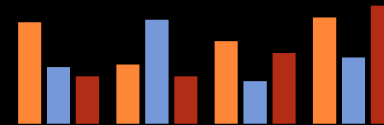
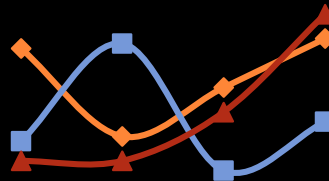


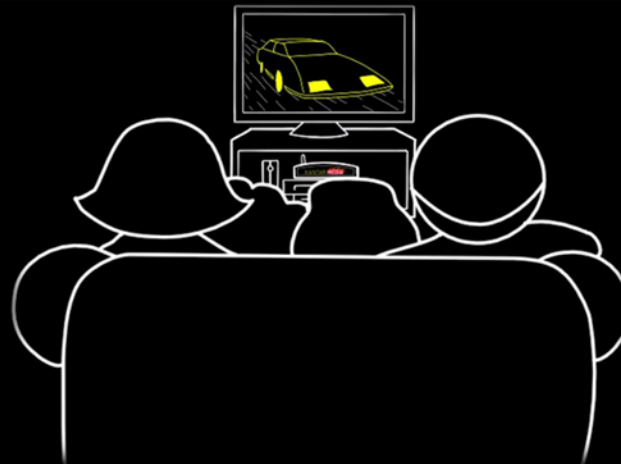
MEDIALOGIC MONTHLY REVIEW

SEPTEMBER 2017



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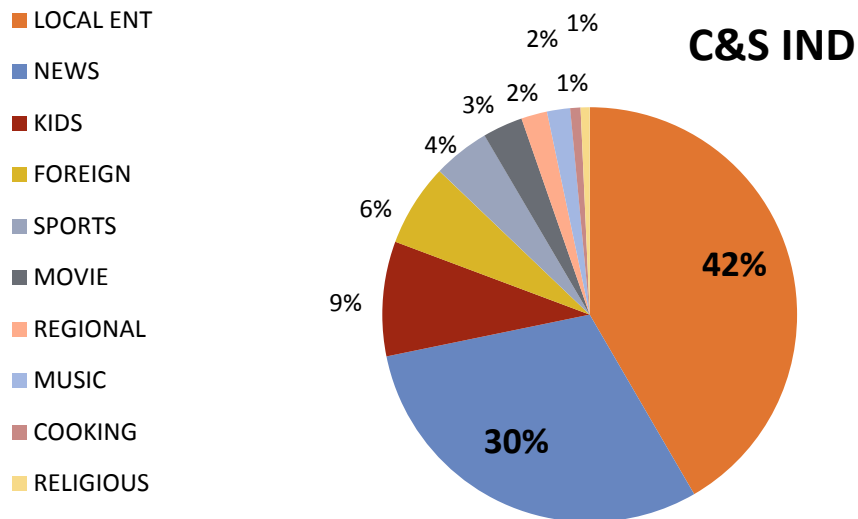
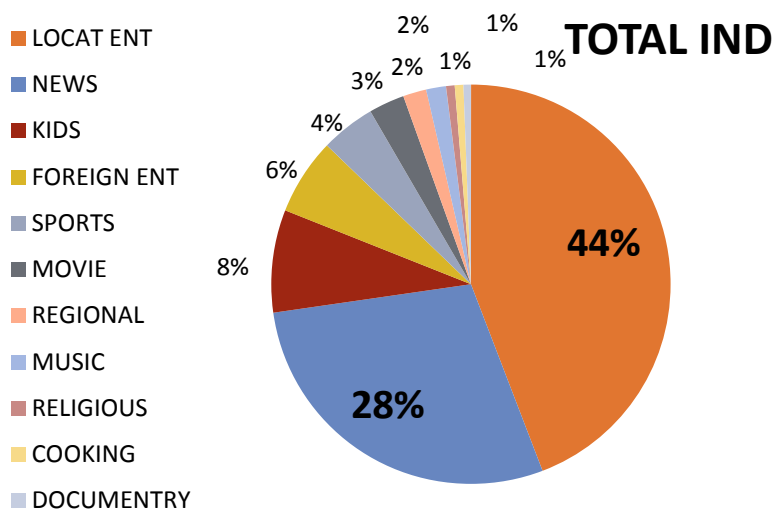
The Only Overnight TAM data providing Company in Pakistan.



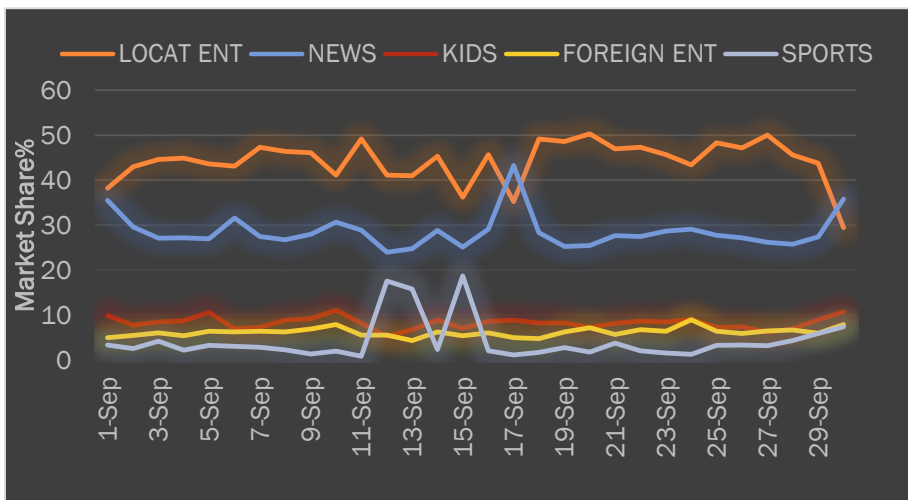
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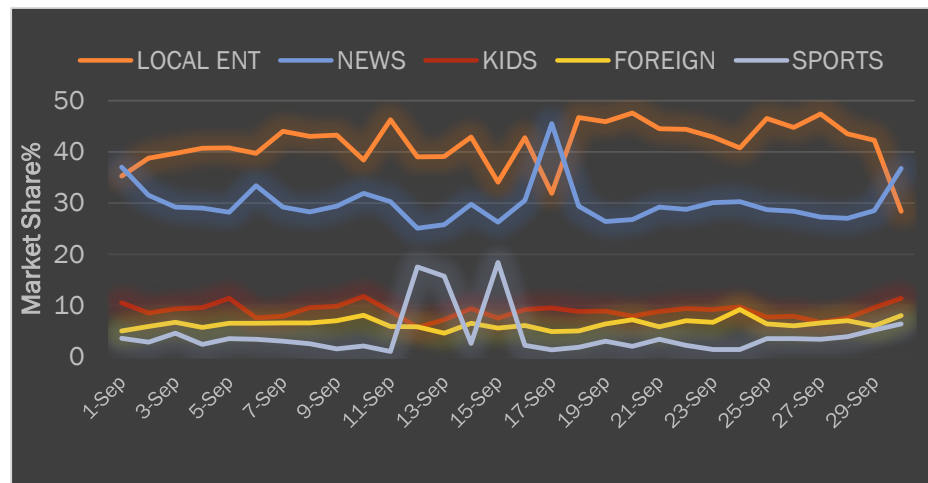
MARKET SHARE% | BY GENRE



