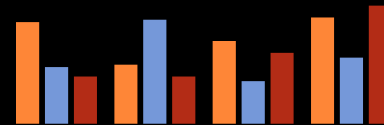
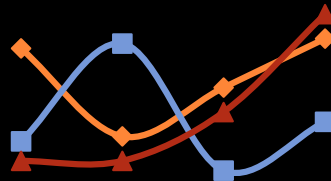
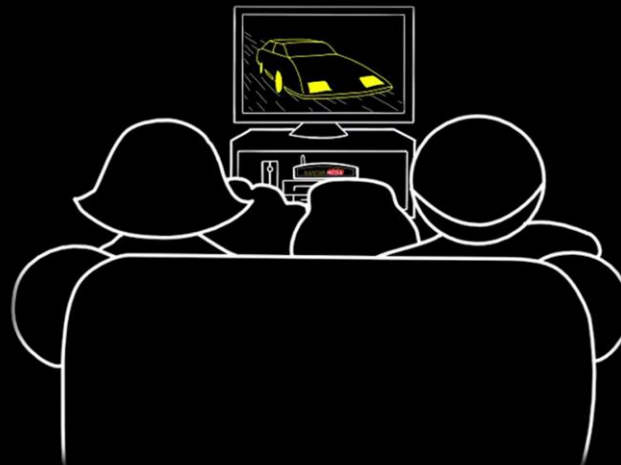


MEDIALOGIC MONTHLY REVIEW July 2017



medialogic **KANTAR MEDIA**

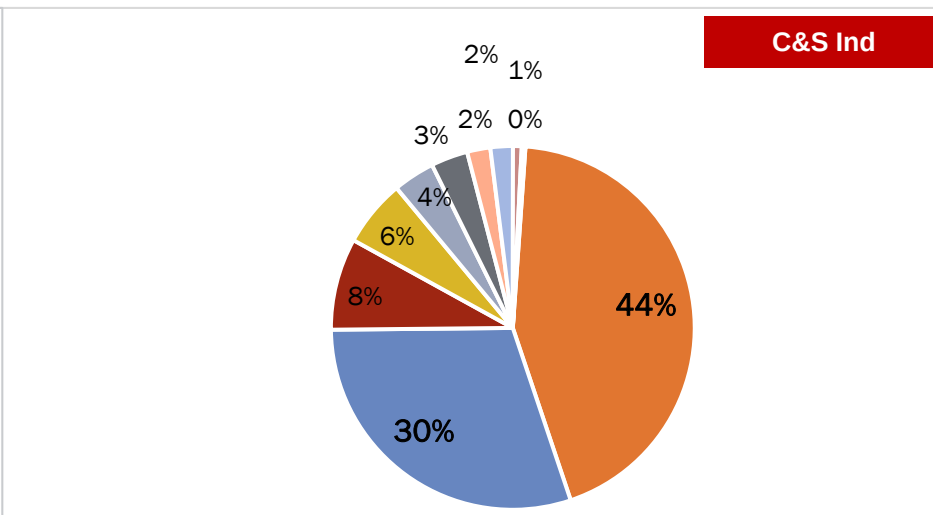
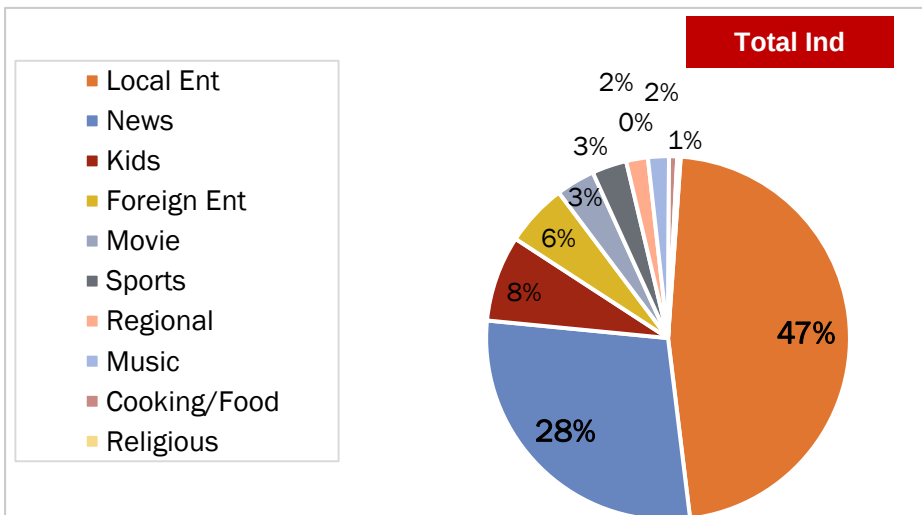
The Only Overnight TAM data providing Company in Pakistan.



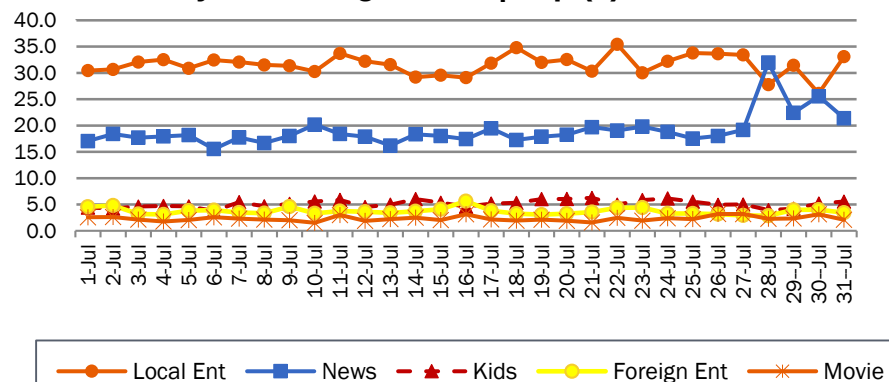
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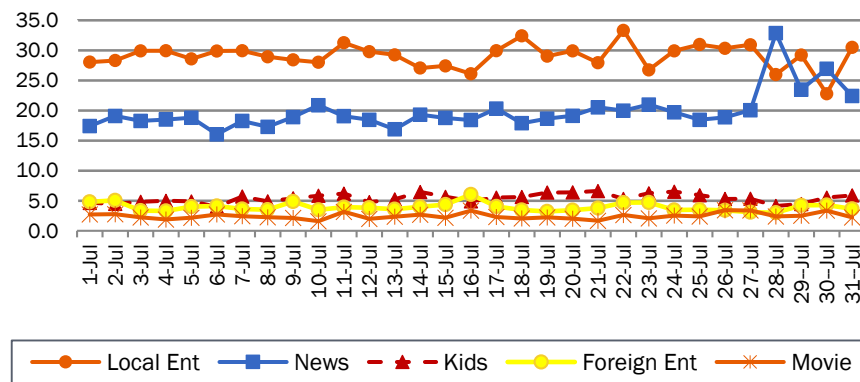
MARKET SHARE% | BY GENRE



