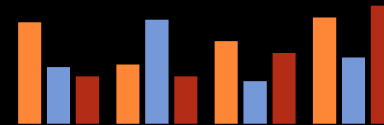
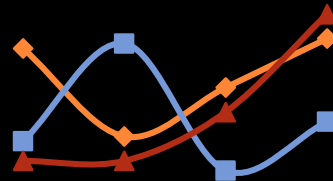
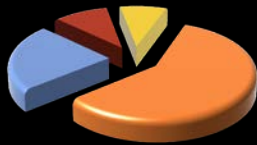
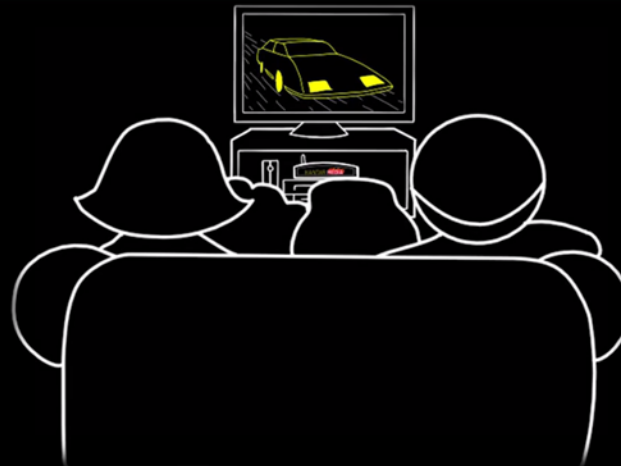


MEDIALOGIC MONTHLY REVIEW October 2016



medialogic **KANTAR MEDIA**

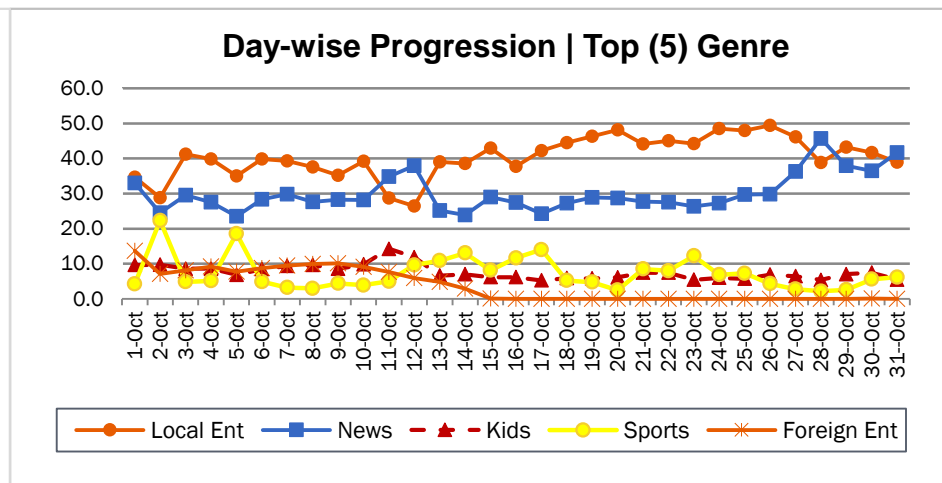
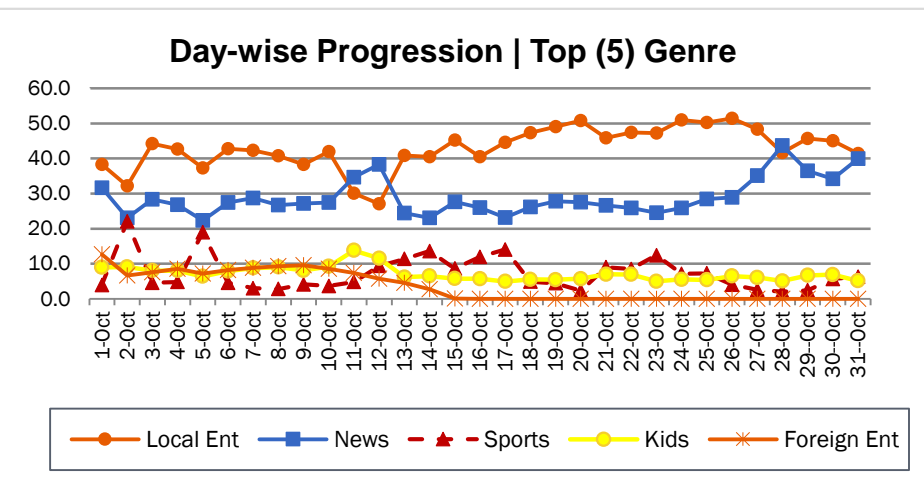
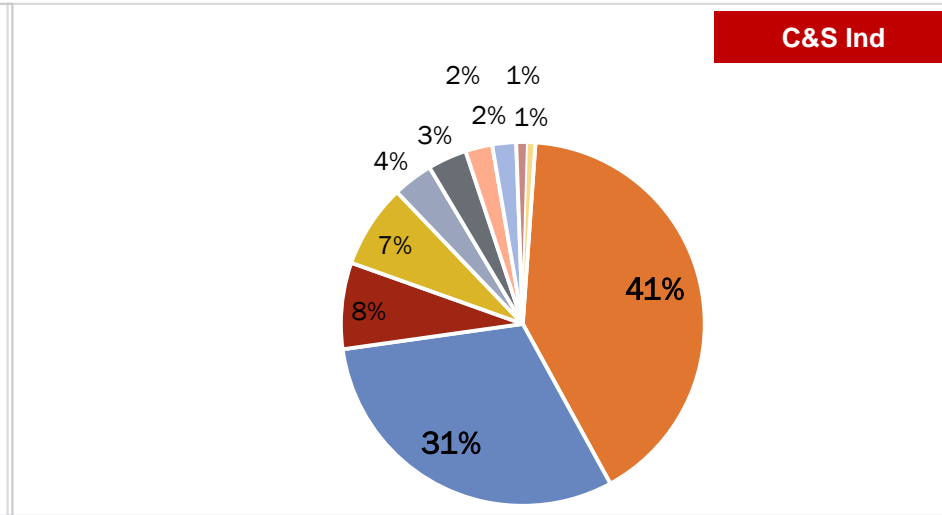
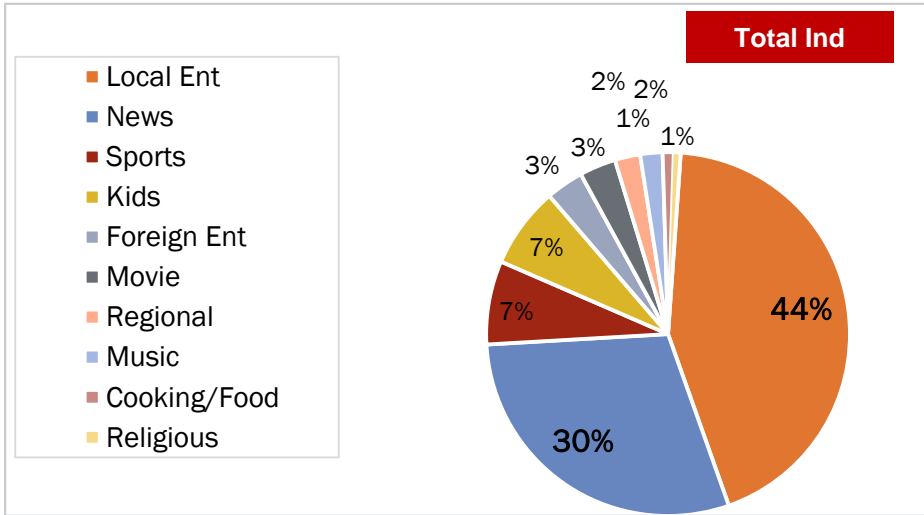
The Only Overnight TAM data providing Company in Pakistan.



