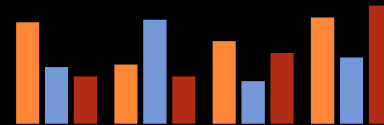
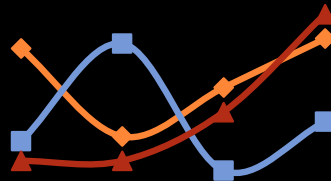
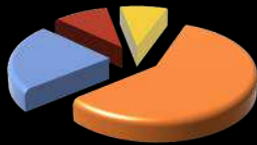
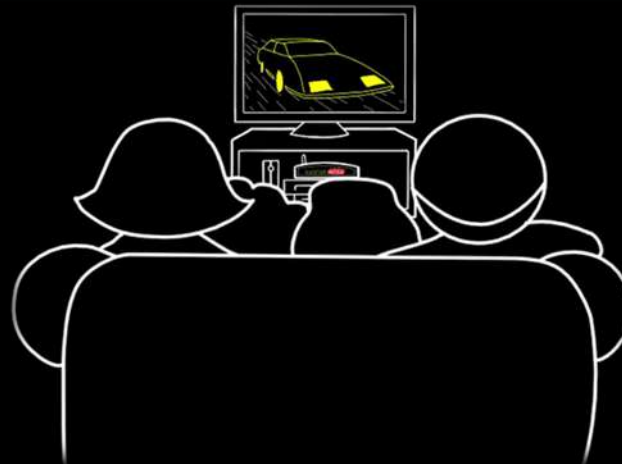


MEDIALOGIC MONTHLY REVIEW April 2018



medialogic **KANTAR MEDIA**

The Only Overnight TAM data providing Company in Pakistan.

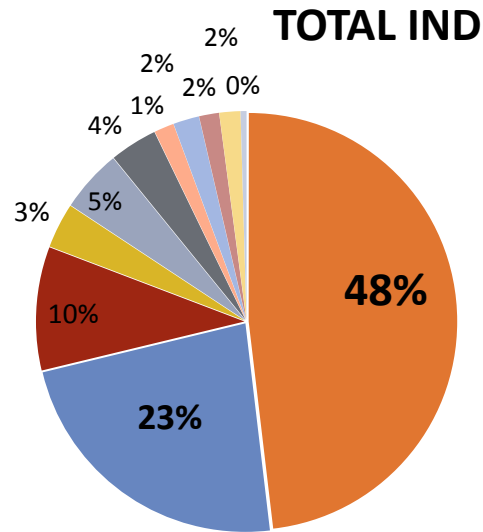


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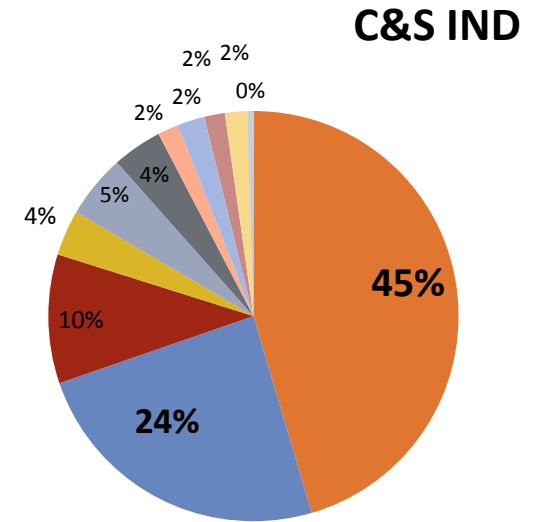
MARKET SHARE% | BY GENRE

- Local Ent
- News
- Kids
- Sports
- Foreign Ent
- Movie
- Documentry
- Music
- Religious
- Regional
- Cooking/Food

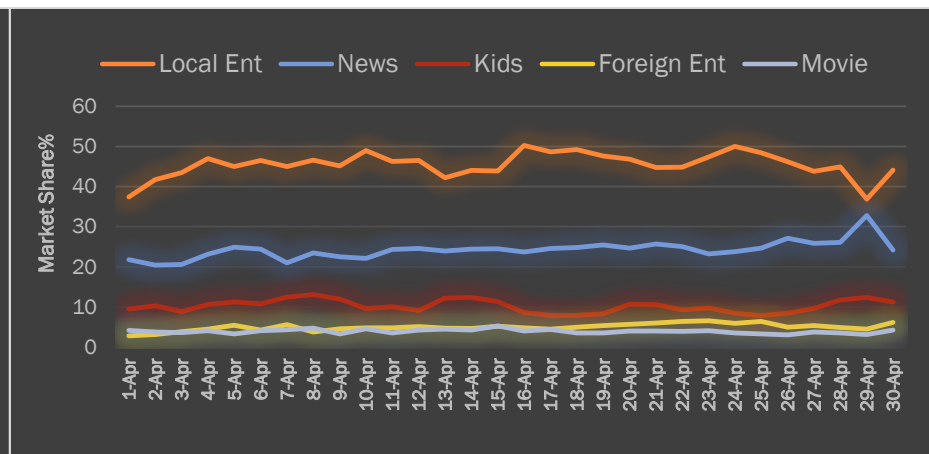
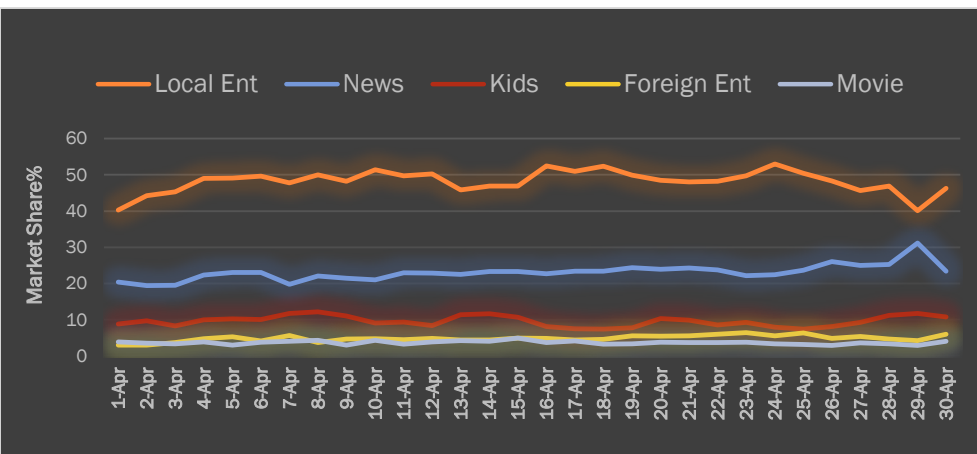


Day-wise Progression | Top (5) Genre

- Local Ent
- News
- Kids
- Sports
- Foreign Ent
- Movie
- Documentry
- Music
- Religious
- Regional
- Cooking/Food