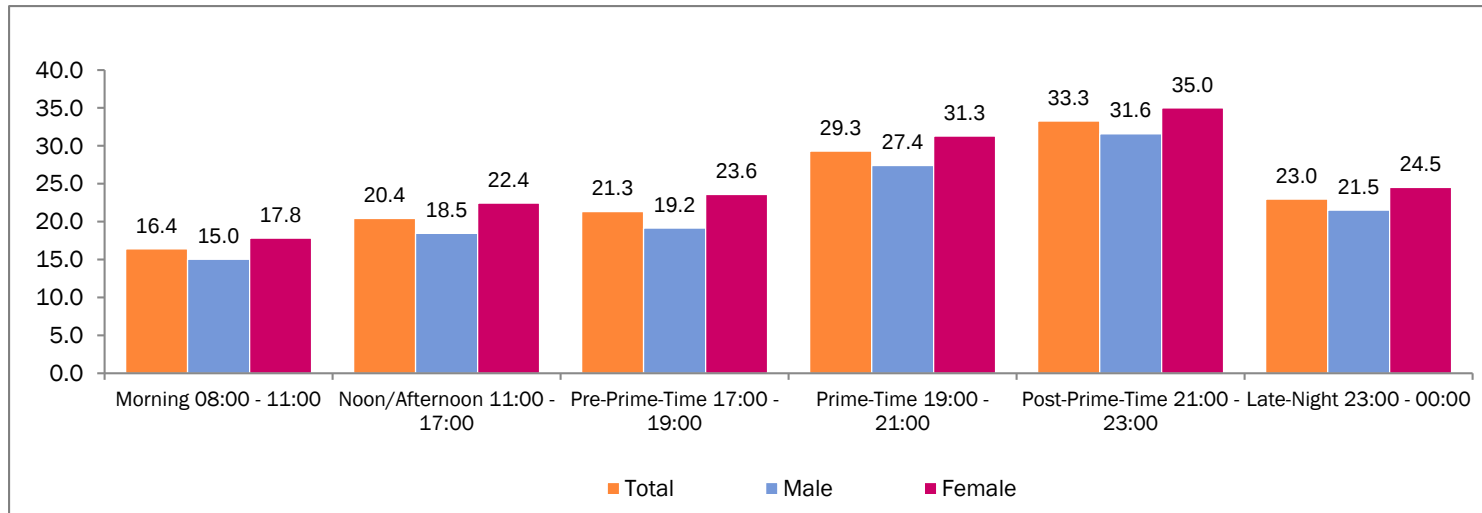
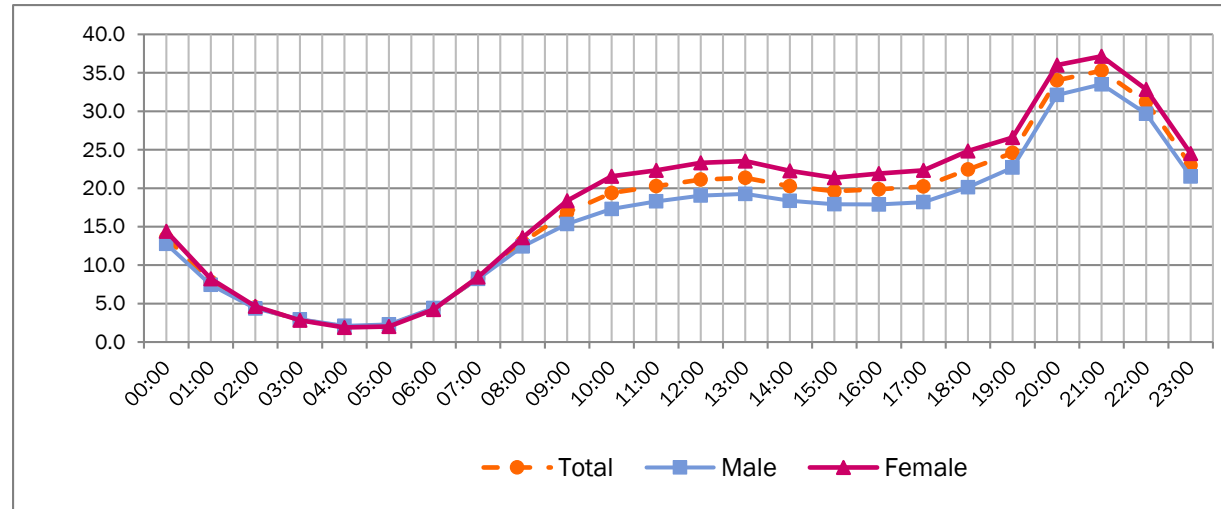
Day-wise Progression | Top (5) Genre



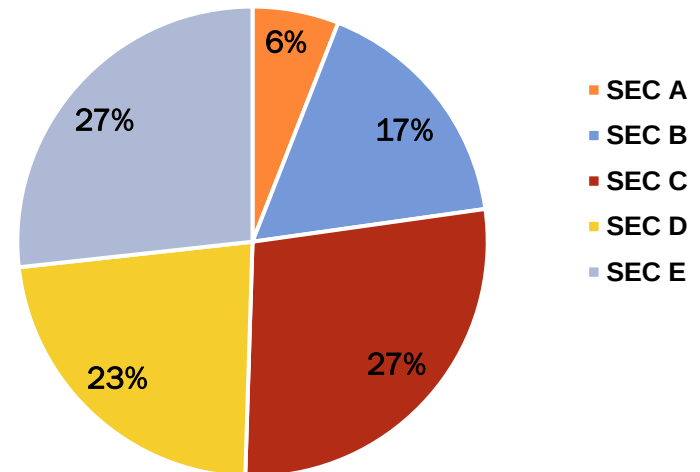
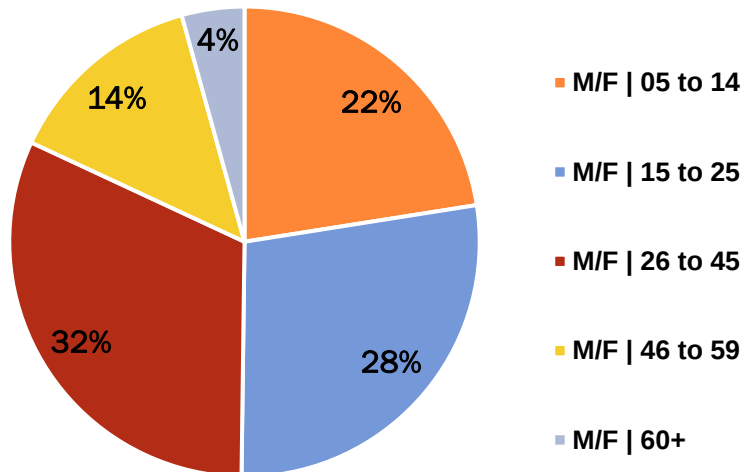
Day-wise Progression | Top (5) Genre



TIME BANDS UTILIZATION



TARGET GROUP SHARE RATINGS



*TGSR 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 ARY DIGITAL whereas ARY DIGITAL lead on C&S followed by GEO ENTERTAINMENT.

Total Ind

July.17		
Rank	Channel Name	Ratings %
1	ATV	1.42
2	ARY DIGITAL	0.71
3	GEO ENTERTAINMENT	0.55
4	HUM TV	0.50
5	CARTOON NETWORK	0.42
6	GEO NEWS	0.37
7	ARY NEWS	0.33
8	EXPRESS NEWS	0.24
9	SAMAA	0.21
10	DUNYA NEWS	0.17
11	URDU 1	0.17
12	EXPRESS ENTERTAINMENT	0.16
13	TV ONE	0.16
14	TEN SPORTS	0.15
15	A PLUS	0.15

C&S Ind

July.17		
Rank	Channel Name	Ratings %
1	ARY DIGITAL	1.02
2	GEO ENTERTAINMENT	0.79
3	HUM TV	0.71
4	CARTOON NETWORK	0.60
5	GEO NEWS	0.53
6	ARY NEWS	0.47
7	EXPRESS NEWS	0.34
8	SAMAA	0.29
9	DUNYA NEWS	0.25
10	URDU 1	0.25
11	EXPRESS ENTERTAINMENT	0.23
12	TV ONE	0.22
13	TEN SPORTS	0.22
14	A PLUS	0.22
15	DISNEY CHANNEL	0.20



TOP 15 CHANNEL OVERALL | PAKISTAN URBAN

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

Total Ind

JuLy.17		
Rank	Channel Name	Ratings %
1	ARY DIGITAL	0.93
2	GEO ENTERTAINMENT	0.70
3	HUM TV	0.66
4	CARTOON NETWORK	0.54
5	GEO NEWS	0.49
6	ATV	0.44
7	ARY NEWS	0.43
8	EXPRESS NEWS	0.30
9	SAMAA	0.26
10	URDU 1	0.25
11	A PLUS	0.23
12	DUNYA NEWS	0.22
13	EXPRESS ENTERTAINMENT	0.21
14	TEN SPORTS	0.21
15	TV ONE	0.20

C&S Ind

July.17		
Rank	Channel Name	Ratings %
1	ARY DIGITAL	1.00
2	GEO ENTERTAINMENT	0.75
3	HUM TV	0.70
4	CARTOON NETWORK	0.58
5	GEO NEWS	0.53
6	ARY NEWS	0.46
7	EXPRESS NEWS	0.33
8	SAMAA	0.28
9	URDU 1	0.26
10	A PLUS	0.25
11	DUNYA NEWS	0.24
12	EXPRESS ENTERTAINMENT	0.23
13	TEN SPORTS	0.22
14	TV ONE	0.21
15	GEO KAHANI	0.19



