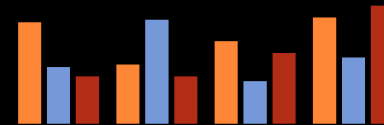
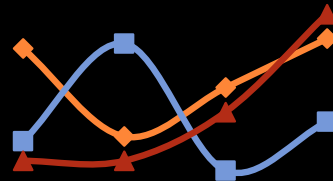


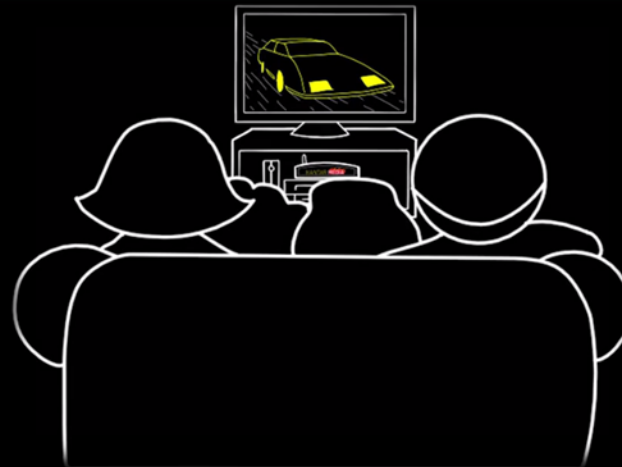
MEDIALOGIC MONTHLY REVIEW

December 2015



medialogic **KANTAR MEDIA**

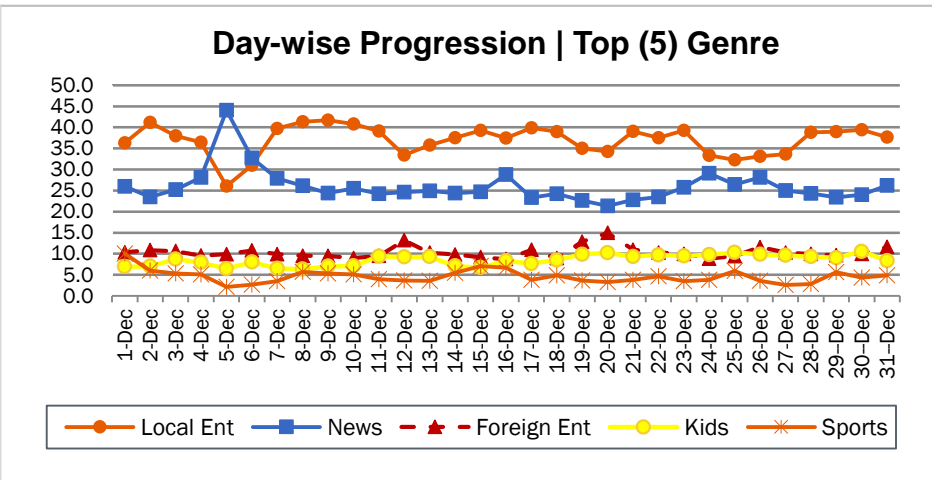
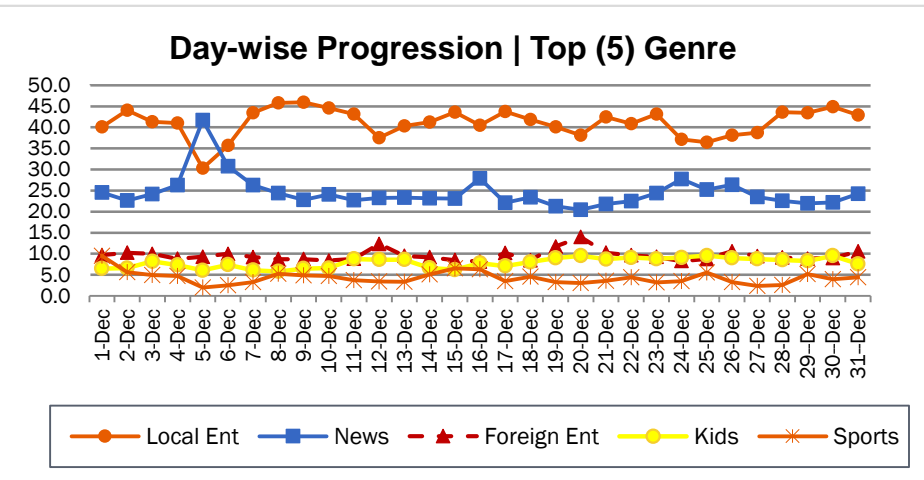
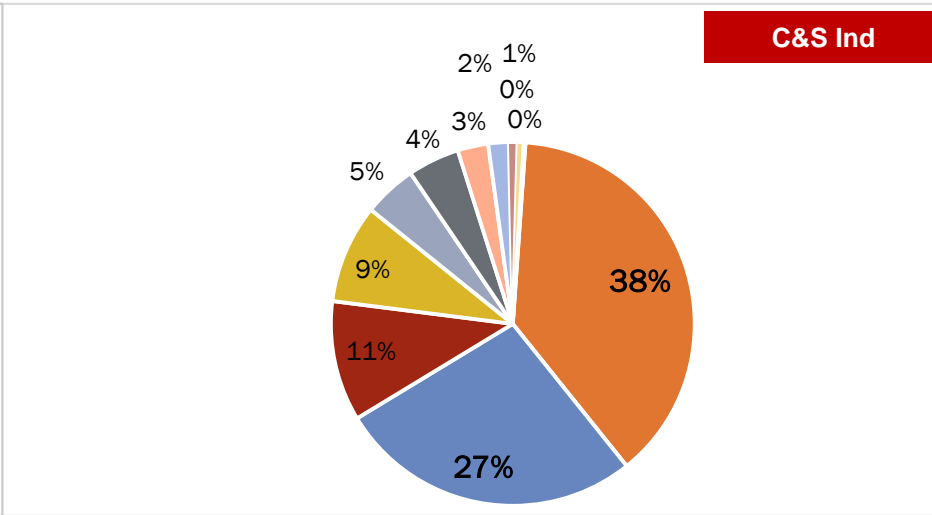
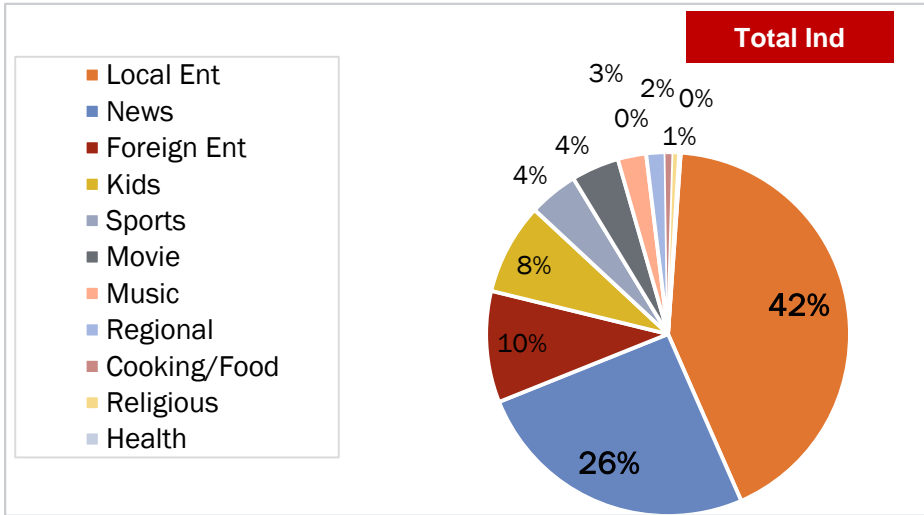
The Only Overnight TAM data providing Company in Pakistan.



