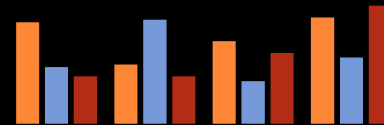
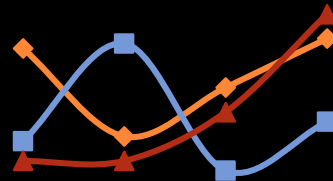
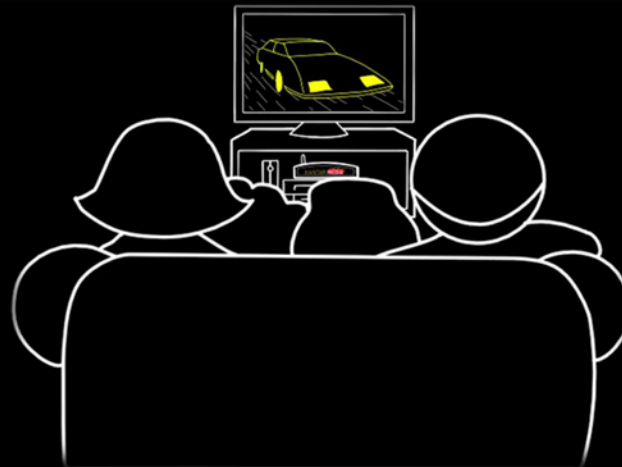


MEDIALOGIC MONTHLY REVIEW Feb 2018



medialogic **KANTAR MEDIA**

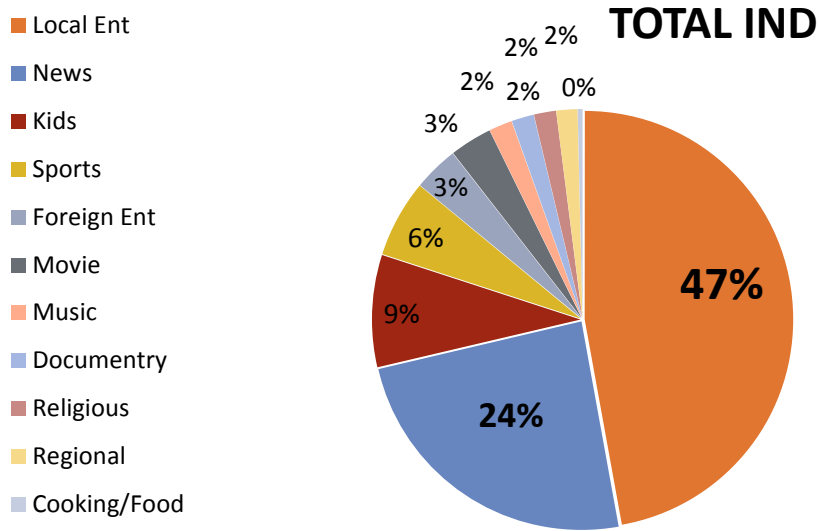
The Only Overnight TAM data providing Company in Pakistan.



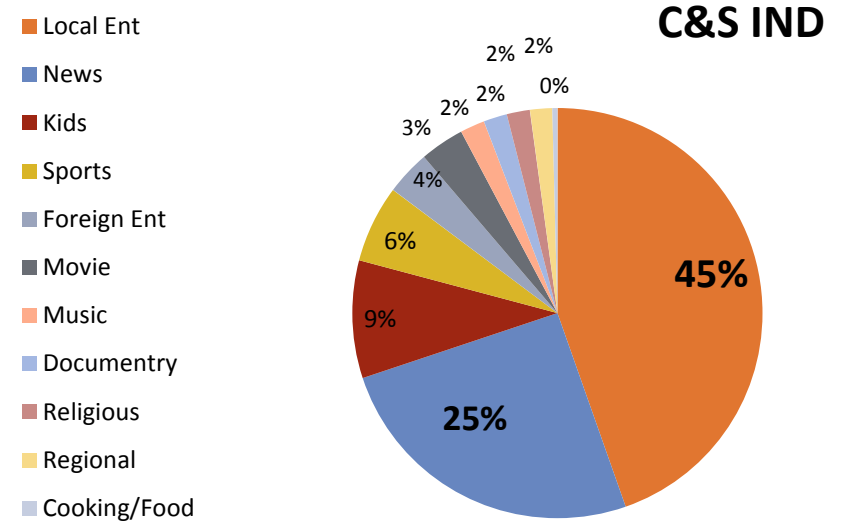
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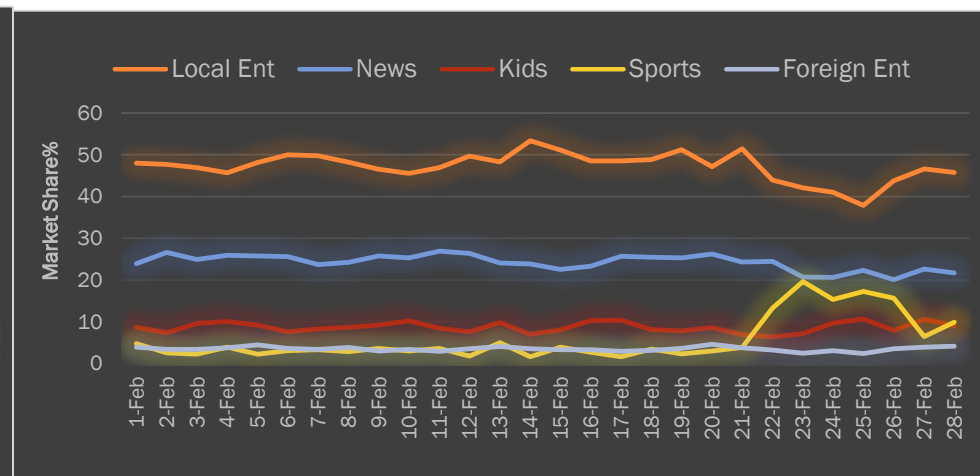
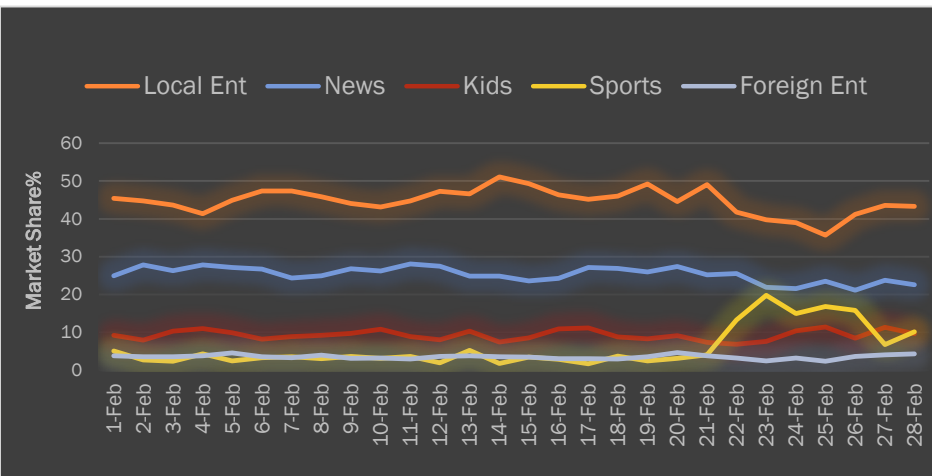
MARKET SHARE% | BY GENRE