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	ATV	1.42	ARY DIGITAL	0.93	ARY DIGITAL	1.10	ARY DIGITAL	0.87	ARY DIGITAL	0.83	ARY DIGITAL	0.93
2	ARY DIGITAL	0.71	GEO ENT	0.70	GEO ENT	1.00	HUM TV	0.80	ATV	0.79	GEO ENT	0.61
3	GEO ENT	0.55	HUM TV	0.66	CTN NETWORK	0.69	GEO NEWS	0.79	HUM TV	0.60	HUM TV	0.55
4	HUM TV	0.50	CTN NETWORK	0.54	HUM TV	0.66	CTN NETWORK	0.57	GEO ENT	0.59	CTN NETWORK	0.53
5	CTN NETWORK	0.42	GEO NEWS	0.49	GEO NEWS	0.48	GEO ENT	0.48	ARY NEWS	0.45	ARY NEWS	0.47
6	GEO NEWS	0.37	ATV	0.44	ARY NEWS	0.44	ARY NEWS	0.33	CTN NETWORK	0.40	URDU 1	0.43
7	ARY NEWS	0.33	ARY NEWS	0.43	SAMAA	0.41	TV ONE	0.30	GEO NEWS	0.38	EXPRESS ENT	0.39
8	EXPRESS NEWS	0.24	EXPRESS NEWS	0.30	EXPRESS NEWS	0.38	SEE TV	0.27	EXPRESS NEWS	0.29	GEO KAHANI	0.38
9	SAMAA	0.21	SAMAA	0.26	STAR PLUS	0.30	DUNYA NEWS	0.27	A PLUS	0.25	A PLUS	0.38
10	DUNYA NEWS	0.17	URDU 1	0.25	EXPRESS ENT	0.26	ATV	0.26	URDU 1	0.25	FILM WORLD	0.35
11	URDU 1	0.17	A PLUS	0.23	TEN SPORTS	0.25	TEN SPORTS	0.26	DUNYA NEWS	0.23	ATV	0.35
12	EXPRESS ENT	0.16	DUNYA NEWS	0.22	DAWN NEWS	0.24	A PLUS	0.24	DISNEY CHANNEL	0.22	GEO NEWS	0.34
13	TV ONE	0.16	EXPRESS ENT	0.21	8XM	0.23	COLORS	0.23	SAMAA	0.22	SEE TV	0.33
14	TEN SPORTS	0.15	TEN SPORTS	0.21	TV ONE	0.23	EXPRESS ENT	0.22	NEO TV	0.20	EXPRESS NEWS	0.33
15	A PLUS	0.15	TV ONE	0.20	URDU 1	0.21	DISNEY CHANNEL	0.22	COLORS	0.17	SAMAA	0.28

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	1.02	ARY DIGITAL	1.00	ARY DIGITAL	1.12	ARY DIGITAL	0.92	ARY DIGITAL	0.93	ARY DIGITAL	1.05
2	GEO ENT	0.79	GEO ENT	0.75	GEO ENT	1.02	HUM TV	0.85	HUM TV	0.67	GEO ENT	0.69
3	HUM TV	0.71	HUM TV	0.70	CTN NETWORK	0.70	GEO NEWS	0.83	GEO ENT	0.66	HUM TV	0.62
4	CTN NETWORK	0.60	CTN NETWORK	0.58	HUM TV	0.67	CTN NETWORK	0.61	ARY NEWS	0.51	CTN NETWORK	0.59
5	GEO NEWS	0.53	GEO NEWS	0.53	GEO NEWS	0.49	GEO ENT	0.50	CTN NETWORK	0.45	ARY NEWS	0.53
6	ARY NEWS	0.47	ARY NEWS	0.46	ARY NEWS	0.45	ARY NEWS	0.35	GEO NEWS	0.43	URDU 1	0.48
7	EXPRESS NEWS	0.34	EXPRESS NEWS	0.33	SAMAA	0.42	TV ONE	0.32	EXPRESS NEWS	0.32	EXPRESS ENT	0.43
8	SAMAA	0.29	SAMAA	0.28	EXPRESS NEWS	0.39	SEE TV	0.29	A PLUS	0.28	GEO KAHANI	0.43
9	DUNYA NEWS	0.25	URDU 1	0.26	STAR PLUS	0.30	DUNYA NEWS	0.29	URDU 1	0.28	A PLUS	0.42
10	URDU 1	0.25	A PLUS	0.25	EXPRESS ENT	0.27	TEN SPORTS	0.28	DUNYA NEWS	0.26	FILM WORLD	0.39
11	EXPRESS ENT	0.23	DUNYA NEWS	0.24	TEN SPORTS	0.25	A PLUS	0.26	DISNEY CHANNEL	0.25	GEO NEWS	0.38
12	TV ONE	0.22	EXPRESS ENT	0.23	DAWN NEWS	0.25	COLORS	0.24	SAMAA	0.24	SEE TV	0.37
13	TEN SPORTS	0.22	TEN SPORTS	0.22	8XM	0.24	EXPRESS ENT	0.24	NEO TV	0.23	EXPRESS NEWS	0.37
14	A PLUS	0.22	TV ONE	0.21	TV ONE	0.23	DISNEY CHANNEL	0.23	COLORS	0.19	SAMAA	0.31
15	DISNEY CHANNEL	0.20	GEO KAHANI	0.19	URDU 1	0.22	EXPRESS NEWS	0.22	NINETY 2 NEWS	0.18	FILMAZIA	0.30

ENTERTAINMENT CHANNELS – 24 HOURS

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

Total Ind			C&S Ind		
July.17			July.17		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.93	1	ARY DIGITAL	1.00
2	GEO ENTERTAINMENT	0.70	2	GEO ENTERTAINMENT	0.75
3	HUM TV	0.66	3	HUM TV	0.70
4	ATV	0.44	4	URDU 1	0.26
5	URDU 1	0.25	5	A PLUS	0.25
6	A PLUS	0.23	6	EXPRESS ENTERTAINMENT	0.23
7	EXPRESS ENTERTAINMENT	0.21	7	TV ONE	0.21
8	TV ONE	0.20	8	GEO KAHANI	0.19
9	GEO KAHANI	0.18	9	SEE TV	0.19
10	SEE TV	0.18	10	FILMAZIA	0.14

Entertainment

ENTERTAINMENT CHANNELS – PRIME TIME (19.00-22.00)

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

Total Ind			C&S Ind		
July.17			July.17		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	ARY DIGITAL	2.50	1	ARY DIGITAL	2.68
2	GEO ENTERTAINMENT	1.77	2	GEO ENTERTAINMENT	1.90
3	HUM TV	1.76	3	HUM TV	1.89
4	ATV	0.99	4	URDU 1	0.69
5	URDU 1	0.64	5	A PLUS	0.65
6	A PLUS	0.61	6	FILMAZIA	0.60
7	FILMAZIA	0.56	7	EXPRESS ENTERTAINMENT	0.54
8	EXPRESS ENTERTAINMENT	0.50	8	GEO KAHANI	0.51
9	GEO KAHANI	0.47	9	COLORS	0.42
10	COLORS	0.39	10	TV ONE	0.39

TOP NEWS CHANNELS - 24 HOURS

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

Total Ind		
July-17		
Rank	Channel Name	Ratings%
1	GEO NEWS	0.49
2	ARY NEWS	0.43
3	EXPRESS NEWS	0.30
4	SAMAA	0.26
5	DUNYA NEWS	0.22
6	NEO TV	0.16
7	NINETY 2 NEWS	0.15
8	DIN NEWS TV	0.14
9	DAWN NEWS	0.13
10	NEWS ONE	0.13

C&S Ind		
July-17		
Rank	Channel Name	Ratings%
1	GEO NEWS	0.53
2	ARY NEWS	0.46
3	EXPRESS NEWS	0.33
4	SAMAA	0.28
5	DUNYA NEWS	0.24
6	NEO TV	0.17
7	NINETY 2 NEWS	0.16
8	DIN NEWS TV	0.15
9	DAWN NEWS	0.14
10	NEWS ONE	0.14



TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

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

Total Ind

July-17

Rank	Channel Name	Ratings%
1	GEO NEWS	1.08
2	ARY NEWS	0.78
3	EXPRESS NEWS	0.59
4	DUNYA NEWS	0.56
5	SAMAA	0.50
6	NINETY 2 NEWS	0.26
7	NEWS ONE	0.23
8	DAWN NEWS	0.22
9	DIN NEWS TV	0.22
10	CHANNEL24	0.21