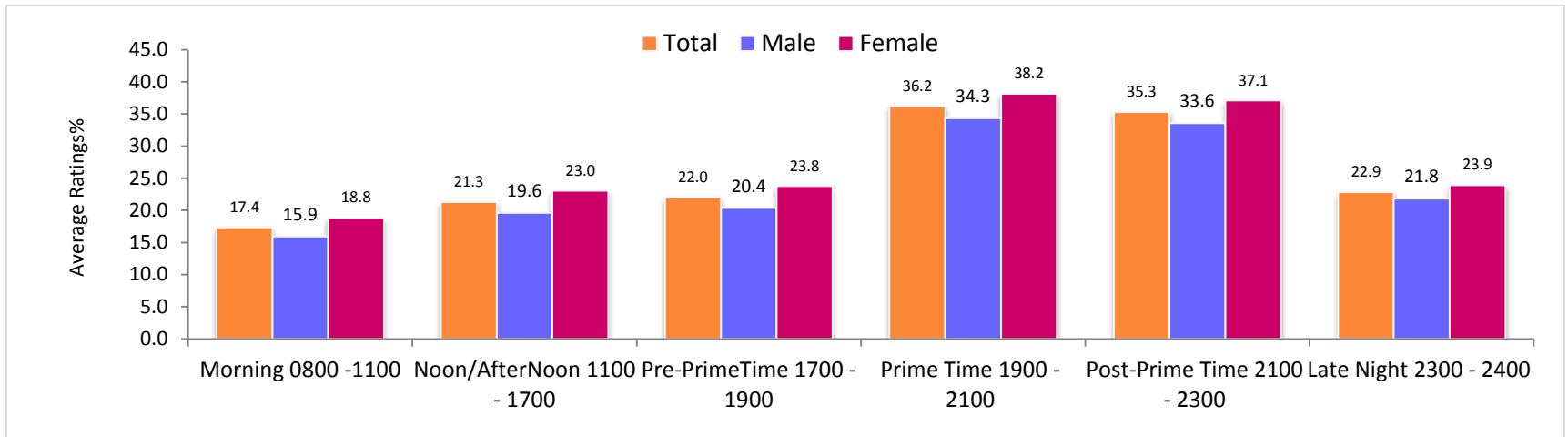
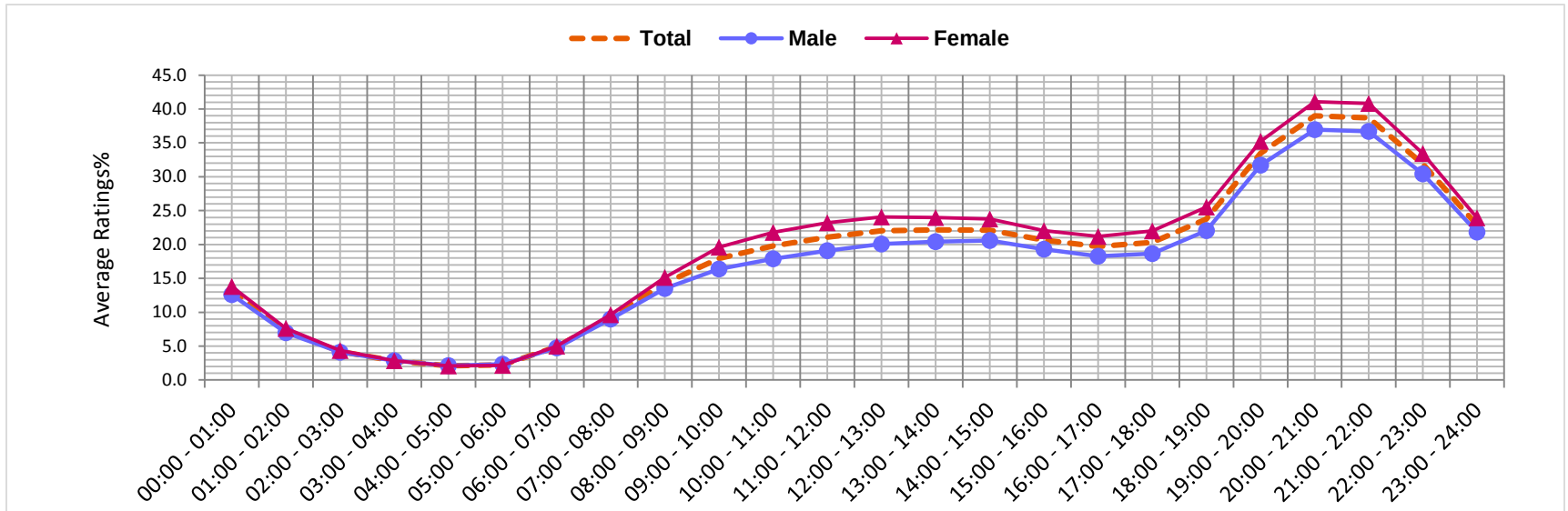
Day-wise Progression | Top (5) Genre



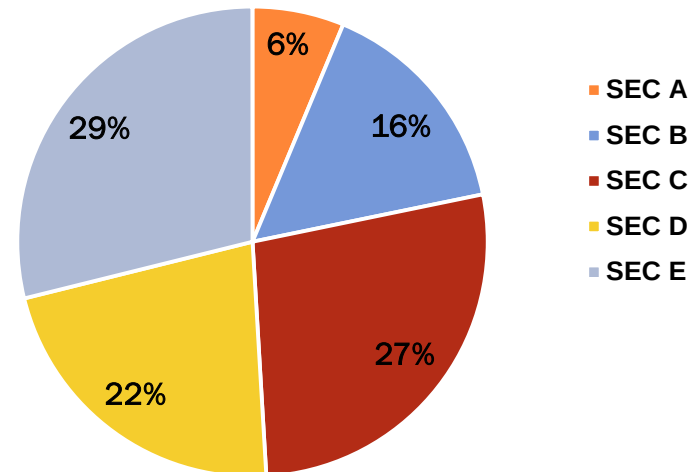
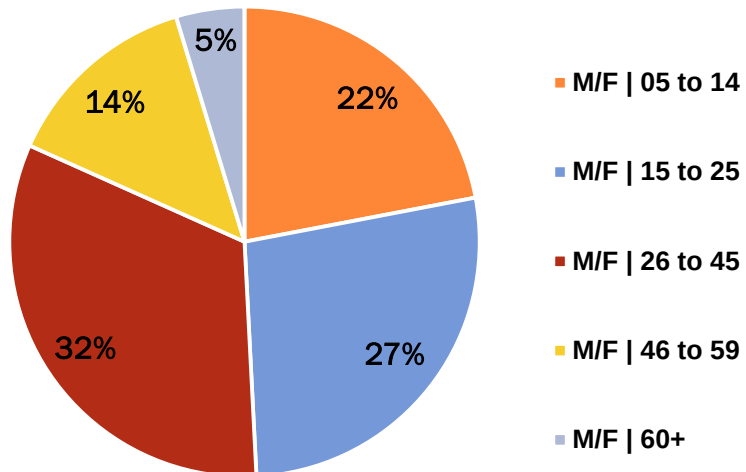
Day-wise Progression | Top (5) Genre



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.

Sep.17					
All Ind			C&S Ind		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	PTV HOME	1.63	1	ARY DIGITAL	0.89
2	ATV	1.31	2	HUM TV	0.8
3	ARY DIGITAL	0.62	3	GEO ENT	0.66
4	HUM TV	0.56	4	GEO NEWS	0.62
5	GEO ENT	0.46	5	CARTOON NTW	0.58
6	GEO NEWS	0.44	6	ARY NEWS	0.37
7	CARTOON NTW	0.41	7	DISNEY CHANNEL	0.35
8	PTV NEWS	0.36	8	EXPRESS NEWS	0.34
9	PTV SPORTS	0.26	9	FILMAZIA	0.31
10	ARY NEWS	0.26	10	URDU 1	0.29
11	DISNEY CHANNEL	0.25	11	A PLUS	0.29
12	EXPRESS NEWS	0.24	12	TEN SPORTS	0.28
13	FILMAZIA	0.22	13	SAMAA	0.26
14	URDU 1	0.21	14	TV ONE	0.24
15	A PLUS	0.2	15	DUNYA NEWS	0.23

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

Sep.17					
All Ind			C&S Ind		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.89	1	ARY DIGITAL	0.88
2	HUM TV	0.80	2	HUM TV	0.78
3	GEO ENT	0.66	3	GEO ENT	0.64
4	GEO NEWS	0.62	4	GEO NEWS	0.63
5	CARTOON NTW	0.58	5	CARTOON NTW	0.56
6	ARY NEWS	0.37	6	DISNEY CHANNEL	0.36
7	DISNEY CHANNEL	0.35	7	ARY NEWS	0.36
8	EXPRESS NEWS	0.34	8	FILMAZIA	0.35
9	FILMAZIA	0.31	9	EXPRESS NEWS	0.34
10	URDU 1	0.29	10	A PLUS	0.34
11	A PLUS	0.29	11	URDU 1	0.31
12	TEN SPORTS	0.28	12	TEN SPORTS	0.28
13	SAMAA	0.26	13	GEO KAHANI	0.26
14	TV ONE	0.24	14	SAMAA	0.26
15	DUNYA NEWS	0.23	15	TV ONE	0.24

