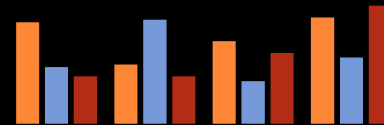
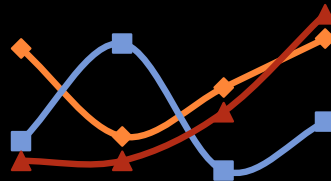
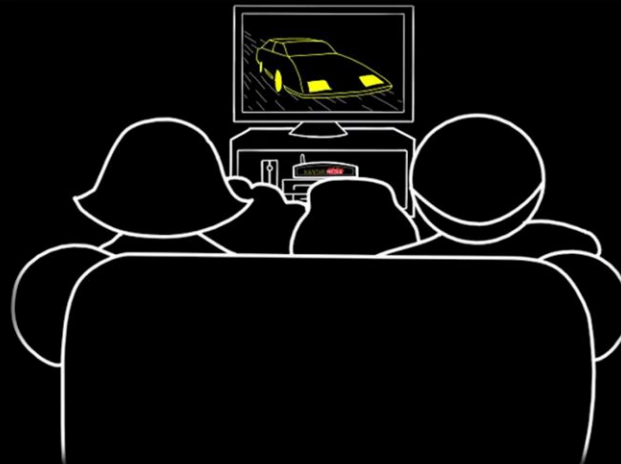


MEDIALOGIC MONTHLY REVIEW JANUARY 2018



medialogic **KANTAR MEDIA**

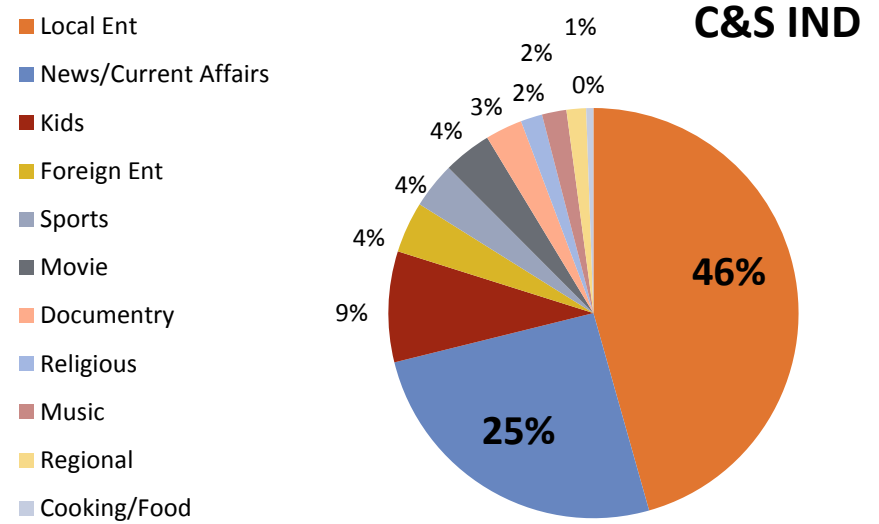
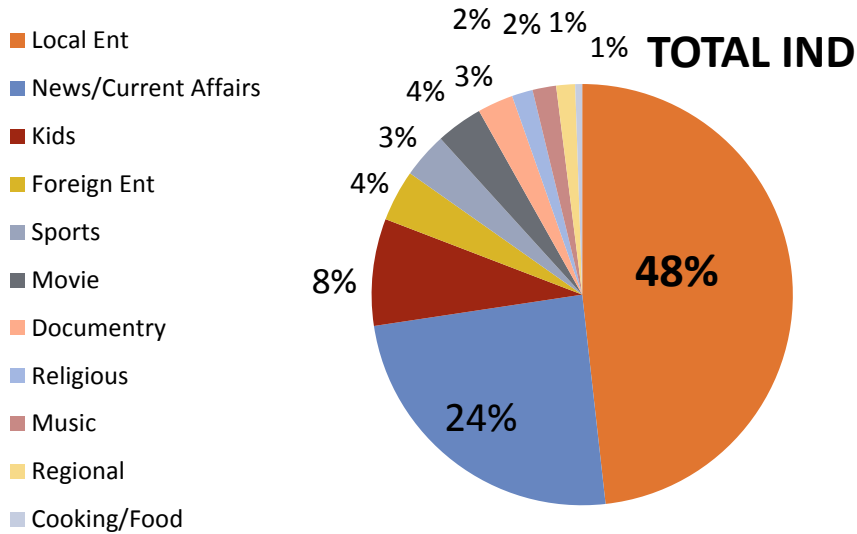
The Only Overnight TAM data providing Company in Pakistan.



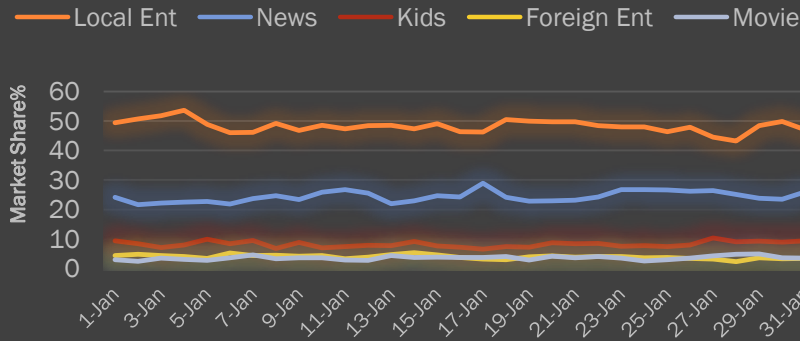
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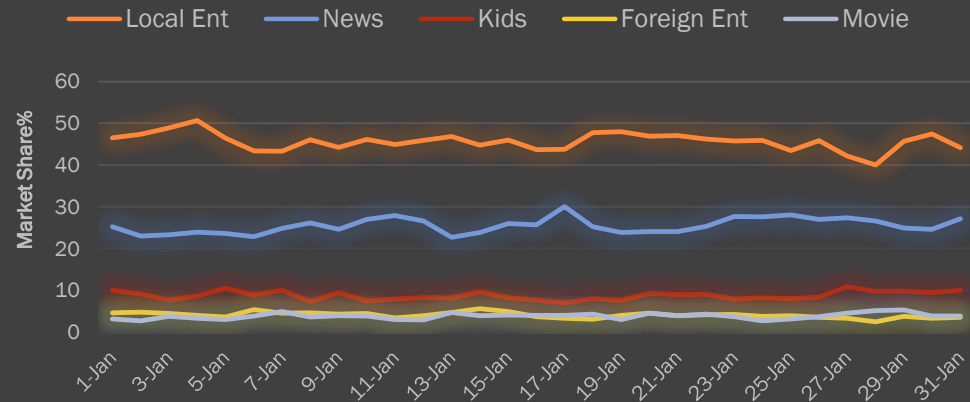
MARKET SHARE% | BY GENRE



Day-wise Progression | Top (5) Genre

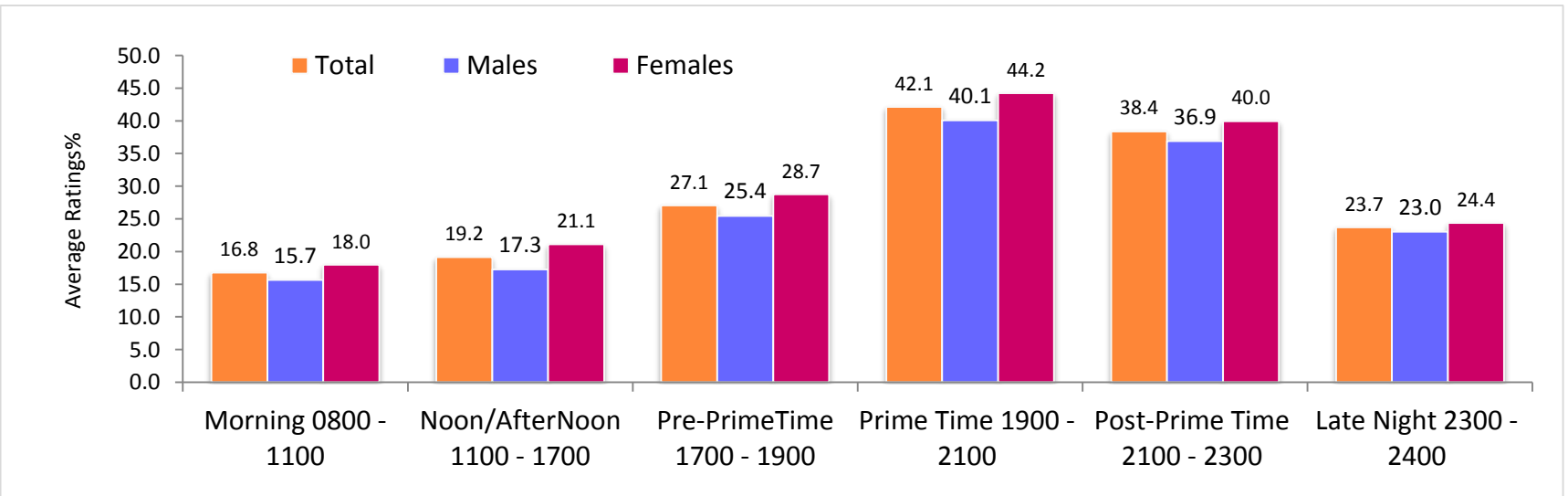
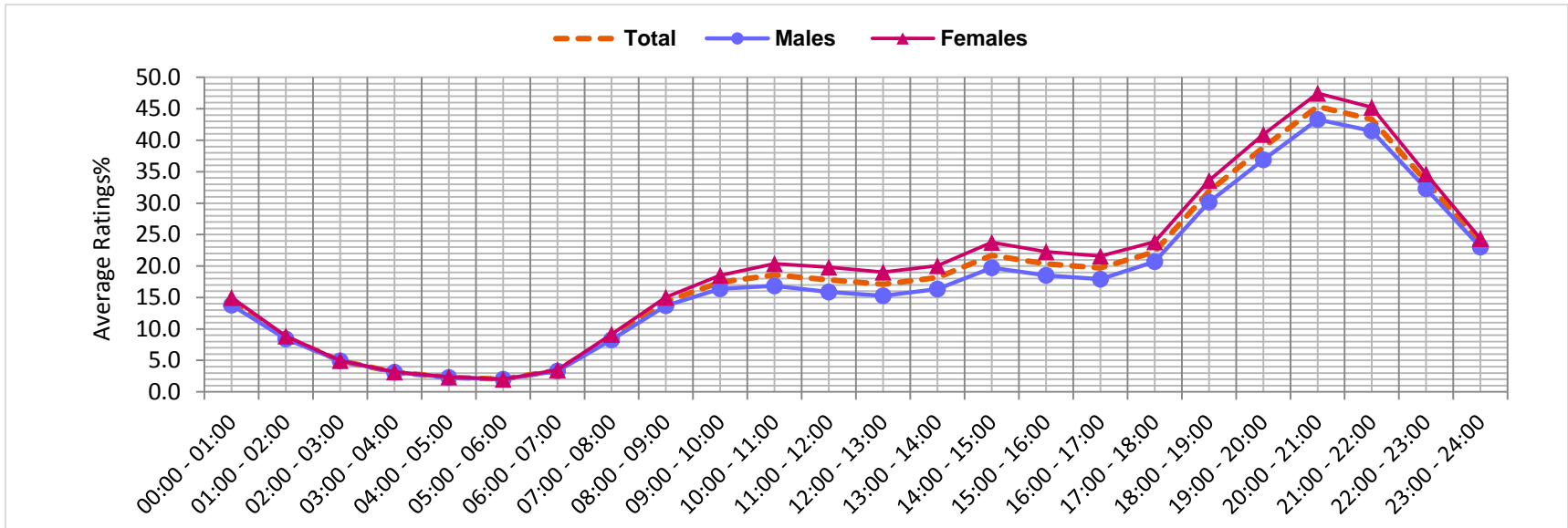