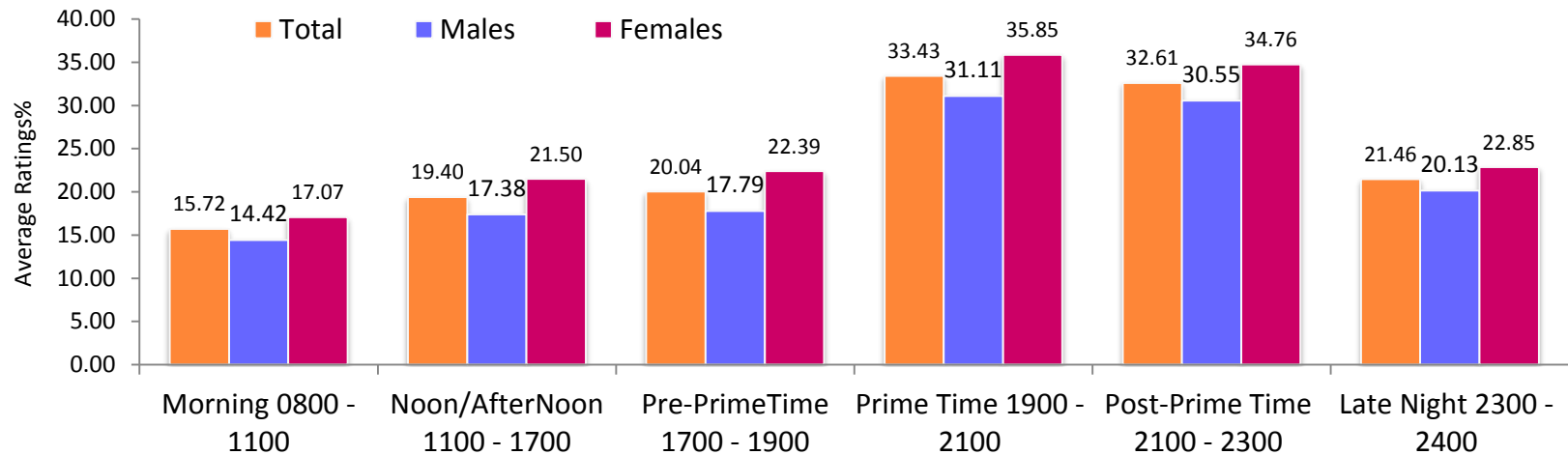
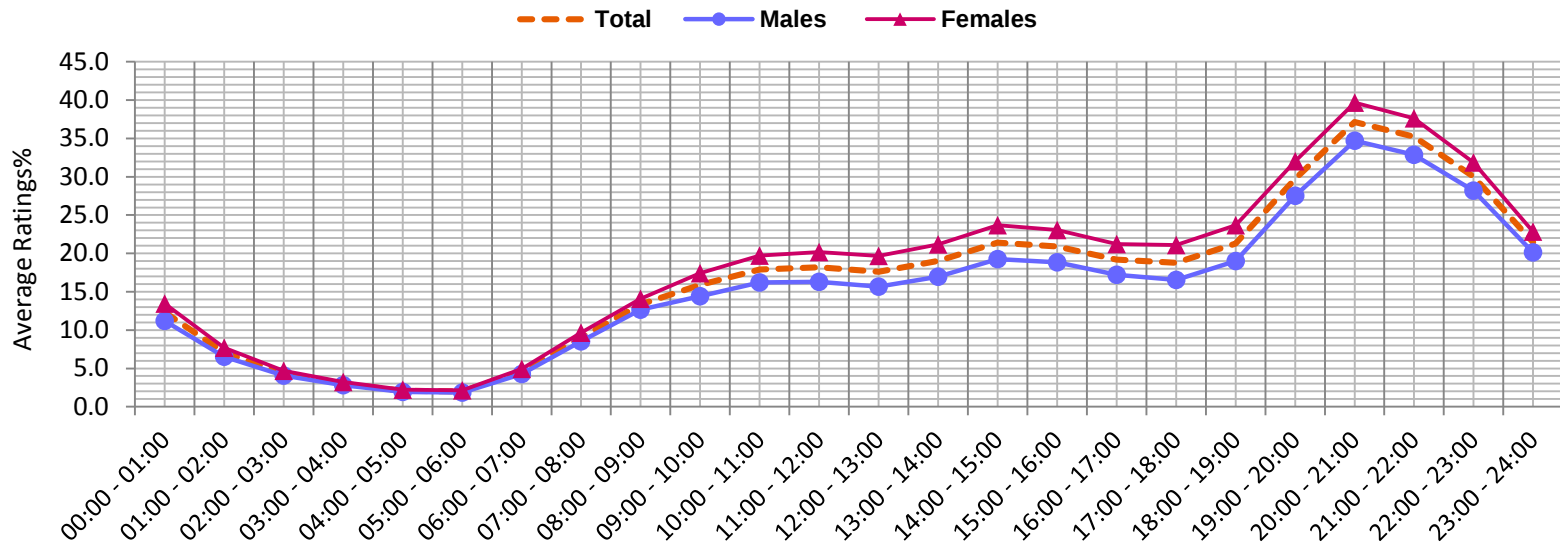


Day-wise Progression | Top (5) Genre

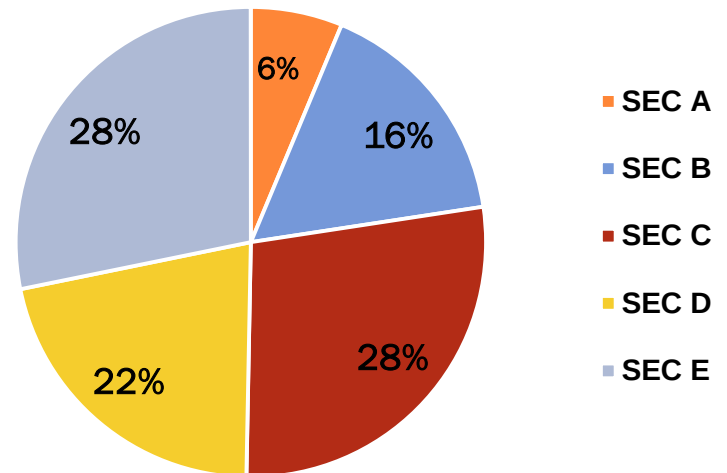
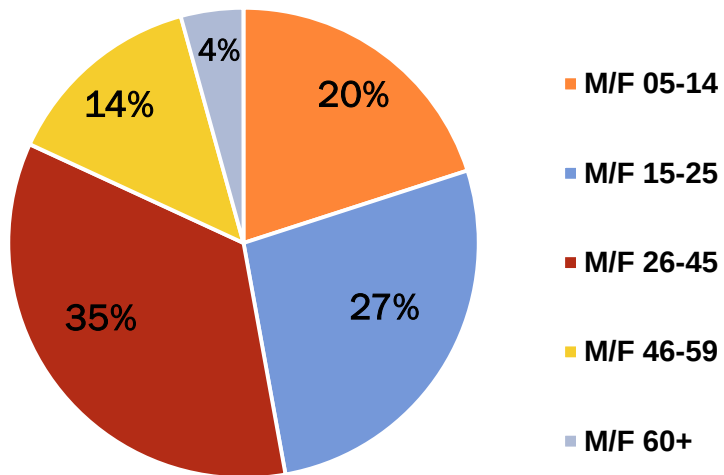


Genre-Wise market share is based on the total viewing of Around 100 + channels being monitored in the new system. Viewing of the In-House cable channels is not included to calculate market share.

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 leads 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

Apr-18

Rank	Channel Name	Ratings%
1	PTV HOME	1.330
2	ATV	0.950
3	HUM TV	0.670
4	ARY DIGITAL	0.560
5	DISNEY CHANNEL	0.360
6	GEO ENTERTAINMENT	0.310
7	FILMAZIA	0.260
8	CARTOON NETWORK	0.240
9	ARY NEWS	0.230
10	A PLUS	0.230
11	EXPRESS ENTERTAINMENT	0.220
12	EXPRESS NEWS	0.210
13	GEO KAHANI	0.210
14	GEO NEWS	0.210
15	URDU 1	0.200

C&S Ind

Apr-18

Rank	Channel Name	Ratings%
1	HUM TV	0.920
2	ARY DIGITAL	0.770
3	DISNEY CHANNEL	0.500
4	GEO ENTERTAINMENT	0.430
5	FILMAZIA	0.360
6	CARTOON NETWORK	0.330
7	ARY NEWS	0.320
8	A PLUS	0.310
9	EXPRESS ENTERTAINMENT	0.310
10	GEO KAHANI	0.290
11	EXPRESS NEWS	0.290
12	GEO NEWS	0.290
13	URDU 1	0.270
14	DUNYA NEWS	0.260
15	TEN SPORTS	0.240

TOP 15 CHANNEL OVERALL | PAKISTAN UPRAVN

HUM TV lead the overall top 15 channels charts on both Total Ind and C&S Ind

Total Ind

Apr-18		
Rank	Channel Name	Ratings%
1	HUM TV	0.890
2	ARY DIGITAL	0.740
3	DISNEY CHANNEL	0.490
4	GEO ENTERTAINMENT	0.430
5	PTV HOME	0.420
6	FILMAZIA	0.370
7	GEO KAHANI	0.330
8	A PLUS	0.310
9	CARTOON NETWORK	0.310
10	ARY NEWS	0.290
11	ATV	0.290
12	GEO NEWS	0.270
13	EXPRESS ENTERTAINMENT	0.270
14	URDU 1	0.260
15	EXPRESS NEWS	0.260

C&S Ind

Apr-18		
Rank	Channel Name	Ratings%
1	HUM TV	0.950
2	ARY DIGITAL	0.790
3	DISNEY CHANNEL	0.520
4	GEO ENTERTAINMENT	0.460
5	FILMAZIA	0.400
6	GEO KAHANI	0.350
7	A PLUS	0.330
8	CARTOON NETWORK	0.330
9	ARY NEWS	0.310
10	GEO NEWS	0.290
11	EXPRESS ENTERTAINMENT	0.290
12	URDU 1	0.280
13	EXPRESS NEWS	0.270
14	TEN SPORTS	0.240
15	DUNYA NEWS	0.240