C&S Ind

July-17

Rank	Channel Name	Ratings%
1	GEO NEWS	1.16
2	ARY NEWS	0.84
3	EXPRESS NEWS	0.63
4	DUNYA NEWS	0.60
5	SAMAA	0.53
6	NINETY 2 NEWS	0.28
7	NEWS ONE	0.24
8	DAWN NEWS	0.24
9	DIN NEWS TV	0.24
10	CHANNEL24	0.22



MUSIC CHANNELS

July | 2017

Rank	Channel Name	TRPs	Relative Share%
1	8XM	205	61%
2	JALWA	124	37%
3	ARY MUSIK	7	2%
4	VIBE TV	3	1%
....	Grand Total	339	100%

8XM*

Captures the 1st position as the most watched music channel with 61% share in music Genre

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



Total Ind

July-17

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	228	80%
2	GEO SUPER	57	20%
	Grand Total	285	100%

C&S Ind

July-17

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	326	80%
2	GEO SUPER	81	20%
	Grand Total	407	100%

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

SPORTS



Total Ind

July.17

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	308	80%
2	GEO SUPER	75	20%

July.17

C&S Ind

Rank	Channel Name	TRPs	Relative Share%
1	TEN SPORTS	330	80%
2	GEO SUPER	80	20%

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

SPORTS

Movie Channels

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

24 Hours | C&S Ind

July.17

Rank	Channel Name	Ratings%
1	FILM WORLD	0.17
2	HBO	0.09
3	SILVER SCREEN	0.05
4	FILMAX	0.04
5	WB	0.04
6	RAAVI TV	0.02
7	AXN	0.01
8	STAR MOVIES	0.01
9	STAR LITE TV	0.01

Prime Time | 20.00-00.00 | C&S Ind

July.17

Rank	Channel Name	Ratings%
1	FILM WORLD	0.47
2	HBO	0.17
3	SILVER SCREEN	0.16
4	FILMAX	0.07
5	RAAVI TV	0.06
6	WB	0.06
7	AXN	0.02
8	STAR MOVIES	0.02
9	STAR LITE TV	0.01

FOOD CHANNELS



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

C&S Ind

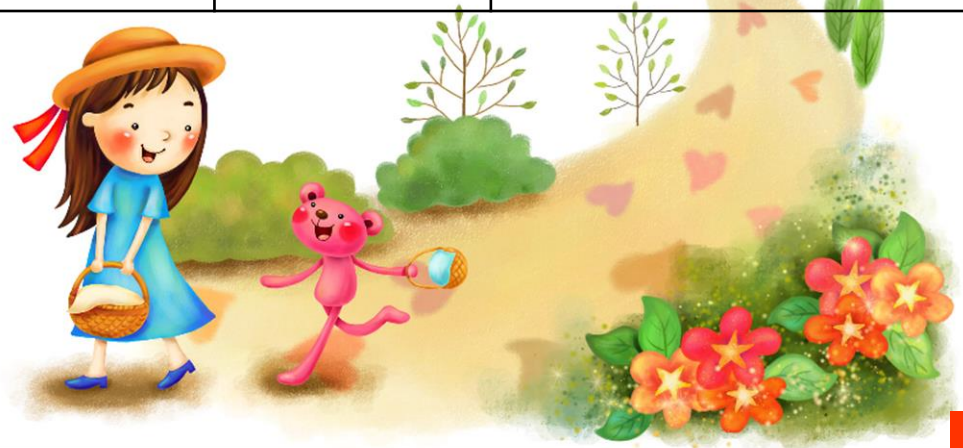
July-17

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	124	94%
2	ZAIQA	8	6%
..	Grand Total	132	100%



Cartoon Network Holds 62% Of Kids Channels Viewership

C&S Ind			
July.17			
Rank	Channel	TRPs	Relative Share%
1	CARTOON NETWORK	863	62%
2	DISNEY CHANNEL	275	20%
3	NICKELODEON	155	11%
4	POGO	53	4%
5	CINEMACHI KIDS	45	3%
	Total	1390	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	0.073	APNA CHANNEL	0.104	KTN	0.124	AVT KHYBER	0.270	PASHTO 1	0.079
2	KTN	0.051	KAY2	0.009	SINDH TV	0.092	AVT KHYBER NEWS	0.243	AVT KHYBER	0.070
3	SINDH TV	0.038	ARUJ TV	0.008	KTN NEWS	0.070	MASHRAQ TV	0.154	ARUJ TV	0.026
4	KTN NEWS	0.029	PASHTO 1	0.006	KASHISH	0.059	PASHTO 1	0.089	KAY2	0.013
5	KASHISH	0.025	AVT KHYBER	0.005	SINDH TV NEWS	0.047	APNA CHANNEL	0.036	APNA CHANNEL	0.012
6	AVT KHYBER	0.023	MEHRAN TV	0.004	APNA CHANNEL	0.042	KAY2	0.014	VSH NEWS	0.011
7	SINDH TV NEWS	0.020	KASHISH	0.002	MEHRAN TV	0.038	ARUJ TV	0.012	KASHISH	0.009
8	MEHRAN TV	0.018	WASEB	0.002	AWAZ	0.028	MEHRAN TV	0.003	AVT KHYBER NEWS	0.005
9	AVT KHYBER NEWS	0.016	KTN	0.002	ARUJ TV	0.011	PUNJAB TV	0.002	MEHRAN TV	0.004
10	MASHRAQ TV	0.012	PUNJAB TV	0.001	WASEB	0.008	VSH NEWS	0.001	KTN	0.004
11	AWAZ	0.011	AVT KHYBER NEWS	0.001	AVT KHYBER	0.007	KASHISH	0.001	MASHRAQ TV	0.003
12	PASHTO 1	0.011	MASHRAQ TV	0.001	MASHRAQ TV	0.004	SINDH TV	0.000	WASEB	0.003
13	ARUJ TV	0.010	SINDH TV NEWS	0.001	PASHTO 1	0.003	WASEB	0.000	PUNJAB TV	0.002
14	KAY2	0.007	KTN NEWS	0.001	KAY2	0.003	AWAZ	0.000	SINDH TV	0.001
15	WASEB	0.004	SINDH TV	0.001	AVT KHYBER NEWS	0.002	KTN NEWS	0.000	AWAZ	0.001
16	PUNJAB TV	0.001	AWAZ	0.000	PUNJAB TV	0.002	KTN	0.000	SINDH TV NEWS	0.000
17	VSH NEWS	0.001	VSH NEWS	0.000	VSH NEWS	0.001	SINDH TV NEWS	0.000	KTN NEWS	0.000

TOP PROGRAMS | OVERALL

ARY DIGITAL's Mubarak Ho Beti Hui Hai hits 6.85 ratings on Total Ind on 19th July

Top Programs | Total Individuals

July.17

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	19-Jul-17	ARY DIGITAL	Mubarak Ho Beti Hui Hai	6.85	3,155	14.70
2	2-Jul-17	ARY DIGITAL	Jeeto Pakistan	6.01	2,769	15.80
3	17-Jul-17	GEO ENTERTAINMENT	Bholi Bano	5.70	2,624	14.40
4	24-Jul-17	GEO ENTERTAINMENT	Khali Hath	5.54	2,553	13.20
5	18-Jul-17	HUM TV	Alif Allah Aur Insan	5.53	2,547	13.10
6	17-Jul-17	ARY DIGITAL	Sun Yaara	4.84	2,231	12.20
7	5-Jul-17	ARY DIGITAL	Zakham	3.96	1,822	10.10
8	27-Jul-17	GEO ENTERTAINMENT	Hiddat	3.93	1,809	9.00
9	26-Jul-17	HUM TV	Yaqeen Ka Safar	3.87	1,780	9.20
10	3-Jul-17	GEO ENTERTAINMENT	Rowdy Rathore	3.71	1,707	24.20

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

TOP PROGRAMS | C & S

ARY DIGITAL's Mubarak Ho Beti Hui Hai hits 7.35 ratings on C&S Ind on 19th July

Top Programs | C&S Individuals

July.17

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	19-Jul-17	ARY DIGITAL	Mubarak Ho Beti Hui Hai	7.35	3,155	15.70
2	2-Jul-17	ARY DIGITAL	Jeeto Pakistan	6.45	2,769	16.60
3	17-Jul-17	GEO ENTERTAINMENT	Bholi Bano	6.11	2,624	15.30
4	24-Jul-17	GEO ENTERTAINMENT	Khali Hath	5.94	2,553	14.30
5	18-Jul-17	HUM TV	Alif Allah Aur Insan	5.93	2,547	14.30
6	17-Jul-17	ARY DIGITAL	Sun Yaara	5.20	2,231	13.50
7	5-Jul-17	ARY DIGITAL	Zakham	4.24	1,822	10.80
8	27-Jul-17	GEO ENTERTAINMENT	Hiddat	4.21	1,809	9.60
9	26-Jul-17	HUM TV	Yaqeen Ka Safar	4.15	1,780	10.00
10	3-Jul-17	GEO ENTERTAINMENT	Rowdy Rathore	3.98	1,707	24.60