Note: Raking is based on 24 Hours Avg

TOP 15 CHANNELS BY REGION | TOTAL IND

	Pak Total		Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isi	
Rank	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%	Channel	Rtg%
1	PTV HOME	1.63	ARY DIGITAL	0.89	ARY DIGITAL	0.91	GEO NEWS	0.97	ARY DIGITAL	0.75	PTV HOME	0.94
2	ATV	1.31	HUM TV	0.80	HUM TV	0.75	HUM TV	0.95	ATV	0.68	ARY DIGITAL	0.80
3	ARY DIGITAL	0.62	GEO ENT	0.66	GEO ENT	0.75	ARY DIGITAL	0.81	HUM TV	0.65	FILMAZIA	0.70
4	HUM TV	0.56	GEO NEWS	0.62	CARTOON NTW	0.65	DISNEY CHANNEL	0.73	GEO ENT	0.52	CARTOON NTW	0.60
5	GEO ENT	0.46	CARTOON NTW	0.58	GEO NEWS	0.53	CARTOON NTW	0.56	GEO NEWS	0.43	GEO KAHANI	0.59
6	GEO NEWS	0.44	ARY NEWS	0.37	EXPRESS NEWS	0.41	GEO ENT	0.50	PTV HOME	0.42	GEO ENT	0.58
7	CARTOON NTW	0.41	DISNEY CHANNEL	0.35	STAR PLUS	0.36	PTV HOME	0.44	ARY NEWS	0.39	GEO NEWS	0.57
8	PTV NEWS	0.36	EXPRESS NEWS	0.34	SAMAA	0.36	TV ONE	0.35	CARTOON NTW	0.39	PTV NEWS	0.55
9	PTV SPORTS	0.26	FILMAZIA	0.31	ARY NEWS	0.35	TEN SPORTS	0.33	DISNEY CHANNEL	0.36	HUM TV	0.41
10	ARY NEWS	0.26	URDU 1	0.29	TEN SPORTS	0.32	DUNYA NEWS	0.32	A PLUS	0.35	URDU 1	0.41
11	DISNEY CHANNEL	0.25	A PLUS	0.29	URDU 1	0.28	A PLUS	0.29	FILMAZIA	0.34	ATV	0.39
12	EXPRESS NEWS	0.24	TEN SPORTS	0.28	PTV HOME	0.28	ATV	0.28	EXPRESS NEWS	0.31	A PLUS	0.39
13	FILMAZIA	0.22	SAMAA	0.26	A PLUS	0.27	DAWN NEWS	0.26	URDU 1	0.30	EXPRESS ENT	0.39
14	URDU 1	0.21	TV ONE	0.24	FILMAZIA	0.26	COLORS	0.25	GEO KAHANI	0.25	TV ONE	0.34
15	A PLUS	0.20	DUNYA NEWS	0.23	DAWN NEWS	0.25	ARY NEWS	0.24	SAMAA	0.21	SEE TV	0.31

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	0.89	ARY DIGITAL	0.88	ARY DIGITAL	0.93	GEO NEWS	1.01	ARY DIGITAL	0.83	ARY DIGITAL	0.93
2	HUM TV	0.80	HUM TV	0.78	HUM TV	0.77	HUM TV	1.00	HUM TV	0.73	FILMAZIA	0.82
3	GEO ENT	0.66	GEO ENT	0.64	GEO ENT	0.77	ARY DIGITAL	0.85	GEO ENT	0.58	CARTOON NTW	0.70
4	GEO NEWS	0.62	GEO NEWS	0.63	CARTOON NTW	0.67	DISNEY CHANNEL	0.77	GEO NEWS	0.48	GEO KAHANI	0.69
5	CARTOON NTW	0.58	CARTOON NTW	0.56	GEO NEWS	0.54	CARTOON NTW	0.59	ARY NEWS	0.44	GEO ENT	0.68
6	ARY NEWS	0.37	DISNEY CHANNEL	0.36	EXPRESS NEWS	0.42	GEO ENT	0.53	CARTOON NTW	0.43	GEO NEWS	0.66
7	DISNEY CHANNEL	0.35	ARY NEWS	0.36	STAR PLUS	0.37	TV ONE	0.37	DISNEY CHANNEL	0.40	HUM TV	0.48
8	EXPRESS NEWS	0.34	FILMAZIA	0.35	SAMAA	0.37	TEN SPORTS	0.35	A PLUS	0.38	URDU 1	0.47
9	FILMAZIA	0.31	EXPRESS NEWS	0.34	ARY NEWS	0.36	DUNYA NEWS	0.33	FILMAZIA	0.38	A PLUS	0.45
10	URDU 1	0.29	A PLUS	0.34	TEN SPORTS	0.32	A PLUS	0.30	EXPRESS NEWS	0.34	EXPRESS ENT	0.45
11	A PLUS	0.29	URDU 1	0.31	URDU 1	0.29	DAWN NEWS	0.27	URDU 1	0.34	TV ONE	0.40
12	TEN SPORTS	0.28	TEN SPORTS	0.28	A PLUS	0.27	COLORS	0.26	GEO KAHANI	0.28	SEE TV	0.37
13	SAMAA	0.26	GEO KAHANI	0.26	FILMAZIA	0.27	ARY NEWS	0.25	SAMAA	0.23	NEWS ONE	0.33
14	TV ONE	0.24	SAMAA	0.26	DAWN NEWS	0.26	URDU 1	0.25	TEN SPORTS	0.23	ARY NEWS	0.31
15	DUNYA NEWS	0.23	TV ONE	0.24	TV ONE	0.24	FILMAZIA	0.23	DUNYA NEWS	0.22	EXPRESS NEWS	0.29

ENTERTAINMENT CHANNELS – 24 HOURS

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

Total Ind			C&S Ind		
Sep.17			Sep.17		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.82	1	ARY DIGITAL	0.88
2	HUM TV	0.73	2	HUM TV	0.78
3	GEO ENT	0.60	3	GEO ENT	0.64
4	PTV HOME	0.43	4	FILMAZIA	0.35
5	ATV	0.38	5	A PLUS	0.34
6	FILMAZIA	0.32	6	URDU 1	0.31
7	A PLUS	0.31	7	GEO KAHANI	0.26
8	URDU 1	0.29	8	TV ONE	0.24
9	GEO KAHANI	0.24	9	EXPRESS ENT	0.21
10	TV ONE	0.22	10	STAR PLUS	0.17

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		
Sep.17			Sep.17		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	HUM TV	2.13	1	HUM TV	2.28
2	ARY DIGITAL	2.07	2	ARY DIGITAL	2.22
3	GEO ENT	1.52	3	GEO ENT	1.63
4	FILMAZIA	1.16	4	FILMAZIA	1.24
5	PTV HOME	0.96	5	A PLUS	1.02
6	ATV	0.96	6	URDU 1	0.91
7	A PLUS	0.95	7	GEO KAHANI	0.78
8	URDU 1	0.85	8	COLORS	0.48
9	GEO KAHANI	0.72	9	TV ONE	0.47
10	COLORS	0.45	10	EXPRESS ENT	0.47

TOP NEWS CHANNELS - 24 HOURS

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

Total Ind		
September-17		
Rank	Channel Name	Ratings%
1	GEO NEWS	0.59
2	ARY NEWS	0.34
3	EXPRESS NEWS	0.31
4	SAMAA	0.24
5	DUNYA NEWS	0.21
6	DAWN NEWS	0.16
7	NEO TV	0.14
8	NEWS ONE	0.14
9	24 NEWS	0.13
10	NINETY 2 NEWS	0.13

C&S Ind		
September-17		
Rank	Channel Name	Ratings%
1	GEO NEWS	0.63
2	ARY NEWS	0.36
3	EXPRESS NEWS	0.34
4	SAMAA	0.26
5	DUNYA NEWS	0.22
6	DAWN NEWS	0.17
7	NEO TV	0.15
8	NEWS ONE	0.15
9	24 NEWS	0.13
10	NINETY 2 NEWS	0.13



TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

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

Total Ind

September-17

Rank	Channel Name	Ratings%
1	GEO NEWS	1.18
2	ARY NEWS	0.62
3	DUNYA NEWS	0.53
4	EXPRESS NEWS	0.51
5	SAMAA	0.42
6	NEWS ONE	0.28
7	DAWN NEWS	0.24
8	AAJ NEWS	0.23
9	24 NEWS	0.23
10	PTV NEWS	0.22

C&S Ind

September-17

Rank	Channel Name	Ratings%
1	GEO NEWS	1.26
2	ARY NEWS	0.67
3	DUNYA NEWS	0.57
4	EXPRESS NEWS	0.55
5	SAMAA	0.45
6	NEWS ONE	0.30
7	DAWN NEWS	0.26
8	AAJ NEWS	0.24
9	24 NEWS	0.24
10	NINETY 2 NEWS	0.23



MUSIC CHANNELS

C&S Ind

SEP | 2017

Rank	Channel Name	TRPs	Relative Share%
1	8XM	177	61%
2	JALWA	108	37%
3	ARY MUSIK	7	2%
4	VIBE TV	0	0%
....	Grand Total	292	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

September-17

Rank	Channel Name	TRPs	Relative Shr%
1	PTV SPORTS	376	53%
2	TEN SPORTS	281	39%
3	GEO SUPER	57	8%
	Grand Total	714	100%