TOP 15 CHANNELS BY REGION | TOTAL IND

Pak Total			Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isl	
Rank	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%
1	PTV HOME	1.330	HUM TV	0.890	HUM TV	0.790	DISNEY CH	1.060	ATV	1.940	PTV HOME	3.260
2	ATV	0.950	ARY DIGITAL	0.740	ARY DIGITAL	0.740	HUM TV	0.960	PTV HOME	1.610	ATV	1.070
3	HUM TV	0.670	DISNEY CH	0.490	PTV HOME	0.620	PTV HOME	0.880	HUM TV	0.520	GEO KAHANI	0.740
4	ARY DIGITAL	0.560	GEO ENT	0.430	EXPRESS ENT	0.390	ARY DIGITAL	0.670	ARY DIGITAL	0.410	ARY DIGITAL	0.430
5	DISNEY CH	0.360	PTV HOME	0.420	CARTOON NWK	0.370	GEO NEWS	0.370	GEO ENT	0.330	HUM TV	0.360
6	GEO ENT	0.310	FILMAZIA	0.370	GEO ENT	0.320	DUNYA NEWS	0.340	DISNEY CH	0.290	FILMAZIA	0.300
7	FILMAZIA	0.260	GEO KAHANI	0.330	TV ONE	0.310	A PLUS	0.300	GEO KAHANI	0.280	GEO NEWS	0.280
8	CARTOON NWK	0.240	A PLUS	0.310	ARY NEWS	0.310	GEO ENT	0.290	FILMAZIA	0.270	A PLUS	0.270
9	ARY NEWS	0.230	CARTOON NWK	0.310	EXPRESS NEWS	0.290	ARY NEWS	0.270	URDU 1	0.180	GEO ENT	0.260
10	A PLUS	0.230	ARY NEWS	0.290	TEN SPORTS	0.270	DAWN NEWS	0.250	PTV NEWS	0.180	PTV NEWS	0.250
11	EXPRESS ENT	0.220	ATV	0.290	FILMAZIA	0.250	FILMAZIA	0.250	CARTOON NWK	0.170	FILM WORLD	0.240
12	EXPRESS NEWS	0.210	GEO NEWS	0.270	A PLUS	0.240	EXPRESS NEWS	0.240	A PLUS	0.160	URDU 1	0.240
13	GEO KAHANI	0.210	EXPRESS ENT	0.270	PLAY ENT	0.240	TEN SPORTS	0.210	ARY NEWS	0.160	ARY NEWS	0.210
14	GEO NEWS	0.210	URDU 1	0.260	SAMAA	0.230	TV ONE	0.200	PTV SPORTS	0.150	DUNYA NEWS	0.190
15	URDU 1	0.200	EXPRESS NEWS	0.260	URDU 1	0.230	CARTOON NWK	0.200	EXPRESS NEWS	0.150	CARTOON NWK	0.180

TOP 15 CHANNELS BY REGION | C&S IND

Pak Total			Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isl	
Rank	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%
1	HUM TV	0.920	HUM TV	0.950	HUM TV	0.910	DISNEY CH	1.270	HUM TV	0.840	GEO KAHANI	1.420
2	ARY DIGITAL	0.770	ARY DIGITAL	0.790	ARY DIGITAL	0.850	HUM TV	1.150	ARY DIGITAL	0.660	ARY DIGITAL	0.840
3	DISNEY CH	0.500	DISNEY CH	0.520	EXPRESS ENT	0.450	ARY DIGITAL	0.810	GEO ENT	0.540	HUM TV	0.710
4	GEO ENT	0.430	GEO ENT	0.460	CARTOON NWK	0.430	GEO NEWS	0.450	DISNEY CH	0.470	FILMAZIA	0.580
5	FILMAZIA	0.360	FILMAZIA	0.400	GEO ENT	0.370	DUNYA NEWS	0.410	GEO KAHANI	0.450	GEO NEWS	0.550
6	CARTOON NWK	0.330	GEO KAHANI	0.350	ARY NEWS	0.360	A PLUS	0.360	FILMAZIA	0.440	A PLUS	0.530
7	ARY NEWS	0.320	A PLUS	0.330	TV ONE	0.360	GEO ENT	0.350	URDU 1	0.290	GEO ENT	0.510
8	A PLUS	0.310	CARTOON NWK	0.330	EXPRESS NEWS	0.330	ARY NEWS	0.320	CARTOON NWK	0.270	FILM WORLD	0.480
9	EXPRESS ENT	0.310	ARY NEWS	0.310	TEN SPORTS	0.310	DAWN NEWS	0.300	A PLUS	0.260	URDU 1	0.470
10	GEO KAHANI	0.290	GEO NEWS	0.290	FILMAZIA	0.280	FILMAZIA	0.290	ARY NEWS	0.250	ARY NEWS	0.420
11	EXPRESS NEWS	0.290	EXPRESS ENT	0.290	A PLUS	0.280	EXPRESS NEWS	0.290	EXPRESS NEWS	0.240	DUNYA NEWS	0.370
12	GEO NEWS	0.290	URDU 1	0.280	PLAY ENT	0.280	TEN SPORTS	0.250	DUNYA NEWS	0.240	EXPRESS NEWS	0.360
13	URDU 1	0.270	EXPRESS NEWS	0.270	SAMAA	0.270	CARTOON NWK	0.240	EXPRESS ENT	0.220	CARTOON NWK	0.350
14	DUNYA NEWS	0.260	TEN SPORTS	0.240	URDU 1	0.260	TV ONE	0.240	GEO NEWS	0.210	EXPRESS ENT	0.330
15	TEN SPORTS	0.240	DUNYA NEWS	0.240	COLORS	0.240	8XM	0.230	COLORS	0.200	TV ONE	0.310

ENTERTAINMENT CHANNELS – 24 HOURS

HUM TV is Leading on both Total and C&S Ind.

Total Ind			C&S Ind		
Apr-18			Apr-18		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	HUM TV	0.89	1	HUM TV	0.95
2	ARY DIGITAL	0.74	2	ARY DIGITAL	0.79
3	GEO ENTERTAINMENT	0.43	3	GEO ENTERTAINMENT	0.46
4	PTV HOME	0.42	4	FILMAZIA	0.40
5	FILMAZIA	0.37	5	GEO KAHANI	0.35
6	GEO KAHANI	0.33	6	A PLUS	0.33
7	A PLUS	0.31	7	EXPRESS ENTERTAINMENT	0.29
8	ATV	0.29	8	URDU 1	0.28
9	EXPRESS ENTERTAINMENT	0.27	9	TV ONE	0.22
10	URDU 1	0.26	10	PLAY ENTERTAINMENT	0.19

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		
Apr-18			Apr-18		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	HUM TV	3.00	1	HUM TV	3.22
2	ARY DIGITAL	1.65	2	ARY DIGITAL	1.77
3	GEO ENTERTAINMENT	1.18	3	GEO ENTERTAINMENT	1.27
4	FILMAZIA	1.09	4	FILMAZIA	1.17
5	PTV HOME	1.04	5	GEO KAHANI	0.95
6	GEO KAHANI	0.89	6	A PLUS	0.86
7	ATV	0.87	7	URDU 1	0.83
8	A PLUS	0.80	8	EXPRESS ENTERTAINMENT	0.62
9	URDU 1	0.77	9	TV ONE	0.43
10	EXPRESS ENTERTAINMENT	0.58	10	AAJ ENTERTAINMENT	0.33

TOP NEWS CHANNELS - 24 HOURS

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

Total Ind

Apr-18

Rank	Channel Name	Ratings%
1	ARY NEWS	0.292
2	GEO NEWS	0.271
3	EXPRESS NEWS	0.255
4	DUNYA NEWS	0.220
5	SAMAA	0.168
6	DAWN NEWS	0.130
7	NINETY 2 NEWS	0.123
8	AAJ NEWS	0.116
9	ABB TAKK	0.112
10	24 NEWS	0.103

C&S Ind

Apr-18

Rank	Channel Name	Ratings%
1	ARY NEWS	0.313
2	GEO NEWS	0.290
3	EXPRESS NEWS	0.274
4	DUNYA NEWS	0.236
5	SAMAA	0.180
6	DAWN NEWS	0.139
7	NINETY 2 NEWS	0.131
8	AAJ NEWS	0.124
9	ABB TAKK	0.120
10	24 NEWS	0.111

TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

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

Total Ind

Apr-18

Rank	Channel Name	Ratings%
1	ARY NEWS	0.564
2	GEO NEWS	0.527
3	EXPRESS NEWS	0.519
4	DUNYA NEWS	0.458
5	SAMAA	0.358
6	AAJ NEWS	0.249
7	NINETY 2 NEWS	0.242
8	DAWN NEWS	0.228
9	24 NEWS	0.178
10	ABB TAKK	0.171

C&S Ind

Apr-18

Rank	Channel Name	Ratings%
1	ARY NEWS	0.605
2	GEO NEWS	0.566
3	EXPRESS NEWS	0.556
4	DUNYA NEWS	0.491
5	SAMAA	0.384
6	AAJ NEWS	0.267
7	NINETY 2 NEWS	0.259
8	DAWN NEWS	0.245
9	24 NEWS	0.191
10	ABB TAKK	0.184

MUSIC CHANNELS

Rank	Channel Name	TRPs	Relative Share%
1	8XM	240	60%
4	JALWA	145	37%
2	ARY MUSIK	6	2%
3	OXYGENE	5	1%
5	VIBE TV	0	0%
	Total	314	100%

8XM*

Captures the 1st position as the most watched music channel with 60% share in music Genre