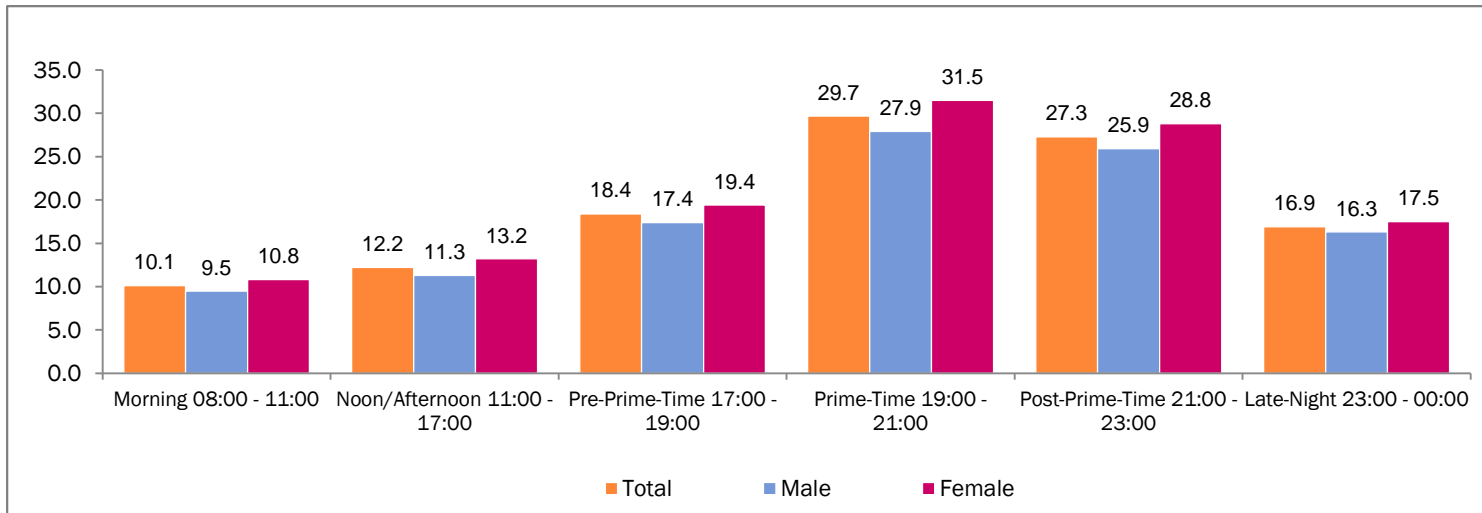
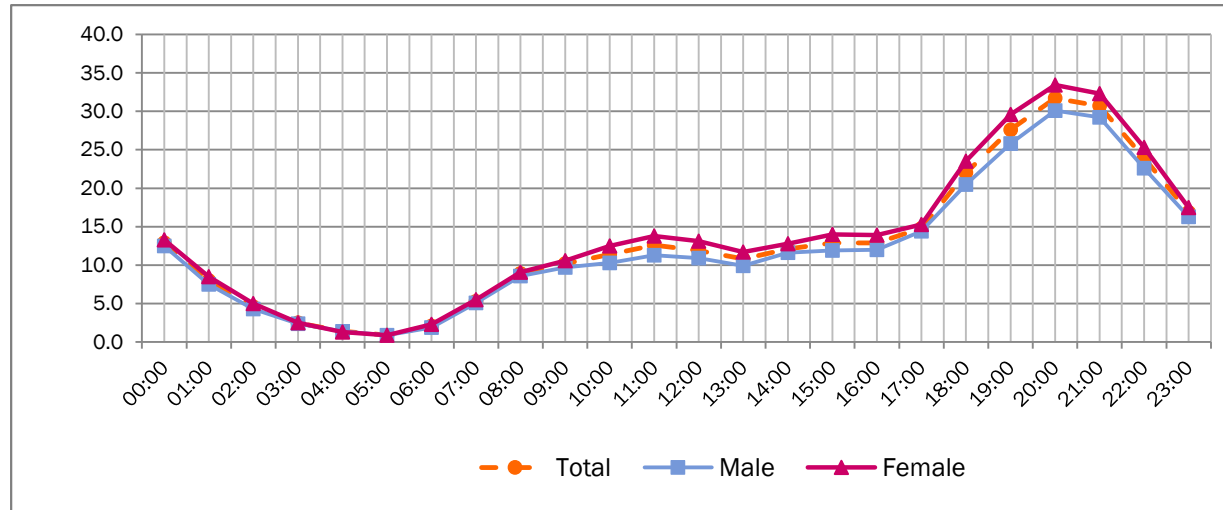
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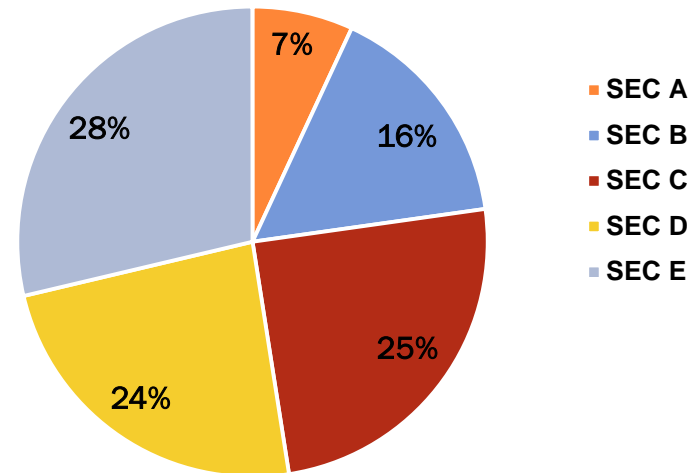
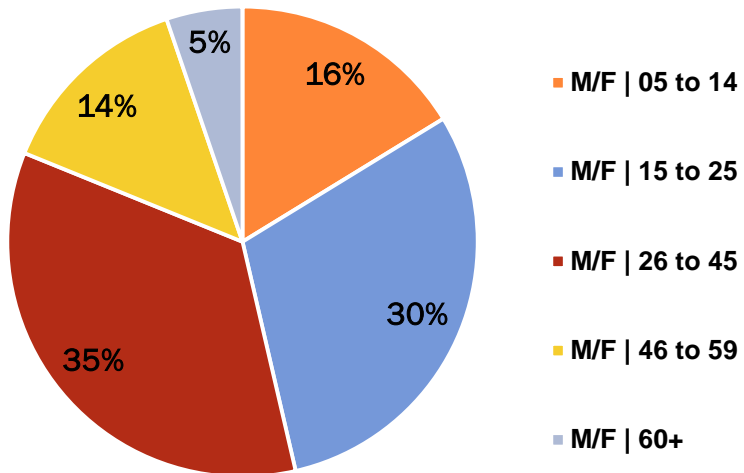
MARKET SHARE% | BY GENRE



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 Colors lead on C&S followed by ARY Digital.

Total Ind

December.15		
Rank	Channel Name	Ratings %
1	PTV HOME	1.23
2	ATV	1.09
3	COLORS	0.45
4	ARY DIGITAL	0.36
5	HUM TV	0.32
6	GEO ENTERTAINMENT	0.28
7	FILMAZIA	0.26
8	SAMAA	0.25
9	URDU 1	0.24
10	GEO NEWS	0.20
11	GEO KAHANI	0.19
12	A PLUS	0.19
13	PTV NEWS	0.18
14	DISNEY CHANNEL	0.15
15	ARY NEWS	0.14

C&S Ind

December.15		
Rank	Channel Name	Ratings %
1	COLORS	0.65
2	ARY DIGITAL	0.52
3	HUM TV	0.45
4	GEO ENTERTAINMENT	0.39
5	FILMAZIA	0.37
6	SAMAA	0.36
7	URDU 1	0.35
8	GEO NEWS	0.28
9	GEO KAHANI	0.27
10	A PLUS	0.27
11	DISNEY CHANNEL	0.21
12	ARY NEWS	0.20
13	CARTOON NETWORK	0.20
14	DUNYA NEWS	0.20
15	SEE TV	0.17



TOP 15 CHANNEL OVERALL | PAKISTAN URBAN

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

Total Ind

December.15		
Rank	Channel Name	Ratings %
1	COLORS	0.57
2	ARY DIGITAL	0.46
3	HUM TV	0.40
4	FILMAZIA	0.35
5	URDU 1	0.35
6	PTV HOME	0.35
7	GEO ENTERTAINMENT	0.33
8	GEO KAHANI	0.32
9	SAMAA	0.29
10	A PLUS	0.29
11	ATV	0.29
12	GEO NEWS	0.28
13	DISNEY CHANNEL	0.23
14	DUNYA NEWS	0.20
15	CARTOON NETWORK	0.19

C&S Ind

December.15		
Rank	Channel Name	Ratings %
1	COLORS	0.61
2	ARY DIGITAL	0.50
3	HUM TV	0.43
4	FILMAZIA	0.38
5	URDU 1	0.38
6	GEO ENTERTAINMENT	0.35
7	GEO KAHANI	0.34
8	SAMAA	0.31
9	A PLUS	0.31
10	GEO NEWS	0.30
11	DISNEY CHANNEL	0.25
12	DUNYA NEWS	0.21
13	CARTOON NETWORK	0.21
14	ARY NEWS	0.18
15	SEE TV	0.18



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	1.23	PTV HOME	1.23	COLORS	0.96	COLORS	0.53	ATV	0.63	GEO KAHANI	0.71
2	ATV	1.09	ATV	1.09	ARY DIGITAL	0.63	DISNEY CHANNEL	0.49	PTV HOME	0.59	URDU 1	0.67
3	COLORS	0.45	COLORS	0.45	HUM TV	0.61	PTV HOME	0.28	ARY DIGITAL	0.47	PTV HOME	0.62
4	ARY DIGITAL	0.36	ARY DIGITAL	0.36	SAMAA	0.60	GEO NEWS	0.23	URDU 1	0.45	A PLUS	0.55
5	HUM TV	0.32	HUM TV	0.32	GEO Ent	0.55	HUM TV	0.21	GEO KAHANI	0.41	ARY DIGITAL	0.50
6	GEO Ent	0.28	GEO Ent	0.28	FILMAZIA	0.38	TV ONE	0.21	COLORS	0.41	FILMAZIA	0.48
7	FILMAZIA	0.26	FILMAZIA	0.26	URDU 1	0.28	FILMAZIA	0.20	FILMAZIA	0.39	NICKELODEON	0.48
8	SAMAA	0.25	SAMAA	0.25	ARY NEWS	0.27	CARTOON NETWORK	0.20	HUM TV	0.38	CARTOON NETWORK	0.45
9	URDU 1	0.24	URDU 1	0.24	GEO NEWS	0.25	ARY DIGITAL	0.19	A PLUS	0.37	GEO NEWS	0.35
10	GEO NEWS	0.20	GEO NEWS	0.20	GEO KAHANI	0.22	DUNYA NEWS	0.19	GEO NEWS	0.31	PTV NEWS	0.34
11	GEO KAHANI	0.19	GEO KAHANI	0.19	METRO 1 NEWS	0.22	POGO	0.17	DUNYA NEWS	0.28	TV ONE	0.31
12	A PLUS	0.19	A PLUS	0.19	TEN SPORTS	0.21	A PLUS	0.16	GEO Ent	0.28	SEE TV	0.26
13	PTV NEWS	0.18	PTV NEWS	0.18	A PLUS	0.20	URDU 1	0.15	DISNEY CHANNEL	0.28	GEO Ent	0.22
14	DISNEY CHANNEL	0.15	DISNEY CHANNEL	0.15	EXPRESS NEWS	0.17	SEE TV	0.13	SEE TV	0.20	FILM WORLD	0.19
15	ARY NEWS	0.14	ARY NEWS	0.14	FILM WORLD	0.17	TEN SPORTS	0.13	SAMAA	0.18	EXPRESS Ent	0.18