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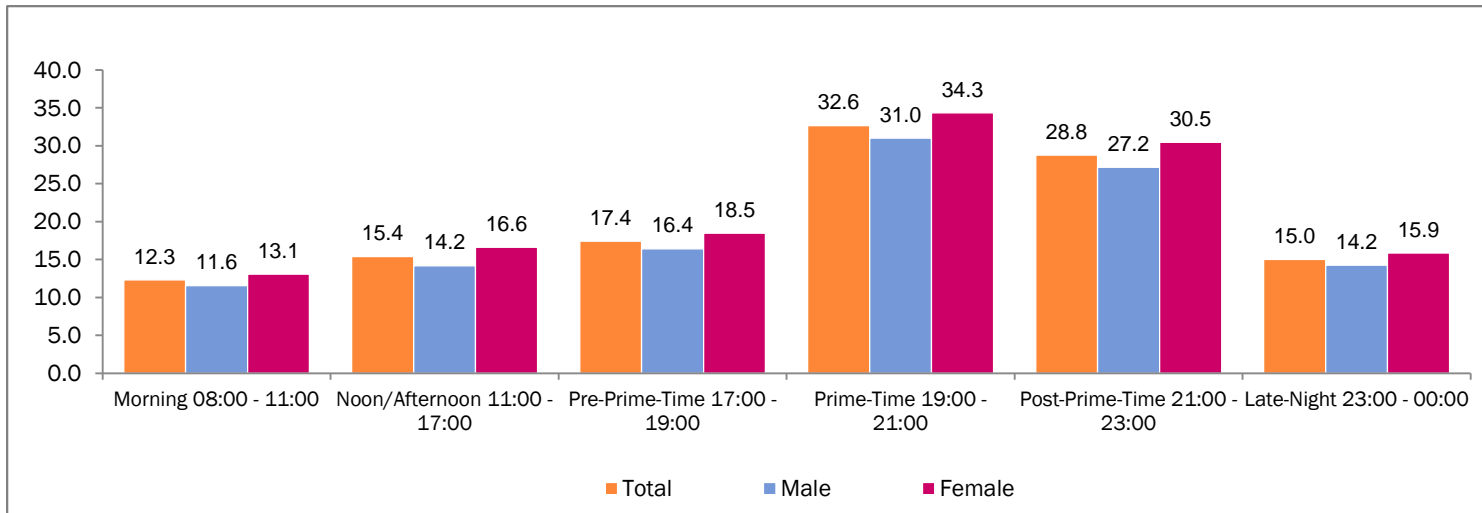
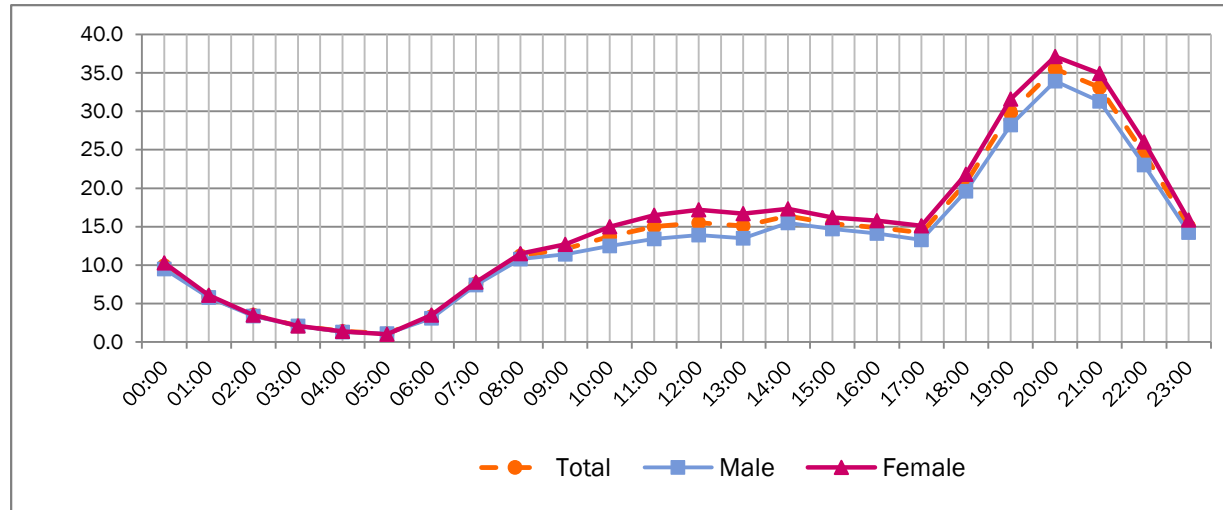
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MARKET SHARE% | BY GENRE

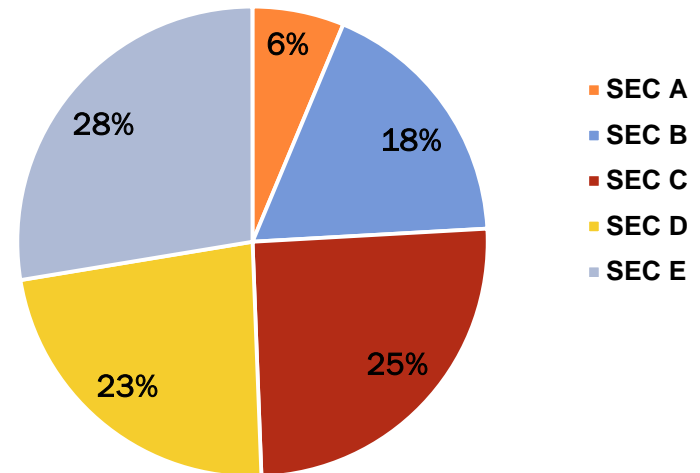
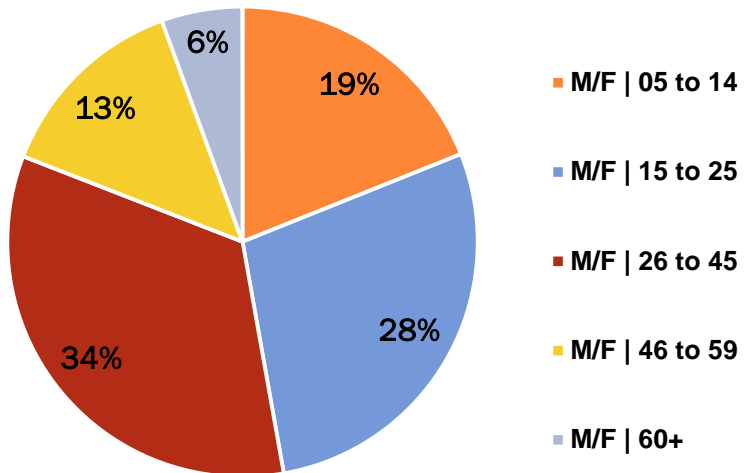


Genre-Wise market share is based on the total viewing of 90+ channels being monitored in the new system. Viewing of the In-House cable channels is not included to calculate market share.

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

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

Total Ind

| October.16 | | |
|------------|-------------------|-----------|
| Rank | Channel Name | Ratings % |
| 1 | ATV | 1.43 |
| 2 | PTV HOME | 0.97 |
| 3 | ARY DIGITAL | 0.54 |
| 4 | HUM TV | 0.43 |
| 5 | PTV SPORTS | 0.38 |
| 6 | GEO ENTERTAINMENT | 0.35 |
| 7 | GEO NEWS | 0.35 |
| 8 | FILMAZIA | 0.33 |
| 9 | SAMAA | 0.30 |
| 10 | PTV NEWS | 0.30 |
| 11 | TEN SPORTS | 0.29 |
| 12 | CARTOON NETWORK | 0.26 |
| 13 | ARY NEWS | 0.24 |
| 14 | URDU 1 | 0.22 |
| 15 | EXPRESS NEWS | 0.19 |

C&S Ind

| October.16 | | |
|------------|-----------------------|-----------|
| Rank | Channel Name | Ratings % |
| 1 | ARY DIGITAL | 0.77 |
| 2 | HUM TV | 0.61 |
| 3 | GEO ENTERTAINMENT | 0.49 |
| 4 | GEO NEWS | 0.49 |
| 5 | FILMAZIA | 0.47 |
| 6 | SAMAA | 0.42 |
| 7 | TEN SPORTS | 0.42 |
| 8 | CARTOON NETWORK | 0.36 |
| 9 | ARY NEWS | 0.34 |
| 10 | URDU 1 | 0.32 |
| 11 | EXPRESS NEWS | 0.27 |
| 12 | DUNYA NEWS | 0.26 |
| 13 | A PLUS | 0.26 |
| 14 | EXPRESS ENTERTAINMENT | 0.25 |
| 15 | PTV SPORTS | 0.24 |



TOP 15 CHANNEL OVERALL | PAKISTAN URBAN

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

Total Ind

| October.16 | | |
|------------|-------------------|-----------|
| Rank | Channel Name | Ratings % |
| 1 | ARY DIGITAL | 0.71 |
| 2 | HUM TV | 0.55 |
| 3 | FILMAZIA | 0.47 |
| 4 | GEO NEWS | 0.45 |
| 5 | GEO ENTERTAINMENT | 0.44 |
| 6 | TEN SPORTS | 0.40 |
| 7 | SAMAA | 0.39 |
| 8 | ATV | 0.36 |
| 9 | CARTOON NETWORK | 0.35 |
| 10 | URDU 1 | 0.32 |
| 11 | ARY NEWS | 0.31 |
| 12 | PTV SPORTS | 0.29 |
| 13 | PTV HOME | 0.29 |
| 14 | EXPRESS NEWS | 0.27 |
| 15 | A PLUS | 0.27 |

C&S Ind

| October.16 | | |
|------------|-----------------------|-----------|
| Rank | Channel Name | Ratings % |
| 1 | ARY DIGITAL | 0.77 |
| 2 | HUM TV | 0.59 |
| 3 | FILMAZIA | 0.50 |
| 4 | GEO NEWS | 0.49 |
| 5 | GEO ENTERTAINMENT | 0.47 |
| 6 | TEN SPORTS | 0.42 |
| 7 | SAMAA | 0.42 |
| 8 | CARTOON NETWORK | 0.37 |
| 9 | URDU 1 | 0.35 |
| 10 | ARY NEWS | 0.33 |
| 11 | EXPRESS NEWS | 0.29 |
| 12 | A PLUS | 0.29 |
| 13 | PTV SPORTS | 0.26 |
| 14 | GEO KAHANI | 0.25 |
| 15 | EXPRESS ENTERTAINMENT | 0.25 |



