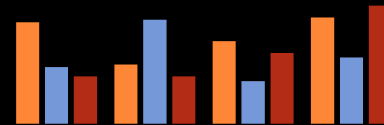
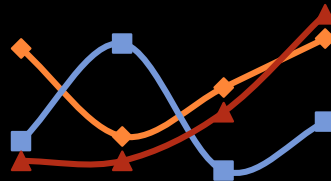
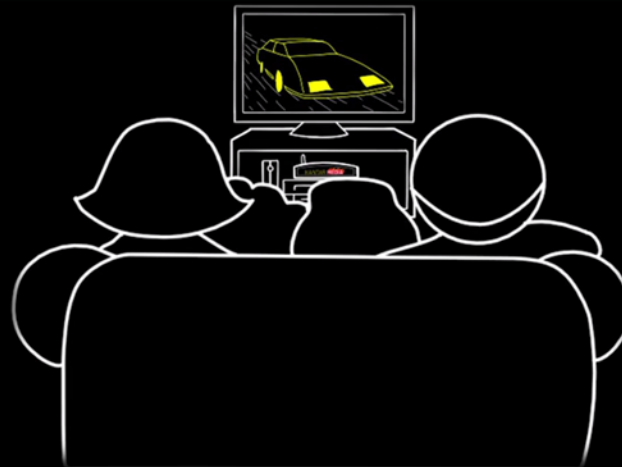


MEDIALOGIC MONTHLY REVIEW August 2017



medialogic **KANTAR MEDIA**

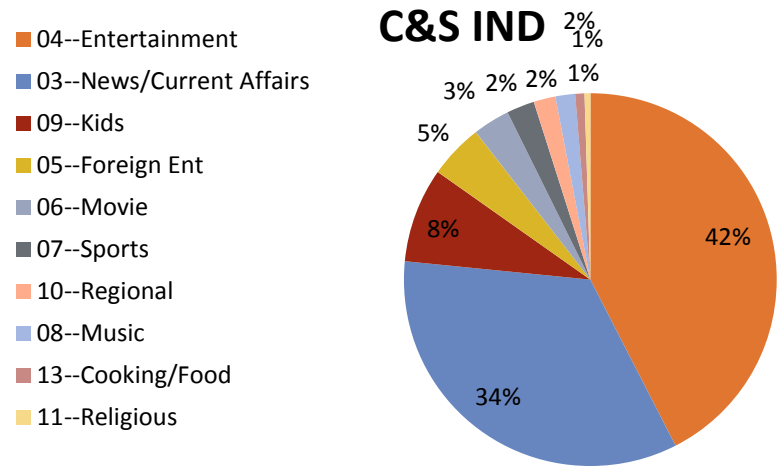
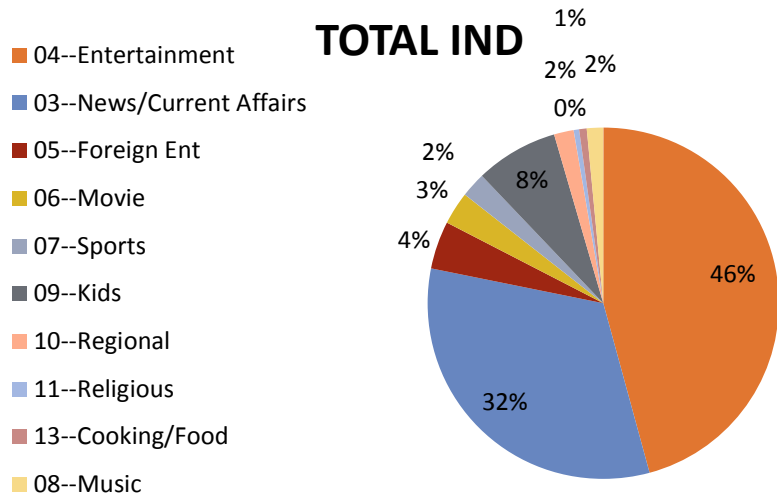
The Only Overnight TAM data providing Company in Pakistan.



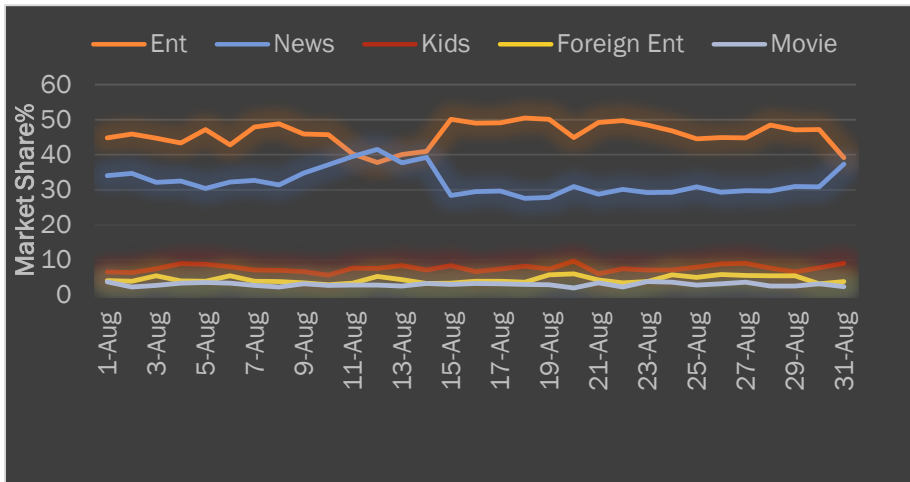
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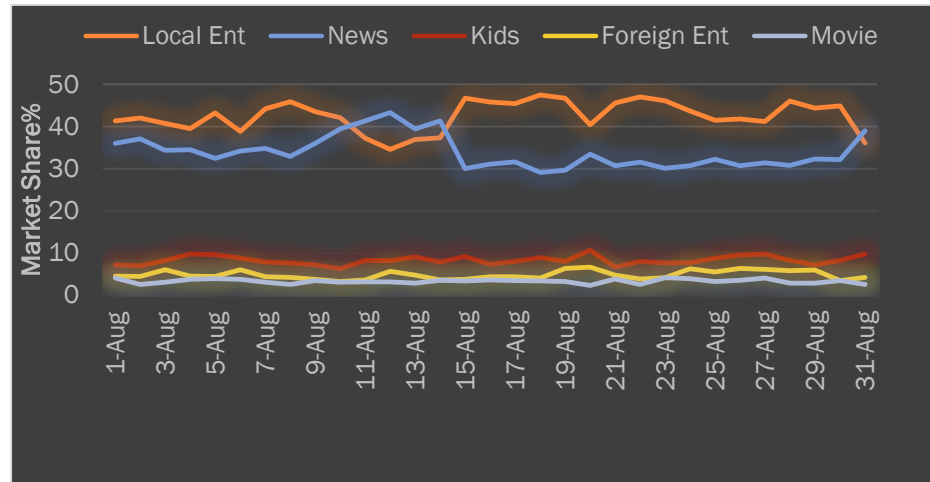
MARKET SHARE% | BY GENRE