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	0.65	COLORS	0.61	COLORS	0.96	COLORS	0.55	ARY DIGITAL	0.54	GEO KAHANI	0.80
2	ARY DIGITAL	0.52	ARY DIGITAL	0.50	ARY DIGITAL	0.63	DISNEY CHANNEL	0.51	URDU 1	0.51	URDU 1	0.75
3	HUM TV	0.45	HUM TV	0.43	HUM TV	0.61	GEO NEWS	0.23	GEO KAHANI	0.47	A PLUS	0.62
4	GEO Ent	0.39	FILMAZIA	0.38	SAMAA	0.60	HUM TV	0.22	COLORS	0.47	ARY DIGITAL	0.56
5	FILMAZIA	0.37	URDU 1	0.38	GEO Ent	0.55	TV ONE	0.21	FILMAZIA	0.44	FILMAZIA	0.54
6	SAMAA	0.36	GEO Ent	0.35	FILMAZIA	0.38	FILMAZIA	0.21	HUM TV	0.44	NICKELODEON	0.53
7	URDU 1	0.35	GEO KAHANI	0.34	URDU 1	0.28	CARTOON NETWORK	0.21	A PLUS	0.43	CARTOON NETWORK	0.50
8	GEO NEWS	0.28	SAMAA	0.31	ARY NEWS	0.27	ARY DIGITAL	0.20	GEO NEWS	0.36	GEO NEWS	0.40
9	GEO KAHANI	0.27	A PLUS	0.31	GEO NEWS	0.25	DUNYA NEWS	0.19	DUNYA NEWS	0.32	TV ONE	0.35
10	A PLUS	0.27	GEO NEWS	0.30	GEO KAHANI	0.22	POGO	0.18	GEO Ent	0.32	SEE TV	0.29
11	DISNEY CHANNEL	0.21	DISNEY CHANNEL	0.25	METRO 1 NEWS	0.22	A PLUS	0.16	DISNEY CHANNEL	0.32	GEO Ent	0.25
12	ARY NEWS	0.20	DUNYA NEWS	0.21	TEN SPORTS	0.21	PTV HOME	0.15	SEE TV	0.23	FILM WORLD	0.21
13	CARTOON NETWORK	0.20	CARTOON NETWORK	0.21	A PLUS	0.20	URDU 1	0.15	SAMAA	0.21	EXPRESS Ent	0.20
14	DUNYA NEWS	0.20	ARY NEWS	0.18	EXPRESS NEWS	0.17	SEE TV	0.14	8XM	0.20	HUM TV	0.19
15	SEE TV	0.17	SEE TV	0.18	FILM WORLD	0.17	TEN SPORTS	0.14	CARTOON NETWORK	0.20	TEN SPORTS	0.18

ENTERTAINMENT CHANNELS – 24 HOURS

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

Total Ind

Dec.15

Rank	Channel Name	Ratings%
1	COLORS	0.57
2	ARY DIGITAL	0.46
3	HUM TV	0.40
4	FILMAZIA	0.35
5	URDU 1	0.35
6	PTV HOME	0.35
7	GEO ENTERTAINMENT	0.33
8	GEO KAHANI	0.32
9	A PLUS	0.29
10	ATV	0.29

C&S Ind

Dec.15

Rank	Channel Name	Ratings%
1	COLORS	0.61
2	ARY DIGITAL	0.50
3	HUM TV	0.43
4	FILMAZIA	0.38
5	URDU 1	0.38
6	GEO ENTERTAINMENT	0.35
7	GEO KAHANI	0.34
8	A PLUS	0.31
9	SEE TV	0.18
10	TV ONE	0.12

Entertainment

ENTERTAINMENT CHANNELS – PRIME TIME (19.00-22.00)

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

Total Ind

Dec.15

Rank	Channel Name	Ratings%
1	COLORS	1.84
2	ARY DIGITAL	1.44
3	HUM TV	1.33
4	PTV HOME	1.32
5	URDU 1	1.18
6	GEO KAHANI	1.11
7	GEO ENTERTAINMENT	1.09
8	A PLUS	0.88
9	FILMAZIA	0.83
10	ATV	0.79

C&S Ind

Dec.15

Rank	Channel Name	Ratings%
1	COLORS	1.98
2	ARY DIGITAL	1.55
3	HUM TV	1.43
4	URDU 1	1.27
5	GEO KAHANI	1.19
6	GEO ENTERTAINMENT	1.17
7	A PLUS	0.94
8	FILMAZIA	0.89
9	STAR PLUS	0.42
10	SEE TV	0.41

Entertainment

TOP NEWS CHANNELS - 24 HOURS

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

Total Ind		
December-15		
Rank	Channel Name	Ratings%
1	SAMAA	0.29
2	GEO NEWS	0.28
3	DUNYA NEWS	0.20
4	ARY NEWS	0.17
5	EXPRESS NEWS	0.14
6	ABB TAKK	0.09
7	DAWN NEWS	0.09
8	NEWS ONE	0.09
9	METRO 1 NEWS	0.07
10	AAJ NEWS	0.07

C&S Ind		
December-15		
Rank	Channel Name	Ratings%
1	SAMAA	0.31
2	GEO NEWS	0.30
3	DUNYA NEWS	0.21
4	ARY NEWS	0.18
5	EXPRESS NEWS	0.15
6	ABB TAKK	0.10
7	DAWN NEWS	0.10
8	NEWS ONE	0.10
9	METRO 1 NEWS	0.08
10	AAJ NEWS	0.08



TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

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

Total Ind

December-15

Rank	Channel Name	Ratings%
1	GEO NEWS	0.67
2	SAMAA	0.60
3	DUNYA NEWS	0.36
4	EXPRESS NEWS	0.33
5	ARY NEWS	0.32
6	NEWS ONE	0.19
7	AAJ NEWS	0.17
8	ABB TAKK	0.17
9	DAWN NEWS	0.16
10	NINETY 2 NEWS	0.13

C&S Ind

December-15

Rank	Channel Name	Ratings%
1	GEO NEWS	0.72
2	SAMAA	0.64
3	DUNYA NEWS	0.39
4	EXPRESS NEWS	0.35
5	ARY NEWS	0.34
6	NEWS ONE	0.21
7	AAJ NEWS	0.19
8	ABB TAKK	0.19
9	DAWN NEWS	0.17
10	NINETY 2 NEWS	0.14



MUSIC CHANNELS

C&S Ind

December | 2015

Rank	Channel Name	TRPs	Relative Share%
1	8XM	180	60%
2	JALWA	102	34%
3	ARY MUSIK	17	6%
4	VIBE TV	3	1%
	Grand Total	302	100%

8XM*

Captures the 1st position as the most watched music channel with 60% share in music Genre

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



Total Ind

December-15

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	181	49%
2	GEO SUPER	116	31%
3	PTV SPORTS	73	20%

C&S Ind

December-15

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	259	49%
2	GEO SUPER	165	31%
3	PTV SPORTS	101	19%

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



Total Ind

December.15

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	236	48%
2	GEO SUPER	156	32%
3	PTV SPORTS	100	20%

December.15

C&S Ind

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	253	48%
2	GEO SUPER	168	32%
3	PTV SPORTS	107	20%

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

Movie Channels

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

24 Hours | C&S Ind

December.15

Rank	Channel Name	Ratings%
1	FILM WORLD	0.13
2	FILMAX	0.07
3	STAR MOVIES	0.06
4	HBO	0.05
5	WB	0.02
6	RAAVI TV	0.02
7	ARUJ TV	0.01
8	STAR LITE TV	0.00
9	SILVER SCREEN	0.00
10	AXN	0.00

Prime Time | 20.00-00.00 | C&S Ind

December.15

Rank	Channel Name	Ratings%
1	FILM WORLD	0.26
2	FILMAX	0.14
3	HBO	0.11
4	STAR MOVIES	0.09
5	RAAVI TV	0.07
6	WB	0.05
7	ARUJ TV	0.03
8	SILVER SCREEN	0.01
9	STAR LITE TV	0.00
10	AXN	0.00

