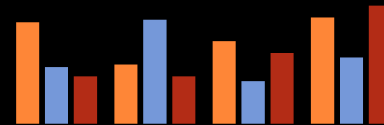
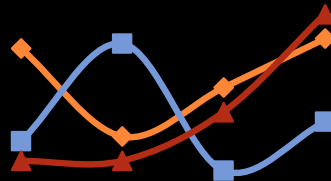


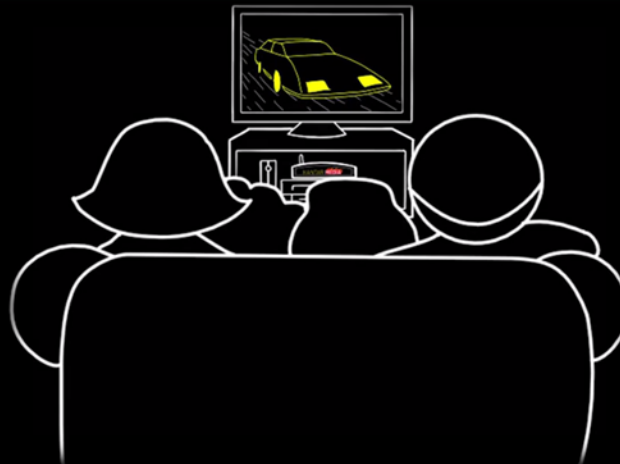
MEDIALOGIC MONTHLY REVIEW

DECEMBER 2017



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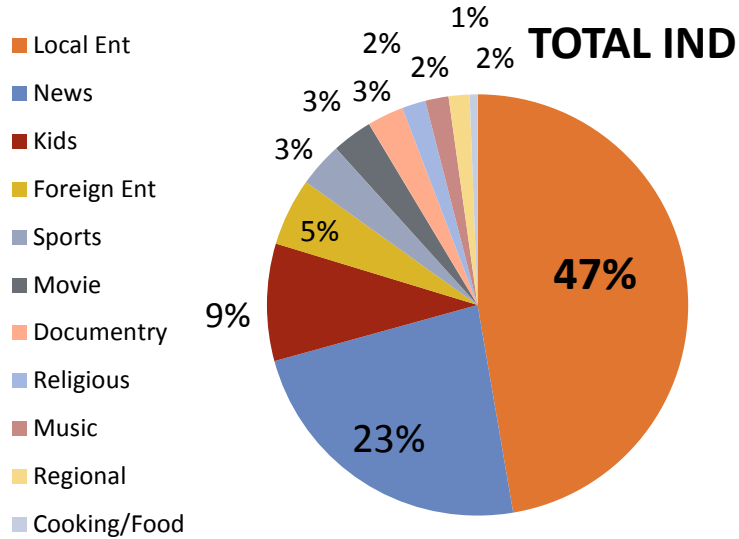
The Only Overnight TAM data providing Company in Pakistan.



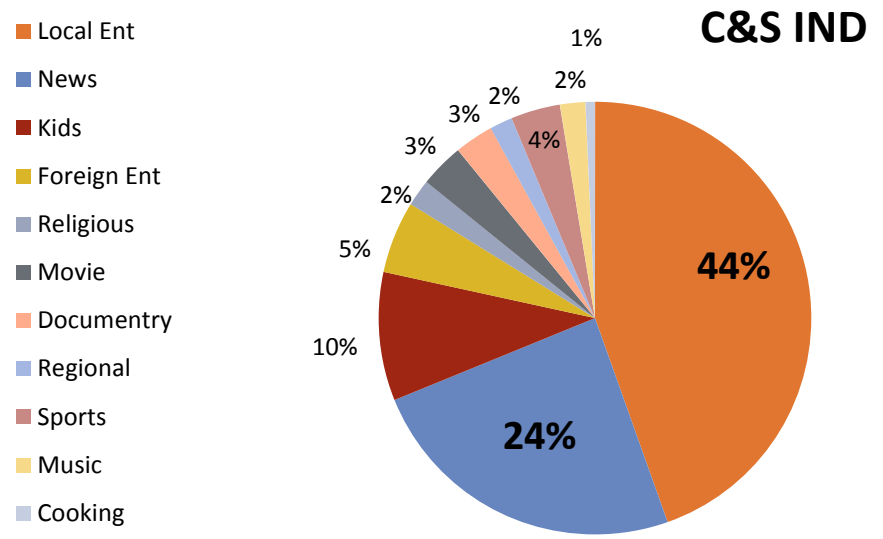
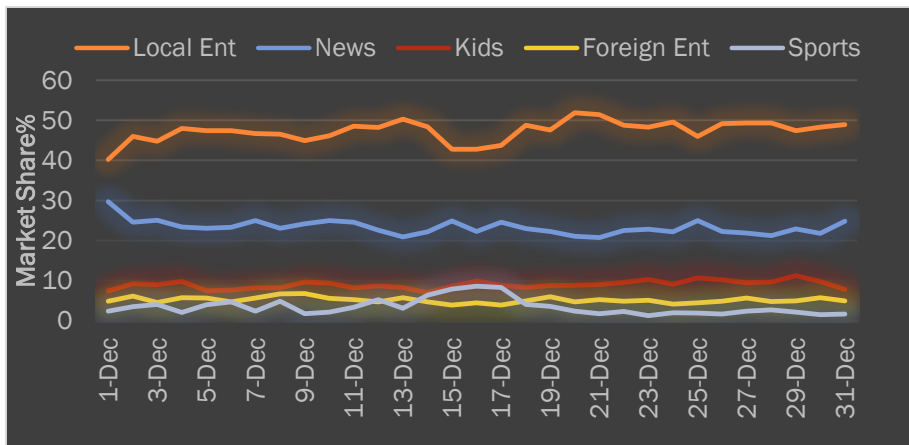
CONTENTS

Ratings	Slide #		Slide #
○Market Share% By Genre	3		
○Time Band Utilization	4		
○Target Group Share Ratings	5	CAT Comparison by Genre	27
○Top 15 channel Overall C&S Total Ind	6	Top 10 Categories	28
○Channel-wise Breakup by Genre	10	Top 10 Advertisers	29
○Top programs C&S Total Ind	21	Top 10 Brands	30
○Top 10 Talk Shows	23	Channel-wise Breakup By Genre	31
○Top Infotainment Shows	24		
○Top Morning Shows	25		