Day-wise Progression | Top (5) Genre

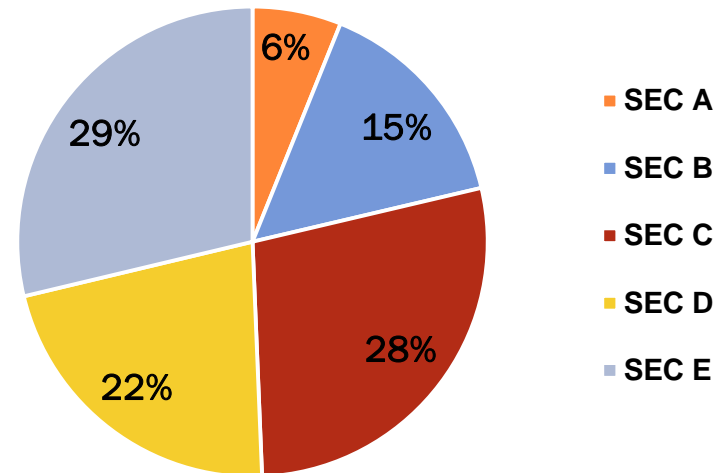
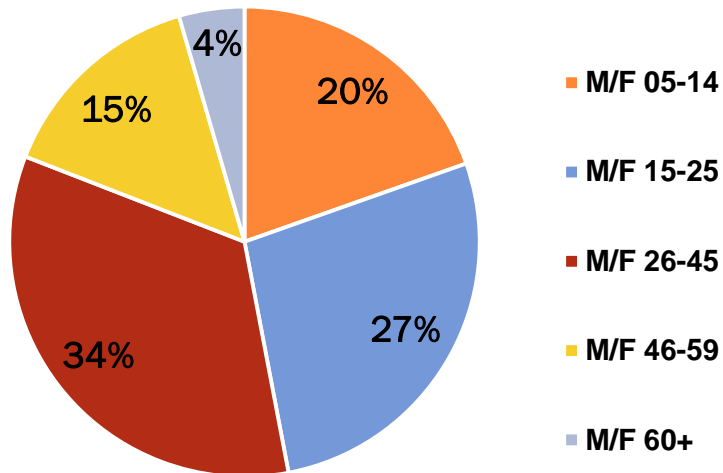


Genre-Wise market share is based on the total viewing of Around 100 + channels being monitored in the new system. Viewing of the In-House cable channels is not included to calculate market share.

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

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

Total Ind

Jan-18

Rank	Channel Name	Ratings%
1	PTV HOME	1.56
2	ATV	1.27
3	HUM TV	0.64
4	ARY DIGITAL	0.63
5	GEO ENTERTAINMENT	0.54
6	GEO NEWS	0.43
7	CARTOON NWK	0.40
8	FILMAZIA	0.38
9	DISNEY	0.28
10	A PLUS	0.27
11	URDU 1	0.26
12	ARY NEWS	0.26
13	GEO KAHANI	0.25
14	PTV NEWS	0.24
15	EXPRESS ENTERTAINMENT	0.23

C&S Ind

Jan-18

Rank	Channel Name	Ratings%
1	HUM TV	0.91
2	ARY DIGITAL	0.90
3	GEO ENTERTAINMENT	0.77
4	GEO NEWS	0.61
5	CARTOON NWK	0.56
6	FILMAZIA	0.54
7	DISNEY	0.39
8	A PLUS	0.39
9	URDU 1	0.37
10	ARY NEWS	0.37
11	GEO KAHANI	0.36
12	EXPRESS ENTERTAINMENT	0.33
13	EXPRESS NEWS	0.32
14	TV ONE	0.28
15	SAMAA	0.27

TOP 15 CHANNEL OVERALL | PAKISTAN UPRABN

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

Total Ind

Jan-18		
Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.84
2	HUM TV	0.82
3	GEO ENTERTAINMENT	0.70
4	GEO NEWS	0.56
5	FILMAZIA	0.54
6	CARTOON NWK	0.50
7	PTV HOME	0.45
8	DISNEY	0.39
9	A PLUS	0.39
10	GEO KAHANI	0.38
11	ATV	0.38
12	URDU 1	0.35
13	ARY NEWS	0.34
14	EXPRESS ENTERTAINMENT	0.30
15	EXPRESS NEWS	0.29

C&S Ind

Jan-18		
Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.90
2	HUM TV	0.87
3	GEO ENTERTAINMENT	0.75
4	GEO NEWS	0.60
5	FILMAZIA	0.58
6	CARTOON NWK	0.53
7	DISNEY	0.42
8	A PLUS	0.42
9	GEO KAHANI	0.41
10	URDU 1	0.38
11	ARY NEWS	0.36
12	EXPRESS ENTERTAINMENT	0.32
13	EXPRESS NEWS	0.31
14	SAMAA	0.27
15	TV ONE	0.27



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	1.56	ARY DIGITAL	0.84	GEO ENT	0.98	GEO NEWS	1.09	ARY DIGITAL	0.79	GEO KAHANI	1.28
2	ATV	1.27	HUM TV	0.82	HUM TV	0.90	HUM TV	1.00	HUM TV	0.75	FILMAZIA	1.00
3	HUM TV	0.64	GEO ENT	0.70	ARY DIGITAL	0.80	ARY DIGITAL	0.99	FILMAZIA	0.65	PTV HOME	0.95
4	ARY DIGITAL	0.63	GEO NEWS	0.56	CARTOON NWK	0.63	DISNEY	0.94	ATV	0.64	ARY DIGITAL	0.83
5	GEO ENT	0.54	FILMAZIA	0.54	GEO NEWS	0.50	GEO ENT	0.50	GEO ENT	0.61	ATV	0.75
6	GEO NEWS	0.43	CARTOON NWK	0.50	A PLUS	0.41	PTV HOME	0.50	GEO KAHANI	0.46	URDU 1	0.59
7	CARTOON NWK	0.40	PTV HOME	0.45	EXPRESS ENT	0.39	FILMAZIA	0.48	PTV HOME	0.45	GEO ENT	0.59
8	FILMAZIA	0.38	DISNEY	0.39	SAMAA	0.35	CARTOON NWK	0.44	CARTOON NWK	0.44	EXPRESS ENT	0.50
9	DISNEY	0.28	A PLUS	0.39	ARY NEWS	0.34	A PLUS	0.38	URDU 1	0.42	A PLUS	0.49
10	A PLUS	0.27	GEO KAHANI	0.38	URDU 1	0.33	DUNYA NEWS	0.36	DISNEY	0.37	GEO NEWS	0.46
11	URDU 1	0.26	ATV	0.38	FILMAZIA	0.31	EXPRESS NEWS	0.34	A PLUS	0.36	TV ONE	0.42
12	ARY NEWS	0.26	URDU 1	0.35	EXPRESS NEWS	0.30	TV ONE	0.34	GEO NEWS	0.35	CARTOON NWK	0.42
13	GEO KAHANI	0.25	ARY NEWS	0.34	TV ONE	0.29	8XM	0.31	ARY NEWS	0.34	HUM TV	0.38
14	PTV NEWS	0.24	EXPRESS ENT	0.30	PTV HOME	0.28	DAWN NEWS	0.31	EXPRESS NEWS	0.25	FILM WORLD	0.38
15	EXPRESS ENT	0.23	EXPRESS NEWS	0.29	TEN SPORTS	0.23	ARY NEWS	0.30	FILM WORLD	0.22	DUNYA NEWS	0.38

