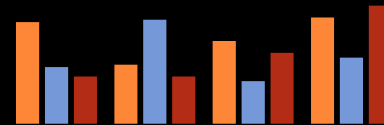
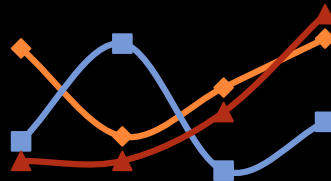
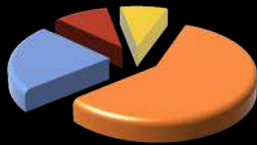
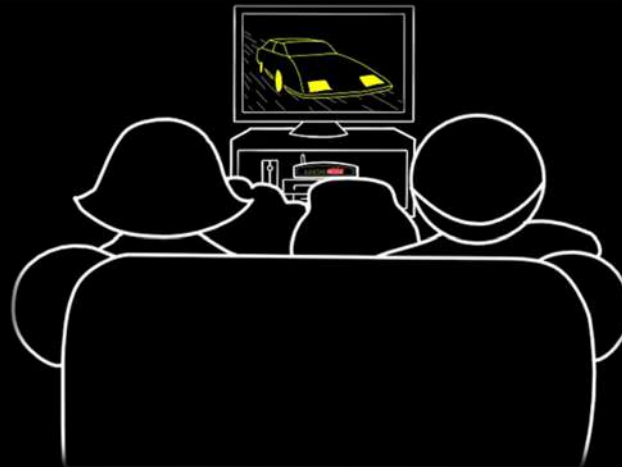


MEDIALOGIC MONTHLY REVIEW Jun 2018



medialogic **KANTAR MEDIA**

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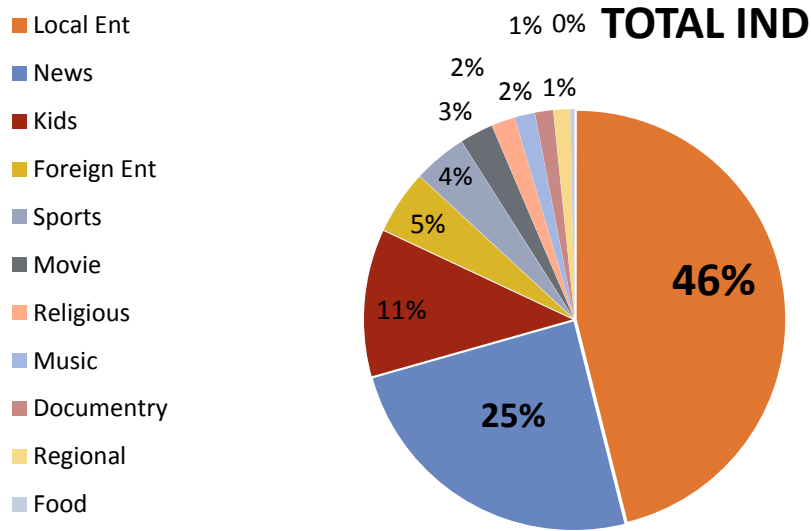


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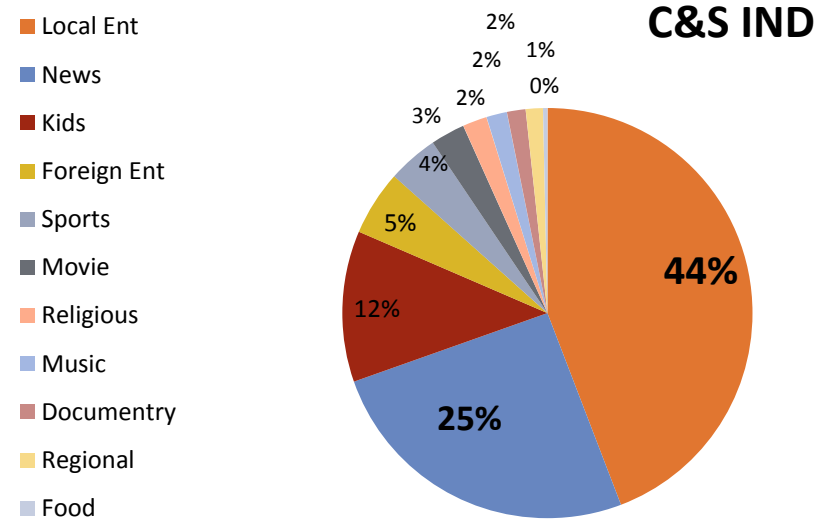
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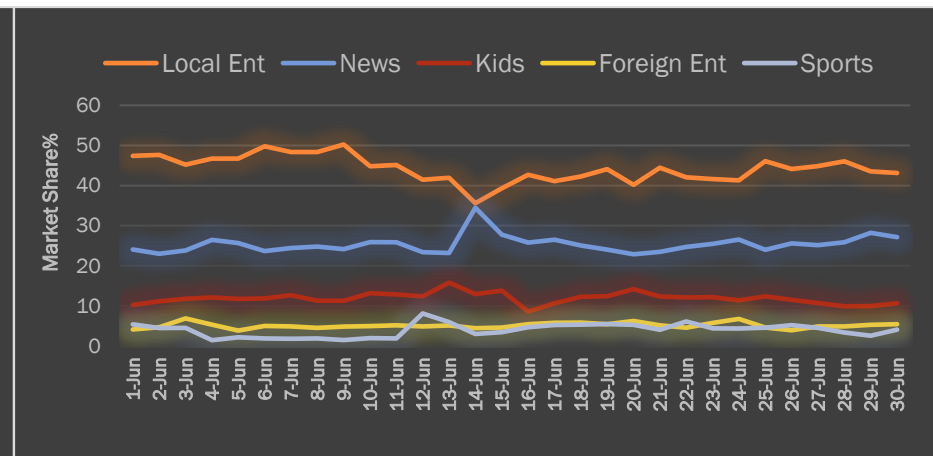
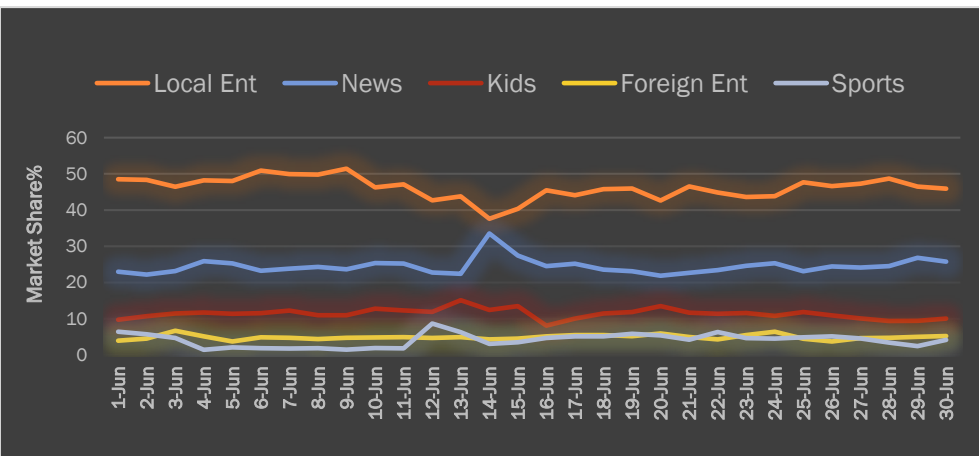
MARKET SHARE% | BY GENRE