Total Ind

Apr-18

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	252	56%
2	PTV SPORTS	171	38%
3	GEO SUPER	23	5%
	Grand Total	446	100%

C&S Ind

Apr-18

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	344	65%
2	PTV SPORTS	152	29%
3	GEO SUPER	32	6%
	Grand Total	528	100%

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

SPORTS



Total Ind

Apr-18

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	326	63%
2	PTV SPORTS	161	31%
3	GEO SUPER	31	6%
	Grand Total	518	100%

C&S Ind

Apr-18

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	350	65%
2	PTV SPORTS	155	29%
3	GEO SUPER	34	6%
	Grand Total	539	100%

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

SPORTS

Movie Channels

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

24 Hours | C&S Ind

Apr-18

Rank	Channel Name	Ratings%
1	FILM WORLD	0.190
2	HBO	0.052
3	FILMAX	0.048
4	SILVER SCREEN	0.038
5	WB	0.027
6	RAAVI TV	0.025
7	AXN	0.017
8	STAR MOVIES	0.007
9	STAR LITE TV	0.003

Prime Time | 20.00-00.00 | C&S Ind

Apr-18

Rank	Channel Name	Ratings%
1	FILM WORLD	0.349
2	HBO	0.116
3	FILMAX	0.110
4	SILVER SCREEN	0.109
5	RAAVI TV	0.071
6	WB	0.059
7	AXN	0.032
8	STAR MOVIES	0.012
9	STAR LITE TV	0.001

FOOD CHANNELS

C&S Ind

Apr-18

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	74	100%
..	Grand Total	74	100%



Disney Channel Holds 49% Of Kids Channels Viewership

Rank	Channel	TRPs	Relative Share%
1	DISNEY CHANNEL	755	49%
2	CARTOON NETWORK	475	31%
3	POGO	149	10%
4	NICKELODEON	116	8%
5	CINEMACHI KIDS	31	2%
....	Grand Total	1526	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	0.133	APNA CHANNEL	0.149	APNA CHANNEL	0.130	AVT KHYBER	0.301	PTV BOLAN	0.091
2	AVT KHYBER	0.022	ROHI TV	0.013	KTN	0.043	AVT KHYBER NEWS	0.245	KAY2	0.073
3	KTN	0.018	KAY2	0.010	KTN NEWS	0.014	PASHTO 1	0.207	AVT KHYBER	0.062
4	AVT KHYBER NEWS	0.016	ARUJ TV	0.008	SINDH TV	0.012	MASHRAQ TV	0.119	MASHRAQ TV	0.036
5	PASHTO 1	0.015	AVT KHYBER	0.004	KASHISH	0.010	ARUJ TV	0.068	PASHTO 1	0.029
6	ARUJ TV	0.009	WASEB	0.004	AWAZ	0.007	PTV NATIONAL	0.049	ARUJ TV	0.027
7	MASHRAQ TV	0.009	PASHTO 1	0.003	MEHRAN TV	0.005	APNA CHANNEL	0.038	APNA CHANNEL	0.026
8	KAY2	0.007	PUNJAB TV	0.002	DHARTI TV	0.005	KAY2	0.014	WASEB	0.015
9	ROHI TV	0.007	PTV NATIONAL	0.002	SINDH TV NEWS	0.003	MEHRAN TV	0.010	KASHISH	0.009
10	KTN NEWS	0.006	SINDH TV	0.002	PTV NATIONAL	0.003	KASHISH	0.009	AVT KHYBER NEWS	0.009
11	SINDH TV	0.006	AVT KHYBER NEWS	0.002	VSH NEWS	0.002	SINDH TV	0.004	VSH NEWS	0.008
12	KASHISH	0.005	MASHRAQ TV	0.002	ROHI TV	0.002	KTN	0.002	AWAZ	0.002
13	PTV NATIONAL	0.005	SINDH TV NEWS	0.002	AVT KHYBER	0.002	DHARTI TV	0.002	KTN	0.002
14	AWAZ	0.003	KTN NEWS	0.001	PTV BOLAN	0.001	SINDH TV NEWS	0.002	SINDH TV NEWS	0.002
15	MEHRAN TV	0.003	DHARTI TV	0.001	ARUJ TV	0.001	PUNJAB TV	0.002	SINDH TV	0.001
16	WASEB	0.003	KTN	0.001	WASEB	0.001	VSH NEWS	0.002	PUNJAB TV	0.001
17	DHARTI TV	0.003	KASHISH	0.001	MASHRAQ TV	0.001	AWAZ	0.001	MEHRAN TV	0.000
18	PTV BOLAN	0.003	PTV BOLAN	0.001	KAY2	0.001	WASEB	0.001	KTN NEWS	0.000
19	SINDH TV NEWS	0.002	AWAZ	0.000	PASHTO 1	0.001	ROHI TV	0.001	ROHI TV	0.000
20	PUNJAB TV	0.002	MEHRAN TV	0.000	PUNJAB TV	0.001	PTV BOLAN	0.001	DHARTI TV	0.000
21	VSH NEWS	0.001	VSH NEWS	0.000	AVT KHYBER NEWS	0.000	KTN NEWS	0.001	PTV NATIONAL	0.000

TOP PROGRAMS | OVERALL

HUM TV's "Ishq Tamasha" Hits 6.969 Ratings on 29th Apr'18

Top Programs | Total Individuals

Apr-18

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
➡ 1	29-Apr-18	HUM TV	Ishq Tamasha	6.969	3210	16
2	25-Apr-18	HUM TV	Dar Si Jati Hai Silah	6.231	2870	14
3	28-Apr-18	HUM TV	Khamoshi	5.795	2669	16
4	10-Apr-18	HUM TV	Maa Sadkay	5.582	2571	15
5	10-Apr-18	HUM TV	Tabeer	5.345	2462	12
6	23-Apr-18	GEO ENTERTAINMENT	Khaani	4.844	2231	11
7	23-Apr-18	ARY DIGITAL	Beydardi	4.639	2137	9
8	12-Apr-18	HUM TV	Baylaa Pur Ki Dayan	4.623	2129	10
9	26-Apr-18	GEO ENTERTAINMENT	Ghar Titli Ka Paar	4.296	1979	10
10	06-Apr-18	HUM TV	Parchahi	4.204	1936	10

TOP PROGRAMS | C & S

HUM TV's "Ishq Tamasha" Hits 7.475 Ratings on 29th Apr'18

Top Programs | CNS Individuals

Apr-18

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	29-Apr-18	HUM TV	Ishq Tamasha	7.475	3210	17.1
2	25-Apr-18	HUM TV	Dar Si Jati Hai Silah	6.683	2870	14.6
3	28-Apr-18	HUM TV	Khamoshi	6.215	2669	16.5
4	10-Apr-18	HUM TV	Maa Sadkay	5.987	2571	15.9
5	10-Apr-18	HUM TV	Tabeer	5.732	2462	13.1
6	23-Apr-18	GEO ENTERTAINMENT	Khaani	5.195	2231	12.0
7	23-Apr-18	ARY DIGITAL	Beydardi	4.975	2137	10.2
8	12-Apr-18	HUM TV	Baylaa Pur Ki Dayan	4.958	2129	11.6
9	26-Apr-18	GEO ENTERTAINMENT	Ghar Titli Ka Paar	4.608	1979	10.4
10	06-Apr-18	HUM TV	Parchahi	4.509	1936	10.8



