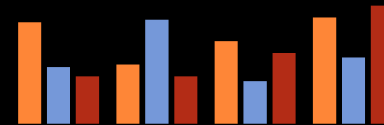
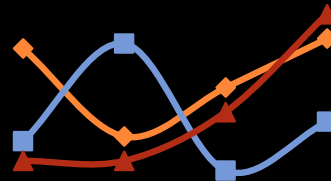


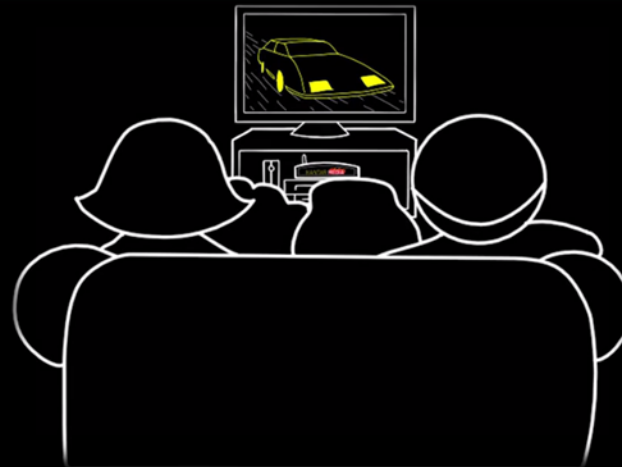
MEDIALOGIC MONTHLY REVIEW

February 2016



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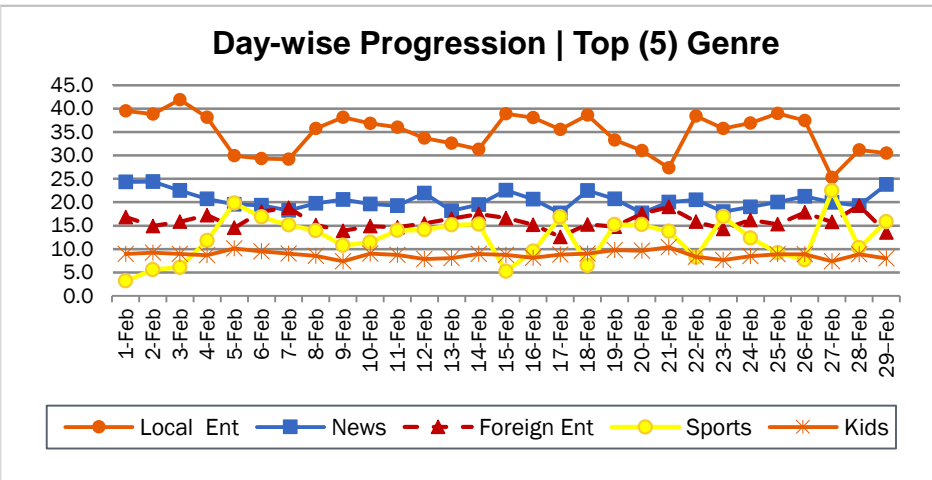
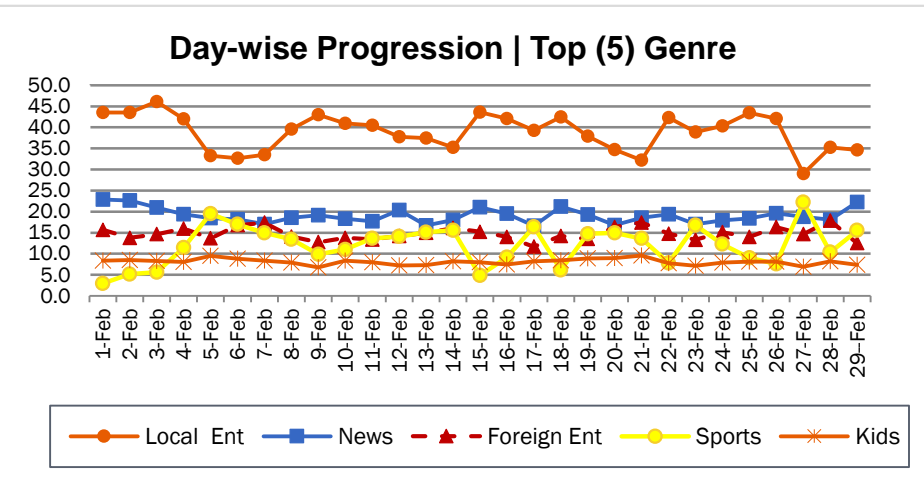
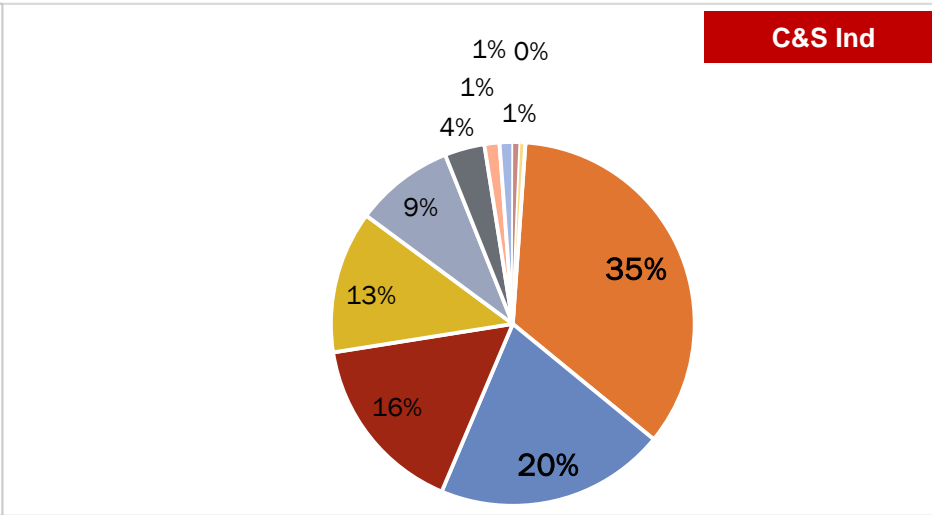
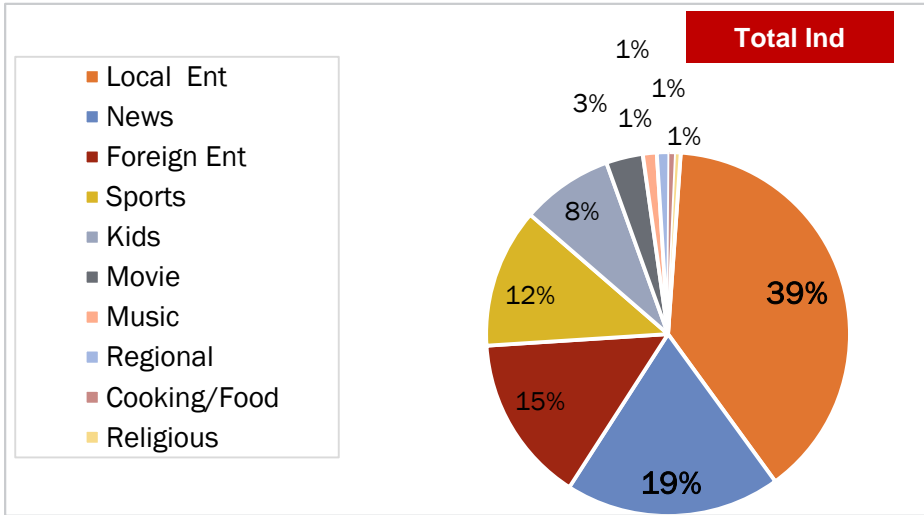
The Only Overnight TAM data providing Company in Pakistan.