Day-wise Progression | Top (5) Genre

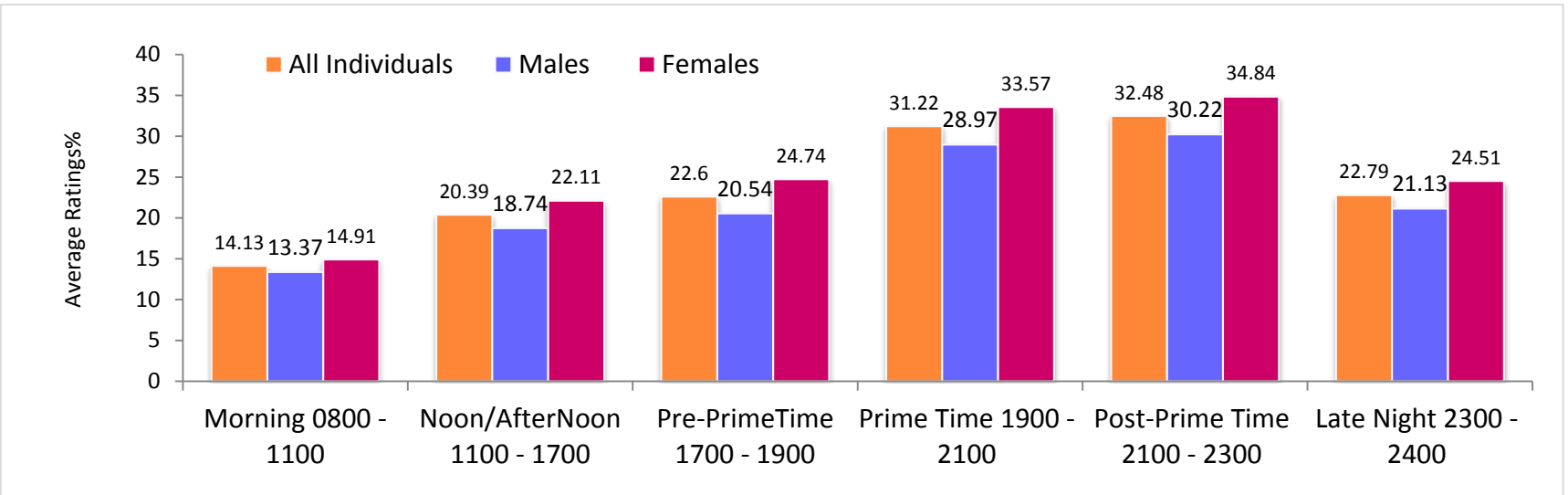
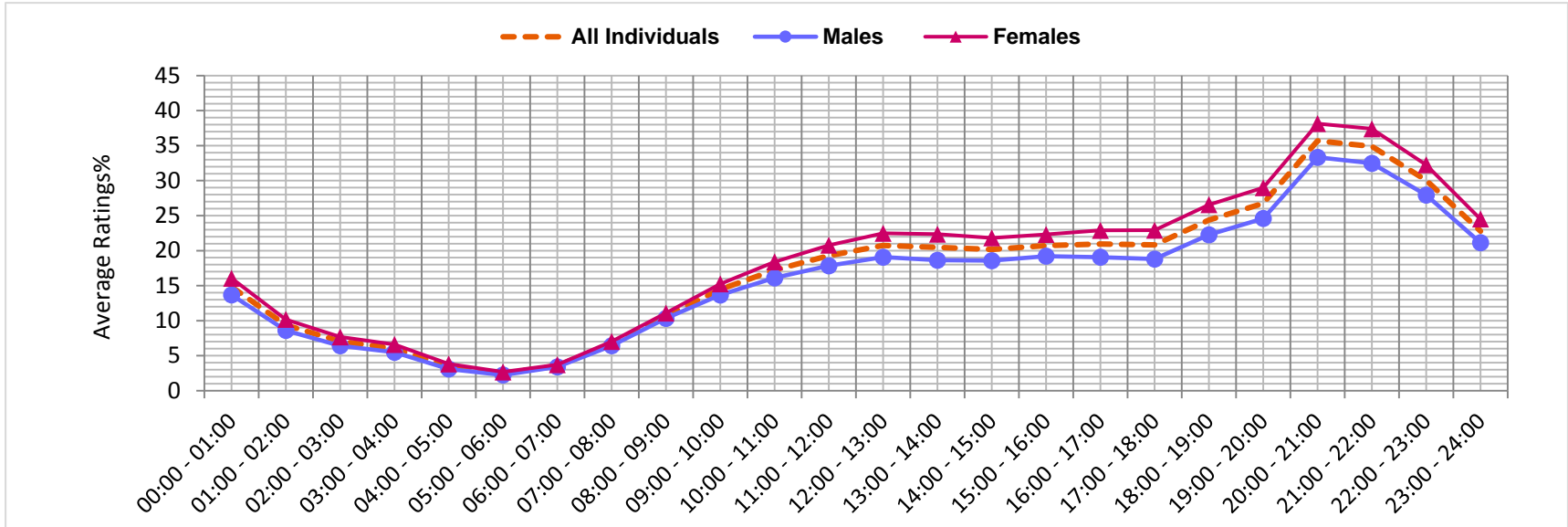


Day-wise Progression | Top (5) Genre

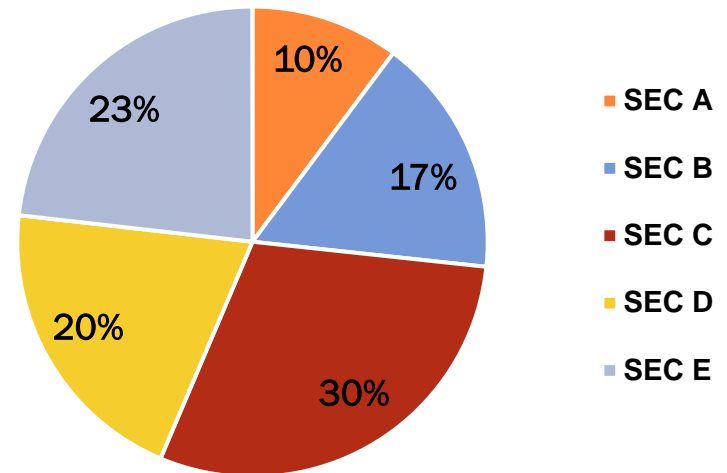
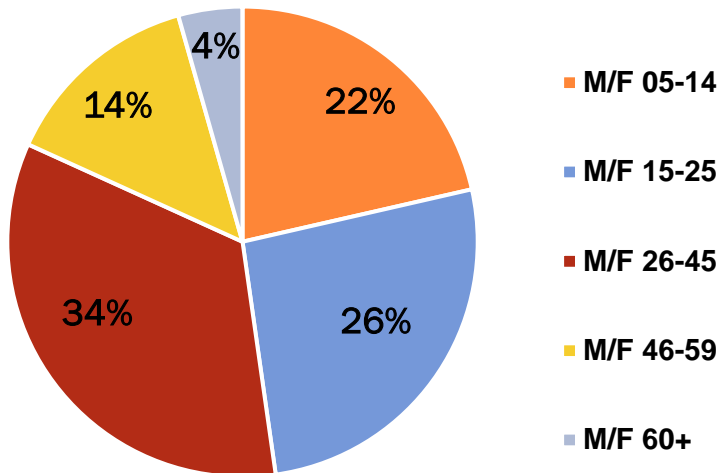


Genre-Wise market share is based on the total viewing of Around 100 + channels being monitored in the new system. Viewing of the In-House cable channels is not included to calculate market share.

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 ARY DIGITAL lead on C&S followed by GEO ENT.

Total Ind

Jun-18

Rank	Channel Name	Ratings%
1	PTV HOME	1.057
2	ATV	0.918
3	ARY DIGITAL	0.716
4	GEO ENTERTAINMENT	0.533
5	HUM TV	0.524
6	DISNEY CHANNEL	0.415
7	GEO NEWS	0.320
8	CARTOON NETWORK	0.297
9	ARY NEWS	0.244
10	PTV SPORTS	0.242
11	URDU 1	0.226
12	FILMAZIA	0.226
13	GEO KAHANI	0.185
14	EXPRESS NEWS	0.180
15	A PLUS	0.160

C&S Ind

Jun-18

Rank	Channel Name	Ratings%
1	ARY DIGITAL	1.022
2	GEO ENTERTAINMENT	0.761
3	HUM TV	0.749
4	DISNEY CHANNEL	0.593
5	GEO NEWS	0.456
6	CARTOON NETWORK	0.424
7	ARY NEWS	0.349
8	URDU 1	0.323
9	FILMAZIA	0.323
10	GEO KAHANI	0.264
11	EXPRESS NEWS	0.258
12	A PLUS	0.229
13	TEN SPORTS	0.225
14	DUNYA NEWS	0.225
15	PLAY ENTERTAINMENT	0.215

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

Jun-18		
Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.951
2	GEO ENTERTAINMENT	0.702
3	HUM TV	0.689
4	DISNEY CHANNEL	0.565
5	GEO NEWS	0.423
6	CARTOON NETWORK	0.391
7	FILMAZIA	0.330
8	ARY NEWS	0.323
9	PTV HOME	0.312
10	URDU 1	0.306
11	GEO KAHANI	0.289
12	EXPRESS NEWS	0.227
13	ATV	0.227
14	A PLUS	0.226
15	TEN SPORTS	0.208

C&S Ind

Jun-18		
Rank	Channel Name	Ratings%
1	ARY DIGITAL	1.020
2	GEO ENTERTAINMENT	0.753
3	HUM TV	0.739
4	DISNEY CHANNEL	0.606
5	GEO NEWS	0.454
6	CARTOON NETWORK	0.419
7	FILMAZIA	0.354
8	ARY NEWS	0.346
9	URDU 1	0.329
10	GEO KAHANI	0.310
11	EXPRESS NEWS	0.244
12	A PLUS	0.243
13	TEN SPORTS	0.224
14	PLAY ENTERTAINMENT	0.216
15	DUNYA NEWS	0.213



