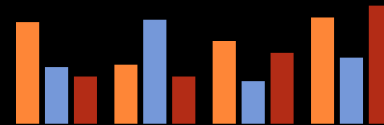
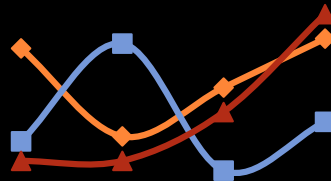


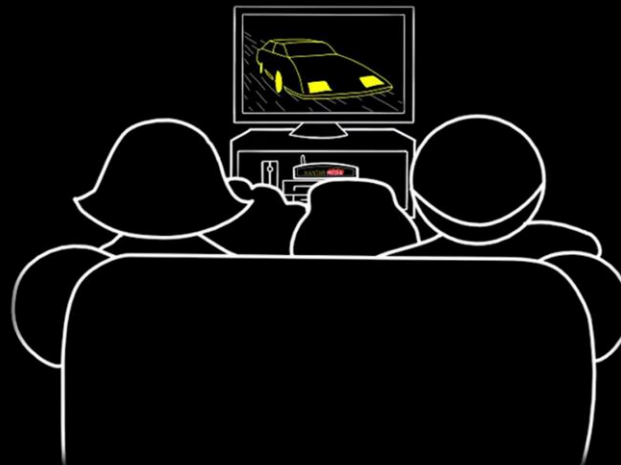
# MEDIALOGIC MONTHLY REVIEW

OCTOBER 2017



medialogic KANTAR MEDIA

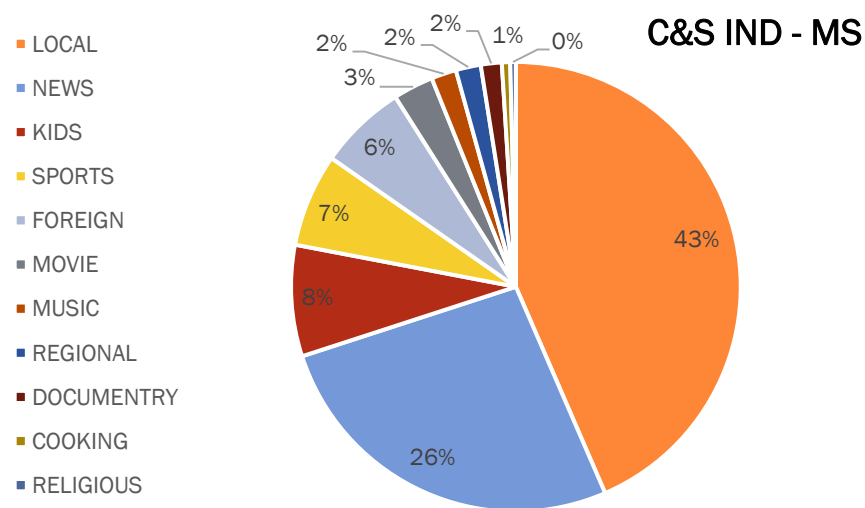
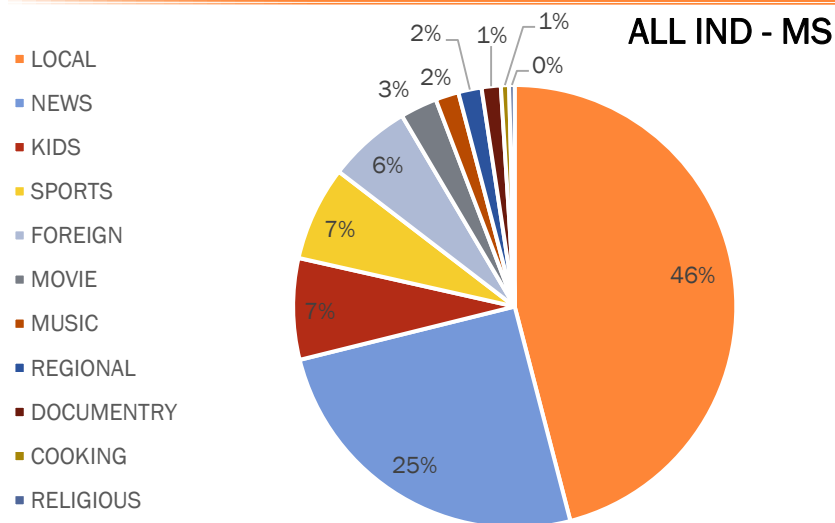
The Only Overnight TAM data providing Company in Pakistan.



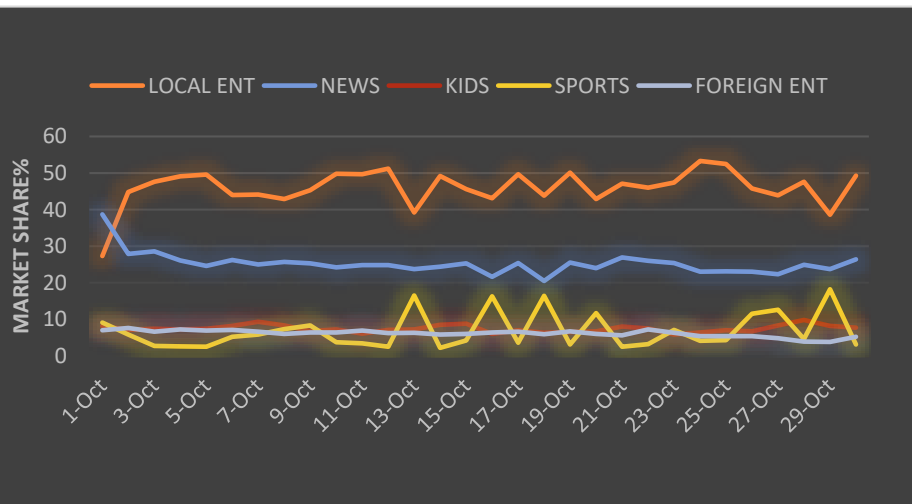
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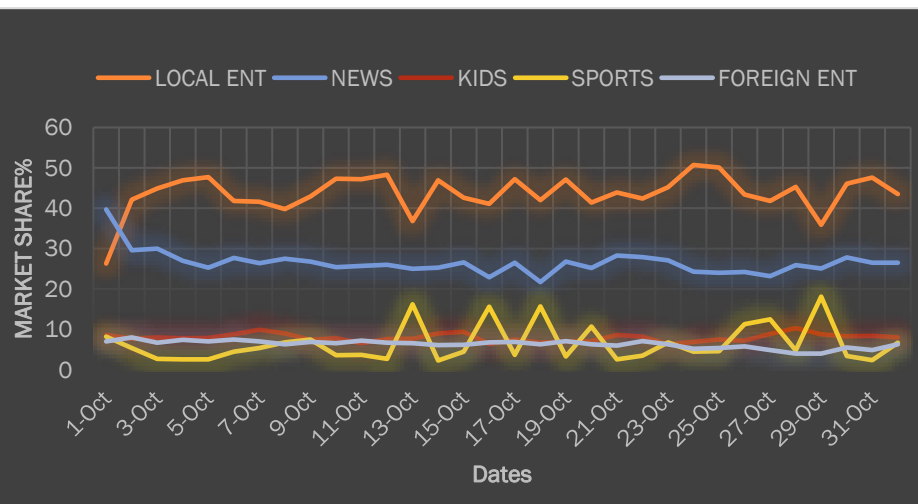
# MARKET SHARE% | BY GENRE



**Day-wise Progression | Top (5) Genre**

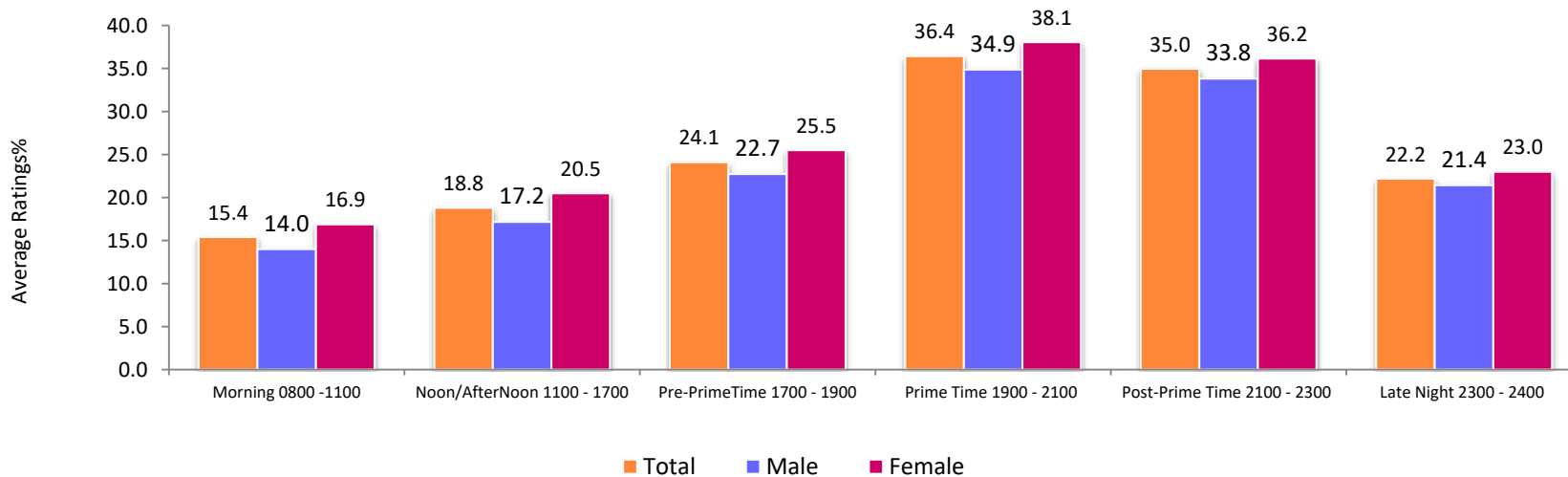
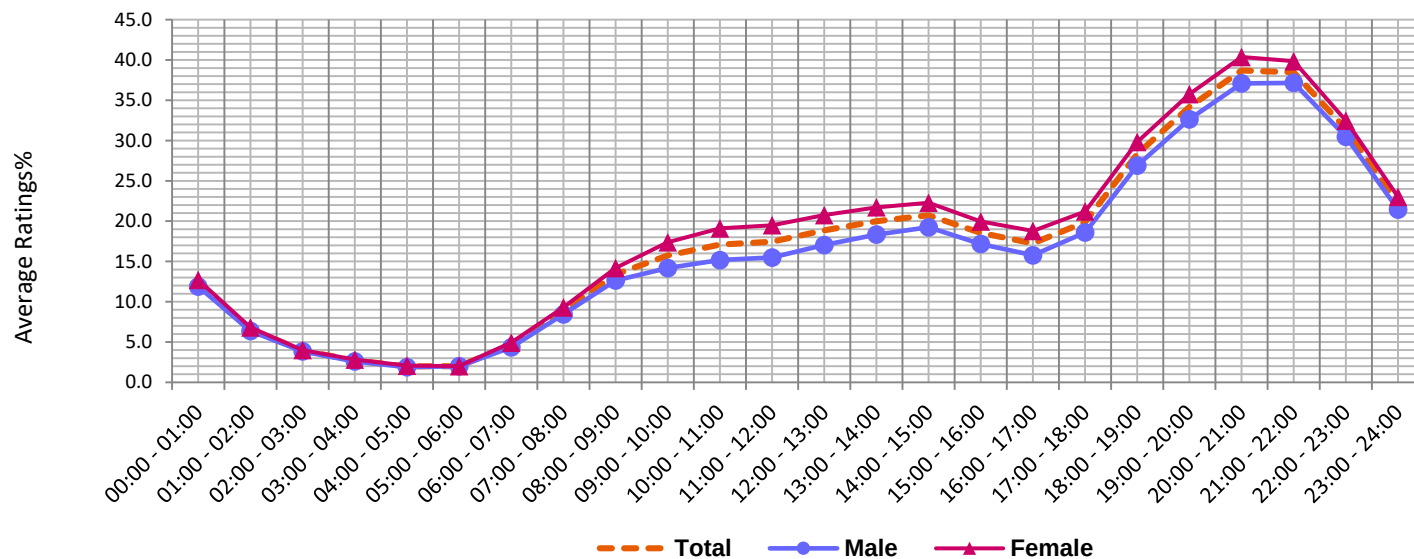