Day-wise Progression | Top (5) Genre

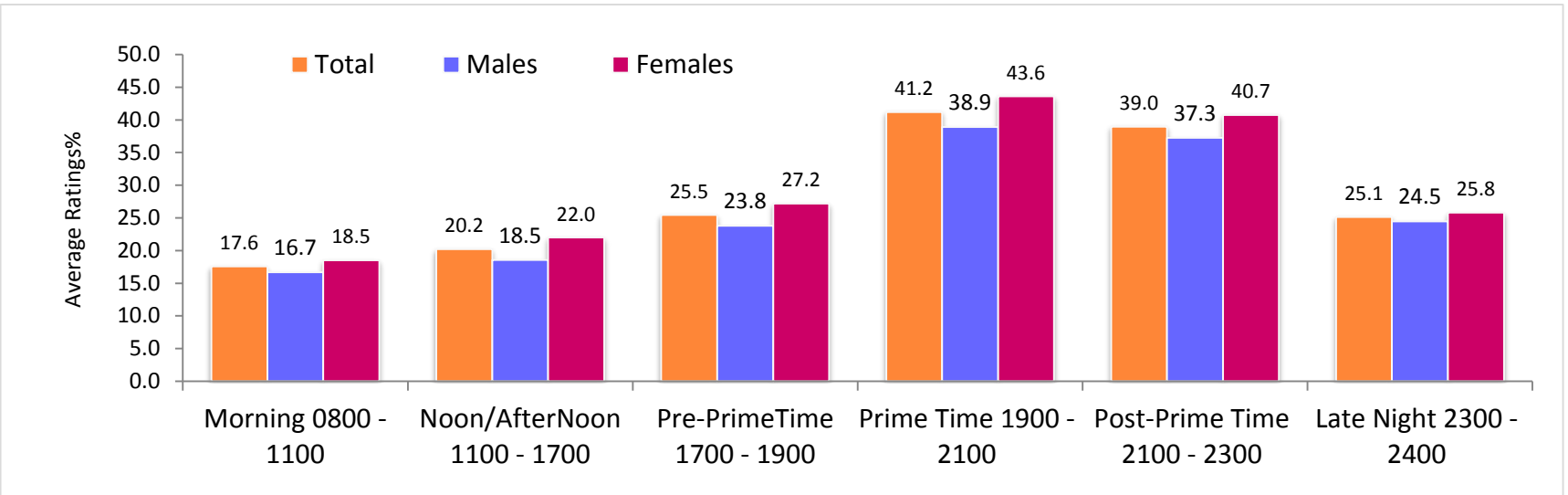
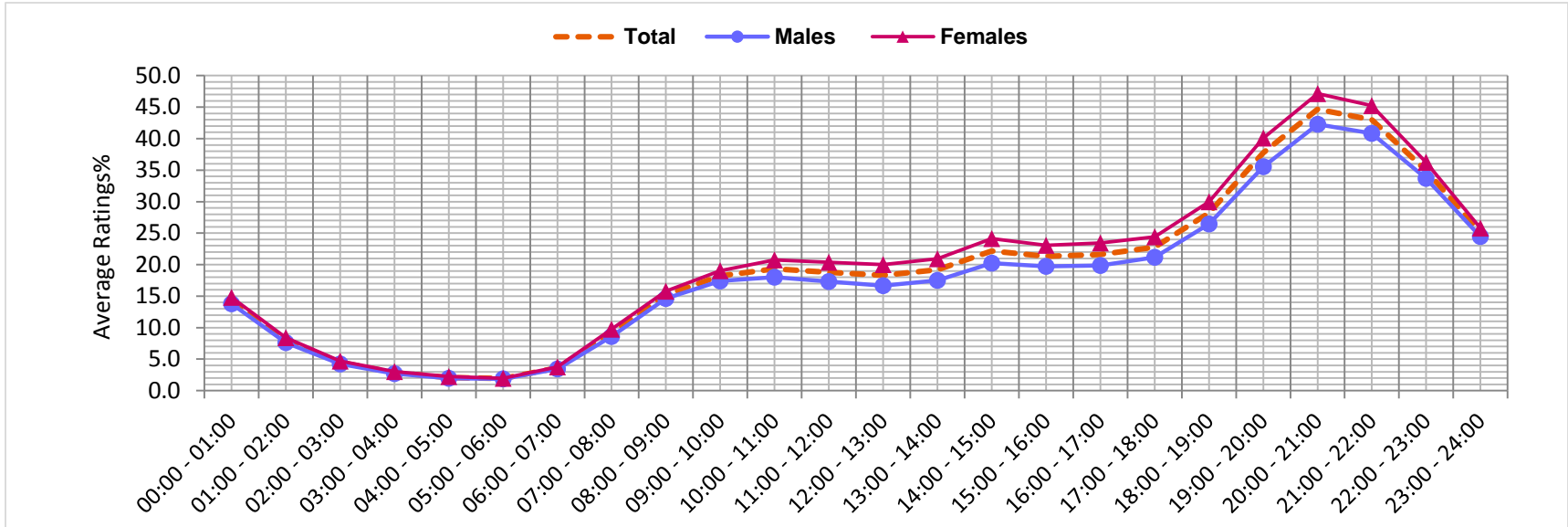


Day-wise Progression | Top (5) Genre

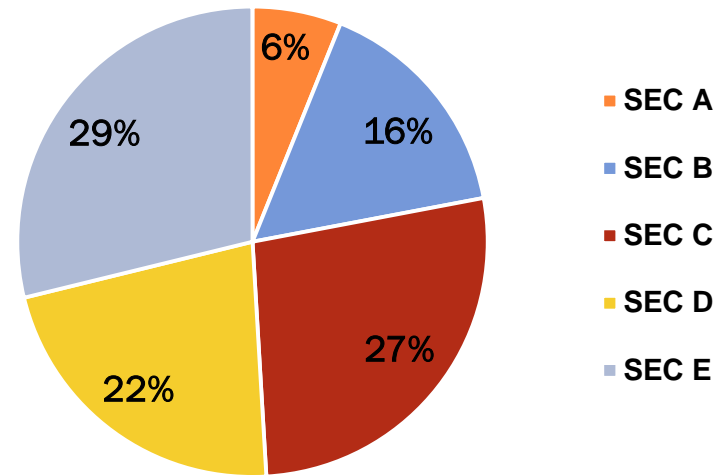
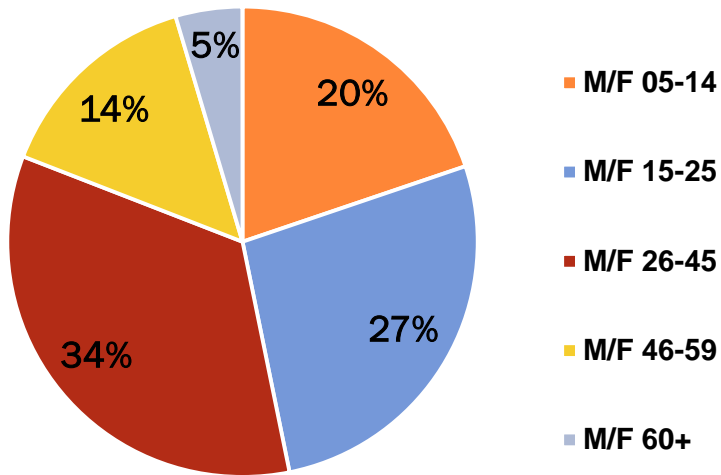


Genre-Wise market share is based on the total viewing of Around 100 + channels being monitored in the new system. Viewing of the In-House cable channels is not included to calculate market share.

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

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

Total Ind

Feb-18

Rank	Channel Name	Ratings%
1	ATV	1.60
2	PTV HOME	1.32
3	ARY DIGITAL	0.59
4	HUM TV	0.59
5	GEO ENTERTAINMENT	0.56
6	GEO NEWS	0.41
7	DISNEY CHANNEL	0.39
8	FILMAZIA	0.37
9	CARTOON NETWORK	0.30
10	PTV NEWS	0.29
11	PTV SPORTS	0.29
12	URDU 1	0.27
13	A PLUS	0.24
14	ARY NEWS	0.23
15	TEN SPORTS	0.23

C&S Ind

Feb-18

Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.85
2	HUM TV	0.84
3	GEO ENTERTAINMENT	0.79
4	GEO NEWS	0.59
5	DISNEY CHANNEL	0.56
6	FILMAZIA	0.53
7	CARTOON NETWORK	0.43
8	URDU 1	0.39
9	A PLUS	0.35
10	ARY NEWS	0.34
11	TEN SPORTS	0.33
12	EXPRESS NEWS	0.32
13	GEO KAHANI	0.31
14	EXPRESS ENTERTAINMENT	0.3
15	TV ONE	0.28

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

Feb-18

Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.79
2	HUM TV	0.75
3	GEO ENTERTAINMENT	0.73
4	GEO NEWS	0.55
5	DISNEY CHANNEL	0.54
6	FILMAZIA	0.53
7	PTV HOME	0.41
8	ATV	0.40
9	CARTOON NETWORK	0.38
10	URDU 1	0.38
11	GEO KAHANI	0.34
12	A PLUS	0.33
13	TEN SPORTS	0.31
14	ARY NEWS	0.30
15	EXPRESS NEWS	0.29

C&S Ind

Feb-18

Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.85
2	HUM TV	0.81
3	GEO ENTERTAINMENT	0.78
4	GEO NEWS	0.59
5	DISNEY CHANNEL	0.58
6	FILMAZIA	0.56
7	CARTOON NETWORK	0.41
8	URDU 1	0.40
9	GEO KAHANI	0.37
10	A PLUS	0.36
11	TEN SPORTS	0.33
12	ARY NEWS	0.33
13	EXPRESS NEWS	0.31
14	EXPRESS ENTERTAINMENT	0.29
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	ATV	1.60	ARY DIGITAL	0.79	GEO ENT	1.03	DISNEY	1.33	ARY DIGITAL	0.71	GEO KAHANI	1.17
2	PTV HOME	1.32	HUM TV	0.75	HUM TV	0.82	GEO NEWS	0.91	HUM TV	0.69	PTV HOME	0.97
3	ARY DIGITAL	0.59	GEO ENT	0.73	ARY DIGITAL	0.81	HUM TV	0.90	FILMAZIA	0.68	ARY DIGITAL	0.86
4	HUM TV	0.59	GEO NEWS	0.55	GEO NEWS	0.57	ARY DIGITAL	0.88	GEO ENT	0.65	FILMAZIA	0.75
5	GEO ENT	0.56	DISNEY	0.54	TEN SPORTS	0.42	GEO ENT	0.49	ATV	0.58	ATV	0.59
6	GEO NEWS	0.41	FILMAZIA	0.53	CARTOON NWK	0.41	PTV HOME	0.45	URDU 1	0.54	GEO ENT	0.57
7	DISNEY	0.39	PTV HOME	0.41	A PLUS	0.38	FILMAZIA	0.44	DISNEY	0.54	URDU 1	0.50
8	FILMAZIA	0.37	ATV	0.40	ARY NEWS	0.35	ATV	0.44	GEO KAHANI	0.44	A PLUS	0.48
9	CARTOON NWK	0.30	CARTOON NWK	0.38	TV ONE	0.35	CARTOON NWK	0.35	PTV HOME	0.40	GEO NEWS	0.47
10	PTV NEWS	0.29	URDU 1	0.38	EXPRESS ENT	0.34	A PLUS	0.35	CARTOON NWK	0.37	HUM TV	0.47
11	PTV SPORTS	0.29	GEO KAHANI	0.34	EXPRESS NEWS	0.33	TEN SPORTS	0.35	GEO NEWS	0.35	EXPRESS ENT	0.43
12	URDU 1	0.27	A PLUS	0.33	FILMAZIA	0.32	DUNYA NEWS	0.35	ARY NEWS	0.29	CARTOON NWK	0.40
13	A PLUS	0.24	TEN SPORTS	0.31	SAMAA	0.32	DAWN NEWS	0.34	EXPRESS NEWS	0.26	TV ONE	0.39
14	ARY NEWS	0.23	ARY NEWS	0.30	URDU 1	0.26	8XM	0.34	A PLUS	0.25	ANIMAL PLANET	0.37
15	TEN SPORTS	0.23	EXPRESS NEWS	0.29	GEO SUPER	0.24	TV ONE	0.31	PTV SPORTS	0.22	DUNYA NEWS	0.37