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	HUM TV	0.91	ARY DIGITAL	0.90	GEO ENT	1.01	GEO NEWS	1.15	ARY DIGITAL	0.88	GEO KAHANI	1.43
2	ARY DIGITAL	0.90	HUM TV	0.87	HUM TV	0.92	HUM TV	1.06	HUM TV	0.83	FILMAZIA	1.12
3	GEO ENT	0.77	GEO ENT	0.75	ARY DIGITAL	0.82	ARY DIGITAL	1.04	FILMAZIA	0.72	ARY DIGITAL	0.93
4	GEO NEWS	0.61	GEO NEWS	0.60	CARTOON NWK	0.65	DISNEY	0.99	GEO ENT	0.67	URDU 1	0.67
5	CARTOON NWK	0.56	FILMAZIA	0.58	GEO NEWS	0.51	GEO ENT	0.53	GEO KAHANI	0.51	GEO ENT	0.66
6	FILMAZIA	0.54	CARTOON NWK	0.53	A PLUS	0.42	FILMAZIA	0.50	CARTOON NWK	0.48	EXPRESS ENT	0.56
7	DISNEY	0.39	DISNEY	0.42	EXPRESS ENT	0.41	CARTOON NWK	0.47	URDU 1	0.46	A PLUS	0.55
8	A PLUS	0.39	A PLUS	0.42	SAMAA	0.36	A PLUS	0.40	DISNEY	0.41	GEO NEWS	0.51
9	URDU 1	0.37	GEO KAHANI	0.41	ARY NEWS	0.35	DUNYA NEWS	0.38	A PLUS	0.39	CARTOON NWK	0.47
10	ARY NEWS	0.37	URDU 1	0.38	URDU 1	0.34	EXPRESS NEWS	0.35	GEO NEWS	0.39	TV ONE	0.47
11	GEO KAHANI	0.36	ARY NEWS	0.36	FILMAZIA	0.32	TV ONE	0.35	ARY NEWS	0.38	HUM TV	0.43
12	EXPRESS ENT	0.33	EXPRESS ENT	0.32	EXPRESS NEWS	0.31	8XM	0.33	EXPRESS NEWS	0.27	FILM WORLD	0.43
13	EXPRESS NEWS	0.32	EXPRESS NEWS	0.31	TV ONE	0.30	DAWN NEWS	0.32	FILM WORLD	0.25	DUNYA NEWS	0.42
14	TV ONE	0.28	SAMAA	0.27	TEN SPORTS	0.23	ARY NEWS	0.32	DUNYA NEWS	0.22	ARY NEWS	0.42
15	SAMAA	0.27	TV ONE	0.27	DAWN NEWS	0.23	GEO KAHANI	0.30	EXPRESS ENT	0.21	SAMAA	0.38

ENTERTAINMENT CHANNELS – 24 HOURS

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

Total Ind			C&S Ind		
Jan-18			Jan-18		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.84	1	ARY DIGITAL	0.90
2	HUM TV	0.82	2	HUM TV	0.87
3	GEO ENTERTAINMENT	0.70	3	GEO ENTERTAINMENT	0.75
4	FILMAZIA	0.54	4	FILMAZIA	0.58
5	PTV HOME	0.45	5	A PLUS	0.42
6	A PLUS	0.39	6	GEO KAHANI	0.41
7	GEO KAHANI	0.38	7	URDU 1	0.38
8	ATV	0.38	8	EXPRESS ENTERTAINMENT	0.32
9	URDU 1	0.35	9	TV ONE	0.27
10	EXPRESS ENTERTAINMENT	0.30	10	PLAY ENTERTAINMENT	0.17

ENTERTAINMENT CHANNELS – PRIME TIME (19.00-22.00)

HUM TV is leading on Prime Time followed by Geo Ent on Total and C&S Ind

Total Ind			C&S Ind		
Jan-18			Jan-18		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	HUM TV	2.73	1	HUM TV	2.93
2	GEO ENTERTAINMENT	2.49	2	GEO ENTERTAINMENT	2.67
3	ARY DIGITAL	2.28	3	ARY DIGITAL	2.45
4	FILMAZIA	1.66	4	FILMAZIA	1.78
5	PTV HOME	1.35	5	A PLUS	1.37
6	A PLUS	1.28	6	GEO KAHANI	1.19
7	GEO KAHANI	1.11	7	URDU 1	0.96
8	ATV	0.99	8	EXPRESS ENTERTAINMENT	0.71
9	URDU 1	0.90	9	TV ONE	0.53
10	EXPRESS ENTERTAINMENT	0.66	10	AAJ ENTERTAINMENT	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

Jan 18

Rank	Channel Name	Ratings%
1	GEO NEWS	0.56
2	ARY NEWS	0.34
3	EXPRESS NEWS	0.29
4	SAMAA	0.25
5	DUNYA NEWS	0.22
6	DAWN NEWS	0.15
7	NEWS ONE	0.15
8	NINETY 2 NEWS	0.15
9	AAJ NEWS	0.13
10	ABB TAKK	0.11

C&S Ind

Jan 18

Rank	Channel Name	Ratings%
1	GEO NEWS	0.60
2	ARY NEWS	0.36
3	EXPRESS NEWS	0.31
4	SAMAA	0.27
5	DUNYA NEWS	0.24
6	DAWN NEWS	0.17
7	NEWS ONE	0.16
8	NINETY 2 NEWS	0.16
9	AAJ NEWS	0.14
10	ABB TAKK	0.12



TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

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

Total Ind

Jan 18

Rank	Channel Name	Ratings%
1	GEO NEWS	1.20
2	ARY NEWS	0.65
3	EXPRESS NEWS	0.61
4	DUNYA NEWS	0.55
5	SAMAA	0.51
6	NEWS ONE	0.32
7	NINETY 2 NEWS	0.30
8	AAJ NEWS	0.28
9	DAWN NEWS	0.25
10	24 NEWS	0.21

C&S Ind

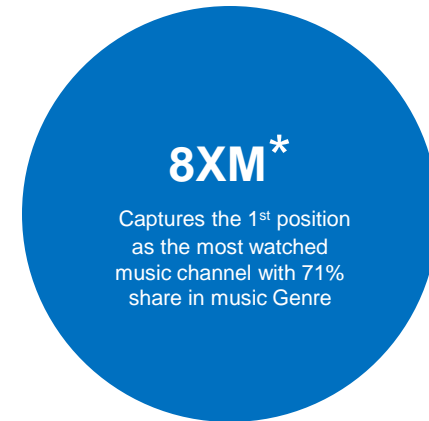
Jan 18

Rank	Channel Name	Ratings%
1	GEO NEWS	1.29
2	ARY NEWS	0.70
3	EXPRESS NEWS	0.65
4	DUNYA NEWS	0.59
5	SAMAA	0.55
6	NEWS ONE	0.34
7	NINETY 2 NEWS	0.32
8	AAJ NEWS	0.30
9	DAWN NEWS	0.27
10	24 NEWS	0.22



MUSIC CHANNELS

Rank	Channel Name	TRPs	Relative Share%
1	8XM	171.3	65.4%
2	JALWA	84.6	32.3%
3	ARY MUSIK	3.6	1.4%
4	OXYGENE	2.1	0.8%
5	VIBE TV	0.4	0.2%
	Total	262.2	100%





Total Ind

Jan-18

Rank	Channel Name	TRPs	Relative Shr%
1	PTV SPORTS	244	46%
2	TEN SPORTS	207	39%
3	GEO SUPER	83	16%
	Grand Total	535	100%

C&S Ind

Jan-18

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	296	44%
2	PTV SPORTS	250	38%
3	GEO SUPER	119	18%
	Grand Total	666	100%

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

SPORTS



Total Ind			
Jan-18			
Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	280	44%
2	PTV SPORTS	247	38%
3	GEO SUPER	115	18%
	Grand Total	643	100%
C&S Ind			
Jan-18			
Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	300	45%
2	PTV SPORTS	247	37%
3	GEO SUPER	124	18%
	Grand Total	671	100%

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

Movie Channels

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

24 Hours | C&S Ind

Jan 18

Rank	Channel Name	Ratings%
1	FILM WORLD	0.21
2	FILMAX	0.07
3	SILVER SCREEN	0.06
4	HBO	0.05
5	WB	0.03
6	AXN	0.02
7	RAAVI TV	0.02
8	STAR LITE TV	0.00
9	STAR MOVIES	0.00

Prime Time | 20.00-00.00 | C&S Ind

Jan 18

Rank	Channel Name	Ratings%
1	FILM WORLD	0.45
2	SILVER SCREEN	0.21
3	FILMAX	0.20
4	HBO	0.13
5	WB	0.10
6	RAAVI TV	0.06
7	AXN	0.05
8	STAR LITE TV	0.00
9	STAR MOVIES	0.00