Day-wise Progression | Top (5) Genre

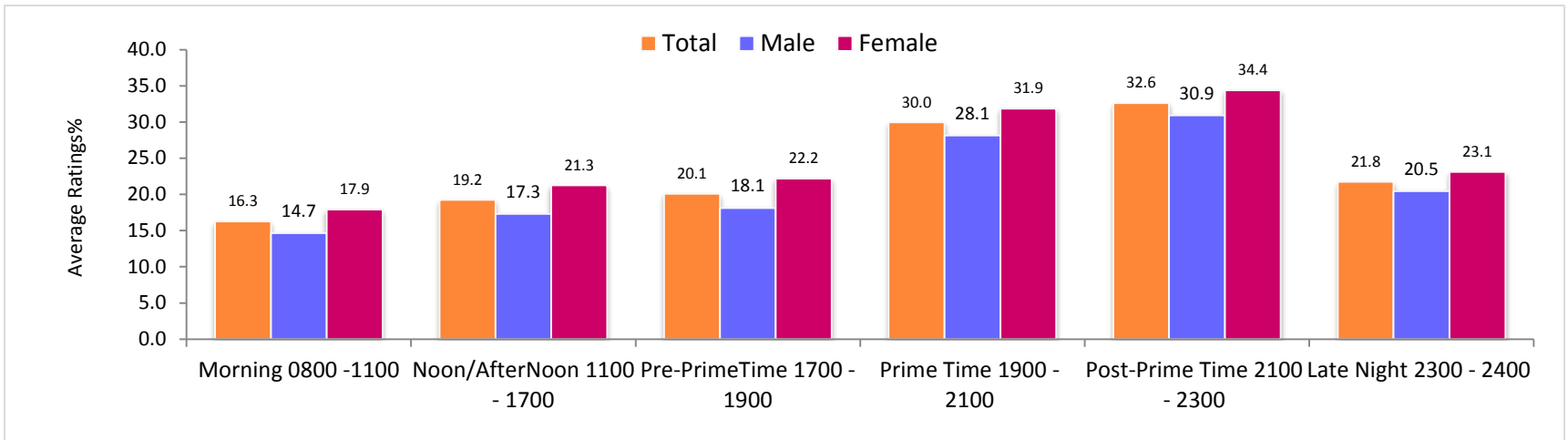
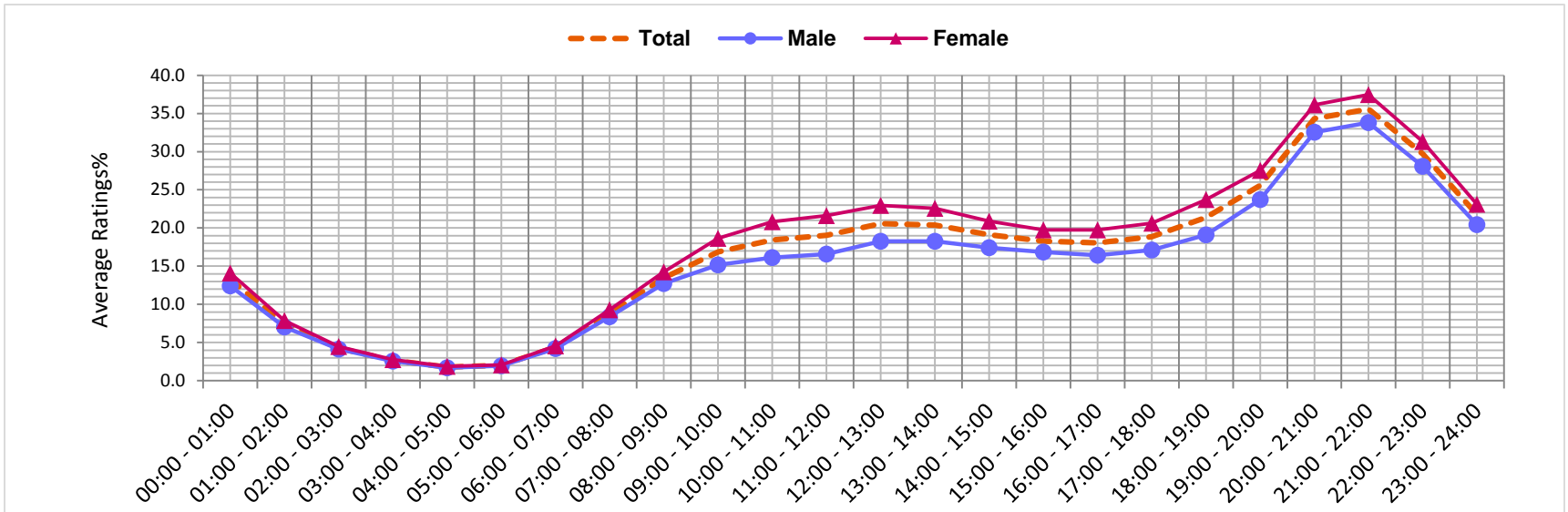


Day-wise Progression | Top (5) Genre

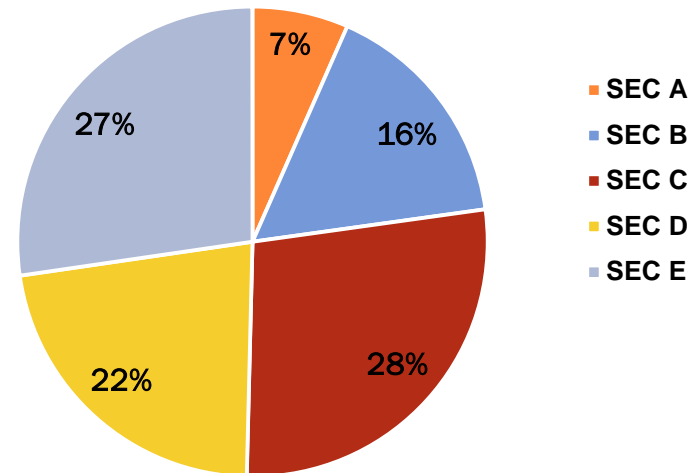
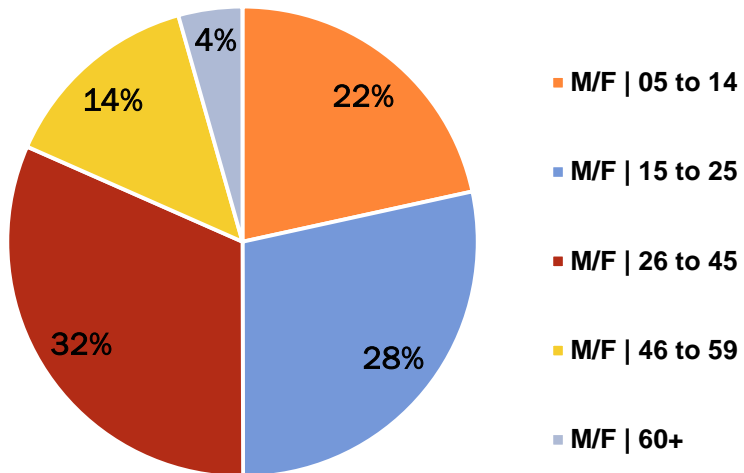


Genre-Wise market share is based on the total viewing of 90+ channels being monitored in the new system. Viewing of the In-House cable channels is not included to calculate market share.

TIME BANDS UTILIZATION



TARGET GROUP SHARE RATINGS



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

TOP 15 CHANNEL OVERALL | PAKISTAN TOTAL

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

Aug.17					
All Ind			C&S Ind		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	ATV	1.49	1	ARY DIGITAL	0.93
2	PTV HOME	1.45	2	GEO ENTERTAINMENT	0.75
3	ARY DIGITAL	0.65	3	HUM TV	0.71
4	GEO ENTERTAINMENT	0.52	4	GEO NEWS	0.62
5	HUM TV	0.5	5	CARTOON NETWORK	0.54
6	GEO NEWS	0.43	6	ARY NEWS	0.46
7	CARTOON NETWORK	0.38	7	EXPRESS NEWS	0.38
8	PTV NEWS	0.36	8	SAMAA	0.3
9	ARY NEWS	0.32	9	DUNYA NEWS	0.26
10	EXPRESS NEWS	0.27	10	URDU 1	0.26
11	SAMAA	0.21	11	FILMAZIA	0.25
12	DUNYA NEWS	0.18	12	A PLUS	0.25
13	URDU 1	0.18	13	DISNEY CHANNEL	0.24
14	FILMAZIA	0.18	14	EXPRESS ENTERTAINMENT	0.24
15	A PLUS	0.17	15	TV ONE	0.22

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

Aug.17					
All Ind			C&S Ind		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.86	1	ARY DIGITAL	0.92
2	GEO ENTERTAINMENT	0.68	2	GEO ENTERTAINMENT	0.73
3	HUM TV	0.65	3	HUM TV	0.7
4	GEO NEWS	0.58	4	GEO NEWS	0.63
5	CARTOON NETWORK	0.50	5	CARTOON NETWORK	0.53
6	ATV	0.45	6	ARY NEWS	0.45
7	ARY NEWS	0.42	7	EXPRESS NEWS	0.37
8	PTV HOME	0.39	8	SAMAA	0.29
9	EXPRESS NEWS	0.34	9	A PLUS	0.29
10	SAMAA	0.27	10	FILMAZIA	0.28
11	A PLUS	0.27	11	URDU 1	0.27
12	FILMAZIA	0.26	12	DUNYA NEWS	0.25
13	URDU 1	0.25	13	DISNEY CHANNEL	0.24
14	DUNYA NEWS	0.23	14	EXPRESS ENTERTAINMENT	0.24
15	DISNEY CHANNEL	0.22	15	TV ONE	0.21