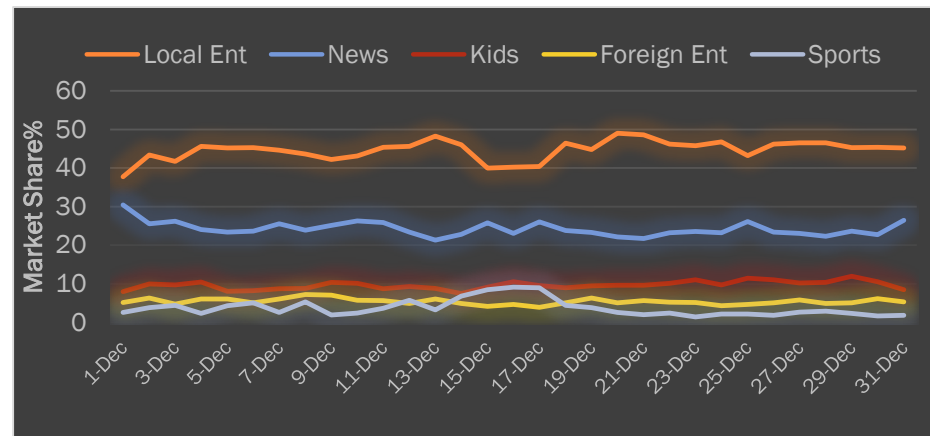
MARKET SHARE% | BY GENRE



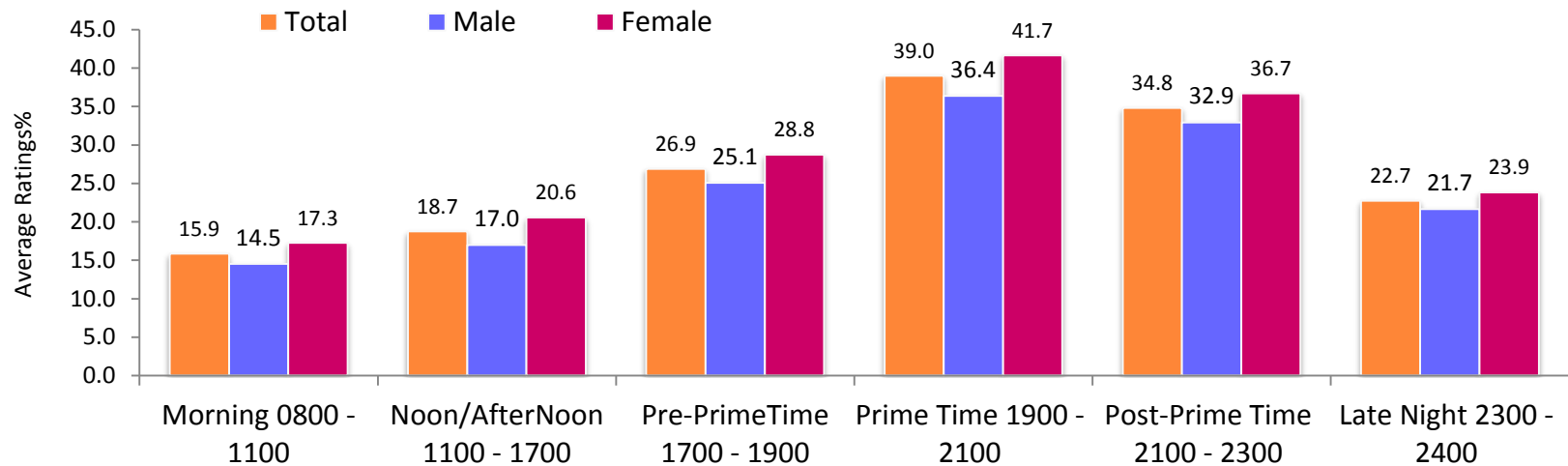
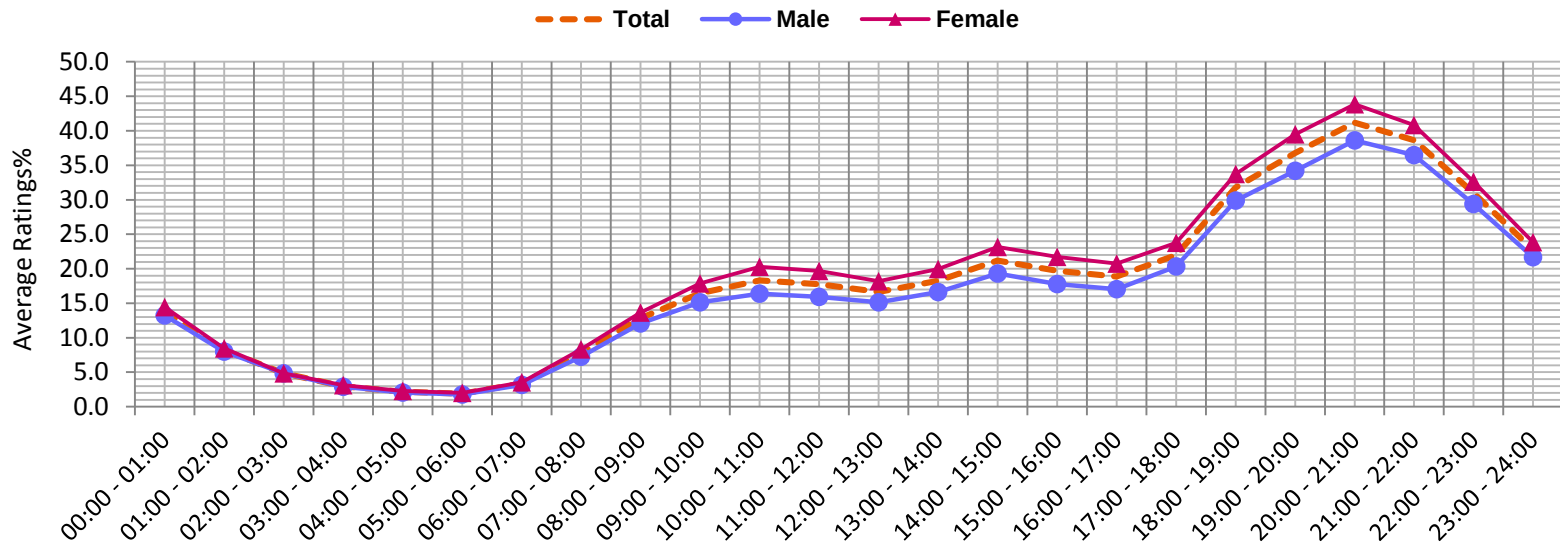
Day-wise Progression | Top (5) Genre



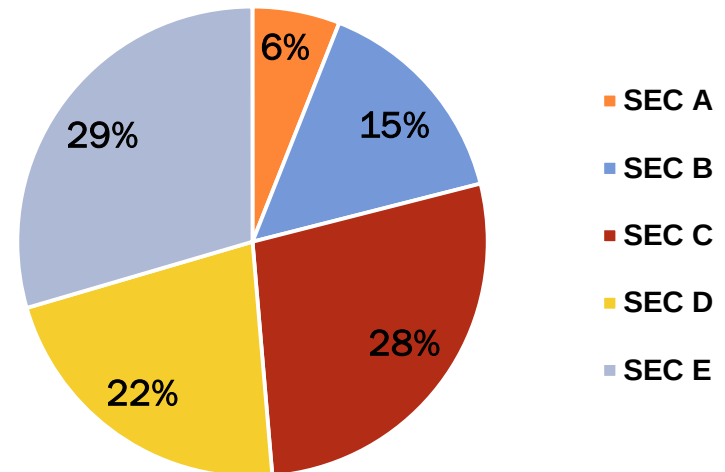
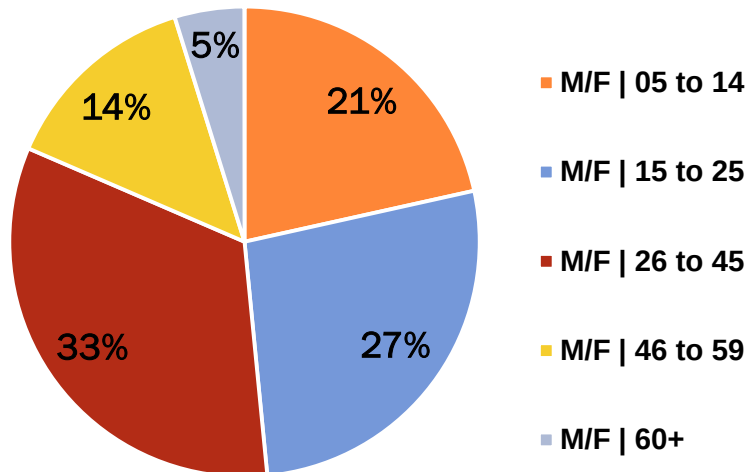
Day-wise Progression | Top (5) Genre



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

Total Ind

Dec.17

Rank	Channel Name	Ratings %
1	PTV HOME	1.39
2	ATV	1.33
3	ARY DIGITAL	0.58
4	HUM TV	0.54
5	GEO ENT	0.45
6	CARTOON NWK	0.39
7	PTV NEWS	0.36
8	GEO NEWS	0.35
9	FILMAZIA	0.34
10	DISNEY CHANNEL	0.31
11	A PLUS	0.26
12	EXPRESS NEWS	0.24
13	GEO KAHANI	0.23
14	ARY NEWS	0.23
15	URDU 1	0.21

C&S Ind

Dec.17

Rank	Channel Name	Ratings %
1	ARY DIGITAL	0.83
2	HUM TV	0.77
3	GEO ENT	0.64
4	CARTOON NWK	0.55
5	GEO NEWS	0.5
6	FILMAZIA	0.49
7	DISNEY CHANNEL	0.44
8	A PLUS	0.37
9	EXPRESS NEWS	0.34
10	GEO KAHANI	0.34
11	ARY NEWS	0.33
12	URDU 1	0.3
13	EXPRESS ENT	0.29
14	TV ONE	0.25
15	TEN SPORTS	0.24

TOP 15 CHANNEL OVERALL | PAKISTAN UPRAVN

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

Total Ind

Dec.17

Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.77
2	HUM TV	0.69
3	GEO ENT	0.58
4	CARTOON NWK	0.49
5	FILMAZIA	0.49
6	GEO NEWS	0.46
7	DISNEY CHANNEL	0.42
8	PTV HOME	0.4
9	ATV	0.4
10	GEO KAHANI	0.36
11	A PLUS	0.36
12	EXPRESS NEWS	0.31
13	ARY NEWS	0.3
14	URDU 1	0.29
15	EXPRESS ENT	0.27

C&S Ind

Dec.17

Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.83
2	HUM TV	0.75
3	GEO ENT	0.63
4	CARTOON NWK	0.53
5	FILMAZIA	0.52
6	GEO NEWS	0.5
7	DISNEY CHANNEL	0.45
8	GEO KAHANI	0.39
9	A PLUS	0.38
10	EXPRESS NEWS	0.33
11	ARY NEWS	0.32
12	URDU 1	0.31
13	EXPRESS ENT	0.29
14	TV ONE	0.27
15	TEN SPORTS	0.24