FOOD CHANNELS

C&S Ind

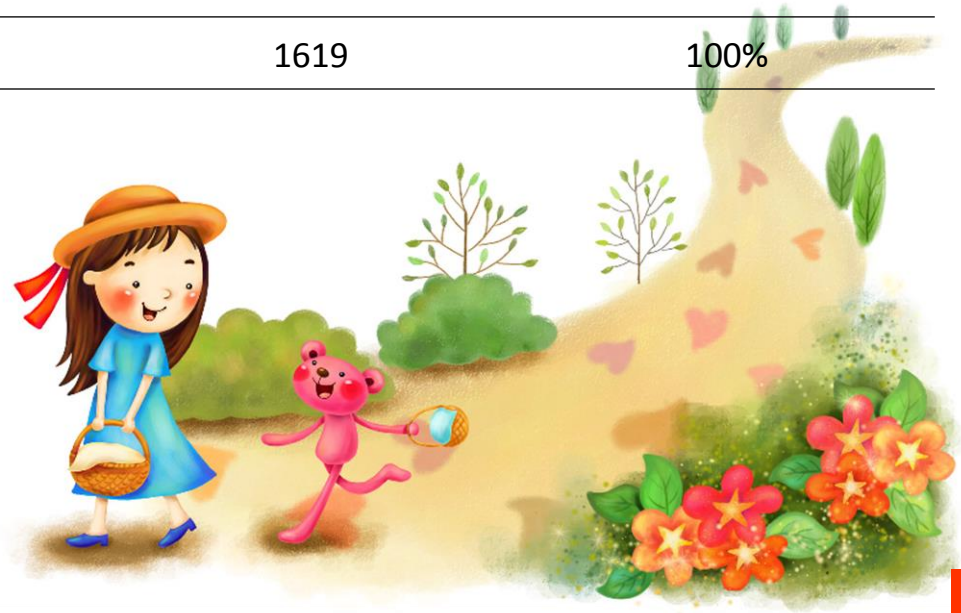
Jan 18

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	101	96%
2	ZAIQA	4	4%
..	Grand Total	105	100%



Cartoon NWK Holds 49% Of Kids Channels Viewership

Rank	Channel	TRPs	Relative Share%
1	CARTOON NWK	790	49%
2	DISNEY	620	38%
3	POGO	107	7%
4	NICKELODEON	88	5%
5	CINEMACHI KIDS	14	1%
....	Grand Total	1619	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	0.095	APNA CHANNEL	0.087	KTN	0.110	AVT KHYBER	0.369	PTV BOLAN	0.105
2	KTN	0.045	PUNJAB TV	0.019	APNA CHANNEL	0.106	AVT KHYBER NEWS	0.281	AVT KHYBER	0.078
3	AVT KHYBER	0.031	KAY2	0.014	SINDH TV	0.045	PASHTO 1	0.206	PASHTO 1	0.071
4	AVT KHYBER NEWS	0.020	PASHTO 1	0.008	KTN NEWS	0.030	ARUJ TV	0.115	ARUJ TV	0.056
5	PASHTO 1	0.019	ARUJ TV	0.008	KASHISH	0.025	APNA CHANNEL	0.108	AVT KHYBER NEWS	0.055
6	SINDH TV	0.019	AVT KHYBER	0.007	DHARTI TV	0.017	MASHRAQ TV	0.099	VSH NEWS	0.012
7	ARUJ TV	0.016	PTV NATIONAL	0.007	MEHRAN TV	0.017	PTV NATIONAL	0.036	KTN	0.011
8	KTN NEWS	0.012	WASEB	0.002	SINDH TV NEWS	0.016	KAY2	0.018	KAY2	0.011
9	PUNJAB TV	0.012	AVT KHYBER NEWS	0.002	AWAZ	0.015	KASHISH	0.010	APNA CHANNEL	0.010
10	KASHISH	0.011	KTN	0.001	ARUJ TV	0.010	PUNJAB TV	0.003	WASEB	0.009
11	KAY2	0.010	KASHISH	0.001	AVT KHYBER	0.006	KTN	0.003	KASHISH	0.006
12	DHARTI TV	0.007	SINDH TV	0.001	KAY2	0.004	PTV BOLAN	0.001	SINDH TV NEWS	0.004
13	MEHRAN TV	0.007	VSH NEWS	0.001	PUNJAB TV	0.004	SINDH TV	0.001	SINDH TV	0.003
14	MASHRAQ TV	0.007	DHARTI TV	0.001	VSH NEWS	0.002	DHARTI TV	0.001	PUNJAB TV	0.003
15	SINDH TV NEWS	0.007	SINDH TV NEWS	0.001	PASHTO 1	0.002	KTN NEWS	0.001	AWAZ	0.001
16	AWAZ	0.006	MASHRAQ TV	0.001	PTV NATIONAL	0.001	AWAZ	0.000	DHARTI TV	0.001
17	PTV NATIONAL	0.006	PTV BOLAN	0.001	WASEB	0.001	WASEB	0.000	MASHRAQ TV	0.000
18	PTV BOLAN	0.002	AWAZ	0.001	PTV BOLAN	0.001	SINDH TV NEWS	0.000	PTV NATIONAL	0.000
19	VSH NEWS	0.002	MEHRAN TV	0.000	MASHRAQ TV	0.001	MEHRAN TV	0.000	MEHRAN TV	0.000
20	WASEB	0.002	KTN NEWS	0.000	AVT KHYBER NEWS	0.000	VSH NEWS	0.000	KTN NEWS	0.000

TOP PROGRAMS | OVERALL

Geo Ent' Khani hits 8.77 ratings 22nd Jan 2018

Top Programs | Total Individuals

Jan 18

Rank	Date	Channel	Program Title	Ratings%	Ratings*000"	Market Share
1	22-Jan-18	GEO ENTERTAINMENT	Khani	8.776	4,042	16.5
2	16-Jan-18	HUM TV	Alif Allah Aur Insan	5.829	2,685	11.6
3	11-Jan-18	GEO ENTERTAINMENT	Ghar Titli Ka Paar	5.715	2,632	11.7
4	27-Jan-18	HUM TV	Khamoshi	5.565	2,564	10.7
5	14-Jan-18	ARY DIGITAL	BulBulay	5.451	2,511	10.7
6	04-Jan-18	HUM TV	Daldal	5.413	2,493	9.9
7	03-Jan-18	ARY DIGITAL	Aisi Hai Tanhai	5.385	2,480	10.8
8	30-Jan-18	GEO ENTERTAINMENT	silsilay	5.261	2,423	10.2
9	20-Jan-18	FILMAZIA	Nagin 2	5.175	2,384	10.6
10	02-Jan-18	HUM TV	Gumrah	5.127	2,362	11.7


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

TOP PROGRAMS | C & S

Geo Ent' Khani Hits 9.41 Ratings on 22nd Jan 2018

Top Programs | C&S Individuals

Jan 18

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	22-Jan-18	GEO ENTERTAINMENT	Khani	9.41	4,042	17.50 
2	16-Jan-18	HUM TV	Alif Allah Aur Insan	6.25	2,685	12.50
3	11-Jan-18	GEO ENTERTAINMENT	Ghar Titli Ka Paar	6.13	2,632	12.40
4	27-Jan-18	HUM TV	Khamoshi	5.97	2,564	11.40
5	14-Jan-18	ARY DIGITAL	BulBulay	5.85	2,511	11.40
6	4-Jan-18	HUM TV	Daldal	5.81	2,493	10.70
7	3-Jan-18	ARY DIGITAL	Aisi Hai Tanhai	5.78	2,480	11.40
8	30-Jan-18	GEO ENTERTAINMENT	silsilay	5.64	2,423	11.00
9	20-Jan-18	FILMAZIA	Nagin 2	5.55	2,384	11.30
10	2-Jan-18	HUM TV	Gumrah	5.50	2,362	12.40

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

Current Affairs Talk Shows | C&S Ind

Jan-18

Rank	Date	Channel	Program Title	Host	Rtg% [Net]	Rtg(000) [Net]	Share [TTV]
1	11-Jan-18	GEO NEWS	Capital Talk	Hamid Mir	2.073	890.21	4.17
2	25-Jan-18	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	Shahzaib Khanzada	1.913	821.69	5.25
3	12-Jan-18	GEO NEWS	Lekin	Rabia Anum	1.662	713.86	4.52
4	27-Jan-18	NEWS ONE	Live With Dr.Shahid Masood	Dr.Shahid Masood	1.592	683.67	3.11
5	09-Jan-18	ARY NEWS	The Reporters	Sami Ibrahim	1.471	631.65	3.29
6	11-Jan-18	DUNYA NEWS	On The Front	Kamran Shahid	1.467	629.99	3.00
7	10-Jan-18	ARY NEWS	Off The Record	Kashif Abbasi	1.431	614.75	3.04
8	17-Jan-18	GEO NEWS	Aapas Ki Baat	Muneeb Farooq	1.342	576.53	5.05
9	25-Jan-18	GEO NEWS	Report Card	Aeysha Bakhsh	1.139	488.98	2.90
10	27-Jan-18	GEO NEWS	Jirga	Saleem Safi	1.112	477.42	2.99

GEO NEWS' Capital Talk is on Top amongst talk shows during Jan 2018

INFOTAINMENT SHOWS

Express News' Khabardar is on top followed Mazaq Raat

Date	CHANNEL	Title	Rtg% [Net]	Rtg(000) [Net]	Share [TTV]
28-Jan-18	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	1.837	788.99	7.911
16-Jan-18	DUNYA NEWS	Mazaq Raat	1.256	539.438	4.921
07-Jan-18	DUNYA NEWS	Hasb-e-Haal	1.189	510.446	4.046
18-Jan-18	GEO NEWS	Khabar Naak	1.185	508.793	4.734
02-Jan-18	EXPRESS NEWS	Siyasi Theatre	1.063	456.682	3.068
27-Jan-18	24 NEWS	Kyun Key Jamhuryat Hai	0.491	211.07	1.721
07-Jan-18	NEO TV	Sawa Teen	0.222	95.352	1.097



Ranking of shows is based on highest rated show during the reporting period.