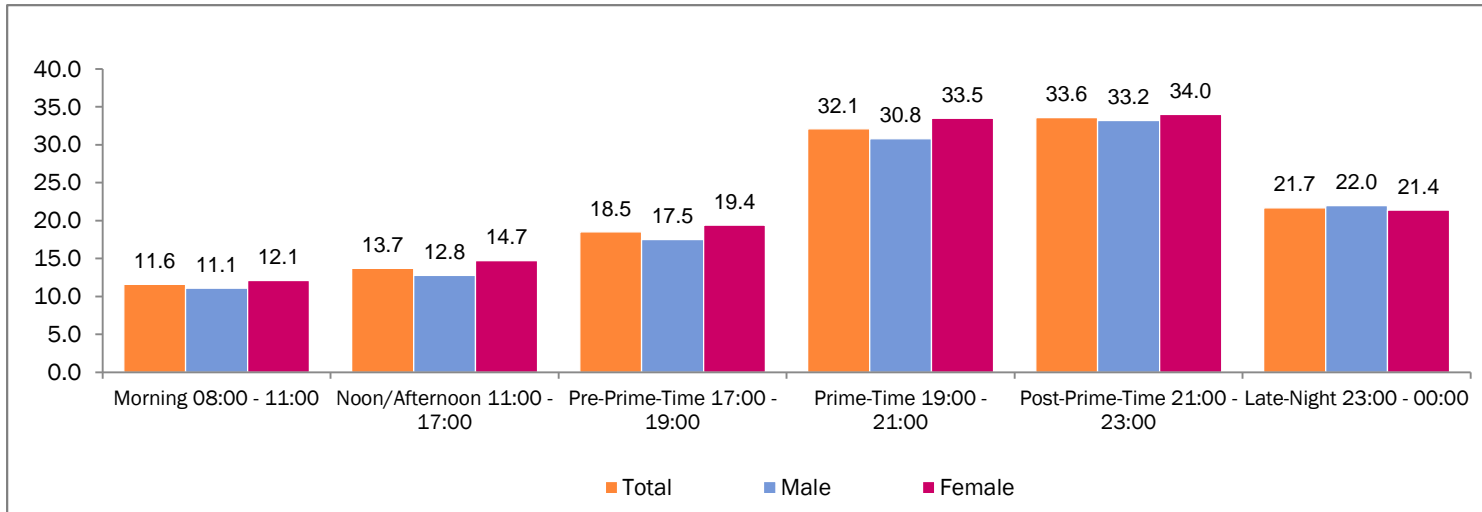
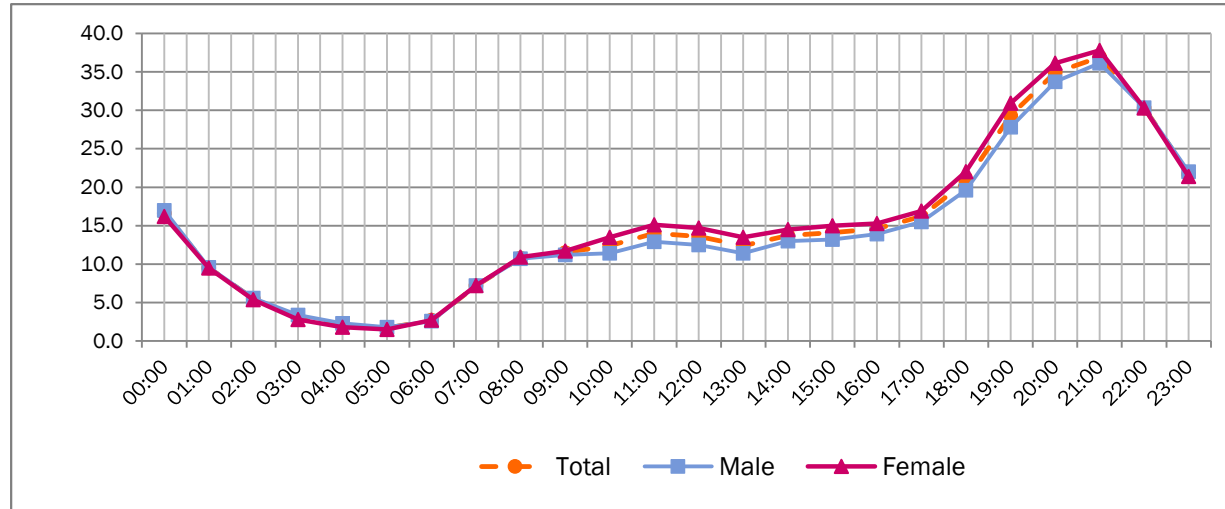
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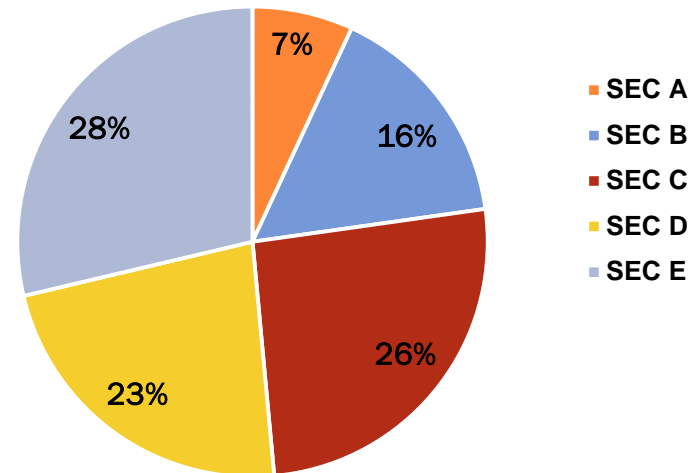
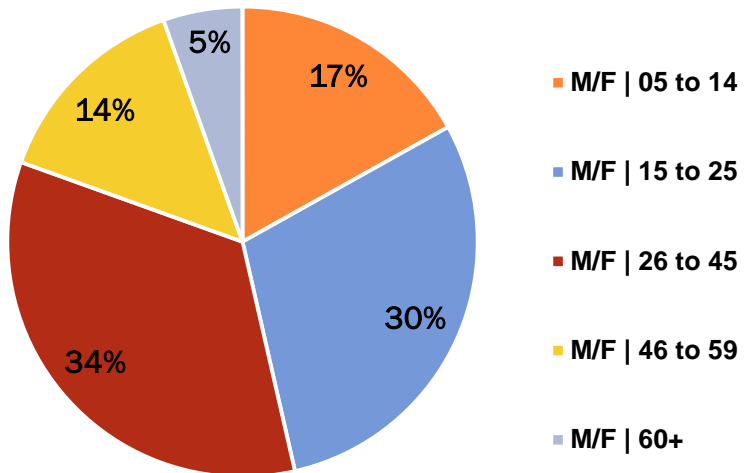
MARKET SHARE% | BY GENRE



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

February.16

Rank	Channel Name	Ratings%
1	PTV HOME	1.44
2	ATV	1.31
3	PTV SPORTS	0.68
4	COLORS	0.45
5	ARY DIGITAL	0.43
6	HUM TV	0.36
7	FILMAZIA	0.31
8	URDU 1	0.28
9	GEO ENTERTAINMENT	0.27
10	DISNEY CHANNEL	0.26
11	TEN SPORTS	0.26
12	GEO KAHANI	0.21
13	SAMAA	0.20
14	GEO NEWS	0.19
15	A PLUS	0.18

C&S Ind

February.16

Rank	Channel Name	Ratings %
1	COLORS	0.65
2	ARY DIGITAL	0.61
3	PTV SPORTS	0.57
4	HUM TV	0.51
5	FILMAZIA	0.45
6	URDU 1	0.40
7	GEO ENTERTAINMENT	0.39
8	DISNEY CHANNEL	0.37
9	TEN SPORTS	0.37
10	GEO KAHANI	0.29
11	SAMAA	0.29
12	GEO NEWS	0.27
13	A PLUS	0.26
14	ARY NEWS	0.23
15	GEO SUPER	0.23



TOP 15 CHANNEL OVERALL | PAKISTAN URBAN

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

Total Ind

February.16		
Rank	Channel Name	Ratings %
1	COLORS	0.60
2	PTV SPORTS	0.59
3	ARY DIGITAL	0.54
4	HUM TV	0.47
5	FILMAZIA	0.45
6	PTV HOME	0.45
7	URDU 1	0.38
8	DISNEY CHANNEL	0.35
9	GEO ENTERTAINMENT	0.34
10	TEN SPORTS	0.33
11	GEO KAHANI	0.32
12	ATV	0.31
13	A PLUS	0.27
14	SAMAA	0.26
15	GEO NEWS	0.26

C&S Ind

February.16		
Rank	Channel Name	Ratings %
1	COLORS	0.65
2	ARY DIGITAL	0.58
3	PTV SPORTS	0.57
4	HUM TV	0.50
5	FILMAZIA	0.48
6	URDU 1	0.41
7	DISNEY CHANNEL	0.37
8	GEO ENTERTAINMENT	0.37
9	TEN SPORTS	0.36
10	GEO KAHANI	0.34
11	A PLUS	0.29
12	SAMAA	0.28
13	GEO NEWS	0.27
14	GEO SUPER	0.22
15	ARY NEWS	0.21



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	1.44	COLORS	0.60	COLORS	0.86	DISNEY CHANNEL	0.90	PTV HOME	0.69	FILMAZIA	1.02
2	ATV	1.31	PTV SPORTS	0.59	ARY DIGITAL	0.82	COLORS	0.64	PTV SPORTS	0.59	GEO KAHANI	0.89
3	PTV SPORTS	0.68	ARY DIGITAL	0.54	HUM TV	0.67	PTV SPORTS	0.52	ATV	0.55	PTV HOME	0.80
4	COLORS	0.45	HUM TV	0.47	PTV SPORTS	0.63	PTV HOME	0.38	FILMAZIA	0.54	URDU 1	0.71
5	ARY DIGITAL	0.43	FILMAZIA	0.45	GEO Ent	0.52	TEN SPORTS	0.32	ARY DIGITAL	0.53	PTV SPORTS	0.68
6	HUM TV	0.36	PTV HOME	0.45	SAMAA	0.48	HUM TV	0.31	COLORS	0.51	A PLUS	0.60
7	FILMAZIA	0.31	URDU 1	0.38	TEN SPORTS	0.48	GEO NEWS	0.27	HUM TV	0.47	NICKELODEON	0.43
8	URDU 1	0.28	DISNEY CHANNEL	0.35	URDU 1	0.44	ARY DIGITAL	0.23	A PLUS	0.42	CARTOON NETWORK	0.40
9	GEO Ent	0.27	GEO Ent	0.34	ARY NEWS	0.35	TV ONE	0.23	GEO KAHANI	0.38	ARY DIGITAL	0.36
10	DISNEY CHANNEL	0.26	TEN SPORTS	0.33	GEO SUPER	0.32	FILMAZIA	0.23	DISNEY CHANNEL	0.36	GEO NEWS	0.32
11	TEN SPORTS	0.26	GEO KAHANI	0.32	FILMAZIA	0.31	DUNYA NEWS	0.21	URDU 1	0.36	TV ONE	0.28
12	GEO KAHANI	0.21	ATV	0.31	EXPRESS Ent	0.22	GEO Ent	0.20	GEO Ent	0.29	GEO Ent	0.28
13	SAMAA	0.20	A PLUS	0.27	ATV	0.21	SEE TV	0.20	GEO NEWS	0.29	TEN SPORTS	0.26
14	GEO NEWS	0.19	SAMAA	0.26	GEO KAHANI	0.21	POGO	0.19	TEN SPORTS	0.24	SEE TV	0.26
15	A PLUS	0.18	GEO NEWS	0.26	CARTOON NETWORK	0.21	GEO SUPER	0.19	DUNYA NEWS	0.22	DAWN NEWS	0.21