**Day-wise Progression | Top (5) Genre**

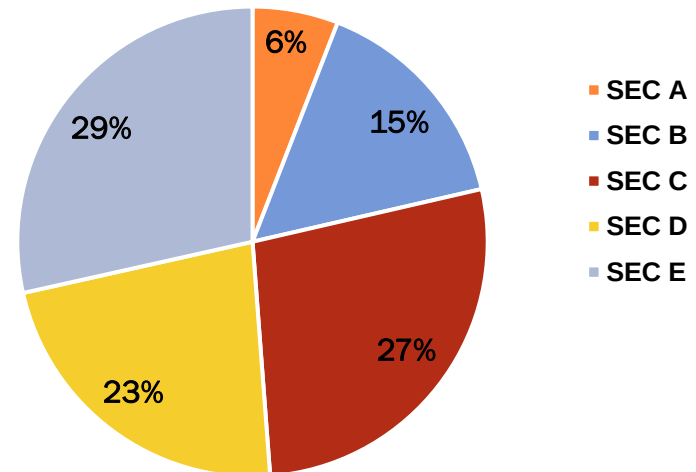
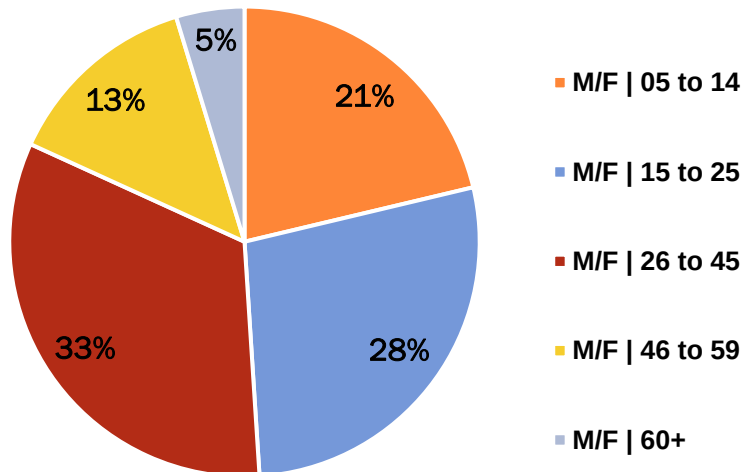


Genre-Wise market share is based on the total viewing of Around 100 + channels being monitored in the new system. Viewing of the In-House cable channels is not included to calculate market share.

# TIME BANDS UTILIZATION



# TARGET GROUP SHARE RATINGS



\*TGSR/Profile is based on total usage ( 24 Hours avg ratings of based on TTV)

# TOP 15 CHANNEL OVERALL | PAKISTAN TOTAL

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

| Oct.17  |                   |          |         |                   |          |
|---------|-------------------|----------|---------|-------------------|----------|
| All Ind |                   |          | C&S Ind |                   |          |
| Rank    | Channel Name      | Ratings% | Rank    | Channel Name      | Ratings% |
| 1       | PTV HOME          | 1.6      | 1       | ARY DIGITAL       | 0.98     |
| 2       | ATV               | 1.25     | 2       | HUM TV            | 0.88     |
| 3       | ARY DIGITAL       | 0.69     | 3       | GEO NEWS          | 0.58     |
| 4       | HUM TV            | 0.62     | 4       | GEO ENTERTAINMENT | 0.56     |
| 5       | PTV SPORTS        | 0.51     | 5       | CARTOON NETWORK   | 0.51     |
| 6       | GEO NEWS          | 0.41     | 6       | TEN SPORTS        | 0.43     |
| 7       | GEO ENTERTAINMENT | 0.4      | 7       | FILMAZIA          | 0.43     |
| 8       | CARTOON NETWORK   | 0.36     | 8       | A PLUS            | 0.36     |
| 9       | TEN SPORTS        | 0.3      | 9       | DISNEY CHANNEL    | 0.35     |
| 10      | FILMAZIA          | 0.3      | 10      | ARY NEWS          | 0.34     |
| 11      | PTV NEWS          | 0.29     | 11      | EXPRESS NEWS      | 0.31     |
| 12      | A PLUS            | 0.25     | 12      | GEO KAHANI        | 0.3      |
| 13      | DISNEY CHANNEL    | 0.25     | 13      | URDU 1            | 0.28     |
| 14      | ARY NEWS          | 0.24     | 14      | PTV SPORTS        | 0.27     |
| 15      | EXPRESS NEWS      | 0.21     | 15      | DUNYA NEWS        | 0.25     |

Note: Raking is based on 24 Hours Avg

# TOP 15 CHANNEL OVERALL | PAKISTAN URBAN

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

| Oct.17  |                   |          |         |                       |          |
|---------|-------------------|----------|---------|-----------------------|----------|
| All Ind |                   |          | C&S Ind |                       |          |
| Rank    | Channel Name      | Ratings% | Rank    | Channel Name          | Ratings% |
| 1       | ARY DIGITAL       | 0.91     | 1       | ARY DIGITAL           | 0.98     |
| 2       | HUM TV            | 0.80     | 2       | HUM TV                | 0.86     |
| 3       | GEO NEWS          | 0.54     | 3       | GEO NEWS              | 0.58     |
| 4       | GEO ENTERTAINMENT | 0.52     | 4       | GEO ENTERTAINMENT     | 0.55     |
| 5       | CARTOON NETWORK   | 0.46     | 5       | CARTOON NETWORK       | 0.49     |
| 6       | PTV HOME          | 0.46     | 6       | FILMAZIA              | 0.48     |
| 7       | FILMAZIA          | 0.45     | 7       | TEN SPORTS            | 0.45     |
| 8       | TEN SPORTS        | 0.42     | 8       | A PLUS                | 0.4      |
| 9       | A PLUS            | 0.37     | 9       | DISNEY CHANNEL        | 0.37     |
| 10      | ATV               | 0.35     | 10      | GEO KAHANI            | 0.34     |
| 11      | DISNEY CHANNEL    | 0.34     | 11      | ARY NEWS              | 0.33     |
| 12      | PTV SPORTS        | 0.33     | 12      | EXPRESS NEWS          | 0.31     |
| 13      | GEO KAHANI        | 0.32     | 13      | URDU 1                | 0.31     |
| 14      | ARY NEWS          | 0.31     | 14      | PTV SPORTS            | 0.28     |
| 15      | EXPRESS NEWS      | 0.29     | 15      | EXPRESS ENTERTAINMENT | 0.25     |

Note: Raking is based on 24 Hours Avg

# 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          | 1.60 | ARY DIGITAL       | 0.91 | ARY DIGITAL           | 0.86 | HUM TV            | 1.11 | ARY DIGITAL       | 0.92 | PTV HOME          | 0.95 |
| 2    | ATV               | 1.25 | HUM TV            | 0.80 | HUM TV                | 0.77 | ARY DIGITAL       | 1.07 | HUM TV            | 0.74 | FILMAZIA          | 0.92 |
| 3    | ARY DIGITAL       | 0.69 | GEO NEWS          | 0.54 | GEO ENTERTAINMENT     | 0.61 | GEO NEWS          | 0.78 | ATV               | 0.60 | GEO KAHANI        | 0.78 |
| 4    | HUM TV            | 0.62 | GEO ENTERTAINMENT | 0.52 | GEO NEWS              | 0.50 | DISNEY CHANNEL    | 0.77 | FILMAZIA          | 0.59 | ARY DIGITAL       | 0.73 |
| 5    | PTV SPORTS        | 0.51 | CARTOON NETWORK   | 0.46 | TEN SPORTS            | 0.47 | CARTOON NETWORK   | 0.55 | PTV HOME          | 0.49 | GEO ENTERTAINMENT | 0.56 |
| 6    | GEO NEWS          | 0.41 | PTV HOME          | 0.46 | CARTOON NETWORK       | 0.46 | TEN SPORTS        | 0.49 | GEO ENTERTAINMENT | 0.46 | GEO NEWS          | 0.55 |
| 7    | GEO ENTERTAINMENT | 0.40 | FILMAZIA          | 0.45 | A PLUS                | 0.36 | PTV HOME          | 0.48 | GEO NEWS          | 0.43 | URDU 1            | 0.51 |
| 8    | CARTOON NETWORK   | 0.36 | TEN SPORTS        | 0.42 | EXPRESS NEWS          | 0.35 | GEO ENTERTAINMENT | 0.46 | CARTOON NETWORK   | 0.40 | PTV SPORTS        | 0.50 |
| 9    | TEN SPORTS        | 0.30 | A PLUS            | 0.37 | STAR PLUS             | 0.33 | DUNYA NEWS        | 0.38 | A PLUS            | 0.39 | TV ONE            | 0.50 |
| 10   | FILMAZIA          | 0.30 | ATV               | 0.35 | ARY NEWS              | 0.30 | PTV SPORTS        | 0.38 | GEO KAHANI        | 0.39 | CARTOON NETWORK   | 0.49 |
| 11   | PTV NEWS          | 0.29 | DISNEY CHANNEL    | 0.34 | SAMAA                 | 0.30 | COLORS            | 0.36 | DISNEY CHANNEL    | 0.38 | HUM TV            | 0.47 |
| 12   | A PLUS            | 0.25 | PTV SPORTS        | 0.33 | COLORS                | 0.27 | A PLUS            | 0.36 | TEN SPORTS        | 0.36 | ATV               | 0.44 |
| 13   | DISNEY CHANNEL    | 0.25 | GEO KAHANI        | 0.32 | PTV HOME              | 0.27 | TV ONE            | 0.33 | ARY NEWS          | 0.36 | PTV NEWS          | 0.42 |
| 14   | ARY NEWS          | 0.24 | ARY NEWS          | 0.31 | EXPRESS ENTERTAINMENT | 0.26 | FILMAZIA          | 0.31 | PTV SPORTS        | 0.33 | NEWS ONE          | 0.38 |
| 15   | EXPRESS NEWS      | 0.21 | EXPRESS NEWS      | 0.29 | PTV SPORTS            | 0.24 | ATV               | 0.31 | URDU 1            | 0.30 | A PLUS            | 0.38 |