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	1.39	ARY DIGITAL	0.77	ARY DIGITAL	0.81	ARY DIGITAL	0.96	ATV	0.67	GEO KAHANI	1.23
2	ATV	1.33	HUM TV	0.69	GEO ENT	0.77	HUM TV	0.95	HUM TV	0.66	FILMAZIA	1.10
3	ARY DIGITAL	0.58	GEO ENT	0.58	HUM TV	0.66	DISNEY CHANNEL	0.92	ARY DIGITAL	0.65	PTV HOME	0.82
4	HUM TV	0.54	CARTOON NWK	0.49	CARTOON NWK	0.61	GEO NEWS	0.78	FILMAZIA	0.61	ARY DIGITAL	0.73
5	GEO ENT	0.45	FILMAZIA	0.49	GEO NEWS	0.44	CARTOON NWK	0.55	GEO ENT	0.50	ATV	0.67
6	CARTOON NWK	0.39	GEO NEWS	0.46	A PLUS	0.37	GEO ENT	0.45	DISNEY CHANNEL	0.43	GEO ENT	0.62
7	PTV NEWS	0.36	DISNEY CHANNEL	0.42	EXPRESS NEWS	0.37	PTV HOME	0.38	GEO KAHANI	0.42	TV ONE	0.60
8	GEO NEWS	0.35	PTV HOME	0.40	ARY NEWS	0.36	DUNYA NEWS	0.37	PTV HOME	0.41	URDU 1	0.59
9	FILMAZIA	0.34	ATV	0.40	TEN SPORTS	0.33	A PLUS	0.37	CARTOON NWK	0.36	EXPRESS ENT	0.53
10	DISNEY CHANNEL	0.31	GEO KAHANI	0.36	SAMAA	0.29	FILMAZIA	0.36	A PLUS	0.33	CARTOON NWK	0.53
11	A PLUS	0.26	A PLUS	0.36	STAR PLUS	0.28	8XM	0.35	GEO NEWS	0.31	PTV NEWS	0.49
12	EXPRESS NEWS	0.24	EXPRESS NEWS	0.31	EXPRESS ENT	0.27	TV ONE	0.33	ARY NEWS	0.31	EXPRESS NEWS	0.46
13	GEO KAHANI	0.23	ARY NEWS	0.30	PTV HOME	0.27	COLORS	0.31	URDU 1	0.29	GEO NEWS	0.46
14	ARY NEWS	0.23	URDU 1	0.29	COLORS	0.26	EXPRESS NEWS	0.27	EXPRESS NEWS	0.25	A PLUS	0.42
15	URDU 1	0.21	EXPRESS ENT	0.27	URDU 1	0.26	GEO KAHANI	0.27	EXPRESS ENT	0.21	HUM TV	0.39

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	0.83	ARY DIGITAL	0.83	ARY DIGITAL	0.84	ARY DIGITAL	1.01	HUM TV	0.73	GEO KAHANI	1.39
2	HUM TV	0.77	HUM TV	0.75	GEO ENT	0.79	HUM TV	1.00	ARY DIGITAL	0.72	FILMAZIA	1.24
3	GEO ENT	0.64	GEO ENT	0.63	HUM TV	0.68	DISNEY CHANNEL	0.96	FILMAZIA	0.68	ARY DIGITAL	0.82
4	CARTOON NWK	0.55	CARTOON NWK	0.53	CARTOON NWK	0.63	GEO NEWS	0.81	GEO ENT	0.55	GEO ENT	0.70
5	GEO NEWS	0.50	FILMAZIA	0.52	GEO NEWS	0.46	CARTOON NWK	0.57	DISNEY CHANNEL	0.48	TV ONE	0.68
6	FILMAZIA	0.49	GEO NEWS	0.50	A PLUS	0.38	GEO ENT	0.48	GEO KAHANI	0.47	URDU 1	0.66
7	DISNEY CHANNEL	0.44	DISNEY CHANNEL	0.45	EXPRESS NEWS	0.38	DUNYA NEWS	0.39	CARTOON NWK	0.40	EXPRESS ENT	0.60
8	A PLUS	0.37	GEO KAHANI	0.39	ARY NEWS	0.37	A PLUS	0.39	A PLUS	0.36	CARTOON NWK	0.59
9	EXPRESS NEWS	0.34	A PLUS	0.38	TEN SPORTS	0.34	FILMAZIA	0.38	GEO NEWS	0.34	EXPRESS NEWS	0.52
10	GEO KAHANI	0.34	EXPRESS NEWS	0.33	SAMAA	0.30	8XM	0.37	ARY NEWS	0.34	GEO NEWS	0.52
11	ARY NEWS	0.33	ARY NEWS	0.32	STAR PLUS	0.29	TV ONE	0.34	URDU 1	0.33	A PLUS	0.48
12	URDU 1	0.30	URDU 1	0.31	EXPRESS ENT	0.28	COLORS	0.32	EXPRESS NEWS	0.28	HUM TV	0.44
13	EXPRESS ENT	0.29	EXPRESS ENT	0.29	COLORS	0.27	EXPRESS NEWS	0.29	EXPRESS ENT	0.23	DUNYA NEWS	0.41
14	TV ONE	0.25	TV ONE	0.27	URDU 1	0.27	GEO KAHANI	0.29	DUNYA NEWS	0.21	NEWS ONE	0.39
15	TEN SPORTS	0.24	TEN SPORTS	0.24	FILMAZIA	0.24	EXPRESS ENT	0.28	SAMAA	0.18	SAMAA	0.35

ENTERTAINMENT CHANNELS – 24 HOURS

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

Total Ind			C&S Ind		
Dec.17			Dec.17		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.77	1	ARY DIGITAL	0.83
2	HUM TV	0.69	2	HUM TV	0.75
3	GEO ENTERTAINMENT	0.58	3	GEO ENTERTAINMENT	0.63
4	FILMAZIA	0.49	4	FILMAZIA	0.52
5	PTV HOME	0.40	5	GEO KAHANI	0.39
6	ATV	0.40	6	A PLUS	0.38
7	GEO KAHANI	0.36	7	URDU 1	0.31
8	A PLUS	0.36	8	EXPRESS ENTERTAINMENT	0.29
9	URDU 1	0.29	9	TV ONE	0.27
10	EXPRESS ENTERTAINMENT	0.27	10	Colors	0.20

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		
Dec.17			Dec.17		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	HUM TV	2.31	1	HUM TV	2.48
2	ARY DIGITAL	2.06	2	ARY DIGITAL	2.21
3	GEO ENTERTAINMENT	1.77	3	GEO ENTERTAINMENT	1.89
4	FILMAZIA	1.56	4	FILMAZIA	1.67
5	A PLUS	1.19	5	A PLUS	1.27
6	GEO KAHANI	1.08	6	GEO KAHANI	1.16
7	PTV HOME	1.07	7	URDU 1	0.83
8	ATV	1.07	8	EXPRESS ENTERTAINMENT	0.59
9	URDU 1	0.77	9	Colors	0.48
10	EXPRESS ENTERTAINMENT	0.55	10	TV One	0.43

TOP NEWS CHANNELS - 24 HOURS

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

Total Ind		
Dec.17		
Rank	Channel Name	Ratings%
1	GEO NEWS	0.46
2	EXPRESS NEWS	0.31
3	ARY NEWS	0.30
4	DUNYA NEWS	0.22
5	SAMAA	0.21
6	NEWS ONE	0.14
7	AAJ NEWS	0.12
8	NINETY 2 NEWS	0.12
9	DAWN NEWS	0.11
10	PTV NEWS	0.10

C&S Ind		
Dec.17		
Rank	Channel Name	Ratings%
1	GEO NEWS	0.50
2	EXPRESS NEWS	0.33
3	ARY NEWS	0.32
4	DUNYA NEWS	0.23
5	SAMAA	0.22
6	NEWS ONE	0.15
7	AAJ NEWS	0.13
8	NINETY 2 NEWS	0.13
9	DAWN NEWS	0.12
10	ABB TAKK	0.10



TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

GEO News is on top during prime time followed by Express News

Total Ind

Dec.17

Rank	Channel Name	Ratings%
1	GEO NEWS	0.95
2	EXPRESS NEWS	0.54
3	ARY NEWS	0.54
4	DUNYA NEWS	0.52
5	SAMAA	0.42
6	NEWS ONE	0.27
7	AAJ NEWS	0.24
8	NINETY 2 NEWS	0.23
9	DAWN NEWS	0.17
10	24 NEWS	0.16

C&S Ind

Dec.17

Rank	Channel Name	Ratings%
1	GEO NEWS	1.02
2	EXPRESS NEWS	0.58
3	ARY NEWS	0.58
4	DUNYA NEWS	0.56
5	SAMAA	0.45
6	NEWS ONE	0.29
7	AAJ NEWS	0.26
8	NINETY 2 NEWS	0.25
9	DAWN NEWS	0.18
10	24 NEWS	0.17



MUSIC CHANNELS

Rank	Channel Name	TRPs	Relative Share%
1	8XM	233	71%
2	JALWA	87	27%
3	ARY MUSIK	6.2	2%

8XM*

Captures the 1st position as
the most watched music
channel with 71% share in
music Genre



Total Ind

Dec.17

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	255	58%
2	GEO SUPER	121	28%
3	PTV SPORTS	61	14%
	GRAND TOTAL	436	100%

C&S Ind

Dec.17

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	364	58%
2	GEO SUPER	173	28%
3	PTV SPORTS	86	14%
	GRAND TOTAL	623	100%

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

SPORTS



Total Ind			
Dec.17			
Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	339	58%
2	GEO SUPER	166	28%
3	PTV SPORTS	79	14%
	GRAND TOTAL	585	100%
C&S Ind			
Dec.17			
Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	364	58%
2	GEO SUPER	178	28%
3	PTV SPORTS	85	14%
	GRAND TOTAL	627	100%

TEN SPORTS 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

Dec.17		
Rank	Channel Name	Ratings%
1	FILM WORLD	0.16
2	FILMAX	0.06
3	HBO	0.06
4	WB	0.03
5	SILVER SCREEN	0.03
6	RAAVI TV	0.02
7	AXN	0.02
8	STAR MOVIES	0.01
9	STAR LITE TV	0.00

Prime Time | 20.00-00.00 | C&S Ind

Dec.17		
Rank	Channel Name	Ratings%
1	FILM WORLD	0.44
2	FILMAX	0.14
3	HBO	0.11
4	SILVER SCREEN	0.11
5	WB	0.09
6	RAAVI TV	0.06
7	AXN	0.03
8	STAR MOVIES	0.01
9	STAR LITE TV	0.00