MORNING SHOWS / FEMALE 15-45 ALL

Hum TV's "Jago Pakistan Jago" leading on Females 15-45 All followed by Ary Digital's "Good Morning Pakistan"

Rank	Days	Channel	Program Name	Host	R % (Net)	RT (Net)	MS(Net)
1	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	1.54	208	7.5
2	Mon-Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	1.49	200	7.2
3	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.95	128	4.6
4	Mon-Fri	GEO ENT	Geo Subha Pakistan	Shaista Lodhi	0.91	123	4.4
5	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Amir Shah	0.79	107	3.9
6	Mon-Fri	ATV	Mehekti Morning	Sundas Khan	0.65	87	3.1
7	Mon-Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.57	77	2.8
8	Mon-Fri	A PLUS	Ek Nayee Subha (With Farah)	Farah Khan	0.49	66	2.4
9	Mon-Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.44	59	2.0
10	Mon-Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.41	56	2.0
11	Mon-Fri	DAWN NEWS	Chai Toast Aur Host	Anoushey Ashraf	0.36	48	1.7
13	Mon-Fri	SAMAA	Subha Savaray Samaa Kay Sath	Madiha Naqvi	0.35	47	1.7
14	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.18	25	0.9
12	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Shaikh & Anum Ali Kazmi	0.14	19	0.7
15	Mon-Fri	SUCH TV	Such Savera	Madiha Dawood	0.04	5	0.2
16	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.03	4	0.2
17	Mon-Fri	SEE TV	Sunrise From Istanbul	Maria Wasti	0.02	3	0.1
18	Mon-Fri	K21	Good Morning	Rida Saiffee & Muhammad Yasir	0.00	1	0.0
19	Mon-Fri	METRO 1 NEWS	Morning Delight	Dr. Rafia	0.00	0	0.0

Ranking of morning shows is based on Avg Net Rtgs (excluding mid breaks) of the show for the reporting month.

MORNING SHOWS | FEMALE 15-45 C&S

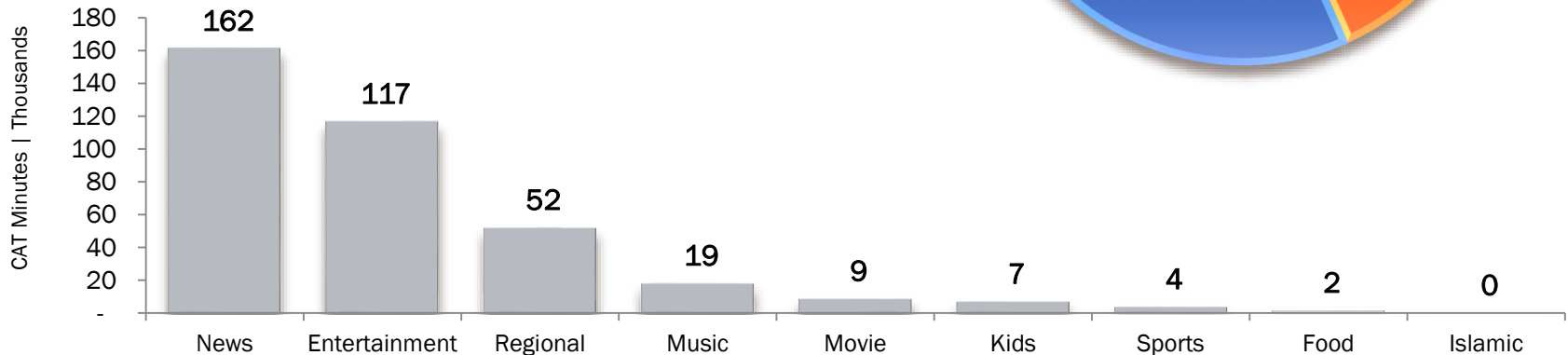
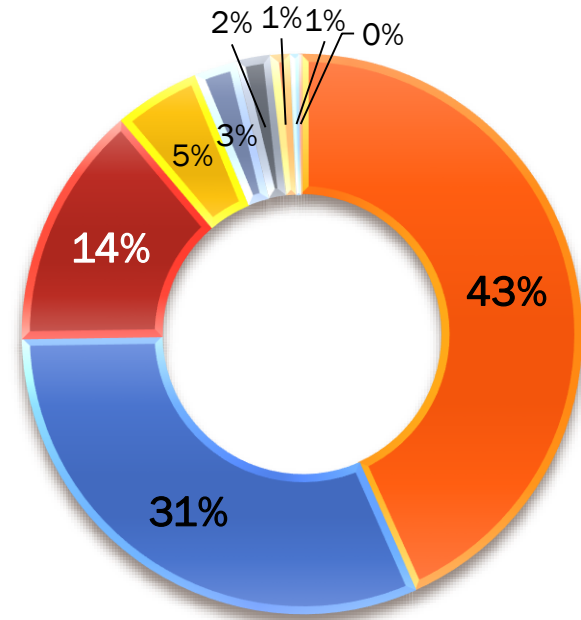
Hum TV's "Jago Pakistan Jago" leading on Females 15-45 C&S followed by Ary Digital's "Good Morning Pakistan"

Rank	Days	Channel	Program Name	Host	R %	R T	MS
1	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	1.66	208	8.1
2	Mon-Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	1.60	200	7.7
3	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	1.02	128	5.0
4	Mon-Fri	GEO ENT	Geo Subha Pakistan	Shaista Lodhi	0.98	123	4.7
5	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Amir Shah	0.85	107	4.2
6	Mon-Fri	A PLUS	Ek Nayee Subha (With Farah)	Farah Khan	0.53	66	2.6
7	Mon-Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.47	59	2.2
8	Mon-Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.44	56	2.1
9	Mon-Fri	DAWN NEWS	Chai Toast Aur Host	Anoushey Ashraf	0.39	48	1.9
10	Mon-Fri	SAMAA	Subha Savaray Samaa Kay Sath	Madiha Naqvi	0.38	47	1.9
11	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.20	25	1.0
13	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Shaikh & Anum Ali Kazmi	0.15	19	0.7
14	Mon-Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.14	17	0.7
12	Mon-Fri	ATV	Mehecti Morning	Sundas Khan	0.06	8	0.3
15	Mon-Fri	SUCH TV	Such Savera	Madiha Dawood	0.04	5	0.2
16	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.03	4	0.2
17	Mon-Fri	SEE TV	Sunrise From Istanbul	Maria Wasti	0.02	3	0.1
18	Mon-Fri	K21	Good Morning	Rida Saifee & Muhammad Yasir	0.00	1	0.0
19	Mon-Fri	METRO 1 NEWS	Morning Delight	Dr. Rafia	0.00	0	0.0

Ranking of morning shows is based on Avg Net Rtgs (excluding mid breaks) of the show for the reporting month.