# 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       | 0.98 | ARY DIGITAL           | 0.98 | ARY DIGITAL           | 0.88 | HUM TV                | 1.17 | ARY DIGITAL       | 1.01 | FILMAZIA              | 1.06 |
| 2    | HUM TV            | 0.88 | HUM TV                | 0.86 | HUM TV                | 0.79 | ARY DIGITAL           | 1.13 | HUM TV            | 0.82 | GEO KAHANI            | 0.90 |
| 3    | GEO NEWS          | 0.58 | GEO NEWS              | 0.58 | GEO ENTERTAINMENT     | 0.62 | GEO NEWS              | 0.82 | FILMAZIA          | 0.65 | ARY DIGITAL           | 0.84 |
| 4    | GEO ENTERTAINMENT | 0.56 | GEO ENTERTAINMENT     | 0.55 | GEO NEWS              | 0.51 | DISNEY CHANNEL        | 0.81 | GEO ENTERTAINMENT | 0.51 | GEO ENTERTAINMENT     | 0.65 |
| 5    | CARTOON NETWORK   | 0.51 | CARTOON NETWORK       | 0.49 | TEN SPORTS            | 0.48 | CARTOON NETWORK       | 0.58 | GEO NEWS          | 0.48 | GEO NEWS              | 0.64 |
| 6    | TEN SPORTS        | 0.43 | FILMAZIA              | 0.48 | CARTOON NETWORK       | 0.48 | TEN SPORTS            | 0.52 | CARTOON NETWORK   | 0.44 | URDU 1                | 0.59 |
| 7    | FILMAZIA          | 0.43 | TEN SPORTS            | 0.45 | A PLUS                | 0.37 | GEO ENTERTAINMENT     | 0.48 | A PLUS            | 0.43 | TV ONE                | 0.57 |
| 8    | A PLUS            | 0.36 | A PLUS                | 0.40 | EXPRESS NEWS          | 0.36 | DUNYA NEWS            | 0.41 | GEO KAHANI        | 0.43 | CARTOON NETWORK       | 0.56 |
| 9    | DISNEY CHANNEL    | 0.35 | DISNEY CHANNEL        | 0.37 | STAR PLUS             | 0.34 | COLORS                | 0.38 | DISNEY CHANNEL    | 0.42 | HUM TV                | 0.54 |
| 10   | ARY NEWS          | 0.34 | GEO KAHANI            | 0.34 | ARY NEWS              | 0.31 | A PLUS                | 0.38 | TEN SPORTS        | 0.40 | NEWS ONE              | 0.44 |
| 11   | EXPRESS NEWS      | 0.31 | ARY NEWS              | 0.33 | SAMAA                 | 0.30 | TV ONE                | 0.34 | ARY NEWS          | 0.40 | A PLUS                | 0.43 |
| 12   | GEO KAHANI        | 0.30 | EXPRESS NEWS          | 0.31 | COLORS                | 0.28 | FILMAZIA              | 0.33 | URDU 1            | 0.34 | TEN SPORTS            | 0.40 |
| 13   | URDU 1            | 0.28 | URDU 1                | 0.31 | EXPRESS ENTERTAINMENT | 0.26 | DAWN NEWS             | 0.30 | EXPRESS NEWS      | 0.33 | ARY NEWS              | 0.32 |
| 14   | PTV SPORTS        | 0.27 | EXPRESS ENTERTAINMENT | 0.25 | PTV SPORTS            | 0.24 | PTV SPORTS            | 0.30 | PTV SPORTS        | 0.30 | EXPRESS ENTERTAINMENT | 0.31 |
| 15   | DUNYA NEWS        | 0.25 | DUNYA NEWS            | 0.24 | FILMAZIA              | 0.24 | EXPRESS ENTERTAINMENT | 0.29 | SAMAA             | 0.23 | PTV HOME              | 0.30 |

# ENTERTAINMENT CHANNELS – 24 HOURS

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

| Total Ind |                       |          | C&S Ind |                       |          |
|-----------|-----------------------|----------|---------|-----------------------|----------|
| Oct.17    |                       |          | Oct.17  |                       |          |
| Rank      | Channel Name          | Ratings% | Rank    | Channel Name          | Ratings% |
| 1         | ARY DIGITAL           | 0.91     | 1       | ARY DIGITAL           | 0.98     |
| 2         | HUM TV                | 0.80     | 2       | HUM TV                | 0.86     |
| 3         | GEO ENTERTAINMENT     | 0.52     | 3       | GEO ENTERTAINMENT     | 0.55     |
| 4         | FILMAZIA              | 0.45     | 4       | FILMAZIA              | 0.48     |
| 5         | A PLUS                | 0.37     | 5       | A PLUS                | 0.40     |
| 6         | ATV                   | 0.35     | 6       | GEO KAHANI            | 0.34     |
| 7         | GEO KAHANI            | 0.32     | 7       | URDU 1                | 0.31     |
| 8         | URDU 1                | 0.29     | 8       | EXPRESS ENTERTAINMENT | 0.25     |
| 9         | EXPRESS ENTERTAINMENT | 0.23     | 9       | COLORS                | 0.22     |
| 10        | COLORS                | 0.21     | 10      | TV ONE                | 0.22     |

# Entertainment

# ENTERTAINMENT CHANNELS – PRIME TIME (19.00-22.00)

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

| Total Ind |                       |          | C&S Ind |                       |          |
|-----------|-----------------------|----------|---------|-----------------------|----------|
| Oct.17    |                       |          | Oct.17  |                       |          |
| Rank      | Channel Name          | Ratings% | Rank    | Channel Name          | Ratings% |
| 1         | HUM TV                | 2.57     | 1       | HUM TV                | 2.76     |
| 2         | ARY DIGITAL           | 2.32     | 2       | ARY DIGITAL           | 2.49     |
| 3         | FILMAZIA              | 1.47     | 3       | FILMAZIA              | 1.57     |
| 4         | GEO ENTERTAINMENT     | 1.32     | 4       | GEO ENTERTAINMENT     | 1.41     |
| 5         | A PLUS                | 1.23     | 5       | A PLUS                | 1.32     |
| 6         | GEO KAHANI            | 0.99     | 6       | GEO KAHANI            | 1.06     |
| 7         | ATV                   | 0.98     | 7       | URDU 1                | 0.91     |
| 8         | URDU 1                | 0.85     | 8       | EXPRESS ENTERTAINMENT | 0.60     |
| 9         | EXPRESS ENTERTAINMENT | 0.56     | 9       | COLORS                | 0.55     |
| 10        | COLORS                | 0.51     | 10      | TV ONE                | 0.46     |

# TOP NEWS CHANNELS - 24 HOURS

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

| Total Ind  |               |          |
|------------|---------------|----------|
| October-17 |               |          |
| Rank       | Channel Name  | Ratings% |
| 1          | GEO NEWS      | 0.54     |
| 2          | ARY NEWS      | 0.31     |
| 3          | EXPRESS NEWS  | 0.29     |
| 4          | DUNYA NEWS    | 0.22     |
| 5          | SAMAA         | 0.22     |
| 6          | DAWN NEWS     | 0.15     |
| 7          | NINETY 2 NEWS | 0.13     |
| 8          | AAJ NEWS      | 0.13     |
| 9          | NEWS ONE      | 0.12     |
| 10         | ABB TAKK      | 0.12     |

| C&S Ind    |               |          |
|------------|---------------|----------|
| October-17 |               |          |
| Rank       | Channel Name  | Ratings% |
| 1          | GEO NEWS      | 0.58     |
| 2          | ARY NEWS      | 0.33     |
| 3          | EXPRESS NEWS  | 0.31     |
| 4          | DUNYA NEWS    | 0.24     |
| 5          | SAMAA         | 0.23     |
| 6          | DAWN NEWS     | 0.16     |
| 7          | NINETY 2 NEWS | 0.14     |
| 8          | AAJ NEWS      | 0.14     |
| 9          | NEWS ONE      | 0.13     |
| 10         | ABB TAKK      | 0.12     |



# TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

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

## Total Ind

October-17

| Rank | Channel Name  | Ratings% |
|------|---------------|----------|
| 1    | GEO NEWS      | 1.08     |
| 2    | ARY NEWS      | 0.58     |
| 3    | DUNYA NEWS    | 0.54     |
| 4    | EXPRESS NEWS  | 0.50     |
| 5    | SAMAA         | 0.42     |
| 6    | NINETY 2 NEWS | 0.28     |
| 7    | AAJ NEWS      | 0.26     |
| 8    | NEWS ONE      | 0.25     |
| 9    | DAWN NEWS     | 0.25     |
| 10   | DIN NEWS TV   | 0.19     |

## C&S Ind

October-17

| Rank | Channel Name  | Ratings% |
|------|---------------|----------|
| 1    | GEO NEWS      | 1.16     |
| 2    | ARY NEWS      | 0.63     |
| 3    | DUNYA NEWS    | 0.58     |
| 4    | EXPRESS NEWS  | 0.53     |
| 5    | SAMAA         | 0.45     |
| 6    | NINETY 2 NEWS | 0.30     |
| 7    | AAJ NEWS      | 0.28     |
| 8    | NEWS ONE      | 0.27     |
| 9    | DAWN NEWS     | 0.27     |
| 10   | DIN NEWS TV   | 0.20     |





