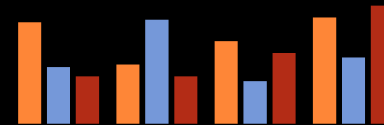
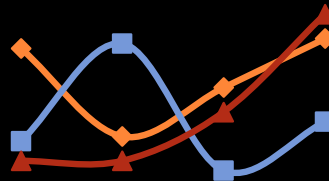


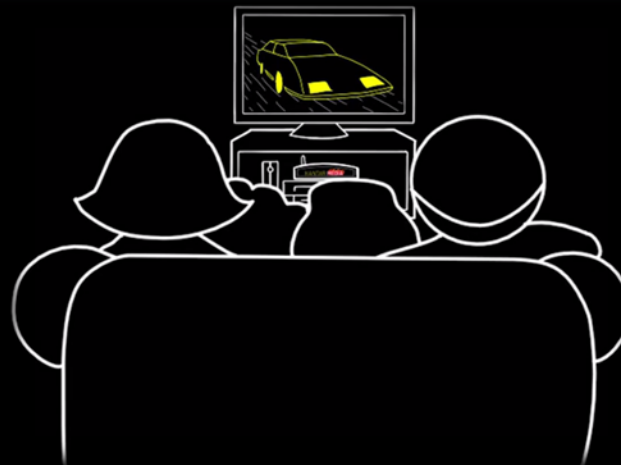
MEDIALOGIC MONTHLY REVIEW

NOVEMBER 2017



medialogic KANTAR MEDIA

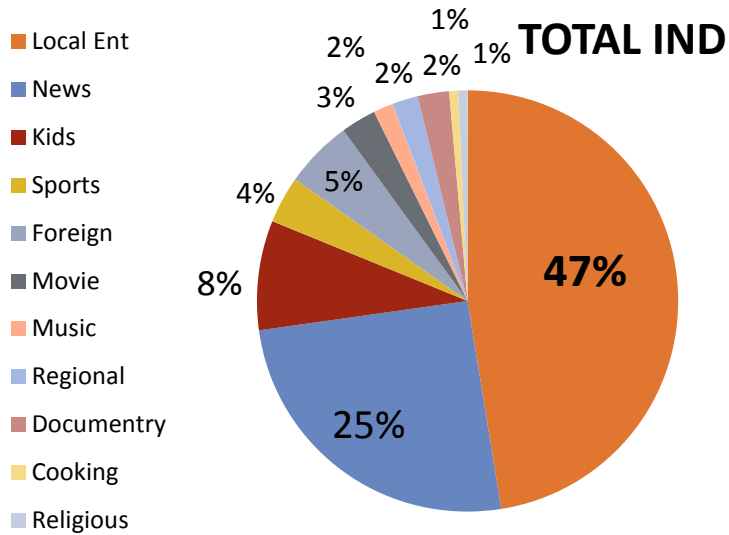
The Only Overnight TAM data providing Company in Pakistan.



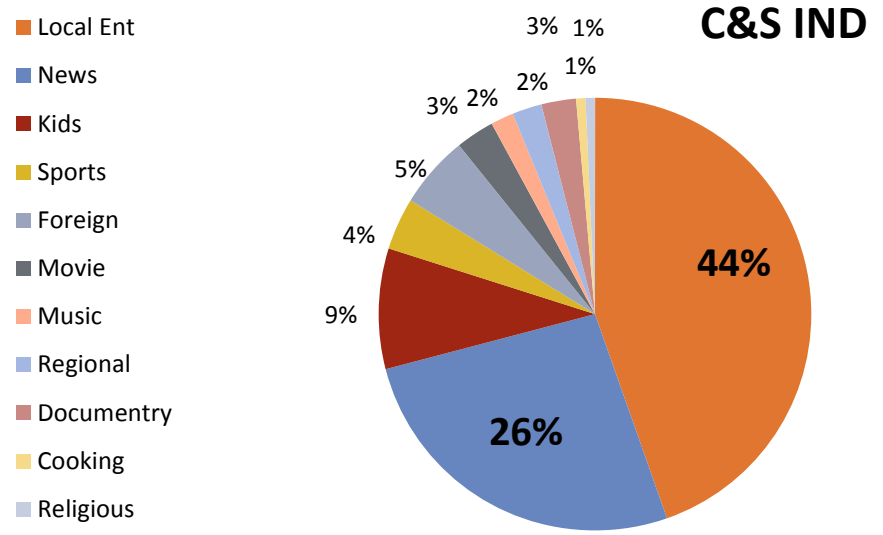
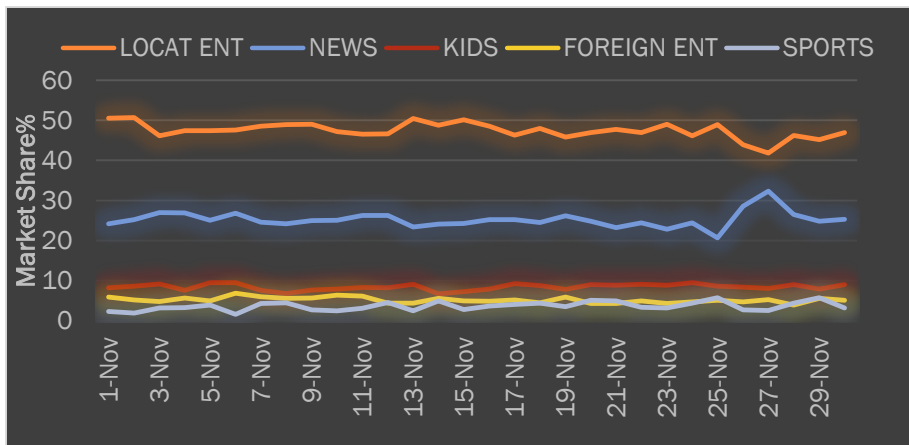
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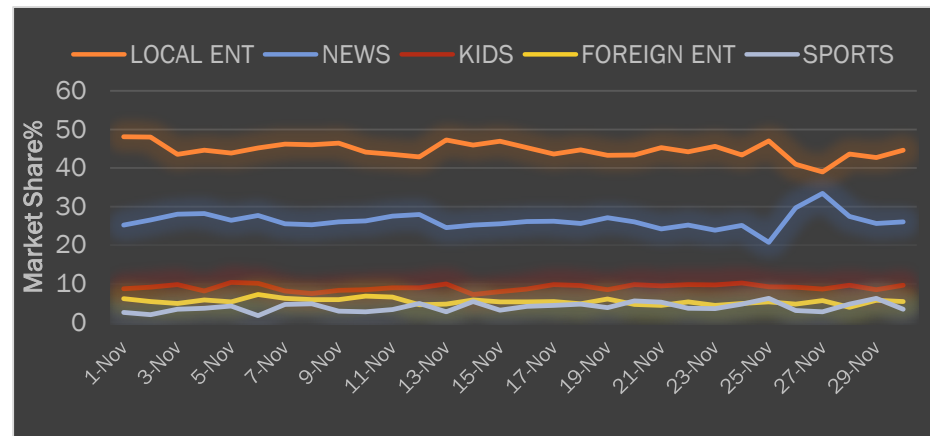
MARKET SHARE% | BY GENRE