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	0.85	ARY DIGITAL	0.85	GEO ENT	1.07	DISNEY	1.41	ARY DIGITAL	0.78	GEO KAHANI	1.35
2	HUM TV	0.84	HUM TV	0.81	HUM TV	0.85	GEO NEWS	0.96	HUM TV	0.75	ARY DIGITAL	0.99
3	GEO ENT	0.79	GEO ENT	0.78	ARY DIGITAL	0.84	HUM TV	0.96	FILMAZIA	0.75	FILMAZIA	0.86
4	GEO NEWS	0.59	GEO NEWS	0.59	GEO NEWS	0.59	ARY DIGITAL	0.93	GEO ENT	0.71	GEO ENT	0.66
5	DISNEY	0.56	DISNEY	0.58	TEN SPORTS	0.43	GEO ENT	0.52	URDU 1	0.59	URDU 1	0.58
6	FILMAZIA	0.53	FILMAZIA	0.56	CARTOON NWK	0.42	FILMAZIA	0.47	DISNEY	0.59	A PLUS	0.56
7	CARTOON NWK	0.43	CARTOON NWK	0.41	A PLUS	0.39	CARTOON NWK	0.37	GEO KAHANI	0.48	GEO NEWS	0.54
8	URDU 1	0.39	URDU 1	0.40	ARY NEWS	0.36	TEN SPORTS	0.37	CARTOON NWK	0.41	HUM TV	0.54
9	A PLUS	0.35	GEO KAHANI	0.37	TV ONE	0.36	A PLUS	0.37	GEO NEWS	0.39	EXPRESS ENT	0.49
10	ARY NEWS	0.34	A PLUS	0.36	EXPRESS ENT	0.35	DUNYA NEWS	0.37	ARY NEWS	0.32	CARTOON NWK	0.46
11	TEN SPORTS	0.33	TEN SPORTS	0.33	EXPRESS NEWS	0.34	DAWN NEWS	0.36	EXPRESS NEWS	0.28	TV ONE	0.45
12	EXPRESS NEWS	0.32	ARY NEWS	0.33	FILMAZIA	0.33	8XM	0.36	A PLUS	0.28	ANIMAL PLANET	0.43
13	GEO KAHANI	0.31	EXPRESS NEWS	0.31	SAMAA	0.33	TV ONE	0.33	TEN SPORTS	0.23	DUNYA NEWS	0.42
14	EXPRESS ENT	0.30	EXPRESS ENT	0.29	URDU 1	0.27	EXPRESS NEWS	0.29	DUNYA NEWS	0.22	EXPRESS NEWS	0.40
15	TV ONE	0.28	TV ONE	0.27	GEO SUPER	0.25	PTV HOME	0.27	EXPRESS ENT	0.22	ARY NEWS	0.36

ENTERTAINMENT CHANNELS – 24 HOURS

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

Total Ind			C&S Ind		
Feb-18			Feb-18		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.79	1	ARY DIGITAL	0.85
2	HUM TV	0.76	2	HUM TV	0.81
3	GEO ENTERTAINMENT	0.73	3	GEO ENTERTAINMENT	0.78
4	FILMAZIA	0.53	4	FILMAZIA	0.56
5	PTV HOME	0.41	5	URDU 1	0.40
6	ATV	0.40	6	GEO KAHANI	0.37
7	URDU 1	0.38	7	A PLUS	0.36
8	GEO KAHANI	0.35	8	EXPRESS ENTERTAINMENT	0.29
9	A PLUS	0.33	9	TV ONE	0.27
10	EXPRESS ENTERTAINMENT	0.27	10	PLAY ENTERTAINMENT	0.16

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		
Feb-18			Feb-18		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	HUM TV	2.61	1	HUM TV	2.80
2	GEO ENTERTAINMENT	2.44	2	GEO ENTERTAINMENT	2.62
3	ARY DIGITAL	1.96	3	ARY DIGITAL	2.10
4	FILMAZIA	1.58	4	FILMAZIA	1.69
5	URDU 1	1.08	5	URDU 1	1.16
6	ATV	1.07	6	GEO KAHANI	1.09
7	PTV HOME	1.06	7	A PLUS	1.02
8	GEO KAHANI	1.02	8	EXPRESS ENTERTAINMENT	0.73
9	A PLUS	0.95	9	TV ONE	0.57
10	EXPRESS ENTERTAINMENT	0.68	10	COLORS	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

Feb-18

Rank	Channel Name	Ratings%
1	GEO NEWS	0.55
2	ARY NEWS	0.30
3	EXPRESS NEWS	0.29
4	DUNYA NEWS	0.23
5	SAMAA	0.22
6	DAWN NEWS	0.16
7	NEWS ONE	0.13
8	AAJ NEWS	0.13
9	NINETY 2 NEWS	0.12
10	24 NEWS	0.11

C&S Ind

Feb-18

Rank	Channel Name	Ratings%
1	GEO NEWS	0.59
2	ARY NEWS	0.33
3	EXPRESS NEWS	0.31
4	DUNYA NEWS	0.24
5	SAMAA	0.24
6	DAWN NEWS	0.17
7	NEWS ONE	0.14
8	AAJ NEWS	0.13
9	NINETY 2 NEWS	0.13
10	24 NEWS	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

Feb-18

Rank	Channel Name	Ratings%
1	GEO NEWS	1.18
2	ARY NEWS	0.61
3	EXPRESS NEWS	0.60
4	DUNYA NEWS	0.53
5	SAMAA	0.45
6	DAWN NEWS	0.27
7	AAJ NEWS	0.27
8	NINETY 2 NEWS	0.25
9	NEWS ONE	0.24
10	24 NEWS	0.21

C&S Ind

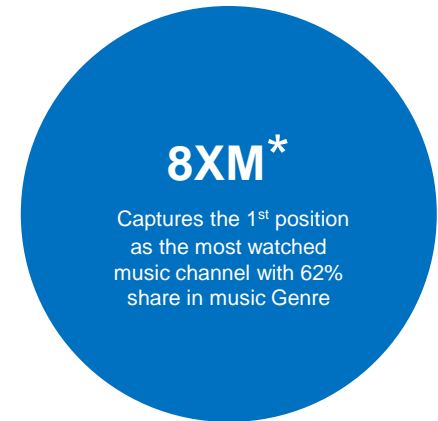
Feb-18

Rank	Channel Name	Ratings%
1	GEO NEWS	1.27
2	ARY NEWS	0.65
3	EXPRESS NEWS	0.64
4	DUNYA NEWS	0.57
5	SAMAA	0.48
6	DAWN NEWS	0.29
7	AAJ NEWS	0.28
8	NINETY 2 NEWS	0.26
9	NEWS ONE	0.26
10	24 NEWS	0.22



MUSIC CHANNELS

Rank	Channel Name	TRPs	Relative Share%
1	8XM	194	62%
4	JALWA	111	35%
2	ARY MUSIK	6	2%
3	OXYGENE	4	1%
5	VIBE TV	0	0%
	Total	314	100%





Total Ind			
Feb-18			
Rank	Channel Name	TRPs	Relative Shr%
1	PTV SPORTS	384	43%
2	TEN SPORTS	310	35%
3	GEO SUPER	200	22%
	Grand Total	894	100%
C&S Ind			
Feb-18			
Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	443	45%
2	GEO SUPER	285	29%
3	PTV SPORTS	251	26%
	Grand Total	979	100%

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





Total Ind

Feb-18

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	419	43%
2	PTV SPORTS	277	29%
3	GEO SUPER	271	28%
	Grand Total	967	100%

C&S Ind

Feb-18

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	449	45%
2	GEO SUPER	291	29%
3	PTV SPORTS	250	25%
	Grand Total	990	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

Feb-18

Rank	Channel Name	Ratings%
1	FILM WORLD	0.18
2	SILVER SCREEN	0.06
3	FILMAX	0.05
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

Feb-18

Rank	Channel Name	Ratings%
1	FILM WORLD	0.36
2	SILVER SCREEN	0.19
3	HBO	0.12
4	FILMAX	0.12
5	WB	0.08
6	RAAVI TV	0.04
7	AXN	0.04
8	STAR LITE TV	0.00
9	STAR MOVIES	0.00