# MUSIC CHANNELS

**C&S Ind**

**OCT | 2017**

| Rank | Channel Name | TRPs | Relative Share% |
|------|--------------|------|-----------------|
| 1    | 8XM          | 172  | 60%             |
| 2    | JALWA        | 107  | 37%             |
| 3    | ARY MUSIK    | 7    | 2%              |
| 4    | VIBE TV      | 0    | 0%              |
| .... | Grand Total  | 286  | 100%            |

**8XM\***

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

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

**Total Ind**

October-17

| Rank | Channel Name | TRPs | Relative Shr% |
|------|--------------|------|---------------|
| 1    | PTV SPORTS   | 766  | 60%           |
| 2    | TEN SPORTS   | 453  | 35%           |
| 3    | GEO SUPER    | 64   | 5%            |
|      | Grand Total  | 1283 | 100%          |

**C&S Ind**

October-17

| Rank | Channel Name | TRPs | Relative Shr% |
|------|--------------|------|---------------|
| 1    | TEN SPORTS   | 647  | 57%           |
| 2    | PTV SPORTS   | 395  | 35%           |
| 3    | GEO SUPER    | 92   | 8%            |
|      | Grand Total  | 1135 | 100%          |

PTV SPORTS &amp; TEN SPORTS are leading on Total Ind and C&amp;S Ind respectively

SPORTS



**Total Ind**

October-17

| Rank | Channel Name | TRPs | Relative Shr% |
|------|--------------|------|---------------|
| 1    | TEN SPORTS   | 627  | 52%           |
| 2    | PTV SPORTS   | 492  | 41%           |
| 3    | GEO SUPER    | 92   | 8%            |
|      | Grand Total  | 1210 | 100%          |

**C&S Ind**

October-17

| Rank | Channel Name | TRPs | Relative Shr% |
|------|--------------|------|---------------|
| 1    | TEN SPORTS   | 672  | 57%           |
| 2    | PTV SPORTS   | 414  | 35%           |
| 3    | GEO SUPER    | 98   | 8%            |
|      | Grand Total  | 1185 | 100%          |

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

# SPORTS



# Movie Channels

Film World captures 1<sup>st</sup> Position on 24 hours and on Prime time

## 24 Hours | C&S Ind

Oct.17

| Rank | Channel Name  | Ratings% |
|------|---------------|----------|
| 1    | FILM WORLD    | 0.12     |
| 2    | HBO           | 0.07     |
| 3    | WB            | 0.05     |
| 4    | SILVER SCREEN | 0.04     |
| 5    | FILMAX        | 0.04     |
| 6    | RAAVI TV      | 0.02     |
| 7    | STAR MOVIES   | 0.01     |
| 8    | AXN           | 0.01     |
| 9    | STAR LITE TV  | 0.00     |

## Prime Time | 20.00-00.00 | C&S Ind

Oct.17

| Rank | Channel Name  | Ratings% |
|------|---------------|----------|
| 1    | FILM WORLD    | 0.29     |
| 2    | HBO           | 0.15     |
| 3    | SILVER SCREEN | 0.11     |
| 4    | WB            | 0.10     |
| 5    | FILMAX        | 0.07     |
| 6    | RAAVI TV      | 0.05     |
| 7    | STAR MOVIES   | 0.03     |
| 8    | AXN           | 0.02     |
| 9    | STAR LITE TV  | 0.00     |

# FOOD CHANNELS



Masala tops the chart with 103 TRPs during the month of October

C&S Ind

October-17

| Rank | Channel Name | TRPs | Relative Share% |
|------|--------------|------|-----------------|
| 1    | MASALA TV    | 103  | 95%             |
| 2    | ZAIQA        | 6    | 5%              |
| ..   | Grand Total  | 109  | 100%            |

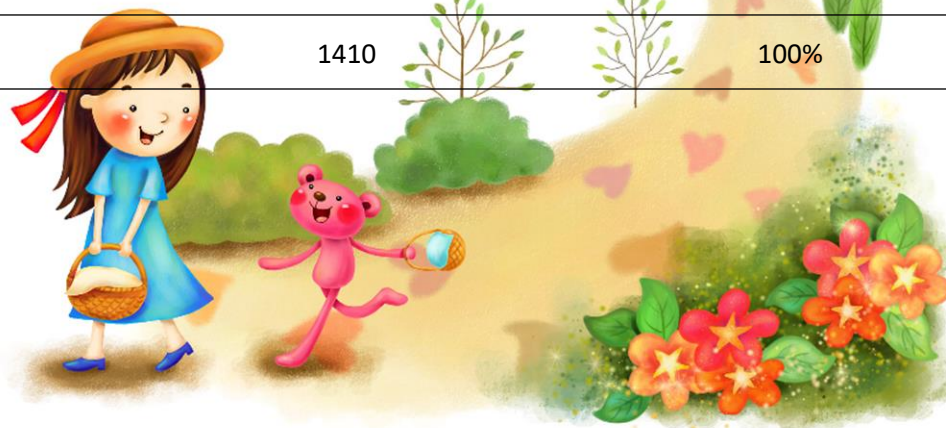


## CARTOON NTW Holds 52% Of Kids Channels Viewership

C&S Ind

October-17

| Rank | Channel         | TRPs | Relative Share% |
|------|-----------------|------|-----------------|
| 1    | CARTOON NETWORK | 736  | 52%             |
| 2    | DISNEY CHANNEL  | 544  | 39%             |
| 3    | NICKELODEON     | 79   | 6%              |
| 4    | CINEMACHI KIDS  | 6    | 0%              |
| 5    | POGO            | 44   | 3%              |
| .... | Grand Total     | 1410 | 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    | 0.074 | APNA CHANNEL    | 0.108 | KTN             | 0.128 | AVT KHYBER NEWS | 0.229 | PTV BOLAN         | 0.115 |
| 2    | KTN             | 0.052 | KAY2            | 0.014 | KTN NEWS        | 0.061 | MASHRAQ TV      | 0.209 | KASHISH           | 0.055 |
| 3    | KTN NEWS        | 0.025 | ARUJ TV         | 0.011 | SINDH TV        | 0.059 | ARUJ TV         | 0.202 | AVT KHYBER        | 0.049 |
| 4    | SINDH TV        | 0.024 | AVT KHYBER      | 0.009 | KASHISH         | 0.049 | AVT KHYBER      | 0.165 | ARUJ TV           | 0.046 |
| 5    | ARUJ TV         | 0.024 | PASHTO 1        | 0.006 | SINDH TV NEWS   | 0.030 | PASHTO 1        | 0.105 | PASHTO 1          | 0.037 |
| 6    | KASHISH         | 0.021 | AVT KHYBER NEWS | 0.005 | APNA CHANNEL    | 0.029 | APNA CHANNEL    | 0.092 | VSH NEWS          | 0.025 |
| 7    | AVT KHYBER NEWS | 0.019 | WASEB           | 0.004 | AWAZ            | 0.029 | PTV NATIONAL    | 0.029 | AVT KHYBER NEWS   | 0.022 |
| 8    | AVT KHYBER      | 0.017 | PTV NATIONAL    | 0.003 | MEHRAN TV       | 0.028 | KAY2            | 0.013 | APNA CHANNEL      | 0.021 |
| 9    | MASHRAQ TV      | 0.014 | PUNJAB TV       | 0.003 | DHARTI TV       | 0.012 | KTN NEWS        | 0.001 | KTN               | 0.020 |
| 10   | AWAZ            | 0.012 | SINDH TV        | 0.001 | ARUJ TV         | 0.011 | WASEB           | 0.000 | AWAZ              | 0.018 |
| 11   | SINDH TV NEWS   | 0.012 | DHARTI TV       | 0.001 | PTV NATIONAL    | 0.009 | DHARTI TV       | 0.000 | WASEB             | 0.010 |
| 12   | MEHRAN TV       | 0.012 | MEHRAN TV       | 0.001 | AVT KHYBER      | 0.004 | KASHISH         | 0.000 | KAY2              | 0.009 |
| 13   | PASHTO 1        | 0.011 | SINDH TV NEWS   | 0.001 | AVT KHYBER NEWS | 0.004 | KTN             | 0.000 | SINDH TV          | 0.006 |
| 14   | KAY2            | 0.009 | KASHISH         | 0.001 | KAY2            | 0.002 | SINDH TV        | 0.000 | PTV NATIONAL      | 0.004 |
| 15   | PTV NATIONAL    | 0.007 | MASHRAQ TV      | 0.001 | PASHTO 1        | 0.002 | PTV BOLAN       | 0.000 | MEHRAN TV         | 0.003 |
| 16   | DHARTI TV       | 0.005 | AWAZ            | 0.001 | MASHRAQ TV      | 0.002 | VSH NEWS        | 0.000 | PUNJAB TV         | 0.002 |
| 17   | WASEB           | 0.003 | KTN NEWS        | 0.001 | WASEB           | 0.001 | MEHRAN TV       | 0.000 | DHARTI TV         | 0.002 |
| 18   | PTV BOLAN       | 0.002 | KTN             | 0.000 | PUNJAB TV       | 0.001 | PUNJAB TV       | 0.000 | SINDH TV NEWS     | 0.001 |
| 19   | PUNJAB TV       | 0.002 | VSH NEWS        | 0.000 | PTV BOLAN       | 0.000 | AWAZ            | 0.000 | KTN NEWS          | 0.000 |
|      | VSH NEWS        | 0.001 | PTV BOLAN       | 0.000 | VSH NEWS        | 0.000 | SINDH TV NEWS   | 0.000 | MASHRAQ TV        | 0.000 |

# TOP PROGRAMS | OVERALL

Alif Allah Aur Insan on HUM TV hits 6.64 ratings on Total Ind on 31<sup>st</sup> Oct