FOOD CHANNELS

C&S Ind

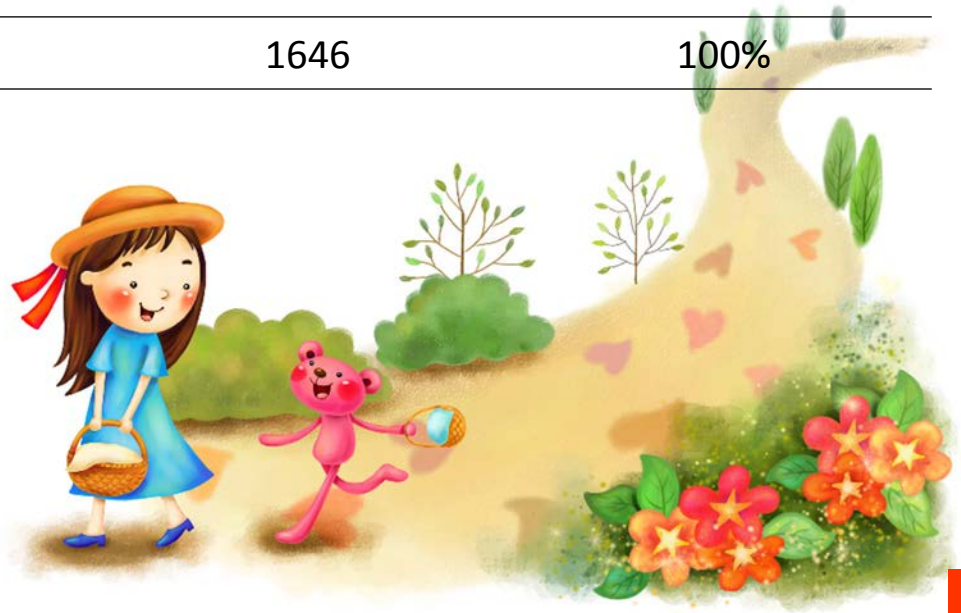
Dec-17

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	112	100%
..	Grand Total	112	100%



Cartoon NWK Holds 48% Of Kids Channels Viewership

Rank	Channel	TRPs	Relative Share%
1	CARTOON NWK	784	48%
2	DISNEY CHANNEL	669	41%
3	POGO	103	6%
4	NICKELODEON	81	5%
5	CINEMACHI KIDS	9	1%
....	Grand Total	1646	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	0.103	KTN	0.165	AVT KHYBER	0.290	PASHTO 1	0.072
2	KTN	0.067	KAY2	0.013	SINDH TV	0.060	PASHTO 1	0.227	PTV BOLAN	0.059
3	SINDH TV	0.025	PUNJAB TV	0.009	APNA CHANNEL	0.049	AVT KHYBER NEWS	0.196	AVT KHYBER	0.050
4	AVT KHYBER	0.024	PTV NATIONAL	0.008	AWAZ	0.037	ARUJ TV	0.166	ARUJ TV	0.036
5	ARUJ TV	0.022	ARUJ TV	0.007	KASHISH	0.035	MASHRAQ TV	0.112	APNA CHANNEL	0.018
6	PASHTO 1	0.019	WASEB	0.006	KTN NEWS	0.035	PTV NATIONAL	0.026	WASEB	0.010
7	KASHISH	0.015	AVT KHYBER	0.005	SINDH TV NEWS	0.032	APNA CHANNEL	0.019	VSH NEWS	0.008
8	AWAZ	0.015	PASHTO 1	0.004	DHARTI TV	0.029	KAY2	0.015	AVT KHYBER NEWS	0.007
9	AVT KHYBER NEWS	0.015	AVT KHYBER NEWS	0.003	MEHRAN TV	0.026	SINDH TV NEWS	0.002	KASHISH	0.006
10	KTN NEWS	0.014	SINDH TV	0.002	ARUJ TV	0.016	KASHISH	0.002	KTN	0.005
11	SINDH TV NEWS	0.014	SINDH TV NEWS	0.002	AVT KHYBER	0.005	DHARTI TV	0.002	KAY2	0.005
12	DHARTI TV	0.012	KTN	0.002	PASHTO 1	0.003	KTN	0.001	PUNJAB TV	0.004
13	MEHRAN TV	0.011	KASHISH	0.001	MASHRAQ TV	0.002	PUNJAB TV	0.001	SINDH TV	0.002
14	MASHRAQ TV	0.009	PTV BOLAN	0.001	PTV BOLAN	0.002	SINDH TV	0.001	AWAZ	0.002
15	KAY2	0.008	MASHRAQ TV	0.001	PTV NATIONAL	0.002	MEHRAN TV	0.001	SINDH TV NEWS	0.002
16	PTV NATIONAL	0.006	VSH NEWS	0.001	KAY2	0.001	PTV BOLAN	0.001	PTV NATIONAL	0.001
17	PUNJAB TV	0.005	AWAZ	0.001	WASEB	0.001	WASEB	0.000	MASHRAQ TV	0.001
18	WASEB	0.004	DHARTI TV	0.000	VSH NEWS	0.001	VSH NEWS	0.000	MEHRAN TV	0.001
19	PTV BOLAN	0.002	MEHRAN TV	0.000	PUNJAB TV	0.001	KTN NEWS	0.000	DHARTI TV	0.001
20	VSH NEWS	0.001	KTN NEWS	0.000	AVT KHYBER NEWS	0.000	AWAZ	0.000	KTN NEWS	0.000

TOP PROGRAMS | OVERALL

Geo Ent' Khani hits 6.52 ratings 18th Dec 2017

Top Programs | Total Individuals

December-17

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	18-Dec-17	GEO ENT	Khani	6.52	3,003	13.10
2	13-Dec-17	ARY DIGITAL	Aisi Hai Tanhai	5.60	2,582	12.30
3	5-Dec-17	HUM TV	Alif Allah Aur Insan	5.54	2,550	12.00
4	25-Dec-17	ARY DIGITAL	BulBulay	5.06	2,331	10.20
5	23-Dec-17	HUM TV	Khamoshi	5.03	2,315	11.30
6	4-Dec-17	HUM TV	Naseebo Jali	4.93	2,269	11.90
7	5-Dec-17	HUM TV	Thori Si Wafa	4.57	2,105	10.40
8	30-Dec-17	FILMAZIA	Nagin 2	4.51	2,076	9.40
9	7-Dec-17	HUM TV	Daldal	4.11	1,894	8.70
10	22-Dec-17	ARY DIGITAL	Jeeto Pakistan	3.57	1,646	8.00

TOP PROGRAMS | C & S

Geo Ent' Khani Hits 6.99 Ratings on 18th Dec 2017

Top Programs | C&S Individuals

December-17

Rank	Date	Channel	Program Title	Ratings%	Ratings*000"	Market Share
1	18-Dec-17	GEO ENT	Khani	6.99	3,003	14.10
2	13-Dec-17	ARY DIGITAL	Aisi Hai Tanhai	6.01	2,582	12.80
3	5-Dec-17	HUM TV	Alif Allah Aur Insan	5.94	2,550	12.70
4	25-Dec-17	ARY DIGITAL	BulBulay	5.43	2,331	10.90
5	23-Dec-17	HUM TV	Khamoshi	5.39	2,315	12.00
6	4-Dec-17	HUM TV	Naseebo Jali	5.28	2,269	12.60
7	5-Dec-17	HUM TV	Thori Si Wafa	4.90	2,105	11.10
8	30-Dec-17	FILMAZIA	Nagin 2	4.83	2,076	10.00
9	7-Dec-17	HUM TV	Daldal	4.41	1,894	9.20
10	22-Dec-17	ARY DIGITAL	Jeeto Pakistan	3.83	1,646	8.60