C&S Ind

September-17

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	401	56%
2	PTV SPORTS	230	32%
3	GEO SUPER	82	11%
	Grand Total	713	100%

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

SPORTS

**Total Ind**

September-17

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	382	52%
2	PTV SPORTS	271	37%
3	GEO SUPER	77	11%
	Grand Total	731	100%

C&S Ind

September-17

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	410	56%
2	PTV SPORTS	242	33%
3	GEO SUPER	83	11%
	Grand Total	735	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

Sep.17

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

Prime Time | 20.00-00.00 | C&S Ind

Sep.17

Rank	Channel Name	Ratings%
1	FILM WORLD	0.33
2	HBO	0.14
3	SILVER SCREEN	0.10
4	WB	0.09
5	FILMAX	0.08
6	RAAVI TV	0.04
7	AXN	0.02
8	STAR MOVIES	0.02
9	STAR LITE TV	0.00

FOOD CHANNELS



Masala tops the chart with 120 TRPs during the month of July

C&S Ind

September-17

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	120	96%
2	ZAIQA	5	4%
..	Grand Total	125	100%

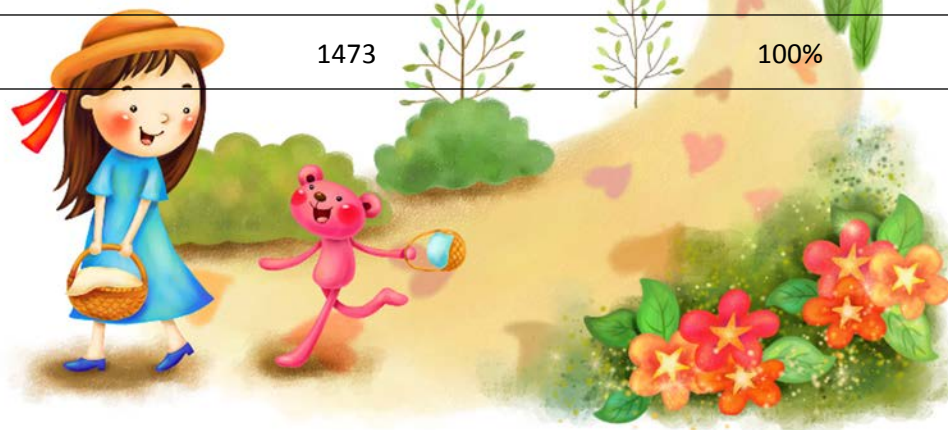


CARTOON NTW Holds 55% Of Kids Channels Viewership

C&S Ind

September-17

Rank	Channel	TRPs	Relative Share%
1	CARTOON NTW	814	55%
2	DISNEY CHANNEL	521	35%
3	NICKELODEON	86	6%
4	CINEMACHI KIDS	13	1%
5	POGO	39	3%
....	Grand Total	1473	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	0.069	APNA CHANNEL	0.106	KTN	0.133	AVT KHYBER	0.247	PTV BOLAN	0.202
2	KTN	0.054	KAY2	0.013	SINDH TV	0.069	AVT KHYBER NEWS	0.215	ARUJ TV	0.082
3	SINDH TV	0.028	ARUJ TV	0.010	KTN NEWS	0.059	ARUJ TV	0.208	PASHTO 1	0.063
4	ARUJ TV	0.027	PTV NATIONAL	0.007	KASHISH	0.045	MASHRAQ TV	0.201	AVT KHYBER	0.046
5	KTN NEWS	0.024	AVT KHYBER	0.007	SINDH TV NEWS	0.043	PASHTO 1	0.147	VSH NEWS	0.017
6	AVT KHYBER	0.022	PASHTO 1	0.006	MEHRAN TV	0.042	APNA CHANNEL	0.082	WASEB	0.016
7	KASHISH	0.019	AVT KHYBER NEWS	0.002	APNA CHANNEL	0.022	KAY2	0.033	APNA CHANNEL	0.016
8	SINDH TV NEWS	0.018	WASEB	0.002	AWAZ	0.021	PTV NATIONAL	0.033	KASHISH	0.015
9	MEHRAN TV	0.018	MEHRAN TV	0.002	ARUJ TV	0.019	VSH NEWS	0.004	KTN	0.009
10	AVT KHYBER NEWS	0.015	MASHRAQ TV	0.002	DHARTI TV	0.012	KASHISH	0.004	AWAZ	0.009
11	PASHTO 1	0.015	PUNJAB TV	0.002	AVT KHYBER	0.006	PUNJAB TV	0.001	KAY2	0.008
12	MASHRAQ TV	0.014	SINDH TV NEWS	0.001	PTV NATIONAL	0.005	WASEB	0.001	AVT KHYBER NEWS	0.007
13	KAY2	0.010	KASHISH	0.001	PUNJAB TV	0.004	KTN NEWS	0.001	PTV NATIONAL	0.004
14	AWAZ	0.009	AWAZ	0.001	KAY2	0.004	DHARTI TV	0.001	MASHRAQ TV	0.004
15	PTV NATIONAL	0.008	VSH NEWS	0.001	PASHTO 1	0.003	AWAZ	0.001	SINDH TV NEWS	0.004
16	DHARTI TV	0.005	KTN	0.001	VSH NEWS	0.001	SINDH TV	0.001	KTN NEWS	0.004
17	PTV BOLAN	0.004	PTV BOLAN	0.001	MASHRAQ TV	0.001	KTN	0.001	SINDH TV	0.002
18	PUNJAB TV	0.003	DHARTI TV	0.001	PTV BOLAN	0.001	MEHRAN TV	0.001	MEHRAN TV	0.002
19	WASEB	0.002	SINDH TV	0.000	WASEB	0.001	PTV BOLAN	0.000	PUNJAB TV	0.002
	VSH NEWS	0.001	KTN NEWS	0.000	AVT KHYBER NEWS	0.001	SINDH TV NEWS	0.000	DHARTI TV	0.000

TOP PROGRAMS | OVERALL

Nagin 2 on Filmazia hits 7.49 ratings on Total Ind on 23rd Sep

Top Programs | Total Individuals

September-17

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	23-Sep-17	FILMAZIA	Nagin 2	7.49	3,451	14.40
2	26-Sep-17	HUM TV	Alif Allah Aur Insan	7.36	3,390	14.70
3	27-Sep-17	HUM TV	Yaqeen Ka Safar	6.01	2,768	11.70
4	11-Sep-17	GEO ENT	Bholi Bano	5.51	2,540	12.60
5	27-Sep-17	ARY DIGITAL	Mubarak Ho Beti Hui Hai	5.07	2,336	10.50
6	28-Sep-17	URDU 1	Baaghi	5.04	2,136	9.60
7	28-Sep-17	ARY DIGITAL	BulBulay	4.92	2,085	14.80
8	11-Sep-17	ARY DIGITAL	Ghairat	4.79	2,208	10.00
9	29-Sep-17	GEO ENT	Muhabbat Tum Say Nafrat Hai	4.58	2,111	9.90
10	22-Sep-17	ARY DIGITAL	Jeeto Pakistan	4.49	2,066	7.90

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

TOP PROGRAMS | C & S

Nagin 2 on Filmazia hits 8.04 ratings on C&S Ind on 23rd Sep

Top Programs | C&S Individuals

September-17

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	23-Sep-17	FILMAZIA	Nagin 2	8.04	3,451	15.50
2	26-Sep-17	HUM TV	Alif Allah Aur Insan	7.89	3,390	15.70
3	27-Sep-17	HUM TV	Yaqeen Ka Safar	6.44	2,768	12.80
4	11-Sep-17	GEO ENT	Bholi Bano	5.91	2,540	13.50
5	27-Sep-17	ARY DIGITAL	Mubarak Ho Beti Hui Hai	5.44	2,336	11.30
6	28-Sep-17	URDU 1	Baaghi	5.41	2,136	10.20
7	28-Sep-17	ARY DIGITAL	BulBulay	5.28	2,085	15.50
8	11-Sep-17	ARY DIGITAL	Ghairat	5.14	2,208	10.70
9	29-Sep-17	GEO ENT	Muhabbat Tum Say Nafrat Hai	4.92	2,111	10.50
10	22-Sep-17	ARY DIGITAL	Jeeto Pakistan	4.81	2,066	8.50