## Top Programs | Total Individuals

October-17

| Rank | Date      | Channel           | Program Title               | Ratings% | Ratings"000" | Market Share |
|------|-----------|-------------------|-----------------------------|----------|--------------|--------------|
| 1    | 31-Oct-17 | HUM TV            | Alif Allah Aur Insan        | 6.64     | 3,059        | 13.00        |
| 2    | 25-Oct-17 | ARY DIGITAL       | Shadi Mubarak Ho            | 6.58     | 3,030        | 14.10        |
| 3    | 28-Oct-17 | FILMAZIA          | Nagin 2                     | 6.46     | 2,975        | 13.40        |
| 4    | 25-Oct-17 | HUM TV            | Yaqeen Ka Safar             | 5.98     | 2,755        | 12.50        |
| 5    | 11-Oct-17 | ARY DIGITAL       | Mubarak Ho Beti Hui Hai     | 5.92     | 2,727        | 12.50        |
| 6    | 23-Oct-17 | ARY DIGITAL       | Ghairat                     | 5.66     | 2,606        | 12.70        |
| 7    | 26-Oct-17 | ARY DIGITAL       | BulBulay                    | 5.58     | 2,570        | 12.80        |
| 8    | 21-Oct-17 | A PLUS            | Jaag Utha Shaitan           | 4.96     | 2,284        | 11.20        |
| 9    | 20-Oct-17 | GEO ENTERTAINMENT | Muhabbat Tum Say Nafrat Hai | 4.33     | 1,992        | 8.70         |
| 10   | 5-Oct-17  | URDU 1            | Baaghi                      | 4.32     | 1,990        | 11.10        |

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



# TOP PROGRAMS | C & S

Alif Allah Aur Insan on HUM TV hits 7.12 ratings on C&S Ind on 31<sup>st</sup> Oct

## Top Programs | C&S Individuals

October-17

| Rank | Date      | Channel           | Program Title               | Ratings%    | Ratings"000" | Market Share |
|------|-----------|-------------------|-----------------------------|-------------|--------------|--------------|
| 1    | 31-Oct-17 | HUM TV            | <b>Alif Allah Aur Insan</b> | <b>7.12</b> | <b>3,059</b> | <b>14.20</b> |
| 2    | 25-Oct-17 | ARY DIGITAL       | Shadi Mubarak Ho            | 7.06        | 3,030        | 15.00        |
| 3    | 28-Oct-17 | FILMAZIA          | Nagin 2                     | 6.93        | 2,975        | 14.20        |
| 4    | 25-Oct-17 | HUM TV            | Yaqeen Ka Safar             | 6.42        | 2,755        | 13.50        |
| 5    | 11-Oct-17 | ARY DIGITAL       | Mubarak Ho Beti Hui Hai     | 6.35        | 2,727        | 13.30        |
| 6    | 23-Oct-17 | ARY DIGITAL       | Ghairat                     | 6.07        | 2,606        | 13.40        |
| 7    | 4-Oct-17  | ARY DIGITAL       | Mubarak Ho Beti Hui Hai     | 6.07        | 2,605        | 12.70        |
| 8    | 26-Oct-17 | ARY DIGITAL       | BulBulay                    | 5.98        | 2,570        | 13.70        |
| 9    | 21-Oct-17 | A PLUS            | Jaag Utha Shaitan           | 5.32        | 2,284        | 11.70        |
| 10   | 20-Oct-17 | GEO ENTERTAINMENT | Muhabbat Tum Say Nafrat Hai | 4.64        | 1,992        | 9.40         |

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

## Current Affairs Talk Shows | C&S Ind

Oct.17

| Rank | Date      | Channel  | Program Title                   | Host              | Ratings% | Ratings"000" | Market Share% |
|------|-----------|----------|---------------------------------|-------------------|----------|--------------|---------------|
| 1    | 20-Oct-17 | GEO NEWS | Aaj Shahzaib Khanzada Kay Saath | Shahzaib Khanzada | 1.90     | 815.07       | 4.87          |
| 2    | 26-Oct-17 | GEO NEWS | Capital Talk                    | Hamid Mir         | 1.76     | 755.89       | 4.15          |
| 3    | 01-Oct-17 | GEO NEWS | Naya Pakistan                   | Talat Hussain     | 1.47     | 629.47       | 3.71          |
| 4    | 04-Oct-17 | ARY NEWS | Power Play                      | Arshad Shareef    | 1.33     | 570.18       | 3.72          |
| 5    | 26-Oct-17 | ARY NEWS | The Reporters                   | Sami Ibraheem     | 1.29     | 552.38       | 3.07          |
| 6    | 22-Oct-17 | GEO NEWS | Jirga                           | Saleem Safi       | 1.16     | 495.93       | 3.57          |
| 7    | 13-Oct-17 | NEWS ONE | Live With Dr.Shahid Masood      | Dr. Shahid Masood | 1.08     | 465.67       | 2.35          |
| 8    | 04-Oct-17 | GEO NEWS | Report Card                     | Ayesha Baksh      | 1.05     | 451.74       | 2.85          |
| 9    | 24-Oct-17 | ARY NEWS | Off The Record                  | Kashif Abbasi     | 1.00     | 429.01       | 2.27          |
| 10   | 14-Oct-17 | ARY NEWS | Sawal Yeh Hai                   | Maria Memon       | 0.96     | 413.24       | 2.70          |

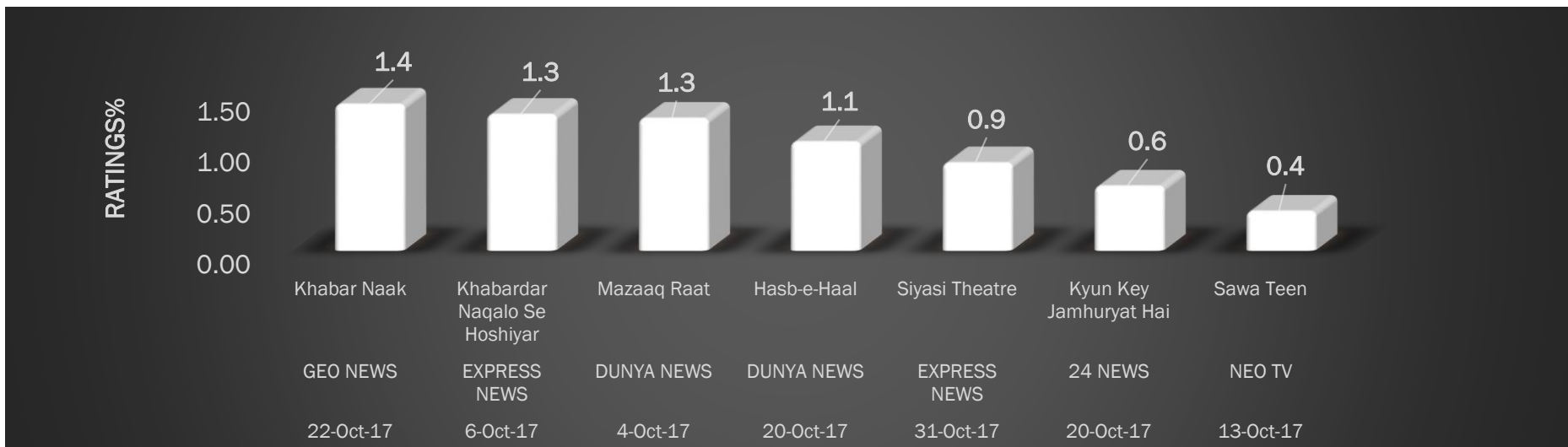
Aaj Shahzaib Khanzada Kay Sath is on Top amongst talk shows during OCT 2017

# INFOTAINMENT SHOWS

Dunya News' Hasb-e-Haal is on top followed Mazaq Raat

## Infotainment Shows

| Date      | Channel      | Title                        | Rtg% | Rtg(000) | Market Share% |
|-----------|--------------|------------------------------|------|----------|---------------|
| 22-Oct-17 | GEO NEWS     | Khabar Naak                  | 1.4  | 613      | 5.8           |
| 6-Oct-17  | EXPRESS NEWS | Khabardar Naqalo Se Hoshiyar | 1.3  | 570      | 7.9           |
| 4-Oct-17  | DUNYA NEWS   | Mazaq Raat                   | 1.3  | 554      | 4.3           |
| 20-Oct-17 | DUNYA NEWS   | Hasb-e-Haal                  | 1.1  | 456      | 4.1           |
| 31-Oct-17 | EXPRESS NEWS | Siyasi Theatre               | 0.9  | 369      | 4.9           |
| 20-Oct-17 | 24 NEWS      | Kyun Key Jamhuryat Hai       | 0.6  | 271      | 2.7           |
| 13-Oct-17 | NEO TV       | Sawa Teen                    | 0.4  | 166      | 1.6           |



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 HUM TV’s “Jaggo 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                     | 1.42 | 186 | 7.1 |
| 2    | 09:00-11:00 | Mon-Fri | HUM TV         | Jago Pakistan Jago           | Sanam Jung                     | 1.14 | 150 | 5.7 |
| 3    | 09:00-11:00 | Mon-Fri | ATV            | Mehekti Morning              | Sundas Khan                    | 0.59 | 78  | 3.0 |
| 4    | 09:00-11:00 | Mon-Fri | TV ONE         | Aap Ka Sahir                 | Sahir Lodhi                    | 0.79 | 103 | 3.9 |
| 5    | 09:00-11:00 | Mon-Fri | GEO NEWS       | Geo Pakistan                 | Huma Amir Shah                 | 0.64 | 84  | 3.2 |
| 6    | 09:00-11:00 | Mon-Fri | DAWN NEWS      | Chai Toast Aur Host          | Anoushey Ashraf                | 0.45 | 59  | 2.2 |
| 7    | 09:00-11:00 | Mon-Fri | ARY NEWS       | The Morning show             | Sanam Baloch                   | 0.40 | 53  | 2.0 |
| 8    | 09:00-11:00 | Mon-Fri | SAMAA          | Subha Savaray Samaa Kay Sath | Madiha Naqvi                   | 0.27 | 35  | 1.4 |
| 9    | 09:00-11:30 | Mon-Fri | Express Ent    | Satrungi                     | Javeria Saud                   | 0.49 | 65  | 2.5 |
| 10   | 11:00-12:00 | Mon-Fri | NEO TV         | Neo Pakistan                 | Mariam Ismail                  | 0.08 | 10  | 0.4 |
| 11   | 08:00-10:00 | Mon-Fri | AAJ NEWS       | Good Morning Aaj             | Saba Sheikh & Anum Kazmi       | 0.10 | 13  | 0.5 |
| 12   | 09:00-11:00 | Mon-Fri | ARY ZINDAGI    | Salam Zindagi                | Faisal Qureshi                 | 0.15 | 19  | 0.7 |
| 13   | 09:00-11:00 | Mon-Fri | K21            | Good Morning                 | Rida Saifee and Muhammad Yasir | 0.00 | 0   | 0.0 |
| 14   | 09:00-11:00 | Mon-Fri | METRO ONE NEWS | Morning Delight              | Dr Rafia Rafiq                 | 0.00 | 0   | 0.0 |
| 15   | 09:00-11:00 | Mon-Fri | SEE TV         | Sunrise from Istanbul        | Maria Wasti                    | 0.04 | 6   | 0.2 |
| 16   | 10:00-12:00 | Mon-Fri | SUCH TV        | Such Savera                  | Madiha Dawood                  | 0.02 | 3   | 0.1 |