Current Affairs Talk Shows | C&S Ind

Dec.17

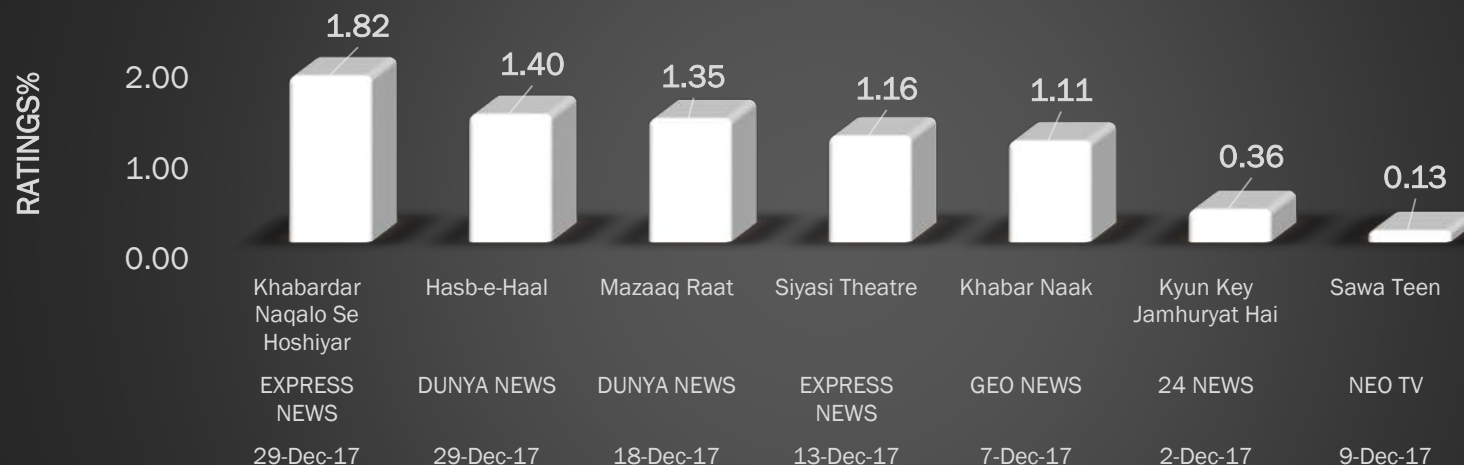
Rank	Date	Channel	Program Title	Host	Rtg% [Net]	Rtg(000) [Net]	Share [TTV]
1	01.Dec.17	GEO NEWS	Lekin	Rabia Anum	1.43	613.00	3.50
2	05.Dec.17	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	Shahzaib	1.40	601.00	4.00
3	01.Dec.17	NINETY 2 NEWS	Views With Malick	Malick	1.29	552.00	2.80
4	18.Dec.17	ARY NEWS	The Reporters	Sami Ibrahim	1.27	544.00	3.10
5	12.Dec.17	ARY NEWS	Off The Record	Kashif Abbasi	1.26	540.00	2.90
6	29.Dec.17	GEO NEWS	Naya Pakistan	Talat Hussain	1.25	537.00	3.00
7	13.Dec.17	GEO NEWS	Capital Talk	Hamid Mir	1.24	531.00	2.70
9	20.Dec.17	ARY NEWS	Power Play	Arshad Shareef	1.22	523.00	3.50
8	25.Dec.17	SAMAA	Khara Such	Mubashir Luqman	1.21	521.00	4.20
10	02.Dec.17	GEO NEWS	Jirga	Saleem Safi	1.16	498.00	3.40

GEO NEWS' Lekin is on Top amongst talk shows during Dec 2017

INFOTAINMENT SHOWS

Express News' Khabardar is on top followed Hasb-e-Haal

Date	CHANNEL	Title	Rtg% [Net]	Rtg(000) [Net]	Share [TTV]
29-Dec-17	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	1.82	783	7.1
29-Dec-17	DUNYA NEWS	Hasb-e-Haal	1.40	602	5.7
18-Dec-17	DUNYA NEWS	Mazaaq Raat	1.35	582	5
13-Dec-17	EXPRESS NEWS	Siyasi Theatre	1.16	500	4.7
7-Dec-17	GEO NEWS	Khabar Naak	1.11	476	4.5
2-Dec-17	24 NEWS	Kyun Key Jamhuryat Hai	0.36	154	1
9-Dec-17	NEO TV	Sawa Teen	0.13	54	0.4



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	Program Name	Host	R %	R T	MS
1	09:00-11:30	Mon-Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.91	120	4.5
2	09:00-11:00	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.89	117	4.4
3	09:00-11:00	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	0.84	111	4.2
4	09:00-11:00	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Amir Shah	0.51	67	2.5
5	09:00-11:00	Mon-Fri	ATV	Mehekti Morning	Sundas Khan	0.46	61	2.3
6	09:00-11:00	Mon-Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.43	57	2.1
7	09:00-11:00	Mon-Fri	ARY NEWS	The Morning show	Sanam Baloch	0.40	52	2.0
8	09:00-11:00	Mon-Fri	DAWN NEWS	Chai Toast Aur Host	Anoushey Ashraf	0.28	37	1.4
9	09:00-11:00	Mon-Fri	SAMAA	Subha Savaray Samaa Kay Sath	Madiha Naqvi	0.21	28	1.1
10	09:00-11:00	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.17	23	0.9
11	09:00-11:00	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Sheikh & Anum Kazmi	0.15	20	0.8
12	09:00-11:00	Mon-Fri	SEE TV	Sunrise from Istanbul	Maria Wasti	0.03	4	0.1
13	10:00-12:00	Mon-Fri	SUCH TV	Such Savera	Madiha Dawood	0.02	2	0.1
14	11:00-12:00	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.01	2	0.1
15	09:00-11:00	Mon-Fri	METRO 1 NEWS	Morning Delight	Dr. Rafia	0.01	1	0.1
16	09:00-11:00	Mon-Fri	K21	Good Morning	Rida Saifee and Muhammad Yasir	1.00	0	

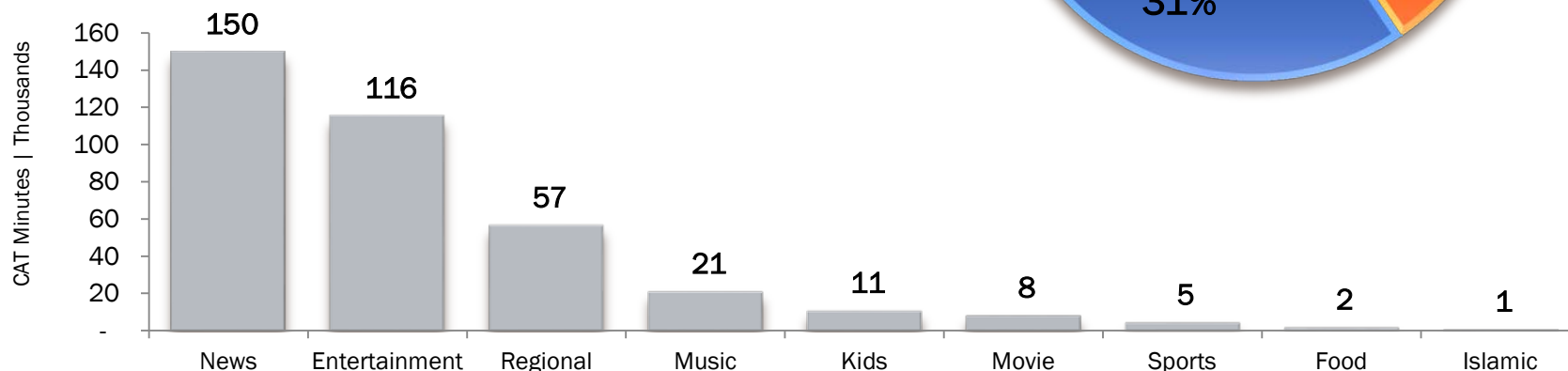
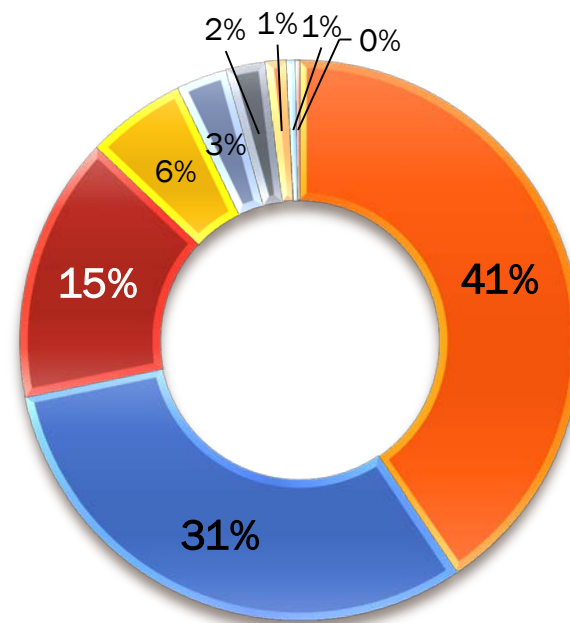
MORNING SHOWS | FEMALE 15-45 C&S

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	Program Name	Host	R %	R T	MS
1	09:00-11:30	Mon-Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	0.98	120	4.8
2	09:00-11:00	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.96	117	4.7
3	09:00-11:00	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	0.91	111	4.5
4	09:00-11:00	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Amir Shah	0.55	67	2.7
5	09:00-11:00	Mon-Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.46	57	2.3
6	09:00-11:00	Mon-Fri	ARY NEWS	The Morning show	Sanam Baloch	0.43	52	2.1
7	09:00-11:00	Mon-Fri	DAWN NEWS	Chai Toast Aur Host	Anoushey Ashraf	0.30	37	1.5
8	09:00-11:00	Mon-Fri	SAMAA	Subha Savaray Samaa Kay Sath	Madiha Naqvi	0.23	28	1.1
9	09:00-11:00	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.19	23	0.9
10	09:00-11:00	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Sheikh & Anum Kazmi	0.17	20	0.8
11	09:00-11:00	Mon-Fri	ATV	Mehekti Morning	Sundas Khan	0.05	6	0.2
12	09:00-11:00	Mon-Fri	SEE TV	Sunrise from Istanbul	Maria Wasti	0.03	4	0.1
13	10:00-12:00	Mon-Fri	SUCH TV	Such Savera	Madiha Dawood	0.02	2	0.1
14	11:00-12:00	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.01	2	0.1
15	09:00-11:00	Mon-Fri	METRO 1 NEWS	Morning Delight	Dr. Rafia	0.01	1	0.1
16	09:00-11:00	Mon-Fri	K21	Good Morning	Rida Saifee and Muhammad Yasir	0.01	1	0.0