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 | 1.43 | ARY DIGITAL | 0.71 | ARY DIGITAL | 0.89 | HUM TV | 0.58 | ARY DIGITAL | 0.74 | PTV HOME | 0.80 |
| 2 | PTV HOME | 0.97 | HUM TV | 0.55 | HUM TV | 0.72 | ARY DIGITAL | 0.52 | FILMAZIA | 0.63 | FILMAZIA | 0.54 |
| 3 | ARY DIGITAL | 0.54 | FILMAZIA | 0.47 | GEO ENT | 0.66 | GEO NEWS | 0.51 | ATV | 0.56 | ATV | 0.47 |
| 4 | HUM TV | 0.43 | GEO NEWS | 0.45 | SAMAA | 0.64 | CARTOON NETWORK | 0.47 | HUM TV | 0.47 | GEO KAHANI | 0.46 |
| 5 | PTV SPORTS | 0.38 | GEO ENT | 0.44 | GEO NEWS | 0.49 | TEN SPORTS | 0.43 | GEO NEWS | 0.42 | ARY DIGITAL | 0.45 |
| 6 | GEO ENT | 0.35 | TEN SPORTS | 0.40 | TEN SPORTS | 0.46 | FILMAZIA | 0.40 | URDU 1 | 0.38 | URDU 1 | 0.42 |
| 7 | GEO NEWS | 0.35 | SAMAA | 0.39 | ARY NEWS | 0.40 | GEO ENT | 0.34 | PTV SPORTS | 0.38 | PTV NEWS | 0.40 |
| 8 | FILMAZIA | 0.33 | ATV | 0.36 | URDU 1 | 0.32 | DUNYA NEWS | 0.33 | TEN SPORTS | 0.36 | GEO NEWS | 0.34 |
| 9 | SAMAA | 0.30 | CARTOON NETWORK | 0.35 | FILMAZIA | 0.28 | TV ONE | 0.32 | GEO ENT | 0.36 | PTV SPORTS | 0.34 |
| 10 | PTV NEWS | 0.30 | URDU 1 | 0.32 | DAWN NEWS | 0.28 | EXPRESS NEWS | 0.29 | CARTOON NETWORK | 0.36 | CARTOON NETWORK | 0.33 |
| 11 | TEN SPORTS | 0.29 | ARY NEWS | 0.31 | EXPRESS ENT | 0.27 | A PLUS | 0.28 | A PLUS | 0.35 | EXPRESS ENT | 0.31 |
| 12 | CARTOON NETWORK | 0.26 | PTV SPORTS | 0.29 | EXPRESS NEWS | 0.25 | SEE TV | 0.27 | PTV HOME | 0.34 | SAMAA | 0.30 |
| 13 | ARY NEWS | 0.24 | PTV HOME | 0.29 | CARTOON NETWORK | 0.25 | PTV SPORTS | 0.26 | SAMAA | 0.33 | A PLUS | 0.29 |
| 14 | URDU 1 | 0.22 | EXPRESS NEWS | 0.27 | TV ONE | 0.21 | EXPRESS ENT | 0.24 | EXPRESS NEWS | 0.30 | HUM TV | 0.28 |
| 15 | EXPRESS NEWS | 0.19 | A PLUS | 0.27 | POGO | 0.19 | COLORS | 0.23 | ARY NEWS | 0.30 | NICKELODEON | 0.26 |

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 | ARY DIGITAL | 0.77 | ARY DIGITAL | 0.77 | ARY DIGITAL | 0.90 | HUM TV | 0.59 | ARY DIGITAL | 0.83 | FILMAZIA | 0.64 |
| 2 | HUM TV | 0.61 | HUM TV | 0.59 | HUM TV | 0.73 | ARY DIGITAL | 0.53 | FILMAZIA | 0.71 | GEO KAHANI | 0.55 |
| 3 | GEO ENT | 0.49 | FILMAZIA | 0.50 | GEO ENT | 0.67 | GEO NEWS | 0.52 | HUM TV | 0.53 | ARY DIGITAL | 0.54 |
| 4 | GEO NEWS | 0.49 | GEO NEWS | 0.49 | SAMAA | 0.65 | CARTOON NETWORK | 0.48 | GEO NEWS | 0.47 | URDU 1 | 0.50 |
| 5 | FILMAZIA | 0.47 | GEO ENT | 0.47 | GEO NEWS | 0.50 | TEN SPORTS | 0.44 | URDU 1 | 0.42 | GEO NEWS | 0.41 |
| 6 | SAMAA | 0.42 | TEN SPORTS | 0.42 | TEN SPORTS | 0.47 | FILMAZIA | 0.41 | TEN SPORTS | 0.41 | CARTOON NETWORK | 0.39 |
| 7 | TEN SPORTS | 0.42 | SAMAA | 0.42 | ARY NEWS | 0.41 | GEO ENT | 0.35 | GEO ENT | 0.40 | EXPRESS ENT | 0.37 |
| 8 | CARTOON NETWORK | 0.36 | CARTOON NETWORK | 0.37 | URDU 1 | 0.33 | DUNYA NEWS | 0.34 | CARTOON NETWORK | 0.40 | SAMAA | 0.36 |
| 9 | ARY NEWS | 0.34 | URDU 1 | 0.35 | FILMAZIA | 0.29 | TV ONE | 0.33 | A PLUS | 0.39 | A PLUS | 0.35 |
| 10 | URDU 1 | 0.32 | ARY NEWS | 0.33 | DAWN NEWS | 0.28 | EXPRESS NEWS | 0.29 | SAMAA | 0.37 | HUM TV | 0.33 |
| 11 | EXPRESS NEWS | 0.27 | EXPRESS NEWS | 0.29 | EXPRESS ENT | 0.28 | A PLUS | 0.29 | PTV SPORTS | 0.35 | TV ONE | 0.31 |
| 12 | DUNYA NEWS | 0.26 | A PLUS | 0.29 | EXPRESS NEWS | 0.26 | SEE TV | 0.27 | EXPRESS NEWS | 0.34 | NICKELODEON | 0.31 |
| 13 | A PLUS | 0.26 | PTV SPORTS | 0.26 | CARTOON NETWORK | 0.26 | EXPRESS ENT | 0.25 | ARY NEWS | 0.34 | GEO ENT | 0.30 |
| 14 | EXPRESS ENT | 0.25 | GEO KAHANI | 0.25 | TV ONE | 0.22 | PTV SPORTS | 0.25 | GEO KAHANI | 0.30 | TEN SPORTS | 0.30 |
| 15 | PTV SPORTS | 0.24 | EXPRESS ENT | 0.25 | POGO | 0.19 | COLORS | 0.24 | DUNYA NEWS | 0.28 | AAJ ENT | 0.27 |

ENTERTAINMENT CHANNELS – 24 HOURS

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

| Total Ind | | | C&S Ind | | |
|------------|-----------------------|----------|------------|-----------------------|----------|
| October.16 | | | October.16 | | |
| Rank | Channel Name | Ratings% | Rank | Channel Name | Ratings% |
| 1 | ARY DIGITAL | 0.71 | 1 | ARY DIGITAL | 0.77 |
| 2 | HUM TV | 0.55 | 2 | HUM TV | 0.59 |
| 3 | FILMAZIA | 0.47 | 3 | FILMAZIA | 0.50 |
| 4 | GEO ENTERTAINMENT | 0.44 | 4 | GEO ENTERTAINMENT | 0.47 |
| 5 | ATV | 0.36 | 5 | URDU 1 | 0.35 |
| 6 | URDU 1 | 0.32 | 6 | A PLUS | 0.29 |
| 7 | PTV HOME | 0.29 | 7 | GEO KAHANI | 0.25 |
| 8 | A PLUS | 0.27 | 8 | EXPRESS ENTERTAINMENT | 0.25 |
| 9 | GEO KAHANI | 0.24 | 9 | TV ONE | 0.21 |
| 10 | EXPRESS ENTERTAINMENT | 0.23 | 10 | SEE TV | 0.18 |

ENTERTAINMENT CHANNELS – PRIME TIME (19.00-22.00)

ARY DIGITAL is leading on Prime Time followed by FILMAZIA on Total and C&S Ind

| Total Ind | | | C&S Ind | | |
|------------|-----------------------|----------|------------|-----------------------|----------|
| October.16 | | | October.16 | | |
| Rank | Channel Name | Ratings% | Rank | Channel Name | Ratings% |
| 1 | ARY DIGITAL | 2.03 | 1 | ARY DIGITAL | 2.18 |
| 2 | FILMAZIA | 1.84 | 2 | FILMAZIA | 1.97 |
| 3 | HUM TV | 1.65 | 3 | HUM TV | 1.77 |
| 4 | GEO ENTERTAINMENT | 1.39 | 4 | GEO ENTERTAINMENT | 1.49 |
| 5 | ATV | 1.08 | 5 | URDU 1 | 1.01 |
| 6 | URDU 1 | 0.94 | 6 | A PLUS | 0.87 |
| 7 | PTV HOME | 0.90 | 7 | GEO KAHANI | 0.65 |
| 8 | A PLUS | 0.81 | 8 | EXPRESS ENTERTAINMENT | 0.60 |
| 9 | GEO KAHANI | 0.60 | 9 | COLORS | 0.47 |
| 10 | EXPRESS ENTERTAINMENT | 0.56 | 10 | TV ONE | 0.47 |

TOP NEWS CHANNELS - 24 HOURS

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

| Total Ind | | |
|------------|---------------|----------|
| October-16 | | |
| Rank | Channel Name | Ratings% |
| 1 | GEO NEWS | 0.45 |
| 2 | SAMAA | 0.39 |
| 3 | ARY NEWS | 0.31 |
| 4 | EXPRESS NEWS | 0.27 |
| 5 | DUNYA NEWS | 0.23 |
| 6 | DAWN NEWS | 0.16 |
| 7 | NINETY 2 NEWS | 0.14 |
| 8 | ABB TAKK | 0.14 |
| 9 | AAJ NEWS | 0.12 |
| 10 | NEO TV | 0.12 |

| C&S Ind | | |
|------------|---------------|----------|
| October-16 | | |
| Rank | Channel Name | Ratings% |
| 1 | GEO NEWS | 0.49 |
| 2 | SAMAA | 0.42 |
| 3 | ARY NEWS | 0.33 |
| 4 | EXPRESS NEWS | 0.29 |
| 5 | DUNYA NEWS | 0.25 |
| 6 | DAWN NEWS | 0.17 |
| 7 | NINETY 2 NEWS | 0.16 |
| 8 | ABB TAKK | 0.15 |
| 9 | AAJ NEWS | 0.13 |
| 10 | NEO TV | 0.12 |



TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

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

Total Ind

October-16

| Rank | Channel Name | Ratings% |
|------|---------------|----------|
| 1 | GEO NEWS | 1.05 |
| 2 | SAMAA | 0.70 |
| 3 | ARY NEWS | 0.62 |
| 4 | EXPRESS NEWS | 0.61 |
| 5 | DUNYA NEWS | 0.50 |
| 6 | NINETY 2 NEWS | 0.28 |
| 7 | DAWN NEWS | 0.25 |
| 8 | AAJ NEWS | 0.25 |
| 9 | ABB TAKK | 0.23 |
| 10 | NEWS ONE | 0.18 |

C&S Ind

October-16

| Rank | Channel Name | Ratings% |
|------|---------------|----------|
| 1 | GEO NEWS | 1.13 |
| 2 | SAMAA | 0.75 |
| 3 | ARY NEWS | 0.67 |
| 4 | EXPRESS NEWS | 0.65 |
| 5 | DUNYA NEWS | 0.54 |
| 6 | NINETY 2 NEWS | 0.30 |
| 7 | DAWN NEWS | 0.27 |
| 8 | AAJ NEWS | 0.27 |
| 9 | ABB TAKK | 0.25 |
| 10 | NEWS ONE | 0.20 |