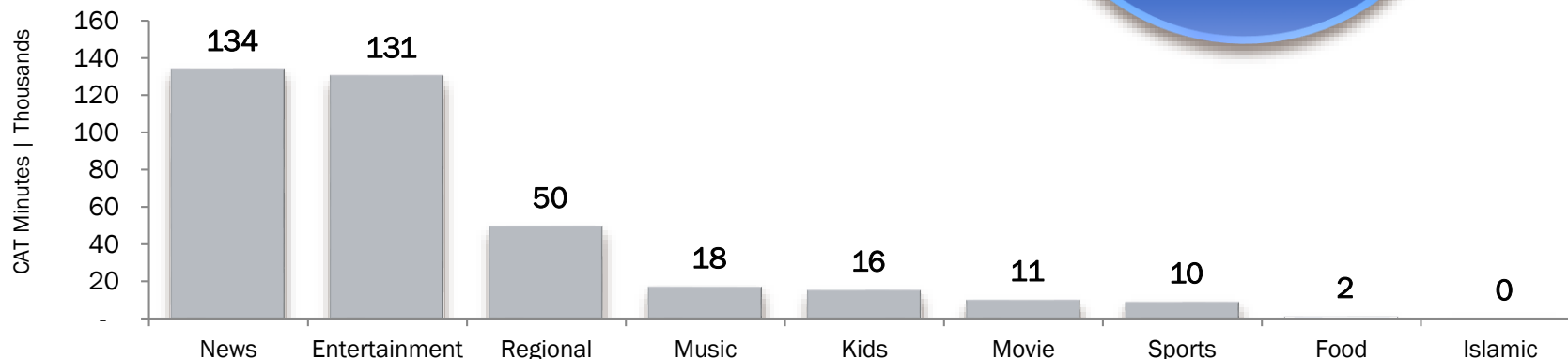
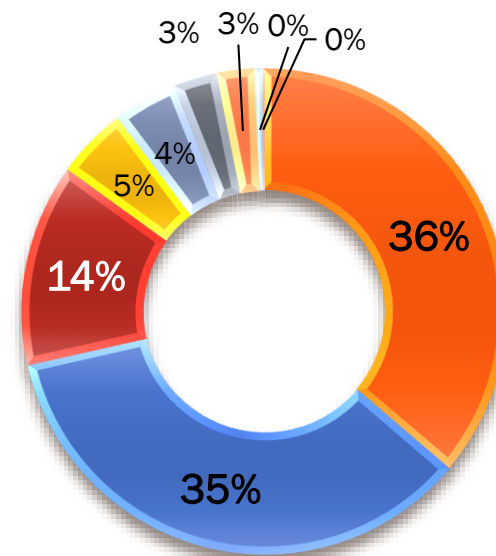
# MORNING SHOWS/ FEMALE 15-45 C&S

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                      | 1.30 | 157 | 458.9 |
| 2    | 09:00-11:00 | Mon-Fri | HUM TV         | Jago Pakistan Jago           | Sanam Jung                      | 1.20 | 145 | 460.7 |
| 3    | 09:00-11:00 | Mon-Fri | TV ONE         | Aap Ka Sahir                 | Sahir Lodhi                     | 0.90 | 107 | 340.9 |
| 4    | 09:00-11:00 | Mon-Fri | GEO NEWS       | Geo Pakistan                 | Huma Amir Shah                  | 0.80 | 94  | 299.1 |
| 5    | 09:00-11:00 | Mon-Fri | ARY NEWS       | The Morning show             | Sanam Baloch                    | 0.50 | 58  | 185.4 |
| 6    | 09:00-11:00 | Mon-Fri | DAWN NEWS      | Chai Toast Aur Host          | Anoushey Ashraf                 | 0.50 | 61  | 195.6 |
| 7    | 09:00-11:00 | Mon-Fri | SAMAA          | Subha Savaray Samaa Kay Sath | Madiha Naqvi                    | 0.40 | 51  | 161.1 |
| 8    | 09:00-11:30 | Mon-Fri | Express Ent    | Satrungi                     | Javeria Saud                    | 0.30 | 40  | 115.8 |
| 9    | 09:00-11:00 | Mon-Fri | ARY ZINDAGI    | Salam Zindagi                | Faisal Qureshi                  | 0.20 | 19  | 75.7  |
| 10   | 11:00-12:00 | Mon-Fri | NEO TV         | Neo Pakistan                 | Mariam Ismail                   | 0.20 | 23  | 49.0  |
| 11   | 08:00-10:00 | Mon-Fri | AAJ NEWS       | Good Morning Aaj             | Saba Sheikh & Anum Kazmi        | 0.10 | 16  | 65.1  |
| 12   | 09:00-11:00 | Mon-Fri | ATV            | Mehekti Morning              | Sundas Khan                     | 0.10 | 7   | 23.3  |
| 13   | 09:00-11:00 | Mon-Fri | K21            | Good Morning                 | Rida Saiffee and Muhammad Yasir | 0.00 | 1   | 1.9   |
| 14   | 09:00-11:00 | Mon-Fri | METRO ONE NEWS | Morning Delight              | Dr Rafia Rafiq                  | 0.00 | 1   | 4.5   |
| 15   | 09:00-11:00 | Mon-Fri | SEE TV         | Sunrise from Istanbul        | Maria Wasti                     | 0.00 | 5   | 15.1  |
| 16   | 10:00-12:00 | Mon-Fri | SUCH TV        | Such Savera                  | Madiha Dawood                   | 0.00 | 4   | 10.0  |

# COMMERCIAL AIRTIME SUMMARY | BY GENRE

## Genre-wise Airtime Share%



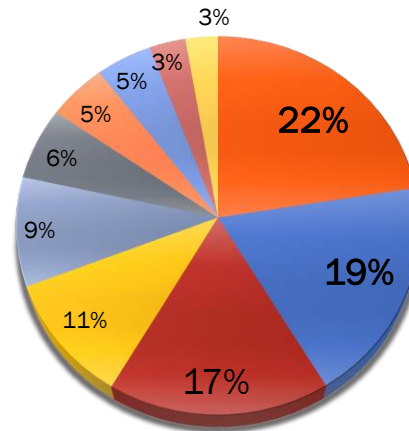
Highest CAT Share Going To News Channels

Please Note : Commercial Airtime Minutes are based on Spot TVCs only

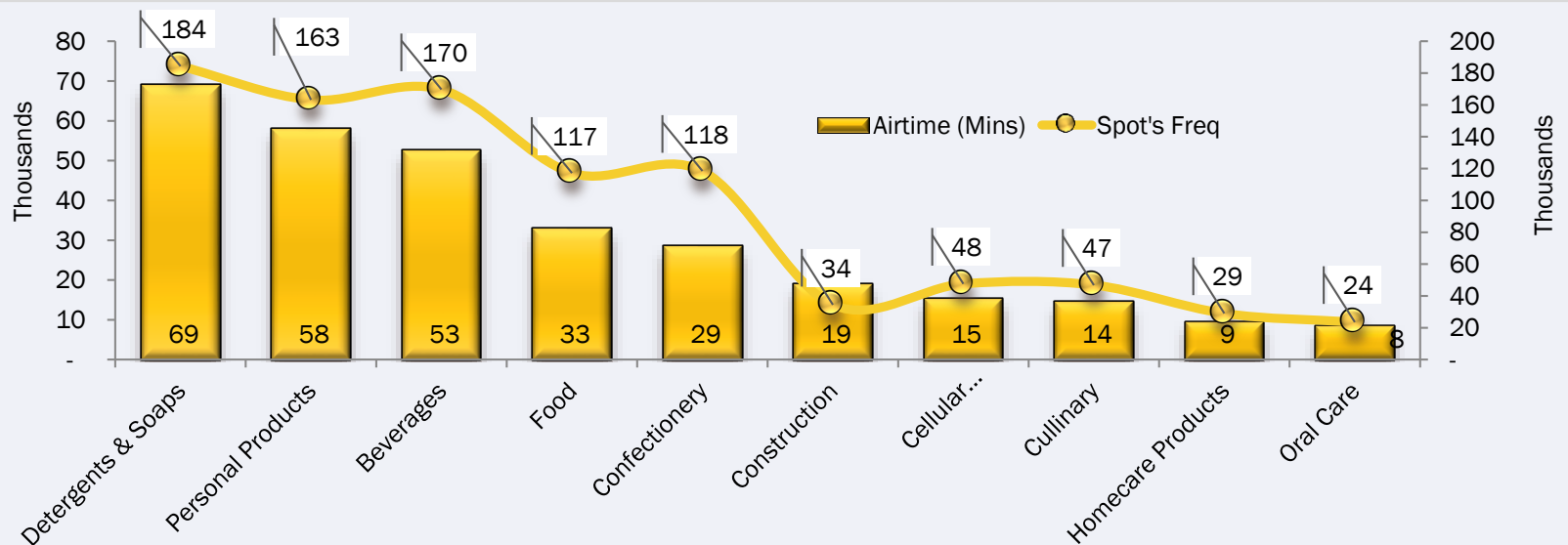


# TOP 10 CATEGORIES

Relative Share

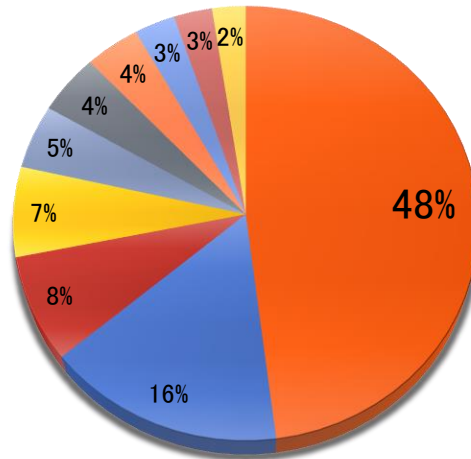


- Detergents & Soaps
- Personal Products
- Beverages
- Food
- Confectionery
- Construction
- Cellular Communication
- Cullinary
- Homecare Products
- Oral Care