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	ATV	1.49	ARY DIGITAL	0.86	GEO ENTERTAINMENT	0.99	GEO NEWS	0.96	ATV	0.84	ARY DIGITAL	0.91
2	PTV HOME	1.45	GEO ENTERTAINMENT	0.68	ARY DIGITAL	0.95	ARY DIGITAL	0.85	ARY DIGITAL	0.79	PTV HOME	0.75
3	ARY DIGITAL	0.65	HUM TV	0.65	HUM TV	0.63	HUM TV	0.81	HUM TV	0.62	GEO ENTERTAINMENT	0.62
4	GEO ENTERTAINMENT	0.52	GEO NEWS	0.58	CARTOON NETWORK	0.60	CARTOON NETWORK	0.47	GEO ENTERTAINMENT	0.57	FILMAZIA	0.58
5	HUM TV	0.50	CARTOON NETWORK	0.50	GEO NEWS	0.52	GEO ENTERTAINMENT	0.44	PTV HOME	0.46	CARTOON NETWORK	0.53
6	GEO NEWS	0.43	ATV	0.45	EXPRESS NEWS	0.47	DISNEY CHANNEL	0.39	GEO NEWS	0.46	PTV NEWS	0.52
7	CARTOON NETWORK	0.38	ARY NEWS	0.42	ARY NEWS	0.45	ATV	0.34	CARTOON NETWORK	0.42	ARY NEWS	0.50
8	PTV NEWS	0.36	PTV HOME	0.39	SAMAA	0.44	DUNYA NEWS	0.33	ARY NEWS	0.42	HUM TV	0.48
9	ARY NEWS	0.32	EXPRESS NEWS	0.34	EXPRESS ENTERTAINMENT	0.28	ARY NEWS	0.32	A PLUS	0.29	GEO NEWS	0.47
10	EXPRESS NEWS	0.27	SAMAA	0.27	STAR PLUS	0.27	PTV HOME	0.30	DISNEY CHANNEL	0.27	A PLUS	0.46
11	SAMAA	0.21	A PLUS	0.27	PTV HOME	0.25	TV ONE	0.27	EXPRESS NEWS	0.27	EXPRESS NEWS	0.43
12	DUNYA NEWS	0.18	FILMAZIA	0.26	URDU 1	0.25	A PLUS	0.25	FILMAZIA	0.26	EXPRESS ENTERTAINMENT	0.38
13	URDU 1	0.18	URDU 1	0.25	DAWN NEWS	0.25	COLORS	0.24	URDU 1	0.25	URDU 1	0.36
14	FILMAZIA	0.18	DUNYA NEWS	0.23	TV ONE	0.20	EXPRESS NEWS	0.24	DUNYA NEWS	0.23	GEO KAHANI	0.33
15	A PLUS	0.17	DISNEY CHANNEL	0.22	A PLUS	0.20	DAWN NEWS	0.24	SAMAA	0.21	SAMAA	0.33

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	0.93	ARY DIGITAL	0.92	GEO ENTERTAINMENT	1.01	GEO NEWS	1.01	ARY DIGITAL	0.88	ARY DIGITAL	1.03
2	GEO ENTERTAINMENT	0.75	GEO ENTERTAINMENT	0.73	ARY DIGITAL	0.96	ARY DIGITAL	0.89	HUM TV	0.69	GEO ENTERTAINMENT	0.71
3	HUM TV	0.71	HUM TV	0.70	HUM TV	0.65	HUM TV	0.85	GEO ENTERTAINMENT	0.64	FILMAZIA	0.66
4	GEO NEWS	0.62	GEO NEWS	0.63	CARTOON NETWORK	0.61	CARTOON NETWORK	0.50	GEO NEWS	0.52	CARTOON NETWORK	0.60
5	CARTOON NETWORK	0.54	CARTOON NETWORK	0.53	GEO NEWS	0.53	GEO ENTERTAINMENT	0.46	CARTOON NETWORK	0.47	ARY NEWS	0.57
6	ARY NEWS	0.46	ARY NEWS	0.45	EXPRESS NEWS	0.48	DISNEY CHANNEL	0.41	ARY NEWS	0.47	HUM TV	0.55
7	EXPRESS NEWS	0.38	EXPRESS NEWS	0.37	ARY NEWS	0.46	DUNYA NEWS	0.34	A PLUS	0.33	GEO NEWS	0.53
8	SAMAA	0.30	SAMAA	0.29	SAMAA	0.45	ARY NEWS	0.34	DISNEY CHANNEL	0.30	A PLUS	0.53
9	DUNYA NEWS	0.26	A PLUS	0.29	EXPRESS ENTERTAINMENT	0.29	TV ONE	0.28	EXPRESS NEWS	0.30	EXPRESS NEWS	0.48
10	URDU 1	0.26	FILMAZIA	0.28	STAR PLUS	0.28	A PLUS	0.26	FILMAZIA	0.29	EXPRESS ENTERTAINMENT	0.43
11	FILMAZIA	0.25	URDU 1	0.27	URDU 1	0.26	COLORS	0.26	URDU 1	0.28	URDU 1	0.40
12	A PLUS	0.25	DUNYA NEWS	0.25	DAWN NEWS	0.26	EXPRESS NEWS	0.25	DUNYA NEWS	0.26	GEO KAHANI	0.38
13	DISNEY CHANNEL	0.24	DISNEY CHANNEL	0.24	TV ONE	0.21	DAWN NEWS	0.25	SAMAA	0.23	SAMAA	0.37
14	EXPRESS ENTERTAINMENT	0.24	EXPRESS ENTERTAINMENT	0.24	A PLUS	0.20	EXPRESS ENTERTAINMENT	0.23	GEO KAHANI	0.22	SEE TV	0.36
15	TV ONE	0.22	TV ONE	0.21	TEN SPORTS	0.20	FILMAZIA	0.22	NEO TV	0.21	DUNYA NEWS	0.30

ENTERTAINMENT CHANNELS – 24 HOURS

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

Total Ind

Aug.17

Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.86
2	GEO ENTERTAINMENT	0.68
3	HUM TV	0.65
4	ATV	0.45
5	PTV HOME	0.39
6	A PLUS	0.27
7	FILMAZIA	0.26
8	URDU 1	0.25
9	EXPRESS ENTERTAINMENT	0.22
10	TV ONE	0.20

C&S Ind

Aug.17

Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.92
2	GEO ENTERTAINMENT	0.73
3	HUM TV	0.70
4	A PLUS	0.29
5	FILMAZIA	0.28
6	URDU 1	0.27
7	EXPRESS ENTERTAINMENT	0.24
8	TV ONE	0.21
9	GEO KAHANI	0.18
10	SEE TV	0.15

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

Aug.17

Rank	Channel Name	Ratings%
1	ARY DIGITAL	2.16
2	GEO ENTERTAINMENT	1.76
3	HUM TV	1.72
4	FILMAZIA	1.11
5	ATV	1.07
6	PTV HOME	0.89
7	A PLUS	0.75
8	URDU 1	0.67
9	GEO KAHANI	0.52
10	EXPRESS ENTERTAINMENT	0.52

C&S Ind

Aug.17

Rank	Channel Name	Ratings%
1	ARY DIGITAL	2.32
2	GEO ENTERTAINMENT	1.89
3	HUM TV	1.85
4	FILMAZIA	1.20
5	A PLUS	0.81
6	URDU 1	0.72
7	GEO KAHANI	0.56
8	EXPRESS ENTERTAINMENT	0.56
9	TV ONE	0.42
10	COLORS	0.38

TOP NEWS CHANNELS - 24 HOURS

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

Total Ind

August-17

Rank	Channel Name	Ratings%
1	GEO NEWS	0.58
2	ARY NEWS	0.42
3	EXPRESS NEWS	0.34
4	SAMAA	0.27
5	DUNYA NEWS	0.23
6	NINETY 2 NEWS	0.16
7	DIN NEWS TV	0.16
8	NEO TV	0.15
9	DAWN NEWS	0.15
10	NEWS ONE	0.13

C&S Ind

August-17

Rank	Channel Name	Ratings%
1	GEO NEWS	0.63
2	ARY NEWS	0.45
3	EXPRESS NEWS	0.37
4	SAMAA	0.29
5	DUNYA NEWS	0.25
6	NINETY 2 NEWS	0.17
7	DIN NEWS TV	0.17
8	NEO TV	0.17
9	DAWN NEWS	0.16
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

August-17

Rank	Channel Name	Ratings%
1	GEO NEWS	1.25
2	ARY NEWS	0.85
3	EXPRESS NEWS	0.61
4	DUNYA NEWS	0.56
5	SAMAA	0.49
6	NINETY 2 NEWS	0.27
7	NEWS ONE	0.26
8	DAWN NEWS	0.25
9	24 NEWS	0.25
10	DIN NEWS TV	0.22

C&S Ind

August-17

Rank	Channel Name	Ratings%
1	GEO NEWS	1.35
2	ARY NEWS	0.92
3	EXPRESS NEWS	0.65
4	DUNYA NEWS	0.60
5	SAMAA	0.52
6	NINETY 2 NEWS	0.29
7	NEWS ONE	0.28
8	DAWN NEWS	0.27
9	24 NEWS	0.27
10	DIN NEWS TV	0.24



MUSIC CHANNELS

C&S Ind

August | 2017

Rank	Channel Name	TRPs	Relative Share%
1	8XM	163	61%
2	JALWA	95	36%
3	ARY MUSIK	6	2%
4	VIBE TV	2	1%
....	Grand Total	266	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

August-17

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	167	60%
2	PTV SPORTS	74	26%
3	GEO SUPER	39	14%
	Grand Total	280	100%

C&S Ind

August-17

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	239	63%
2	PTV SPORTS	84	22%
3	GEO SUPER	56	15%
	Grand Total	378	100%

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



Total Ind

August-17

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	226	62%
2	PTV SPORTS	84	23%
3	GEO SUPER	54	15%
	Grand Total	364	100%

C&S Ind

August-17

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	243	63%
2	PTV SPORTS	87	22%
3	GEO SUPER	57	15%
	Grand Total	387	100%