FOOD CHANNELS



Masala tops the chart with 77 TRPs during the month of December

C&S Ind

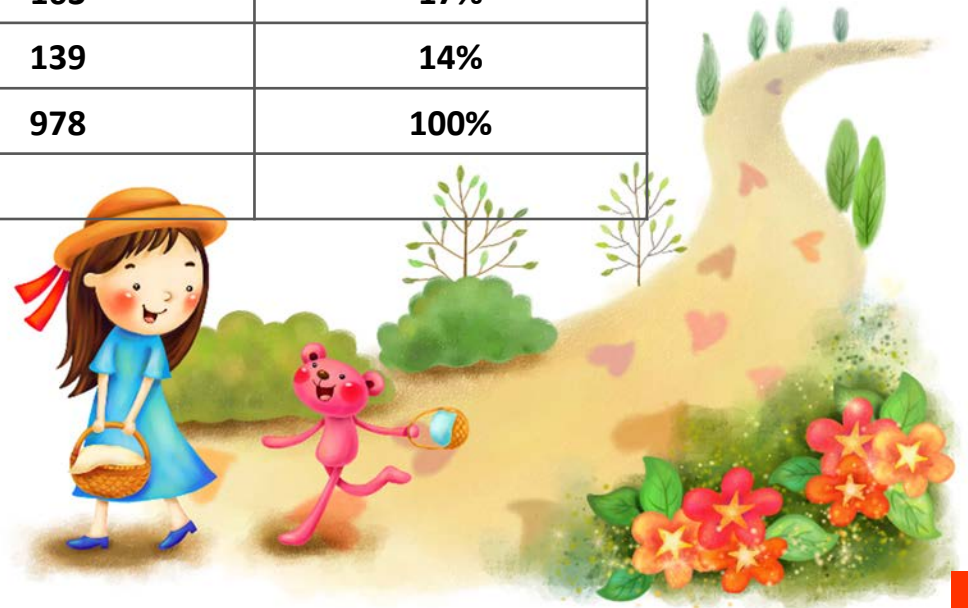
December-15

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	77	91%
2	ZAIQA	7	9%
..	Grand Total	84	100%



Disney Channel Holds 37% Of Kids Channels Viewership

C&S Ind			
December-15			
Rank	Channel	TRPs	Relative Share%
1	DISNEY CHANNEL	366	37%
2	CARTOON NETWORK	309	32%
3	POGO	163	17%
4	NICKELODEON	139	14%
....	Grand Total	978	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	0.052	APNA CHANNEL	0.033	APNA CHANNEL	0.085	AVT KHYBER	0.197	PTV BOLAN	0.546
2	KTN	0.025	KAY2	0.012	KTN	0.059	AVT KHYBER NEWS	0.093	VSH NEWS	0.041
3	AVT KHYBER	0.016	MEHRAN TV	0.007	KTN NEWS	0.034	PASHTO 1	0.021	MEHRAN TV	0.027
4	KTN NEWS	0.014	PUNJAB TV	0.007	SINDH TV	0.028	PTV NATIONAL	0.019	AVT KHYBER NEWS	0.019
5	SINDH TV	0.012	PTV NATIONAL	0.006	SINDH TV NEWS	0.022	KAY2	0.017	AVT KHYBER	0.014
6	SINDH TV NEWS	0.010	AVT KHYBER	0.006	DHARTI TV	0.015	APNA CHANNEL	0.010	SINDH TV	0.012
7	PTV BOLAN	0.009	WASEB	0.004	KASHISH	0.015	PUNJAB TV	0.003	KASHISH	0.010
8	MEHRAN TV	0.009	PASHTO 1	0.002	AWAZ	0.012	MEHRAN TV	0.002	WASEB	0.009
9	KAY2	0.008	KASHISH	0.002	MEHRAN TV	0.011	KASHISH	0.002	AWAZ	0.008
10	KASHISH	0.007	KTN	0.001	PTV NATIONAL	0.002	WASEB	0.002	APNA CHANNEL	0.004
11	DHARTI TV	0.006	SINDH TV	0.001	KAY2	0.002	SINDH TV	0.002	PASHTO 1	0.004
12	AVT KHYBER NEWS	0.006	SINDH TV NEWS	0.001	AVT KHYBER	0.002	KTN	0.001	KAY2	0.003
13	AWAZ	0.005	PTV BOLAN	0.001	WASEB	0.001	PTV BOLAN	0.001	PTV NATIONAL	0.003
14	PTV NATIONAL	0.005	AVT KHYBER NEWS	0.001	VSH NEWS	0.001	DHARTI TV	0.000	PUNJAB TV	0.002
15	PUNJAB TV	0.004	AWAZ	0.001	PASHTO 1	0.001	SINDH TV NEWS	0.000	SINDH TV NEWS	0.002
16	PASHTO 1	0.003	VSH NEWS	0.001	PTV BOLAN	0.001	KTN NEWS	0.000	KTN	0.001
17	WASEB	0.003	DHARTI TV	0.000	AVT KHYBER NEWS	0.000	AWAZ	0.000	DHARTI TV	0.000
18	VSH NEWS	0.001	KTN NEWS	0.000	PUNJAB TV	0.000	VSH NEWS	0.000	KTN NEWS	0.000

TOP PROGRAMS | OVERALL

HUM TV's Gul-e-Rana hits 4.12 ratings on Total Ind on 19th December

Top Programs | Total Individuals

December-15

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	19-Dec-15	HUM TV	Gul-e-Rana	4.12	1,895	9.90
2	23-Dec-15	ARY DIGITAL	Bay Qasoor	3.97	1,828	9.70
3	22-Dec-15	ARY DIGITAL	Guzaarish	3.74	1,721	8.80
4	20-Dec-15	FILMAZIA	Nagin	3.54	1,628	9.80
5	21-Dec-15	GEO KAHANI	Kumkum Bhagya	3.37	1,553	7.10
6	14-Dec-15	HUM TV	Aik Thi Misaal	3.26	1,501	9.60
7	18-Dec-15	ARY DIGITAL	Jeeto Pakistan	2.99	1,376	7.50
8	17-Dec-15	GEO ENTERTAINMENT	Mujhe Kuch Khena Hain	2.83	1,305	7.50
9	17-Dec-15	GEO ENTERTAINMENT	Sada Sukhi Raho	2.73	1,258	7.70
10	9-Dec-15	URDU 1	Ye Hain Mohabbatein	2.71	1,249	9.50

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

TOP PROGRAMS | C & S

HUM TV's Gul-e-Rana hits 4.41 ratings on C&S Ind on 19th December

Top Programs | C&S Individuals

December-15

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	19-Dec-15	HUM TV	Gul-e-Rana	4.41	1,895	10.90
2	23-Dec-15	ARY DIGITAL	Bay Qasoor	4.26	1,828	10.70
3	22-Dec-15	ARY DIGITAL	Guzaarish	4.01	1,721	9.50
4	20-Dec-15	FILMAZIA	Nagin	3.79	1,628	10.30
5	21-Dec-15	GEO KAHANI	Kumkum Bhagya	3.62	1,553	7.60
6	14-Dec-15	HUM TV	Aik Thi Misaal	3.50	1,501	10.20
7	18-Dec-15	ARY DIGITAL	Jeeto Pakistan	3.20	1,376	7.90
8	17-Dec-15	GEO ENTERTAINMENT	Mujhe Kuch Khena Hain	3.04	1,305	8.00
9	17-Dec-15	GEO ENTERTAINMENT	Sada Sukhi Raho	2.93	1,258	8.50
10	9-Dec-15	URDU 1	Ye Hain Mohabbatein	2.91	1,249	10.20



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

Current Affairs Talk Shows | C&S Ind

December.15

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share%
1	21-Dec-15	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	1.275	548	4.1
2	07-Dec-15	SAMAA	Awaaz	1.172	556	4.8
3	30-Dec-15	SAMAA	Nadeem Malik Live	1.099	472	3.3
4	31-Dec-15	GEO NEWS	Capital Talk	1.002	430	3.5
5	26-Dec-15	GEO NEWS	Jirga	0.946	406	3.4
6	24-Dec-15	NEWS ONE	Live With Dr. Shahid Masood	0.888	381	2.5
7	27-Dec-15	ARY NEWS	Power Play	0.886	380	2.5
8	12-Dec-15	SAMAA	News Beat	0.870	374	3.1
9	07-Dec-15	DUNYA NEWS	On The Front	0.821	353	2.5
10	24-Dec-15	DUNYA NEWS	Nukta-e-Nazar	0.806	346	2.8

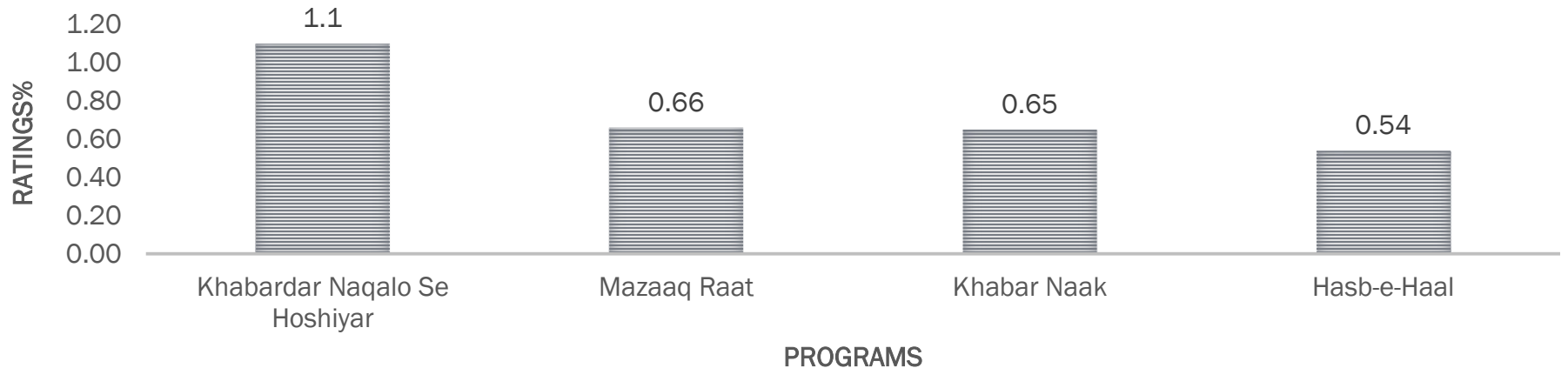


INFOTAINMENT SHOWS

Express News' Khabardar Naqalo Se Hoshiyar is on top followed by Mazaaq Raat

Infotainment Shows

Date	Channel	Title	Rtg%	Rtg(000)	Market Share%
27.12.2015	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	1.10	472	4.8
08.12.2015	DUNYA NEWS	Mazaaq Raat	0.66	278	6.0
31.12.2015	GEO NEWS	Khabar Naak	0.65	278	3.0
26.12.2015	DUNYA NEWS	Hasb-e-Haal	0.54	217	2.8