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	0.65	COLORS	0.89	DISNEY CHANNEL	0.93	FILMAZIA	0.61	FILMAZIA	1.13
2	ARY DIGITAL	0.61	ARY DIGITAL	0.58	ARY DIGITAL	0.84	COLORS	0.67	ARY DIGITAL	0.59	GEO KAHANI	0.99
3	PTV SPORTS	0.57	PTV SPORTS	0.57	HUM TV	0.69	PTV SPORTS	0.51	PTV SPORTS	0.58	URDU 1	0.78
4	HUM TV	0.51	HUM TV	0.50	PTV SPORTS	0.62	TEN SPORTS	0.34	COLORS	0.58	A PLUS	0.66
5	FILMAZIA	0.45	FILMAZIA	0.48	GEO Ent	0.54	HUM TV	0.32	HUM TV	0.53	PTV SPORTS	0.48
6	URDU 1	0.40	URDU 1	0.41	SAMAA	0.49	GEO NEWS	0.28	A PLUS	0.47	NICKELODEON	0.47
7	GEO Ent	0.39	DISNEY CHANNEL	0.37	TEN SPORTS	0.49	PTV HOME	0.25	GEO KAHANI	0.42	CARTOON NETWORK	0.44
8	DISNEY CHANNEL	0.37	GEO Ent	0.37	URDU 1	0.45	ARY DIGITAL	0.24	DISNEY CHANNEL	0.41	ARY DIGITAL	0.40
9	TEN SPORTS	0.37	TEN SPORTS	0.36	ARY NEWS	0.36	TV ONE	0.24	URDU 1	0.41	GEO NEWS	0.35
10	GEO KAHANI	0.29	GEO KAHANI	0.34	GEO SUPER	0.33	FILMAZIA	0.24	GEO Ent	0.33	TV ONE	0.31
11	SAMAA	0.29	A PLUS	0.29	FILMAZIA	0.32	DUNYA NEWS	0.22	GEO NEWS	0.32	GEO Ent	0.30
12	GEO NEWS	0.27	SAMAA	0.28	EXPRESS Ent	0.22	GEO Ent	0.21	TEN SPORTS	0.27	TEN SPORTS	0.29
13	A PLUS	0.26	GEO NEWS	0.27	GEO KAHANI	0.22	SEE TV	0.21	DUNYA NEWS	0.25	SEE TV	0.29
14	ARY NEWS	0.23	GEO SUPER	0.22	CARTOON NETWORK	0.22	POGO	0.19	EXPRESS NEWS	0.21	DAWN NEWS	0.23
15	GEO SUPER	0.23	ARY NEWS	0.21	POGO	0.20	GEO SUPER	0.19	SAMAA	0.21	PTV HOME	0.23

ENTERTAINMENT CHANNELS – 24 HOURS

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

Total Ind

Feb.16

Rank	Channel Name	Ratings%
1	COLORS	0.60
2	ARY DIGITAL	0.54
3	HUM TV	0.47
4	FILMAZIA	0.45
5	PTV HOME	0.45
6	URDU 1	0.38
7	GEO ENTERTAINMENT	0.34
8	GEO KAHANI	0.32
9	ATV	0.31
10	A PLUS	0.27

C&S Ind

Feb.16

Rank	Channel Name	Ratings%
1	COLORS	0.65
2	ARY DIGITAL	0.58
3	HUM TV	0.50
4	FILMAZIA	0.48
5	URDU 1	0.41
6	GEO ENTERTAINMENT	0.37
7	GEO KAHANI	0.34
8	A PLUS	0.29
9	SEE TV	0.19
10	TV ONE	0.15

Entertainment

ENTERTAINMENT CHANNELS – PRIME TIME (19.00-22.00)

COLORS is leading on Prime Time followed by PTV Home on Total and Filmazia on C&S Ind

Total Ind

Feb.16

Rank	Channel Name	Ratings%
1	COLORS	1.98
2	PTV HOME	1.66
3	FILMAZIA	1.57
4	ARY DIGITAL	1.56
5	HUM TV	1.43
6	GEO KAHANI	1.05
7	GEO ENTERTAINMENT	0.95
8	URDU 1	0.94
9	A PLUS	0.84
10	ATV	0.78

C&S Ind

Feb.16

Rank	Channel Name	Ratings%
1	COLORS	2.13
2	FILMAZIA	1.68
3	ARY DIGITAL	1.67
4	HUM TV	1.54
5	GEO KAHANI	1.13
6	GEO ENTERTAINMENT	1.02
7	URDU 1	1.01
8	A PLUS	0.90
9	EXPRESS ENTERTAINMENT	0.45
10	PTV HOME	0.36

Entertainment

TOP NEWS CHANNELS - 24 HOURS

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

Total Ind		
February-16		
Rank	Channel Name	Ratings%
1	SAMAA	0.26
2	GEO NEWS	0.26
3	ARY NEWS	0.20
4	DUNYA NEWS	0.17
5	EXPRESS NEWS	0.16
6	DAWN NEWS	0.10
7	ABB TAKK	0.08
8	NINETY 2 NEWS	0.07
9	AAJ NEWS	0.07
10	NEWS ONE	0.07

C&S Ind		
February-16		
Rank	Channel Name	Ratings%
1	SAMAA	0.28
2	GEO NEWS	0.27
3	ARY NEWS	0.21
4	DUNYA NEWS	0.18
5	EXPRESS NEWS	0.17
6	DAWN NEWS	0.11
7	ABB TAKK	0.09
8	NINETY 2 NEWS	0.07
9	AAJ NEWS	0.07
10	NEWS ONE	0.07



TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

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

Total Ind

February-16

Rank	Channel Name	Ratings%
1	GEO NEWS	0.58
2	SAMAA	0.49
3	ARY NEWS	0.40
4	EXPRESS NEWS	0.37
5	DUNYA NEWS	0.34
6	AAJ NEWS	0.17
7	ABB TAKK	0.16
8	DAWN NEWS	0.16
9	NEWS ONE	0.14
10	NINETY 2 NEWS	0.13

C&S Ind

February-16

Rank	Channel Name	Ratings%
1	GEO NEWS	0.63
2	SAMAA	0.52
3	ARY NEWS	0.43
4	EXPRESS NEWS	0.40
5	DUNYA NEWS	0.36
6	AAJ NEWS	0.19
7	ABB TAKK	0.17
8	DAWN NEWS	0.17
9	NEWS ONE	0.15
10	NINETY 2 NEWS	0.14



MUSIC CHANNELS

C&S Ind

February | 2016

Rank	Channel Name	TRPs	Relative Share%
1	8XM	83	49%
2	JALWA	74	44%
3	ARY MUSIK	10	6%
4	VIBE TV	2	1%
	Grand Total	168	100%

8XM*

Captures the 1st position as the most watched music channel with 49% share in music Genre

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



Total Ind

February-16

J	Channel Name	TRPs	Relative Share%
1	PTV SPORTS	942	62%
2	TEN SPORTS	357	24%
3	GEO SUPER	220	14%

C&S Ind

February-16

Rank	Channel Name	TRPs	Relative Share%
1	PTV SPORTS	790	49%
2	TEN SPORTS	510	32%
3	GEO SUPER	314	19%

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



Total Ind

February.16

Rank	Channel Name	TRPs	Relative Share%
1	PTV SPORTS	828	52%
2	TEN SPORTS	464	29%
3	GEO SUPER	290	18%

February.16

C&S Ind

Rank	Channel Name	TRPs	Relative Share%
1	PTV SPORTS	793	50%
2	TEN SPORTS	498	31%
3	GEO SUPER	311	19%

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

Movie Channels

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

24 Hours | C&S Ind

February.16

Rank	Channel Name	Ratings%
1	FILM WORLD	0.12
2	FILMAX	0.08
3	HBO	0.05
4	STAR MOVIES	0.03
5	RAAVI TV	0.02
6	WB	0.02
8	SILVER SCREEN	0.01
9	STAR LITE TV	0.01
10	AXN	0.00

Prime Time | 20.00-00.00 | C&S Ind

February.16

Rank	Channel Name	Ratings%
1	FILM WORLD	0.27
2	FILMAX	0.18
3	HBO	0.10
4	RAAVI TV	0.07
5	STAR MOVIES	0.07
6	WB	0.04
8	SILVER SCREEN	0.02
9	STAR LITE TV	0.00
10	AXN	0.00