TOP 15 CHANNELS BY REGION | TOTAL IND

Pak Total			Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isi	
Rank	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%
1	PTV HOME	1.057	ARY DIGITAL	0.951	ARY DIGITAL	1.217	DISNEY CH	1.479	ARY DIGITAL	0.840	GEO KAHANI	0.724
2	ATV	0.918	GEO ENT	0.702	GEO ENT	1.054	ARY DIGITAL	0.877	HUM TV	0.635	ARY DIGITAL	0.678
3	ARY DIGITAL	0.716	HUM TV	0.689	HUM TV	0.755	HUM TV	0.803	GEO ENT	0.609	HUM TV	0.435
4	GEO ENT	0.533	DISNEY CH	0.565	CARTOON NWK	0.467	GEO NEWS	0.663	DISNEY CH	0.470	URDU 1	0.430
5	HUM TV	0.524	GEO NEWS	0.423	GEO NEWS	0.440	GEO ENT	0.489	FILMAZIA	0.429	PTV HOME	0.422
6	DISNEY CH	0.415	CARTOON NWK	0.391	ARY NEWS	0.409	ZAIQA	0.401	ATV	0.391	ATV	0.422
7	GEO NEWS	0.320	FILMAZIA	0.330	COLORS	0.361	DUNYA NEWS	0.351	CARTOON NWK	0.384	FILMAZIA	0.414
8	CARTOON NWK	0.297	ARY NEWS	0.323	PTV HOME	0.330	A PLUS	0.311	GEO KAHANI	0.371	CARTOON NWK	0.396
9	ARY NEWS	0.244	PTV HOME	0.312	PLAY ENT	0.281	FILMAZIA	0.290	URDU 1	0.318	GEO NEWS	0.387
10	PTV SPORTS	0.242	URDU 1	0.306	EXPRESS NEWS	0.280	CARTOON NWK	0.287	PTV HOME	0.299	GEO ENT	0.379
11	URDU 1	0.226	GEO KAHANI	0.289	SAMAA	0.280	ARY NEWS	0.286	GEO NEWS	0.288	ARY NEWS	0.373
12	FILMAZIA	0.226	EXPRESS NEWS	0.227	URDU 1	0.272	URDU 1	0.282	ARY NEWS	0.261	NICKELODEON	0.318
13	GEO KAHANI	0.185	ATV	0.227	TEN SPORTS	0.271	PTV HOME	0.261	A PLUS	0.241	EXPRESS NEWS	0.281
14	EXPRESS NEWS	0.180	A PLUS	0.226	DISNEY CH	0.238	POGO	0.254	DUNYA NEWS	0.184	DAWN NEWS	0.263
15	A PLUS	0.160	TEN SPORTS	0.208	STAR PLUS	0.237	PLAY ENT	0.246	TEN SPORTS	0.183	DUNYA NEWS	0.259

TOP 15 CHANNELS BY REGION | C&S IND

Pak Total			Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isi	
Rank	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%	CH	Rtg%
1	ARY DIGITAL	1.022	ARY DIGITAL	1.020	ARY DIGITAL	1.259	DISNEY CH	1.539	ARY DIGITAL	0.926	GEO KAHANI	0.849
2	GEO ENT	0.761	GEO ENT	0.753	GEO ENT	1.090	ARY DIGITAL	0.912	HUM TV	0.699	ARY DIGITAL	0.794
3	HUM TV	0.749	HUM TV	0.739	HUM TV	0.782	HUM TV	0.835	GEO ENT	0.671	HUM TV	0.510
4	DISNEY CH	0.593	DISNEY CH	0.606	CARTOON NWK	0.483	GEO NEWS	0.690	DISNEY CH	0.518	URDU 1	0.503
5	GEO NEWS	0.456	GEO NEWS	0.454	GEO NEWS	0.455	GEO ENT	0.509	FILMAZIA	0.472	FILMAZIA	0.485
6	CARTOON NWK	0.424	CARTOON NWK	0.419	ARY NEWS	0.422	ZAIQA	0.417	CARTOON NWK	0.423	CARTOON NWK	0.463
7	ARY NEWS	0.349	FILMAZIA	0.354	COLORS	0.373	DUNYA NEWS	0.365	GEO KAHANI	0.409	GEO NEWS	0.454
8	URDU 1	0.323	ARY NEWS	0.346	PLAY ENT	0.290	A PLUS	0.324	URDU 1	0.350	GEO ENT	0.445
9	FILMAZIA	0.323	URDU 1	0.329	EXPRESS NEWS	0.290	FILMAZIA	0.302	GEO NEWS	0.318	ARY NEWS	0.437
10	GEO KAHANI	0.264	GEO KAHANI	0.310	SAMAA	0.289	CARTOON NWK	0.299	ARY NEWS	0.288	NICKELODEON	0.373
11	EXPRESS NEWS	0.258	EXPRESS NEWS	0.244	URDU 1	0.281	ARY NEWS	0.298	A PLUS	0.265	EXPRESS NEWS	0.329
12	A PLUS	0.229	A PLUS	0.243	TEN SPORTS	0.280	URDU 1	0.294	DUNYA NEWS	0.203	DAWN NEWS	0.308
13	TEN SPORTS	0.225	TEN SPORTS	0.224	DISNEY CH	0.246	POGO	0.264	TEN SPORTS	0.202	DUNYA NEWS	0.304
14	DUNYA NEWS	0.225	PLAY ENT	0.216	STAR PLUS	0.245	PLAY ENT	0.255	EXPRESS NEWS	0.192	FILM WORLD	0.276
15	PLAY ENT	0.215	DUNYA NEWS	0.213	TV ONE	0.242	EXPRESS NEWS	0.232	TV ONE	0.182	SAMAA	0.267

ENTERTAINMENT CHANNELS – 24 HOURS

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

Total Ind			C&S Ind		
Jun-18			Jun-18		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	ARY DIGITAL	0.951	1	ARY DIGITAL	1.020
2	GEO ENT	0.702	2	GEO ENT	0.753
3	HUM TV	0.689	3	HUM TV	0.739
4	FILMAZIA	0.330	4	FILMAZIA	0.354
5	PTV HOME	0.312	5	URDU 1	0.329
6	URDU 1	0.306	6	GEO KAHANI	0.310
7	GEO KAHANI	0.289	7	A PLUS	0.243
8	ATV	0.227	8	PLAY ENT	0.216
9	A PLUS	0.226	9	TV ONE	0.202
10	PLAY ENT	0.201	10	EXPRESS ENT	0.180

ENTERTAINMENT CHANNELS – PRIME TIME (19.00-22.00)

ARY DIGITAL is leading on Prime Time for both Total & CNS IND

Total Ind			C&S Ind		
Jun-18			Jun-18		
Rank	Channel Name	Ratings%	Rank	Channel Name	Ratings%
1	ARY DIGITAL	2.752	1	ARY DIGITAL	2.951
2	HUM TV	2.087	2	HUM TV	2.239
3	GEO ENT	2.003	3	GEO ENT	2.148
4	FILMAZIA	0.899	4	FILMAZIA	0.964
5	URDU 1	0.838	5	URDU 1	0.899
6	GEO KAHANI	0.666	6	GEO KAHANI	0.714
7	ATV	0.572	7	A PLUS	0.518
8	PTV HOME	0.491	8	TV ONE	0.436
9	A PLUS	0.483	9	EXPRESS ENT	0.384
10	TV ONE	0.406	10	PLAY ENT	0.331

TOP NEWS CHANNELS - 24 HOURS

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

Total Ind

Jun-18

Rank	Channel Name	Ratings%
1	GEO NEWS	0.423
2	ARY NEWS	0.323
3	EXPRESS NEWS	0.227
4	DUNYA NEWS	0.199
5	SAMAA	0.187
6	DAWN NEWS	0.134
7	AAJ NEWS	0.127
8	NINETY 2 NEWS	0.116
9	ABB TAKK	0.112
10	NEWS ONE	0.111

C&S Ind

Jun-18

Rank	Channel Name	Ratings%
1	GEO NEWS	0.454
2	ARY NEWS	0.346
3	EXPRESS NEWS	0.244
4	DUNYA NEWS	0.213
5	SAMAA	0.201
6	DAWN NEWS	0.144
7	AAJ NEWS	0.137
8	NINETY 2 NEWS	0.124
9	ABB TAKK	0.120
10	NEWS ONE	0.119

TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

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

Total Ind

Jun-18

Rank	Channel Name	Ratings%
1	GEO NEWS	0.741
2	ARY NEWS	0.542
3	DUNYA NEWS	0.457
4	EXPRESS NEWS	0.422
5	SAMAA	0.376
6	AAJ NEWS	0.247
7	DAWN NEWS	0.227
8	NINETY 2 NEWS	0.227
9	ABB TAKK	0.177
10	NEWS ONE	0.169

C&S Ind

Jun-18

Rank	Channel Name	Ratings%
1	GEO NEWS	0.795
2	ARY NEWS	0.582
3	DUNYA NEWS	0.490
4	EXPRESS NEWS	0.453
5	SAMAA	0.403
6	AAJ NEWS	0.264
7	DAWN NEWS	0.244
8	NINETY 2 NEWS	0.244
9	ABB TAKK	0.190
10	NEWS ONE	0.182

MUSIC CHANNELS

Rank	Channel Name	TRPs	Relative Share%
1	8XM	148	59%
2	JALWA	93	37%
3	ARY MUSIK	9	4%
4	OXYGENE	2	1%
5	VIBE TV	0	0%
	Total	253.0	100%

8XM*

Captures the 1st position as the most watched music channel with 59% share in music Genre



Total Ind

Jun-18

Rank	Channel Name	TRPs	Relative Shr%
1	PTV SPORTS	349	55%
2	TEN SPORTS	227	36%
3	GEO SUPER	63	10%
	Grand Total	639	100%

C&S Ind

Jun-18

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	324	52%
2	PTV SPORTS	209	34%
3	GEO SUPER	91	15%
	Grand Total	624	100%

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



Total Ind

Jun-18

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	300	48%
2	PTV SPORTS	238	38%
3	GEO SUPER	85	14%
	Grand Total	624	100%