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

Current Affairs Talk Shows | C&S Ind

July.17							
Rank	Date	Channel	Program Title	Host	Ratings%	Ratings"000"	Market Share%
1	28.Jul.17	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	Shahzaib Khanzada	1.784	766	5.6
2	31.Jul.17	ARY NEWS	Power Play	Arshad Sharif	1.658	712	4.1
3	18.Jul.17	ARY NEWS	The Reporters	Sami Ibrahim	1.540	661	5.6
4	30.Jul.17	ARY NEWS	Sawal Yeh Hai	Maria Memon	1.296	556	6.2
5	09.Jul.17	GEO NEWS	Naya Pakistan	Talat Hussain	1.284	552	3.4
6	06.Jul.17	GEO NEWS	Capital Talk	Hamid Mir	1.268	545	3.5
7	14.Jul.17	ARY NEWS	Aitraaz Hai	Adil Abbasi	1.207	518	3.4
8	16.Jul.17	GEO NEWS	Jirga	Saleem Safi	1.179	506	3.2
9	16.Jul.17	DUNYA NEWS	Aik Din Dunya Key Sath	Kamran Khan	1.158	497	3.4
10	16.Jul.17	EXPRESS NEWS	To The Point	Mansoor Ali Khan	1.142	490	3.0

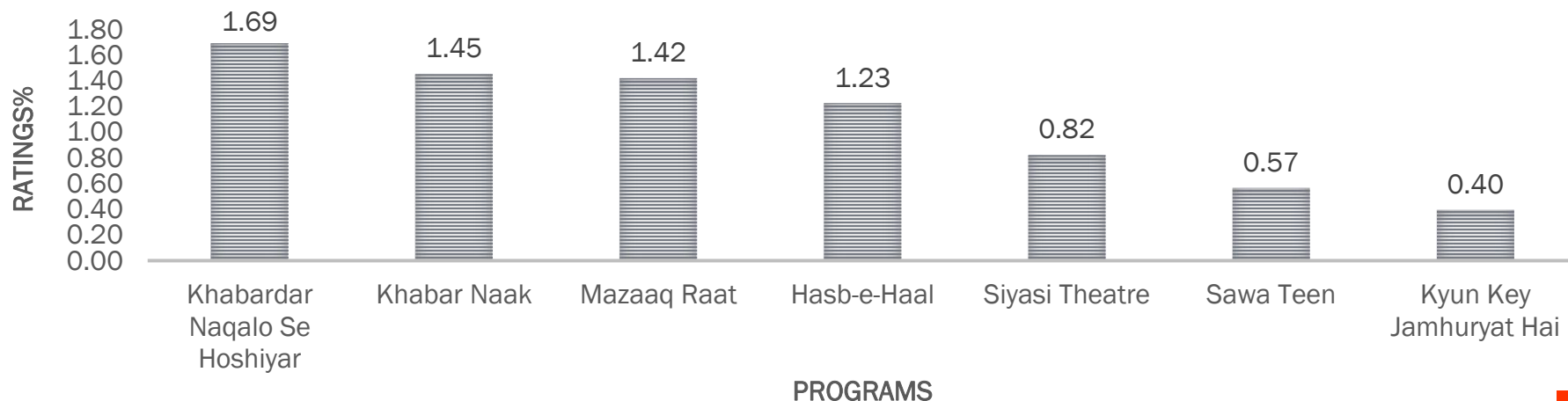
Geo News' Aaj Shahzaib Khanzada Kay Saath is on Top amongst talk shows during July 2017

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%
28.07.2017	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	1.691	726.174	5.428
22.07.2017	GEO NEWS	Khabar Naak	1.451	622.993	4.663
31.07.2017	DUNYA NEWS	Mazaaq Raat	1.419	609.232	4.955
16.07.2017	DUNYA NEWS	Hasb-e-Haal	1.225	526.161	4.061
12.07.2017	EXPRESS NEWS	Siyasi Theatre	0.822	353.015	3.034
08.07.2017	NEO TV	Sawa Teen	0.566	243.256	2.502
16.07.2017	CHANNEL24	Kyun Key Jamhuryat Hai	0.396	170.097	1.685



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	Program Name	Host	R %	R T	MS
1	09:00-11:30	Mon-Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	1.26	165	5.8
2	09:00-11:00	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	0.92	121	4.3
3	09:00-11:00	Mon-Fri	ATV	Mehekhti Morning	Sundas Khan	0.69	91	3.2
4	09:00-11:00	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.65	85	3.0
5	09:00-11:00	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Amir Shah	0.61	81	2.9
6	09:00-11:00	Mon-Fri	ARY NEWS	The Morning show	Sanam Baloch	0.50	65	2.3
7	09:00-11:30	Mon-Fri	Express Ent	Satrungi	Javeria Saud	0.47	61	2.1
8	09:00-11:00	Mon-Fri	SAMAA	Subha Savaray Samaa Kay Sath	Madiha Naqvi	0.35	46	1.6
9	09:00-11:00	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.30	39	1.4
10	09:00-11:00	Mon-Fri	DAWN NEWS	Chai Toast Aur Host	Anoushey Ashraf	0.23	30	1.1
11	11:00-12:00	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.20	26	0.8
12	08:00-10:00	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Sheikh & Anum Kazmi	0.11	14	0.6
13	09:00-11:00	Mon-Fri	SEE TV	Sunrise from Istanbul	Maria Wasti	0.10	13	0.5
14	10:00-12:00	Mon-Fri	SUCH TV	Such Savera	Madiha Dawood	0.01	2	0.1
15	09:00-11:00	Mon-Fri	METRO ONE NEWS	Morning Delight	Dr Rafia Rafiq	0.01	2	0.1
16	09:00-11:00	Mon-Fri	K21	Good Morning	Rida Saiffee and Muhammad Yasir	0.01	1	0.0

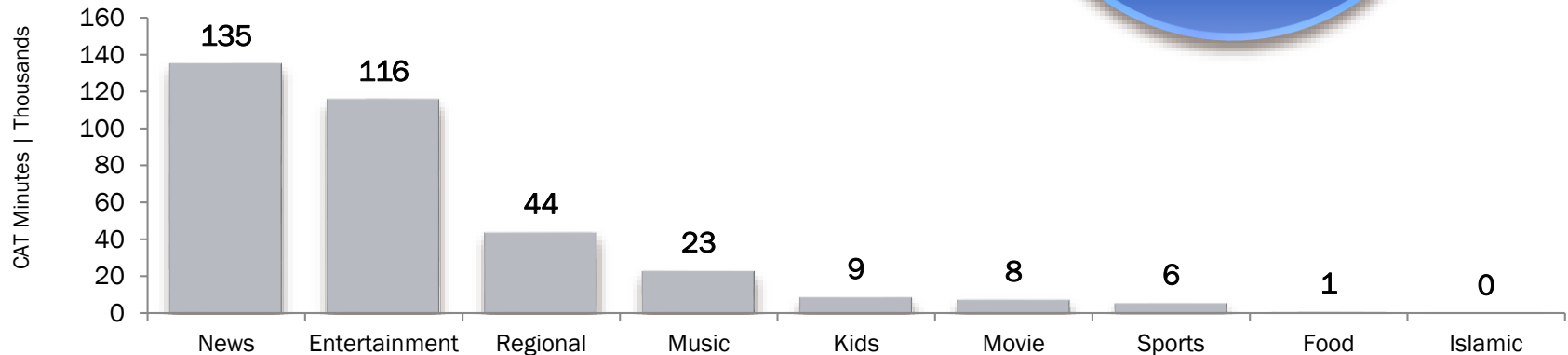
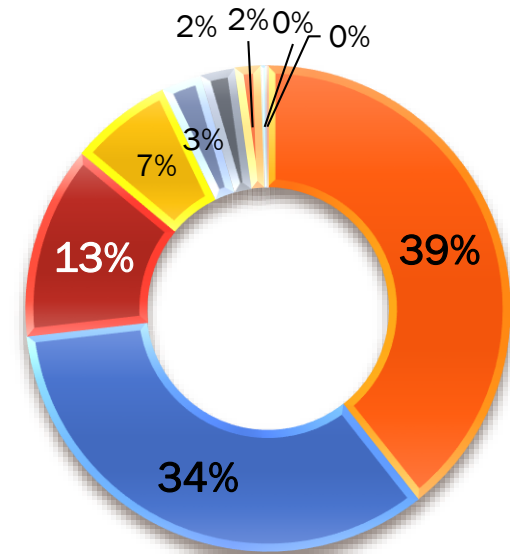
MORNING SHOWS/ FEMALE 15-45 C&S