FOOD CHANNELS



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

C&S Ind

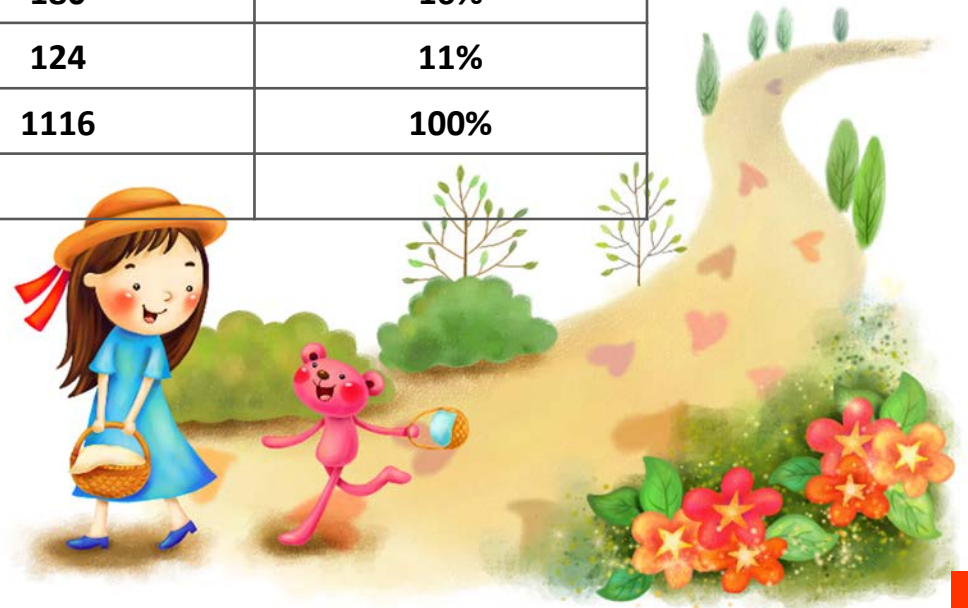
February-16

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	77	97%
2	ZAIQA	3	3%
..	Grand Total	79	100%



Disney Channel Holds 46% Of Kids Channels Viewership

C&S Ind			
February-16			
Rank	Channel	TRPs	Relative Share%
1	DISNEY CHANNEL	519	46%
2	CARTOON NETWORK	293	26%
3	POGO	180	16%
4	NICKELODEON	124	11%
....	Grand Total	1116	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	ARUJ TV	0.031	APNA CHANNEL	0.038	KTN	0.048	ARUJ TV	0.342	PTV BOLAN	0.740
2	APNA CHANNEL	0.026	PUNJAB TV	0.016	KASHISH	0.022	AVT KHYBER	0.057	VSH NEWS	0.039
3	PTV BOLAN	0.023	PTV BOLAN	0.013	KTN NEWS	0.019	AVT KHYBER NEWS	0.052	AVT KHYBER	0.025
4	KTN	0.020	KAY2	0.011	MEHRAN TV	0.018	PTV NATIONAL	0.027	ARUJ TV	0.023
5	KASHISH	0.010	ARUJ TV	0.010	SINDH TV NEWS	0.018	APNA CHANNEL	0.015	WASEB	0.012
6	PUNJAB TV	0.009	PTV NATIONAL	0.007	APNA CHANNEL	0.014	PASHTO 1	0.007	KASHISH	0.008
7	MEHRAN TV	0.008	AVT KHYBER	0.004	VSH NEWS	0.012	PTV BOLAN	0.006	SINDH TV	0.006
8	KTN NEWS	0.008	PASHTO 1	0.003	SINDH TV	0.011	PUNJAB TV	0.005	AWAZ	0.005
9	SINDH TV NEWS	0.008	KASHISH	0.002	ARUJ TV	0.011	KAY2	0.004	PTV NATIONAL	0.004
10	AVT KHYBER	0.006	WASEB	0.002	PTV BOLAN	0.010	SINDH TV	0.002	PASHTO 1	0.003
11	PTV NATIONAL	0.006	AVT KHYBER NEWS	0.002	AWAZ	0.010	MEHRAN TV	0.002	AVT KHYBER NEWS	0.002
12	KAY2	0.006	AWAZ	0.001	DHARTI TV	0.003	WASEB	0.002	KAY2	0.001
13	VSH NEWS	0.005	KTN	0.001	PTV NATIONAL	0.002	KTN	0.002	PUNJAB TV	0.001
14	SINDH TV	0.005	MEHRAN TV	0.001	AVT KHYBER	0.002	AWAZ	0.001	APNA CHANNEL	0.001
15	AWAZ	0.005	SINDH TV	0.001	PUNJAB TV	0.001	DHARTI TV	0.001	KTN	0.000
16	AVT KHYBER NEWS	0.004	SINDH TV NEWS	0.001	AVT KHYBER NEWS	0.001	SINDH TV NEWS	0.001	MEHRAN TV	0.000
17	PASHTO 1	0.002	DHARTI TV	0.001	WASEB	0.001	KTN NEWS	0.001	DHARTI TV	0.000
18	DHARTI TV	0.00	KTN NEWS	0.00	KAY2	0.00	KASHISH	0.00	SINDH TV NEWS	0.00
19	WASEB	0.00	VSH NEWS	0.00	PASHTO 1	0.00	VSH NEWS	0.00	KTN NEWS	0.00

TOP PROGRAMS | OVERALL

Filmazia's Nagin hits 7.37 ratings on Total Ind on 27th February

Top Programs | Total Individuals

February-16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	27-Feb-16	FILMAZIA	Nagin	7.37	3,396	15.40
2	13-Feb-16	HUM TV	Gul-e-Rana	5.12	2,360	11.70
3	25-Feb-16	PTV HOME	Tum Meray Kiya Ho	4.54	2,089	16.20
4	8-Feb-16	HUM TV	Mann Mayal	4.24	1,954	9.90
5	10-Feb-16	ARY DIGITAL	Bay Qasoor	4.11	1,894	10.60
6	13-Feb-16	ARY DIGITAL	Wrong No	3.72	1,714	9.60
7	5-Feb-16	ARY DIGITAL	Jeeto Pakistan	3.48	1,601	8.70
8	9-Feb-16	ARY DIGITAL	Guzaarish	3.44	1,585	8.60
9	28-Feb-16	FILMAZIA	Thapki Pyaar Ki	3.22	1,484	7.80
10	26-Feb-16	PTV HOME	Kaanch Kay Rishtey	3.21	1,477	9.70

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

TOP PROGRAMS | C & S

Filmazia's Nagin hits 7.91 ratings on C&S Ind on 27th February

Top Programs | C&S Individuals

February-16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	27-Feb-16	FILMAZIA	Nagin	7.91	3,396	16.40
2	13-Feb-16	HUM TV	Gul-e-Rana	5.50	2,360	12.90
3	8-Feb-16	HUM TV	Mann Mayal	4.55	1,954	10.80
4	10-Feb-16	ARY DIGITAL	Bay Qasoor	4.41	1,894	11.50
5	13-Feb-16	ARY DIGITAL	Wrong No	3.99	1,714	10.30
6	5-Feb-16	ARY DIGITAL	Jeeto Pakistan	3.73	1,601	9.40
7	9-Feb-16	ARY DIGITAL	Guzaarish	3.69	1,585	9.50
8	28-Feb-16	FILMAZIA	Thapki Pyaar Ki	3.46	1,484	8.50
9	10-Feb-16	ARY DIGITAL	Khaton Manzil	3.42	1,467	7.70
10	24-Feb-16	URDU 1	Sath Nibhana Sathiya	3.38	1,453	15.30



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

Current Affairs Talk Shows | C&S Ind

February.16

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share%
1	29-Feb-16	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	1.347	578	3.9
2	01-Feb-16	ARY NEWS	11th Hour	1.188	510	5.4
3	18-Feb-16	ARY NEWS	Live With Dr Shahid Masood	1.079	464	3.7
4	28-Feb-16	SAMAA	News Beat	1.026	441	2.7
5	29-Feb-16	SAMAA	Awaaz	0.948	407	2.8
6	02-Feb-16	DUNYA NEWS	Dunya Kamran Khan Kay Sath	0.902	413	2.9
7	10-Feb-16	ARY NEWS	Off The Record	0.742	319	2.0
8	29-Feb-16	EXPRESS NEWS	Takrar	0.731	314	1.7
9	28-Feb-16	ARY NEWS	Power Play	0.690	297	1.8
10	07-Feb-16	NEWS ONE	Live With Dr.Shahid Masood	0.689	296	1.4