C&S Ind

Jun-18

Rank	Channel Name	TRPs	Relative Shr%
1	TEN SPORTS	322	52%
2	PTV SPORTS	203	33%
3	GEO SUPER	91.2	15%
	Grand Total	616	100%

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



Movie Channels

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

24 Hours | C&S Ind

Jun-18

Rank	Channel Name	Ratings%
1	FILM WORLD	0.140
2	HBO	0.041
3	FILMAX	0.037
4	WB	0.022
5	SILVER SCREEN	0.020
6	RAAVI TV	0.013
7	AXN	0.007
8	STAR MOVIES	0.007
9	STAR LITE TV	0.003

Prime Time | 20.00-00.00 | C&S Ind

Jun-18

Rank	Channel Name	Ratings%
1	FILM WORLD	0.318
2	FILMAX	0.092
3	HBO	0.072
4	SILVER SCREEN	0.055
5	RAAVI TV	0.050
6	WB	0.034
7	AXN	0.013
8	STAR MOVIES	0.009
9	STAR LITE TV	0.001

FOOD CHANNELS

C&S Ind

Jun-18

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	53	100%
..	Grand Total	53	100%



Disney Channel Holds 47% Of Kids Channels Viewership

Rank	Channel	TRPs	Relative Share%
1	DISNEY CHANNEL	873	47%
2	CARTOON NETWORK	603	33%
3	POGO	236	13%
4	NICKELODEON	103	6%
5	CINEMACHI KIDS	30	2%
....	Grand Total	1845	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	0.086	APNA CHANNEL	0.124	APNA CHANNEL	0.052	AVT KHYBER NEWS	0.361	VSH NEWS	0.052
2	AVT KHYBER NEWS	0.023	KAY2	0.022	KTN	0.024	AVT KHYBER	0.182	ARUJ TV	0.037
3	AVT KHYBER	0.015	ROHI TV	0.014	KTN NEWS	0.018	MASHRAQ TV	0.150	PTV BOLAN	0.035
4	KAY2	0.014	PTV NATIONAL	0.010	MEHRAN TV	0.010	PTV NATIONAL	0.071	PASHTO 1	0.031
5	KTN	0.011	ARUJ TV	0.009	KASHISH	0.009	PASHTO 1	0.063	KTN	0.023
6	MASHRAQ TV	0.011	AVT KHYBER	0.005	DHARTI TV	0.007	ARUJ TV	0.062	KASHISH	0.023
7	ARUJ TV	0.010	PASHTO 1	0.003	SINDH TV	0.006	KAY2	0.014	AVT KHYBER NEWS	0.020
8	PTV NATIONAL	0.010	WASEB	0.003	SINDH TV NEWS	0.005	APNA CHANNEL	0.010	SINDH TV	0.013
9	ROHI TV	0.008	PTV BOLAN	0.002	ARUJ TV	0.004	KASHISH	0.003	KAY2	0.010
10	KTN NEWS	0.007	KTN	0.002	KAY2	0.004	SINDH TV	0.002	AVT KHYBER	0.009
11	PASHTO 1	0.007	KASHISH	0.002	PASHTO 1	0.003	KTN	0.001	MASHRAQ TV	0.006
12	KASHISH	0.005	AVT KHYBER NEWS	0.001	AVT KHYBER	0.003	VSH NEWS	0.001	WASEB	0.004
13	MEHRAN TV	0.004	SINDH TV	0.001	PTV NATIONAL	0.003	PTV BOLAN	0.001	PTV NATIONAL	0.002
14	SINDH TV	0.003	MASHRAQ TV	0.001	MASHRAQ TV	0.002	MEHRAN TV	0.001	APNA CHANNEL	0.002
15	DHARTI TV	0.003	DHARTI TV	0.001	ROHI TV	0.002	KTN NEWS	0.001	DHARTI TV	0.002
16	PTV BOLAN	0.002	KTN NEWS	0.001	PTV BOLAN	0.001	DHARTI TV	0.001	ROHI TV	0.001
17	SINDH TV NEWS	0.002	VSH NEWS	0.000	VSH NEWS	0.001	SINDH TV NEWS	0.000	SINDH TV NEWS	0.001
18	WASEB	0.002	SINDH TV NEWS	0.000	WASEB	0.001	ROHI TV	0.000	KTN NEWS	0.001
19	VSH NEWS	0.002	MEHRAN TV	0.000	AVT KHYBER NEWS	0.000	WASEB	0.000	MEHRAN TV	0.000

TOP PROGRAMS | OVERALL

HUM TV' Khamoshi hits 8.894 ratings on 2nd June 2018

Top Programs | Total Individuals

Jun-18

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	02-Jun-18	HUM TV	Khamoshi	8.894	4097	19
2	07-Jun-18	ARY DIGITAL	Jeeto Pakistan	7.298	3362	18
3	10-Jun-18	HUM TV	Ishq Tamasha	7.136	3287	16
4	28-Jun-18	GEO ENTERTAINMENT	Ghar Titli Ka Paar	6.637	3057	16
5	25-Jun-18	GEO ENTERTAINMENT	Khaani	6.567	3025	17
6	01-Jun-18	GEO ENTERTAINMENT	Ek Thi Raniya	6.144	2830	15
7	09-Jun-18	HUM TV	Suno Chanda	5.690	2621	14
8	02-Jun-18	ARY DIGITAL	BulBulay	4.567	2104	12
9	29-Jun-18	HUM TV	Parchahi	4.402	2028	10
10	27-Jun-18	GEO ENTERTAINMENT	Mera Khuda Janay	4.354	2006	11

TOP PROGRAMS | C & S

HUM TV' Khamoshi hits 9.539 ratings on 2nd June 2018

Top Programs | CNS Individuals

Jun-18

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	02-Jun-18	HUM TV	Khamoshi	9.539	4097	20
2	07-Jun-18	ARY DIGITAL	Jeeto Pakistan	7.828	3362	19
3	10-Jun-18	HUM TV	Ishq Tamasha	7.654	3287	16
4	28-Jun-18	GEO ENTERTAINMENT	Ghar Titli Ka Paar	7.119	3057	17
5	25-Jun-18	GEO ENTERTAINMENT	Khaani	7.043	3025	18
6	01-Jun-18	GEO ENTERTAINMENT	Ek Thi Raniya	6.589	2830	16
7	09-Jun-18	HUM TV	Suno Chanda	6.103	2621	15
8	02-Jun-18	ARY DIGITAL	BulBulay	4.898	2104	12
9	29-Jun-18	HUM TV	Parchahi	4.722	2028	11
10	27-Jun-18	GEO ENTERTAINMENT	Mera Khuda Janay	4.670	2006	12



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

Current Affairs Talk Shows | C&S Ind

Jun-18

Rank	Date	Channel	Program Title	Host	Rtg% [Net]	Rtg(000) [Net]	Share [TTV]
1	14-Jun-18	GEO NEWS	Capital Talk	Hamid Mir	3.836	1647	8
2	14-Jun-18	ARY NEWS	Off The Record	Kashif Abbassi	2.260	971	5
3	14-Jun-18	ARY NEWS	The Reporters	Ehtisham Ameer	1.744	749	5
4	14-Jun-18	DUNYA NEWS	On The Front With Kamran Shahid	Kamran Shahid	1.677	720	4
5	14-Jun-18	SAMAA	Nadeem Malik Live	Nadeem Malik	1.471	632	3
6	14-Jun-18	NINETY 2 NEWS	92 at 8	Saadia Afzaal	1.337	574	3
7	30-Jun-18	GEO NEWS	Jirga With Saleem Safi Kay Saath	Saleem Safi	1.221	524	3
8	18-Jun-18	ARY NEWS	Power Play	Arshad Shareef	1.190	511	3
9	26-Jun-18	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	Shahzaib Khanzada	1.118	480	4
10	13-Jun-18	ARY NEWS	11th Hour	Waseem Badami	1.067	458	4

GEO NEWS' "Capital Talk" is on Top amongst talk shows during JUNE 2018.