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

Current Affairs Talk Shows | C&S Ind

Sep.17

Rank	Date	Channel	Program Title	Host	Ratings%	Ratings"000"	Market Share%
1	12.Sep.17	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	Shahzaib Khanzada	1.90	833.00	4.70
2	09.Sep.17	GEO NEWS	Jirga	Saleem Safi	1.80	781.00	5.70
3	26.Sep.17	GEO NEWS	Capital Talk	Hamid Mir	1.70	750.00	4.00
4	25.Sep.17	ARY NEWS	The Reporters	Sami Ibraheem	1.60	686.00	3.80
5	21.Sep.17	ARY NEWS	Off The Record	Kashif Abbasi	1.50	657.00	3.40
6	16.Sep.17	GEO NEWS	Naya Pakistan	Talat Hussain	1.40	610.00	3.80
7	26.Sep.17	NEWS ONE	Live With Dr.Shahid Masood	Dr. Shahid Masood	1.30	563.00	2.60
8	28.Sep.17	GEO NEWS	Report Card	Ayesha Baksh	1.30	515.00	3.40
9	06.Sep.17	ARY NEWS	Power Play	Arshad Shareef	1.20	507.00	3.70
10	01.Sep.17	ARY NEWS	Sawal Yeh Hai	Maria Memon	1.10	480.00	3.00

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

INFOTAINMENT SHOWS

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

Infotainment Shows

Date	Channel	Title	Rtg%	Rtg(000)	Market Share%
1-Sep-17	DUNYA NEWS	Hasb-e-Haal	1.0	430	3.4
4-Sep-17	DUNYA NEWS	Mazaaq Raat	1.0	427	3.8
2-Sep-17	GEO NEWS	Khabar Naak	0.9	378	2.9
1-Sep-17	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	0.6	266	2.2
1-Sep-17	24 NEWS	Kyun Key Jamhuryat Hai	0.5	195	1.3
4-Sep-17	EXPRESS NEWS	Siyasi Theatre	0.4	153	1.4
8-Sep-17	NEO TV	Sawa Teen	0.3	113	0.8



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	1.20	157	78.9
2	09:00-11:00	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	1.10	145	76.0
3	09:00-11:00	Mon-Fri	ATV	Mehekti Morning	Sundas Khan	0.80	102	53.3
4	09:00-11:00	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.80	107	56.3
5	09:00-11:00	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Amir Shah	0.70	94	49.4
6	09:00-11:00	Mon-Fri	DAWN NEWS	Chai Toast Aur Host	Anoushey Ashraf	0.50	61	32.3
7	09:00-11:00	Mon-Fri	ARY NEWS	The Morning show	Sanam Baloch	0.40	58	30.6
8	09:00-11:00	Mon-Fri	SAMAA	Subha Savaray Samaa Kay Sath	Madiha Naqvi	0.40	51	26.6
9	09:00-11:30	Mon-Fri	Express Ent	Satrungi	Javeria Saud	0.30	40	19.9
10	11:00-12:00	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.20	23	9.9
11	08:00-10:00	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Sheikh & Anum Kazmi	0.10	16	9.5
12	09:00-11:00	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.10	19	11.1
13	09:00-11:00	Mon-Fri	K21	Good Morning	Rida Saifee and Muhammad Yasir	0.00	1	0.3
14	09:00-11:00	Mon-Fri	METRO ONE NEWS	Morning Delight	Dr Rafia Rafiq	0.00	1	0.7
15	09:00-11:00	Mon-Fri	SEE TV	Sunrise from Istanbul	Maria Wasti	0.00	5	2.5
16	10:00-12:00	Mon-Fri	SUCH TV	Such Savera	Madiha Dawood	0.00	4	1.9

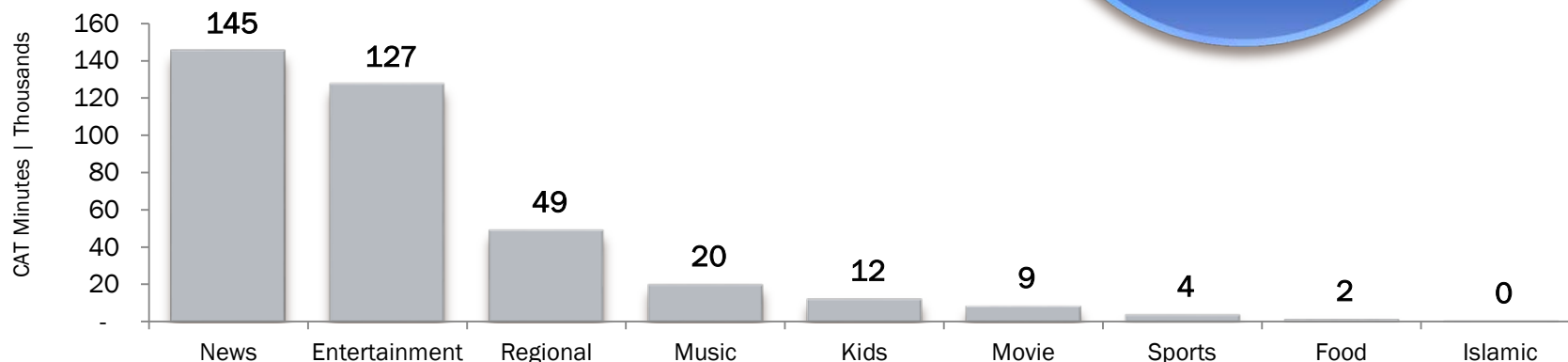
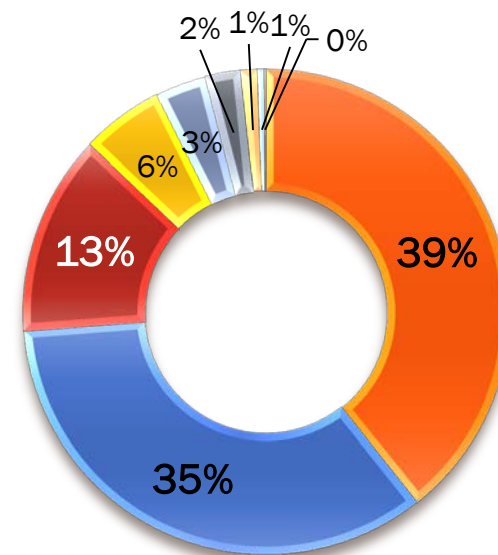
MORNING SHOWS/ FEMALE 15-45 C&S

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

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

COMMERCIAL AIRTIME SUMMARY | BY GENRE

Genre-wise Airtime Share%

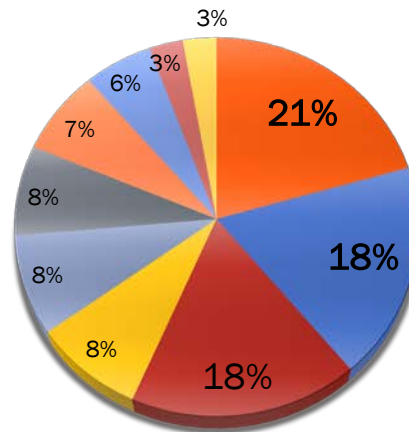


Highest CAT Share Going To News Channels

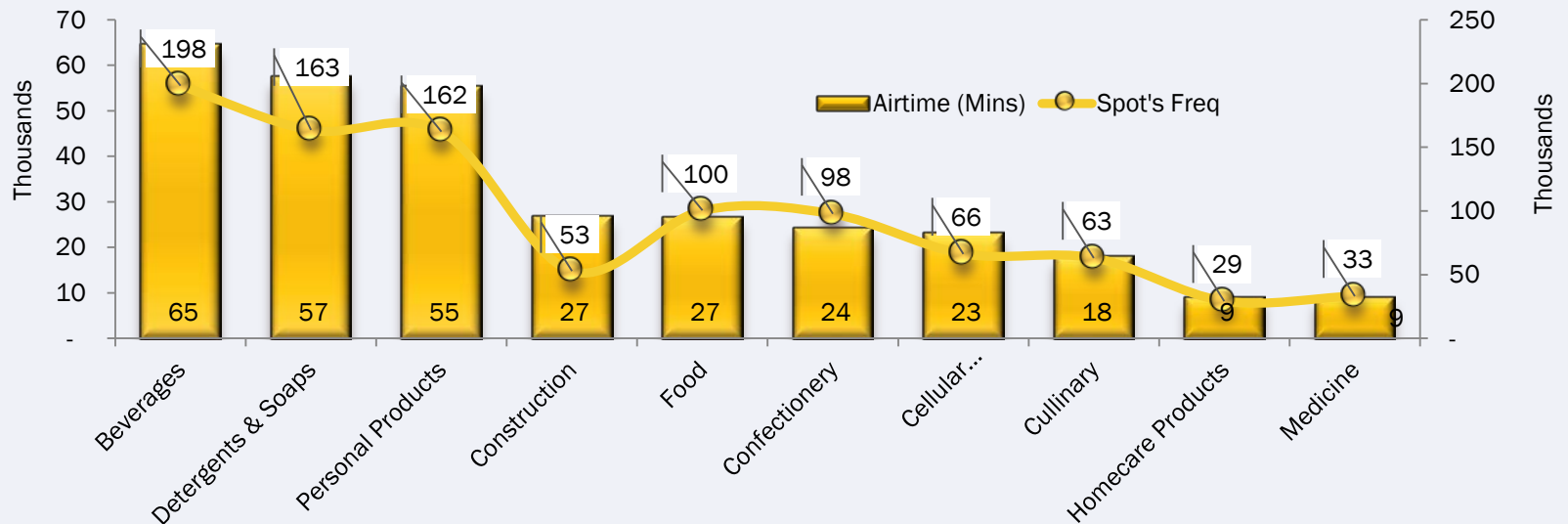
Please Note : Commercial Airtime Minutes are based on Spot TVCs only