ARY DIGITAL's "Good Morning Pakistan" leading on Females 15 - 45 C&S followed by HUM TV's "Jago Pakistan Jago"

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	1.26	165	5.8
2	09:00-11:00	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	0.92	121	4.3
3	09:00-11:00	Mon-Fri	ATV	Mehekhti Morning	Sundas Khan	0.69	91	3.2
4	09:00-11:00	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.65	85	3.0
5	09:00-11:00	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Amir Shah	0.61	81	2.9
6	09:00-11:00	Mon-Fri	ARY NEWS	The Morning show	Sanam Baloch	0.50	65	2.3
7	09:00-11:30	Mon-Fri	Express Ent	Satrungi	Javeria Saud	0.47	61	2.1
8	09:00-11:00	Mon-Fri	SAMAA	Subha Savaray Samaa Kay Sath	Madiha Naqvi	0.35	46	1.6
9	09:00-11:00	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.30	39	1.4
10	09:00-11:00	Mon-Fri	DAWN NEWS	Chai Toast Aur Host	Anoushey Ashraf	0.23	30	1.1
11	11:00-12:00	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.20	26	0.8
12	08:00-10:00	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Sheikh & Anum Kazmi	0.11	14	0.6
13	09:00-11:00	Mon-Fri	SEE TV	Sunrise from Istanbul	Maria Wasti	0.10	13	0.5
14	10:00-12:00	Mon-Fri	SUCH TV	Such Savera	Madiha Dawood	0.01	2	0.1
15	09:00-11:00	Mon-Fri	METRO ONE NEWS	Morning Delight	Dr Rafia Rafiq	0.01	2	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%

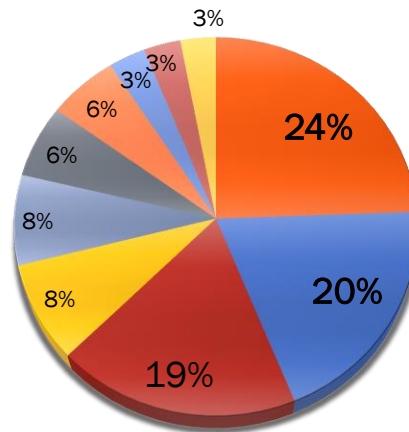


Highest CAT Share Going To News Channels

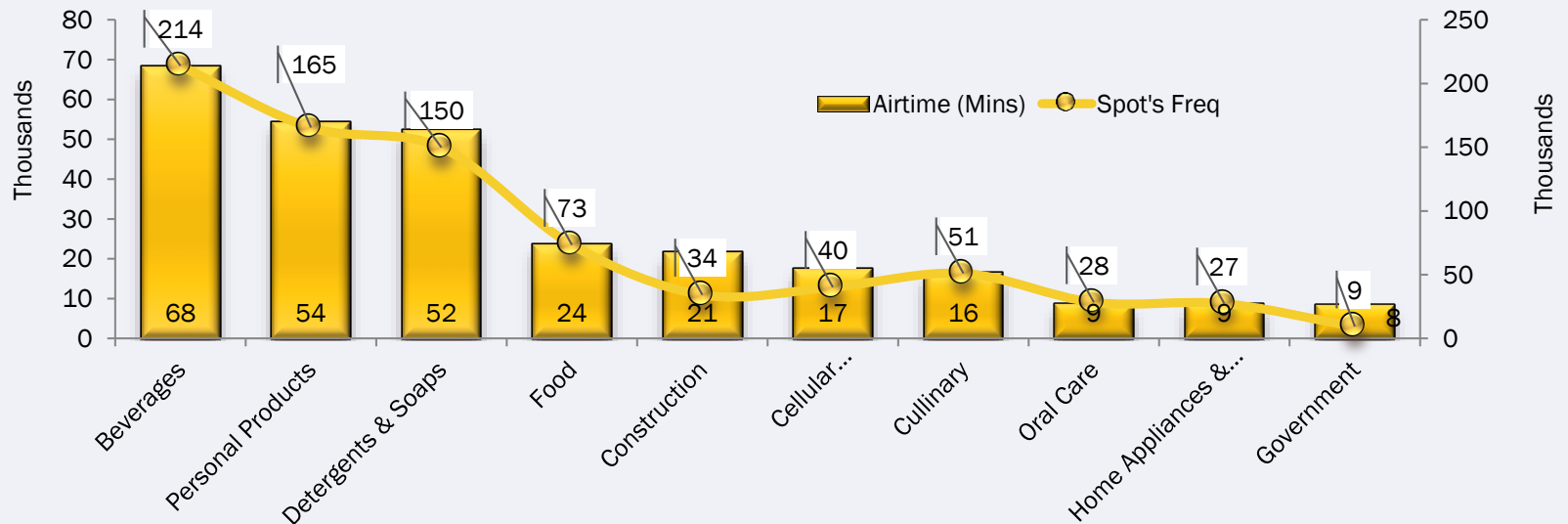
Please Note : Commercial Airtime Minutes are based on Spot TVCs only

TOP 10 CATEGORIES

Relative Share

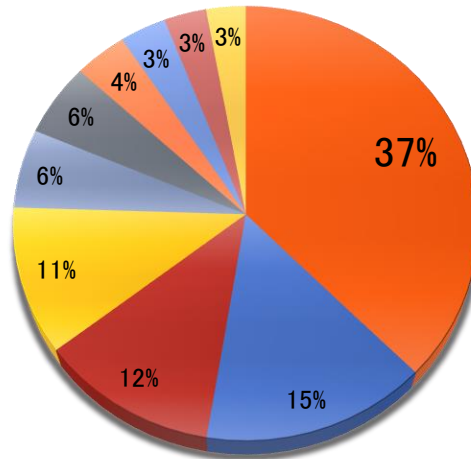


- Beverages
- Personal Products
- Detergents & Soaps
- Food
- Construction
- Cellular Communication
- Cullinary
- Oral Care
- Home Appliances & Electronics
- Government