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" leading on Females 15 - 45 All followed by HUM TV's "Jaago Pakistan Jaago"

Rank	Time Slot	Days	Channel	Program Name	Host	R %	R T	MS
1	09:00-11:30	Mon - Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.74	108	5.7
2	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.71	102	5.6
3	09:00-11:00	Mon - Fri	ATV	Mehakti Morning	Sundas Khan	0.56	81	4.4
4	09.00-11.00	Mon - Fri	GEO KAHANI	Subha-e-Pakistan Kahani Kay Sath	Aamir Liaquat	0.44	64	3.5
5	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.28	40	2.2
6	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samaa Kay Sath	Sahir Lodhi	0.28	40	2.2
7	09.00-11.00	Mon - Fri	GEO ENT	Nadia Khan Show	Nadia Khan	0.25	36	2
8	09:00-11:00	Mon - Fri	A PLUS	Ek Nayee Subha With Farha	Farha	0.195	28	1.5
9	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.19	28	1.5
10	09:00-11:00	Mon - Fri	AAJ NEWS	Aaj Subah	Nusrat Harris	0.15	22	1.2
11	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.14	20	1.1
12	09:00-11.00	Mon - Thurs	HUM SITARAY	Sitaray Ki Subha	Shaista Lodhi	0.14	20	1.1
13	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.12	17	0.9

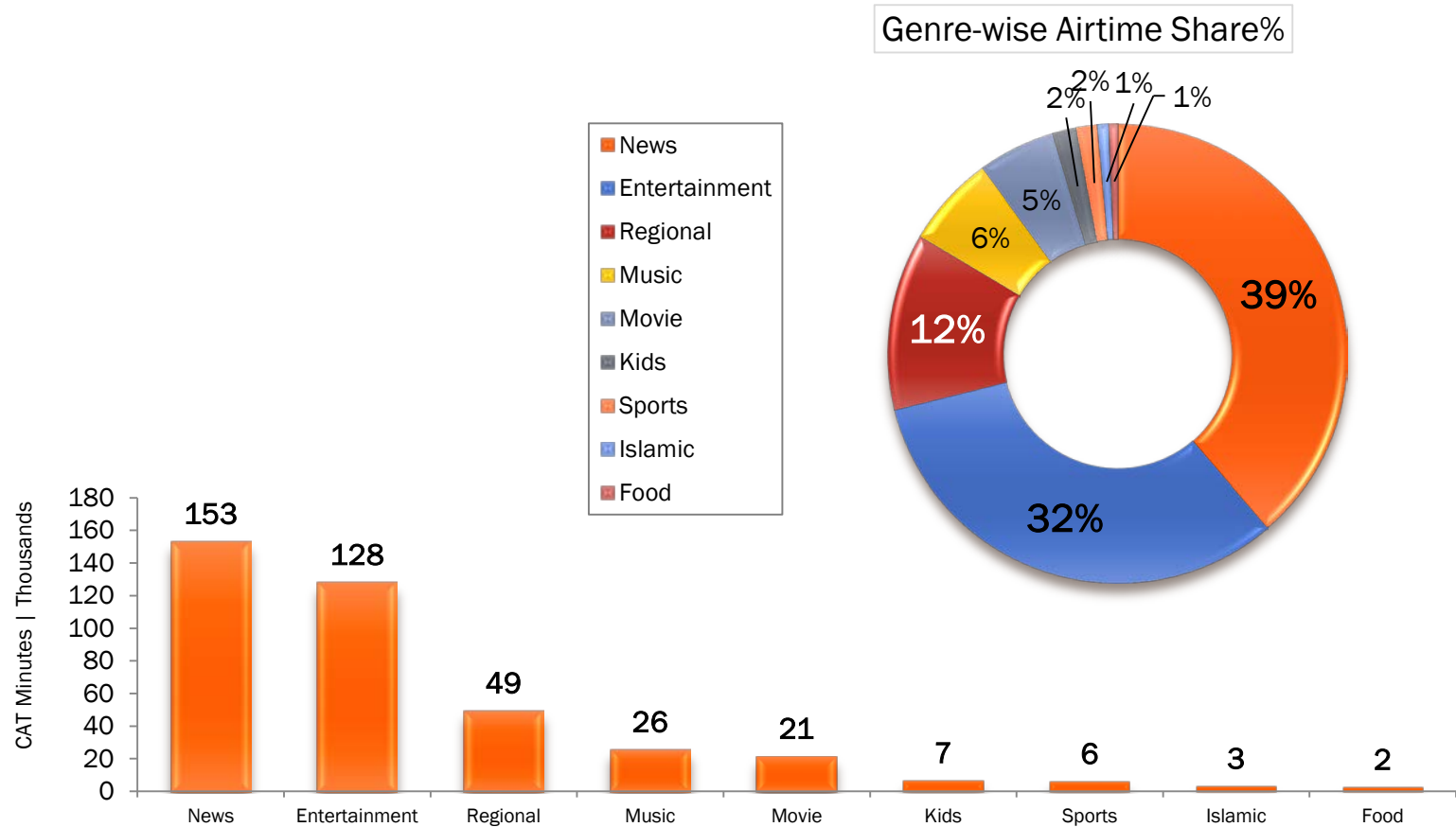
Ranking of morning shows is based on average ratings of the show for the reporting month.

MORNING SHOWS | FEMALE 15-45 C&S

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

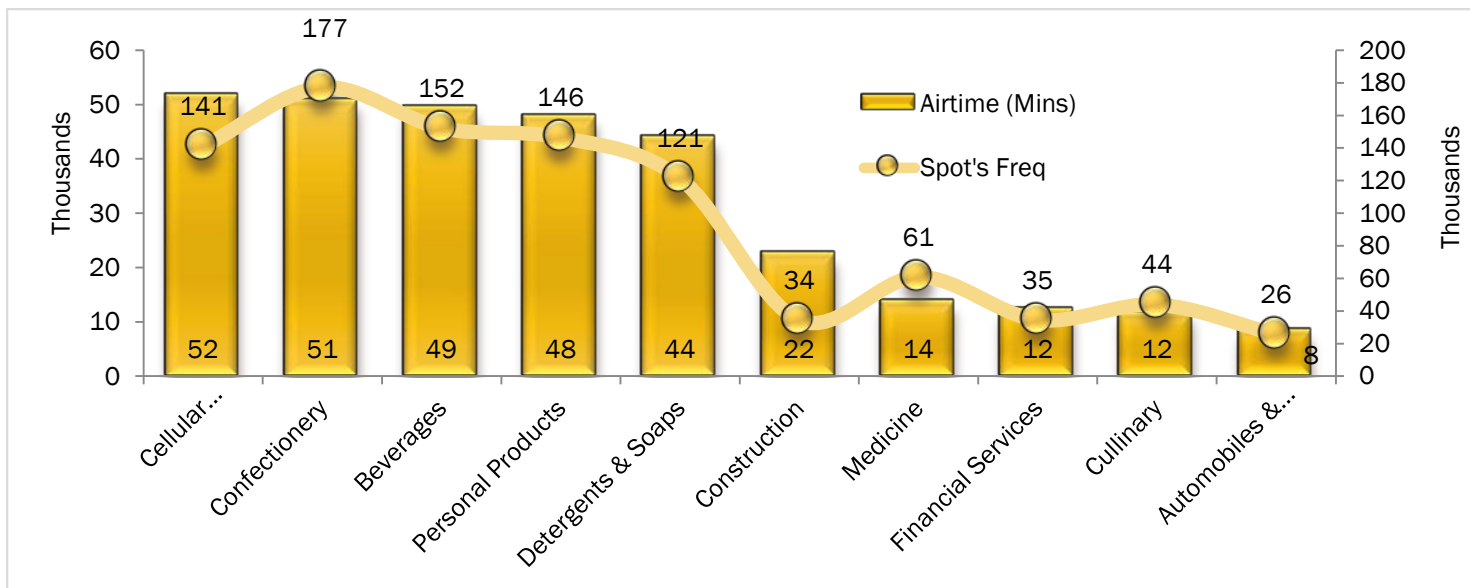
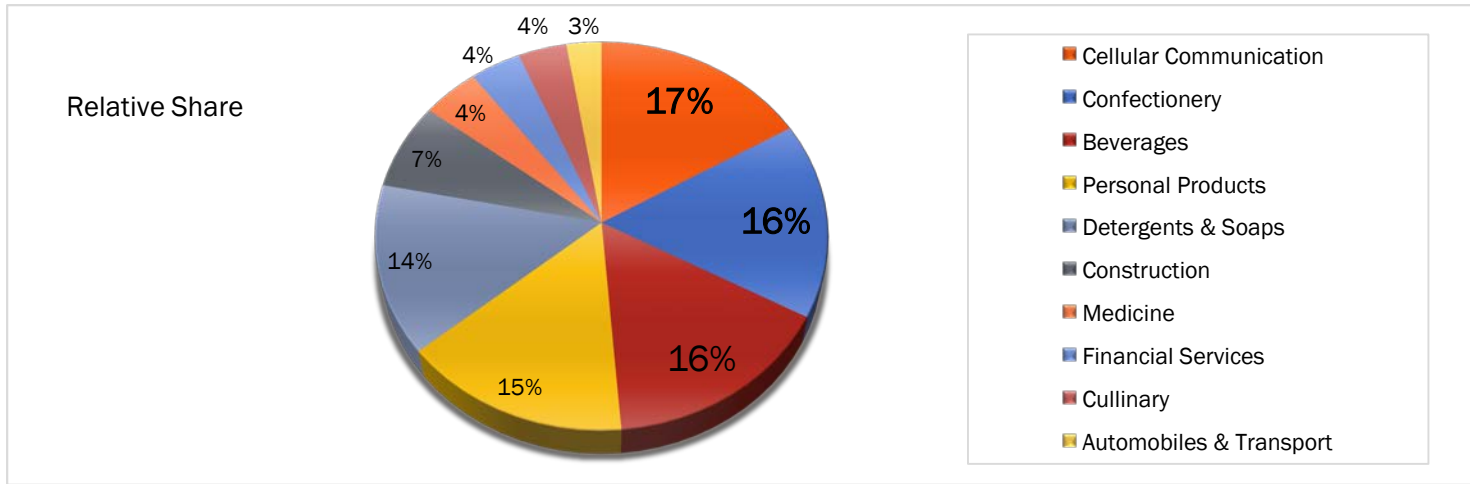
Rank	Time Slot	Days	Channel	Program Name	Host	R %	R T	MS
1	09:00-11:30	Mon - Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.80	108	6.10
2	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.76	102	6.00
3	09:00-11:00	Mon - Fri	GEO KAHANI	Subha-e-Pakistan Kahani Kay Sath	Aamir Liaquat	0.47	64	3.70
4	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.30	40	2.30
5	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samaa Kay Sath	Sahir Lodhi	0.30	40	2.30
6	09:00-11:00	Mon - Fri	GEO ENT	Nadia Khan Show	Nadia Khan	0.27	36	2.10
7	09:00-11:00	Mon - Fri	A Plus	Ek Nayee Subha With Farha	Farha	0.21	28	1.70
8	09:00-11:00	Mon - Fri	AAJ NEWS	Aaj Subah	Nusrat Harris	0.16	22	1.30
9	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.15	20	1.20
10	09:00-11:00	Mon - Thu	HUM SITARAY	Sitaray Ki Subha	Shaista Lodhi	0.15	20	1.10
11	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.13	17	1.00
12	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.05	6	0.40
13	09:00-11:00	Mon - Fri	ATV	Mehakti Morning	Sundas Khan	0.04	5	0.30