COMMERCIAL AIRTIME SUMMARY | BY GENRE

Genre-wise Airtime Share%

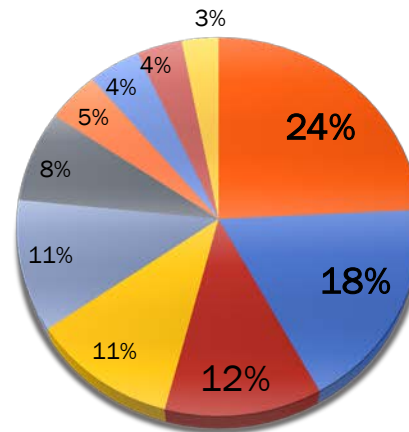


Highest CAT Share Going To News Channels

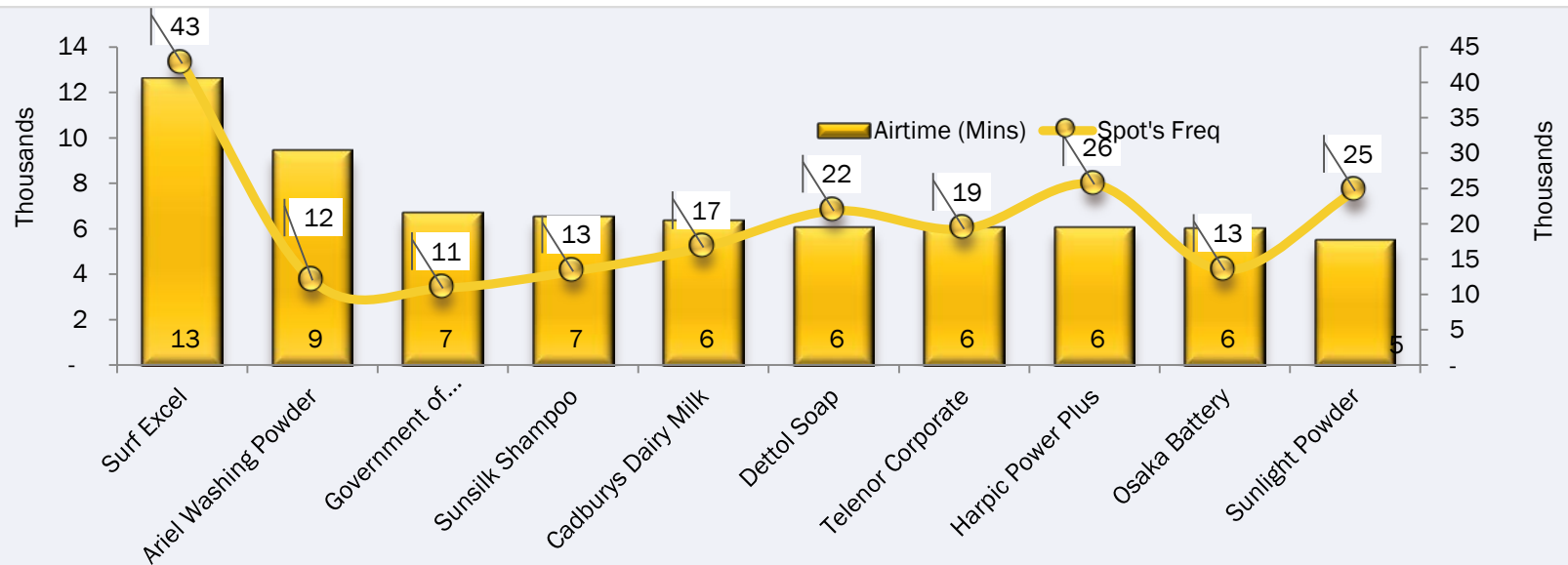
Please Note : Commercial Airtime Minutes are based on Spot TVCs only

TOP 10 CATEGORIES

Relative Share

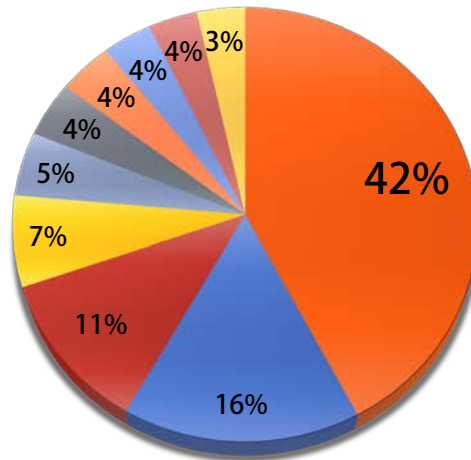


- Personal Products
- Detergents & Soaps
- Confectionery
- Construction
- Beverages
- Cellular Communication
- Cullinary
- Homecare Products
- Oral Care
- Government

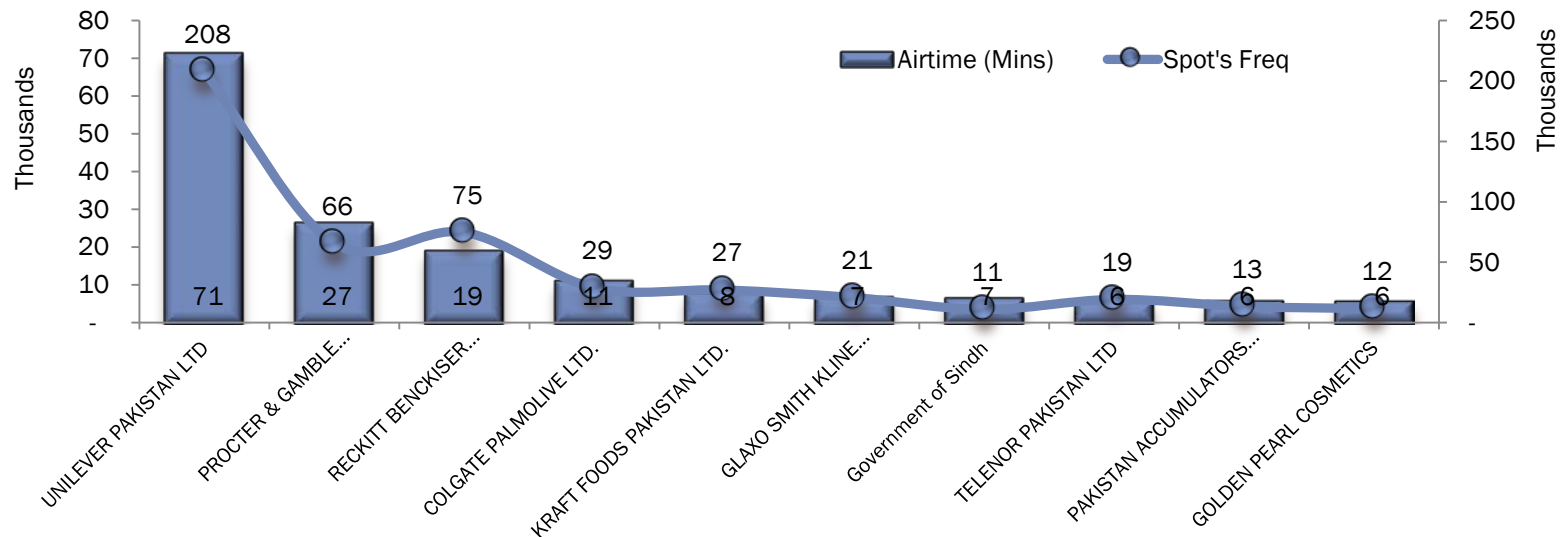


TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

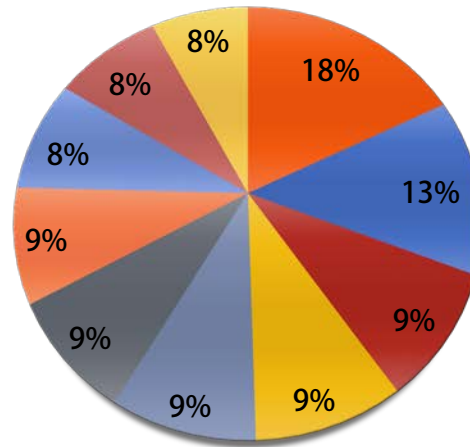


- UNILEVER PAKISTAN LTD
- PROCTER & GAMBLE PAKISTAN LTD
- RECKITT BENCKISER PAKISTAN LTD.
- COLGATE PALMOLIVE LTD.
- KRAFT FOODS PAKISTAN LTD.
- GLAXO SMITH KLINE PAKISTAN
- Government of Sindh
- TELENOR PAKISTAN LTD
- PAKISTAN ACCUMULATORS (PVT.) LIMITED (PAL)
- GOLDEN PEARL COSMETICS