FOOD CHANNELS

C&S Ind

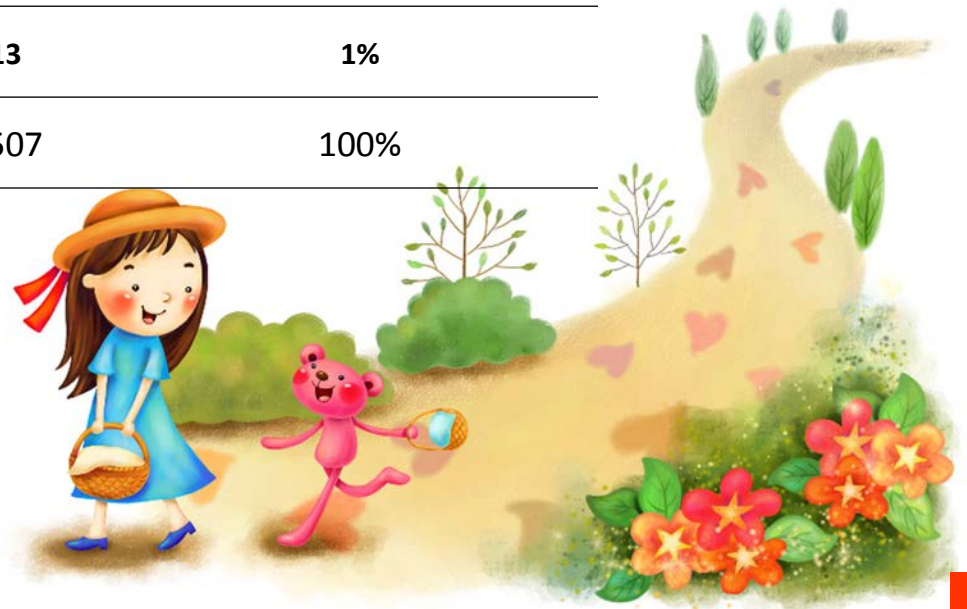
Feb-18

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	65	100%
..	Grand Total	65	100%



Disney Channel Holds 52% Of Kids Channels Viewership

Rank	Channel	TRPs	Relative Share%
2	DISNEY CHANNEL	785	52%
1	CARTOON NETWORK	548	36%
3	NICKELODEON	83	6%
4	POGO	77	5%
5	CINEMACHI KIDS	13	1%
....	Grand Total	1507	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	0.14	APNA CHANNEL	0.13	APNA CHANNEL	0.16	AVT KHYBER	0.52	PTV BOLAN	0.09
2	AVT KHYBER	0.04	ROHI TV	0.03	KTN	0.10	PASHTO 1	0.35	ARUJ TV	0.06
3	KTN	0.04	KAY2	0.02	SINDH TV	0.06	AVT KHYBER NEWS	0.23	PASHTO 1	0.03
4	PASHTO 1	0.03	AVT KHYBER	0.01	KTN NEWS	0.02	MASHRAQ TV	0.12	WASEB	0.03
5	SINDH TV	0.02	PUNJAB TV	0.01	KASHISH	0.02	ARUJ TV	0.12	AVT KHYBER	0.01
6	ARUJ TV	0.02	ARUJ TV	0.01	MEHRAN TV	0.01	APNA CHANNEL	0.09	ROHI TV	0.01
7	AVT KHYBER NEWS	0.02	PTV NATIONAL	0.01	SINDH TV NEWS	0.01	PTV NATIONAL	0.03	KASHISH	0.01
8	ROHI TV	0.02	PASHTO 1	0.01	DHARTI TV	0.01	KAY2	0.02	VSH NEWS	0.01
9	KAY2	0.01	AVT KHYBER NEWS	0.00	ARUJ TV	0.01	KASHISH	0.01	AVT KHYBER NEWS	0.01
10	MASHRAQ TV	0.01	MASHRAQ TV	0.00	AWAZ	0.01	KTN	0.00	APNA CHANNEL	0.00
11	KASHISH	0.01	SINDH TV NEWS	0.00	KAY2	0.01	SINDH TV NEWS	0.00	KAY2	0.00
12	KTN NEWS	0.01	WASEB	0.00	AVT KHYBER	0.00	PUNJAB TV	0.00	KTN	0.00
13	MEHRAN TV	0.01	KTN	0.00	PUNJAB TV	0.00	WASEB	0.00	SINDH TV NEWS	0.00
14	SINDH TV NEWS	0.01	SINDH TV	0.00	PASHTO 1	0.00	SINDH TV	0.00	AWAZ	0.00
15	PTV NATIONAL	0.01	KASHISH	0.00	MASHRAQ TV	0.00	KTN NEWS	0.00	PTV NATIONAL	0.00
16	PUNJAB TV	0.01	KTN NEWS	0.00	WASEB	0.00	MEHRAN TV	0.00	PUNJAB TV	0.00
17	DHARTI TV	0.00	DHARTI TV	0.00	VSH NEWS	0.00	DHARTI TV	0.00	SINDH TV	0.00
18	AWAZ	0.00	PTV BOLAN	0.00	ROHI TV	0.00	AWAZ	0.00	KTN NEWS	0.00
19	PTV BOLAN	0.00	VSH NEWS	0.00	PTV NATIONAL	0.00	VSH NEWS	0.00	MEHRAN TV	0.00
20	WASEB	0.00	MEHRAN TV	0.00	AVT KHYBER NEWS	0.00	PTV BOLAN	0.00	MASHRAQ TV	0.00
21	VSH NEWS	0.00	AWAZ	0.00	PTV BOLAN	0.00	ROHI TV	0.00	DHARTI TV	0.00

TOP PROGRAMS | OVERALL

Geo Ent' Khani hits 8.05 ratings 12th Feb 2018

Top Programs | Total Individuals

Feb-18

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	12-Feb-18	GEO ENTERTAINMENT	Khani	8.05	3706	15.4
2	06-Feb-18	HUM TV	Alif Allah Aur Insan	6.22	2864	11.4
3	07-Feb-18	ARY DIGITAL	Aisi Hai Tanhai	5.95	2740	11.9
4	24-Feb-18	HUM TV	Khamoshi	5.62	2588	10.7
5	22-Feb-18	GEO ENTERTAINMENT	Ghar Titli Ka Paar	5.58	2571	10.5
6	08-Feb-18	HUM TV	Daldal	5.55	2556	10.3
7	23-Feb-18	GEO ENTERTAINMENT	Ek Thi Raniya	5.10	2347	10.4
8	03-Feb-18	FILMAZIA	Nagin 2	4.95	2281	10.0
9	27-Feb-18	GEO ENTERTAINMENT	silsilay	4.92	2264	9.1
10	21-Feb-18	HUM TV	Maa Sadkay	4.54	2090	10.1

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

TOP PROGRAMS | C & S

Geo Ent' Khani Hits 8.63 Ratings on 12th Feb 2018

Top Programs | C&S Individuals

Feb-18

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	12-Feb-18	GEO ENTERTAINMENT	Khani	8.63	3706	16.3
2	06-Feb-18	HUM TV	Alif Allah Aur Insan	6.67	2864	12.3
3	07-Feb-18	ARY DIGITAL	Aisi Hai Tanhai	6.38	2740	12.9
4	24-Feb-18	HUM TV	Khamoshi	6.03	2588	11.4
5	22-Feb-18	GEO ENTERTAINMENT	Ghar Titli Ka Paar	5.99	2571	11.2
6	08-Feb-18	HUM TV	Daldal	5.95	2556	11.0
7	23-Feb-18	GEO ENTERTAINMENT	Ek Thi Raniya	5.47	2347	11.1
8	03-Feb-18	FILMAZIA	Nagin 2	5.31	2281	10.8
9	27-Feb-18	GEO ENTERTAINMENT	Silsilay	5.27	2264	9.6
10	21-Feb-18	HUM TV	Maa Sadkay	4.87	2090	10.7



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

Current Affairs Talk Shows | C&S Ind

Feb-18

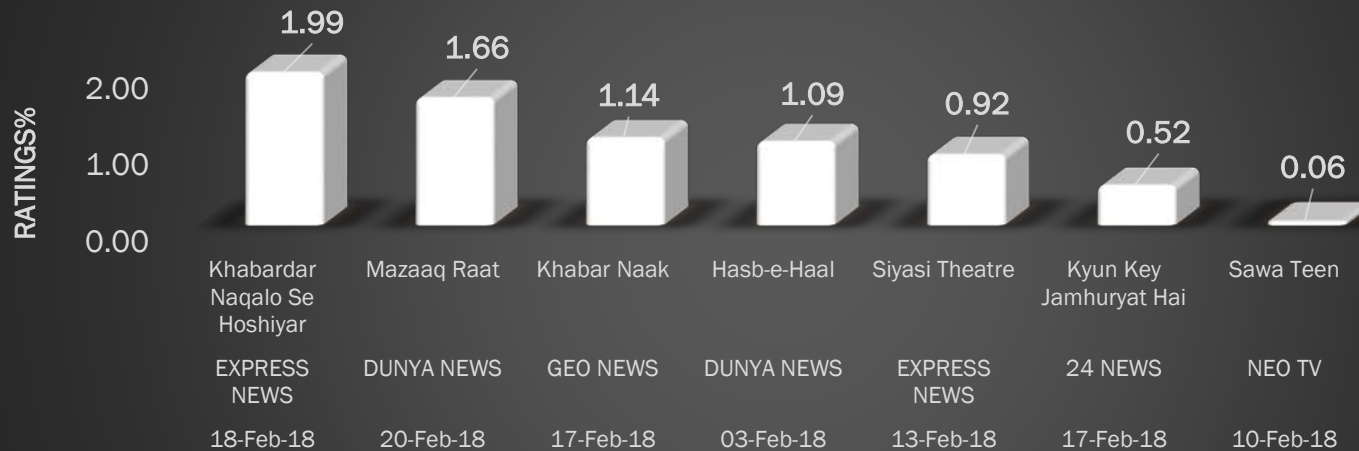
Rank	Date	Channel	Program Title	Host	Rtg% [Net]	Rtg(000) [Net]	Share [TTV]
1	12-Feb-18	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	Shahzaib Khanzada	2.971	1276.071	7.66
2	28-Feb-18	GEO NEWS	Capital Talk	Hamid Mir	1.762	756.746	4.31
3	11-Feb-18	GEO NEWS	Naya Pakistan	Talat Hussain	1.449	622.314	2.96
4	05-Feb-18	ARY NEWS	Off The Record	Kashif Abbassi	1.437	617.235	2.76
5	08-Feb-18	GEO NEWS	Report Card	Ayesha Bakhsh	1.160	497.983	2.76
6	21-Feb-18	ARY NEWS	The Reporters	Sami Ibraheem	1.156	496.491	2.79
7	10-Feb-18	SAMAA	Agenda 360	Abdul Moiz	1.090	468.022	2.46
8	10-Feb-18	GEO NEWS	Lekin	Rabia Anum	1.086	466.376	2.72
9	05-Feb-18	GEO NEWS	Aapas Ki Baat	Muneeb Farooque	1.058	454.459	4.19
10	18-Feb-18	GEO NEWS	Jirga	Salim Safi	1.042	447.442	2.74