INFOTAINMENT SHOWS

Duniya News' Hasb-e-Haal is on top followed Mazaq Raat

Date	CHANNEL	Title	Rtg% [Net]	Rtg(000) [Net]	Share [TTV]
28-Jun-18	DUNYA NEWS	Hasb-e-Haal	1.14	489	4.0
16-Jun-18	DUNYA NEWS	Mazaq Raat	1.07	461	3.0
01-Jun-18	EXPRESS NEWS	Khabardar Naqalo Se Hoshiyar	0.98	421	3.4
28-Jun-18	GEO NEWS	Khabar Naak	0.99	425	3.3
13-Jun-18	EXPRESS NEWS	Siyasi Theater	0.61	264	2.5
24-Jun-18	EXPRESS NEWS	Darling	0.42	180	1.0
18-Jun-18	NEO TV	Sawa Teen	0.09	36	0.3



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	Date	Day	Channel	Program Name	Host	R % (Net)	RT (Net)	MS(Net)
1	18-Jun-18	Monday	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	1.950	264	7
2	27-Jun-18	Wednesday	HUM TV	Jago Pakistan Jago	Sanam Jung	1.098	146	6
3	22-Jun-18	Friday	PTV HOME	Morning With Juggan	Juggan Kazim	0.949	127	5
4	06-Jun-18	Wednesday	GEO NEWS	Geo Pakistan	Huma Amir Shah	0.928	125	6
5	21-Jun-18	Thursday	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.860	115	5
6	28-Jun-18	Thursday	A PLUS	Ek Nayee Subha (With Farah)	Farah Khan	0.819	109	4
7	28-Jun-18	Thursday	DAWN NEWS	Cafe Chai Toast Aur Host	Anoushey Ashraf	0.654	87	4
8	20-Jun-18	Wednesday	ARY NEWS	The Morning Show	Sanam Baloch	0.619	83	4
9	20-Jun-18	Wednesday	ATV	Mehekti Morning	Sundas Khan	0.585	79	3
10	12-Jun-18	Tuesday	PTV NEWS	Subh-e-Nau	Nusrat Haris	0.529	71	3
11	26-Jun-18	Tuesday	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.357	49	2
12	27-Jun-18	Wednesday	SAMAA	Subha Savaray Samaa Kay Sath	Madiha Naqvi	0.293	39	2
13	29-Jun-18	Friday	ZAIQA	Sunrise From Istanbul	Maria Wasti	0.151	20	1
14	25-Jun-18	Monday	APNA CHANNEL	Apna Morning With Babar Ali	Babar Ali	0.073	10	0
15	25-Jun-18	Monday	NEO TV	Neo Pakistan	Mariam Ismail	0.063	9	0
16	08-Jun-18	Friday	K21	Good Morning	Rida Saifee & M Yasir	0.036	5	0

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

MORNING SHOWS | FEMALE 15-45 Q&S

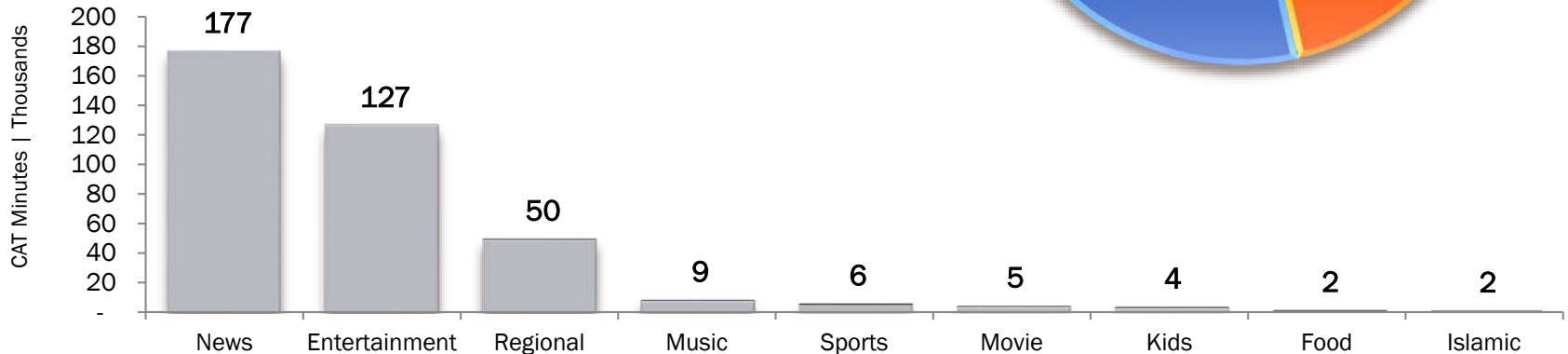
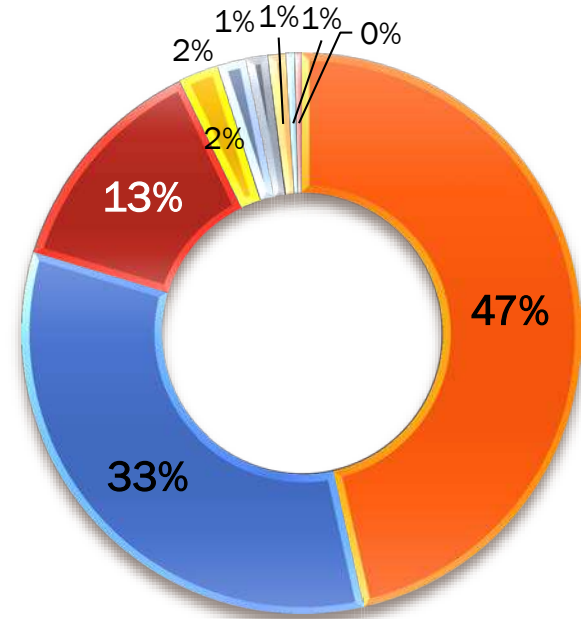
ARY DIGITAL's "Good Morning Pakistan" leading on Females 15-45 All followed by Hum Tv's "Jago Pakistan Jago"

Rank	Date	Day	Channel	Program Name	Host	R % (Net)	RT (Net)	MS(Net)
1	18-Jun-18	Monday	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	2.098	264	7.9
2	27-Jun-18	Wednesday	HUM TV	Jago Pakistan Jago	Sanam Jung	1.177	146	6.6
3	06-Jun-18	Wednesday	GEO NEWS	Geo Pakistan	Huma Amir Shah	0.995	125	6.4
4	21-Jun-18	Thursday	TV ONE	Aap Ka Sahir	Sahir Lodhi	0.922	115	5.0
5	28-Jun-18	Thursday	A PLUS	Ek Nayee Subha (With Farah)	Farah Khan	0.878	109	4.7
6	28-Jun-18	Thursday	DAWN NEWS	Cafe Chai Toast Aur Host	Anoushey Ashraf	0.701	87	4.3
7	20-Jun-18	Wednesday	ARY NEWS	The Morning Show	Sanam Baloch	0.664	83	3.6
8	26-Jun-18	Tuesday	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.384	49	1.9
9	27-Jun-18	Wednesday	SAMAA	Subha Savaray Samaa Kay Sath	Madiha Naqvi	0.224	28	1.2
10	27-Jun-18	Wednesday	PTV NEWS	Subh-e-Nau	Nusrat Haris	0.198	25	1.2
11	20-Jun-18	Wednesday	PTV HOME	Morning With Juggan	Juggan Kazim	0.183	23	0.9
12	29-Jun-18	Friday	ZAIQA	Sunrise From Istanbul	Maria Wasti	0.162	20	0.8
13	25-Jun-18	Monday	APNA CHANNEL	Apna Morning With Babar Ali	Babar Ali	0.078	10	0.3
14	29-Jun-18	Friday	ATV	Mehekti Morning	Sundas Khan	0.068	9	0.4
15	25-Jun-18	Monday	NEO TV	Neo Pakistan	Mariam Ismail	0.068	9	0.3
16	08-Jun-18	Friday	K21	Good Morning	Rida Saiffee & M Yasir	0.038	5	0.3