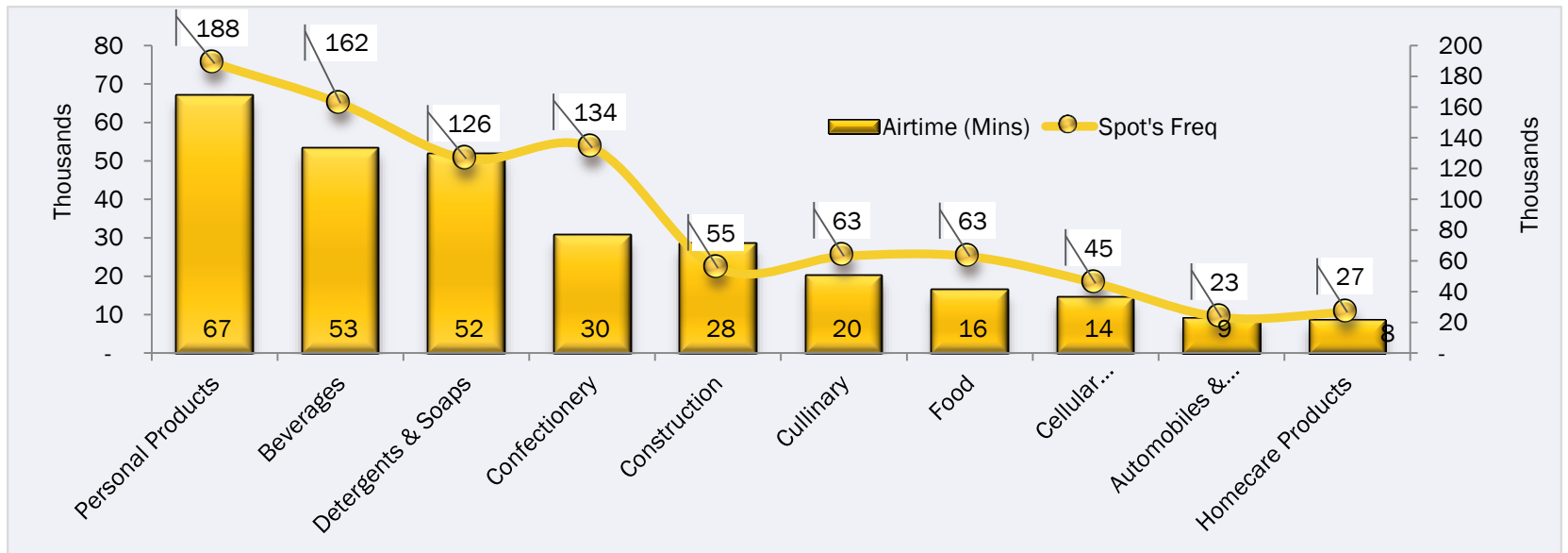
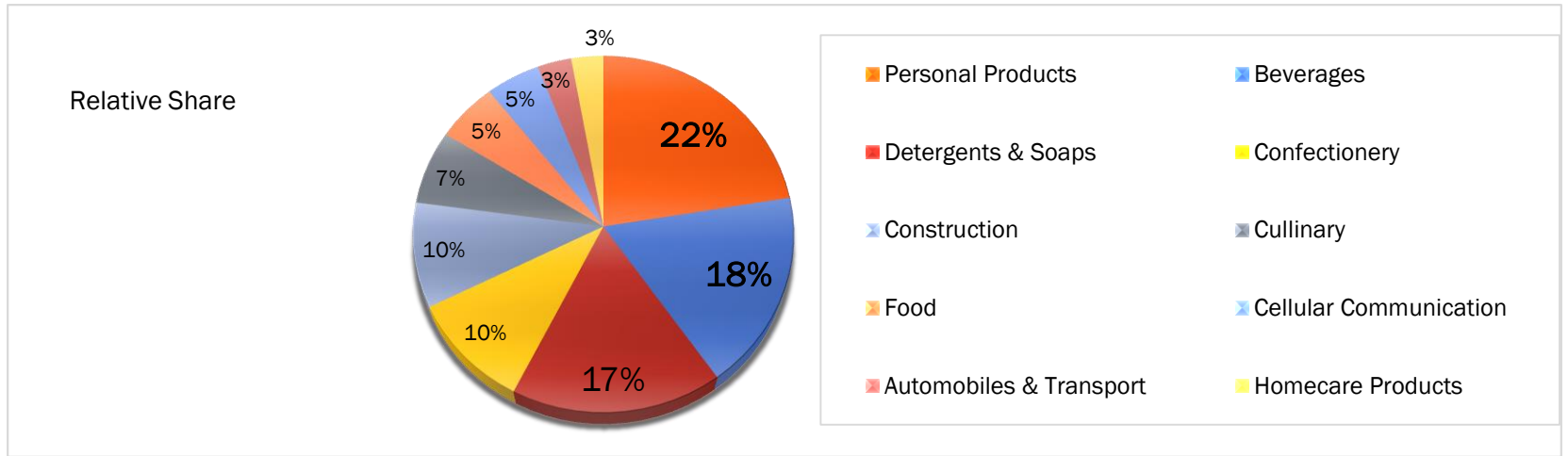
COMMERCIAL AIRTIME SUMMARY | BY GENRE

Genre-wise Airtime Share%



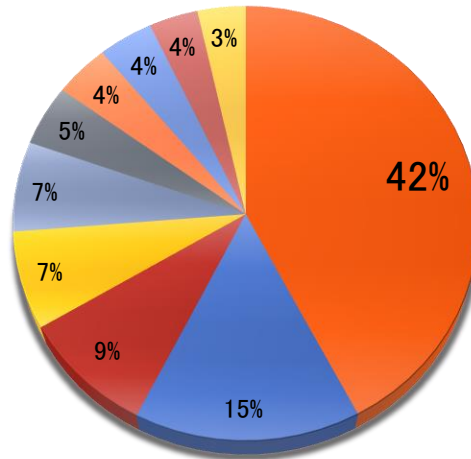
Highest CAT Share Going To News Channels

TOP 10 CATEGORIES

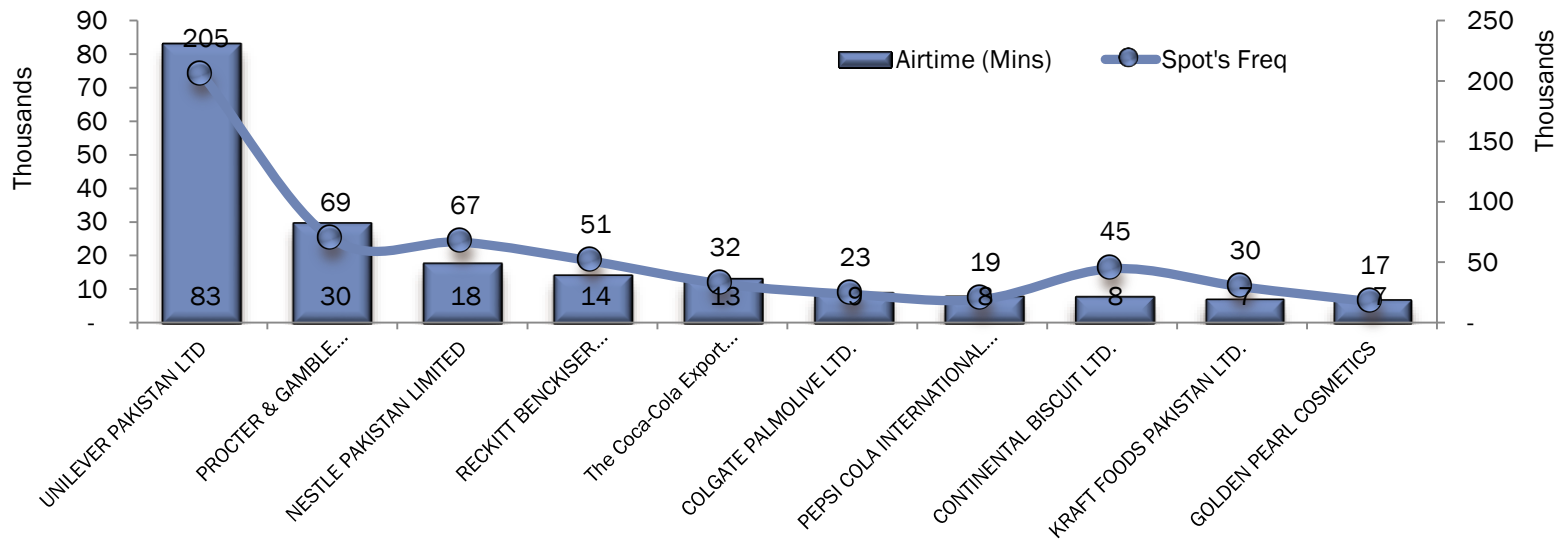


TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

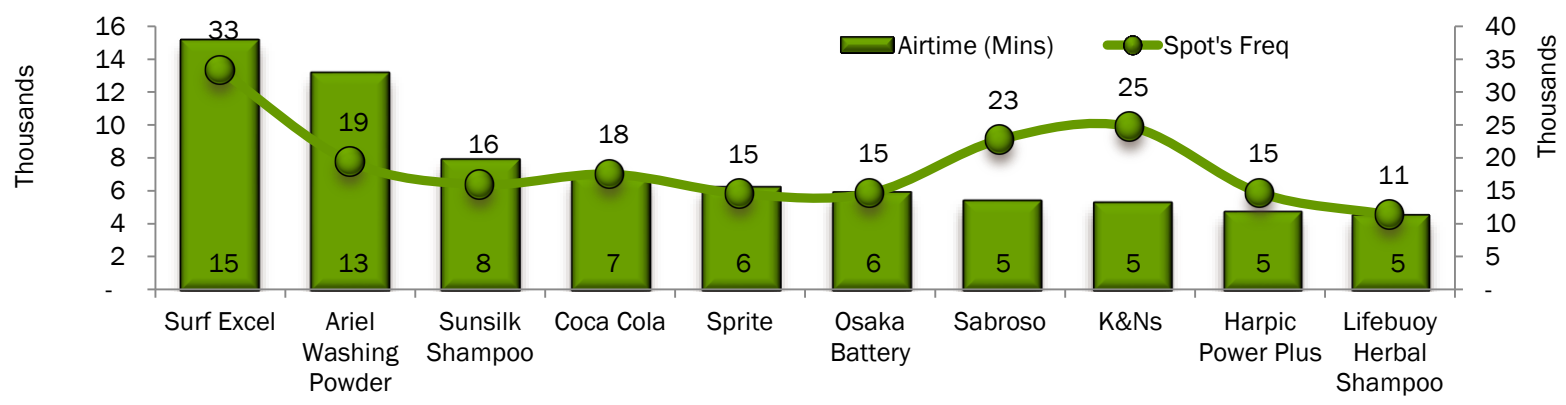
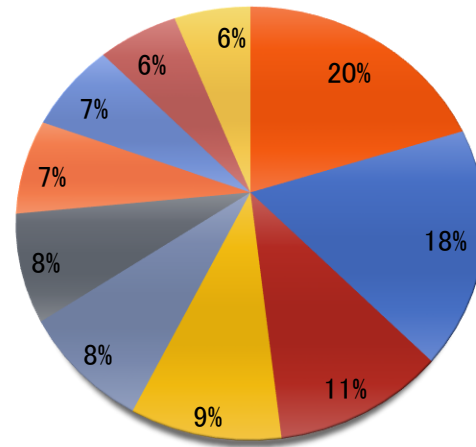


- UNILEVER PAKISTAN LTD
- PROCTER & GAMBLE PAKISTAN LTD
- NESTLE PAKISTAN LIMITED
- RECKITT BENCKISER PAKISTAN LTD.
- The Coca-Cola Export Corporation
- COLGATE PALMOLIVE LTD.
- PEPSI COLA INTERNATIONAL (PVT.) LTD.
- CONTINENTAL BISCUIT LTD.
- KRAFT FOODS PAKISTAN LTD.
- GOLDEN PEARL COSMETICS