GEO NEWS' Aaj Shahzaib Khanzada Kay Saath" is on Top amongst talk shows during Feb 2018

INFOTAINMENT SHOWS

Express News' Khabardar is on top followed Mazaq Raat

Date	CHANNEL	Title	Rtg% [Net]	Rtg(000) [Net]	Share [TTV]
18-Feb-18	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	1.99	856	6.8
20-Feb-18	DUNYA NEWS	Mazaq Raat	1.66	711	6.2
17-Feb-18	GEO NEWS	Khabar Naak	1.14	490	3.7
03-Feb-18	DUNYA NEWS	Hasb-e-Haal	1.09	466	4.2
13-Feb-18	EXPRESS NEWS	Siyasi Theatre	0.92	395	3.2
17-Feb-18	24 NEWS	Kyun Key Jamhuryat Hai	0.52	222	1.4
10-Feb-18	NEO TV	Sawa Teen	0.06	26	0.2



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" leading on Females 15-45 All followed by GEO ENT's "Geo Subha Pakistan"

Rank	Days	Channel	Program Name	Host	R % (Net)	RT (Net)	MS(Net)
1	Mon-Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	1.350	181	6.6
2	Mon-Fri	GEO ENTERTAINMENT	Geo Subha Pakistan	Shaista Lodhi	1.116	150	5.5
3	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	0.951	128	4.6
4	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.838	113	4.0
5	Mon-Fri	A PLUS	Ek Nayee Subha (With Farah)	Farah Khan	0.651	88	3.2
6	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Amir Shah	0.503	68	2.5
7	Mon-Fri	ATV	Mehekti Morning	Sundas Khan	0.491	66	2.4
8	Mon-Fri	EXPRESS ENTERTAINMENT	Satrungi	Javeria Saud	0.471	63	2.3
9	Mon-Fri	DAWN NEWS	Chai Toast Aur Host	Anoushey Ashraf	0.427	57	2.0
10	Mon-Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.420	56	2.1
11	Mon-Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.399	54	2.0
13	Mon-Fri	SAMAA	Subha Savaray Samaa Kay Sath	Madiha Naqvi	0.299	40	1.4
14	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Shaikh & Anum Ali Kazmi	0.142	19	0.7
12	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.135	18	0.7
15	Mon-Fri	ZAIQA	Sunrise From Istanbul	Maria Wasti	0.034	5	0.1
16	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.029	4	0.1
17	Mon-Fri	SUCH TV	Such Savera	Madiha Dawood	0.008	1	0.0
18	Mon-Fri	K21	Good Morning	Rida Saifee & Muhammad Yasir	0.004	1	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 Q&S

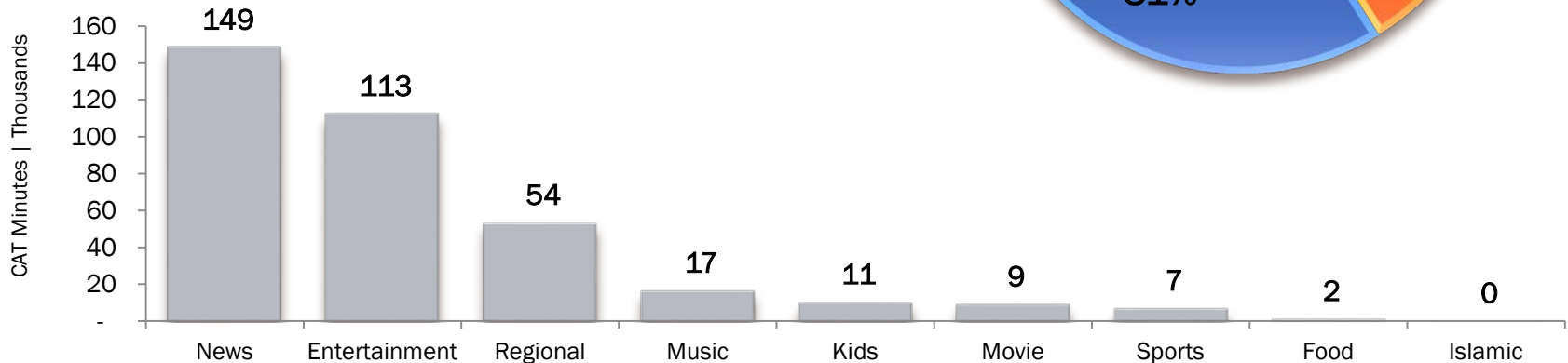
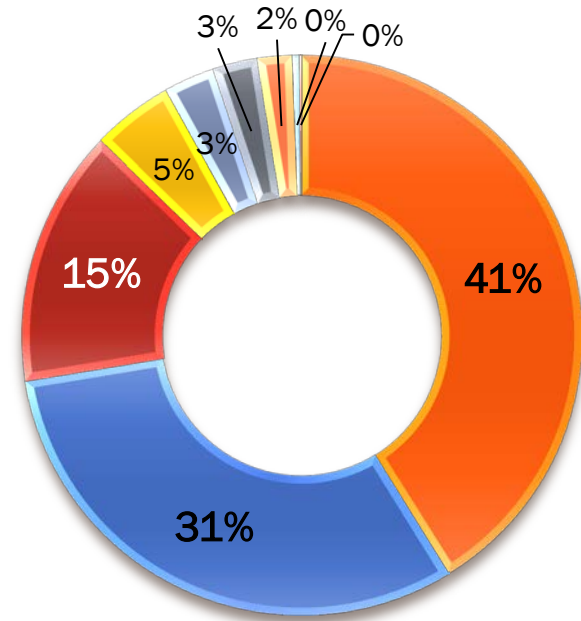
ARY DIGITAL's "Good Morning Pakistan" leading on Females 15-45 All followed by GEO ENT's "Geo Subha Pakistan"

Rank	Days	Channel	Program Name	Host	R % (Net)	RT (Net)	MS(Net)
1	Mon-Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	1.453	181	7.0
2	Mon-Fri	GEO ENTERTAINMENT	Geo Subha Pakistan	Shaista Lodhi	1.202	150	5.8
3	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	1.024	128	4.9
4	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.903	113	4.3
5	Mon-Fri	A PLUS	Ek Nayee Subha (With Farah)	Farah Khan	0.701	88	3.4
6	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Amir Shah	0.542	68	2.6
7	Mon-Fri	EXPRESS ENTERTAINMENT	Satrungi	Javeria Saud	0.507	63	2.4
8	Mon-Fri	DAWN NEWS	Chai Toast Aur Host	Anoushey Ashraf	0.460	57	2.1
9	Mon-Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.452	56	2.2
10	Mon-Fri	SAMAA	Subha Savaray Samaa Kay Sath	Madiha Naqvi	0.322	40	1.5
11	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Shaikh & Anum Ali Kazmi	0.153	19	0.8
13	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.145	18	0.7
14	Mon-Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.100	12	0.5
12	Mon-Fri	ATV	Mehekti Morning	Sundas Khan	0.093	12	0.5
15	Mon-Fri	ZAIQA	Sunrise From Istanbul	Maria Wasti	0.037	5	0.2
16	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.031	4	0.2
17	Mon-Fri	SUCH TV	Such Savera	Madiha Dawood	0.008	1	0.0
18	Mon-Fri	K21	Good Morning	Rida Saiffee & Muhammad Yasir	0.004	1	0.0