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

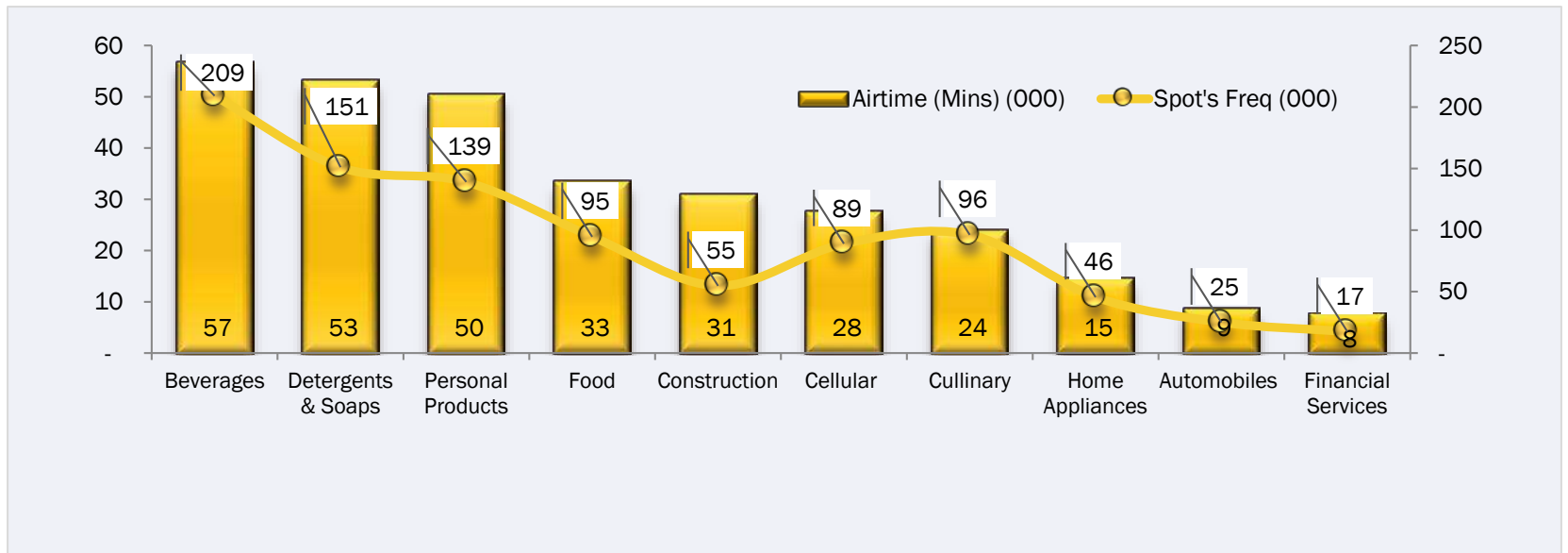
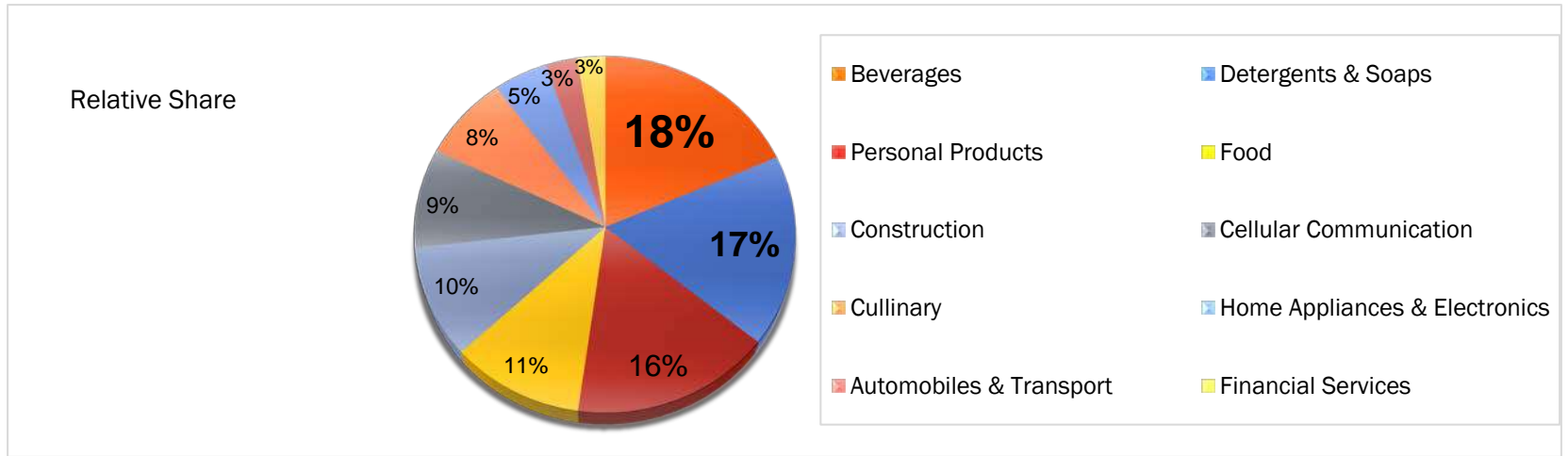
COMMERCIAL AIRTIME SUMMARY | BY GENRE

Genre-wise Airtime Share%

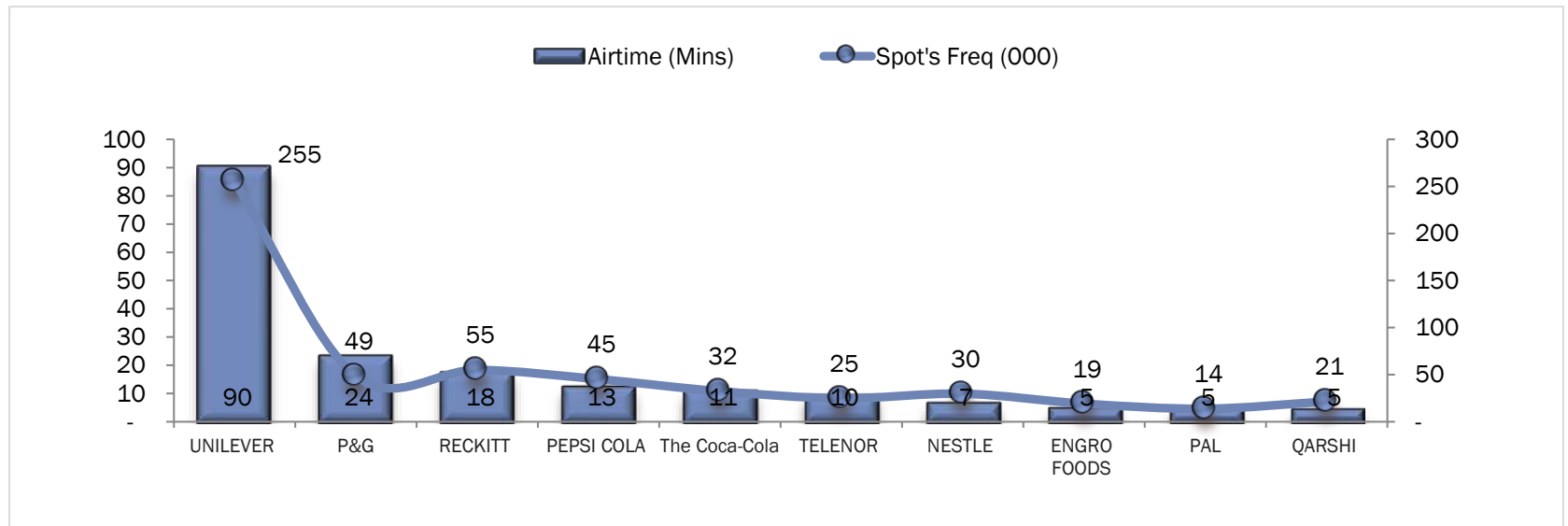
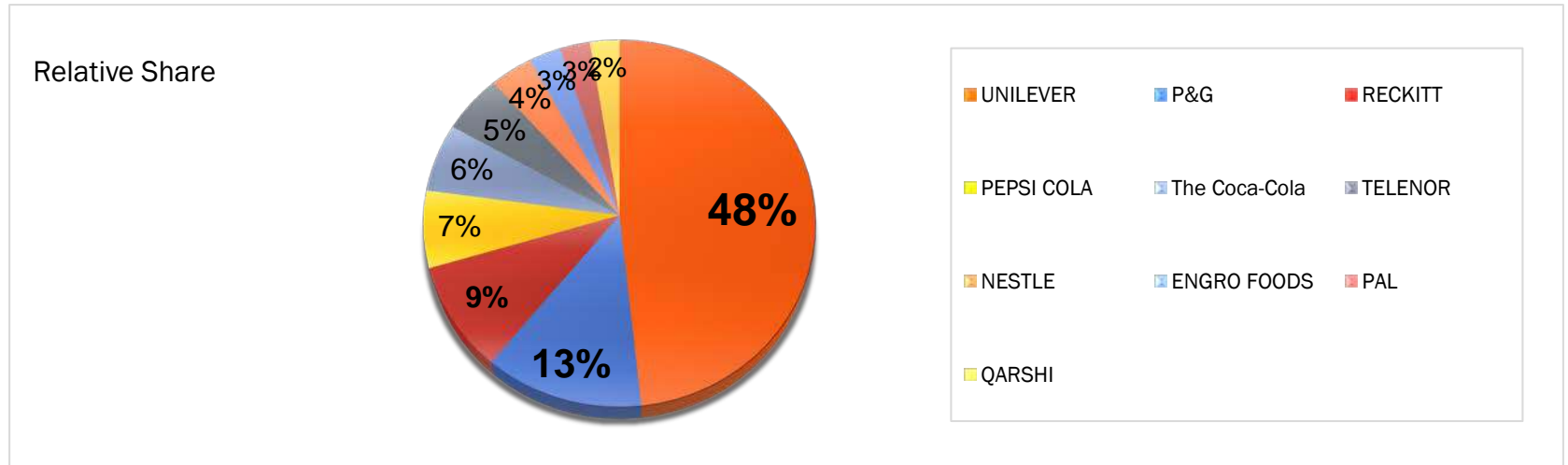