MUSIC CHANNELS

October | 2016

| Rank | Channel Name | TRPs | Relative Share% |
|------|--------------------|------------|-----------------|
| 1 | 8XM | 144 | 46% |
| 2 | JALWA | 132 | 42% |
| 3 | ARY MUSIK | 32 | 10% |
| 4 | VIBE TV | 4 | 1% |
| | Grand Total | 311 | 100% |

8XM*

Captures the 1st position as the most watched music channel with 46% share in music Genre

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



Total Ind

October-16

| Rank | Channel Name | TRPs | Relative Shr% |
|------|--------------|------|---------------|
| 1 | PTV SPORTS | 571 | 54% |
| 2 | TEN SPORTS | 438 | 41% |
| 3 | GEO SUPER | 51 | 5% |
| | Grand Total | 1060 | 100% |

C&S Ind

October-16

| Rank | Channel Name | TRPs | Relative Shr% |
|------|--------------|------|---------------|
| 1 | TEN SPORTS | 624 | 59% |
| 2 | PTV SPORTS | 354 | 34% |
| 3 | GEO SUPER | 73 | 7% |
| | Grand Total | 1051 | 100% |

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



Total Ind

October.16

| Rank | Channel Name | TRPs | Relative Share% |
|------|--------------|------|-----------------|
| 1 | TEN SPORTS | 588 | 54% |
| 2 | PTV SPORTS | 430 | 40% |
| 3 | GEO SUPER | 71 | 7% |

October.16

C&S Ind

| Rank | Channel Name | TRPs | Relative Share% |
|------|--------------|------|-----------------|
| 1 | TEN SPORTS | 631 | 58% |
| 2 | PTV SPORTS | 388 | 35% |
| 3 | GEO SUPER | 76 | 7% |

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

Movie Channels

HBO captures 1st Position on 24 hours and prime time

24 Hours | C&S Ind

Oct.16

| Rank | Channel Name | Ratings% |
|------|---------------|----------|
| 1 | HBO | 0.11 |
| 2 | FILM WORLD | 0.07 |
| 3 | FILMAX | 0.06 |
| 4 | WB | 0.03 |
| 5 | RAAVI TV | 0.03 |
| 6 | SILVER SCREEN | 0.02 |
| 7 | STAR MOVIES | 0.02 |
| 8 | STAR LITE TV | 0.01 |
| 9 | AXN | 0.01 |

Prime Time | 20.00-00.00 | C&S Ind

Oct.16

| Rank | Channel Name | Ratings% |
|------|---------------|----------|
| 1 | HBO | 0.20 |
| 2 | FILM WORLD | 0.16 |
| 3 | FILMAX | 0.12 |
| 4 | SILVER SCREEN | 0.08 |
| 5 | WB | 0.07 |
| 6 | RAAVI TV | 0.06 |
| 7 | STAR MOVIES | 0.04 |
| 8 | AXN | 0.01 |
| 9 | STAR LITE TV | 0.01 |

FOOD CHANNELS



Masala tops the chart with 138 TRPs during the month of October

C&S Ind

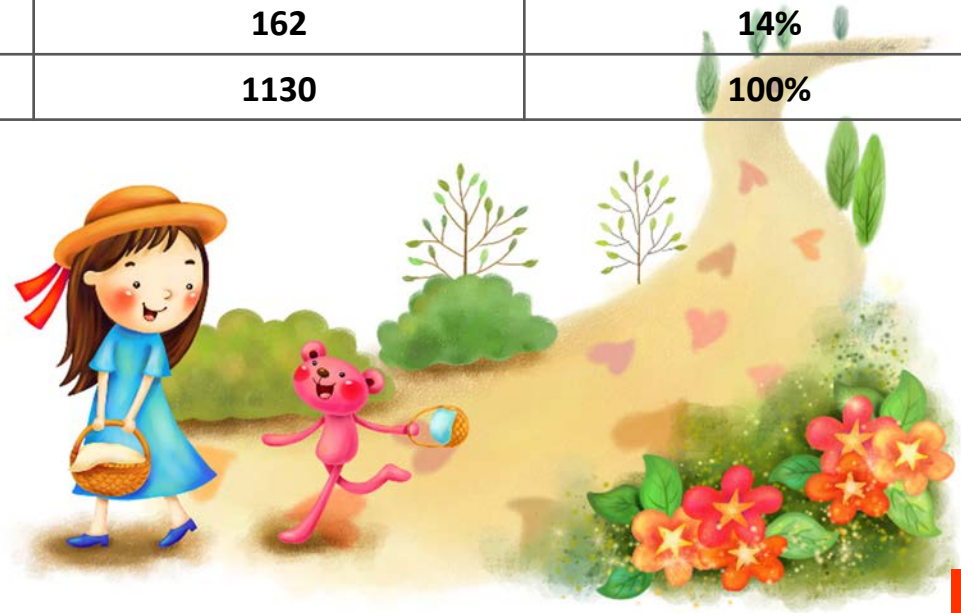
October-16

| Rank | Channel Name | TRPs | Relative Share% |
|------|--------------------|------------|-----------------|
| 1 | MASALA TV | 138 | 90% |
| 2 | ZAIQA | 15 | 10% |
| .. | Grand Total | 154 | 100% |



Cartoon Network Holds 49% Of Kids Channels Viewership

| C&S Ind | | | |
|------------|-----------------|------|-----------------|
| October-16 | | | |
| Rank | Channel | TRPs | Relative Share% |
| 1 | CARTOON NETWORK | 552 | 49% |
| 2 | NICKELODEON | 228 | 20% |
| 3 | DISNEY CHANNEL | 188 | 17% |
| 4 | POGO | 162 | 14% |
| | Grand Total | 1130 | 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 | 0.069 | APNA CHANNEL | 0.099 | KTN | 0.132 | ARUJ TV | 0.712 | PTV BOLAN | 0.666 |
| 2 | ARUJ TV | 0.066 | ARUJ TV | 0.023 | KASHISH | 0.061 | AVT KHYBER | 0.357 | PASHTO 1 | 0.212 |
| 3 | KTN | 0.054 | PTV NATIONAL | 0.022 | KTN NEWS | 0.057 | AVT KHYBER NEWS | 0.119 | ARUJ TV | 0.182 |
| 4 | AVT KHYBER | 0.029 | WASEB | 0.021 | SINDH TV NEWS | 0.040 | APNA CHANNEL | 0.059 | VSH NEWS | 0.108 |
| 5 | KASHISH | 0.028 | KAY2 | 0.017 | SINDH TV | 0.035 | PTV NATIONAL | 0.053 | KASHISH | 0.097 |
| 6 | KTN NEWS | 0.023 | PASHTO 1 | 0.009 | APNA CHANNEL | 0.034 | PASHTO 1 | 0.027 | AVT KHYBER | 0.061 |
| 7 | PTV NATIONAL | 0.018 | AVT KHYBER | 0.008 | ARUJ TV | 0.014 | KAY2 | 0.022 | PTV NATIONAL | 0.041 |
| 8 | SINDH TV NEWS | 0.017 | AVT KHYBER NEWS | 0.003 | AWAZ | 0.010 | PTV BOLAN | 0.003 | AWAZ | 0.036 |
| 9 | SINDH TV | 0.016 | KASHISH | 0.003 | PTV NATIONAL | 0.005 | KASHISH | 0.002 | WASEB | 0.016 |
| 10 | WASEB | 0.012 | SINDH TV | 0.003 | PASHTO 1 | 0.004 | WASEB | 0.001 | SINDH TV | 0.010 |
| 11 | PASHTO 1 | 0.011 | KTN | 0.002 | WASEB | 0.003 | AWAZ | 0.000 | KAY2 | 0.009 |
| 12 | KAY2 | 0.011 | PTV BOLAN | 0.001 | AVT KHYBER | 0.003 | VSH NEWS | 0.000 | APNA CHANNEL | 0.007 |
| 13 | PTV BOLAN | 0.011 | AWAZ | 0.001 | KAY2 | 0.002 | KTN | 0.000 | KTN | 0.002 |
| 14 | AVT KHYBER NEWS | 0.009 | SINDH TV NEWS | 0.001 | VSH NEWS | 0.002 | KTN NEWS | 0.000 | AVT KHYBER NEWS | 0.002 |
| 15 | AWAZ | 0.005 | KTN NEWS | 0.001 | PTV BOLAN | 0.001 | SINDH TV NEWS | 0.000 | SINDH TV NEWS | 0.001 |
| 16 | VSH NEWS | 0.003 | VSH NEWS | 0.000 | AVT KHYBER NEWS | 0.001 | SINDH TV | 0.000 | KTN NEWS | 0.000 |

TOP PROGRAMS | OVERALL

FILMAZIA's Qasam hits 8.10 ratings on Total Ind on 18th October

Top Programs | Total Individuals

October.16

| Rank | Date | Channel | Program Title | Ratings% | Ratings"000" | Market Share |
|------|-----------|-------------------|--------------------|-------------|--------------|--------------|
| 1 | 18-Oct-16 | FILMAZIA | Qasam | 8.10 | 3,730 | 25.00 |
| 2 | 16-Oct-16 | FILMAZIA | Nagin 2 | 7.89 | 3,634 | 19.10 |
| 3 | 20-Oct-16 | FILMAZIA | Thapki Pyaar Ki | 5.92 | 2,726 | 15.90 |
| 4 | 30-Oct-16 | ARY DIGITAL | Jeeto Pakistan | 5.52 | 2,544 | 12.20 |
| 5 | 31-Oct-16 | HUM TV | Sanam | 5.25 | 2,419 | 10.80 |
| 6 | 30-Oct-16 | HUM TV | Bin Roye | 5.17 | 2,382 | 10.90 |
| 7 | 23-Oct-16 | ARY DIGITAL | BulBulay | 4.62 | 2,127 | 14.60 |
| 8 | 25-Oct-16 | ARY DIGITAL | Besharam | 4.46 | 2,053 | 10.00 |
| 9 | 22-Oct-16 | ARY DIGITAL | Khuda Mera Bhi Hai | 4.32 | 1,989 | 10.30 |
| 10 | 21-Oct-16 | GEO ENTERTAINMENT | Noor Zindagi | 4.27 | 1,967 | 11.20 |