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

Movie Channels

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

24 Hours | C&S Ind

Aug.17

Rank	Channel Name	Ratings%
1	FILM WORLD	0.11
2	HBO	0.07
3	WB	0.04
4	SILVER SCREEN	0.04
5	FILMAX	0.03
6	AXN	0.01
7	RAAVI TV	0.01
8	STAR MOVIES	0.01
9	STAR LITE TV	0.01

Prime Time | 20.00-00.00 | C&S Ind

Aug.17

Rank	Channel Name	Ratings%
1	FILM WORLD	0.31
2	SILVER SCREEN	0.13
3	HBO	0.12
4	WB	0.08
5	FILMAX	0.07
6	RAAVI TV	0.05
7	AXN	0.02
8	STAR MOVIES	0.02
9	STAR LITE TV	0.00

FOOD CHANNELS



Masala tops the chart with 121 TRPs during the month of July

C&S Ind

August-17

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	121	95%
2	ZAIQA	7	5%
..	Grand Total	128	100%

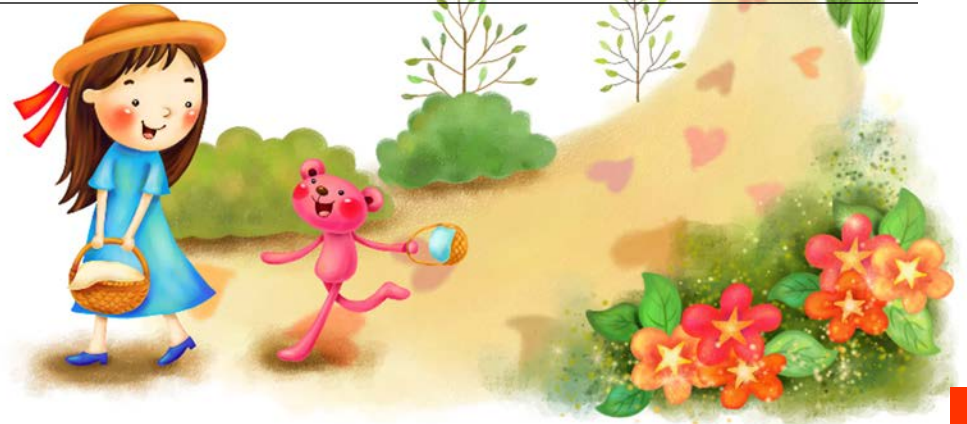


Cartoon Network Holds 60% Of Kids Channels Viewership

C&S Ind

August-17

Rank	Channel	TRPs	Relative Share%
1	CARTOON NETWORK	792	60%
2	DISNEY CHANNEL	359	27%
3	NICKELODEON	110	8%
4	POGO	25	2%
5	CINEMACHI KIDS	37	3%
....	Grand Total	1322	100%



TOP REGIONAL C&S IND | TIME BAND 18:00 – 23:00

Rank	PAK URBAN		URBAN PUNJAB		URBAN SINDH		URBAN KP		URBAN BALUCHISTAN	
	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%
1	PTV BOLAN	0.008	APNA CHANNEL	0.106	KTN	0.081	ARUJ TV	0.332	PTV BOLAN	0.403
2	ARUJ TV	0.032	ARUJ TV	0.011	KASHISH	0.056	AVT KHYBER NEWS	0.189	ARUJ TV	0.062
3	PASHTO 1	0.009	KAY2	0.010	KTN NEWS	0.055	MASHRAQ TV	0.135	PASHTO 1	0.057
4	AVT KHYBER	0.014	PTV NATIONAL	0.008	MEHRAN TV	0.035	AVT KHYBER	0.118	AVT KHYBER	0.049
5	VSH NEWS	0.001	AVT KHYBER	0.005	SINDH TV	0.031	PASHTO 1	0.091	VSH NEWS	0.021
6	APNA CHANNEL	0.070	PASHTO 1	0.004	SINDH TV NEWS	0.027	APNA CHANNEL	0.085	APNA CHANNEL	0.020
7	KTN	0.034	PUNJAB TV	0.004	AWAZ	0.027	PTV NATIONAL	0.029	KTN	0.013
8	KAY2	0.008	AVT KHYBER NEWS	0.004	APNA CHANNEL	0.023	KAY2	0.016	KAY2	0.011
9	AVT KHYBER NEWS	0.015	WASEB	0.003	ARUJ TV	0.012	PUNJAB TV	0.002	AVT KHYBER NEWS	0.009
10	MASHRAQ TV	0.009	MEHRAN TV	0.003	AVT KHYBER	0.008	SINDH TV	0.002	MASHRAQ TV	0.008
11	WASEB	0.002	KASHISH	0.001	KAY2	0.004	SINDH TV NEWS	0.001	WASEB	0.008
12	KASHISH	0.023	SINDH TV	0.001	PTV NATIONAL	0.003	MEHRAN TV	0.001	KASHISH	0.005
13	AWAZ	0.011	KTN	0.001	AVT KHYBER NEWS	0.002	VSH NEWS	0.000	AWAZ	0.004
14	PTV NATIONAL	0.007	VSH NEWS	0.001	PASHTO 1	0.001	WASEB	0.000	PTV NATIONAL	0.003
15	SINDH TV NEWS	0.011	AWAZ	0.001	PTV BOLAN	0.001	KASHISH	0.000	SINDH TV NEWS	0.001
16	KTN NEWS	0.022	PTV BOLAN	0.001	VSH NEWS	0.001	AWAZ	0.000	KTN NEWS	0.001
17	SINDH TV	0.013	MASHRAQ TV	0.001	WASEB	0.001	PTV BOLAN	0.000	SINDH TV	0.001
18	PUNJAB TV	0.002	SINDH TV NEWS	0.000	MASHRAQ TV	0.001	KTN	0.000	PUNJAB TV	0.001
19	MEHRAN TV	0.016	KTN NEWS	0.000	PUNJAB TV	0.001	KTN NEWS	0.000	MEHRAN TV	0.000

TOP PROGRAMS | OVERALL

GEO ENTERTAINMENT's KHALI HATH hits 6.52 ratings on Total Ind on 14th AUG

Top Programs | Total Individuals

August-17

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	14-Aug-17	GEO ENTERTAINMENT	Khali Hath	6.52	3,005	13.50
2	14-Aug-17	GEO ENTERTAINMENT	Bholi Bano	6.05	2,785	13.30
3	23-Aug-17	ARY DIGITAL	Mubarak Ho Beti Hui Hai	5.44	2,505	11.80
4	1-Aug-17	HUM TV	Alif Allah Aur Insan	5.04	2,323	11.00
5	27-Aug-17	ARY DIGITAL	BulBulay	4.99	2,298	17.40
6	13-Aug-17	ARY DIGITAL	Jeeto Pakistan	4.76	2,193	11.00
7	27-Aug-17	FILMAZIA	Nagin 2	4.69	2,159	12.60
8	1-Aug-17	ARY DIGITAL	Zindaan	4.60	2,118	8.80
9	23-Aug-17	GEO ENTERTAINMENT	Hiddat	4.42	2,035	10.40
10	30-Aug-17	HUM TV	Yaqeen Ka Safar	4.38	2,019	9.10

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

TOP PROGRAMS | C & S

GEO ENTERTAINMENT's **Khali Hath** hits 7.00 ratings on C&S Ind on 14TH AUG

Top Programs | C&S Individuals

August-17

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	14-Aug-17	GEO ENTERTAINMENT	Khali Hath	7.00	3,005	14.50
2	14-Aug-17	GEO ENTERTAINMENT	Bholi Bano	6.48	2,785	14.10
3	23-Aug-17	ARY DIGITAL	Mubarak Ho Beti Hui Hai	5.83	2,505	12.70
4	1-Aug-17	HUM TV	Alif Allah Aur Insan	5.41	2,323	11.80
5	27-Aug-17	ARY DIGITAL	BulBulay	5.35	2,298	18.50
6	13-Aug-17	ARY DIGITAL	Jeeto Pakistan	5.11	2,193	11.50
7	27-Aug-17	FILMAZIA	Nagin 2	5.03	2,159	13.20
8	1-Aug-17	ARY DIGITAL	Zindaan	4.93	2,118	9.20
9	23-Aug-17	GEO ENTERTAINMENT	Hiddat	4.74	2,035	10.90
10	30-Aug-17	HUM TV	Yaqeen Ka Safar	4.70	2,019	9.60



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

Current Affairs Talk Shows | C&S Ind

Aug.17

Rank	Date	Channel	Program Title	Host	Ratings%	Ratings"000"	Market Share%
1	02.Aug.17	ARY NEWS	Off The Record	Kashif Abbasi	2.40	1031.00	6.40
2	01.Aug.17	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	Shahzaib Khanzada	2.40	1020.00	6.10
3	02.Aug.17	ARY NEWS	11th Hour	Waseem Badami	1.70	739.00	5.80
4	19.Aug.17	GEO NEWS	Jirga	Saleem Safi	1.70	725.00	5.30
5	01.Aug.17	ARY NEWS	Power Play	Arshad Shareef	1.70	724.00	4.50
6	06.Aug.17	SAMAA	News Beat	Paras Jahanzeb	1.60	679.00	4.90
7	11.Aug.17	ARY NEWS	Sawal Yeh Hai	Maria Memon	1.50	663.00	4.60
8	02.Aug.17	EXPRESS NEWS	Kal Tak	Javed Chowdary	1.50	651.00	3.50
9	02.Aug.17	24 NEWS	Khara Such Lukman kay Sath	Mubashir Luqman	1.50	640.00	3.70
10	01.Aug.17	GEO NEWS	Capital Talk	Hamid Mir	1.50	627.00	3.70