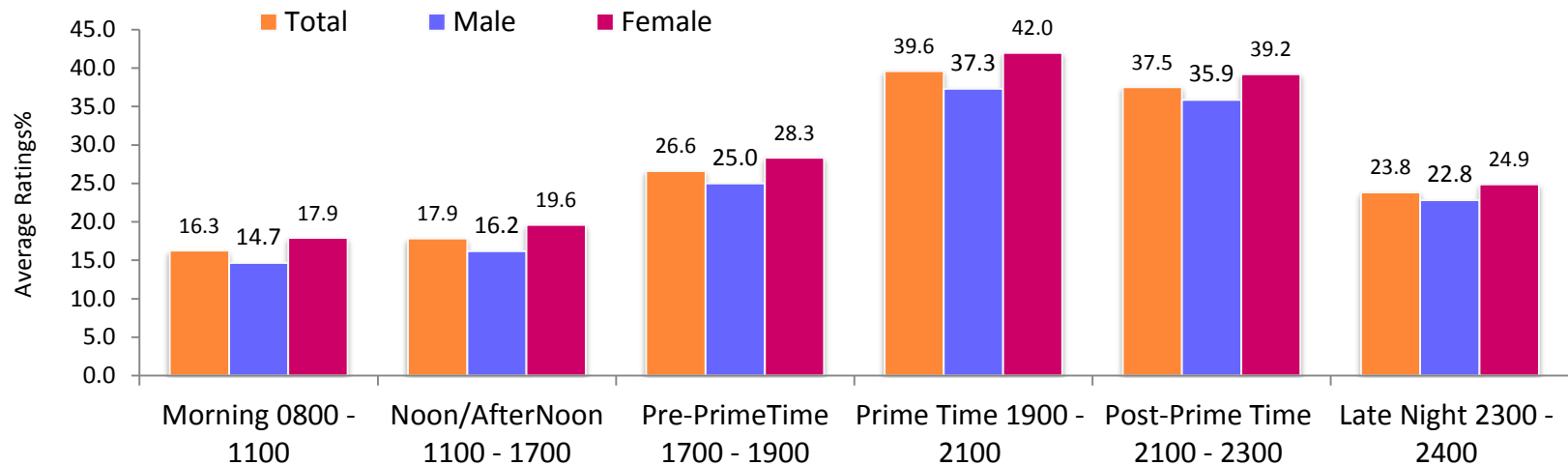
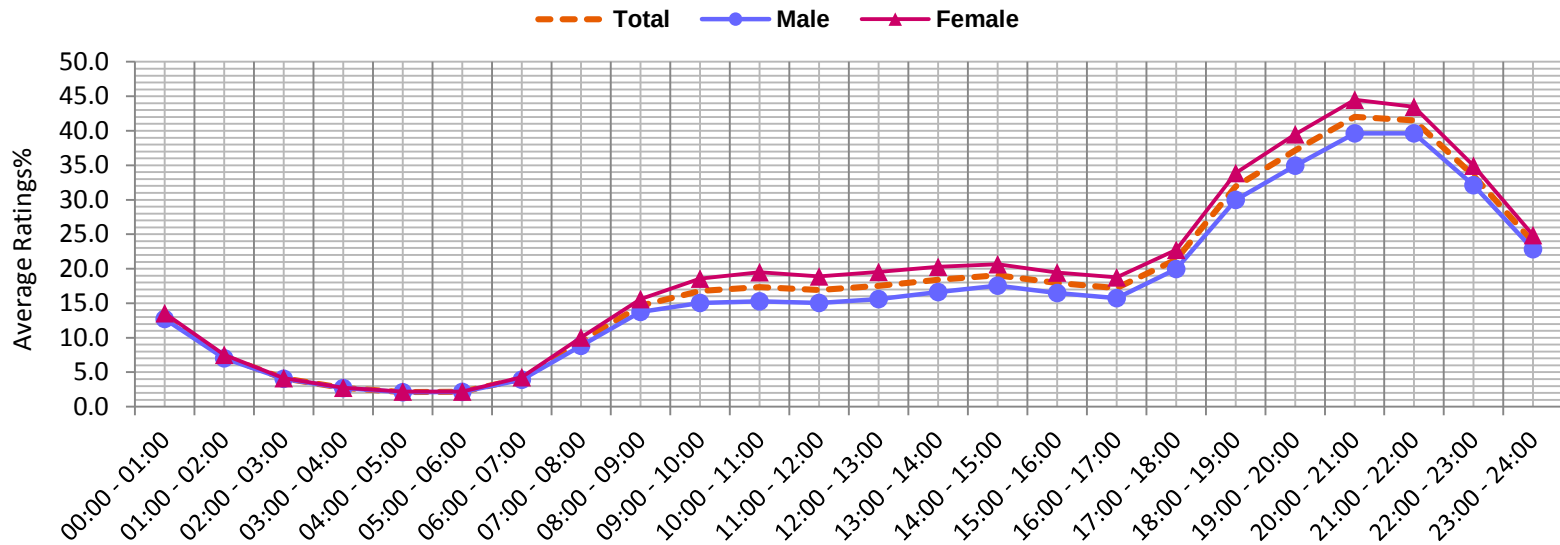
Day-wise Progression | Top (5) Genre



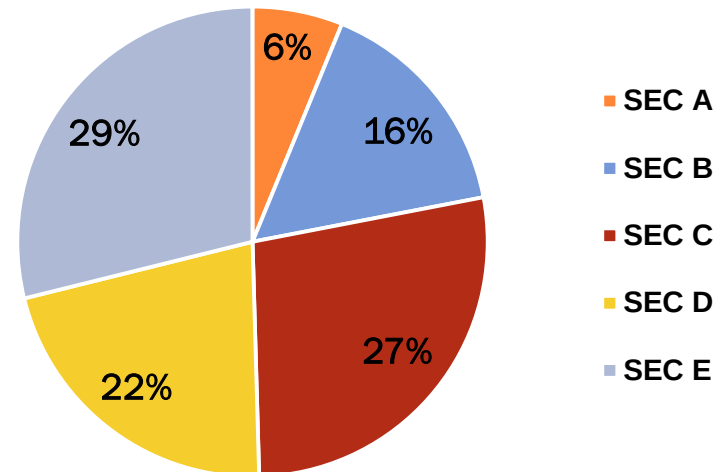
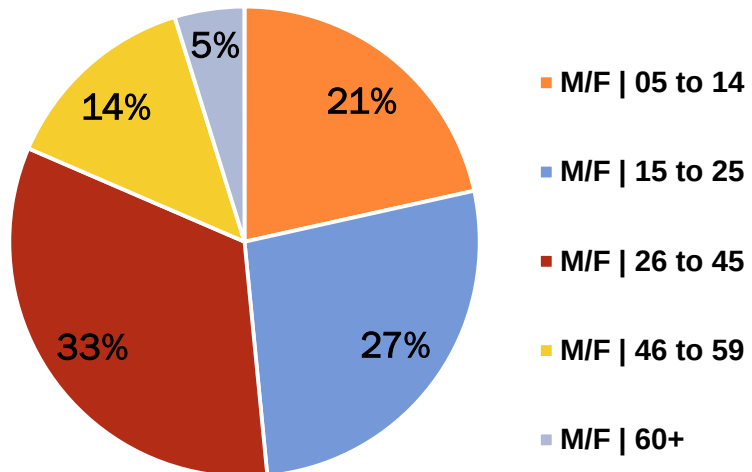
Day-wise Progression | Top (5) Genre



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.

Nov.17					
All Ind			C&S Ind		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	PTV HOME	1.73	1	ARY DIGITAL	0.91
2	ATV	1.25	2	HUM TV	0.84
3	ARY DIGITAL	0.64	3	GEO ENT	0.61
4	HUM TV	0.59	4	GEO NEWS	0.58
5	PTV NEWS	0.43	5	CARTOON NWK	0.53
6	GEO ENT	0.43	6	FILMAZIA	0.44
7	GEO NEWS	0.41	7	DISNEY CHANNEL	0.43
8	CARTOON NWK	0.37	8	GEO KAHANI	0.37
9	FILMAZIA	0.31	9	A PLUS	0.37
10	DISNEY CHANNEL	0.30	10	ARY NEWS	0.36
11	GEO KAHANI	0.26	11	EXPRESS NEWS	0.33
12	A PLUS	0.26	12	URDU 1	0.29
13	ARY NEWS	0.25	13	ANIMAL PLANET	0.28
14	EXPRESS NEWS	0.23	14	EXPRESS ENT	0.27
15	URDU 1	0.21	15	SAMAA	0.27

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

Nov.17					
All Ind			C&S Ind		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.84	1	ARY DIGITAL	0.90
2	HUM TV	0.75	2	HUM TV	0.81
3	GEO ENT	0.55	3	GEO ENT	0.59
4	GEO NEWS	0.53	4	GEO NEWS	0.57
5	PTV HOME	0.48	5	CARTOON NWK	0.50
6	CARTOON NWK	0.47	6	FILMAZIA	0.49
7	FILMAZIA	0.45	7	DISNEY CHANNEL	0.44
8	DISNEY CHANNEL	0.41	8	GEO KAHANI	0.43
9	GEO KAHANI	0.40	9	A PLUS	0.38
10	ATV	0.36	10	ARY NEWS	0.35
11	A PLUS	0.36	11	EXPRESS NEWS	0.33
12	ARY NEWS	0.33	12	URDU 1	0.31
13	EXPRESS NEWS	0.30	13	ANIMAL PLANET	0.28
14	URDU 1	0.28	14	EXPRESS ENT	0.28
15	ANIMAL PLANET	0.26	15	SAMAA	0.26