Current Affairs Talk Shows | C&S Ind

Apr-18

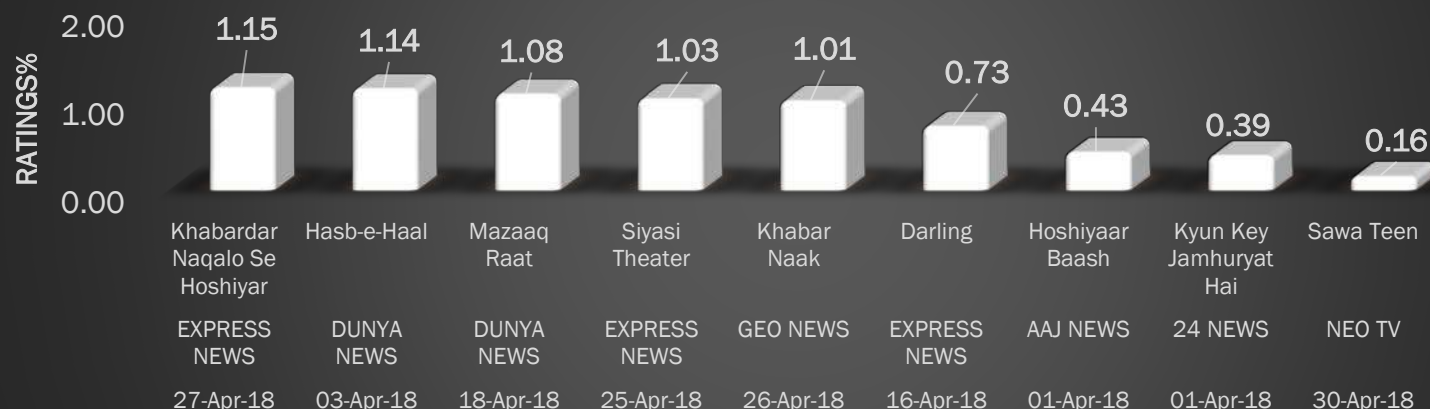
Rank	Date	Channel	Program Title	Host	Rtg% [Net]	Rtg(000) [Net]	Share [TTV]
1	28-Apr-18	GEO NEWS	Jirga With Saleem Safi Kay Saath	Saleem Safi	1.190	511	3.7
2	16-Apr-18	ARY NEWS	The Reporters	Barrister Ehtisham	1.176	505	3.5
3	19-Apr-18	GEO NEWS	Capital Talk	Hamid Mir	1.113	478	2.9
4	19-Apr-18	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	Shahzaib Khanzada	1.082	465	3.7
5	24-Apr-18	ARY NEWS	Off The Record	Kashif Abbassi	0.962	413	2.3
6	09-Apr-18	EXPRESS NEWS	Kal Tak	Javed Chaudary	0.878	377	3.0
7	19-Apr-18	ARY NEWS	Power Play	Arshad Sharif	0.850	365	2.6
8	30-Apr-18	NINETY 2 NEWS	Muqabil	Sarwat Valim	0.840	361	2.3
9	05-Apr-18	DUNYA NEWS	Dunya Kamran Khan Kay Sath	Kamran Khan	0.834	358	2.4
10	25-Apr-18	EXPRESS NEWS	Takrar	Imran Khan	0.832	357	1.9

GEO NEWS' Jirga" is on Top amongst talk shows during Apr 2018.

INFOTAINMENT SHOWS

Express News' Khabardar is on top & followed Hasb-e-Haal.

Date	CHANNEL	Title	Rtg% [Net]	Rtg(000) [Net]	Share [TTV]
27-Apr-18	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	1.153	495	4.10
03-Apr-18	DUNYA NEWS	Hasb-e-Haal	1.141	490	4.42
18-Apr-18	DUNYA NEWS	Mazaaq Raat	1.081	464	4.11
25-Apr-18	EXPRESS NEWS	Siyasi Theater	1.033	444	10.31
26-Apr-18	GEO NEWS	Khabar Naak	1.011	434	4.69
16-Apr-18	EXPRESS NEWS	Darling	0.725	311	3.74
01-Apr-18	AAJ NEWS	Hoshiyaar Baash	0.433	186	1.48
01-Apr-18	24 NEWS	Kyun Key Jamhuryat Hai	0.394	169	1.80
30-Apr-18	NEO TV	Sawa Teen	0.160	69	0.62



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 HUM TV's "Jago Pakistan Jago"

Rank	Days	Channel	Program Name	Host	R % (Net)	RT (Net)	MS(Net)
1	Mon-Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	1.951	263	10
2	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	1.294	174	7
3	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.888	119	5
4	Mon-Fri	A PLUS	Ek Nayee Subha (With Farah)	Farah Khan	0.720	97	4
5	Mon-Fri	GEO ENTERTAINMENT	Geo Subha Pakistan	Shaista Lodhi	0.680	91	3
6	Mon-Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.529	71	3
7	Mon-Fri	EXPRESS ENTERTAINMENT	Satrungi	Javeria Saud	0.447	60	2
8	Mon-Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.434	58	2
9	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Shah & Zohaib Hassan	0.391	53	2
10	Mon-Fri	DAWN NEWS	Best Of Chai Toast Aur Host	Anoushey Ashraf	0.367	49	2
11	Mon-Fri	SAMAA	Subah Savaray Samaa kay Sath	Madiha Naqvi	0.297	40	2
12	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faysal Qureshi	0.241	32	1
13	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Shaikh & Anum Ali Kazmi	0.172	23	1
14	Mon-Fri	ATV	Mehekti Morning	Sundas Khan	0.164	22	1
15	Mon-Fri	PTV NEWS	Subh-a-Nau	Nusrat Haris	0.054	7	0
16	Mon-Fri	ZAQQA	Sunrise From Istanbul	Maria Wasti	0.042	6	0
17	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.040	5	0
18	Mon-Fri	APNA CHANNEL	Apna Morning With Babar Ali	Babar Ali	0.015	2	0
19	Mon-Fri	SUCH TV	Such Savera	Huma Arslan	0.009	1	0
20	Mon-Fri	K21	Good Morning	Rida Saiffee & Muhammad Yasir	0.006	1	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

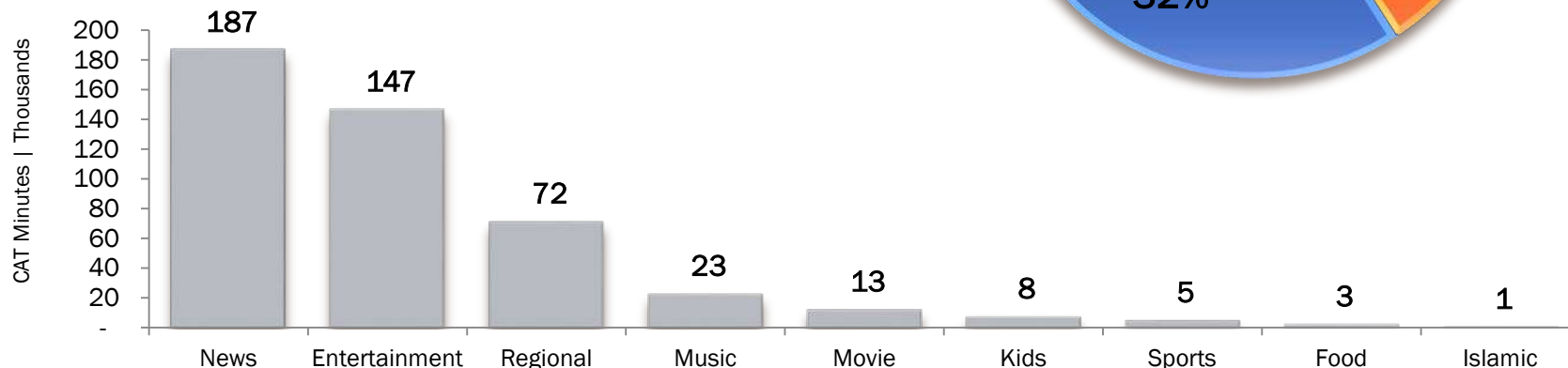
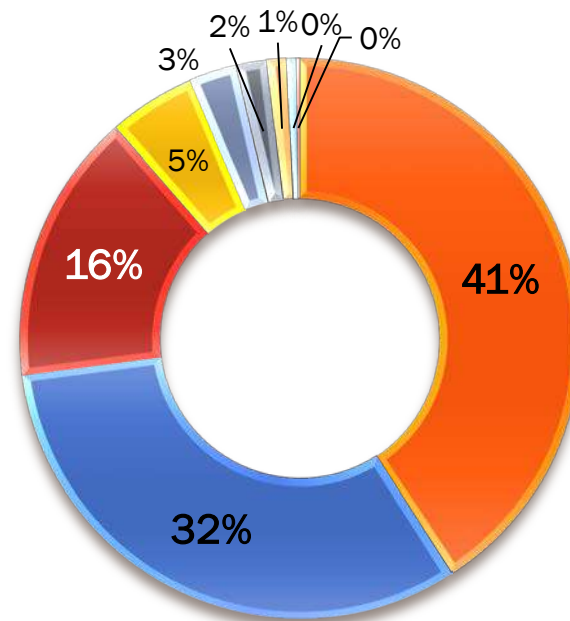
ARY DIGITAL's "Good Morning Pakistan" leading on Females 15-45 All followed by HUM TV's "Jago Pakistan Jago"