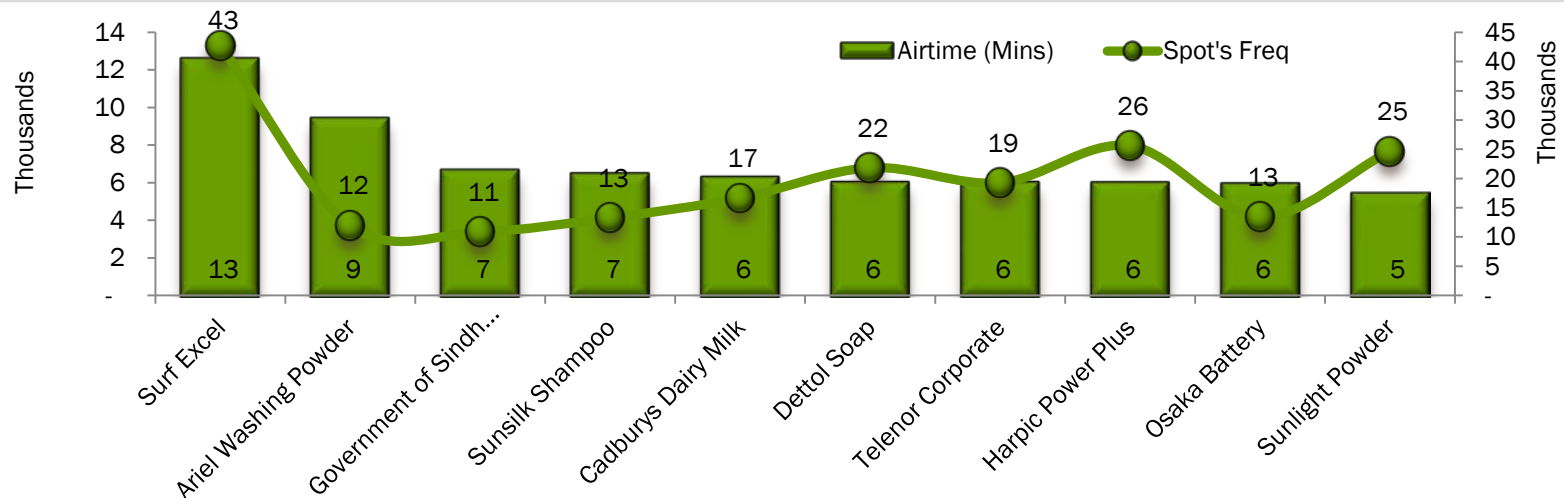


TOP 10 BRANDS

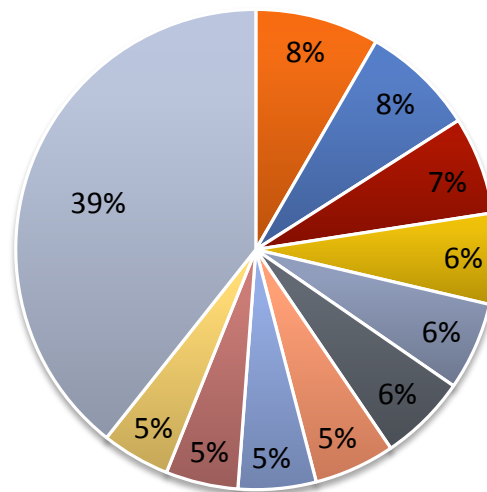
Relative Share



- Surf Excel
- Ariel Washing Powder
- Government of Sindh (Sindh)
- Sunsilk Shampoo
- Cadburys Dairy Milk
- Dettol Soap
- Telenor Corporate
- Harpic Power Plus
- Osaka Battery
- Sunlight Powder