Note: Raking is based on 24 Hours Avg

TOP 15 CHANNELS BY REGION | TOTAL IND

Pak Total			Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isl	
Rank	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%
1	PTV HOME	1.73	ARY DIGITAL	0.84	ARY DIGITAL	0.81	ARY DIGITAL	1.03	ARY DIGITAL	0.81	GEO KAHANI	1.30
2	ATV	1.25	HUM TV	0.75	HUM TV	0.71	HUM TV	1.02	HUM TV	0.73	FILMAZIA	1.03
3	ARY DIGITAL	0.64	GEO	0.55	GEO	0.63	GEO NEWS	0.84	ATV	0.63	PTV HOME	0.95
4	HUM TV	0.59	GEO NEWS	0.53	CARTOON NET	0.52	DISNEY CHANNEL	0.77	DISNEY CHANNEL	0.52	ARY DIGITAL	0.68
5	PTV NEWS	0.43	PTV HOME	0.48	GEO NEWS	0.45	CARTOON NET	0.67	FILMAZIA	0.52	PTV NEWS	0.62
6	GEO	0.43	CARTOON NET	0.47	ANIMAL PLANET	0.37	PTV HOME	0.48	GEO	0.52	GEO	0.57
7	GEO NEWS	0.41	FILMAZIA	0.45	PTV HOME	0.36	GEO	0.48	GEO KAHANI	0.50	EXPRESS	0.53
8	CARTOON NET	0.37	DISNEY CHANNEL	0.41	SAMAA	0.36	FILMAZIA	0.43	PTV HOME	0.46	GEO NEWS	0.53
9	FILMAZIA	0.31	GEO KAHANI	0.40	A PLUS	0.35	A PLUS	0.42	GEO NEWS	0.42	TV ONE	0.49
10	DISNEY CHANNEL	0.30	ATV	0.36	EXPRESS NEWS	0.34	DUNYA NEWS	0.35	ARY NEWS	0.37	CARTOON NET	0.48
11	GEO KAHANI	0.26	A PLUS	0.36	ARY NEWS	0.33	COLORS	0.34	CARTOON NET	0.32	URDU 1	0.47
12	A PLUS	0.26	ARY NEWS	0.33	STAR PLUS	0.31	ATV	0.33	A PLUS	0.32	A PLUS	0.42
13	ARY NEWS	0.25	EXPRESS NEWS	0.30	DAWN NEWS	0.24	TV ONE	0.31	URDU 1	0.31	EXPRESS NEWS	0.42
14	EXPRESS NEWS	0.23	URDU 1	0.28	URDU 1	0.24	GEO KAHANI	0.28	ANIMAL PLANET	0.27	NEWS ONE	0.39
15	URDU 1	0.21	ANIMAL PLANET	0.26	EXPRESS	0.23	EXPRESS	0.28	EXPRESS NEWS	0.26	ARY NEWS	0.37

TOP 15 CHANNELS BY REGION | C&S IND

	Pak Total		Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isl	
Rank	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%
1	ARY DIGITAL	0.91	ARY DIGITAL	0.90	ARY DIGITAL	0.83	ARY DIGITAL	1.09	ARY DIGITAL	0.89	GEO KAHANI	1.49
2	HUM TV	0.84	HUM TV	0.81	HUM TV	0.74	HUM TV	1.08	HUM TV	0.80	FILMAZIA	1.18
3	GEO	0.61	GEO	0.59	GEO	0.65	GEO NEWS	0.88	DISNEY CHANNEL	0.58	ARY DIGITAL	0.78
4	GEO NEWS	0.58	GEO NEWS	0.57	CARTOON NET	0.53	DISNEY CHANNEL	0.81	FILMAZIA	0.58	GEO	0.66
5	CARTOON NET	0.53	CARTOON NET	0.50	GEO NEWS	0.47	CARTOON NET	0.70	GEO	0.58	EXPRESS	0.61
6	FILMAZIA	0.44	FILMAZIA	0.49	ANIMAL PLANET	0.38	GEO	0.50	GEO KAHANI	0.55	GEO NEWS	0.61
7	DISNEY CHANNEL	0.43	DISNEY CHANNEL	0.44	SAMAA	0.37	FILMAZIA	0.45	GEO NEWS	0.47	TV ONE	0.56
8	GEO KAHANI	0.37	GEO KAHANI	0.43	A PLUS	0.36	A PLUS	0.44	ARY NEWS	0.41	CARTOON NET	0.56
9	A PLUS	0.37	A PLUS	0.38	EXPRESS NEWS	0.35	DUNYA NEWS	0.37	CARTOON NET	0.36	URDU 1	0.54
10	ARY NEWS	0.36	ARY NEWS	0.35	ARY NEWS	0.34	COLORS	0.36	A PLUS	0.35	A PLUS	0.49
11	EXPRESS NEWS	0.33	EXPRESS NEWS	0.33	STAR PLUS	0.32	TV ONE	0.32	URDU 1	0.34	EXPRESS NEWS	0.48
12	URDU 1	0.29	URDU 1	0.31	DAWN NEWS	0.24	GEO KAHANI	0.30	ANIMAL PLANET	0.30	NEWS ONE	0.45
13	ANIMAL PLANET	0.28	ANIMAL PLANET	0.28	URDU 1	0.24	EXPRESS	0.30	EXPRESS NEWS	0.29	ARY NEWS	0.42
14	EXPRESS	0.27	EXPRESS	0.28	EXPRESS	0.24	8XM	0.30	SAMAA	0.23	HUM TV	0.41
15	SAMAA	0.27	SAMAA	0.26	GEO SUPER	0.23	EXPRESS NEWS	0.30	EXPRESS	0.22	SAMAA	0.35

ENT CHANNELS – 24 HOURS

ARY DIGITAL is Leading on total day

Total Ind				C&S Ind		
Nov.17				Nov.17		
Rank	Channel Name	Ratings%		Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.84		1	ARY DIGITAL	0.90
2	HUM TV	0.75		2	HUM TV	0.81
3	GEO ENTERTAINMENT	0.55		3	GEO ENTERTAINMENT	0.59
4	PTV HOME	0.48		4	FILMAZIA	0.49
5	FILMAZIA	0.45		5	GEO KAHANI	0.43
6	GEO KAHANI	0.40		6	A PLUS	0.38
7	ATV	0.36		7	URDU 1	0.31
8	A PLUS	0.36		8	EXPRESS ENTERTAINMENT	0.28
9	URDU 1	0.28		9	TV ONE	0.22
10	EXPRESS ENTERTAINMENT	0.26		10	COLORS	0.19

10

ENT CHANNELS – PRIME TIME (19.00-22.00)

HUM TV is leading on Prime Time followed by ARY DIGITAL

Nov.17				Nov.17		
Rank	Channel Name	Ratings%		Rank	Channel Name	Ratings%
1	HUM TV	2.51		1	HUM TV	2.69
2	ARY DIGITAL	2.34		2	ARY DIGITAL	2.51
3	GEO ENTERTAINMENT	1.72		3	GEO ENTERTAINMENT	1.85
4	FILMAZIA	1.45		4	FILMAZIA	1.55
5	GEO KAHANI	1.33		5	GEO KAHANI	1.42
6	PTV HOME	1.30		6	A PLUS	1.13
7	A PLUS	1.05		7	URDU 1	0.90
8	ATV	1.00		8	EXPRESS ENTERTAINMENT	0.69
9	URDU 1	0.84		9	COLORS	0.54
10	EXPRESS ENTERTAINMENT	0.65		10	TV ONE	0.44

TOP NEWS CHANNELS - 24 HOURS

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

Total Ind

November-17

Rank	Channel Name	Ratings%
1	GEO NEWS	0.53
2	ARY NEWS	0.33
3	EXPRESS NEWS	0.30
4	SAMAA	0.24
5	DUNYA NEWS	0.21
6	DAWN NEWS	0.15
7	NINETY 2 NEWS	0.15
8	PTV NEWS	0.14
9	AAJ NEWS	0.13
10	NEWS ONE	0.12