Highest CAT Share Going To News Channels

TOP 10 CATEGORIES

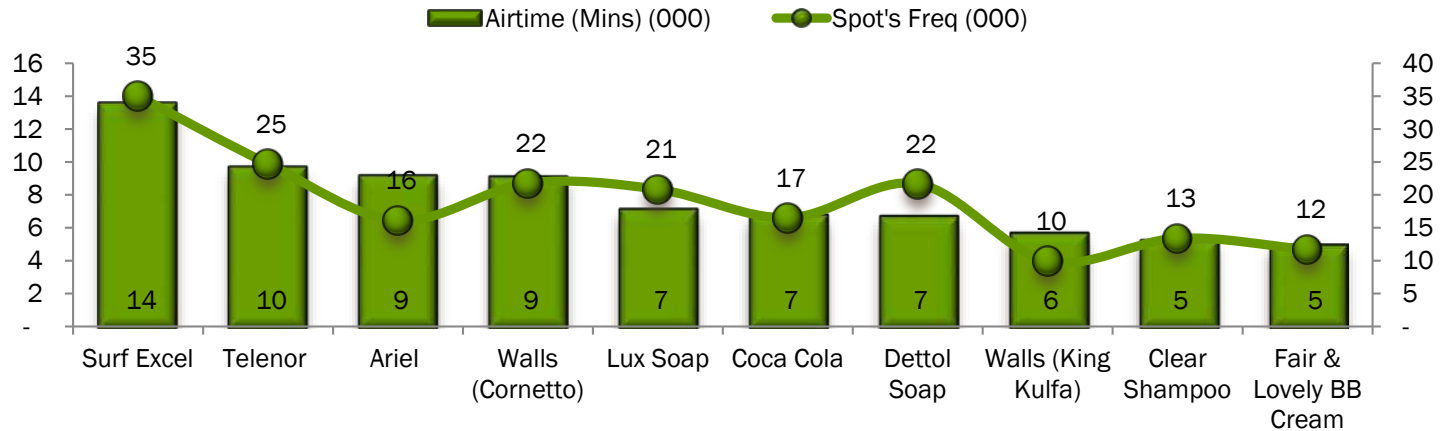
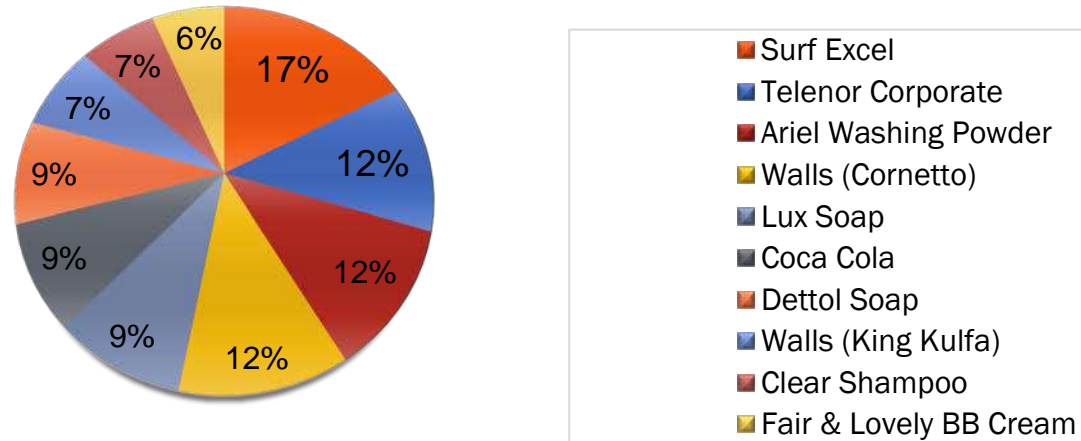


TOP 10 ADVERTISERS | IN TERMS OF CAT

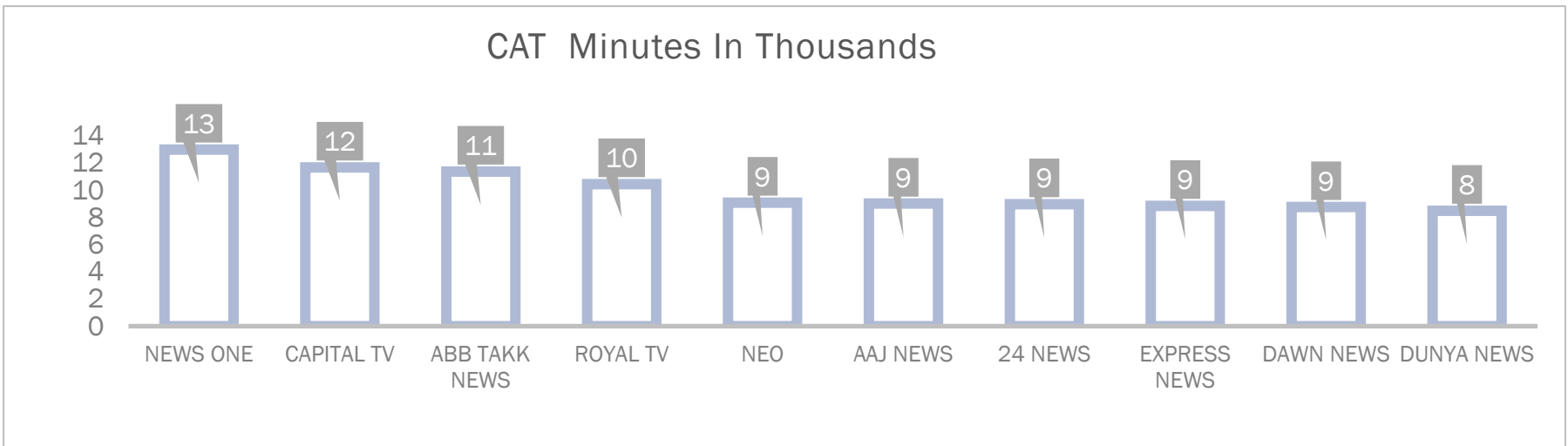
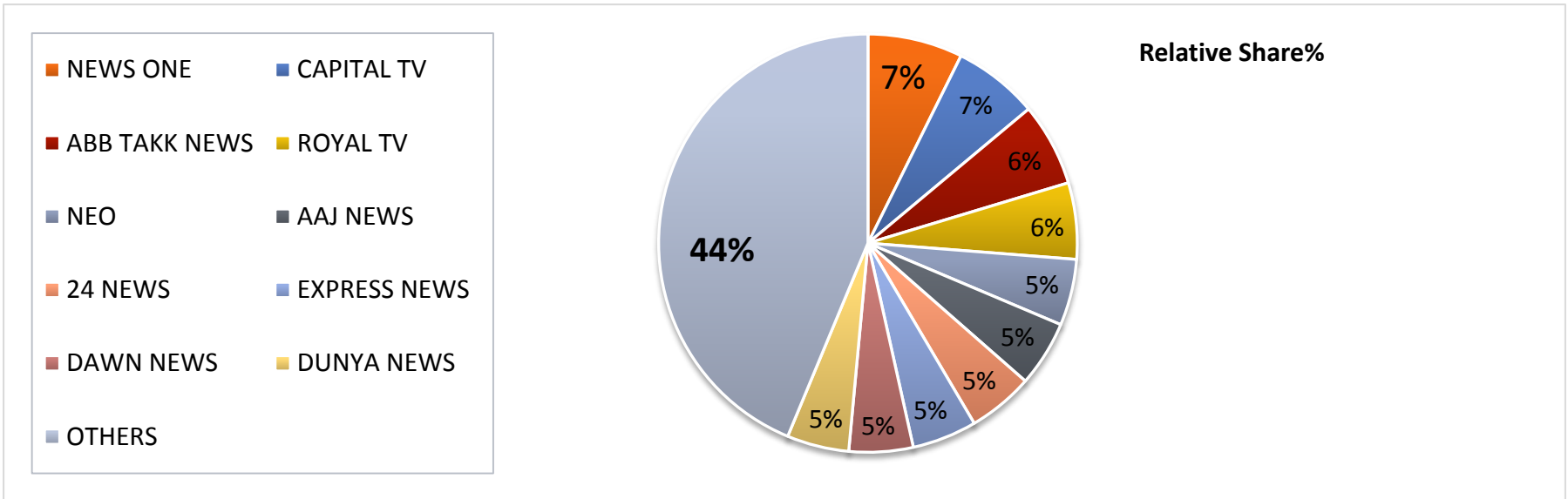


TOP 10 BRANDS

Relative Share



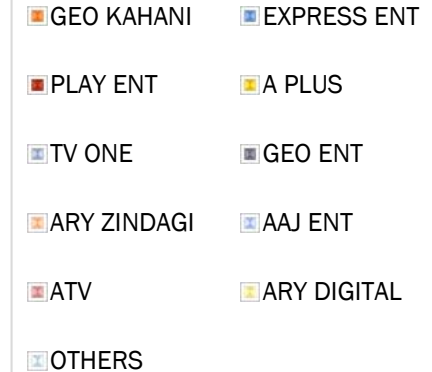
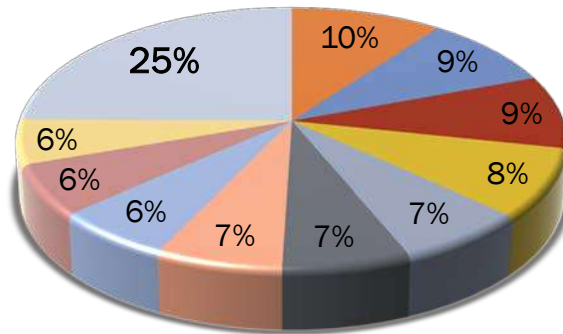
NEWS CHANNELS | CAT COMPARISON



Amongst News Channels “News One” is Airing The Highest CAT.....