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

TOP PROGRAMS | C & S

FILMAZIA's Qasam hits 8.69 ratings on C&S Ind on 18th October

Top Programs | C&S Individuals

October.16

| Rank | Date | Channel | Program Title | Ratings% | Ratings"000" | Market Share |
|------|-----------|-------------------|--------------------|-------------|--------------|--------------|
| 1 | 18-Oct-16 | FILMAZIA | Qasam | 8.69 | 3,730 | 25.90 |
| 2 | 16-Oct-16 | FILMAZIA | Nagin 2 | 8.46 | 3,634 | 20.70 |
| 3 | 20-Oct-16 | FILMAZIA | Thapki Pyaar Ki | 6.35 | 2,726 | 16.80 |
| 4 | 30-Oct-16 | ARY DIGITAL | Jeeto Pakistan | 5.91 | 2,544 | 13.30 |
| 5 | 31-Oct-16 | HUM TV | Sanam | 5.62 | 2,419 | 11.70 |
| 6 | 30-Oct-16 | HUM TV | Bin Roye | 5.53 | 2,382 | 11.90 |
| 7 | 23-Oct-16 | ARY DIGITAL | BulBulay | 4.95 | 2,127 | 15.90 |
| 8 | 25-Oct-16 | ARY DIGITAL | Besharam | 4.78 | 2,053 | 10.70 |
| 9 | 22-Oct-16 | ARY DIGITAL | Khuda Mera Bhi Hai | 4.63 | 1,989 | 11.10 |
| 10 | 21-Oct-16 | GEO ENTERTAINMENT | Noor Zindagi | 4.58 | 1,967 | 12.00 |

Current Affairs Talk Shows | C&S Ind

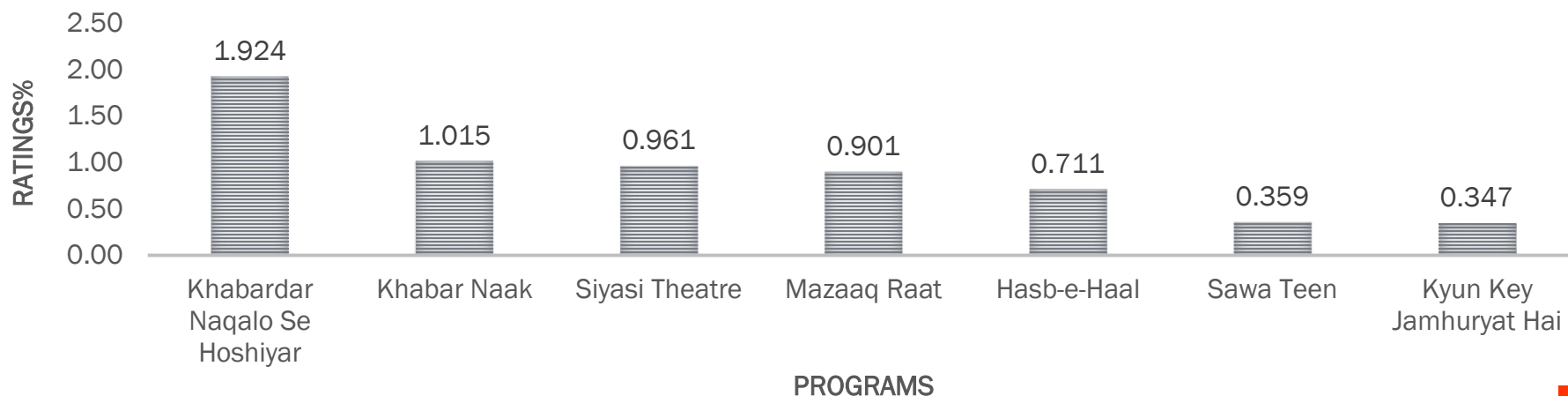
| Oct.16 | | | | | | |
|--------|-----------|------------|---------------------------------|----------|--------------|---------------|
| Rank | Date | Channel | Program Title | Ratings% | Ratings"000" | Market Share% |
| 1 | 31-Oct-16 | GEO NEWS | Aaj Shahzaib Khanzada Kay Saath | 2.538 | 1092 | 7.6 |
| 2 | 29-Oct-16 | SAMAA | Nadeem Malik Live | 2.112 | 909 | 5.2 |
| 3 | 27-Oct-16 | GEO NEWS | Capital Talk | 1.984 | 852 | 5.1 |
| 4 | 29-Oct-16 | ARY NEWS | Power Play | 1.798 | 774 | 4.2 |
| 5 | 27-Oct-16 | ARY NEWS | Off The Record | 1.768 | 759 | 4.7 |
| 6 | 28-Oct-16 | GEO NEWS | Report Card | 1.611 | 693 | 5.0 |
| 7 | 29-Oct-16 | ARY NEWS | Sawal Yeh Hai | 1.542 | 664 | 4.4 |
| 8 | 31-Oct-16 | DUNYA NEWS | On The Front | 1.534 | 660 | 3.3 |
| 9 | 23-Oct-16 | SAMAA | Agenda 360 | 1.490 | 640 | 5.0 |
| 10 | 27-Oct-16 | DUNYA NEWS | Dunya Kamran Khan Kay Sath | 1.425 | 612 | 4.6 |

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% |
|------------|--------------|------------------------------|-------|----------|---------------|
| 28/10/2016 | EXPRESS NEWS | Khabardar Naqalo Se Hoshiyar | 1.924 | 827.997 | 9.331 |
| 30/10/2016 | GEO NEWS | Khabar Naak | 1.015 | 436.948 | 4.901 |
| 24/10/2016 | EXPRESS NEWS | Siyasi Theatre | 0.961 | 412.874 | 3.120 |
| 31/10/2016 | DUNYA NEWS | Mazaaq Raat | 0.901 | 387.761 | 3.928 |
| 27/10/2016 | DUNYA NEWS | Hasb-e-Haal | 0.711 | 305.395 | 3.782 |
| 14/10/2016 | NEO TV | Sawa Teen | 0.359 | 154.085 | 2.061 |
| 09/10/2016 | CHANNEL24 | Kyun Key Jamhuryat Hai | 0.347 | 148.872 | 2.078 |



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 TV One's "Aap Ka Sahir"

| 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 | 0.90 | 122 | 5.7 |
| 2 | 09:00-11:00 | Mon - Fri | TV ONE | Aap Ka Sahir | Sahir Lodhi | 0.69 | 94 | 4.5 |
| 3 | 09:00-11:00 | Mon - Fri | HUM TV | Jaago Pakistan Jago | Sanam Jung | 0.66 | 90 | 4.3 |
| 4 | 09:00-11:00 | Mon - Fri | ATV | Mehakti Morning | Sundas Khan | 0.62 | 84 | 4.0 |
| 5 | 09:00-11:00 | Mon - Fri | SAMAA | Subha Saveray Samaa Kay Sath | Madiha Naqvi | 0.55 | 74 | 3.6 |
| 6 | 09:00-11:00 | Mon - Fri | DAWN NEWS | Chai Toast Aur Host | Anoushey Ahsraf | 0.50 | 68 | 3.3 |
| 7 | 09:00-11:00 | Mon - Fri | GEO NEWS | GEO Pakistan | Huma Amir Shah | 0.42 | 56 | 2.7 |
| 8 | 09:00-11:00 | Mon - Fri | PTV HOME | Morning With Juggan | Juggan Kazim | 0.38 | 51 | 2.4 |
| 9 | 09:00-11:30 | Mon - Fri | EXPRESS ENT | Satrungi | Javeria Saud | 0.37 | 51 | 2.4 |
| 10 | 09:00-11:00 | Mon - Fri | ARY NEWS | The Morning Show | Sanam Baloch | 0.36 | 49 | 2.3 |
| 11 | 09:00-11:00 | Mon - Fri | A PLUS | Jago Jago Subha Hui | Saira Kabeer | 0.29 | 39 | 1.9 |
| 12 | 09:00-11:00 | Mon - Fri | SEE TV | Sunrise from Istanbul | Maria Wasti | 0.19 | 25 | 1.2 |
| 13 | 09:00-11:00 | Mon - Fri | ARY ZINDAGI | Salam Zindagi | Faisal Qureshi | 0.17 | 23 | 1.1 |
| 14 | 09:00-11:00 | Mon - Fri | PTV NEWS | Subha Nau | Nusrat Harris | 0.17 | 23 | 1.1 |
| 15 | 09:00-11:00 | Mon - Fri | ABB TAK | News Café | Faheem Abbas | 0.12 | 16 | 0.8 |
| 16 | 09:00-11:00 | Mon - Fri | METRO ONE NEWS | Morning Delight | Dr. Rafia Rafiq | 0.03 | 4 | 0.2 |
| 17 | 10:00-12:00 | Mon - Fri | SUCH TV | Such Savera | Madiha Dawood | 0.01 | 1 | 0.0 |