C&S Ind

November-17

Rank	Channel Name	Ratings%
1	GEO NEWS	0.57
2	ARY NEWS	0.35
3	EXPRESS NEWS	0.33
4	SAMAA	0.26
5	DUNYA NEWS	0.22
6	DAWN NEWS	0.16
7	NINETY 2 NEWS	0.16
8	AAJ NEWS	0.14
9	NEWS ONE	0.12
10	24 NEWS	0.10



TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

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

Total Ind

November-17

Rank	Channel Name	Ratings%
1	GEO NEWS	1.12
2	ARY NEWS	0.64
3	EXPRESS NEWS	0.59
4	DUNYA NEWS	0.55
5	SAMAA	0.45
6	NINETY 2 NEWS	0.28
7	NEWS ONE	0.26
8	AAJ NEWS	0.26
9	PTV NEWS	0.26
10	DAWN NEWS	0.24

C&S Ind

November-17

Rank	Channel Name	Ratings%
1	GEO NEWS	1.20
2	ARY NEWS	0.69
3	EXPRESS NEWS	0.63
4	DUNYA NEWS	0.59
5	SAMAA	0.48
6	NINETY 2 NEWS	0.30
7	NEWS ONE	0.28
8	AAJ NEWS	0.28
9	DAWN NEWS	0.26
10	24 NEWS	0.21



MUSIC CHANNELS

Rank	Channel Name	TRPs	Relative Share%
1	8XM	202	73%
2	JALWA	71	25%
3	ARY MUSIK	5	2%
4	VIBE TV	0	0%
....	Total	278	100%

8XM*

Captures the 1st position
as the most watched
music channel with 73%
share in music Genre



Total Ind

November-17

Rank	Channel Name	TRPs	Relative Shr%
1	GEO SUPER	207	46%
2	TEN SPORTS	157	35%
3	PTV SPORTS	84	19%
	Grand Total	448	100%

C&S Ind

November-17

Rank	Channel Name	TRPs	Relative Shr%
1	GEO SUPER	296	46%
2	TEN SPORTS	224	35%
3	PTV SPORTS	118	18%
	Grand Total	638	100%

GEO SUPER is leading on Total Ind and C&S Ind respectively

SPORTS



Total Ind November-17

Rank	Channel Name	TRPs	Relative Shr%
1	GEO SUPER	287	47%
2	TEN SPORTS	210	34%
3	PTV SPORTS	114	19%
	Grand Total	610	100%

C&S Ind November-17

Rank	Channel Name	TRPs	Relative Shr%
1	GEO SUPER	308	47%
2	TEN SPORTS	225	34%
3	PTV SPORTS	122	19%
	Grand Total	654	100%

GEO SPUER is leading on Total Ind and C&S Ind on Pak Urban

SPORTS

Movie Channels

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

24 Hours | C&S Ind

Nov.17

Rank	Channel Name	Ratings%
1	FILM WORLD	0.13
2	HBO	0.05
3	SILVER SCREEN	0.04
4	FILMAX	0.03
5	WB	0.03
6	RAAVI TV	0.02
7	AXN	0.01
8	STAR MOVIES	0.01
9	STAR LITE TV	0.00

Prime Time | 20.00-00.00 | C&S Ind

Nov.17

Rank	Channel Name	Ratings%
1	FILM WORLD	0.38
2	SILVER SCREEN	0.15
3	HBO	0.13
4	FILMAX	0.07
5	RAAVI TV	0.07
6	WB	0.07
7	AXN	0.03
8	STAR MOVIES	0.03
9	STAR LITE TV	0.00

FOOD CHANNELS



Masala tops the chart with 124 TRPs during the month of July

November-17

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	124	99%
2	ZAIQA	1	1%
..	Grand Total	125	100%



CARTOON NTW Holds 48% Of Kids Channels Viewership

C&S Ind

November-17

Rank	Channel	TRPs	Relative Share%
1	CARTOON NETWORK	727	48%
2	DISNEY CHANNEL	637	42%
3	NICKELODEON	82	5%
4	POGO	56	4%
5	CINEMACHI KIDS	9	1%
....	Grand Total	1511	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	KTN	0.090	APNA CHANNEL	0.104	KTN	0.222	AVT KHYBER	0.261	PTV BOLAN	0.195
2	APNA CHANNEL	0.072	PTV NATIONAL	0.014	SINDH TV	0.111	AVT KHYBER NEWS	0.244	PASHTO 1	0.098
3	SINDH TV	0.045	KAY2	0.011	KTN NEWS	0.056	PASHTO 1	0.221	AVT KHYBER	0.086
4	ARUJ TV	0.027	AVT KHYBER	0.011	KASHISH	0.051	ARUJ TV	0.185	ARUJ TV	0.076
5	AVT KHYBER	0.026	PASHTO 1	0.006	APNA CHANNEL	0.042	MASHRAQ TV	0.115	WASEB	0.034
6	KTN NEWS	0.023	ARUJ TV	0.006	SINDH TV NEWS	0.032	PTV NATIONAL	0.101	AVT KHYBER NEWS	0.027
7	KASHISH	0.021	WASEB	0.005	AWAZ	0.029	KAY2	0.012	VSH NEWS	0.020
8	PASHTO 1	0.020	PUNJAB TV	0.003	MEHRAN TV	0.027	APNA CHANNEL	0.010	SINDH TV NEWS	0.020
9	AVT KHYBER NEWS	0.017	KASHISH	0.001	ARUJ TV	0.026	SINDH TV	0.003	KTN	0.012
10	PTV NATIONAL	0.015	AVT KHYBER NEWS	0.001	DHARTI TV	0.016	WASEB	0.002	KASHISH	0.009
11	SINDH TV NEWS	0.014	SINDH TV	0.001	AVT KHYBER	0.004	MEHRAN TV	0.002	APNA CHANNEL	0.007
12	AWAZ	0.012	KTN	0.001	PTV NATIONAL	0.003	PUNJAB TV	0.002	KAY2	0.006
13	MEHRAN TV	0.011	SINDH TV NEWS	0.001	PASHTO 1	0.003	PTV BOLAN	0.001	AWAZ	0.005
14	MASHRAQ TV	0.008	MASHRAQ TV	0.001	KAY2	0.002	SINDH TV NEWS	0.001	SINDH TV	0.004
15	KAY2	0.008	VSH NEWS	0.000	PUNJAB TV	0.002	VSH NEWS	0.001	PUNJAB TV	0.002
16	DHARTI TV	0.006	PTV BOLAN	0.000	MASHRAQ TV	0.001	KTN	0.000	KTN NEWS	0.002
17	PTV BOLAN	0.004	MEHRAN TV	0.000	VSH NEWS	0.001	DHARTI TV	0.000	MEHRAN TV	0.002
18	WASEB	0.004	AWAZ	0.000	PTV BOLAN	0.001	KTN NEWS	0.000	MASHRAQ TV	0.001
19	PUNJAB TV	0.002	KTN NEWS	0.000	WASEB	0.000	KASHISH	0.000	DHARTI TV	0.001
20	VSH NEWS	0.001	DHARTI TV	0.000	AVT KHYBER NEWS	0.000	AWAZ	0.000	PTV NATIONAL	0.001

TOP PROGRAMS | OVERALL

ARY DIGITAL' Mubarak Ho Beti Hui Hai hits 7.99 ratings on Total Ind 1st Nov 2017

Top Programs | Total Individuals

November-17

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	1-Nov-17	ARY DIGITAL	Mubarak Ho Beti Hui Hai	7.99	3,679	14.70
2	1-Nov-17	HUM TV	Yaqeen Ka Safar	7.84	3,610	15.00
3	27-Nov-17	GEO ENTERTAINMENT	Khani	5.86	2,698	10.90
4	1-Nov-17	HUM TV	Thori Si Wafa	5.61	2,586	12.10
5	28-Nov-17	HUM TV	Alif Allah Aur Insan	5.58	2,571	10.40
6	13-Nov-17	HUM TV	Naseebo Jali	5.31	2,447	13.50
7	19-Nov-17	FILMAZIA	Nagin 2	5.22	2,405	11.80
8	13-Nov-17	ARY DIGITAL	Ghairat	5.19	2,389	11.90
9	19-Nov-17	ARY DIGITAL	BulBulay	4.95	2,278	11.10
10	15-Nov-17	ARY DIGITAL	Aisi Hai Tanhai	4.80	2,210	10.50

*Some programs are labeled incorrect in tracking data which are manually corrected in this report