TOP 10 CATEGORIES

Relative Share

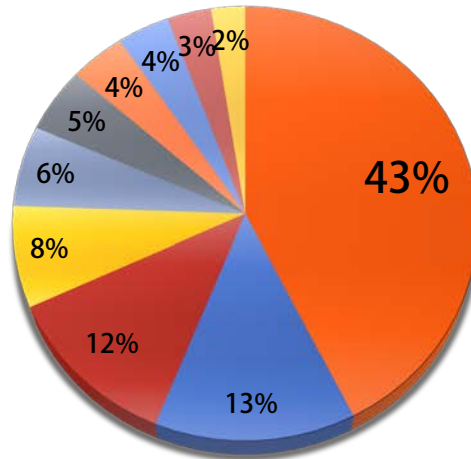


- Beverages
- Personal Products
- Food
- Cellular Communication
- Homecare Products
- Detergents & Soaps
- Construction
- Confectionery
- Cullinary
- Medicine

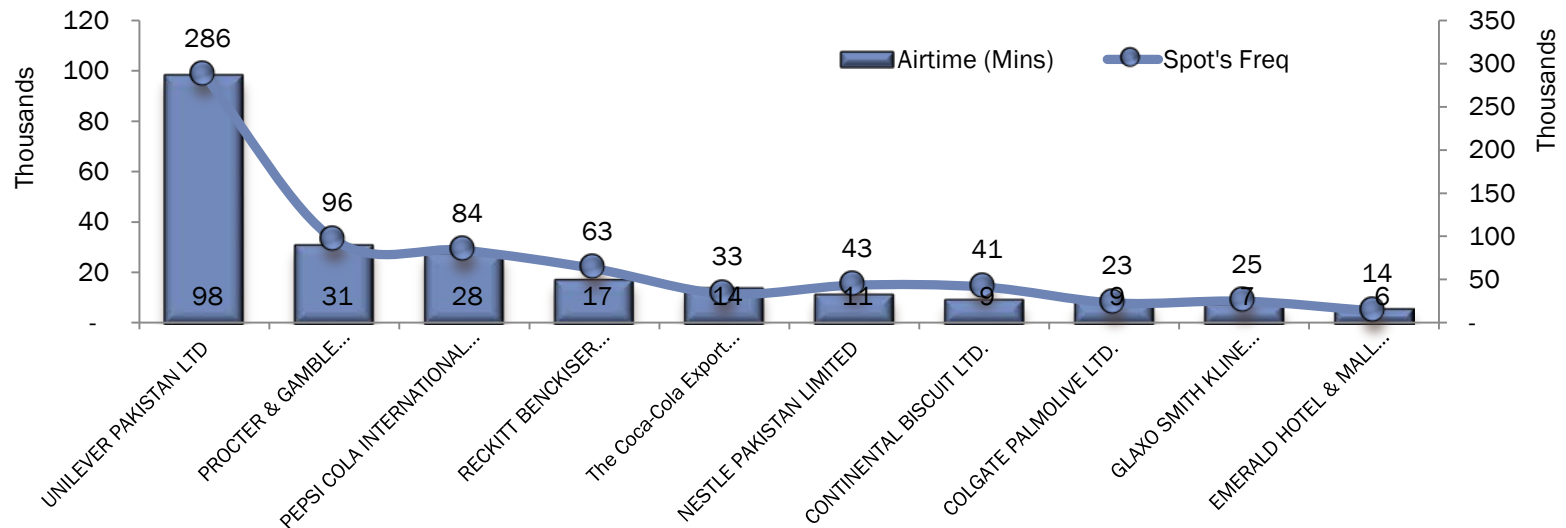


TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

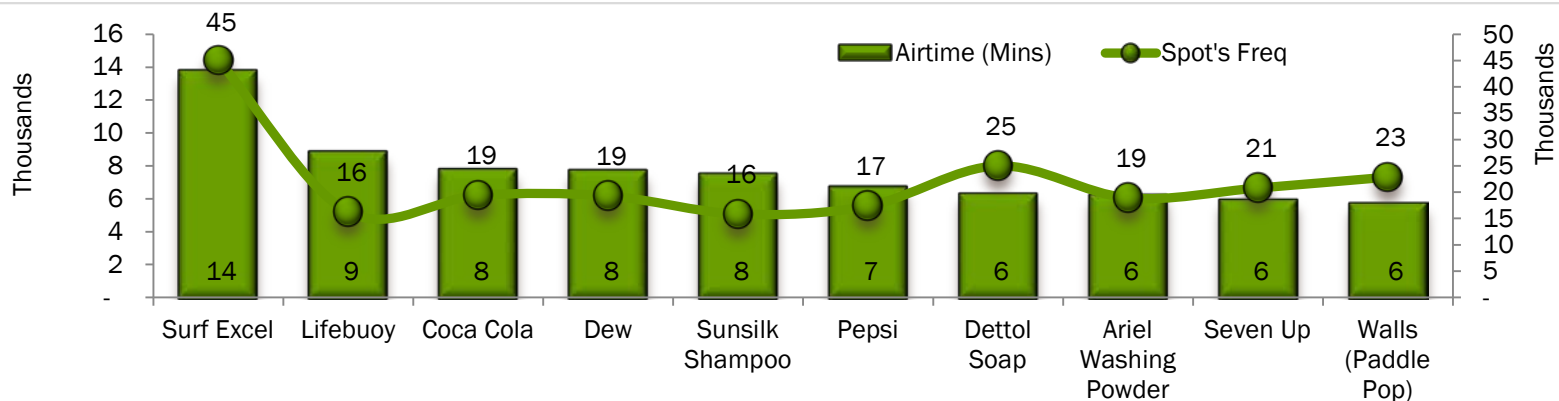
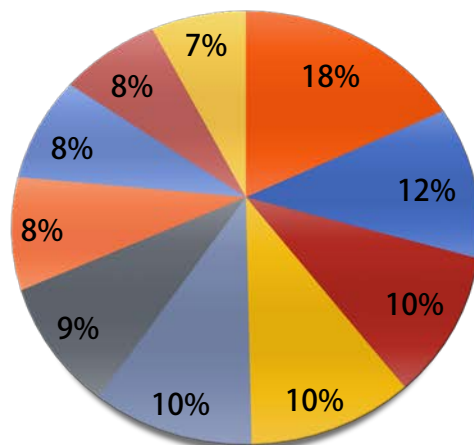


- UNILEVER PAKISTAN LTD
- PROCTER & GAMBLE PAKISTAN LTD
- PEPSI COLA INTERNATIONAL (PVT.) LTD.
- RECKITT BENCKISER PAKISTAN LTD.
- The Coca-Cola Export Corporation
- NESTLE PAKISTAN LIMITED
- CONTINENTAL BISCUIT LTD.
- COLGATE PALMOLIVE LTD.
- GLAXO SMITH KLINE PAKISTAN
- EMERALD HOTEL & MALL HYDERABAD