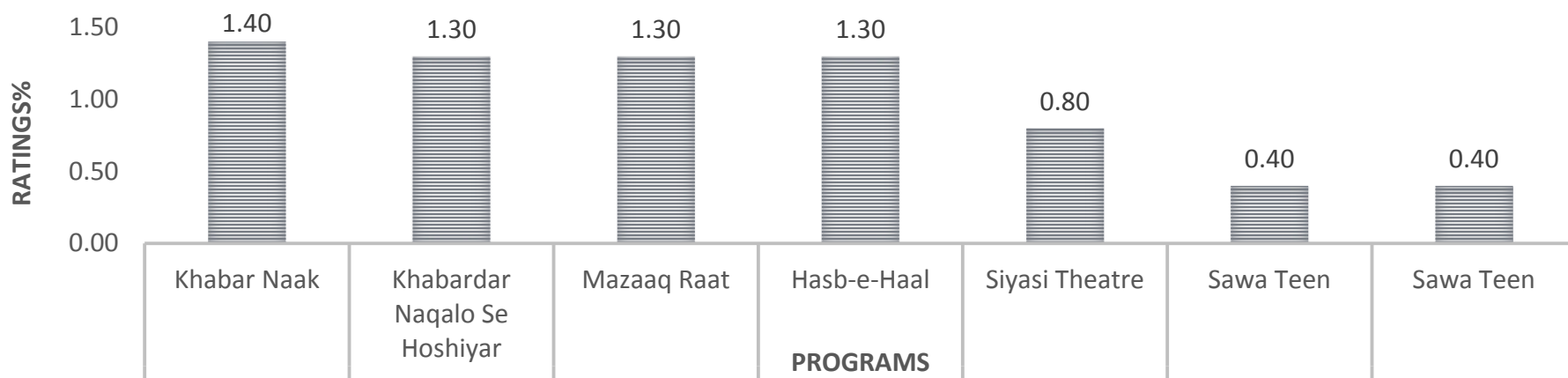
ARY NEWS' Off The Record is on Top amongst talk shows during August 2017

INFOTAINMENT SHOWS

GEO NEWS' Khabar Naak is on top followed Khabardar

Infotainment Shows

Date	Channel	Title	Rtg%	Rtg(000)	Market Share%
27.08.2017	GEO NEWS	Khabar Naak	1.4	581	4.9
31.08.2017	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	1.3	553	4.7
01.08.2017	DUNYA NEWS	Mazaaq Raat	1.3	572	4.3
31.08.2017	DUNYA NEWS	Hasb-e-Haal	1.3	568	4.6
16.08.2017	EXPRESS NEWS	Siyasi Theatre	0.8	339	3.2
06.08.2017	NEO TV	Sawa Teen	0.4	172	1.4



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 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	1.70	227	133.3
2	09:00-11:00	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	0.90	125	75.2
3	09:00-11:00	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.80	108	65.2
4	09:00-11:00	Mon-Fri	ATV	Mehekti Morning	Sundas Khan	0.70	97	58.0
5	09:00-11:00	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Amir Shah	0.60	83	50.0
6	09:00-11:00	Mon-Fri	ARY NEWS	The Morning show	Sanam Baloch	0.50	59	35.7
7	09:00-11:30	Mon-Fri	Express Ent	Satrungi	Javeria Saud	0.50	59	35.0
8	09:00-11:00	Mon-Fri	DAWN NEWS	Chai Toast Aur Host	Anoushey Ashraf	0.40	47	172.8
9	09:00-11:00	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.30	41	151.4
10	09:00-11:00	Mon-Fri	SAMAA	Subha Savaray Samaa Kay Sath	Madiha Naqvi	0.30	44	26.5
11	11:00-12:00	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.20	21	10.4
12	08:00-10:00	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Sheikh & Anum Kazmi	0.10	9	5.2
13	09:00-11:00	Mon-Fri	SEE TV	Sunrise from Istanbul	Maria Wasti	0.10	8	5.1
14	10:00-12:00	Mon-Fri	SUCH TV	Such Savera	Madiha Dawood	0.00	3	1.7
15	09:00-11:00	Mon-Fri	METRO ONE NEWS	Morning Delight	Dr Rafia Rafiq	0.00	0	0.3
16	09:00-11:00	Mon-Fri	K21	Good Morning	Rida Saifee and Muhammad Yasir	0.00	1	0.3

Ranking of morning shows is based on average ratings of the show for the reporting month.

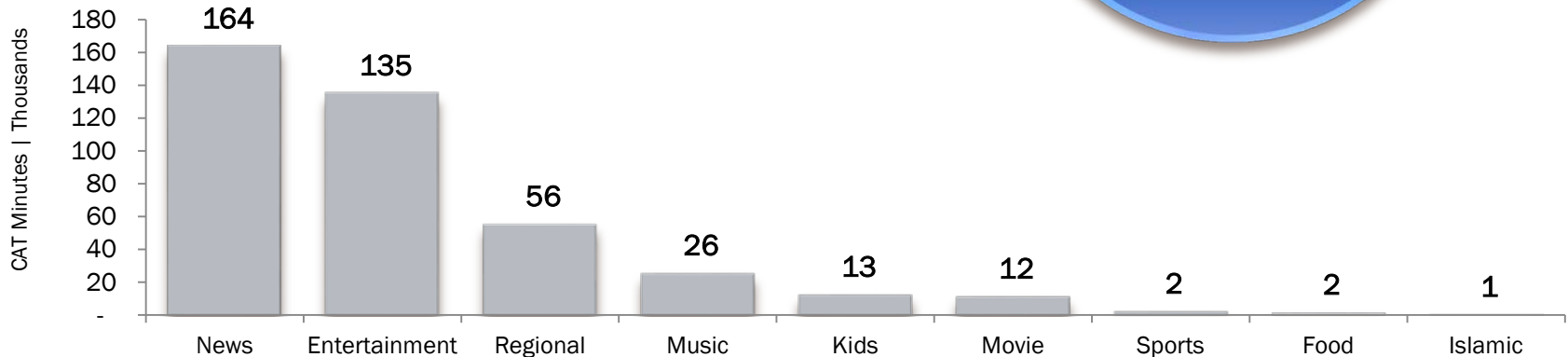
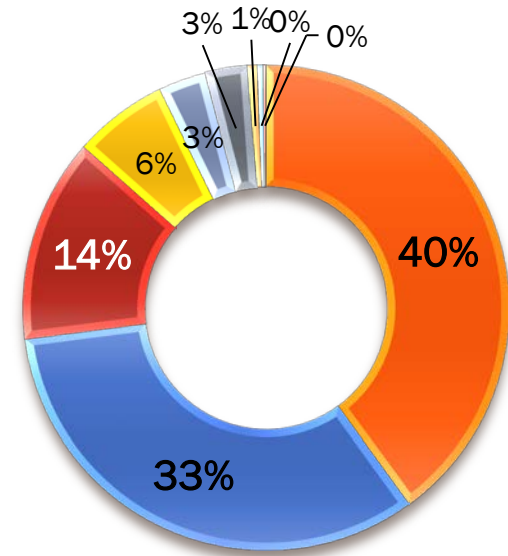
MORNING SHOWS | FEMALE 15-45 C&S

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	1.90	227	772.5
2	09:00-11:00	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	1.00	125	460.4
3	09:00-11:00	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.90	108	399.5
4	09:00-11:00	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Amir Shah	0.70	83	306.3
5	09:00-11:00	Mon-Fri	ARY NEWS	The Morning show	Sanam Baloch	0.50	59	218.7
6	09:00-11:30	Mon-Fri	Express Ent	Satrungi	Javeria Saud	0.50	59	202.7
7	09:00-11:00	Mon-Fri	SAMAA	Subha Savaray Samaa Kay Sath	Madiha Naqvi	0.40	44	162.3
8	09:00-11:00	Mon-Fri	DAWN NEWS	Chai Toast Aur Host	Anoushey Ashraf	0.40	47	28.2
9	09:00-11:00	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.30	41	24.7
10	11:00-12:00	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.20	21	49.1
11	09:00-11:00	Mon-Fri	ATV	Mehekti Morning	Sundas Khan	0.10	8	29.1
12	08:00-10:00	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Sheikh & Anum Kazmi	0.10	9	36.3
13	09:00-11:00	Mon-Fri	SEE TV	Sunrise from Istanbul	Maria Wasti	0.10	8	31.2
14	10:00-12:00	Mon-Fri	SUCH TV	Such Savera	Madiha Dawood	0.00	3	8.6
15	09:00-11:00	Mon-Fri	METRO ONE NEWS	Morning Delight	Dr Rafia Rafiq	0.00	0	1.7
16	09:00-11:00	Mon-Fri	K21	Good Morning	Rida Saifee and Muhammad Yasir	0.00	1	2.1