TOP PROGRAMS | C & S

ARY DIGITAL' Mubarak Ho Beti Hui Hai 8.57 ratings on C&S Ind on 1st Nov 2017

Top Programs | C&S Individuals

November-17

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	1-Nov-17	ARY DIGITAL	Mubarak Ho Beti Hui Hai	8.57	3,679	15.60
2	1-Nov-17	HUM TV	Yaqeen Ka Safar	8.40	3,610	16.10
3	27-Nov-17	GEO ENTERTAINMENT	Khani	6.28	2,698	11.80
4	1-Nov-17	HUM TV	Thori Si Wafa	6.02	2,586	13.00
5	28-Nov-17	HUM TV	Alif Allah Aur Insan	5.99	2,571	11.00
6	13-Nov-17	HUM TV	Naseebo Jali	5.70	2,447	14.60
7	19-Nov-17	FILMAZIA	Nagin 2	5.60	2,405	12.50
8	13-Nov-17	ARY DIGITAL	Ghairat	5.56	2,389	12.80
9	19-Nov-17	ARY DIGITAL	BulBulay	5.30	2,278	12.10
10	15-Nov-17	ARY DIGITAL	Aisi Hai Tanhai	5.15	2,210	11.20

*Some programs are labeled incorrect in tracking data which are manually corrected in this report

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

Current Affairs Talk Shows | C&S Ind

Nov.17

Rank	Date	Channel	Program Title	Host	Rtg% [Net]	Rtg(000) [Net]	Share [TTV]
1	26.Nov.17	GEO NEWS	Jirga	Saleem Safi	2.20	964.00	5.70
2	26.Nov.17	ARY NEWS	Sawal Yeh Hai	Maria Memon	2.00	874.00	5.00
3	27.Nov.17	GEO NEWS	Capital Talk	Hamid Mir	2.00	857.00	4.40
4	26.Nov.17	GEO NEWS	Lekin	Rabia Anum	1.70	722.00	3.90
5	06.Nov.17	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	Shahzaib	1.60	687.00	5.00
6	30.Nov.17	ARY NEWS	The Reporters	Sami Ibrahim	1.50	649.00	3.10
7	04.Nov.17	ARY NEWS	Aitraaz Hai	Adil Abbasi	1.30	579.00	3.00
9	25.Nov.17	PTV NEWS	Nukta-e-Aitraz	Yashfeen Jamal	1.30	565.00	2.60
8	17.Nov.17	DUNYA NEWS	Dunya Kamran Khan Kay Sath	Kamran Khan	1.20	515.00	3.30
10	26.Nov.17	GEO NEWS	Naya Pakistan	Talat Hussain	1.20	501.00	2.50

Jirga with Saleem Safi On Geo News is on Top amongst talk shows during Nov 2017

INFOTAINMENT SHOWS

Express News' Khabardar is on top followed Mazaaq Raat

Infotainment Shows

Date	Channel	Title	Rtg%	Rtg(000)	Market Share%
26-Nov-17	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	2.2	948	6.6
21-Nov-17	DUNYA NEWS	Mazaaq Raat	1.6	687	5.7
19-Nov-17	GEO NEWS	Khabar Naak	1.1	465	4
26-Nov-17	DUNYA NEWS	Hasb-e-Haal	1.1	459	3.2
15-Nov-17	EXPRESS NEWS	Siyasi Theatre	0.8	355	3
26-Nov-17	24 NEWS	Kyun Key Jamhuryat Hai	0.7	288	1.3
11-Nov-17	NEO TV	Sawa Teen	0.3	115	1



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	1.21	157	6.5
2	09:00-11:00	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	1.05	137	5.8
3	09:00-11:00	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	0.67	87	3.7
4	09:00-11:00	Mon-Fri	Express Ent	Satrungi	Javeria Saud	0.43	56	2.4
5	09:00-11:00	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Amir Shah	0.43	56	2.3
6	09:00-11:00	Mon-Fri	DAWN NEWS	Chai Toast Aur Host	Anoushey Ashraf	0.38	50	2.1
7	09:00-11:00	Mon-Fri	ATV	Mehekti Morning	Sundas Khan	0.27	35	1.5
8	09:00-11:00	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Sheikh & Anum Kazmi	0.26	34	1.4
9	09:00-11:00	Mon-Fri	ARY NEWS	The Morning show	Sanam Baloch	0.20	27	1.1
10	09:00-11:00	Mon-Fri	SAMAA	Subha Savaray Samaa Kay Sath	Madiha Naqvi	0.19	25	1.0
11	09:00-11:30	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.07	9	0.4
12	09:00-11:00	Mon-Fri	SEE TV	Sunrise from Istanbul	Maria Wasti	0.04	5	0.2
13	09:00-11:00	Mon-Fri	K21	Good Morning	Rida Saiffee and Muhammad Yasir	0.03	4	0.2
14	10:00-12:00	Mon-Fri	SUCH TV	Such Savera	Madiha Dawood	0.01	1	0.0
15	09:00-11:00	Mon-Fri	METRO ONE NEWS	Morning Delight	Dr Rafia Rafiq	0.01	1	0.0
16	11:00-12:00	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.00	0	0.0

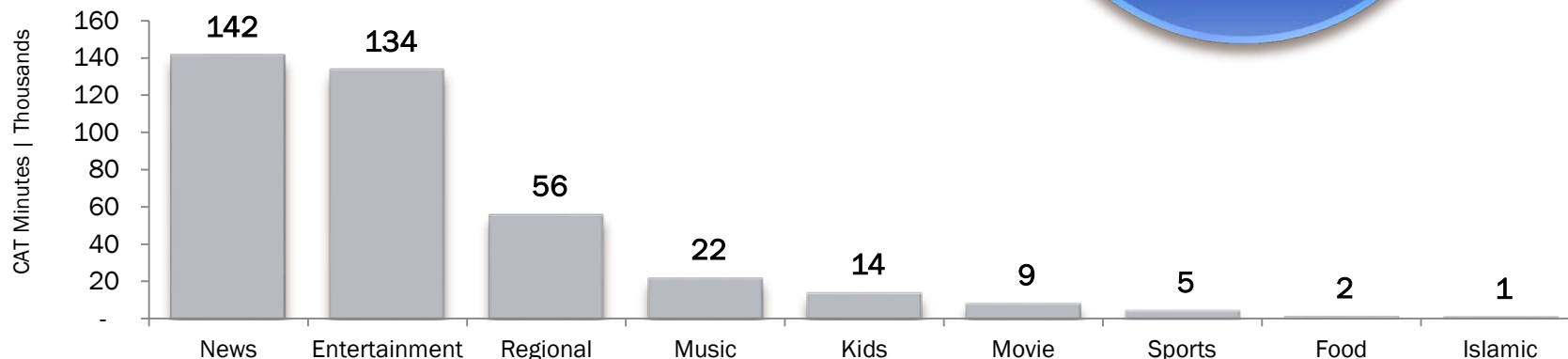
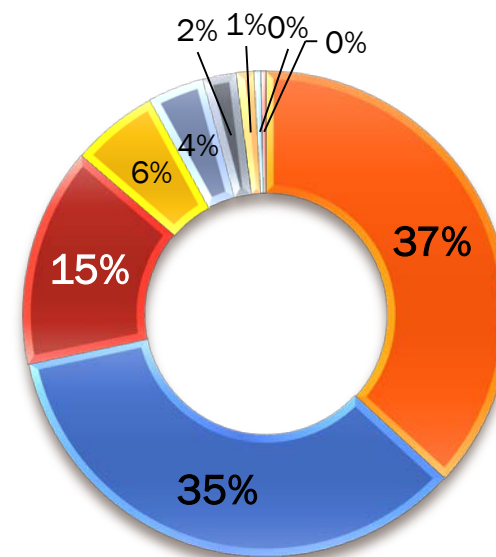
MORNING SHOWS | FEMALE 15-45 C&S