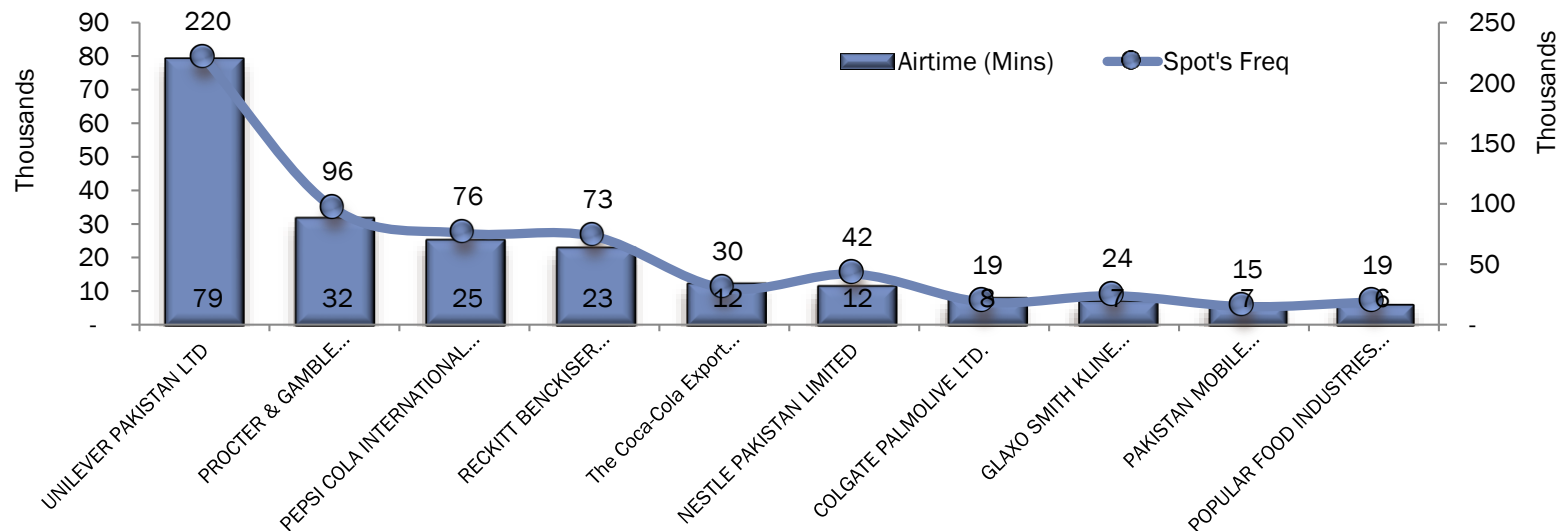


TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

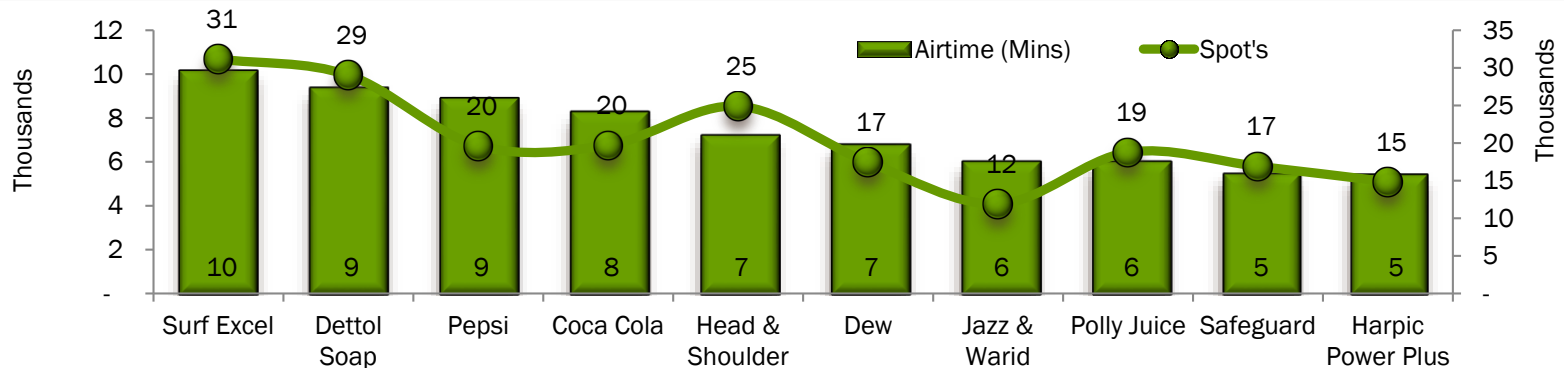
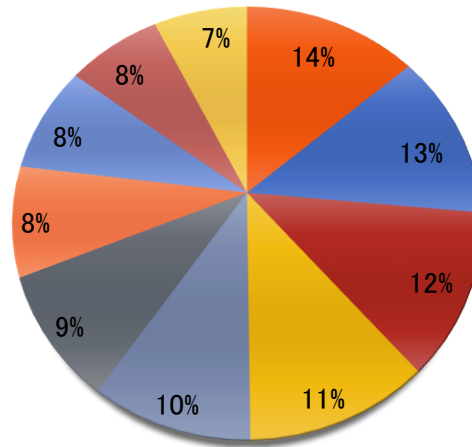


- UNILEVER PAKISTAN LTD
- PROCTER & GAMBLE PAKISTAN LTD
- PEPSI COLA INTERNATIONAL (PVT.) LTD.
- RECKITT BENCKISER PAKISTAN LTD.
- The Coca-Cola Export Corporation
- NESTLE PAKISTAN LIMITED
- COLGATE PALMOLIVE LTD.
- GLAXO SMITH KLINE PAKISTAN
- PAKISTAN MOBILE COMMUNICATIONS
- POPULAR FOOD INDUSTRIES LTD



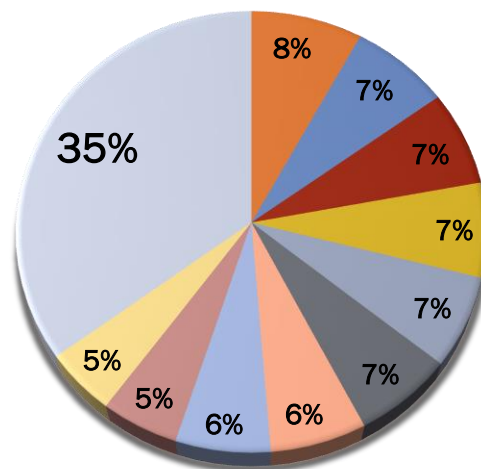
TOP 10 BRANDS

Relative Share



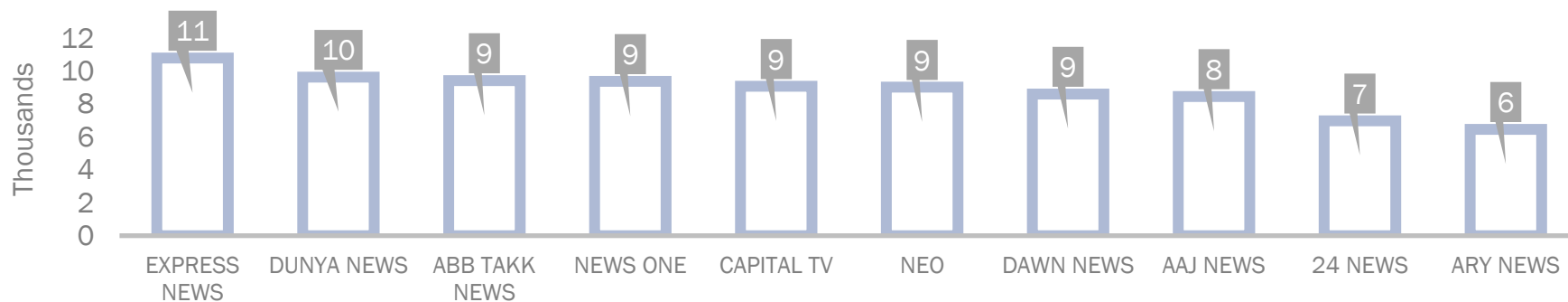
NEWS CHANNELS | CAT COMPARISON

Relative Share



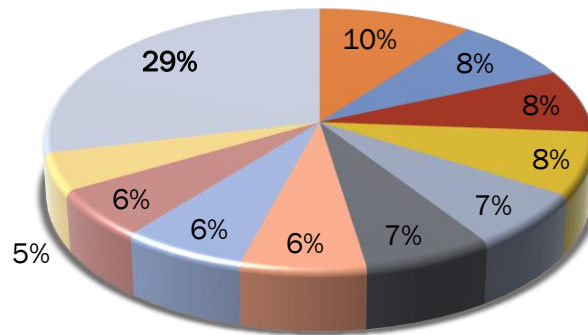
- EXPRESS NEWS
- ABB TAKKI NEWS
- CAPITAL TV
- DAWN NEWS
- 24 NEWS
- Others
- DUNYA NEWS
- NEWS ONE
- NEO
- AAJ NEWS
- ARY NEWS

