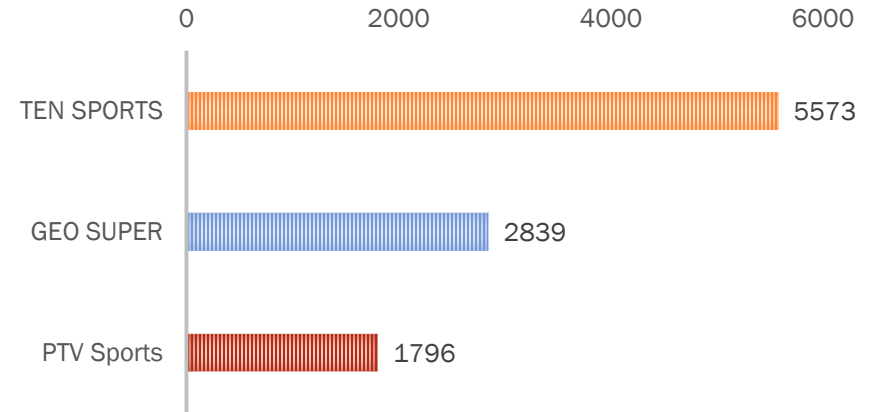


MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

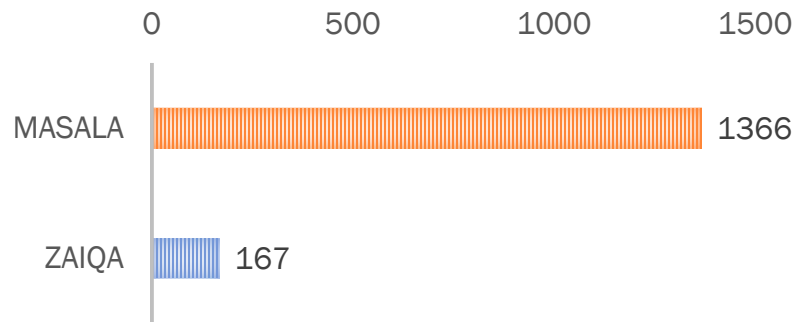
CAT (MINUTES)



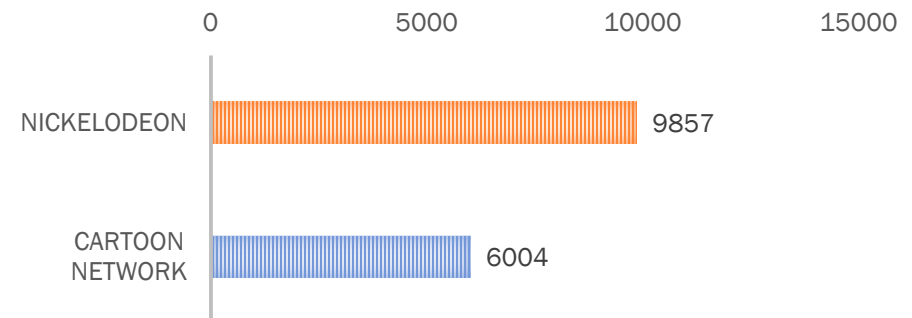
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CAT (MINUTES)



CAT (MINUTES)



Thank You-----😊