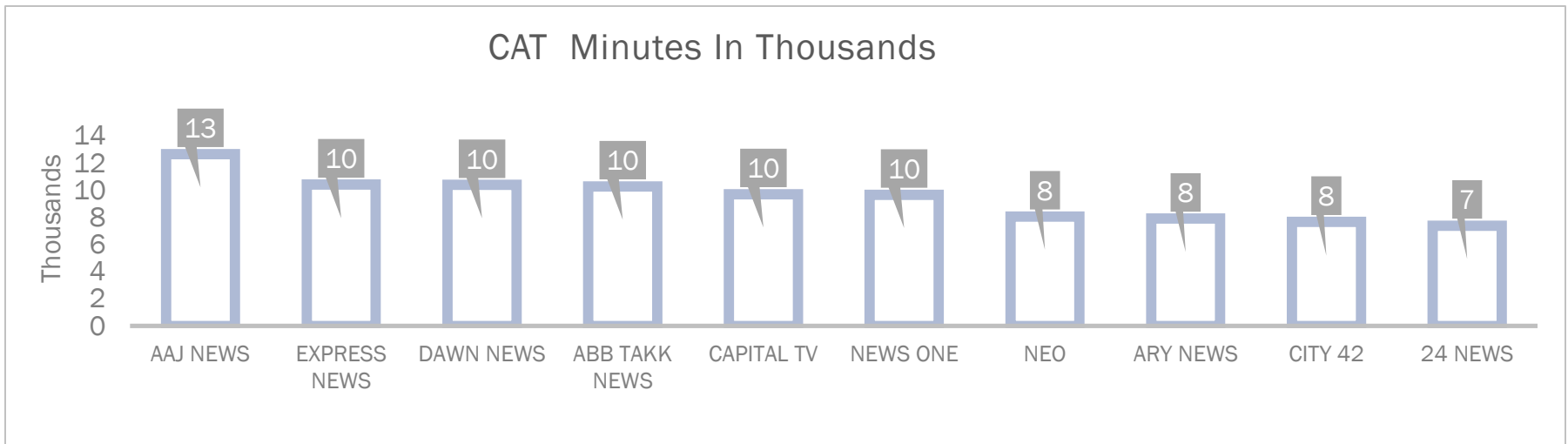
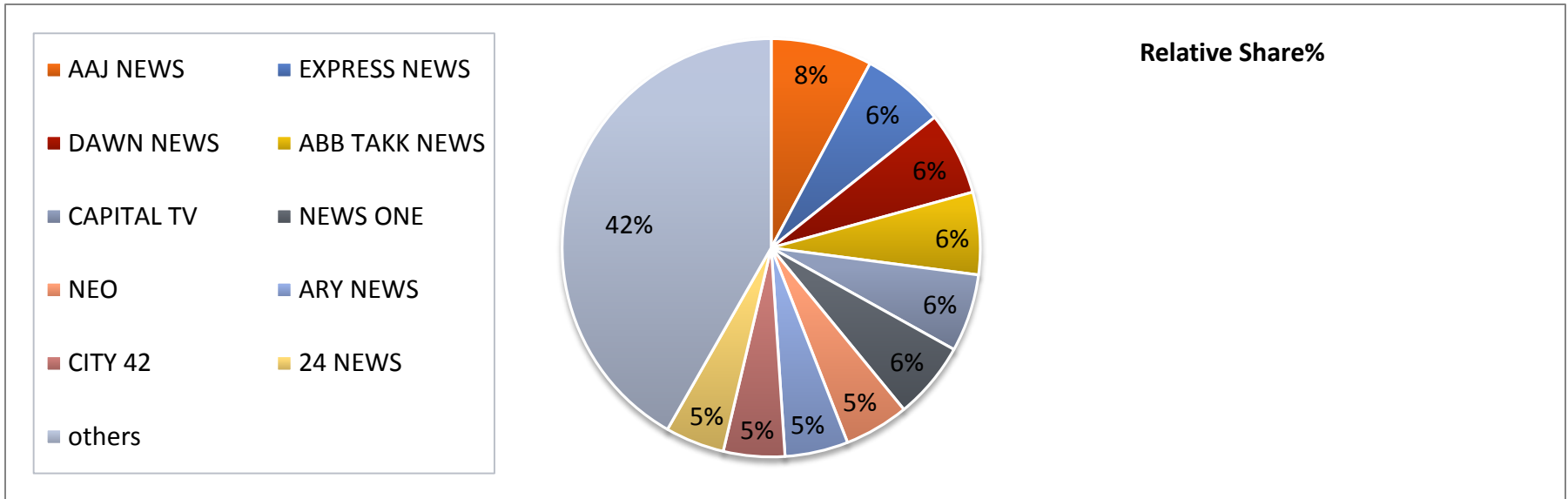


TOP 10 BRANDS

Relative Share



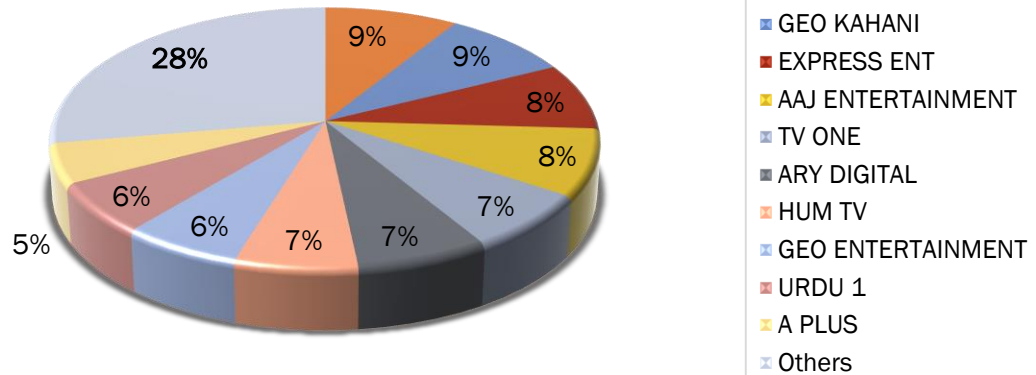
NEWS CHANNELS | CAT COMPARISON



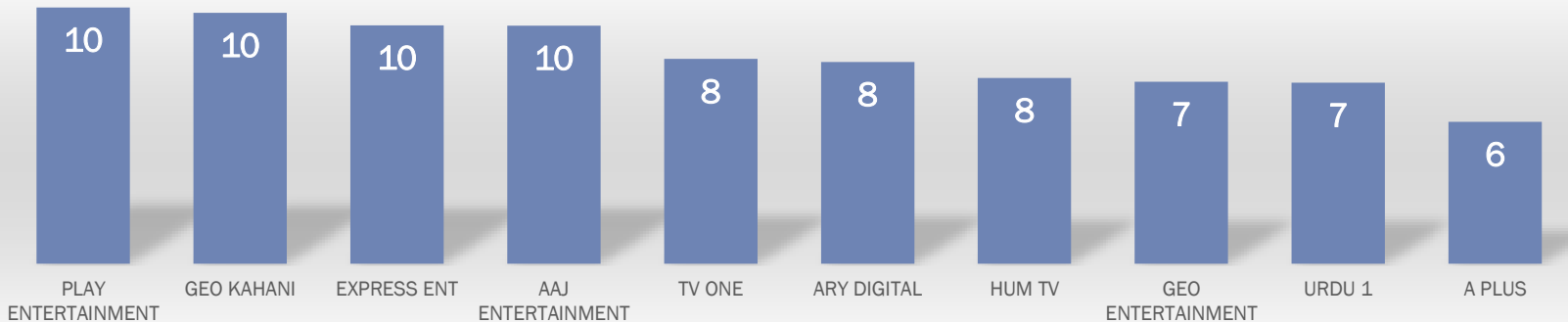
Amongst News Channels AAJ NEWS is Airing The Highest CAT.....