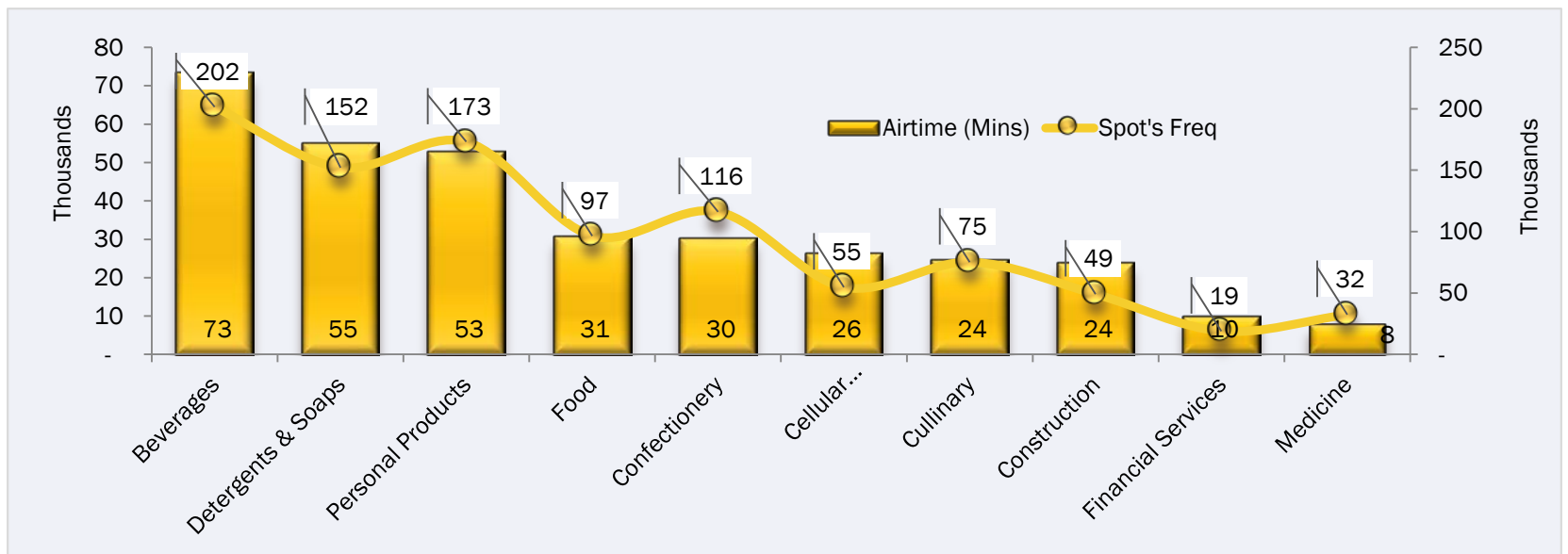
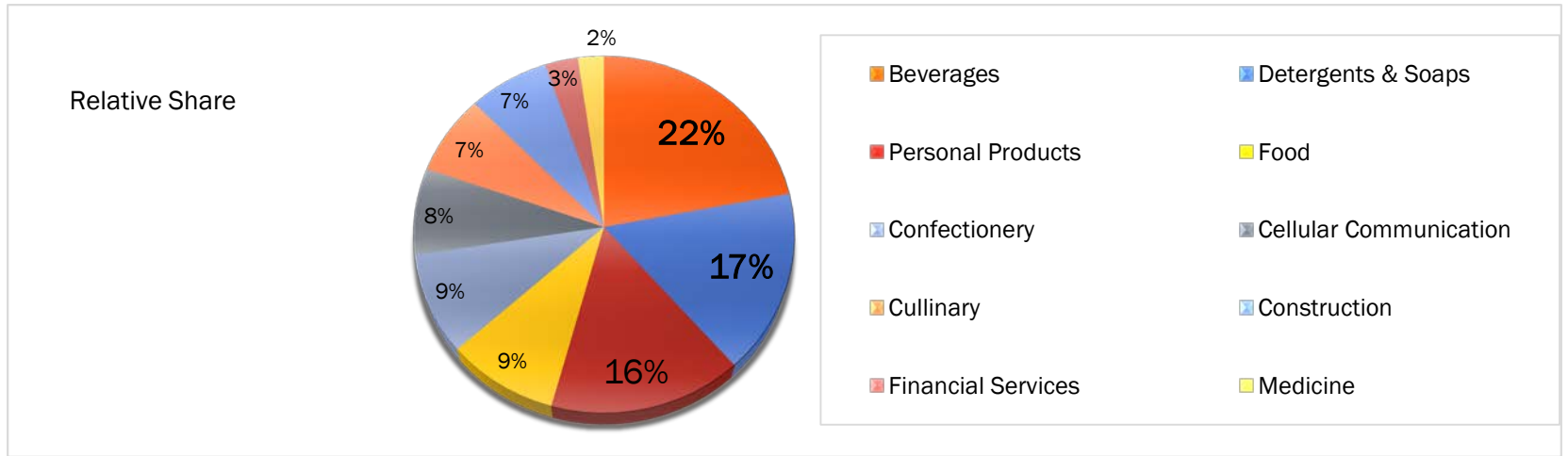
COMMERCIAL AIRTIME SUMMARY | BY GENRE

Genre-wise Airtime Share%



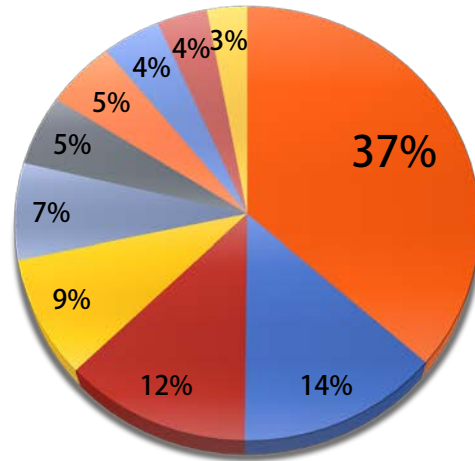
Highest CAT Share Going To News Channels