Rank	Days	Channel	Program Name	Host	R % (Net)	RT (Net)	MS(Net)
1	Mon-Fri	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	2.092	263	10.2
2	Mon-Fri	HUM TV	Jago Pakistan Jago	Sanam Jung	1.388	174	6.8
3	Mon-Fri	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.953	119	4.7
4	Mon-Fri	A PLUS	Ek Nayee Subha (With Farah)	Farah Khan	0.772	97	3.8
5	Mon-Fri	GEO ENT	Geo Subha Pakistan	Shaista Lodhi	0.729	91	3.6
6	Mon-Fri	EXPRESS ENT	Satrungi	Javeria Saud	0.479	60	2.3
7	Mon-Fri	ARY NEWS	The Morning Show	Sanam Baloch	0.465	58	2.3
8	Mon-Fri	GEO NEWS	Geo Pakistan	Huma Shah & Zohaib Hassan	0.420	53	2.1
9	Mon-Fri	DAWN NEWS	Best Of Chai Toast Aur Host	Anoushey Ashraf	0.394	49	1.9
10	Mon-Fri	SAMAA	Subah Savaray Samaa kay Sath	Madiha Naqvi	0.319	40	1.6
11	Mon-Fri	ARY ZINDAGI	Salam Zindagi	Faysal Qureshi	0.258	32	1.3
12	Mon-Fri	AAJ NEWS	Good Morning Aaj	Saba Shaikh & Anum Ali Kazmi	0.184	23	0.9
13	Mon-Fri	PTV HOME	Morning With Juggan	Juggan Kazim	0.112	14	0.5
14	Mon-Fri	ATV	Mehekti Morning	Sundas Khan	0.063	8	0.3
15	Mon-Fri	ZAQQA	Sunrise From Istanbul	Maria Wasti	0.044	6	0.2
16	Mon-Fri	NEO TV	Neo Pakistan	Mariam Ismail	0.043	5	0.2
17	Mon-Fri	APNA CHANNEL	Apna Morning With Babar Ali	Babar Ali	0.016	2	0.1
18	Mon-Fri	PTV NEWS	Subh-a-Nau	Nusrat Haris	0.015	2	0.1
19	Mon-Fri	SUCH TV	Such Savera	Huma Arslan	0.010	1	0.0
20	Mon-Fri	K21	Good Morning	Rida Saiffee & Muhammad Yasir	0.006	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%

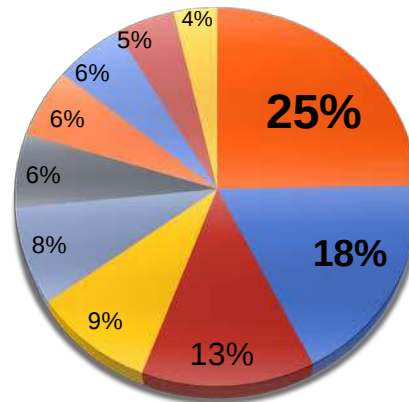


Highest CAT Share Going To News Channels

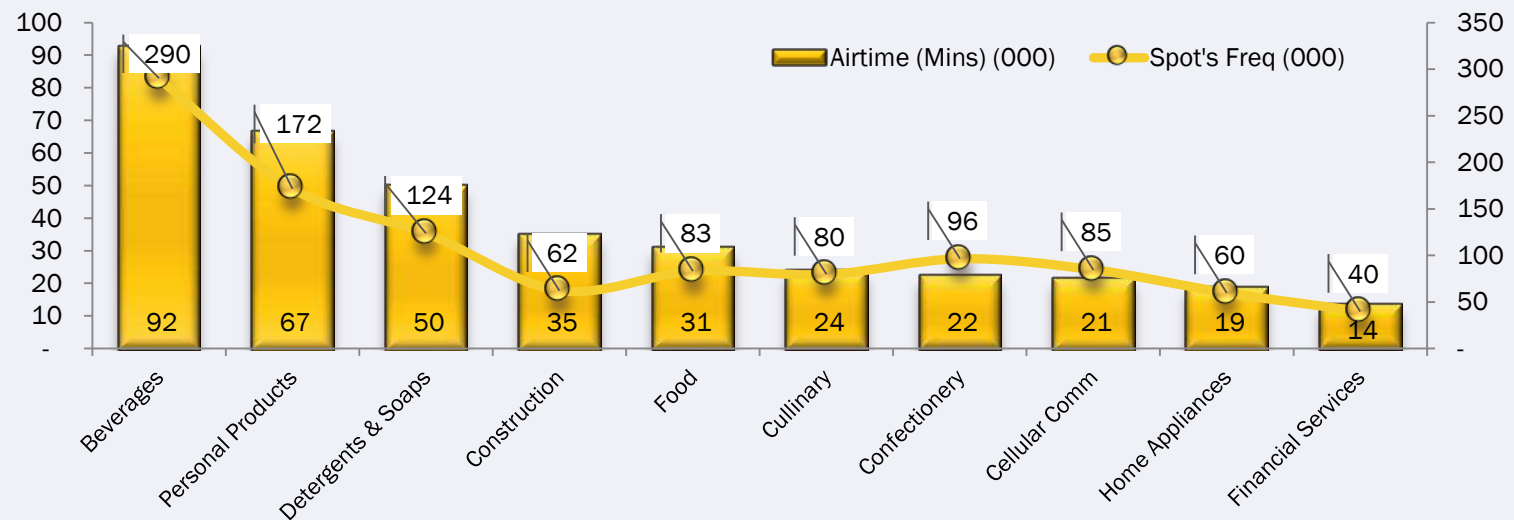
Please Note : Commercial Airtime Minutes are based on Spot TVCs only

TOP 10 CATEGORIES

Relative Share



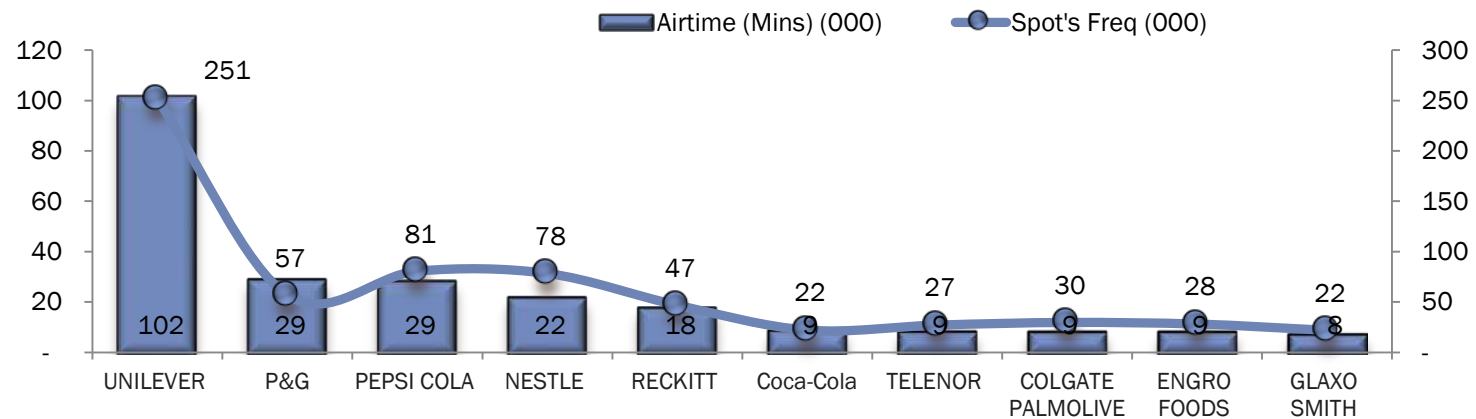
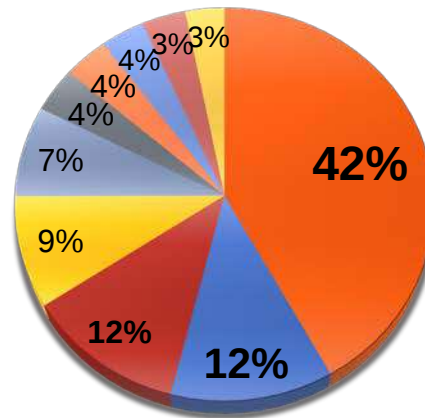
- Beverages
- Personal Products
- Detergents & Soaps
- Construction
- Food
- Cullinary
- Confectionery
- Cellular Communication
- Home Appliances
- Financial Services



“Beverages” Leading CAT Share Followed By “Personal Products”.