CAT Minutes In Thousands



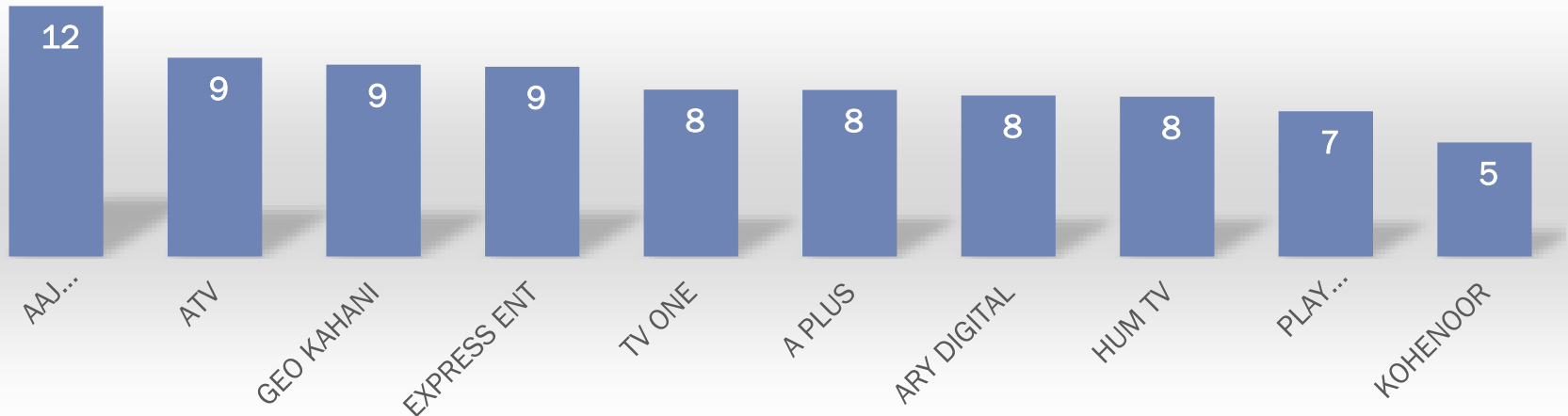
ENTERTAINMENT CHANNELS | CAT COMPARISON

Relative Share



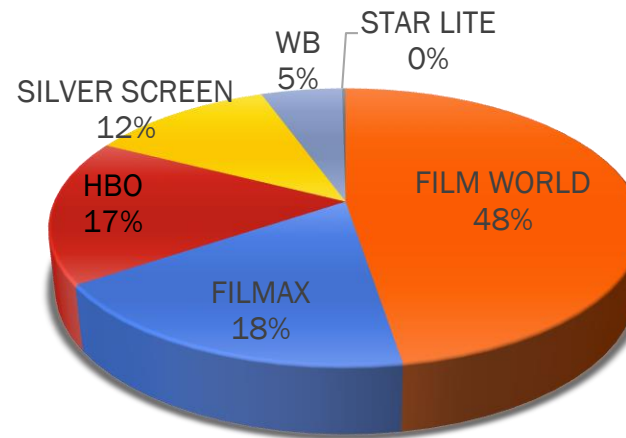
- AAJ ENTERTAINMENT
- GEO KAHANI
- TV ONE
- ARY DIGITAL
- PLAY ENTERTAINMENT
- Others
- ATV
- EXPRESS ENT
- A PLUS
- HUM TV
- KOHENOOR

CAT Minutes In Thousands

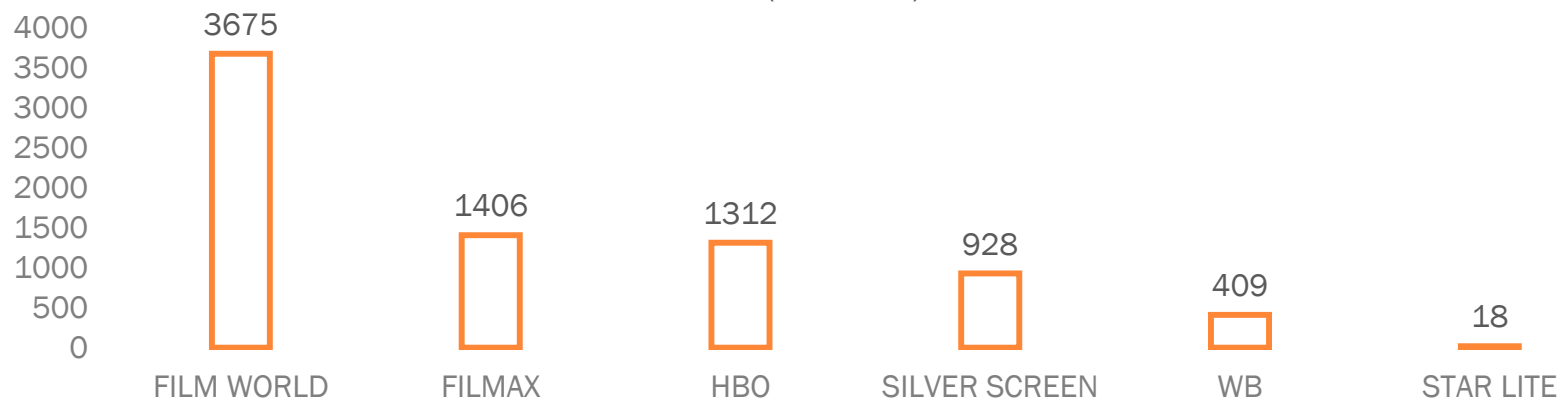


MOVIE CHANNELS | CAT COMPARISON

Relative Share

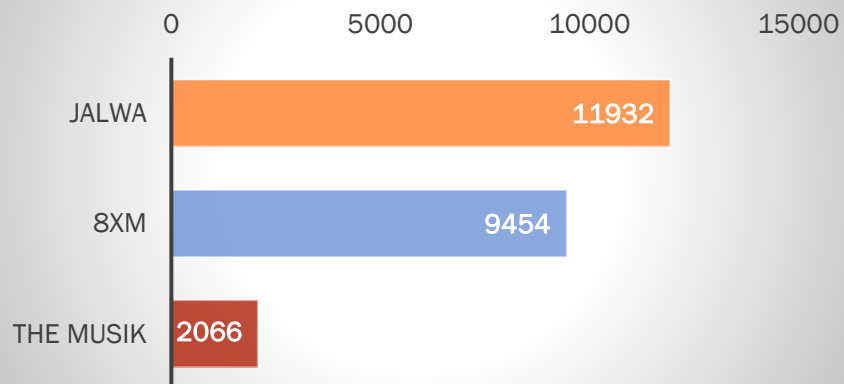


CAT (Minutes)

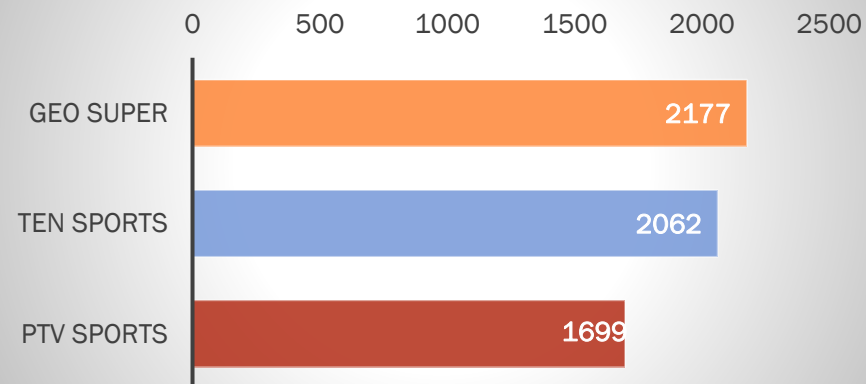


MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

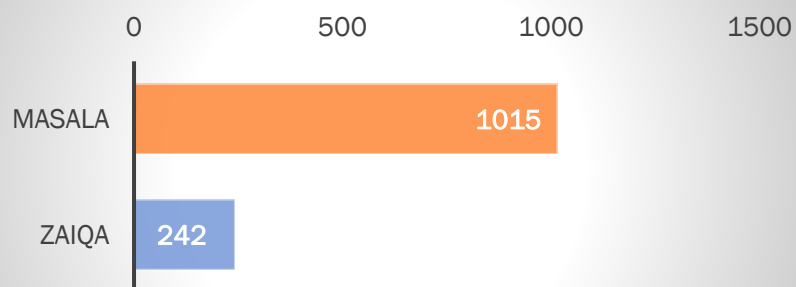
Music | CAT (Minutes)



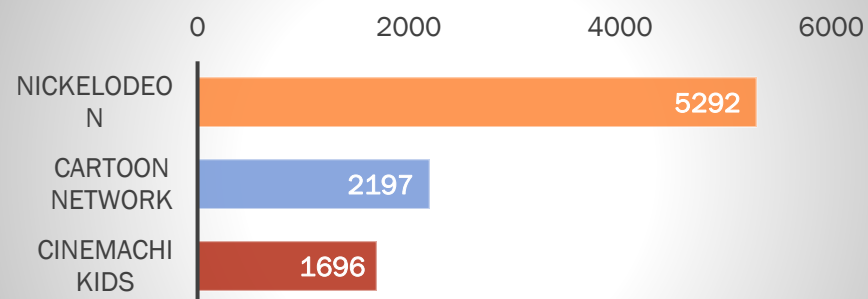
Sports | CAT (Minutes)



Food | CAT (Minutes)



Kids | CAT (Minutes)



Thank You-----😊