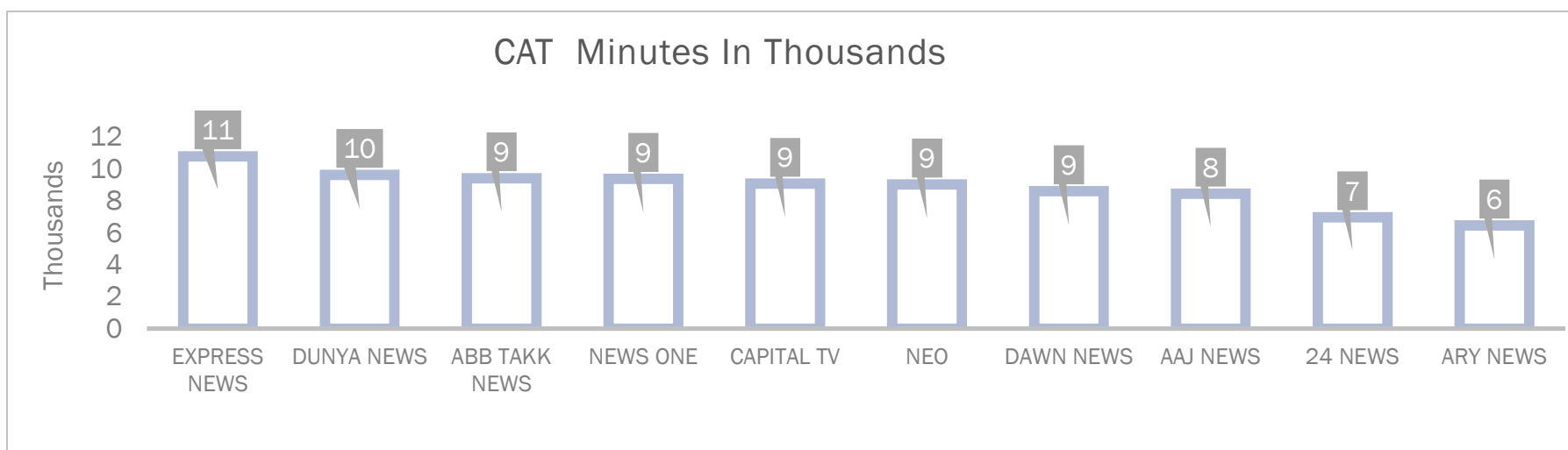
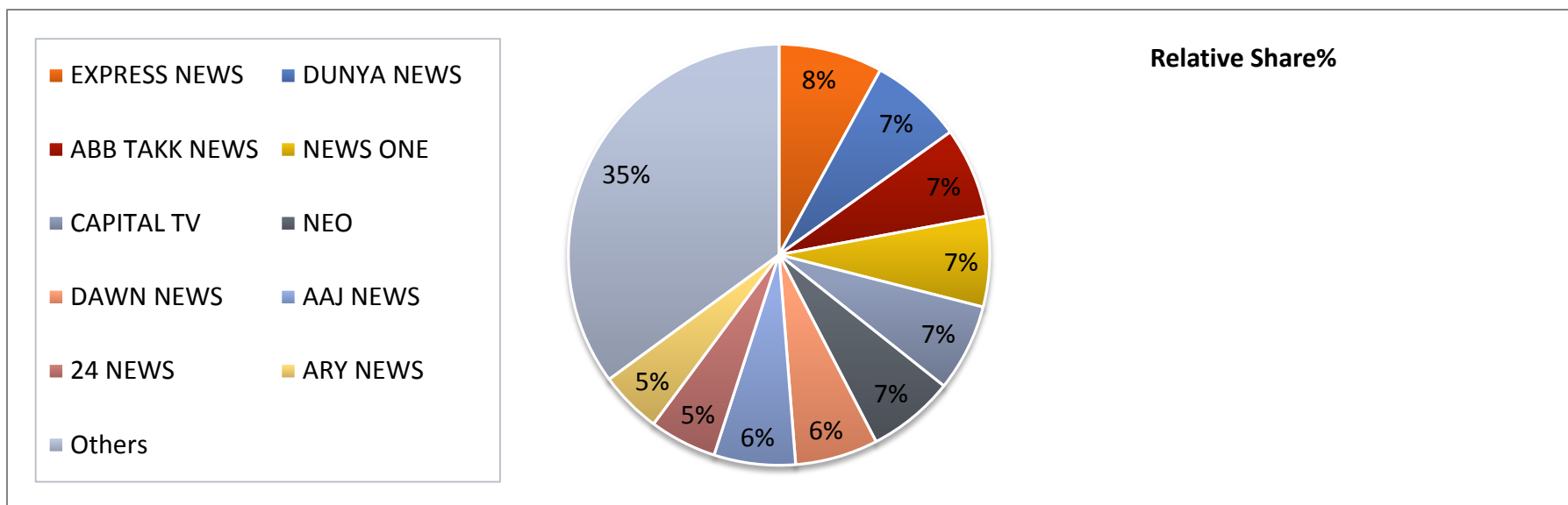