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

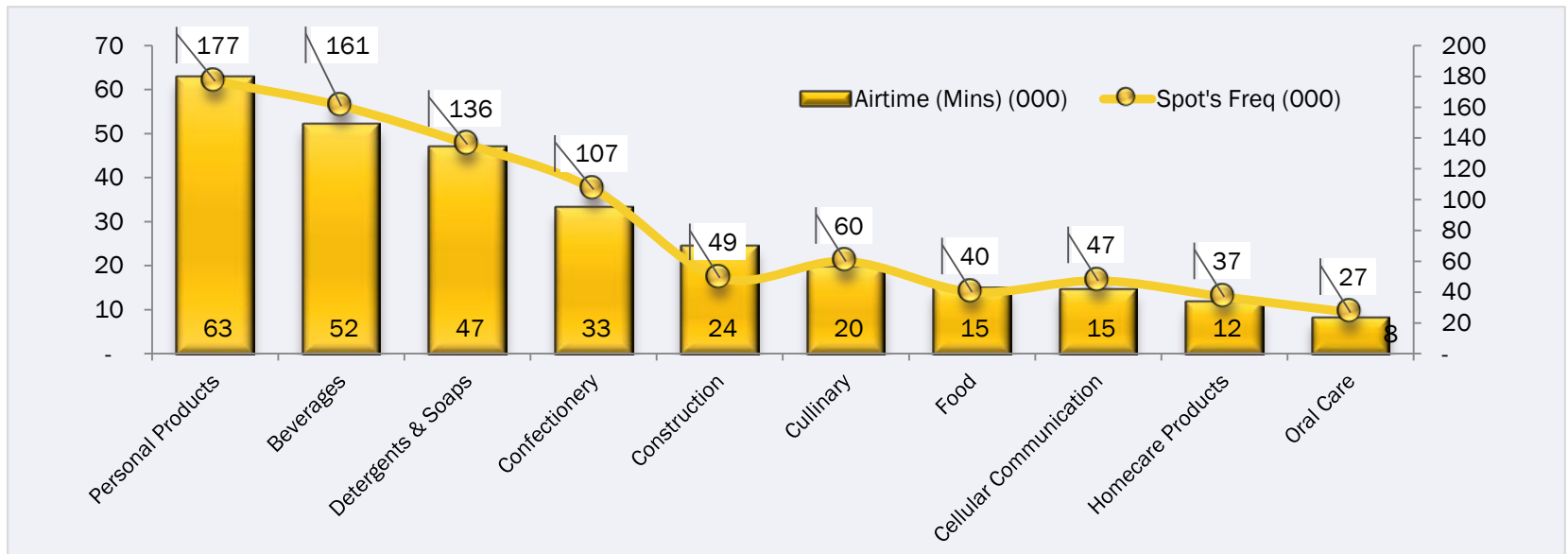
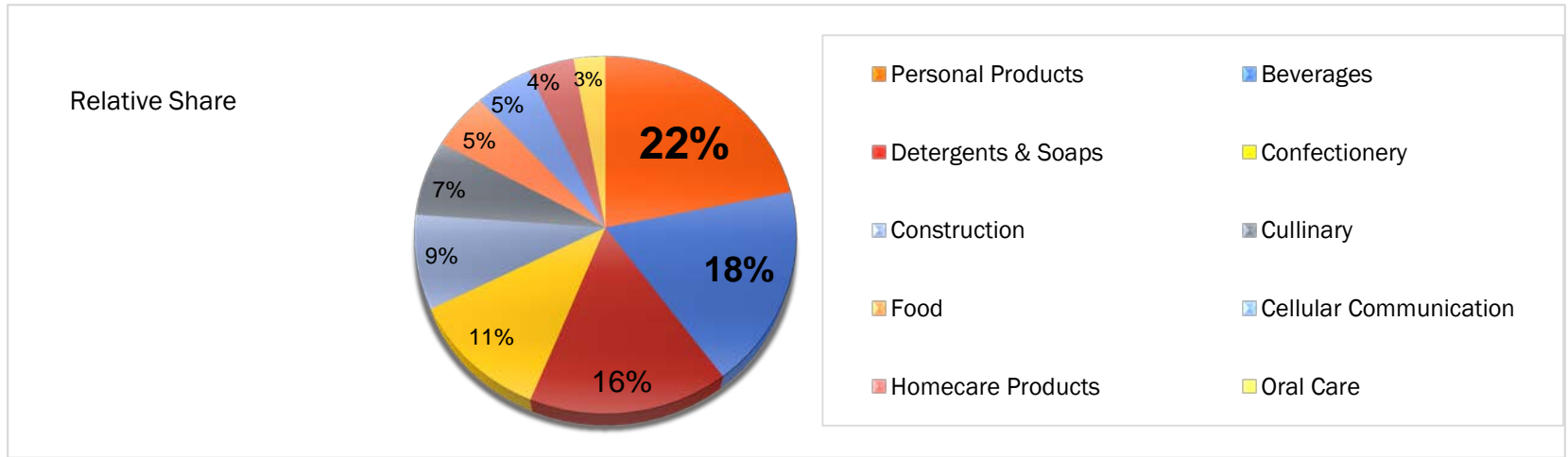
COMMERCIAL AIRTIME SUMMARY | BY GENRE

Genre-wise Airtime Share%

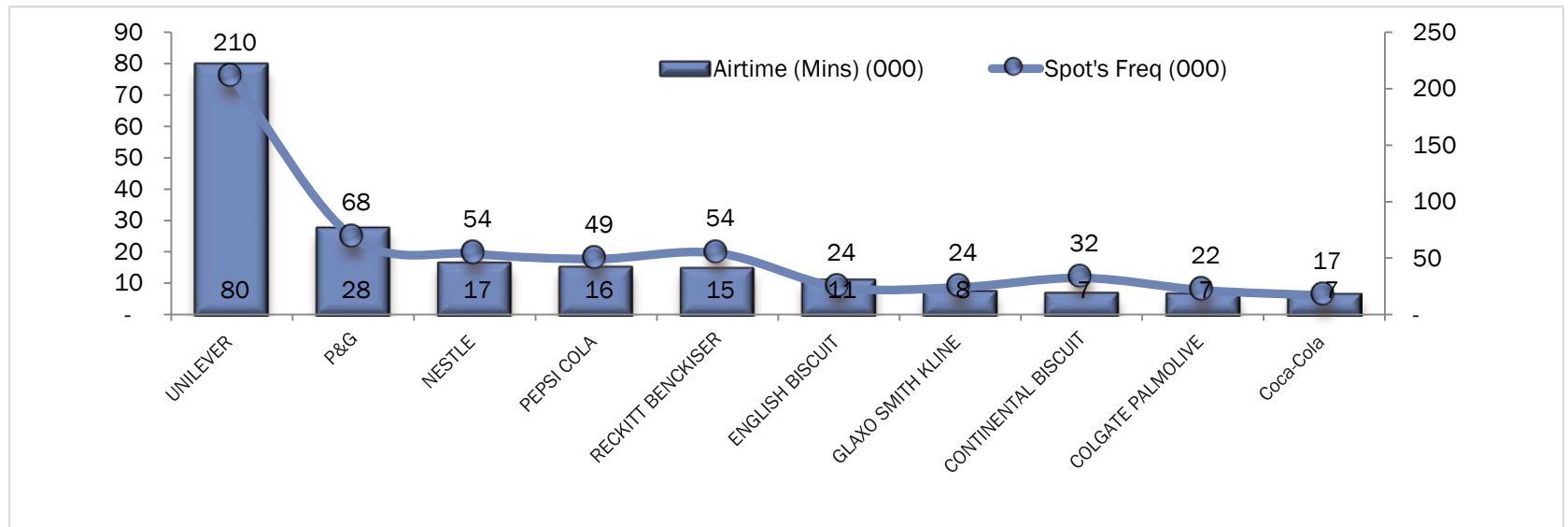
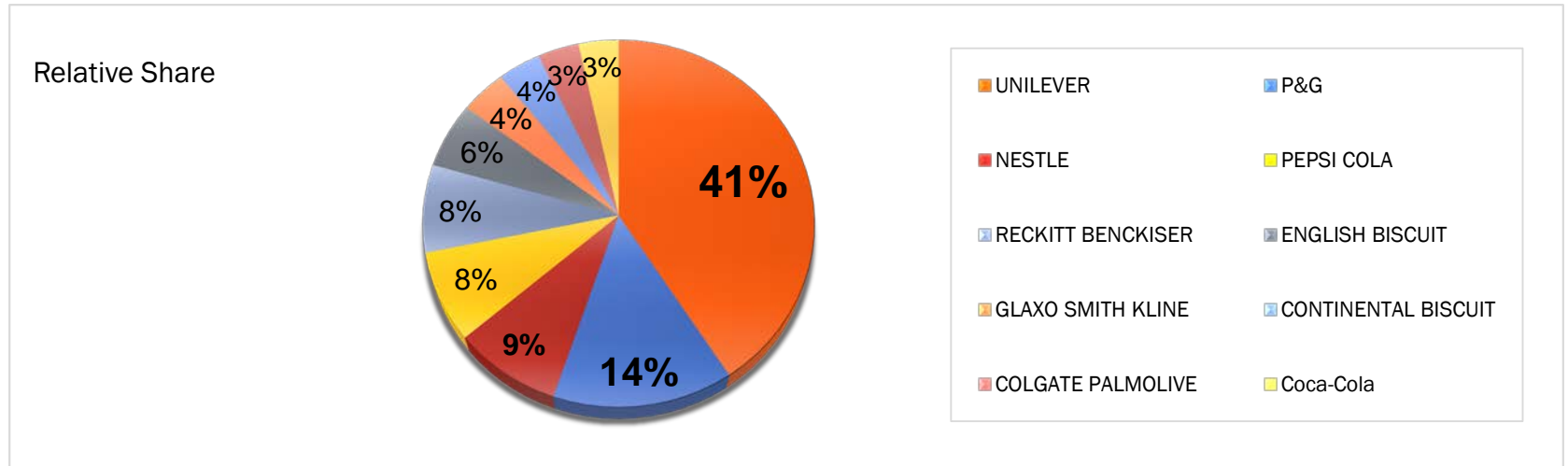