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	1.30	157	6.8
2	09:00-11:00	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	1.13	137	6.0
3	09:00-11:00	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	0.72	87	3.8
4	09:00-11:00	Mon-Fri	Express Ent	Satrungi	Javeria Saud	0.46	56	2.4
5	09:00-11:00	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Amir Shah	0.46	56	2.4
6	09:00-11:00	Mon-Fri	DAWN NEWS	Chai Toast Aur Host	Anoushey Ashraf	0.41	50	2.2
7	09:00-11:00	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Sheikh & Anum Kazmi	0.28	34	1.5
8	09:00-11:00	Mon-Fri	ARY NEWS	The Morning show	Sanam Baloch	0.22	27	1.2
9	09:00-11:00	Mon-Fri	SAMAA	Subha Savaray Samaa Kay Sath	Madiha Naqvi	0.20	25	1.1
10	09:00-11:30	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.07	9	0.4
11	09:00-11:00	Mon-Fri	SEE TV	Sunrise from Istanbul	Maria Wasti	0.04	5	0.2
12	09:00-11:00	Mon-Fri	K21	Good Morning	Rida Saiffee and Muhammad Yasir	0.03	4	0.2
13	09:00-11:00	Mon-Fri	ATV	Mehekti Morning	Sundas Khan	0.03	3	0.1
14	10:00-12:00	Mon-Fri	SUCH TV	Such Savera	Madiha Dawood	0.01	1	0.0
15	09:00-11:00	Mon-Fri	METRO ONE NEWS	Morning Delight	Dr Rafia Rafiq	0.01	1	0.0
16	11:00-12:00	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.00	0	0.0

COMMERCIAL AIRTIME SUMMARY | BY GENRE

Genre-wise Airtime Share%

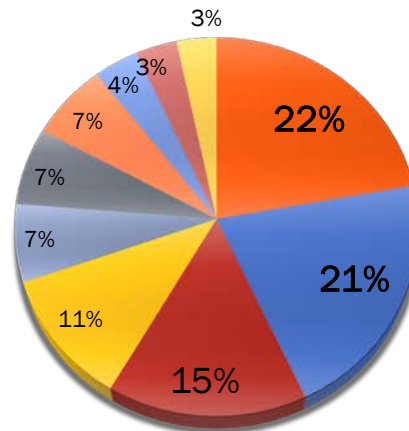


Highest CAT Share Going To News Channels

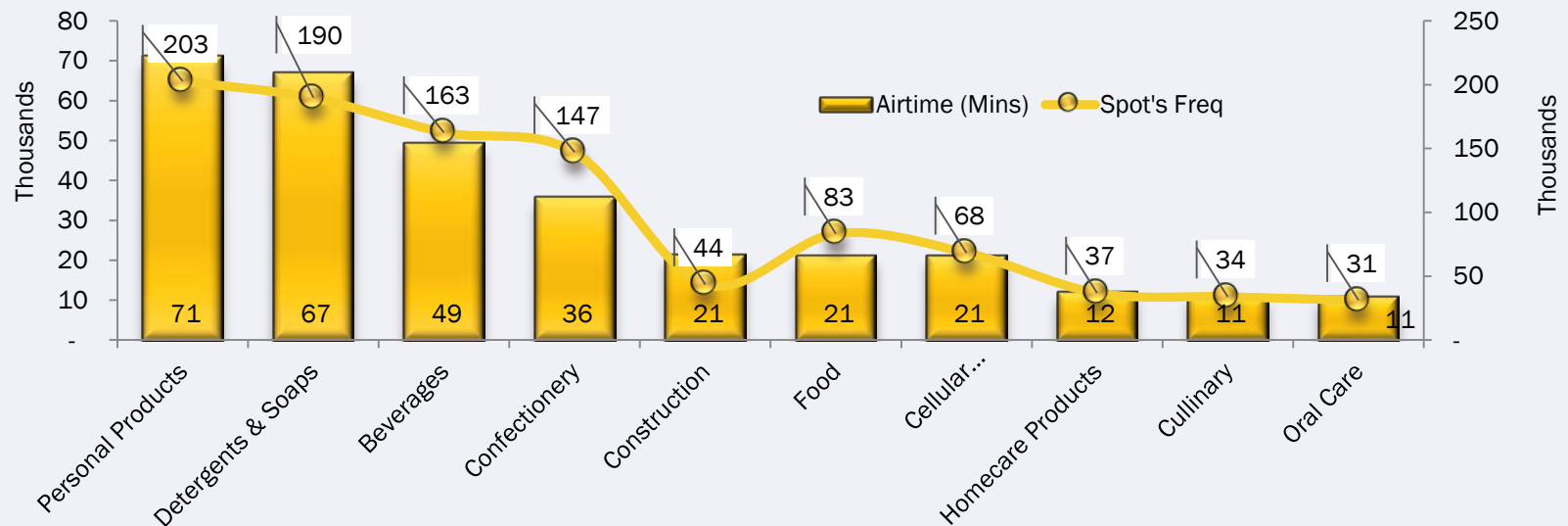
Please Note : Commercial Airtime Minutes are based on Spot TVCs only

TOP 10 CATEGORIES

Relative Share

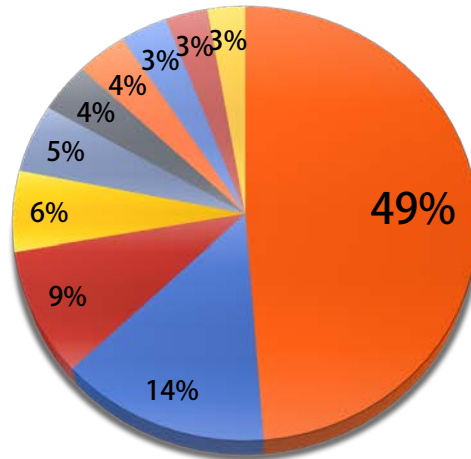


- Personal Products
- Beverages
- Construction
- Cellular Communication
- Cullinary
- Detergents & Soaps
- Confectionery
- Food
- Homecare Products
- Oral Care

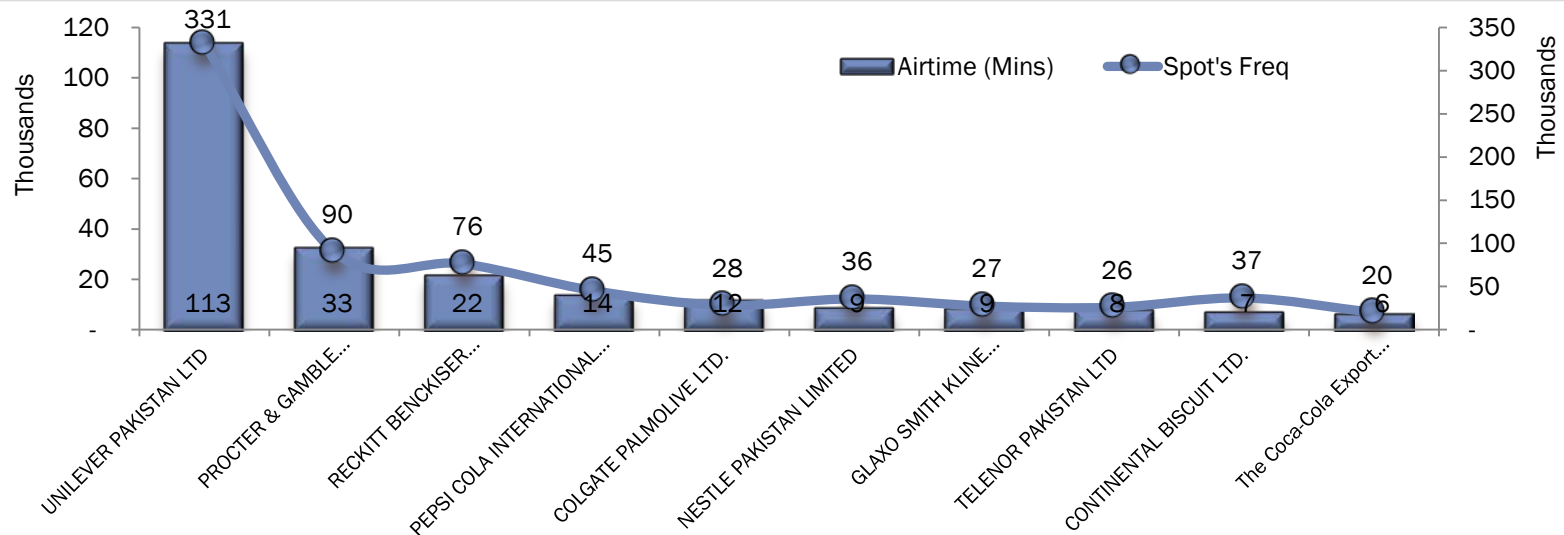


TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

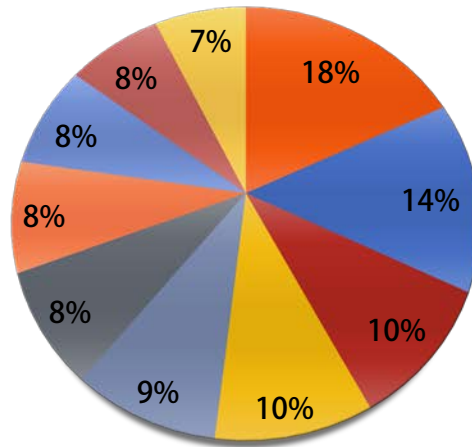


- UNILEVER PAKISTAN LTD
- PROCTER & GAMBLE PAKISTAN LTD
- RECKITT BENCKISER PAKISTAN LTD.
- PEPSI COLA INTERNATIONAL (PVT.) LTD.
- COLGATE PALMOLIVE LTD.
- NESTLE PAKISTAN LIMITED
- GLAXO SMITH KLINE PAKISTAN
- TELENOR PAKISTAN LTD
- CONTINENTAL BISCUIT LTD.
- The Coca-Cola Export Corporation