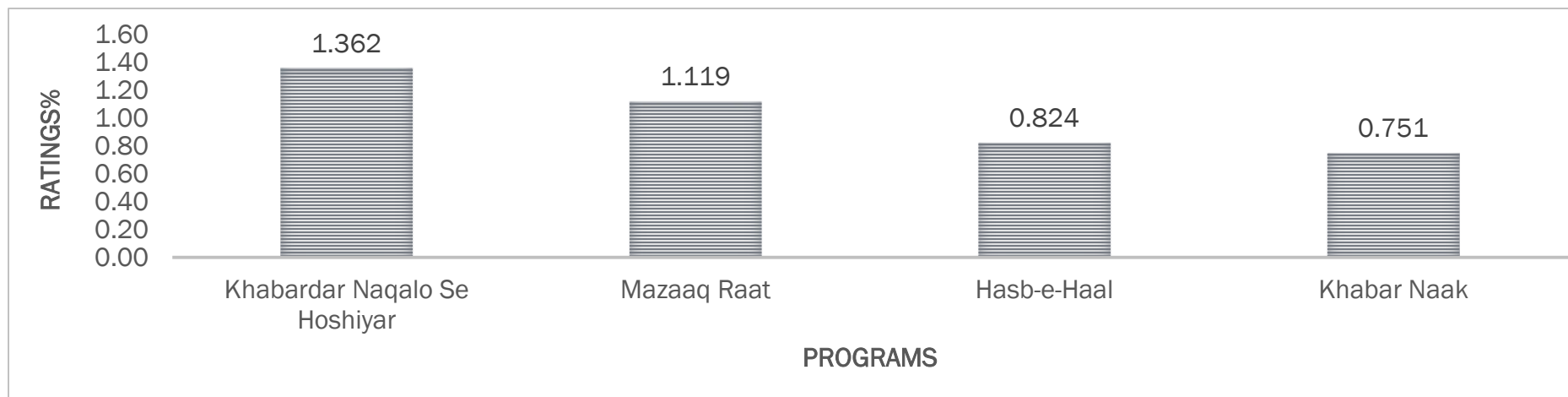


INFOTAINMENT SHOWS

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

INFOTAINMENT SHOWS

Date	Channel	Title	Rtg%	Rtg(000)	Market Share%
27-02-16	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	1.362	584.802	5.034
29-02-16	DUNYA NEWS	Mazaaq Raat	1.119	480.458	4.671
25-02-16	DUNYA NEWS	Hasb-e-Haal	0.824	353.671	3.336
25-02-16	GEO NEWS	Khabar Naak	0.751	322.468	3.059



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 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	0.7	98	4.8
2	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.63	87	4.5
3	09:00-11:00	Mon - Fri	ATV	Mehakti Morning	Sundas Khan	0.63	87	4.5
4	09:00-11:00	Mon - Fri	GEO KAHANI	Subha-e-Pakistan Kahani Kay Sath	Aamir Liaquat	0.43	60	3
5	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samaa Kay Sath	Sahir Lodhi	0.42	59	3
6	09:00-11:00	Mon - Fri	GEO ENT	Nadia Khan Show	Nadia Khan	0.37	51	2.6
7	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.32	44	2.2
8	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.29	41	2.1
9	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.26	36	1.8
10	09:00-11:00	Mon - Fri	A Plus	Ek Nayee Subha (with Farha)	Farha Sadia	0.21	28	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 - Thurs	HUM SITARAY	Sitaray Ki Subha	Shaista Lodhi	0.18	25	1.3
13	09:00-11:00	Mon - Fri	AAJ NEWS	Aaj Subah	Nusrat Harris	0.12	17	0.8

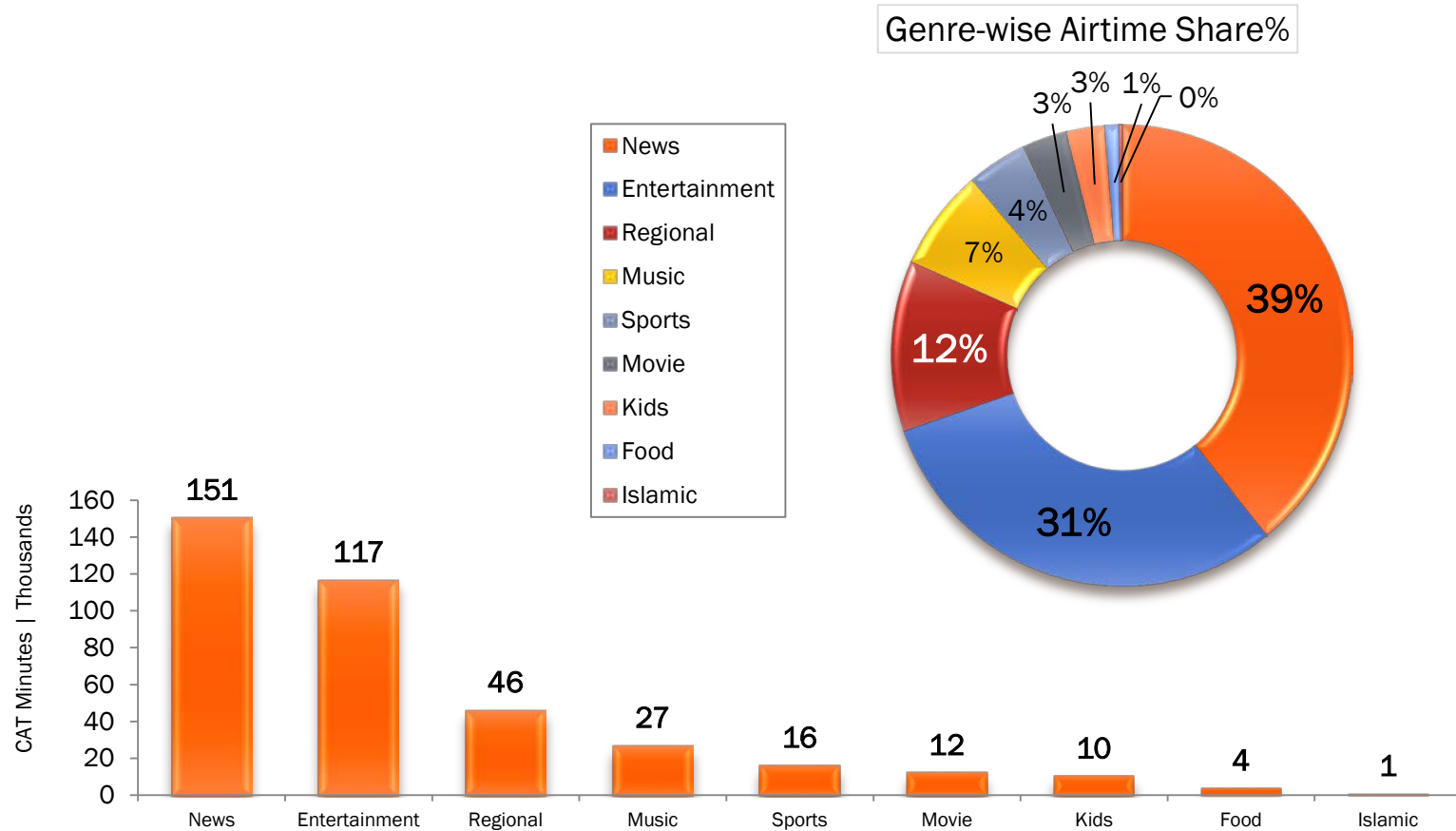
Ranking of morning shows is based on average ratings of the show for the reporting month.

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"