TOP 10 CATEGORIES

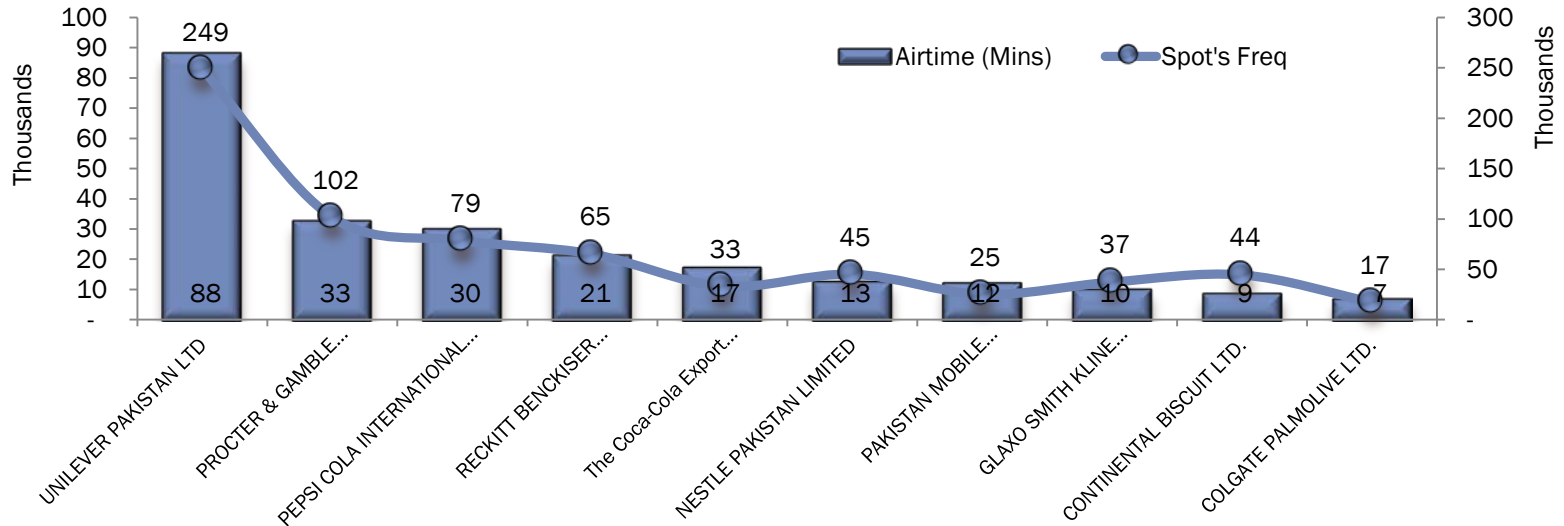


TOP 10 ADVERTISERS | IN TERMS OF CAT

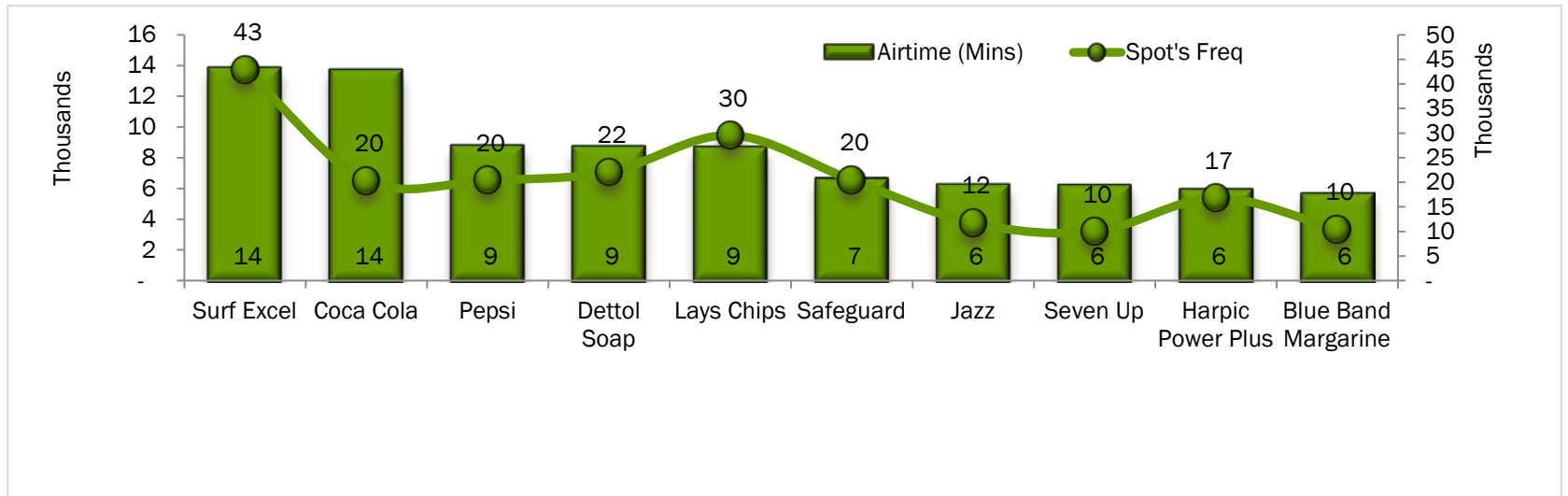
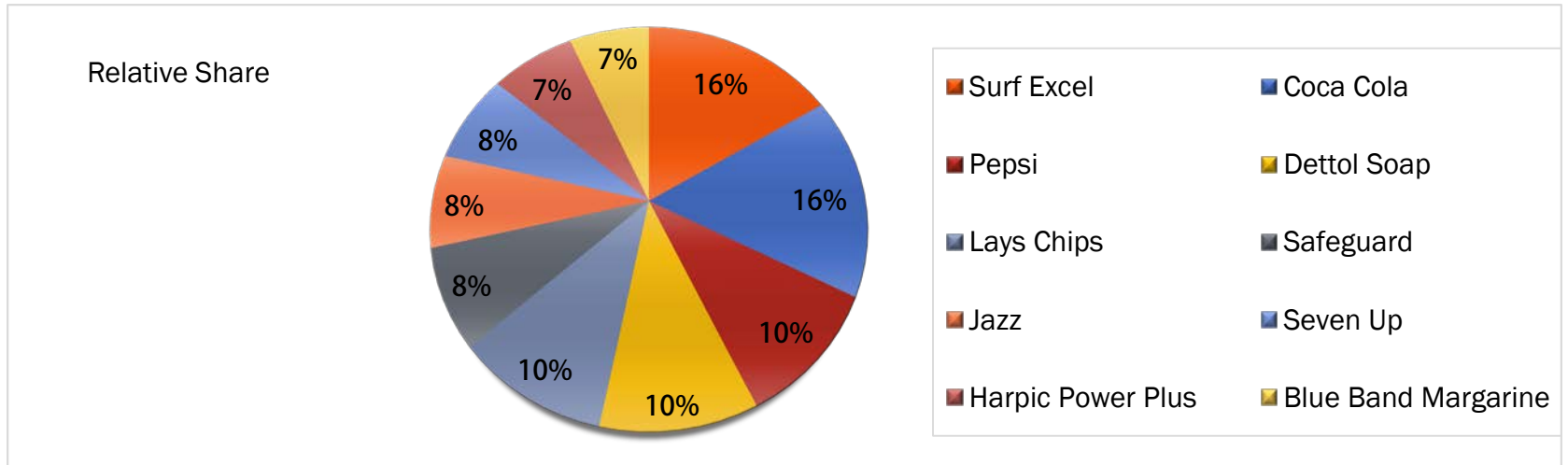
Relative Share



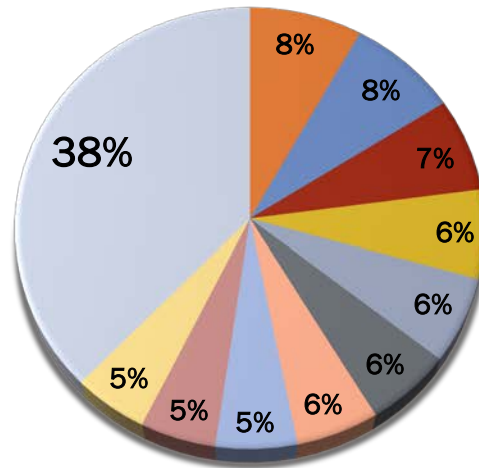
- UNILEVER PAKISTAN LTD
- PROCTER & GAMBLE PAKISTAN LTD
- PEPSI COLA INTERNATIONAL (PVT.) LTD.
- RECKITT BENCKISER PAKISTAN LTD.
- The Coca-Cola Export Corporation
- NESTLE PAKISTAN LIMITED
- PAKISTAN MOBILE COMMUNICATIONS
- GLAXO SMITH KLINE PAKISTAN
- CONTINENTAL BISCUIT LTD.
- COLGATE PALMOLIVE LTD.



TOP 10 BRANDS

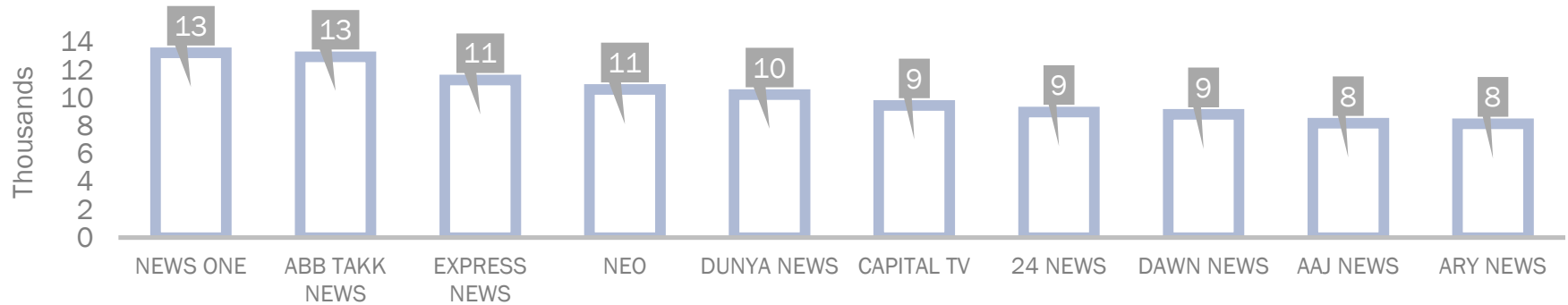


Relative Share



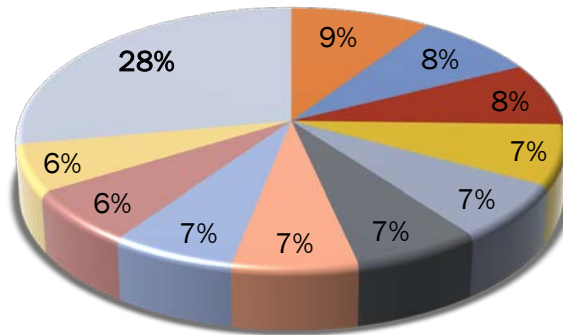
- NEWS ONE
- ABB TAKK NEWS
- EXPRESS NEWS
- NEO
- DUNYA NEWS
- CAPITAL TV
- 24 NEWS
- DAWN NEWS
- AAJ NEWS
- ARY NEWS
- Others