Highest CAT Share Going To News Channels

TOP 10 CATEGORIES

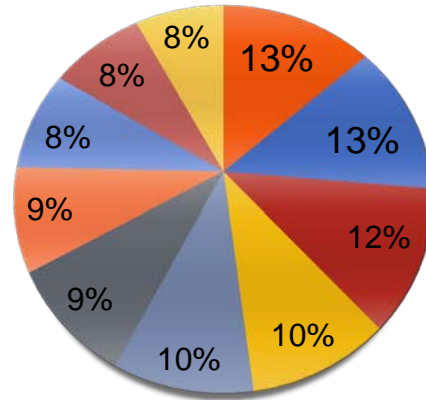


TOP 10 ADVERTISERS | IN TERMS OF CAT

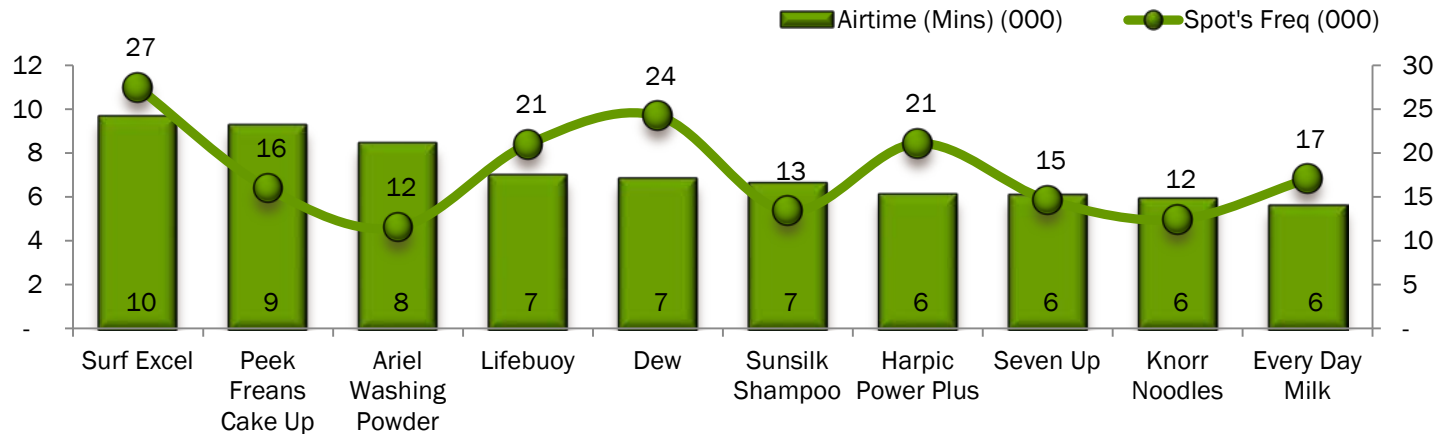


TOP 10 BRANDS

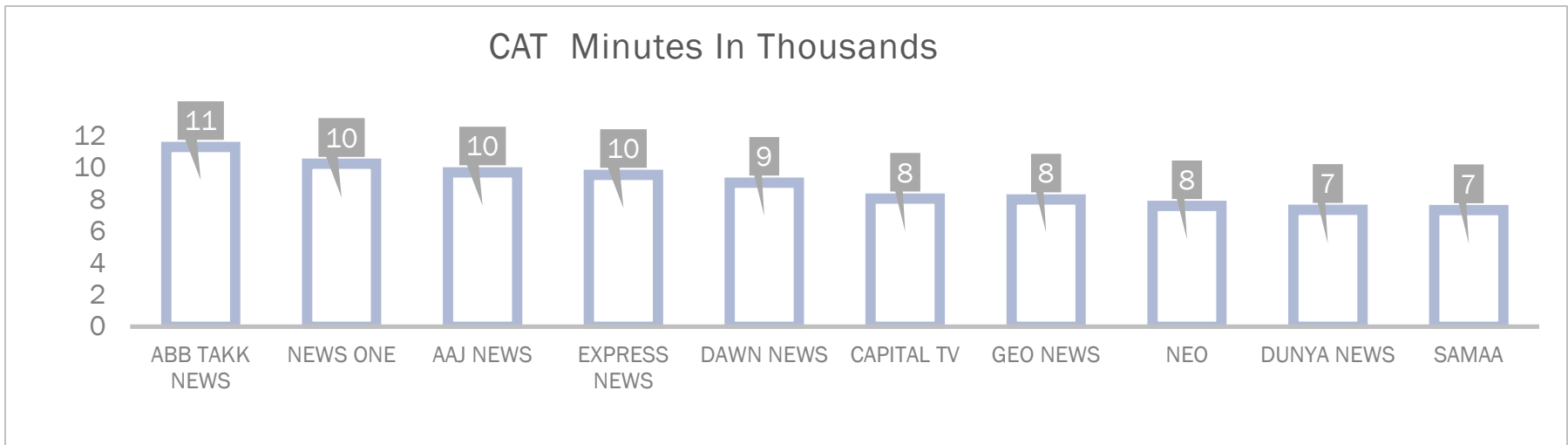
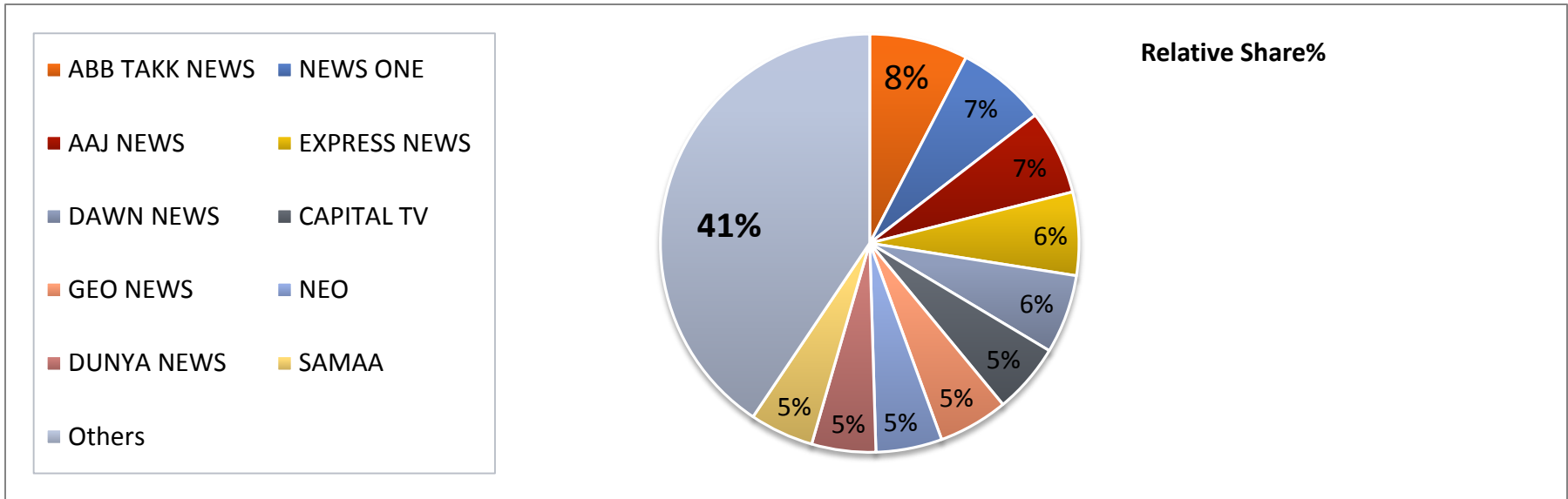
Relative Share



- Surf Excel
- Peek Freans Cake Up
- Ariel Washing Powder
- Lifebuoy
- Dew
- SunsilK Shampoo
- Harpic Power Plus
- Seven Up
- Knorr Noodles
- Every Day Milk



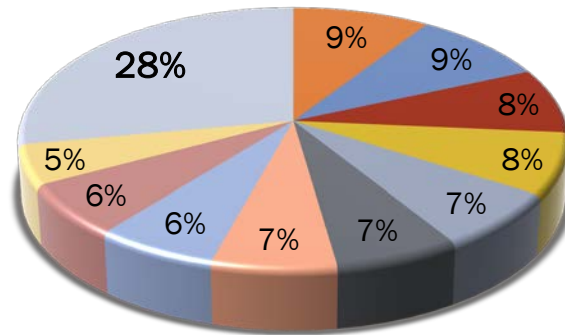
NEWS CHANNELS | CAT COMPARISON



Amongst News Channels “Abb Takk News” is Airing The Highest CAT.....