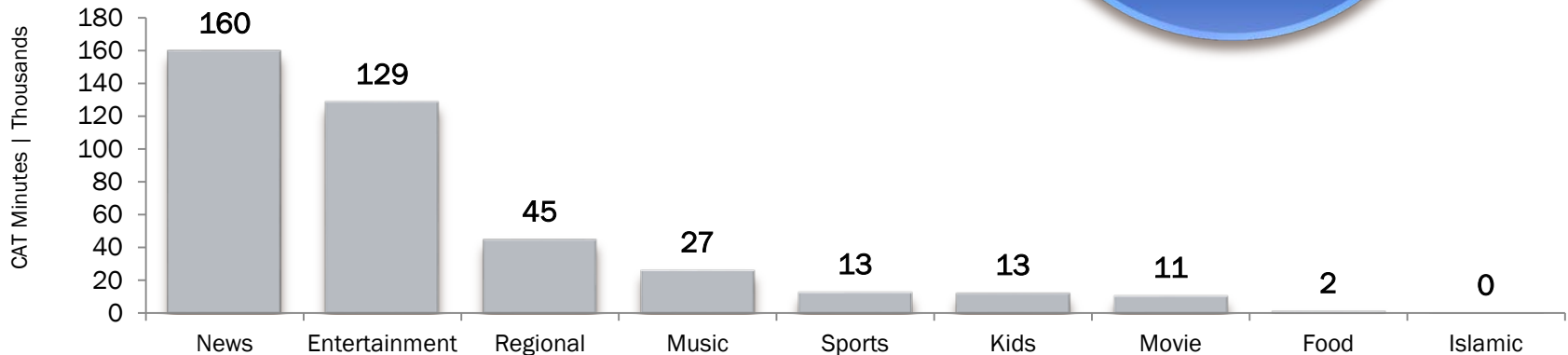
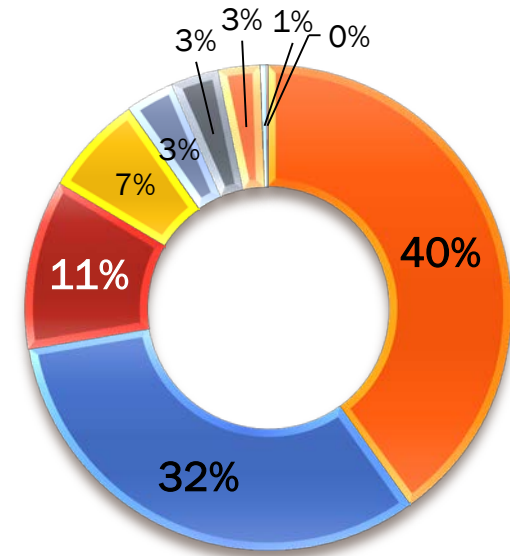
MORNING SHOWS | FEMALE 15-45 C&S

ARY DIGITAL's "Good Morning Pakistan" leading on Females 15 - 45 C&S followed by TV One's "Aap Ka Sahir"

| 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 | 0.98 | 122 | 6.1 |
| 2 | 09:00-11:00 | Mon - Fri | TV ONE | Aap Ka Sahir | Sahir Lodhi | 0.76 | 94 | 4.8 |
| 3 | 09:00-11:00 | Mon - Fri | HUM TV | Jaago Pakistan Jago | Sanam Jung | 0.72 | 90 | 4.6 |
| 4 | 09:00-11:00 | Mon - Fri | SAMAA | Subha Saveray Samaa Kay Sath | Madiha Naqvi | 0.60 | 74 | 3.8 |
| 5 | 09:00-11:00 | Mon - Fri | DAWN NEWS | Chai Toast Aur Host | Anoushey Ahsraf | 0.55 | 68 | 3.5 |
| 6 | 09:00-11:00 | Mon - Fri | GEO NEWS | GEO Pakistan | Huma Amir Shah | 0.46 | 56 | 2.9 |
| 7 | 09:00-11:30 | Mon - Fri | EXPRESS ENT | Satrungi | Javeria Saud | 0.41 | 51 | 2.6 |
| 8 | 09:00-11:00 | Mon - Fri | ARY NEWS | The Morning Show | Sanam Baloch | 0.39 | 49 | 2.5 |
| 9 | 09:00-11:00 | Mon - Fri | A PLUS | Jago Jago Subha Hui | Saira Kabeer | 0.32 | 39 | 2.0 |
| 10 | 09:00-11:00 | Mon - Fri | SEE TV | Sunrise from Istanbul | Maria Wasti | 0.20 | 25 | 1.3 |
| 11 | 09:00-11:00 | Mon - Fri | ARY ZINDAGI | Salam Zindagi | Faisal Qureshi | 0.19 | 23 | 1.2 |
| 12 | 09:00-11:00 | Mon - Fri | PTV HOME | Morning With Juggan | Juggan Kazim | 0.15 | 18 | 0.9 |
| 13 | 09:00-11:00 | Mon - Fri | ABB TAK | News Café | Faheem Abbas | 0.13 | 16 | 0.8 |
| 14 | 09:00-11:00 | Mon - Fri | ATV | Mehakti Morning | Sundas Khan | 0.08 | 10 | 0.5 |
| 15 | 09:00-11:00 | Mon - Fri | PTV NEWS | Subha Nau | Nusrat Harris | 0.04 | 4 | 0.2 |
| 16 | 09:00-11:00 | Mon - Fri | METRO ONE NEWS | Morning Delight | Dr. Rafia Rafiq | 0.03 | 4 | 0.2 |
| 17 | 10:00-12:00 | Mon - Fri | SUCH TV | Such Savera | Madiha Dawood | 0.01 | 1 | 0.0 |

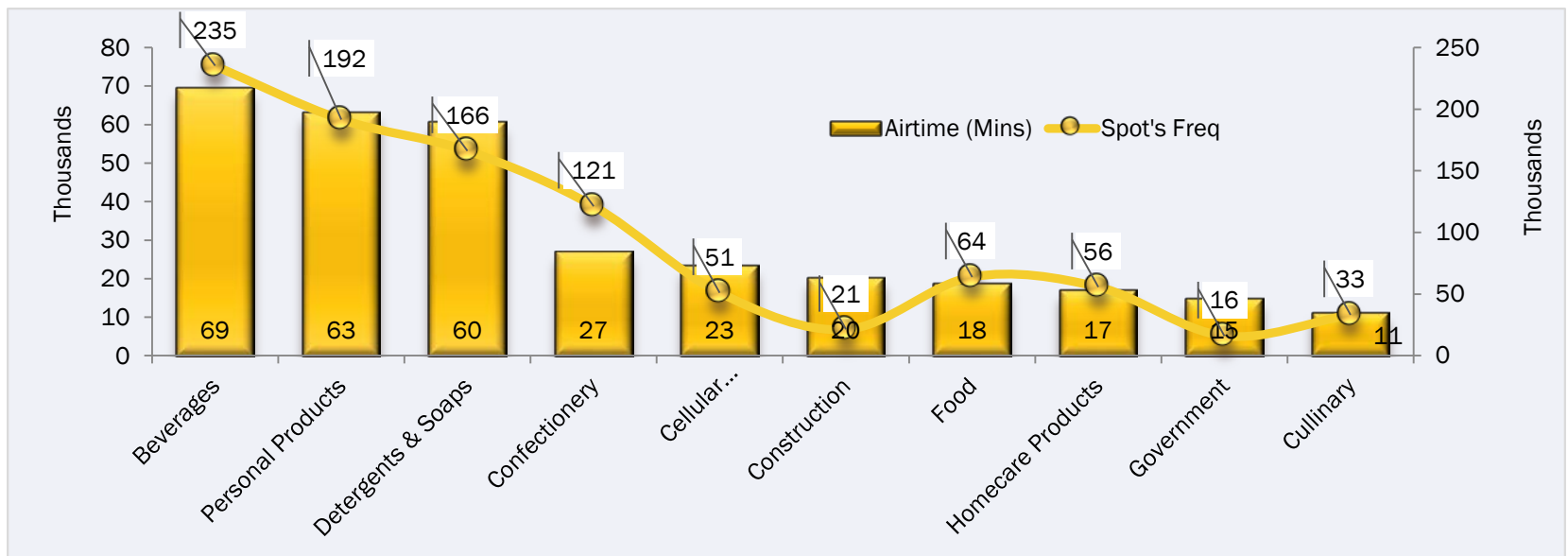
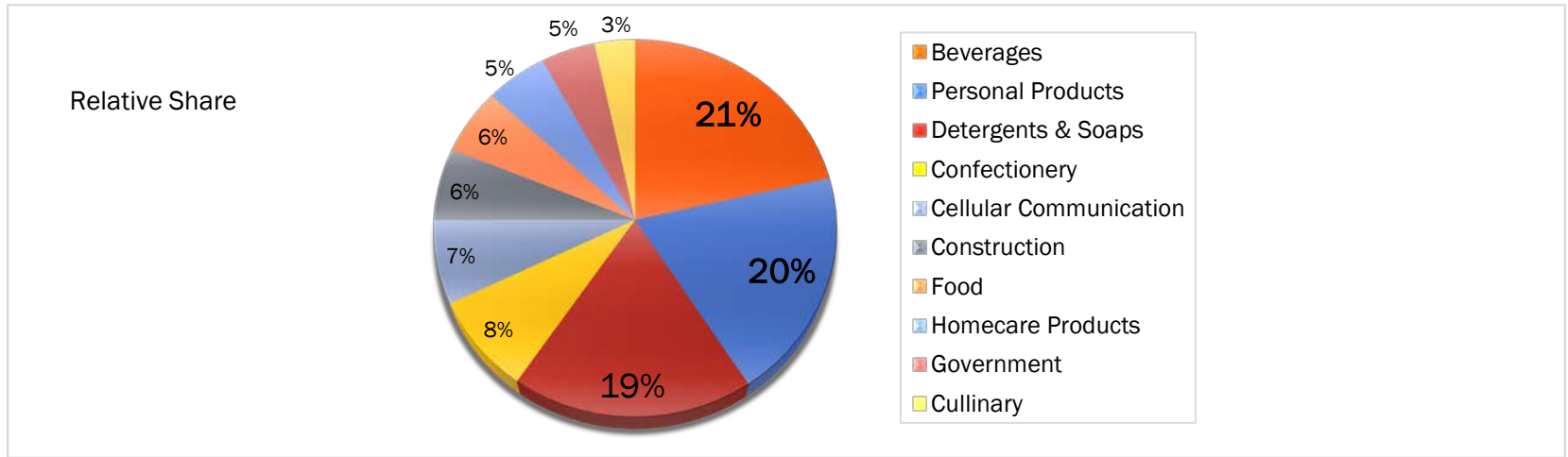
COMMERCIAL AIRTIME SUMMARY | BY GENRE