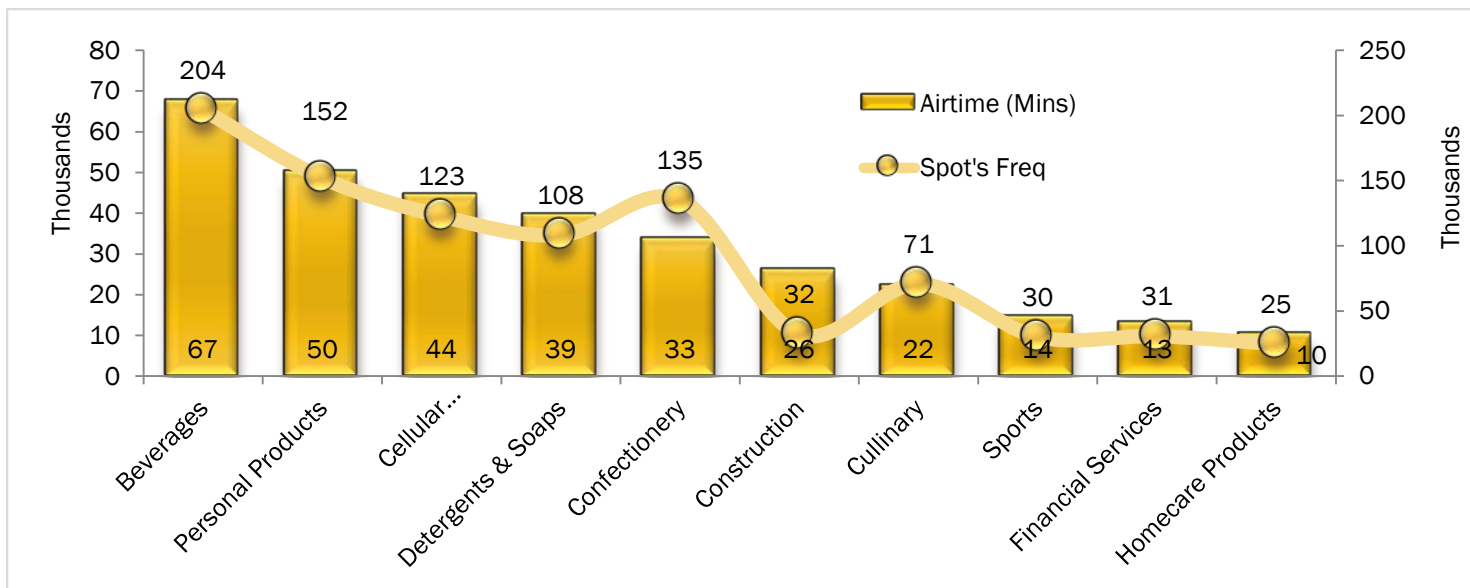
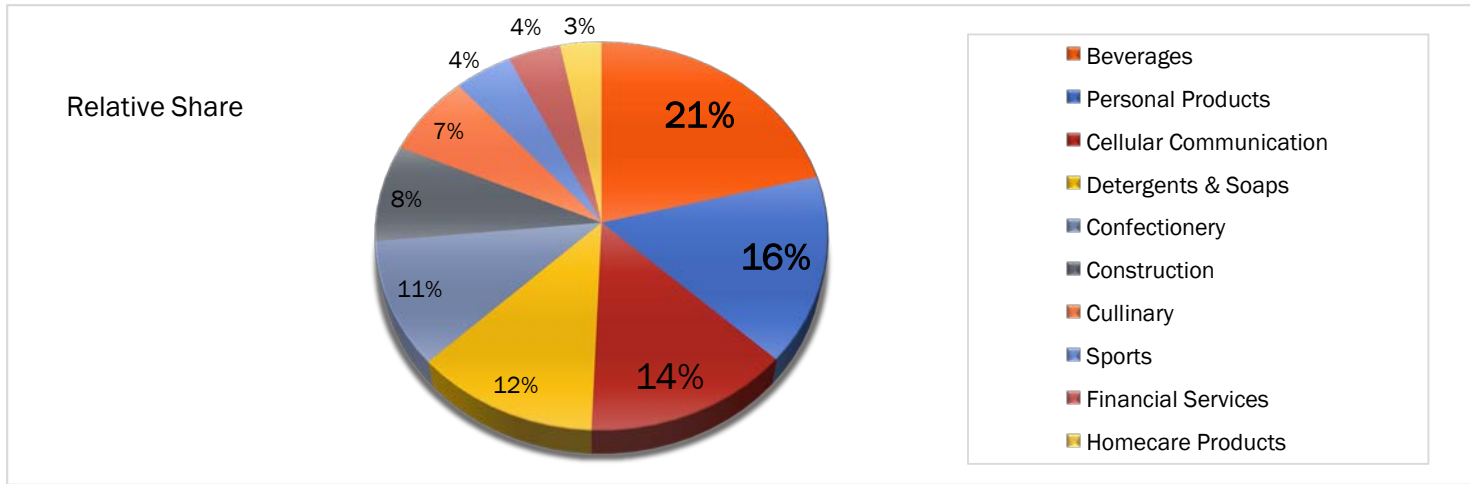
Rank	Time Slot	Days	Channel	Program Name	Host	R %	R T	MS
1	09:00-11:30	Mon - Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.76	98	5.2
2	09:00-11:00	Mon - Fri	HUM TV	Jaago Pakistan Jago	Sanam Jung	0.67	85	4.5
3	09:00-11:00	Mon - Fri	GEO KAHANI	Subha-e-Pakistan Kahani Kay Sath	Aamir Liaquat	0.49	63	3.3
4	09:00-11:00	Mon - Fri	SAMAA	Subha Saveray Samaa Kay Sath	Sahir Lodhi	0.45	58	3
5	09:00-11:00	Mon - Fri	GEO ENT	Nadia Khan Show	Nadia Khan	0.41	52	2.8
6	09:00-11:30	Mon - Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.35	44	2.3
7	09:00-11:00	Mon - Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.31	40	2.1
8	09:00-11:00	Mon - Fri	A Plus	Ek Nayee Subha with (Farha)	Farha Sadia	0.22	28	1.6
9	09:00-11:00	Mon - Fri	DAWN NEWS	Yeh Hai Zindagi	Saira Kabir	0.21	27	1.4
10	09:00-11:00	Mon - Thurs	HUM SITARAY	Sitaray Ki Subha	Shaista Lodhi	0.18	23	1.2
11	09:00-11:00	Mon - Fri	AAJ NEWS	Aaj Subah	Nusrat Harris	0.12	15	0.8
12	09:00-11:00	Mon - Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.10	13	0.7
13	09:00-11:00	Mon - Fri	ATV	Mehakti Morning	Sundas Khan	0.05	6	0.3

COMMERCIAL AIRTIME SUMMARY | BY GENRE



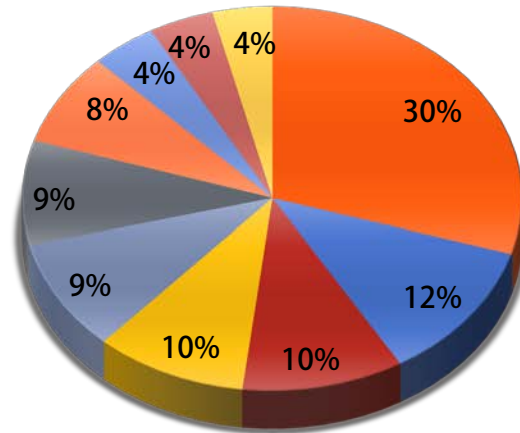
Highest CAT Share Going To News Channels

TOP 10 CATEGORIES

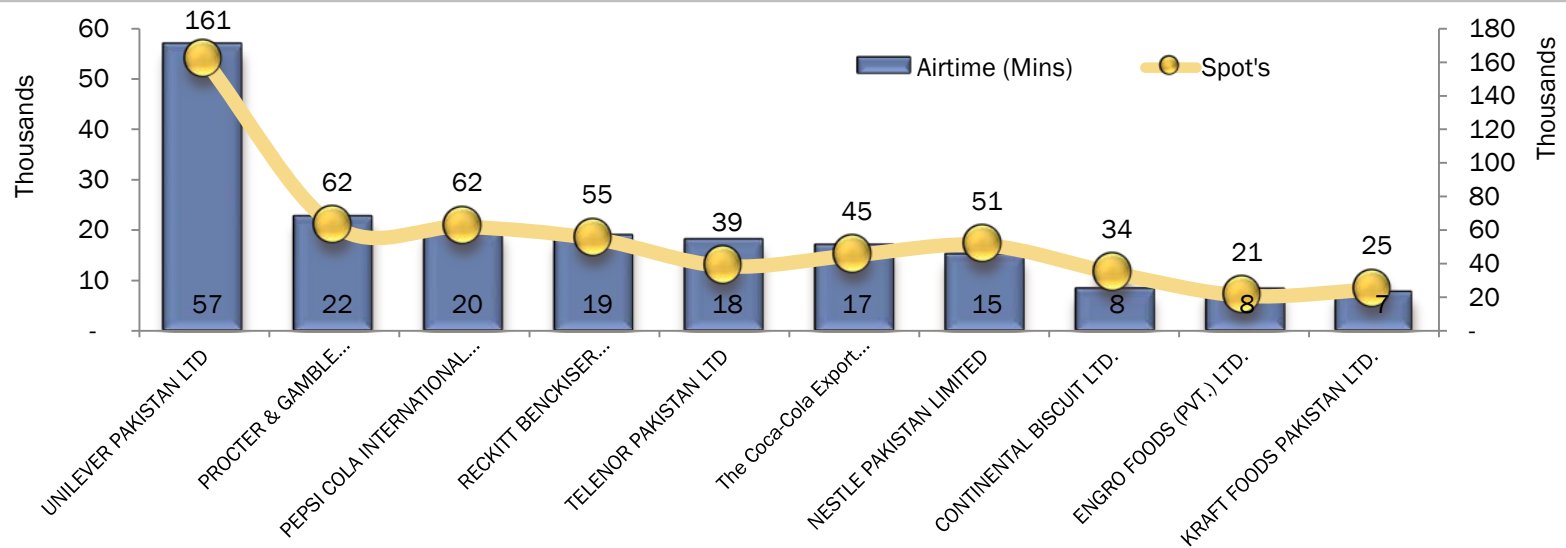


TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

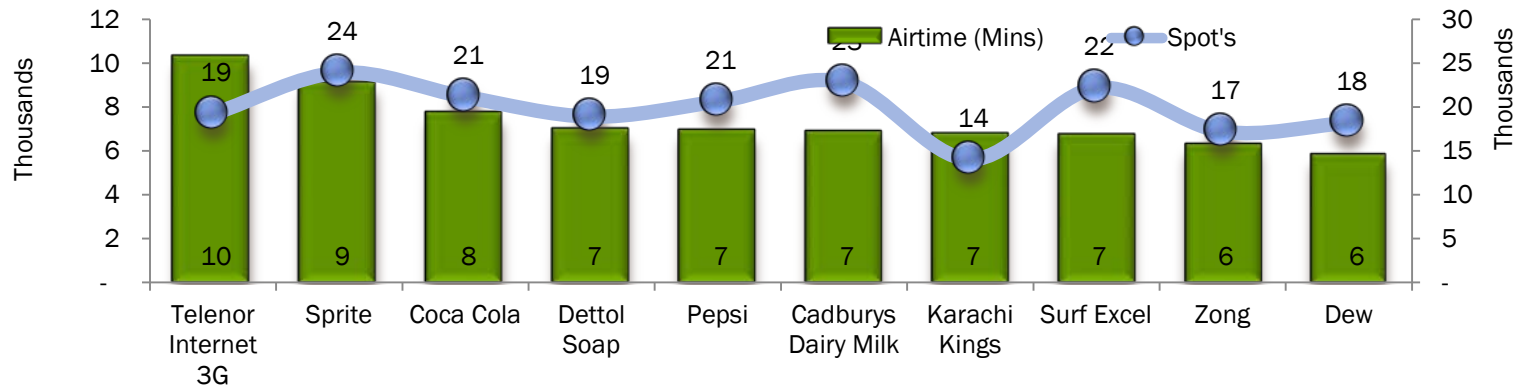
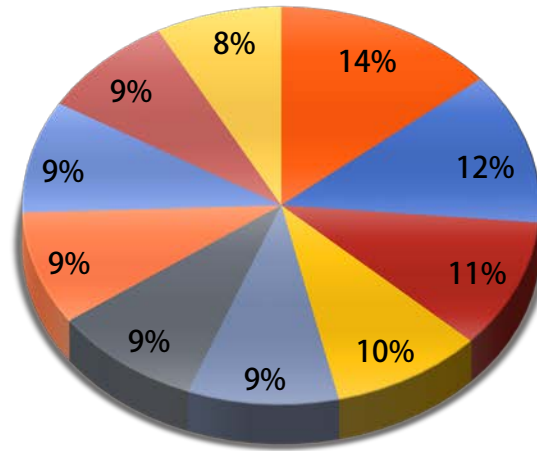