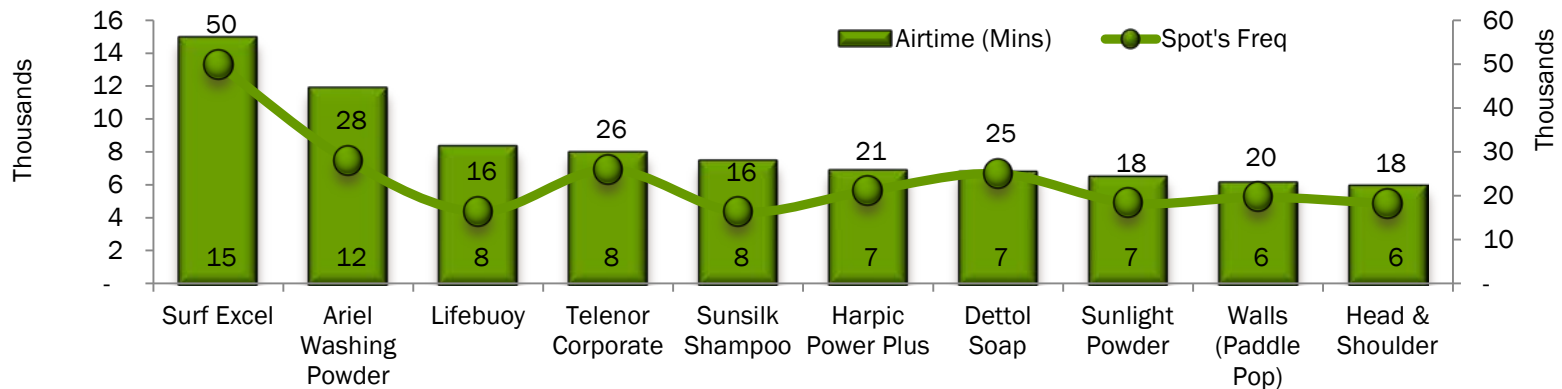


TOP 10 BRANDS

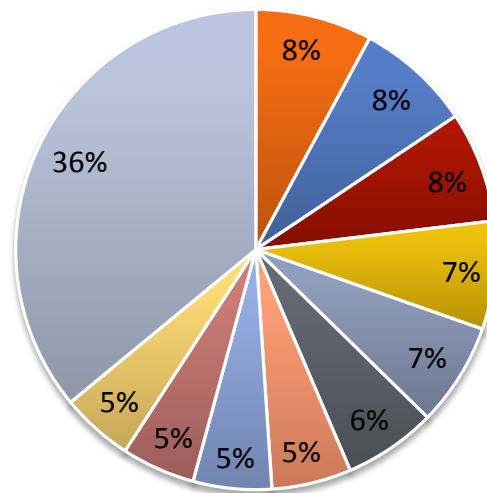
Relative Share



- Surf Excel
- Lifebuoy
- Sunsilk Shampoo
- Dettol Soap
- Walls (Paddle Pop)
- Ariel Washing Powder
- Telenor Corporate
- Harpic Power Plus
- Sunlight Powder
- Head & Shoulder

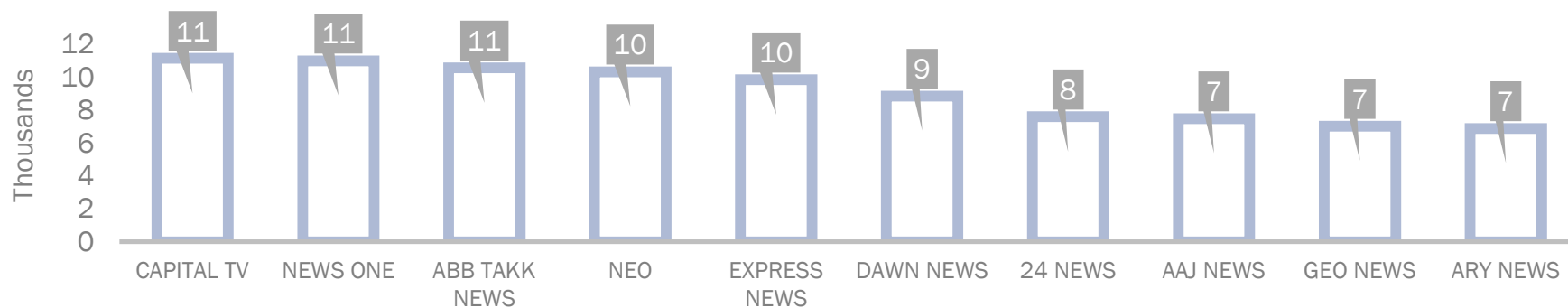


NEWS CHANNELS | CAT COMPARISON



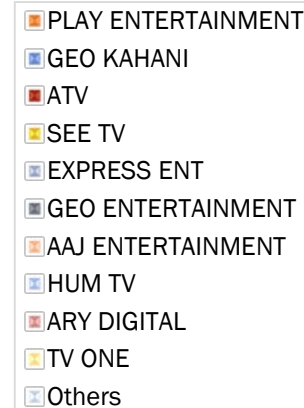
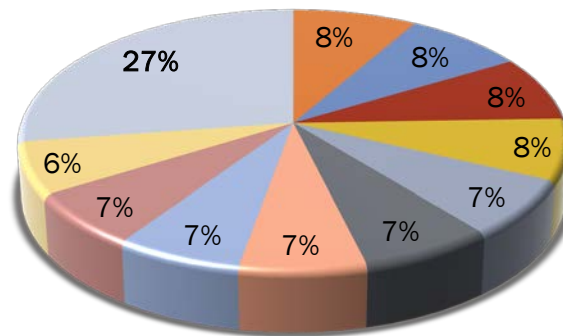
Relative Share%