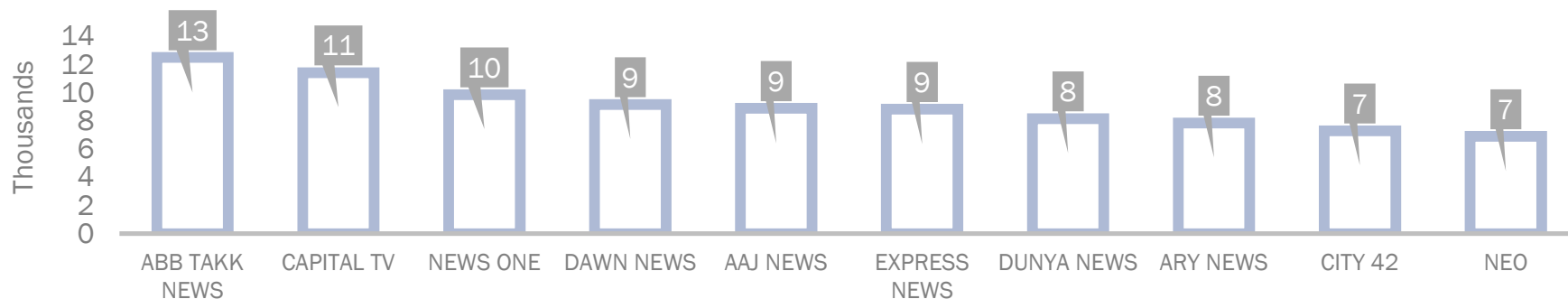


NEWS CHANNELS | CAT COMPARISON



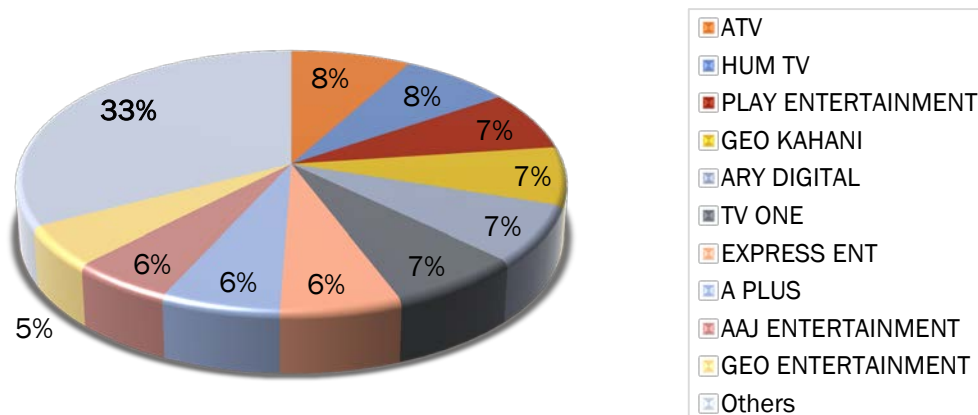
Relative Share%

CAT Minutes In Thousands

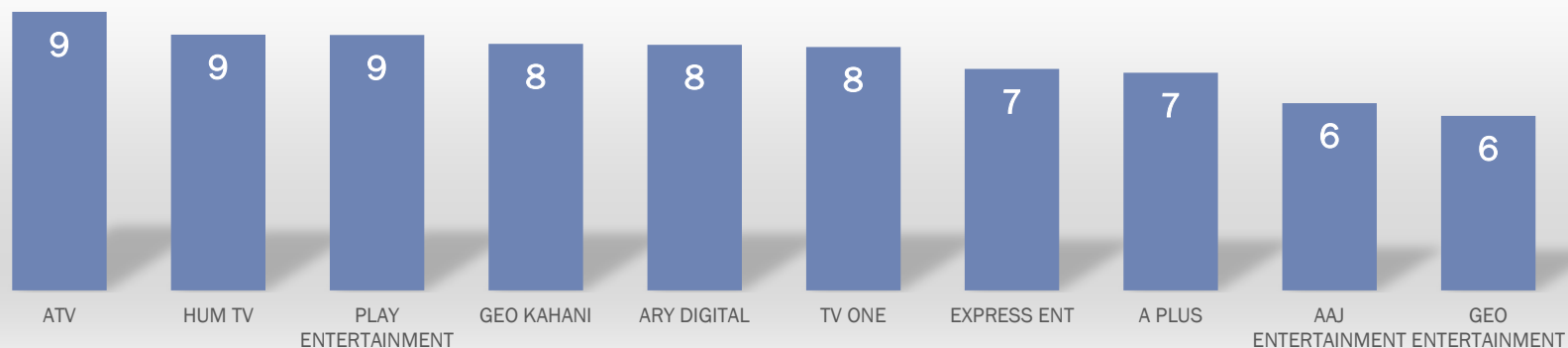


ENT CHANNELS | CAT COMPARISON

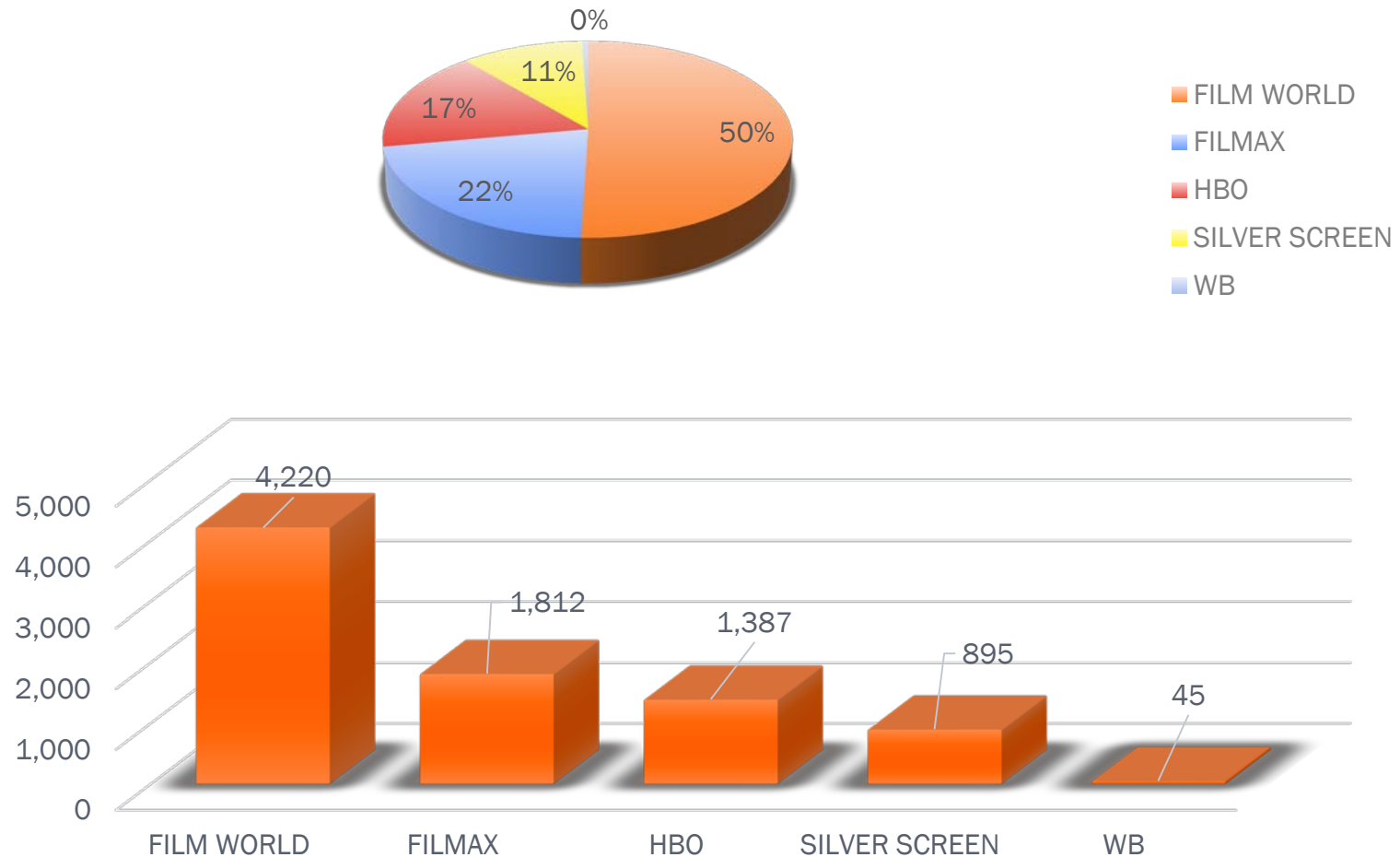
Relative Share



CAT Minutes In Thousands

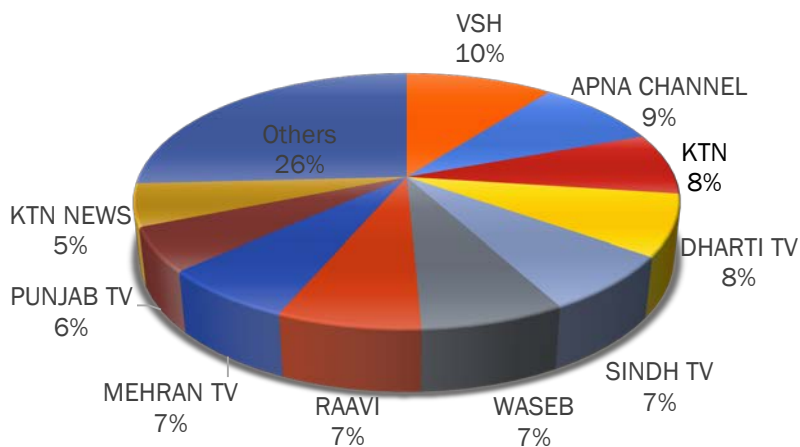


MOVIE CHANNELS | CAT COMPARISON

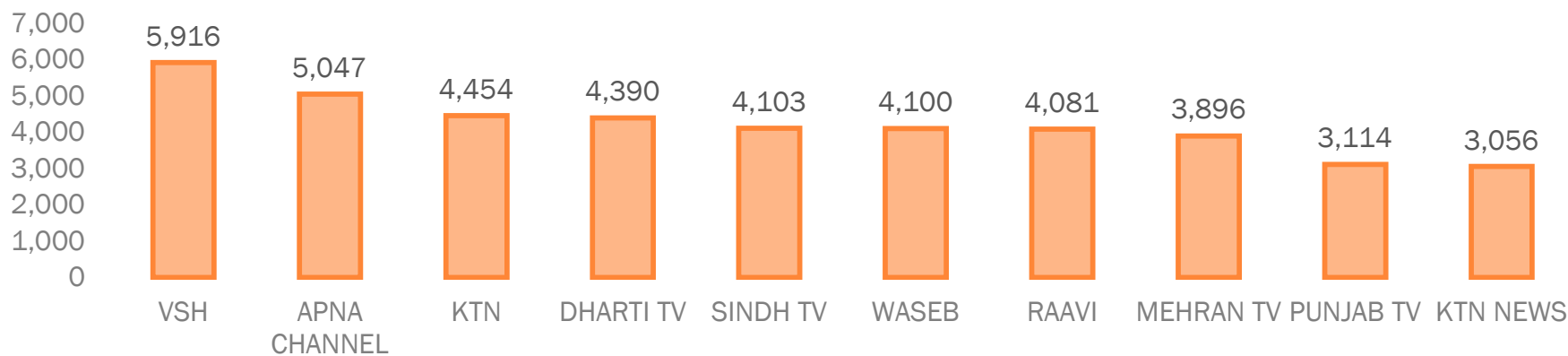


REGIONAL CHANNELS | CAT COMPARISON

Relative Share

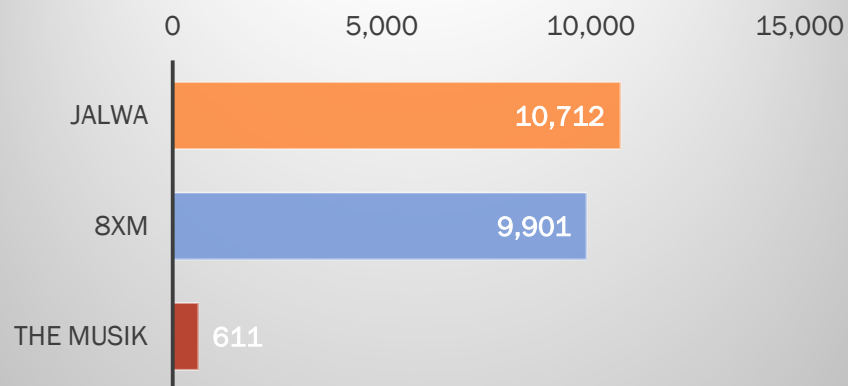


CAT (Minutes)

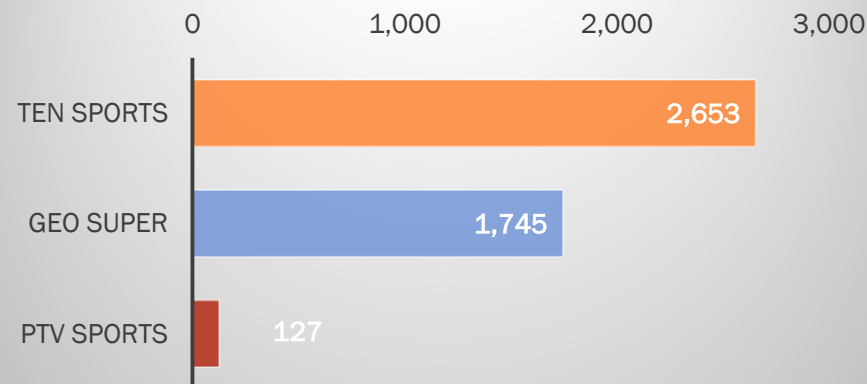


MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

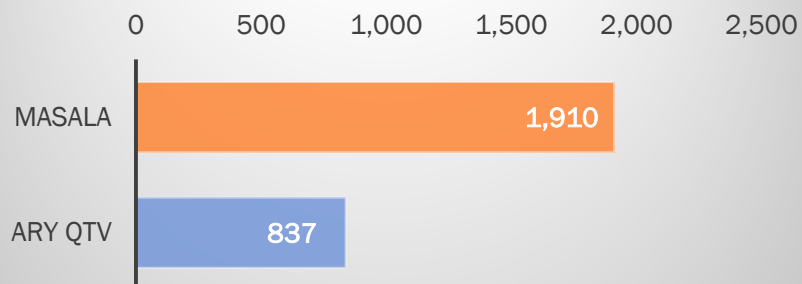
Music | CAT (Minutes)



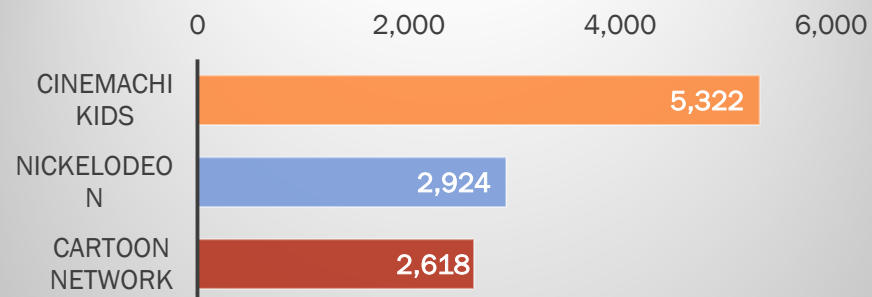
Sports | CAT (Minutes)



Food | CAT (Minutes)



Kids | CAT (Minutes)



Thank You-----😊