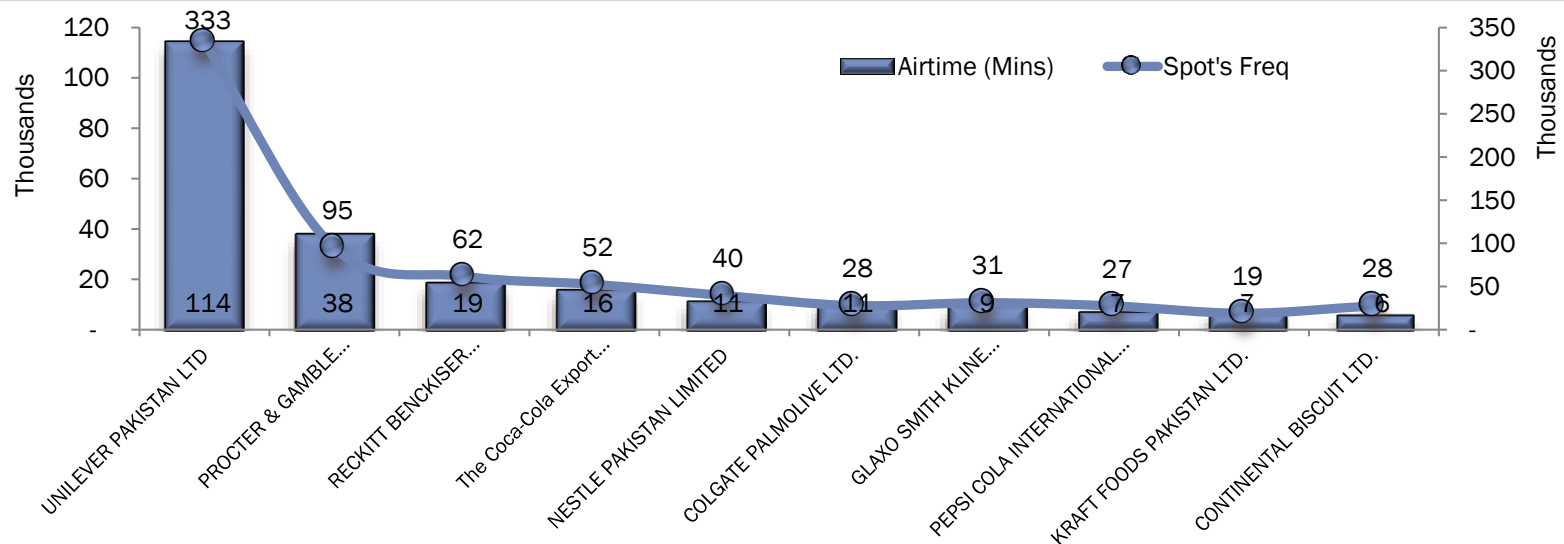


# TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

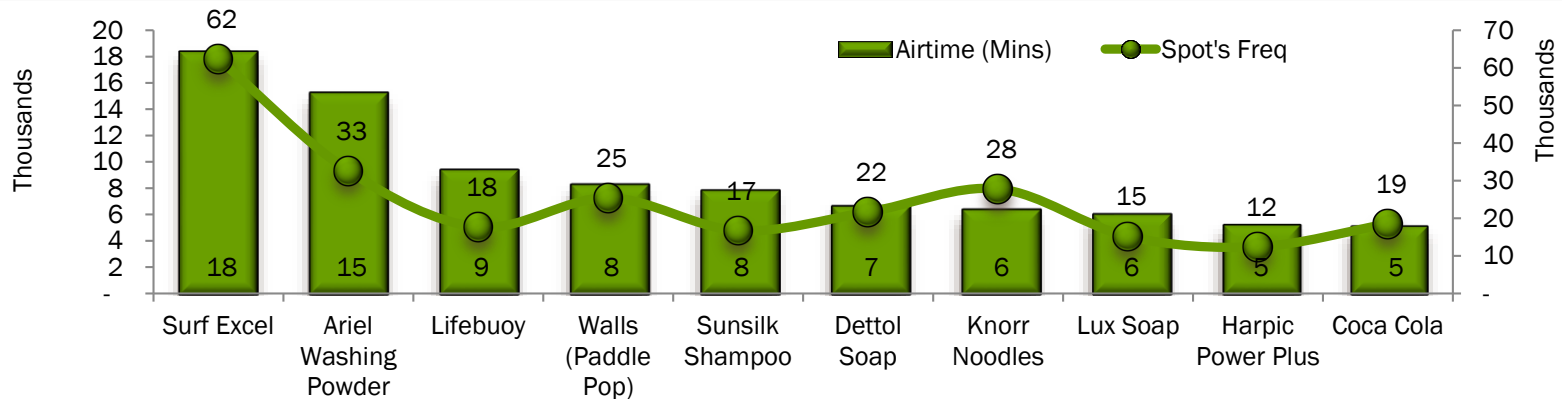
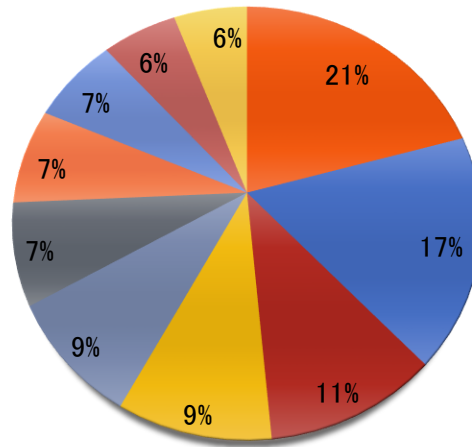


- UNILEVER PAKISTAN LTD
- PROCTER & GAMBLE PAKISTAN LTD
- RECKITT BENCKISER PAKISTAN LTD.
- The Coca-Cola Export Corporation
- NESTLE PAKISTAN LIMITED
- COLGATE PALMOLIVE LTD.
- GLAXO SMITH KLINE PAKISTAN
- PEPSI COLA INTERNATIONAL (PVT.) LTD.
- KRAFT FOODS PAKISTAN LTD.
- CONTINENTAL BISCUIT LTD.