COMMERCIAL AIRTIME SUMMARY | BY GENRE



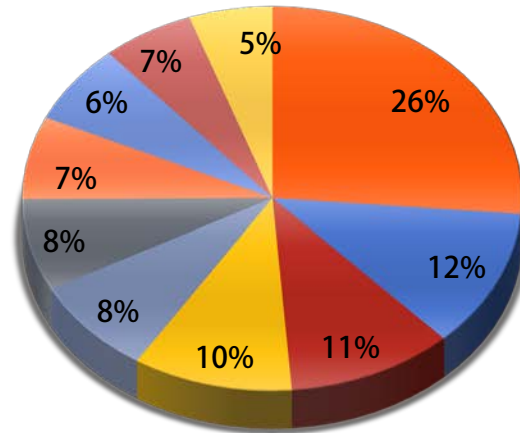
Highest CAT Share Going To News Channels

TOP 10 CATEGORIES

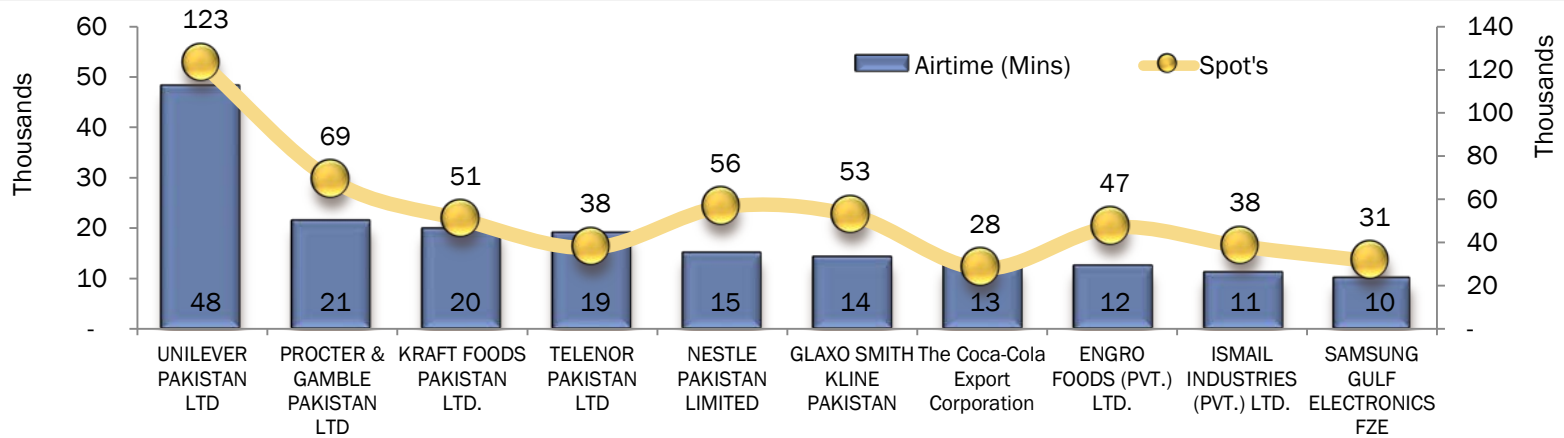


TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

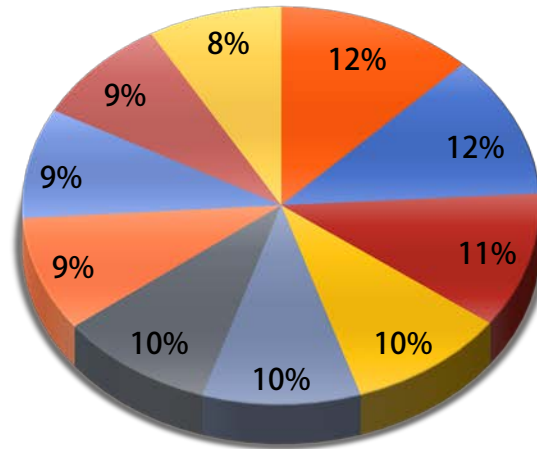


- UNILEVER PAKISTAN LTD
- PROCTER & GAMBLE PAKISTAN LTD
- KRAFT FOODS PAKISTAN LTD.
- TELENOR PAKISTAN LTD
- NESTLE PAKISTAN LIMITED
- GLAXO SMITH KLINE PAKISTAN
- The Coca-Cola Export Corporation
- ENGRO FOODS (PVT.) LTD.
- ISMAIL INDUSTRIES (PVT.) LTD.
- SAMSUNG GULF ELECTRONICS FZE