- UNILEVER PAKISTAN LTD
- PROCTER & GAMBLE PAKISTAN LTD
- PEPSI COLA INTERNATIONAL (PVT.) LTD.
- RECKITT BENCKISER PAKISTAN LTD.
- TELENOR PAKISTAN LTD
- The Coca-Cola Export Corporation
- NESTLE PAKISTAN LIMITED
- CONTINENTAL BISCUIT LTD.
- ENGRO FOODS (PVT.) LTD.
- KRAFT FOODS PAKISTAN LTD.



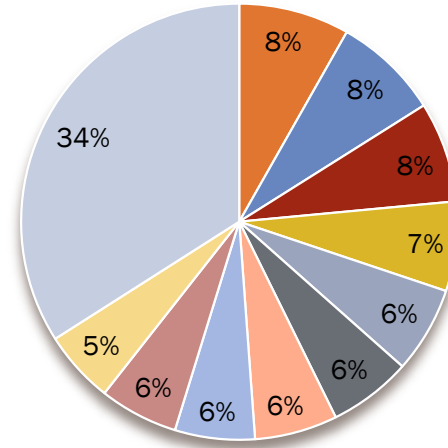
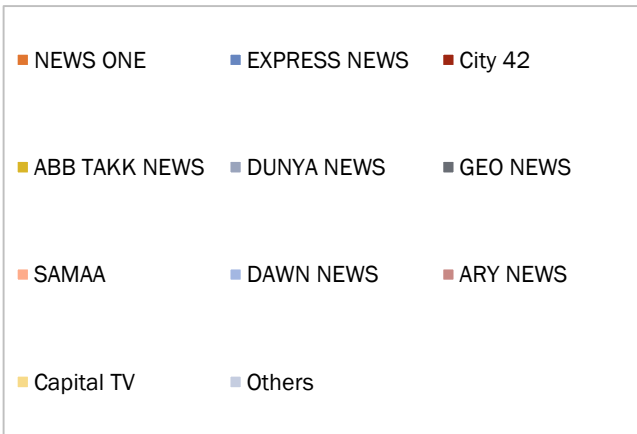
TOP 10 BRANDS

Relative Share

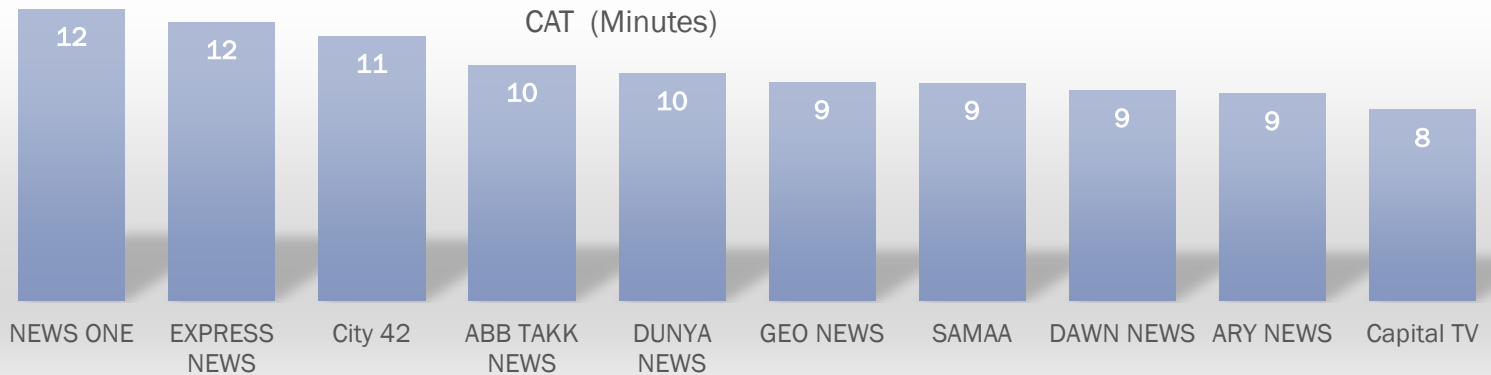


NEWS CHANNELS | CAT COMPARISON

Relative Share

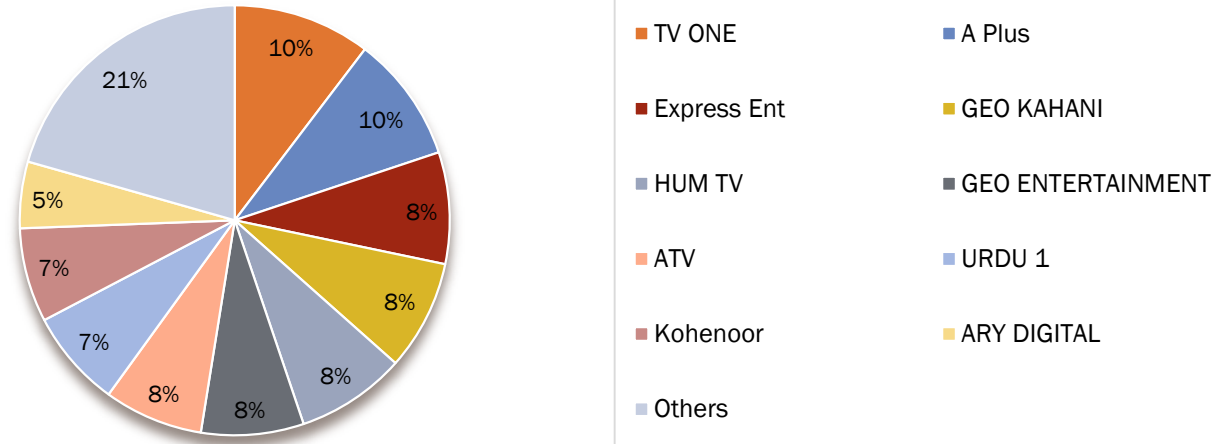


CAT (Minutes)