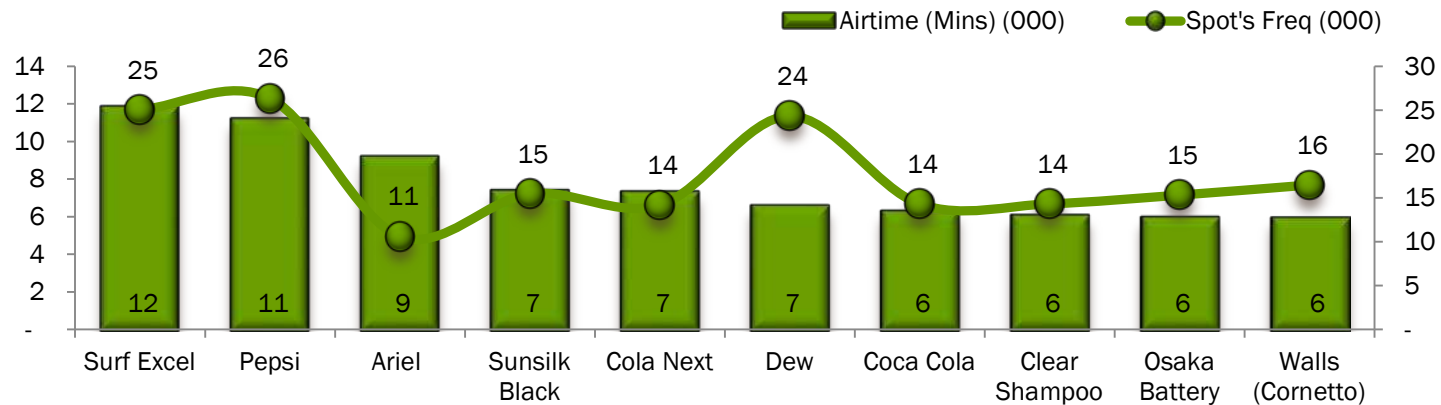
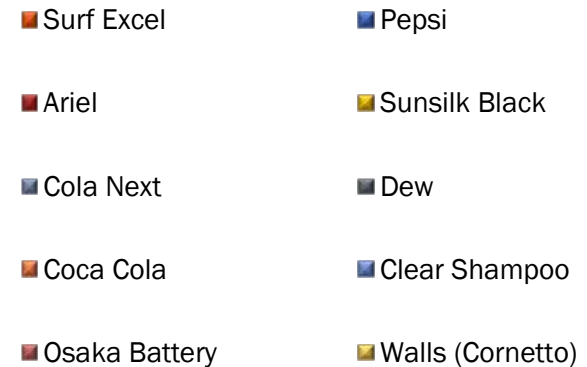
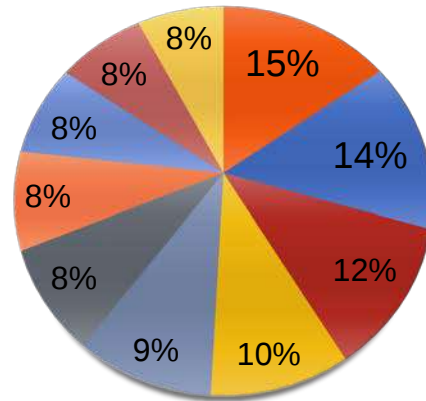
TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

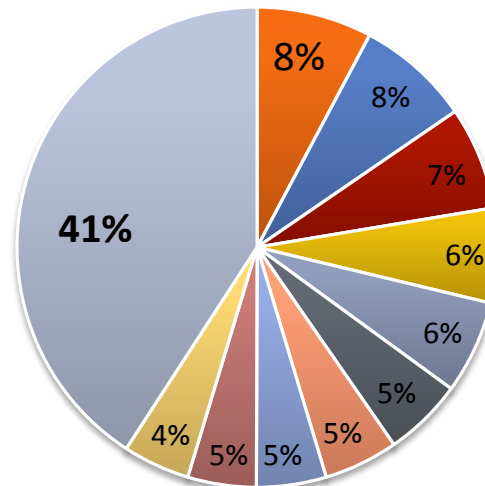


TOP 10 BRANDS

Relative Share

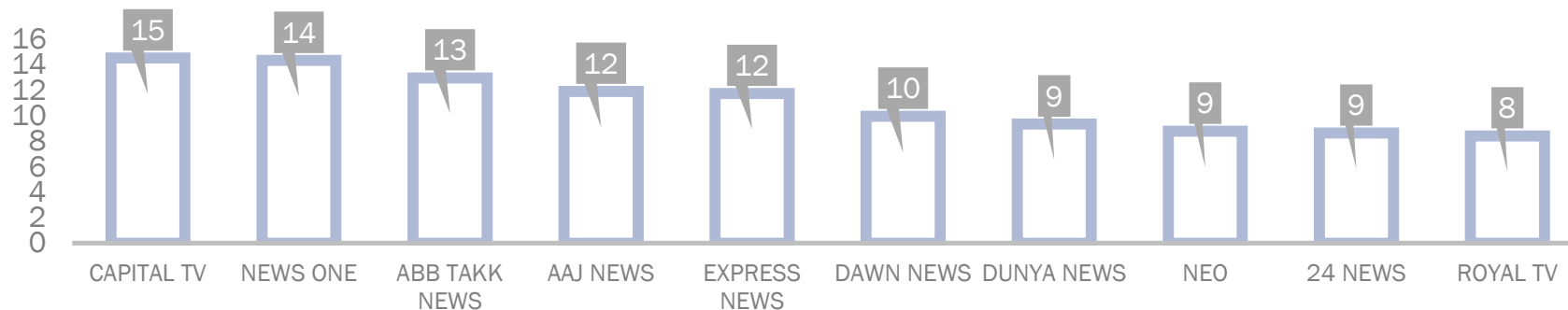


NEWS CHANNELS | CAT COMPARISON



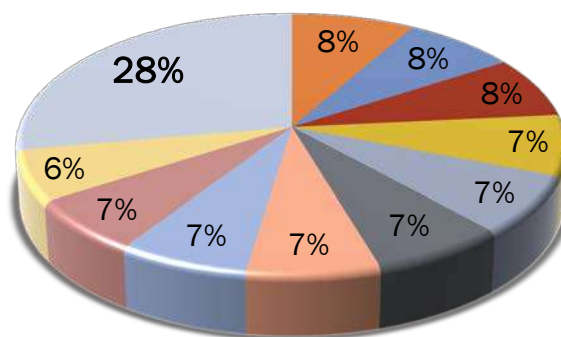
Relative Share%

CAT Minutes In Thousands

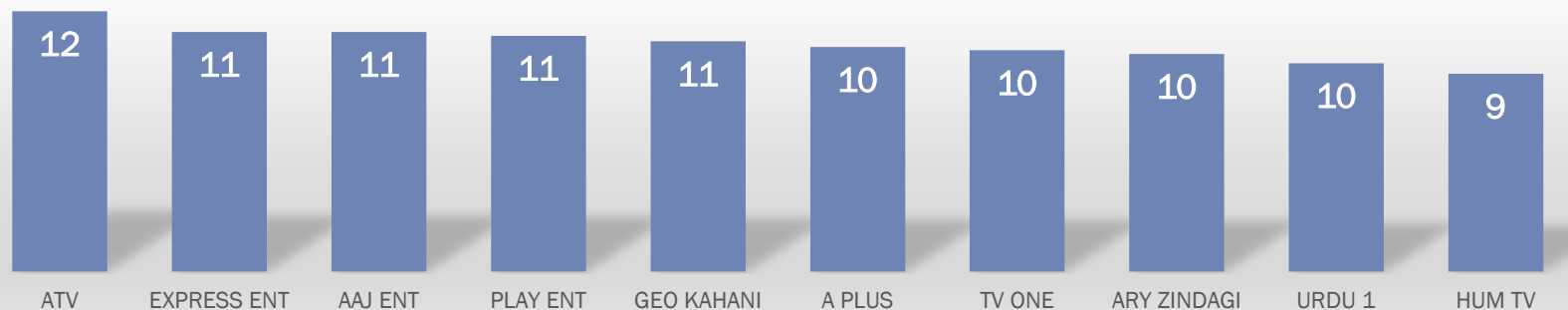


ENT CHANNELS | CAT COMPARISON

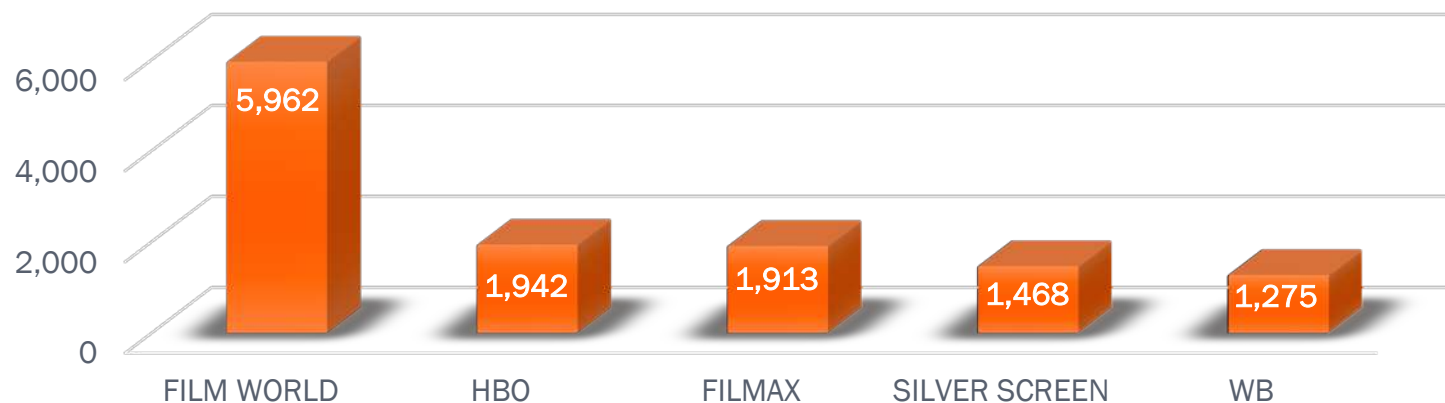
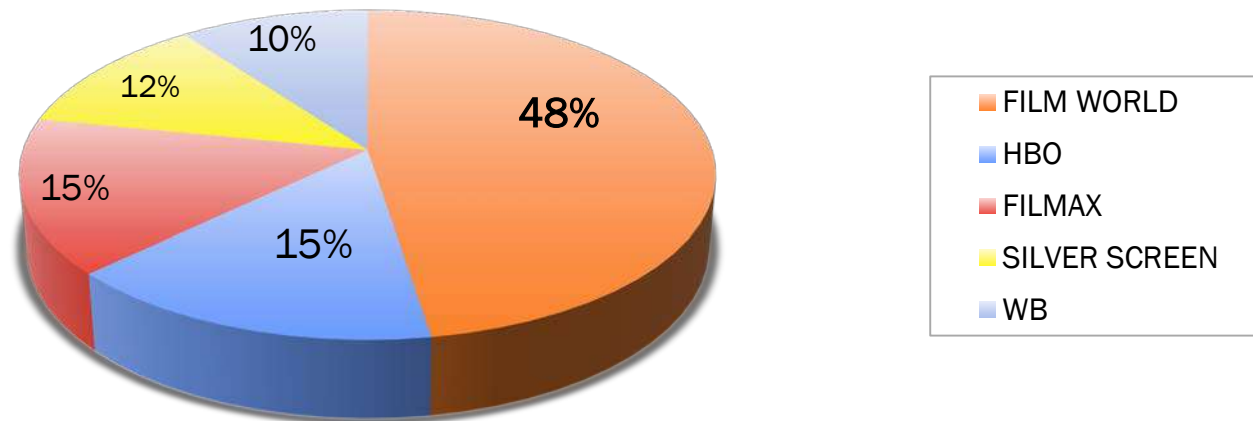
Relative Share