ENT CHANNELS | CAT COMPARISON

Relative Share

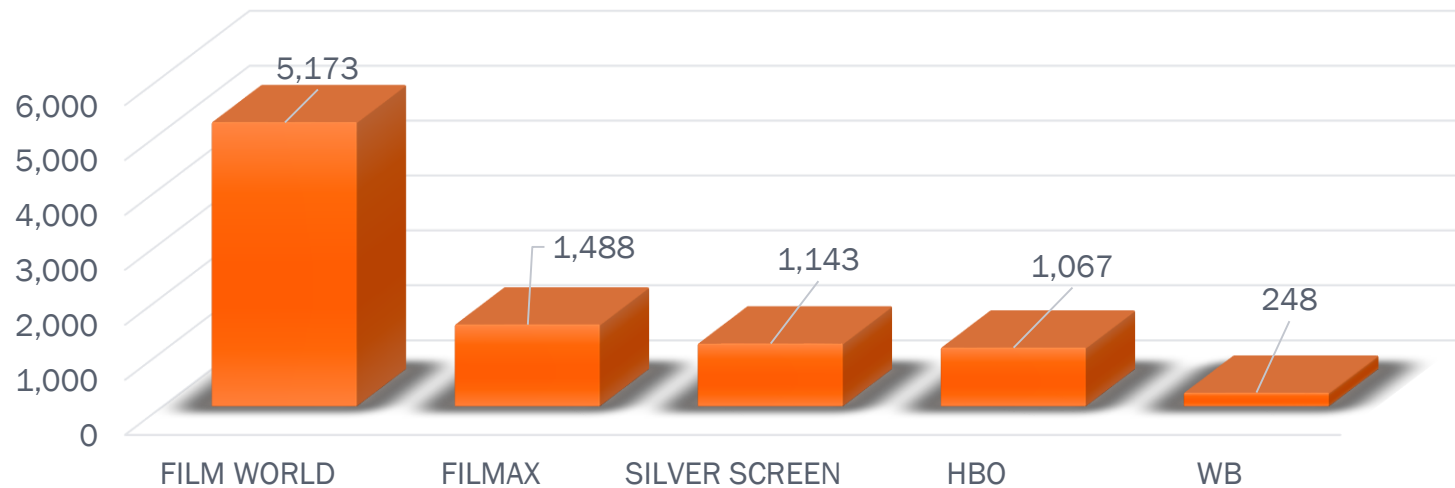
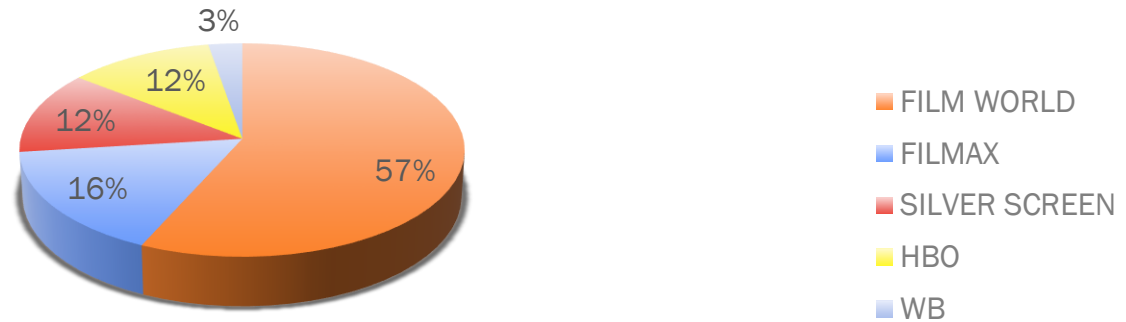


CAT Minutes In Thousands



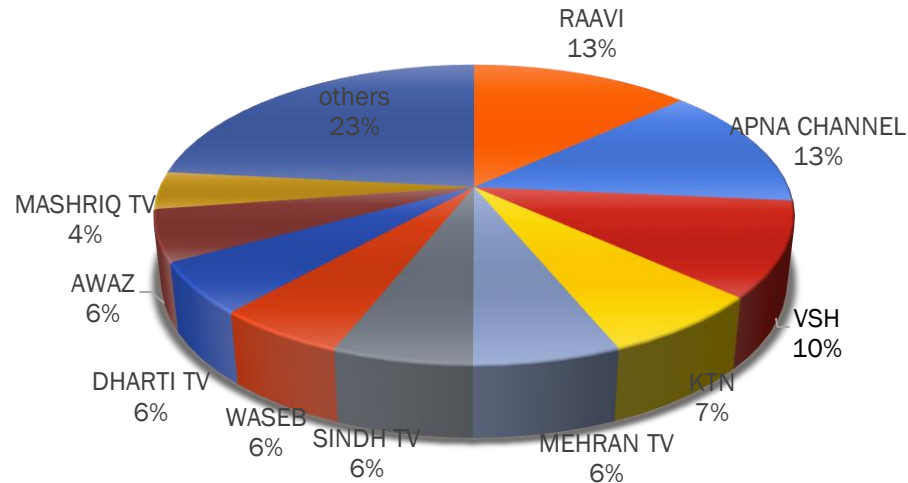
Amongst ENT Channels Play Entertainment is Airing The Highest CAT

MOVIE CHANNELS | CAT COMPARISON

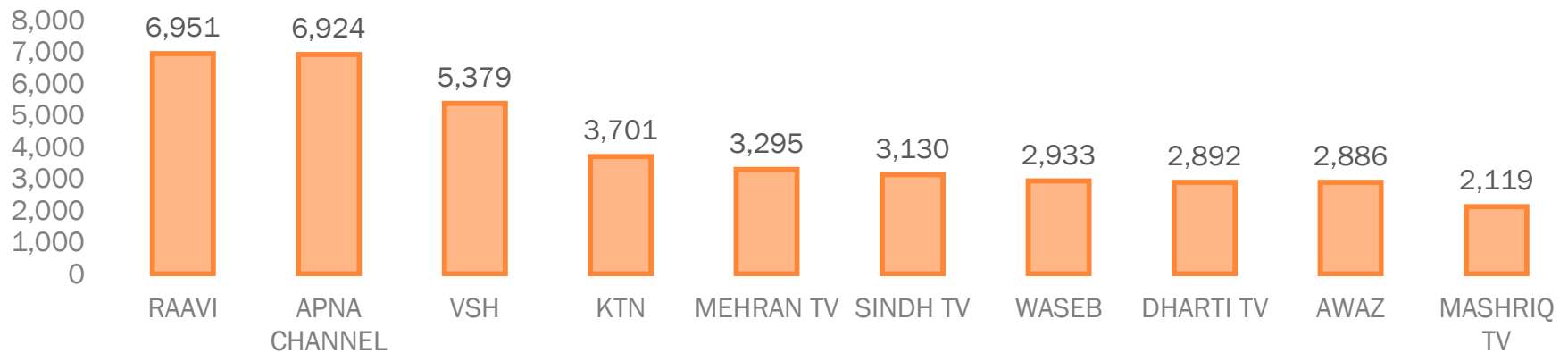


REGIONAL CHANNELS | CAT COMPARISON

Relative Share

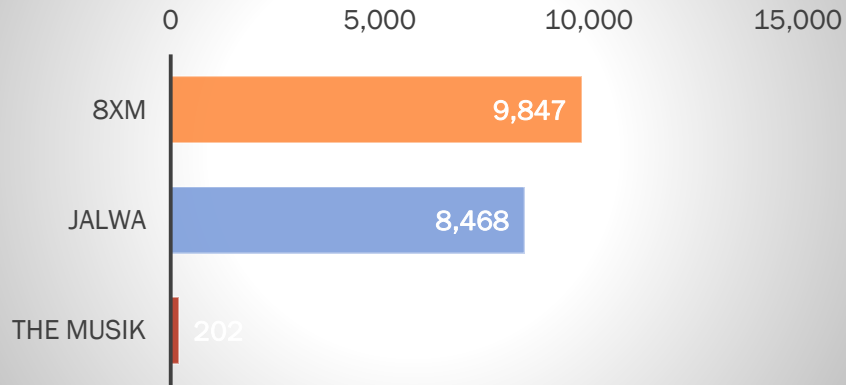


CAT (Minutes)

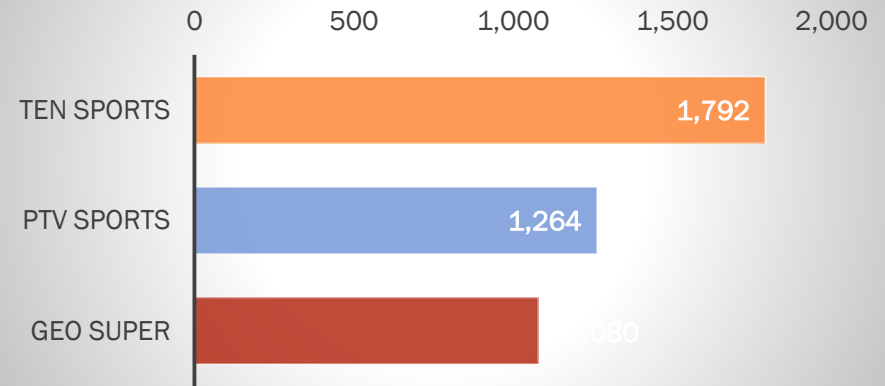


MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

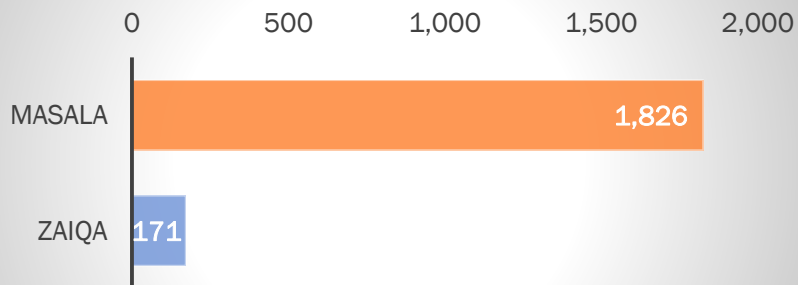
Music | CAT (Minutes)



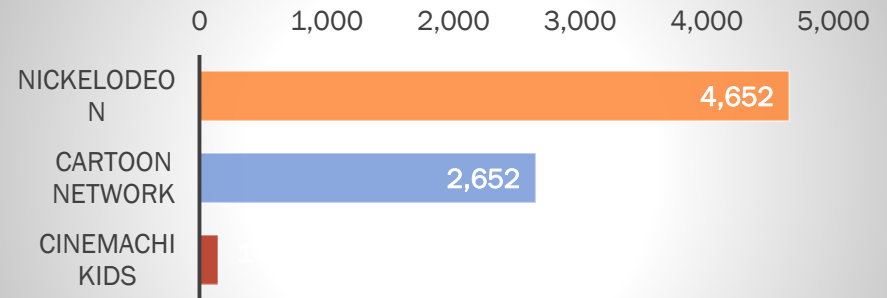
Sports | CAT (Minutes)



Food | CAT (Minutes)



Kids | CAT (Minutes)



Thank You-----😊