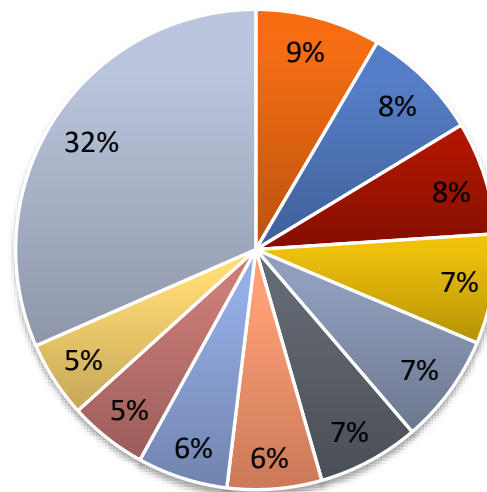


# TOP 10 BRANDS

Relative Share

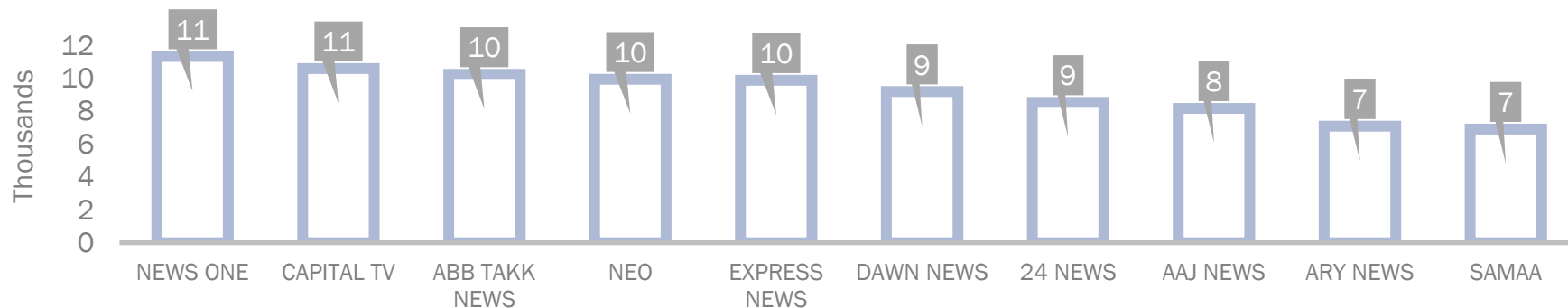


# NEWS CHANNELS | CAT COMPARISON



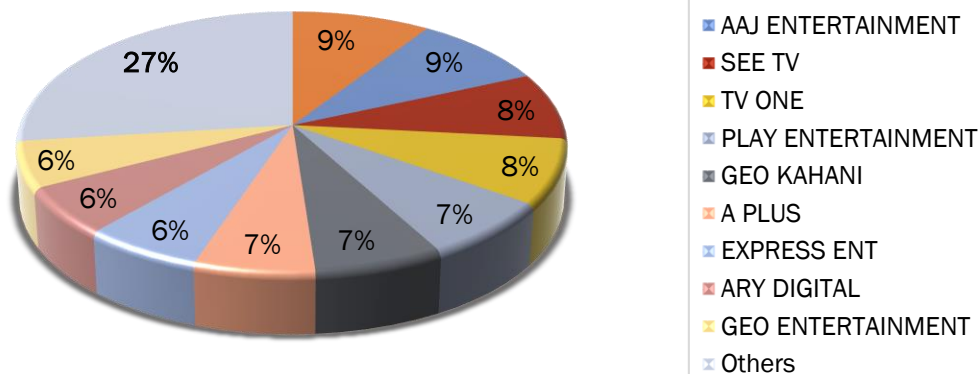
Relative Share%

CAT Minutes In Thousands

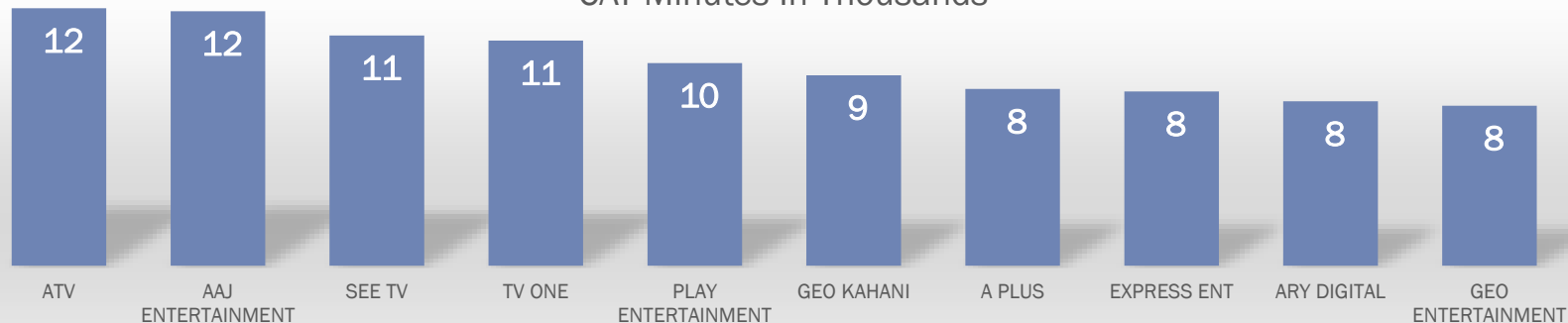


# ENTERTAINMENT CHANNELS | CAT COMPARISON

**Relative Share**

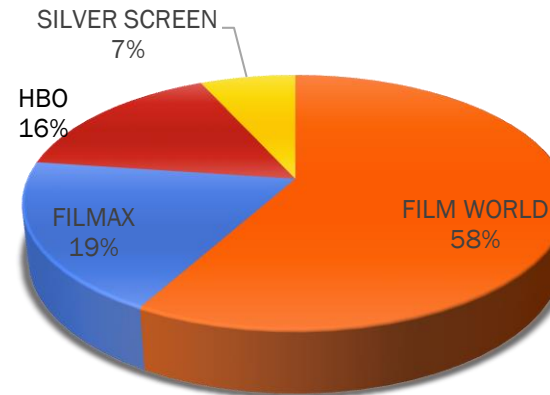


**CAT Minutes In Thousands**

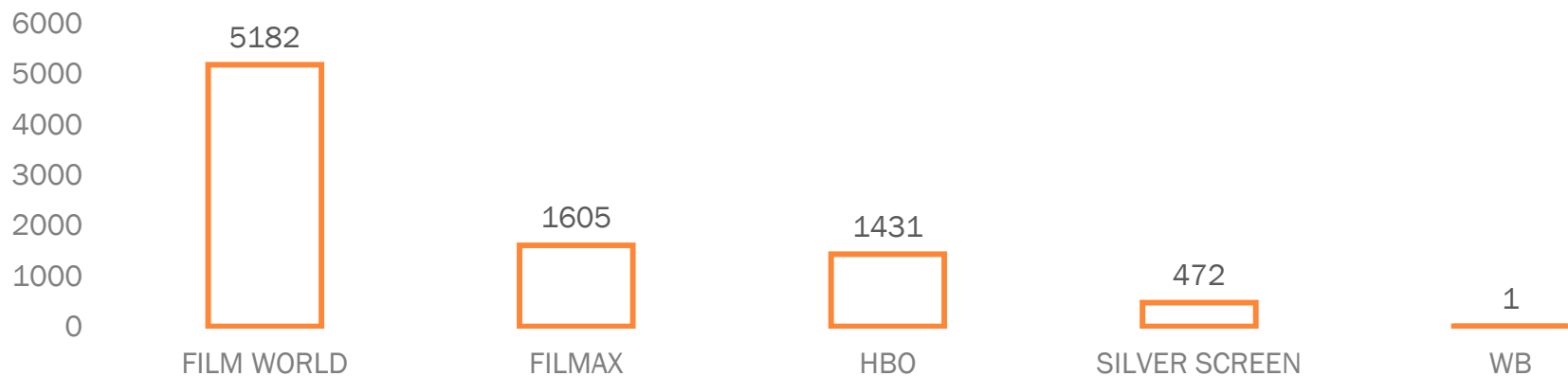


# MOVIE CHANNELS | CAT COMPARISON

Relative Share

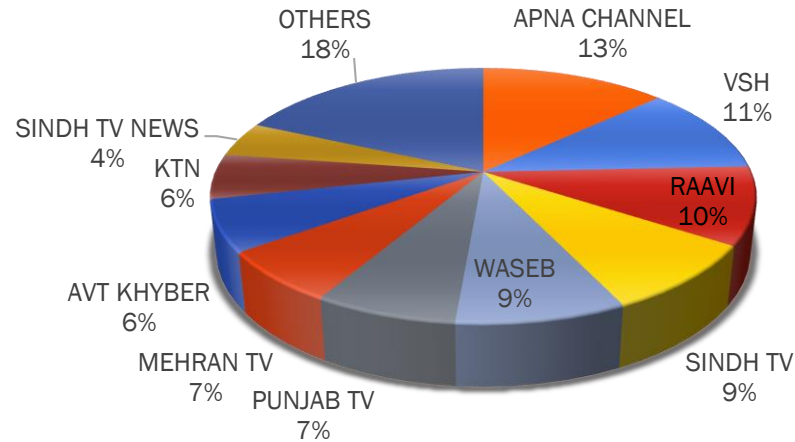


CAT (Minutes)

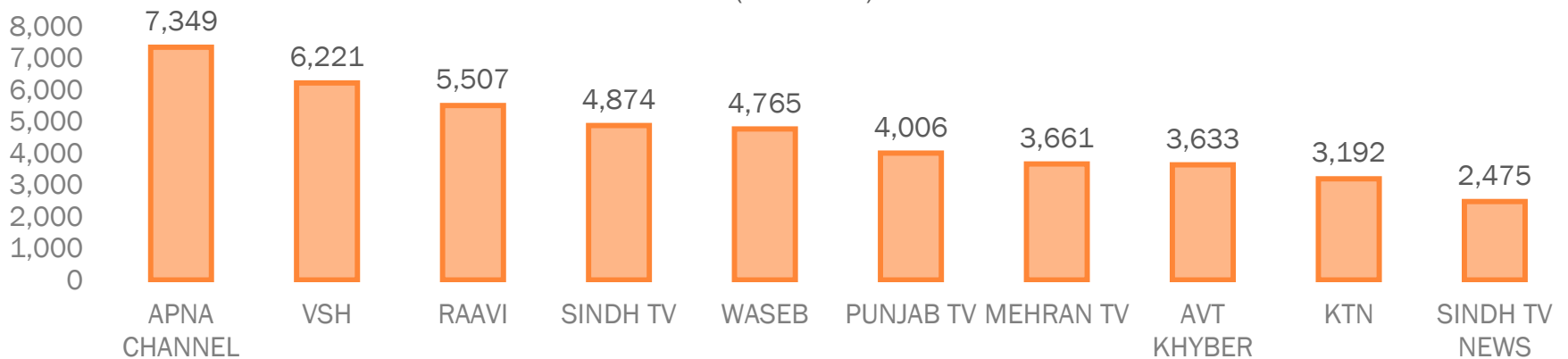


# REGIONAL CHANNELS | CAT COMPARISON

## Relative Share



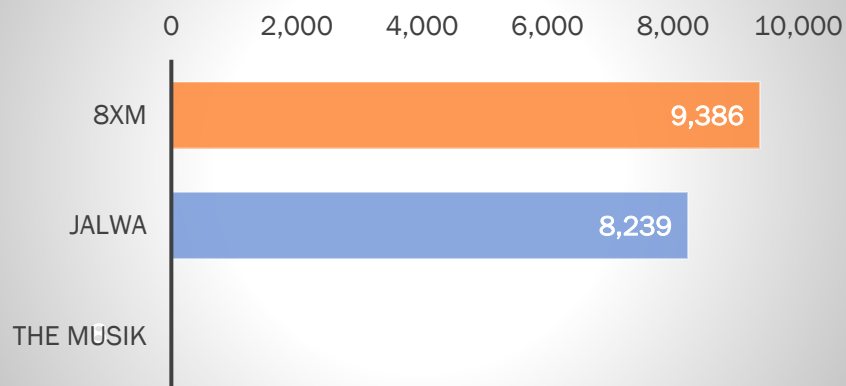
## CAT (Minutes)



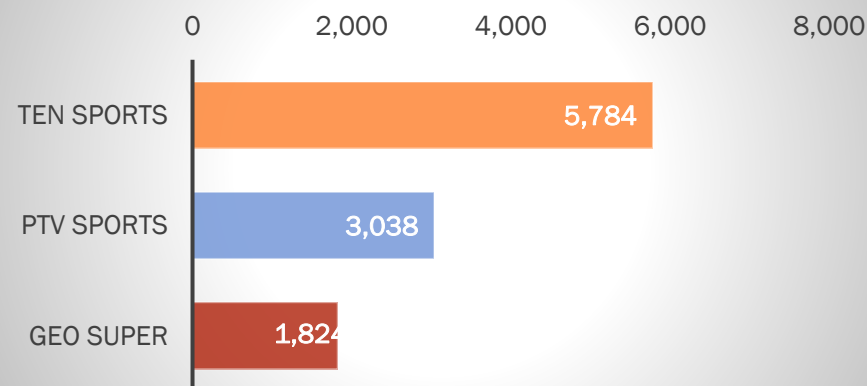


# MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

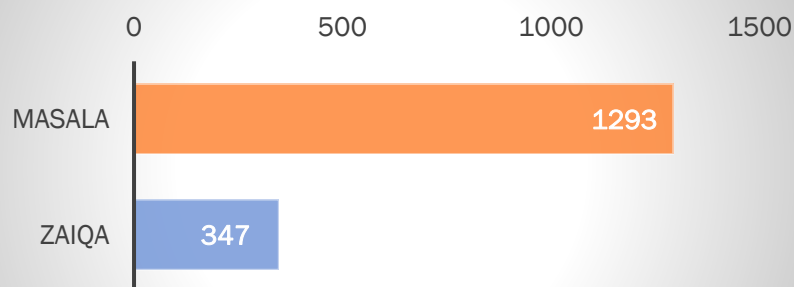
Music | CAT (Minutes)



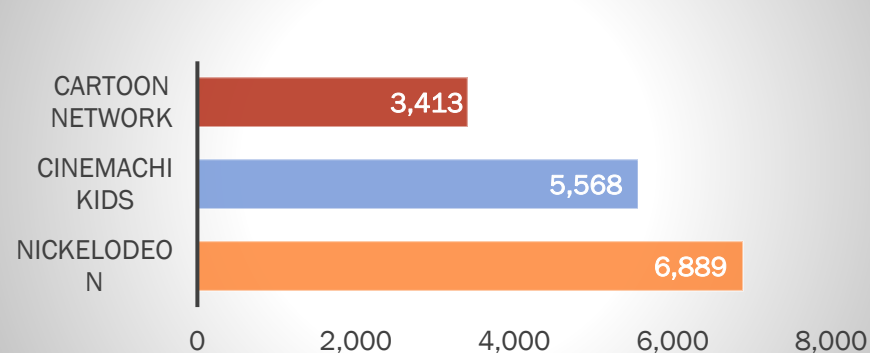
Sports | CAT (Minutes)



Food | CAT (Minutes)



Kids | CAT (Minutes)



Thank You-----😊