CAT Minutes In Thousands

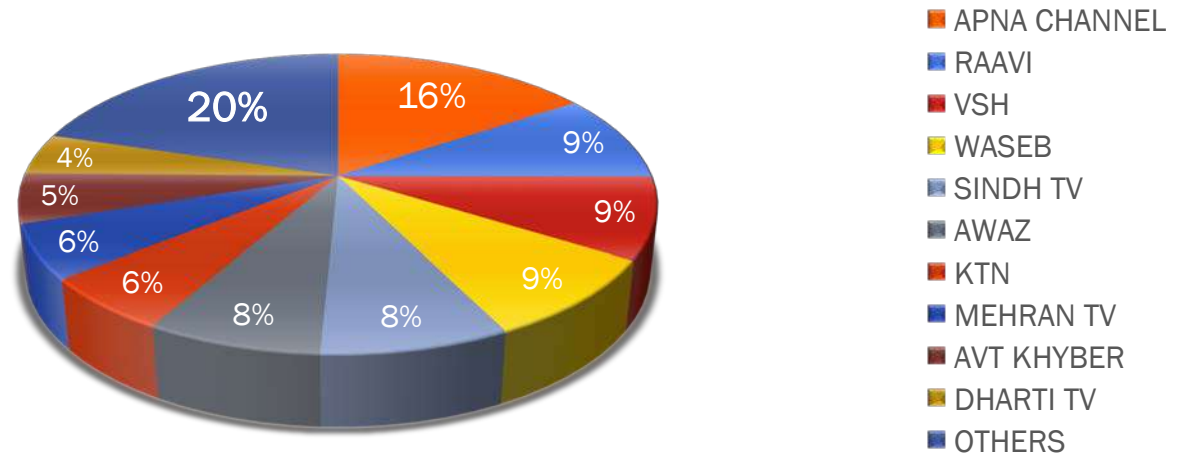


MOVIE CHANNELS | CAT COMPARISON

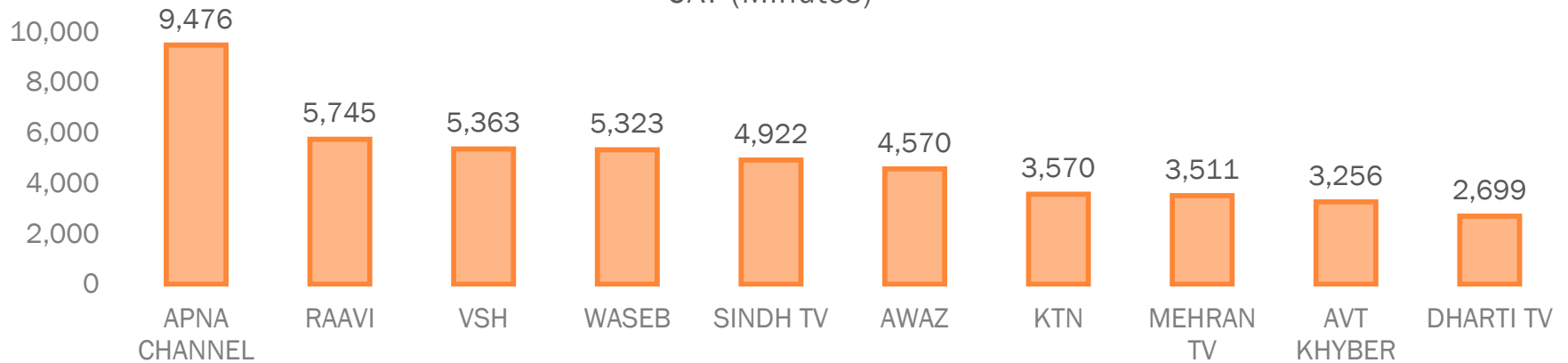


REGIONAL CHANNELS | CAT COMPARISON

Relative Share

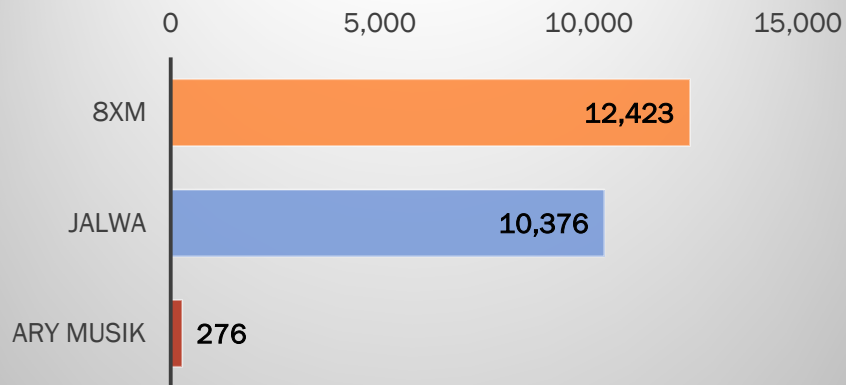


CAT (Minutes)

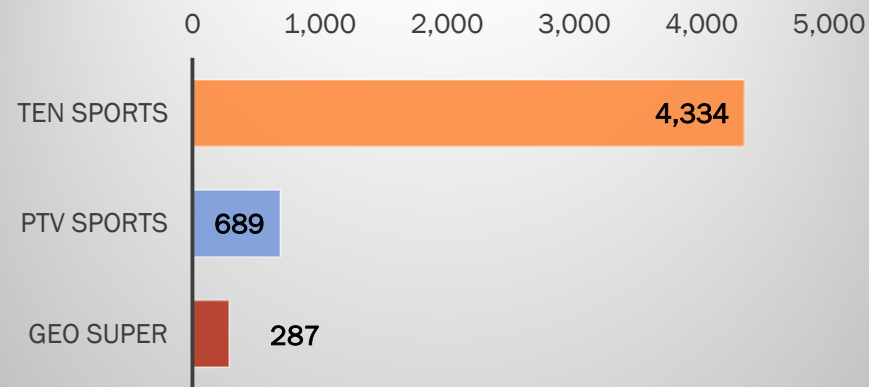


MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

Music | CAT (Minutes)



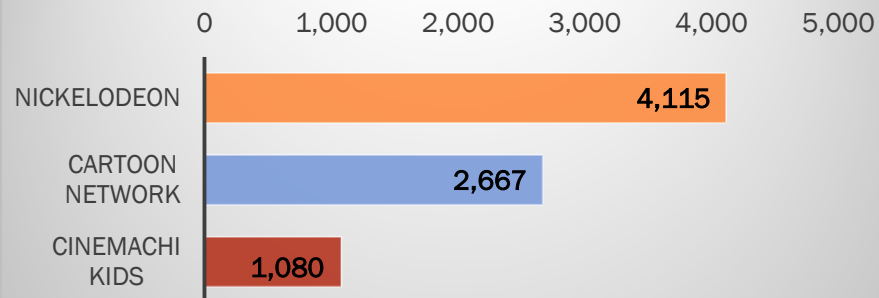
Sports | CAT (Minutes)



Food | CAT (Minutes)



Kids | CAT (Minutes)



Thank You-----😊