Genre-wise Airtime Share%



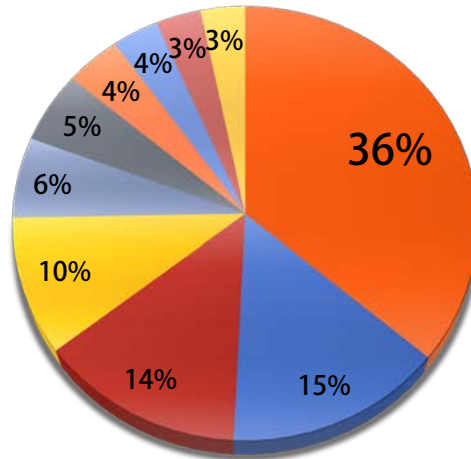
Highest CAT Share Going To News Channels

TOP 10 CATEGORIES

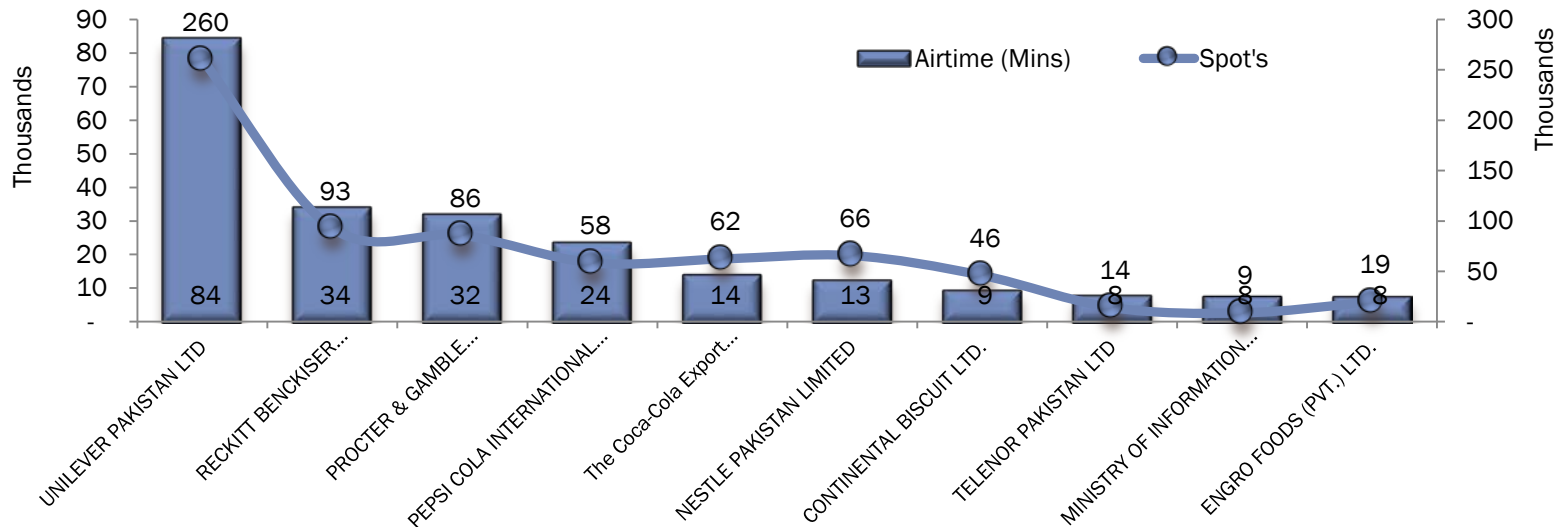


TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

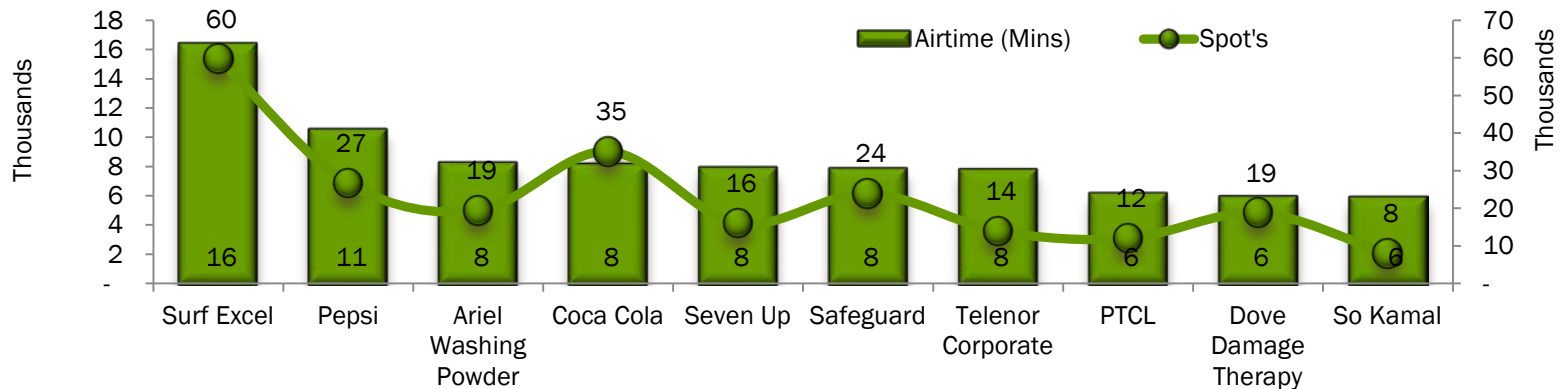
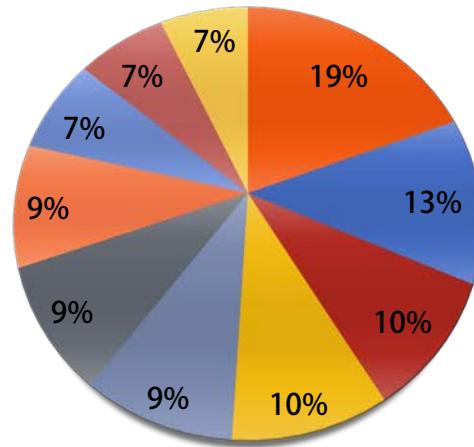


- UNILEVER PAKISTAN LTD
- RECKITT BENCKISER PAKISTAN LTD.
- PROCTER & GAMBLE PAKISTAN LTD
- PEPSI COLA INTERNATIONAL (PVT.) LTD.
- The Coca-Cola Export Corporation
- NESTLE PAKISTAN LIMITED
- CONTINENTAL BISCUIT LTD.
- TELENOR PAKISTAN LTD
- MINISTRY OF INFORMATION & BROADCASTING
- ENGRO FOODS (PVT.)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



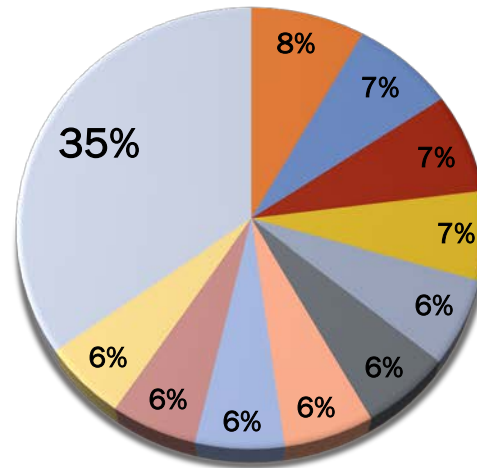
TOP 10 BRANDS

Relative Share



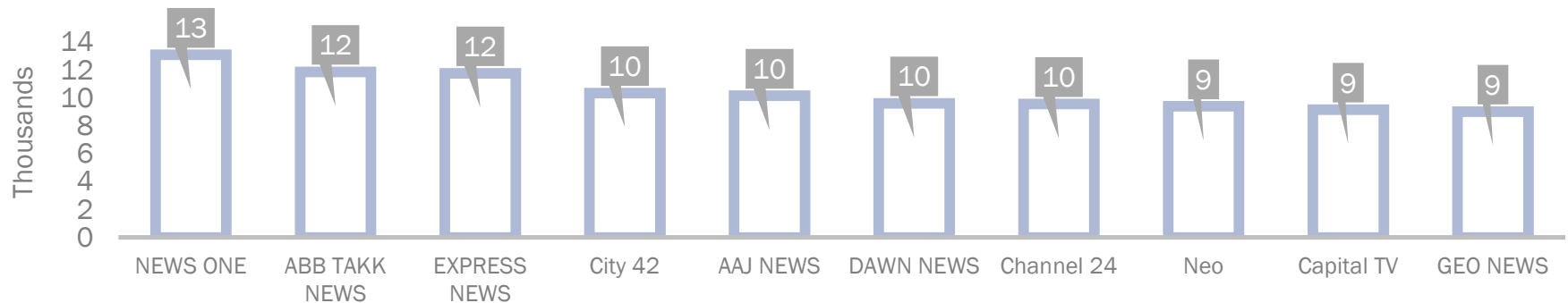
NEWS CHANNELS | CAT COMPARISON

Relative Share



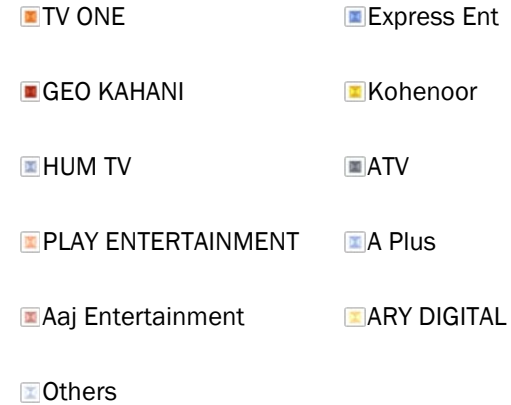
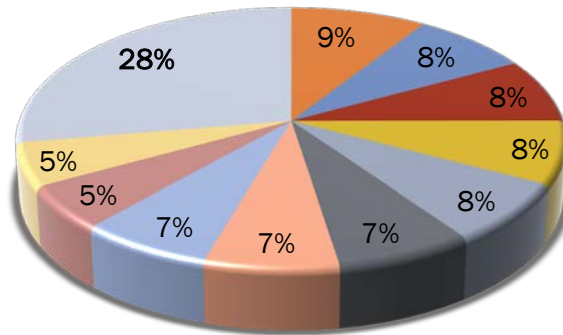
- NEWS ONE
- EXPRESS NEWS
- AAJ NEWS
- Channel 24
- Capital TV
- Others
- ABB TAKK NEWS
- City 42
- DAWN NEWS
- Neo
- GEO NEWS