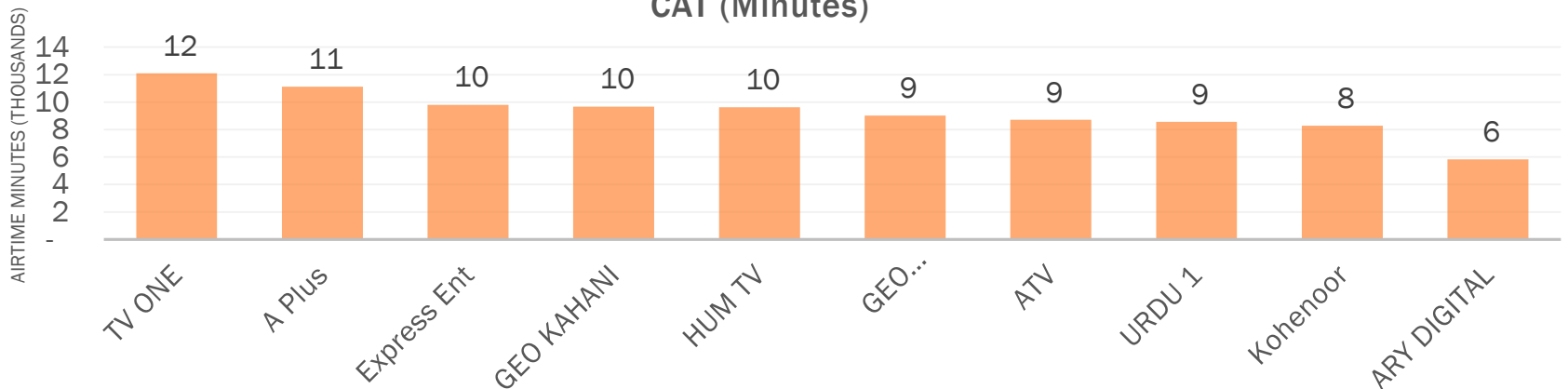


ENTERTAINMENT CHANNELS | CAT COMPARISON

Relative Share

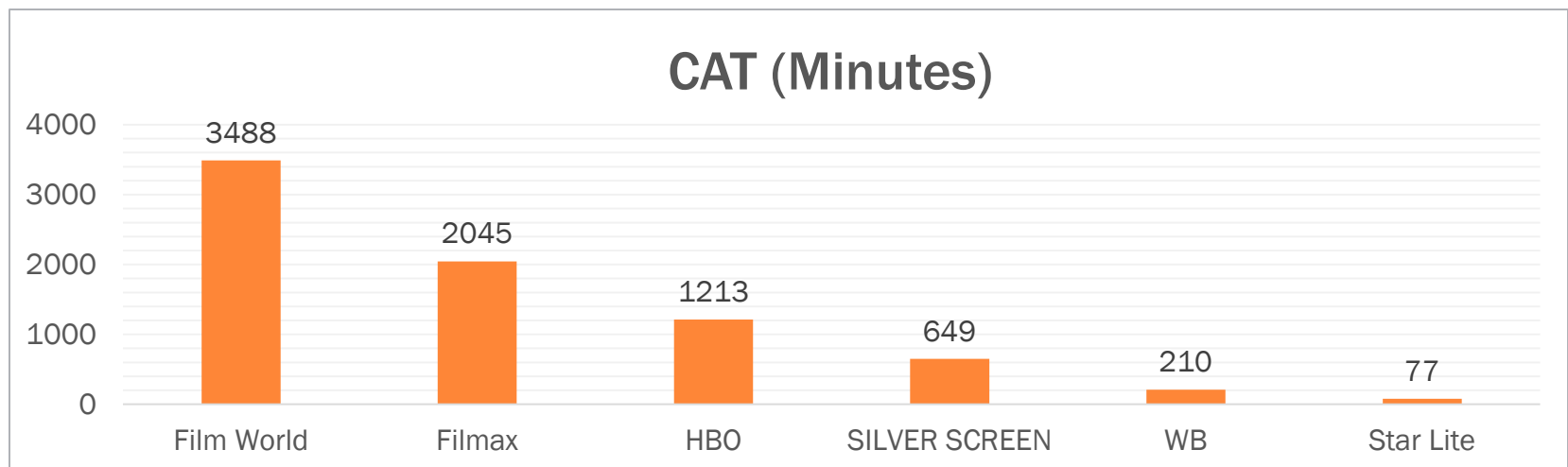
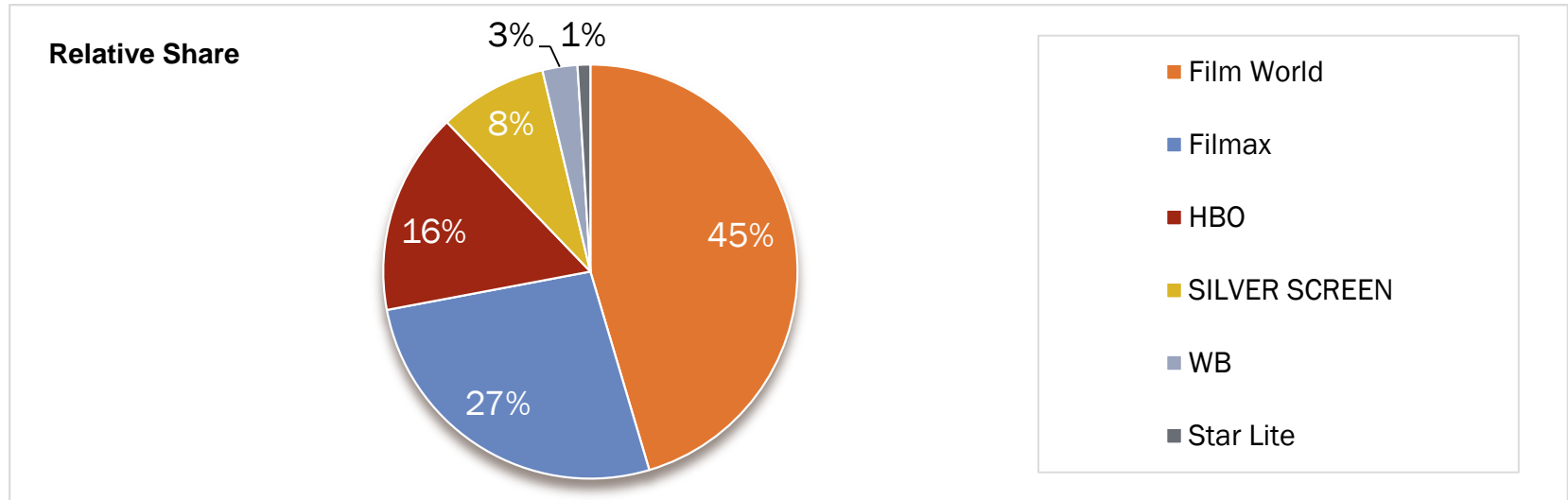


CAT (Minutes)



Amongst Entertainment Channels TV One is Airing The Highest CAT

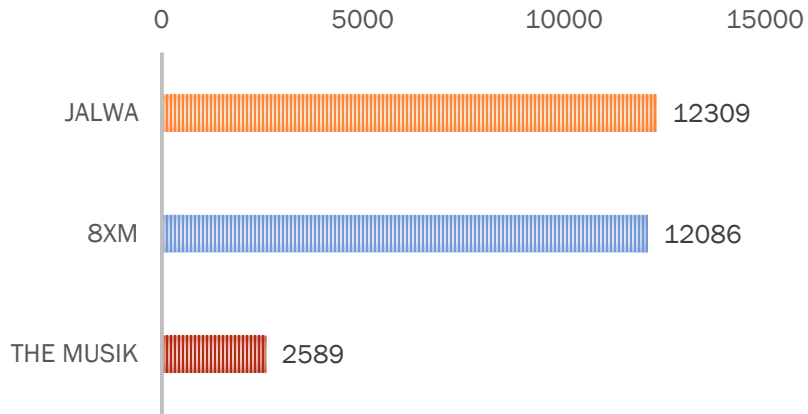
MOVIE CHANNELS | CAT COMPARISON



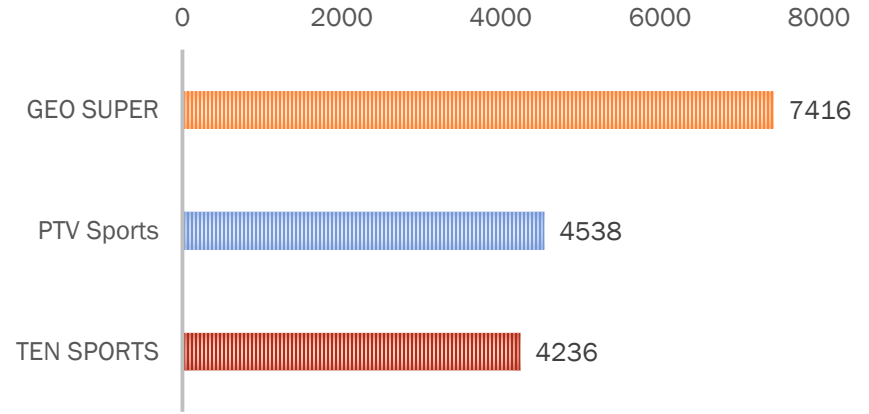
Amongst Movie Channels Film World is Airing The Highest CAT

MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

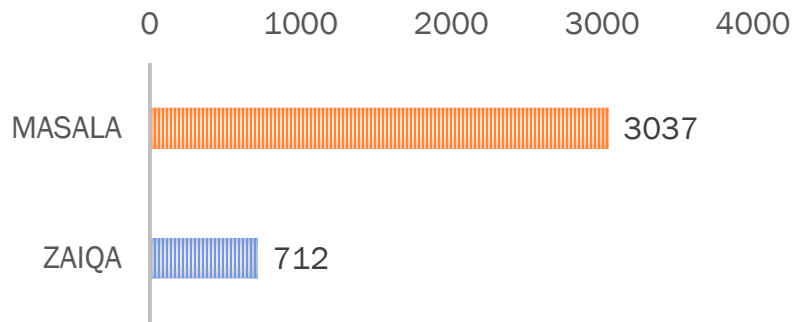
CAT (MINUTES)



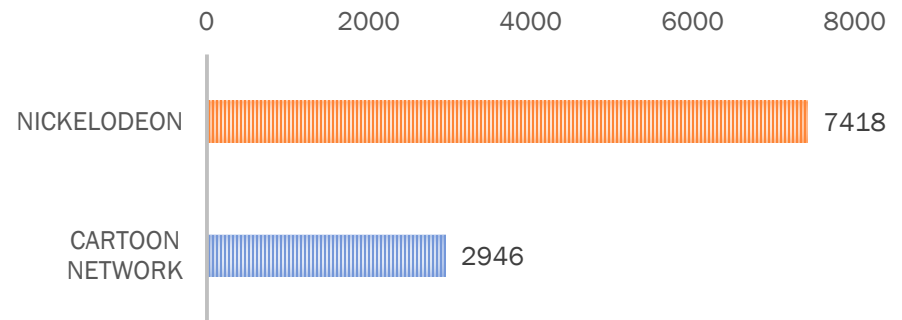
CAT (MINUTES)



CAT (MINUTES)



CAT (MINUTES)



Thank You-----😊