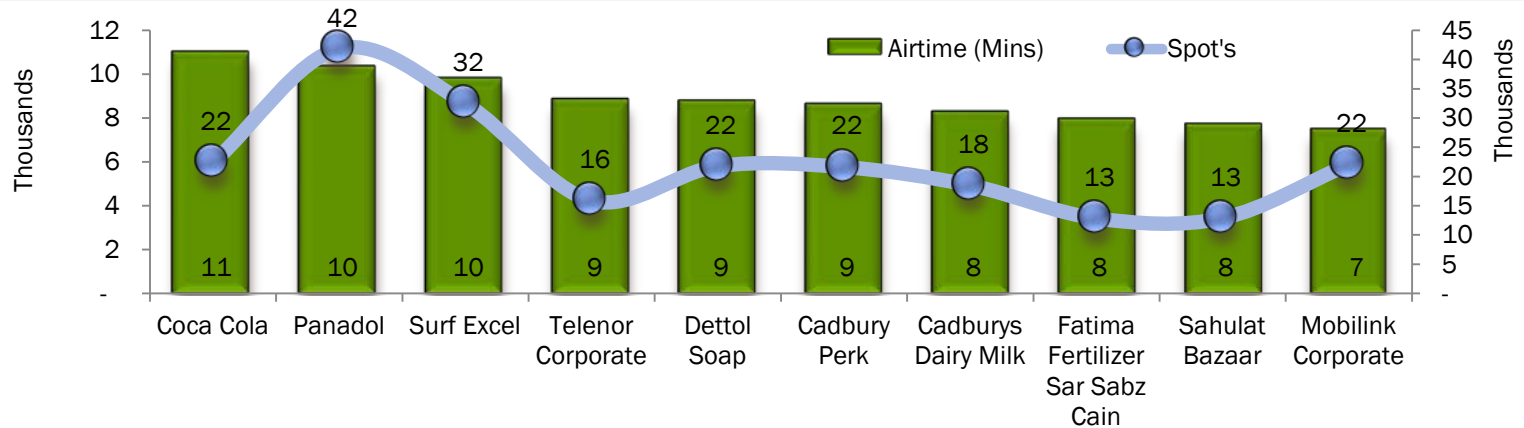


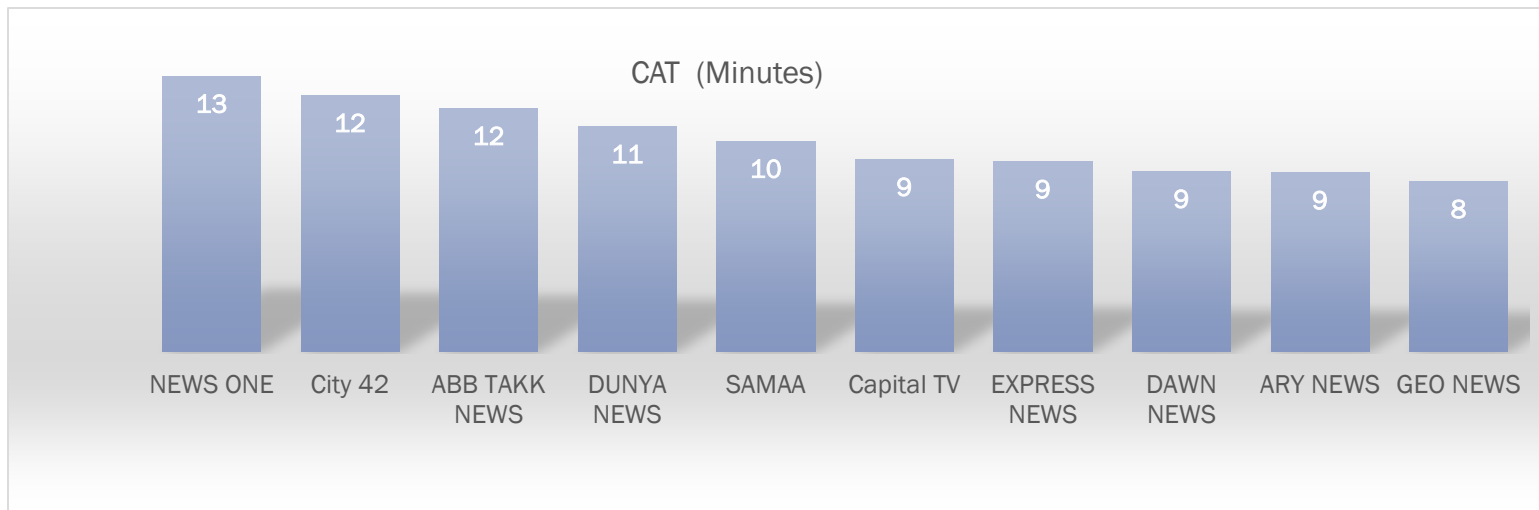
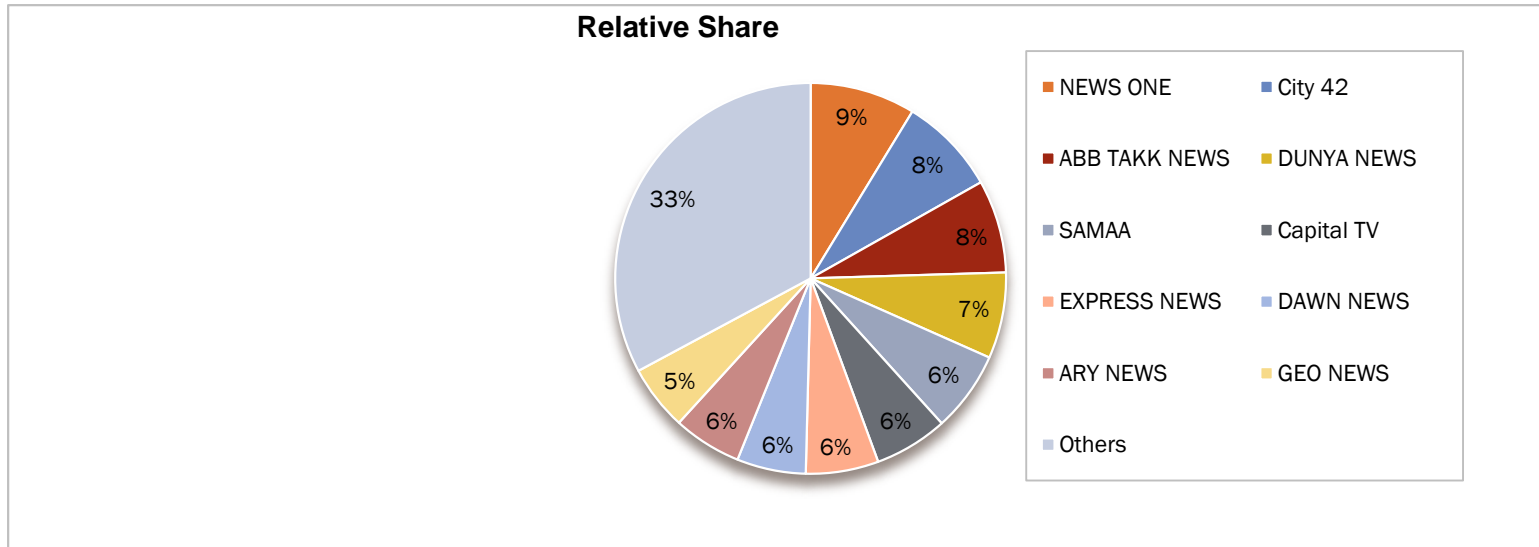
TOP 10 BRANDS

Relative Share



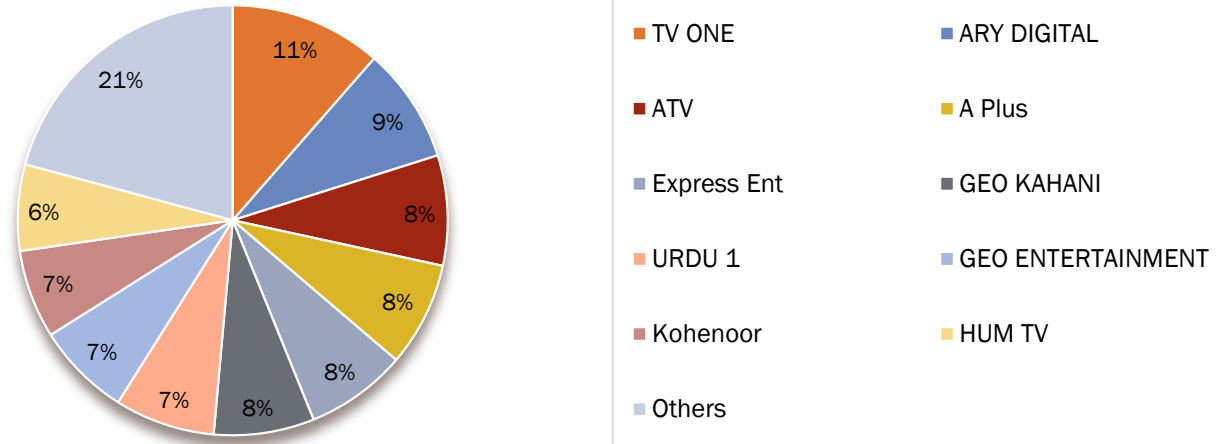
- Coca Cola
- Panadol
- Surf Excel
- Telenor Corporate
- Dettol Soap
- Cadbury Perk
- Cadburys Dairy Milk
- Fatima Fertilizer Sar Sabz Cain
- Sahulat Bazaar
- Mobilink Corporate