CAT Minutes In Thousands

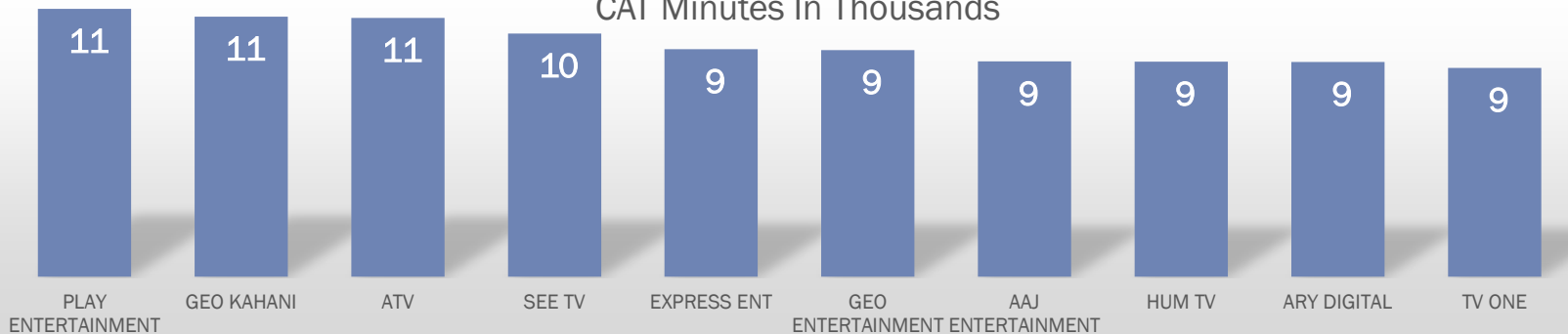


ENT CHANNELS | CAT COMPARISON

Relative Share

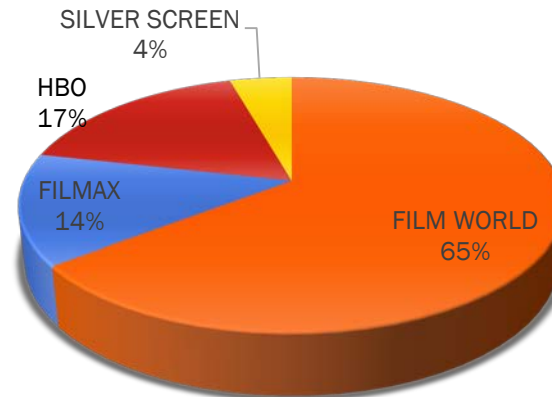


CAT Minutes In Thousands



MOVIE CHANNELS | CAT COMPARISON

Relative Share

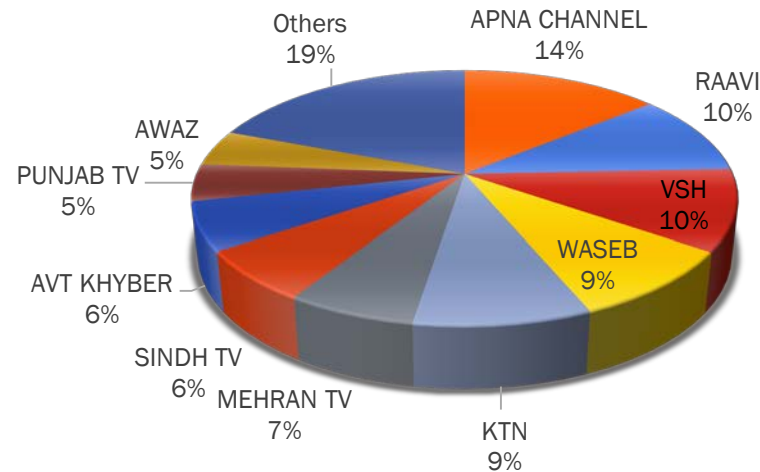


CAT (Minutes)

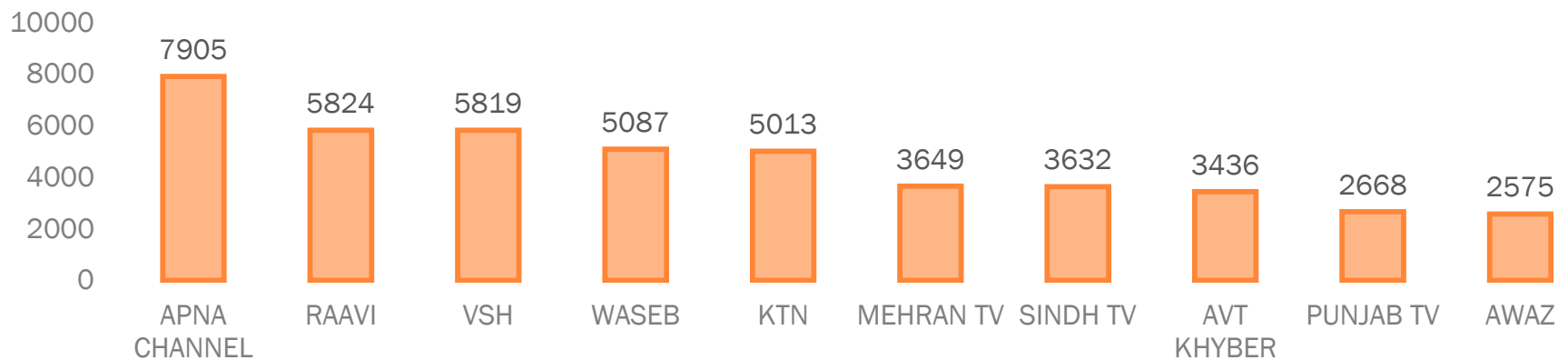


REGIONAL CHANNELS | CAT COMPARISON

Relative Share

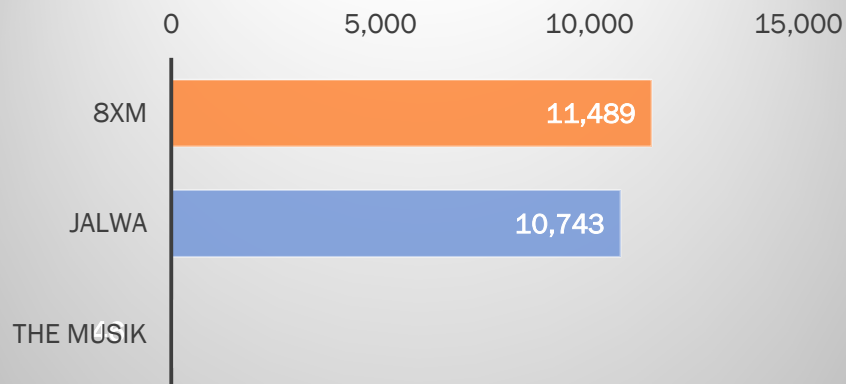


CAT (Minutes)

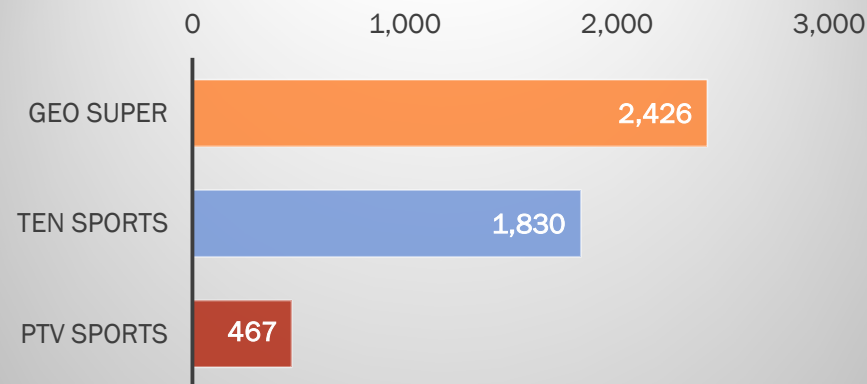


MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

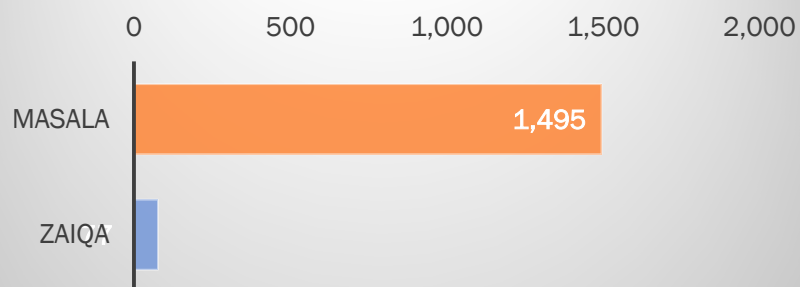
Music | CAT (Minutes)



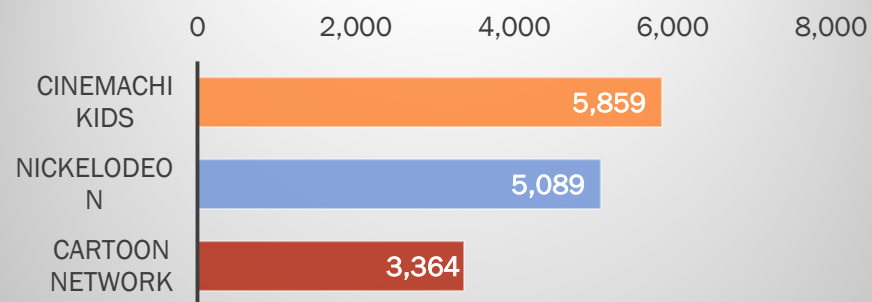
Sports | CAT (Minutes)



Food | CAT (Minutes)



Kids | CAT (Minutes)



Thank You-----😊