TOP 10 BRANDS

Relative Share

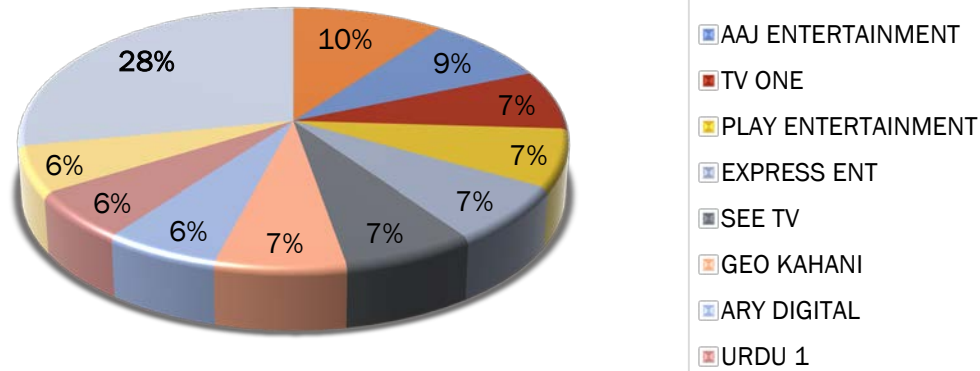


NEWS CHANNELS | CAT COMPARISON

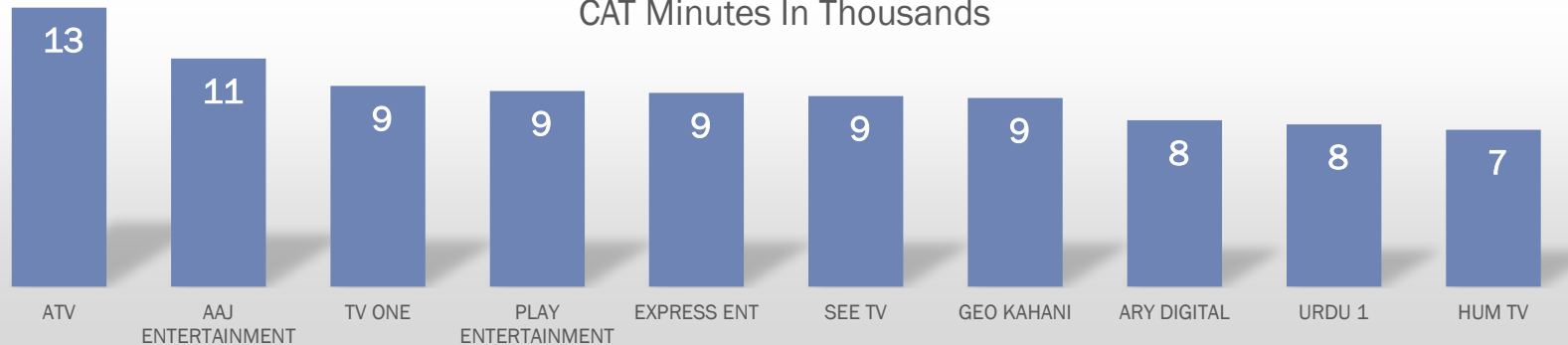


ENTERTAINMENT CHANNELS | CAT COMPARISON

Relative Share

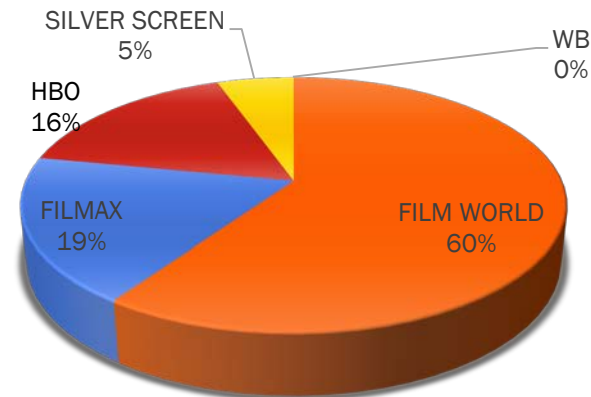


CAT Minutes In Thousands

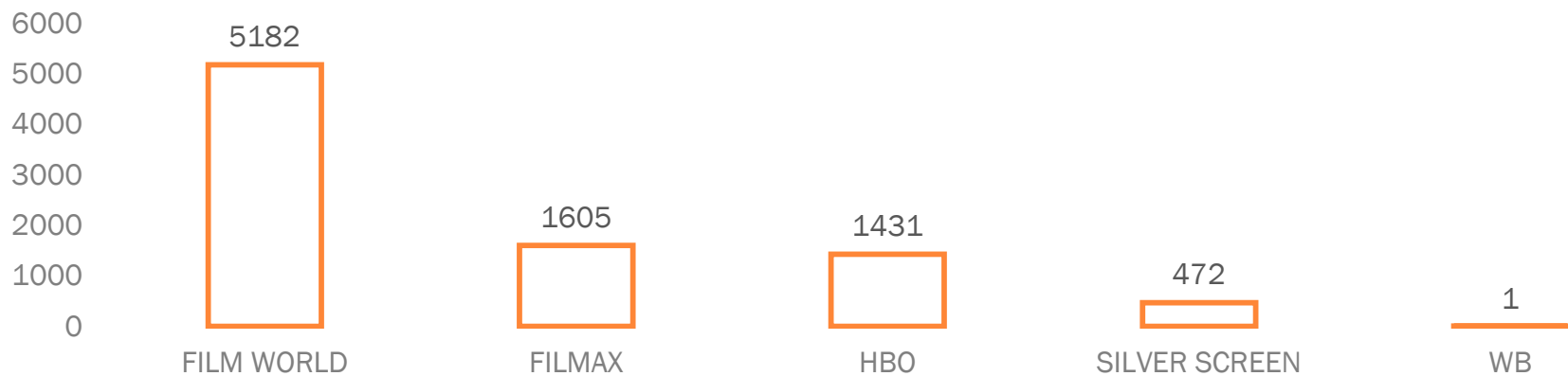


MOVIE CHANNELS | CAT COMPARISON

Relative Share

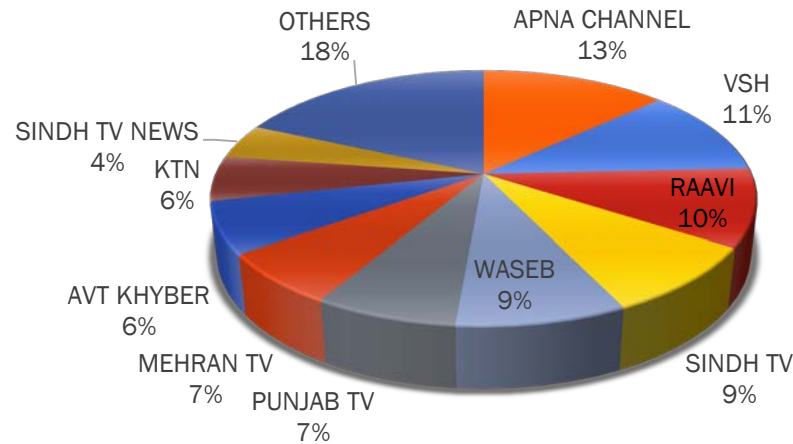


CAT (Minutes)

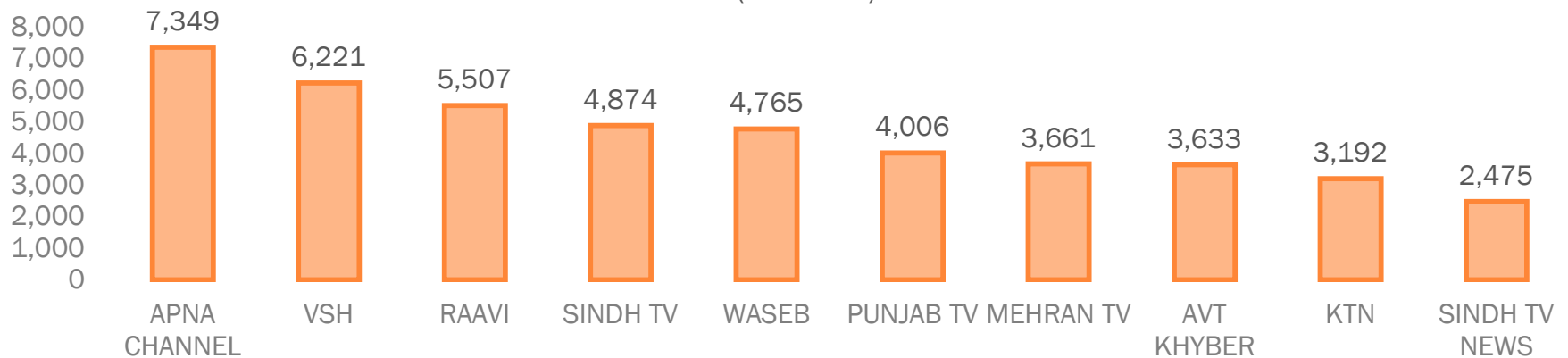


REGIONAL CHANNELS | CAT COMPARISON

Relative Share

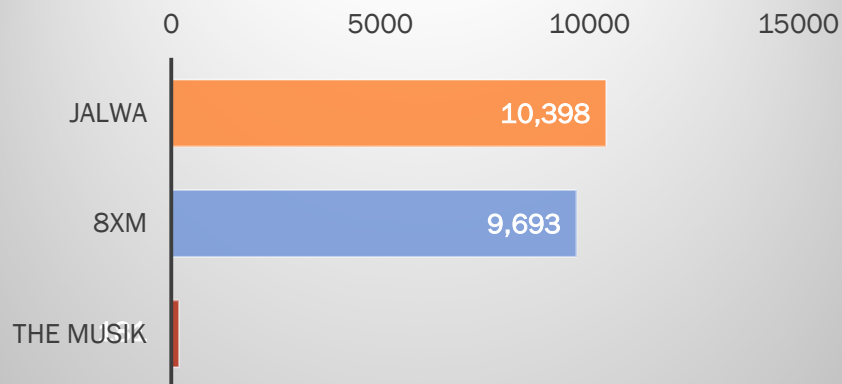


CAT (Minutes)

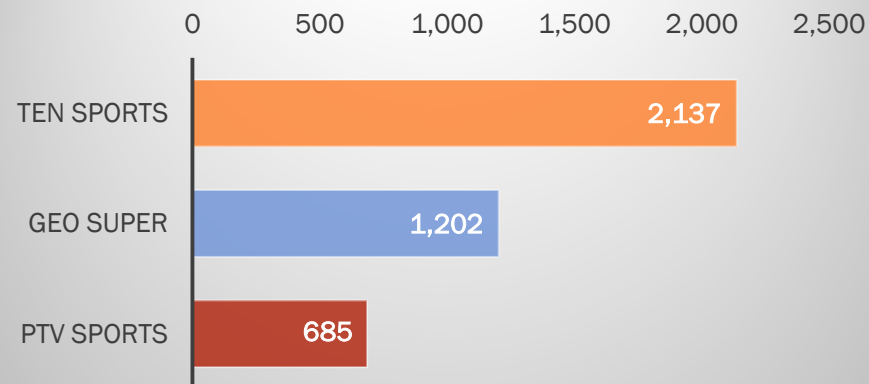


MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

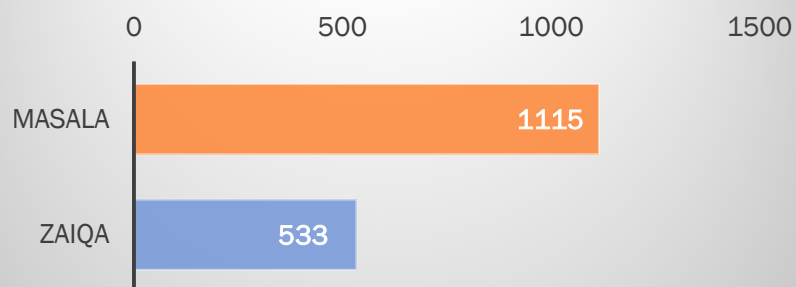
Music | CAT (Minutes)



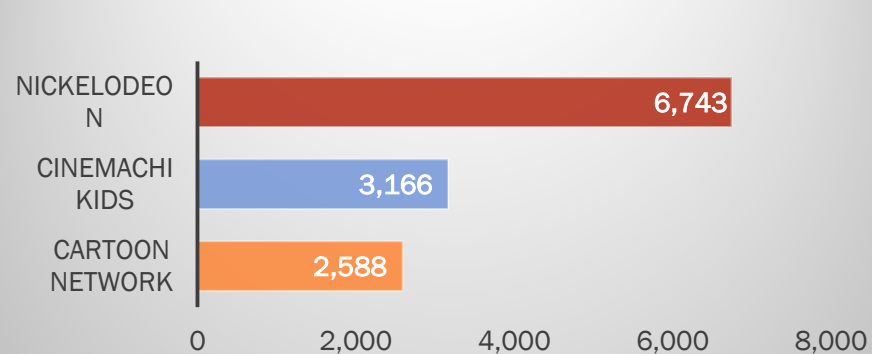
Sports | CAT (Minutes)



Food | CAT (Minutes)



Kids | CAT (Minutes)



Thank You-----😊