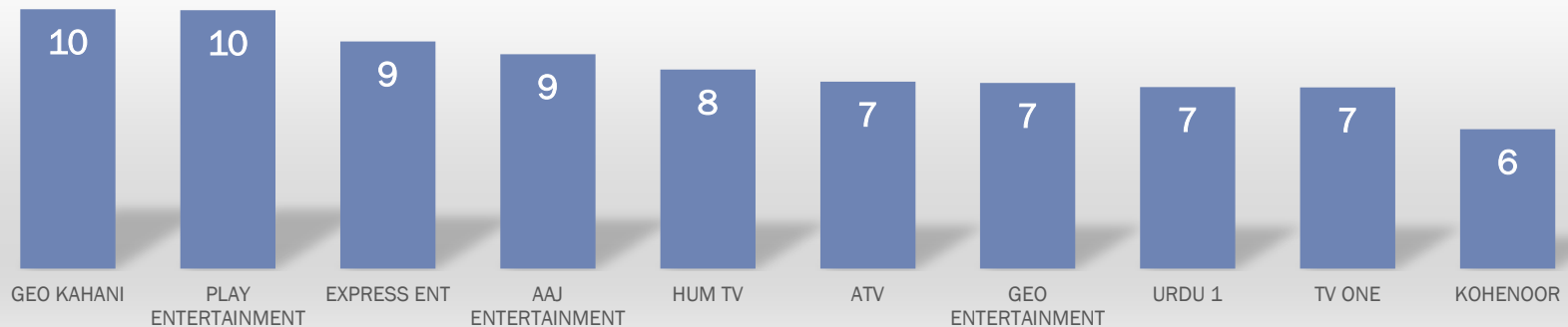
ENT CHANNELS | CAT COMPARISON

Relative Share

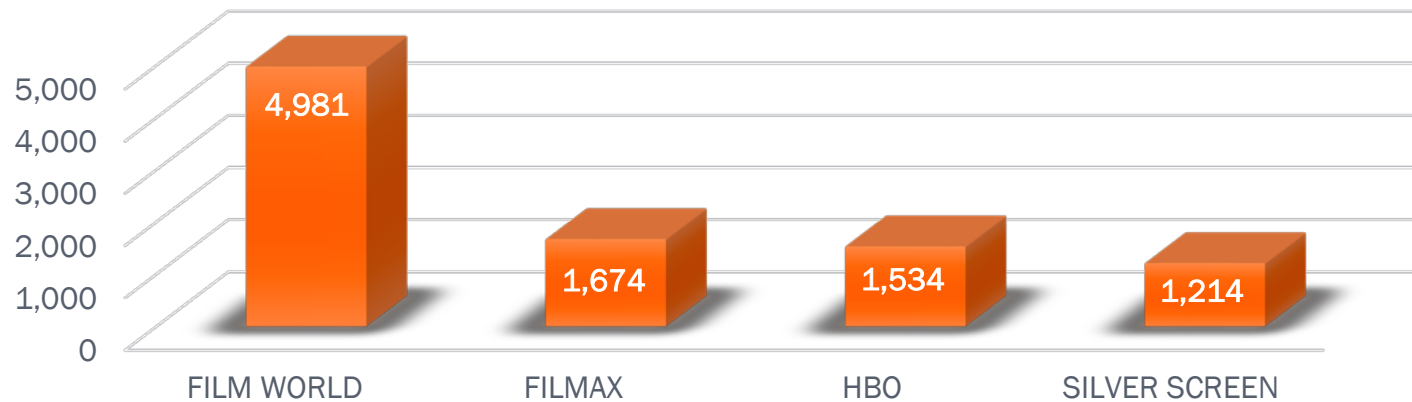
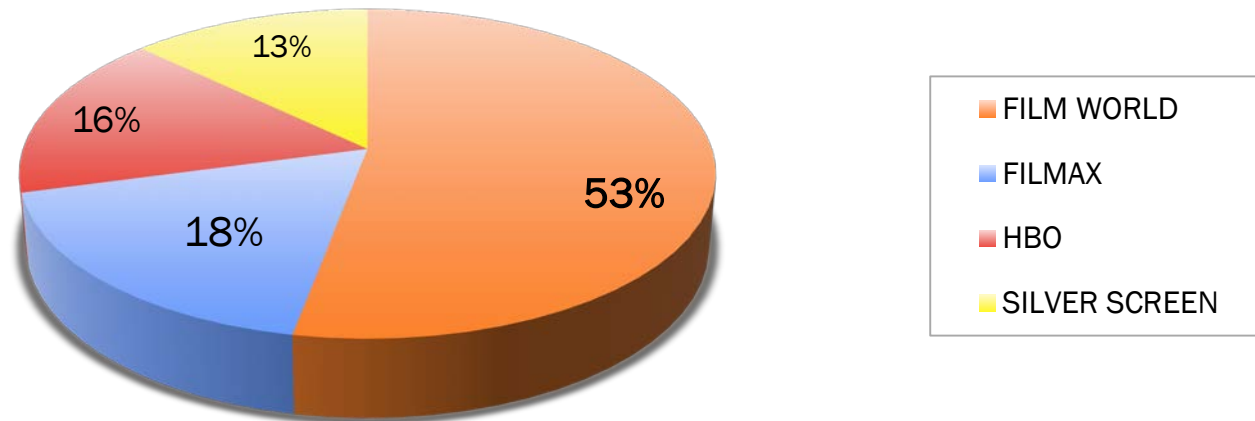


- GEO KAHANI
- PLAY ENT
- EXPRESS ENT
- AAJ ENT
- HUM TV
- ATV
- GEO ENT
- URDU 1
- TV ONE
- KOHENOOR
- Others

CAT Minutes In Thousands

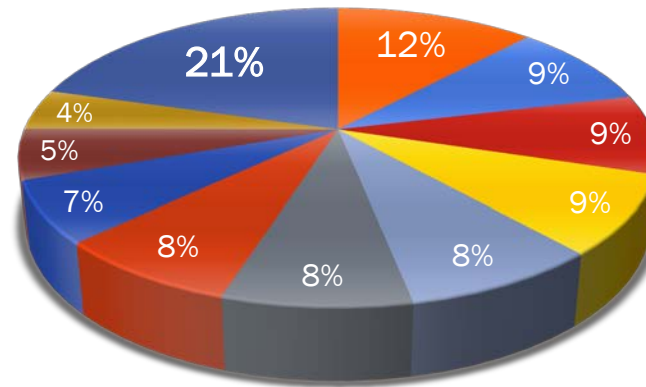


MOVIE CHANNELS | CAT COMPARISON



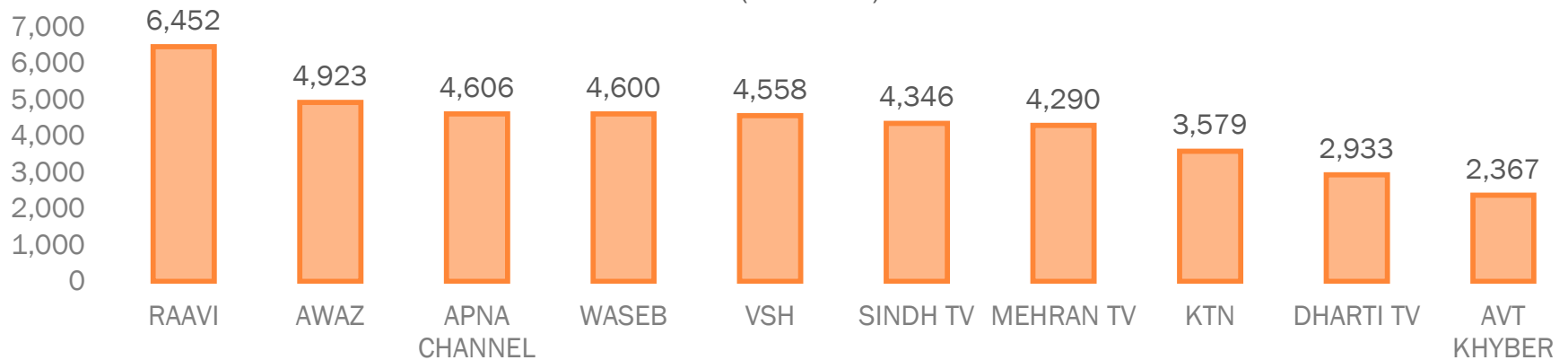
REGIONAL CHANNELS | CAT COMPARISON

Relative Share



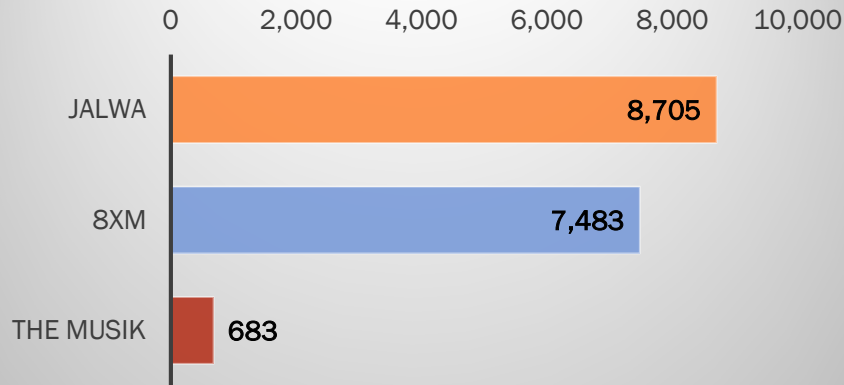
- RAAVI
- AWAZ
- APNA CHANNEL
- WASEB
- VSH
- SINDH TV
- MEHRAN TV
- KTN
- DHARTI TV
- AVT KHYBER
- Others

CAT (Minutes)

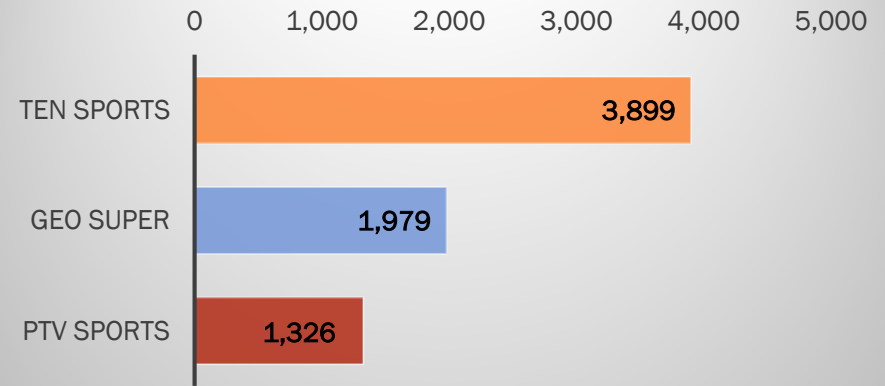


MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

Music | CAT (Minutes)



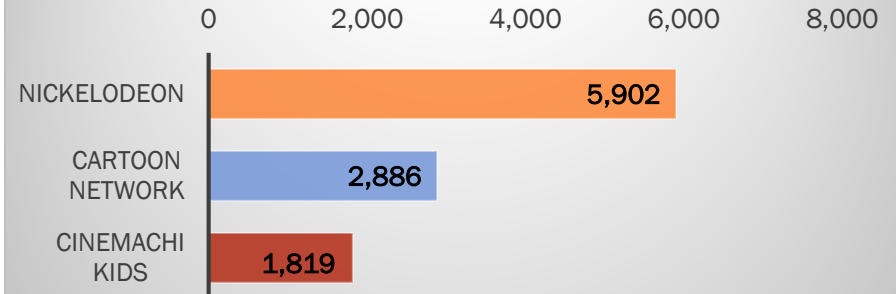
Sports | CAT (Minutes)



Food | CAT (Minutes)



Kids | CAT (Minutes)



Thank You-----😊