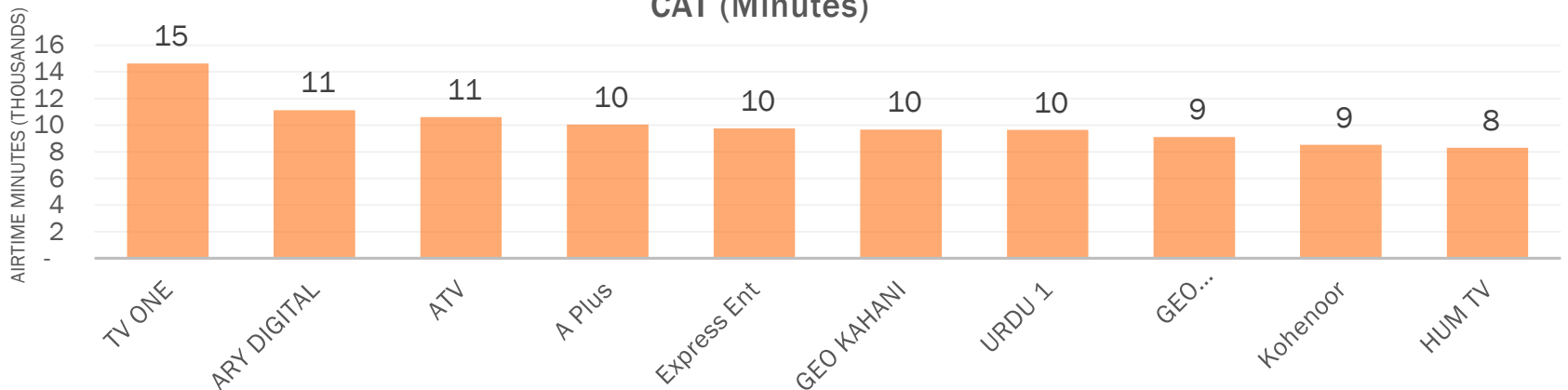


ENTERTAINMENT CHANNELS | CAT COMPARISON

Relative Share

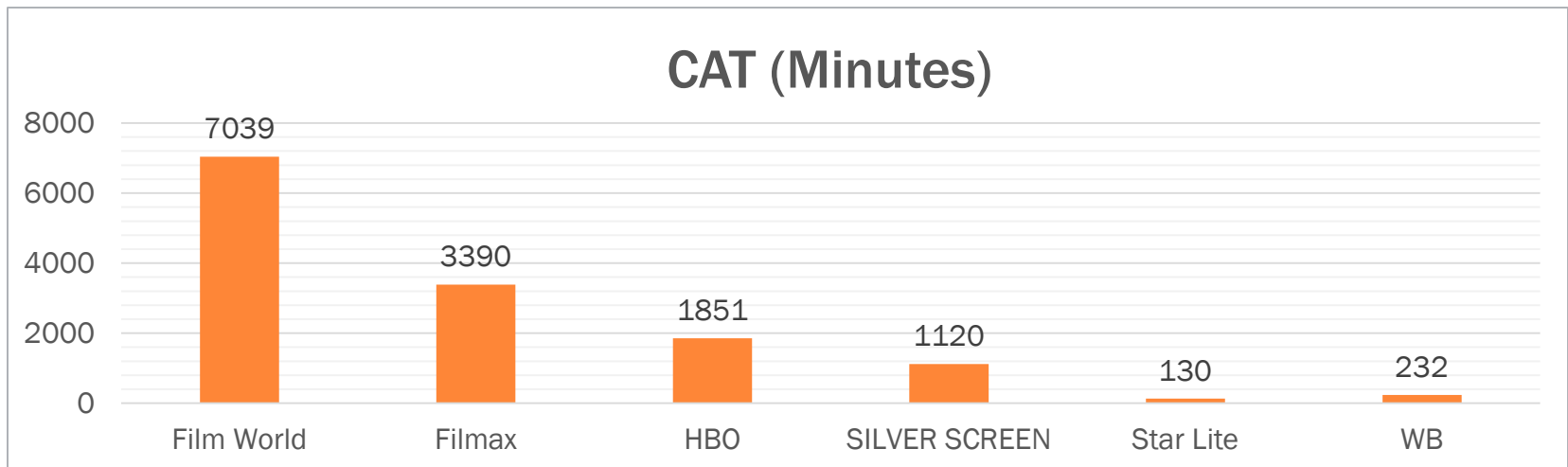
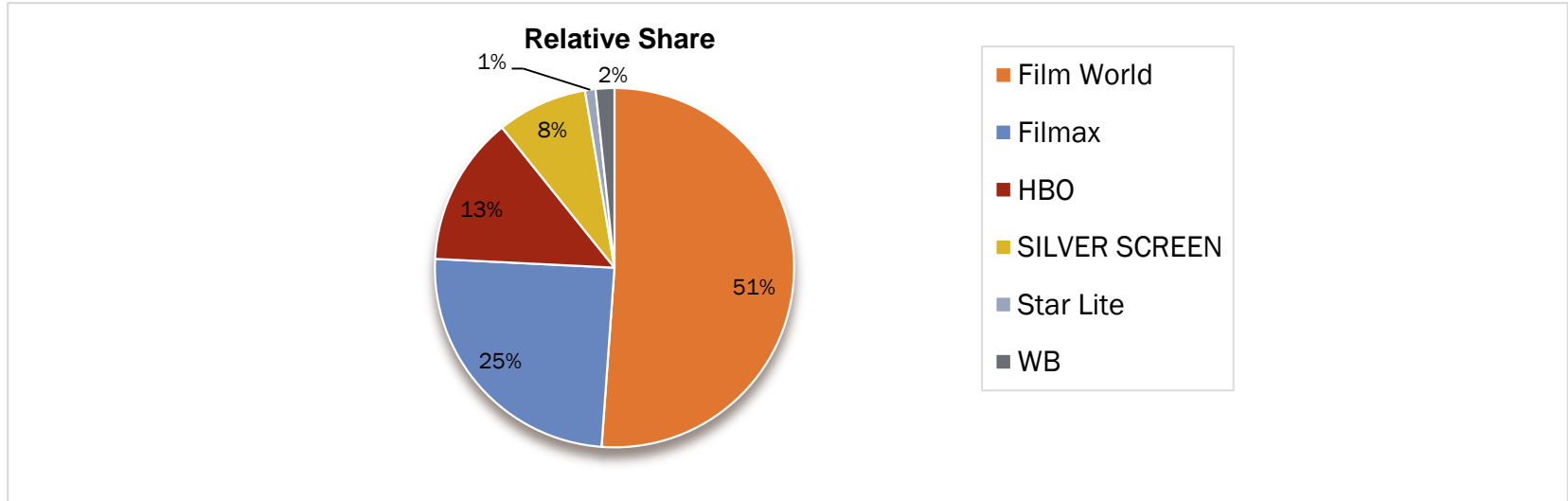


CAT (Minutes)



Amongst Entertainment Channels TV One is Airing The Highest CAT

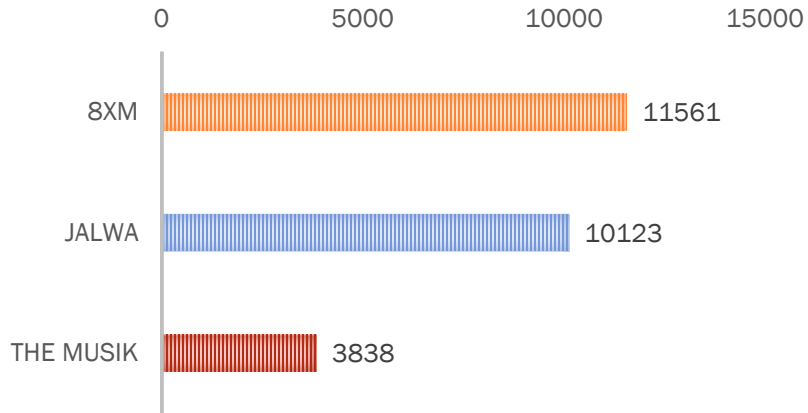
MOVIE CHANNELS | CAT COMPARISON



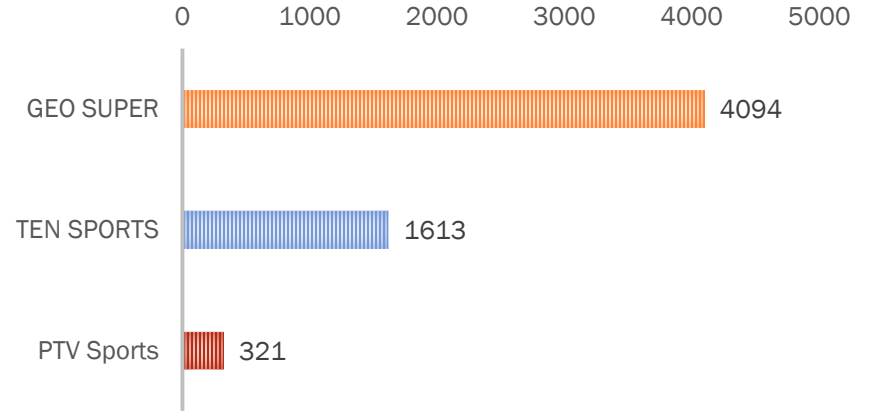
Amongst Movie Channels Film World is Airing The Highest CAT

MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

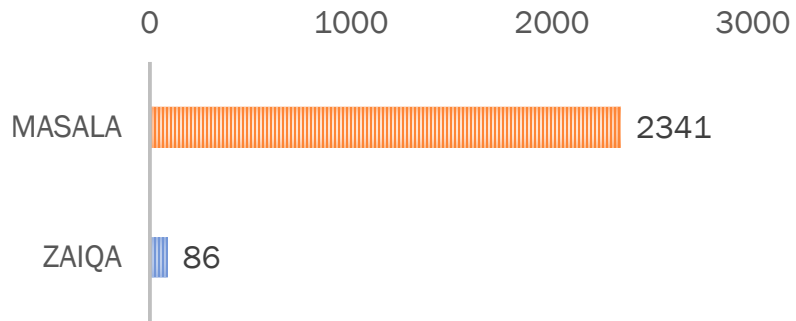
CAT (MINUTES)



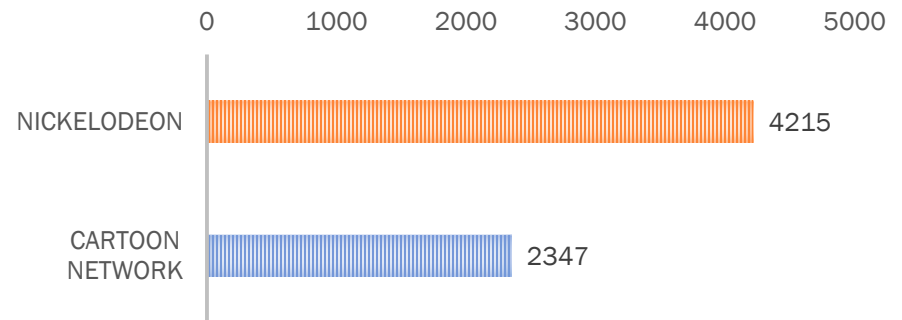
CAT (MINUTES)



CAT (MINUTES)



CAT (MINUTES)



Thank You-----😊