CAT Minutes In Thousands

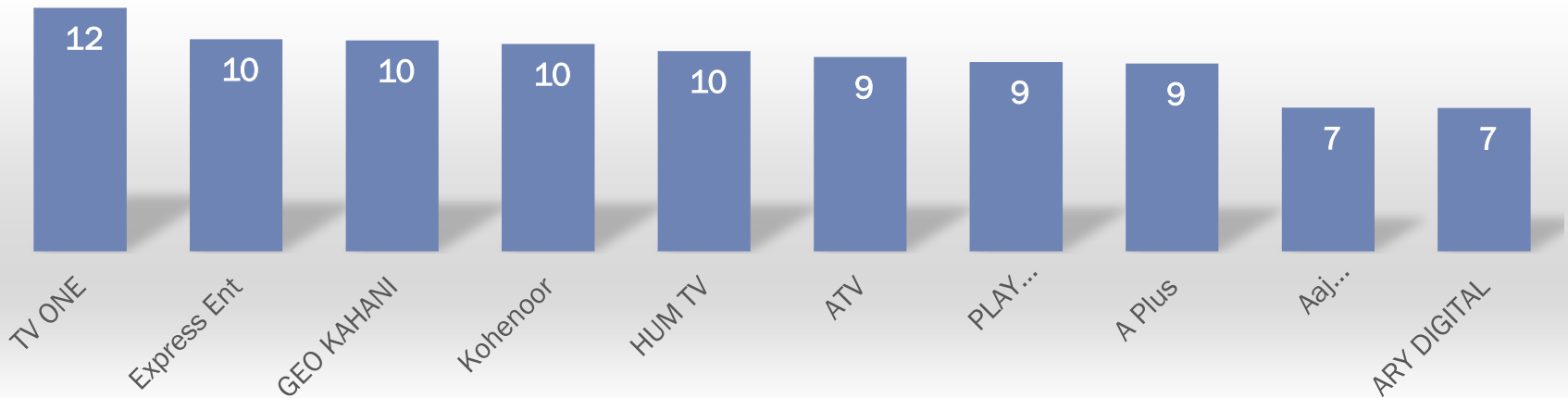


ENTERTAINMENT CHANNELS | CAT COMPARISON

Relative Share

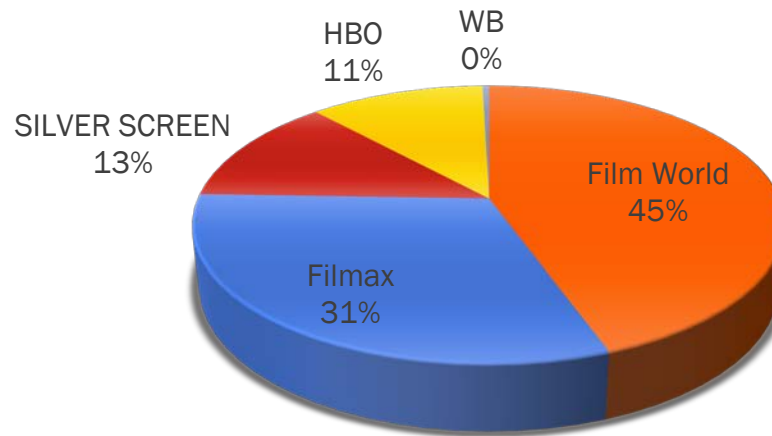


CAT Minutes In Thousands

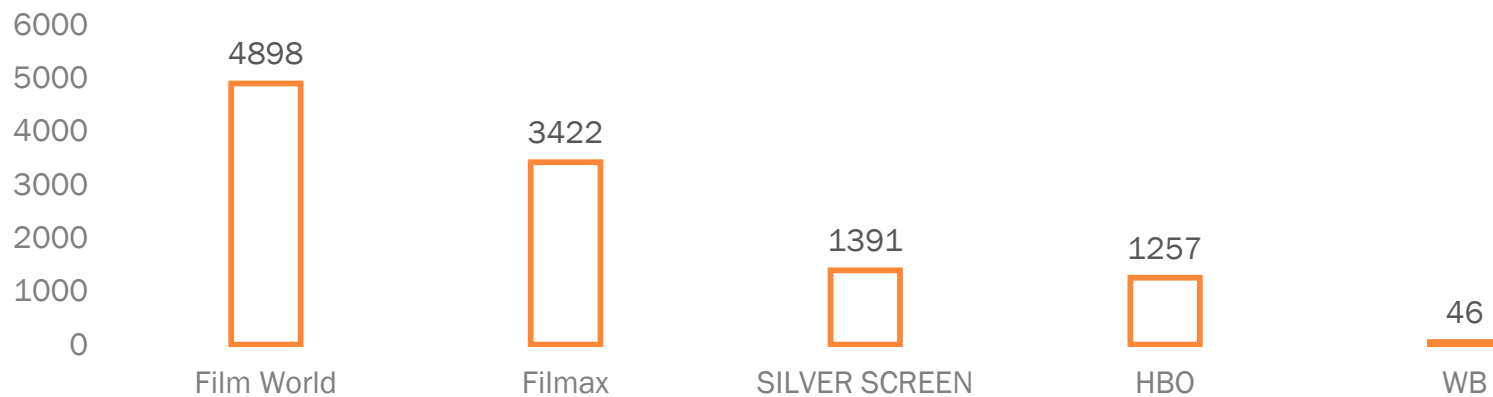


MOVIE CHANNELS | CAT COMPARISON

Relative Share

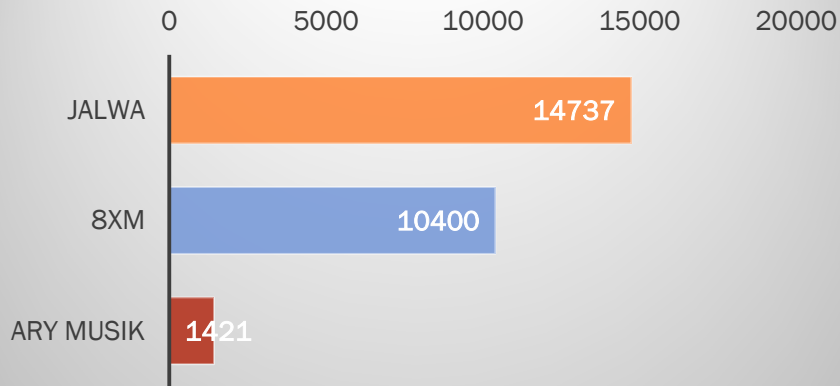


CAT (Minutes)

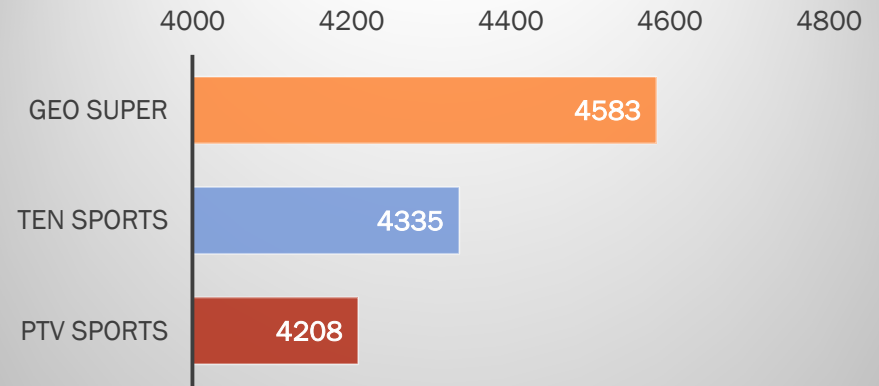


MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

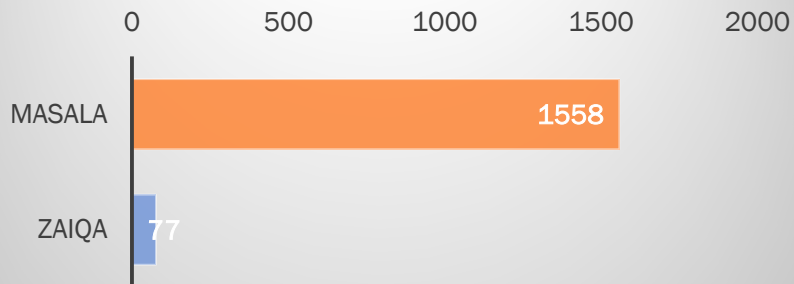
Music | CAT (Minutes)



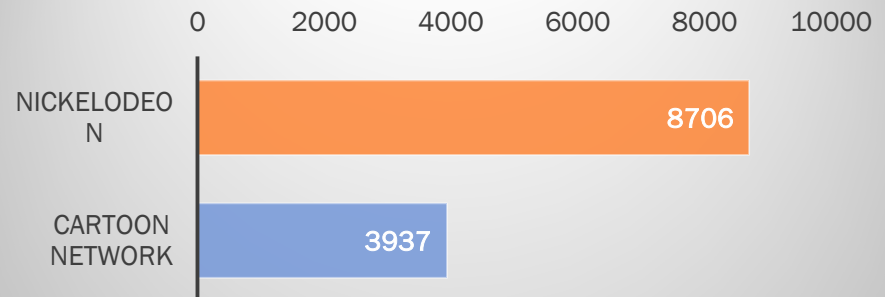
Sports | CAT (Minutes)



Food | CAT (Minutes)



Kids | CAT (Minutes)



Thank You-----😊