CAT Minutes In Thousands



ENTERTAINMENT CHANNELS | CAT COMPARISON

Relative Share



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

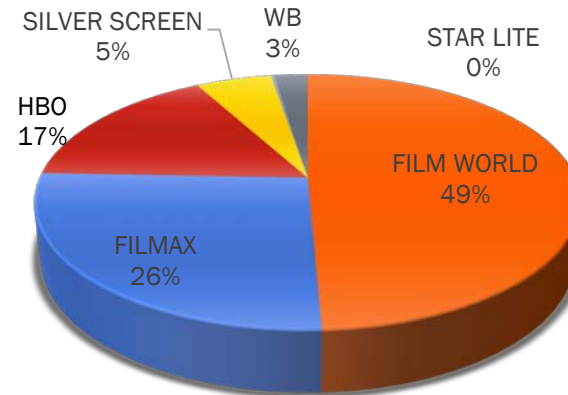
CAT Minutes In Thousands



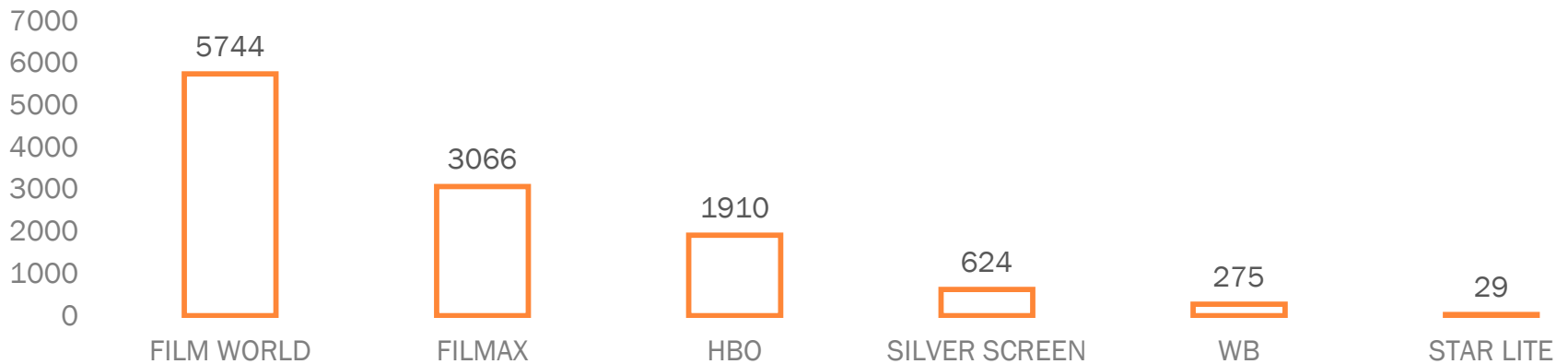
Amongst Entertainment Channels ATV Entertainment is Airing The Highest CAT

MOVIE CHANNELS | CAT COMPARISON

Relative Share

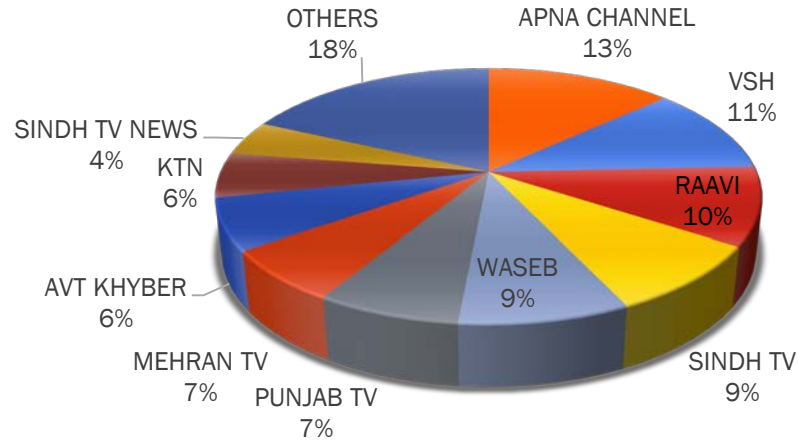


CAT (Minutes)

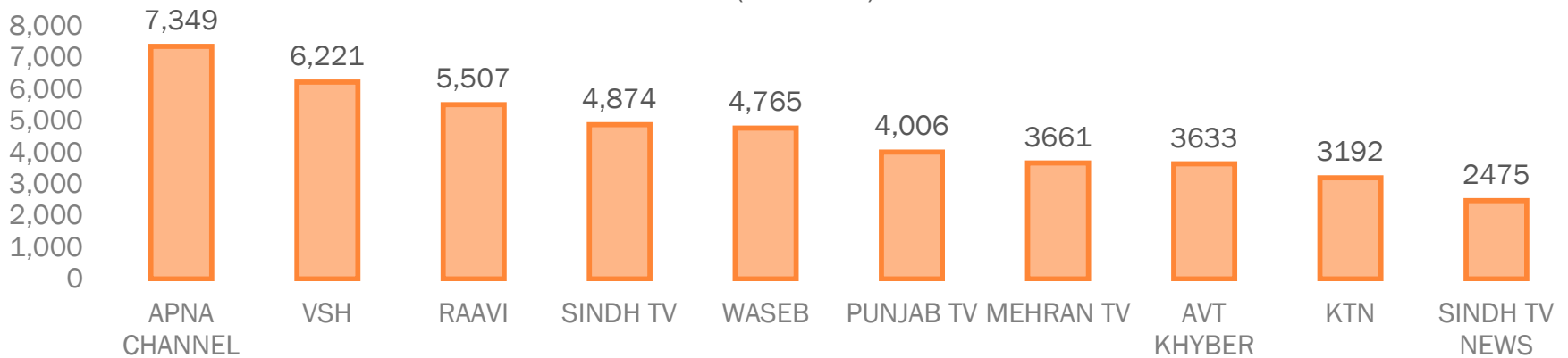


REGIONAL CHANNELS | CAT COMPARISON

Relative Share

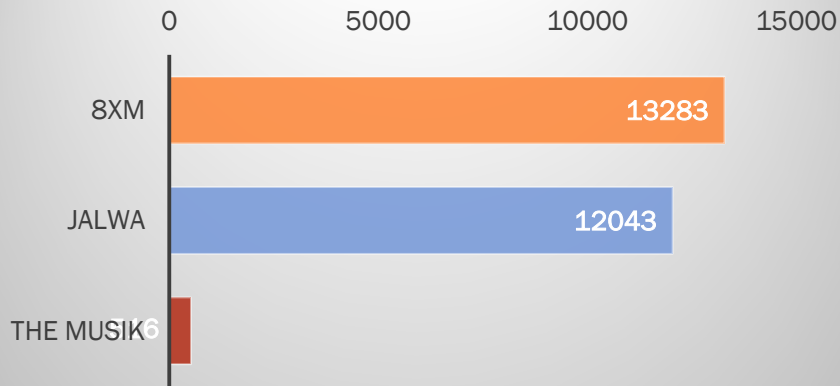


CAT (Minutes)

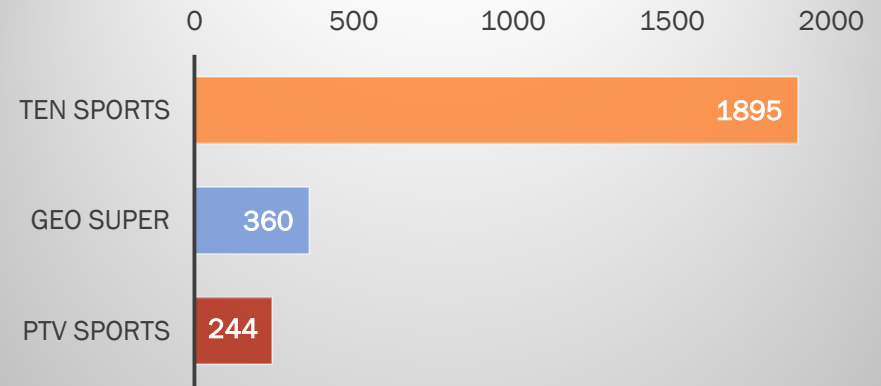


MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

Music | CAT (Minutes)



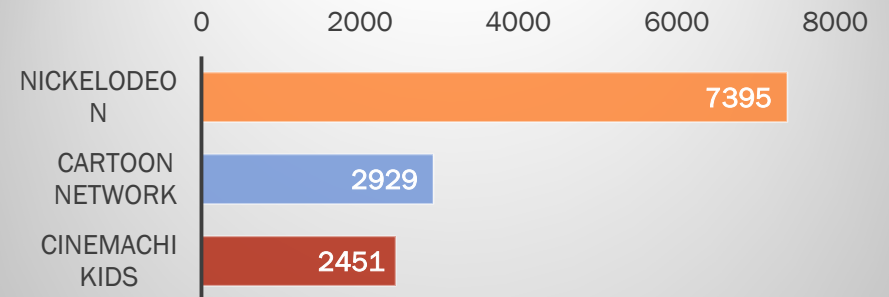
Sports | CAT (Minutes)



Food | CAT (Minutes)



Kids | CAT (Minutes)



Thank You-----😊