ENT CHANNELS | CAT COMPARISON

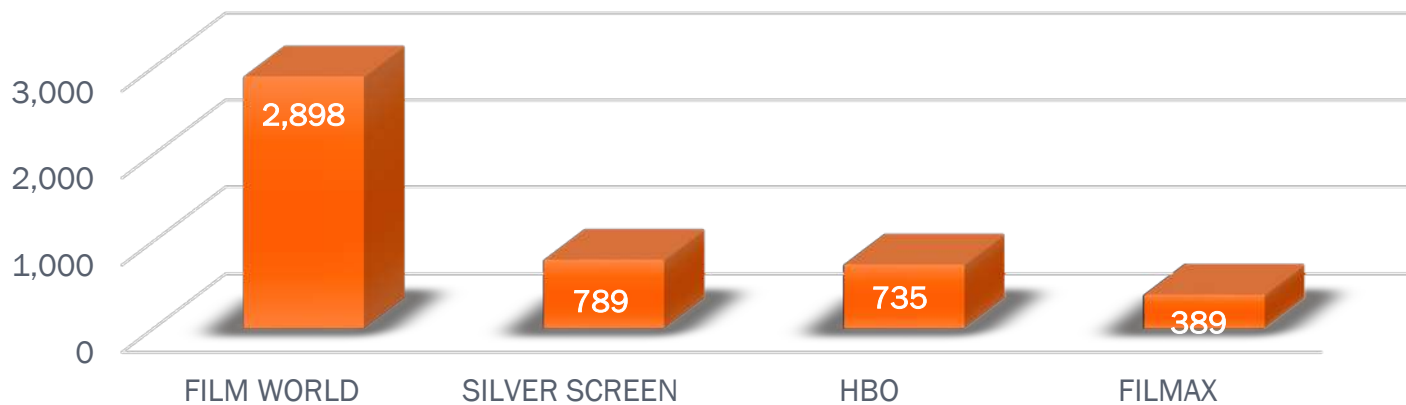
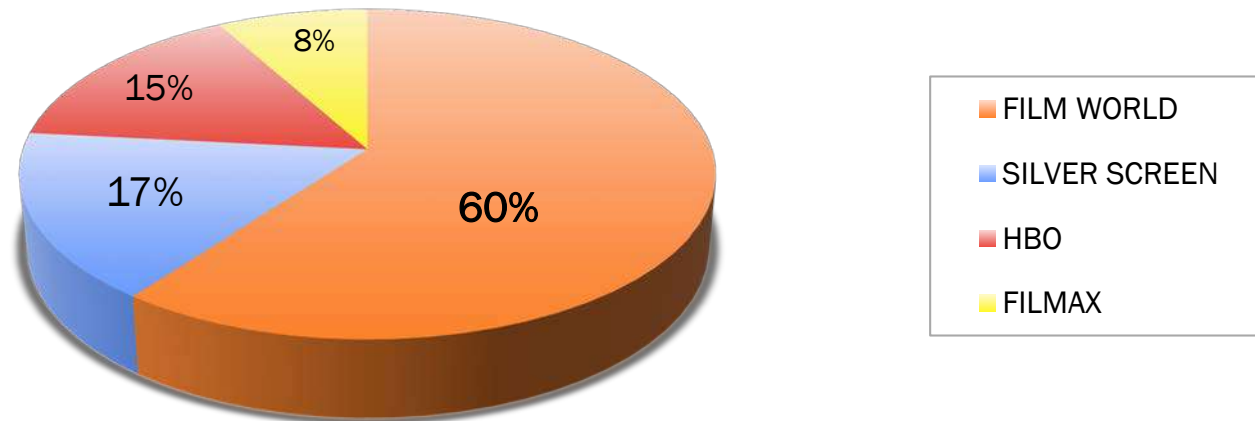
Relative Share



CAT Minutes In Thousands

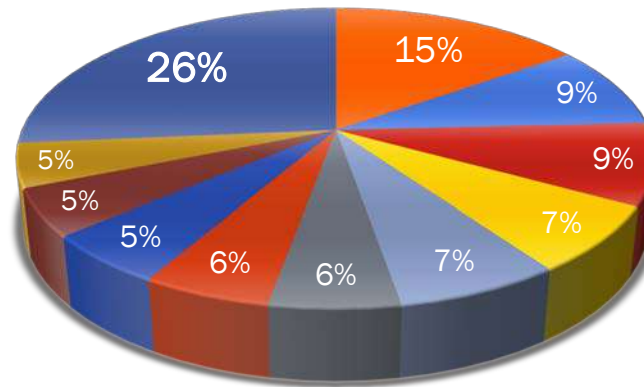


MOVIE CHANNELS | CAT COMPARISON



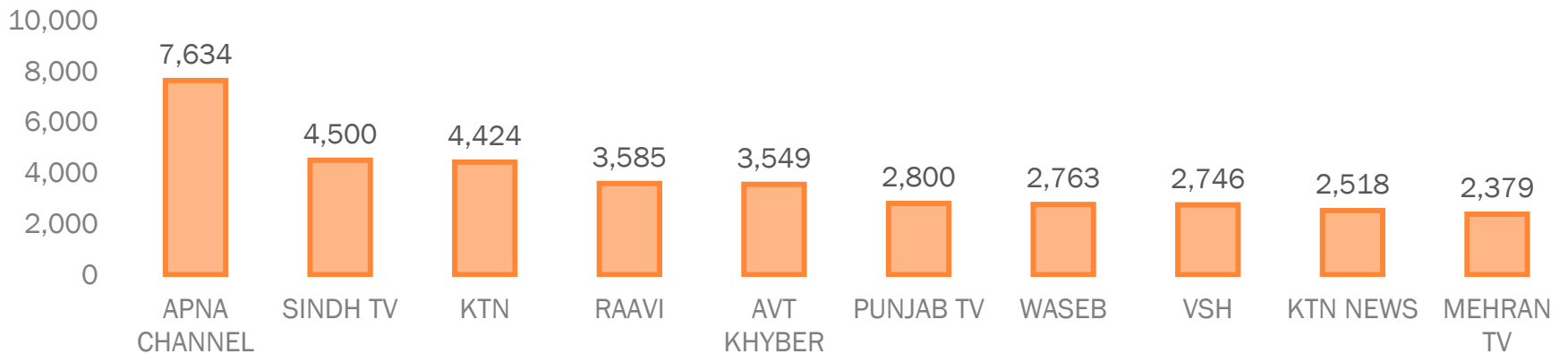
REGIONAL CHANNELS | CAT COMPARISON

Relative Share



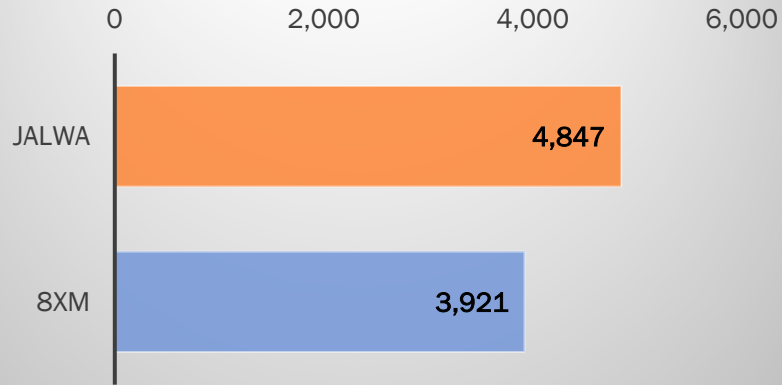
- APNA CHANNEL
- SINDH TV
- KTN
- RAAVI
- AVT KHYBER
- PUNJAB TV
- WASEB
- VSH
- KTN NEWS
- MEHRAN TV
- OTHERS

CAT (Minutes)

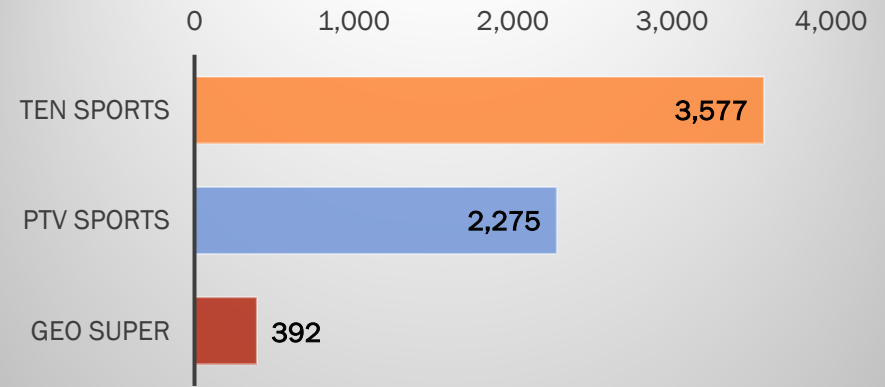


MUSIC , SPORTS , FOOD & KIDS | CAT COMPARISON

Music | CAT (Minutes)



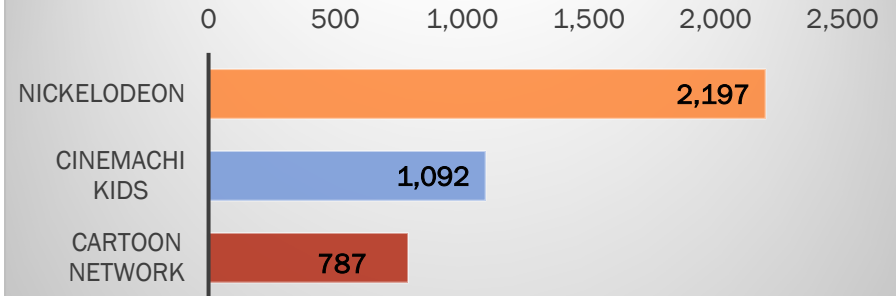
Sports | CAT (Minutes)



Food | CAT (Minutes)



Kids | CAT (Minutes)



Thank You-----😊