**Media Logic**

Medialogic was set up in 2007 to address the data requirements of a burgeoning Television industry in Pakistan. Medialogic is an overnight TV Ratings provider in the country. The initial panel covering three cities was expanded initially to five cities in 2010 and currently the panel covers top thirty cities with approximately 2,050 households, enabling robust coverage of Pakistan’s Urban population. Medialogic data today forms the basis of media decisions taken by Broadcasters, Advertisers and Media Agencies across Pakistan.

Medialogic partners with Kantar Media Audiences for delivering future proof TV Audience Measurement Technology in Pakistan.

* Instar Analytics
* Kantar

Media logic’s Clients include Advertisers, Braodcasters and Media Agencies as well as Government Agencies and NGOs looking to understand TV Viewership trends.  
ADVERTISERS gain insight into decisions affecting millions of dollars worth of TV Ad Spend.

The company delivers (according to the claims of company on its website):

* Accurate and Reliable Program/Time Slot ratings
* Separate Program and Break Ratings
* Ability to slice data by Target User Groups thereby matching a Brand’s target audience with Media Audience, and generating efficiencies in spends. More than 260 variables will be available to view the data as per customized requirements.
* First Day Viewership Reports of New Launches/Ads
* Industry-wise Rankings on Spend /Time Slots /Target Audience and other specialized Analysis tools

BROADCASTERS naturally base their sales on TV Viewership data but also gain competitive understanding of the media landscape through:

* Viewer Migration i.e. where did the viewers switch from
* Profile of viewers
* Hit Lists and Analysis on New programming

MEDIA AGENCIES stand to benefit though optimal utilization of their tools and software that are typically designed to use people Meter outputs. With this data, Media Buying and planning can add greater value to their clients, media plans and generate considerable savings and efficiencies in Media Buying and planning.

## Audience Evaluation Options:

### By Time

By default, if the evaluation takes place on the basis of time.  
The following time –related measures are available:

* **Market Share:** Share of a given time slot as measured against total TV consumption, based on households or persons
* **Reach:** Share of households or persons who watch a given TV program for at least thirty seconds during a given period of time
* **Total consumption in Minutes:** Average consumption time of all households or persons during a given time slot for a specific or for all TV channel(s)
* **Consumption in Minutes per Viewer:** Average consumption time of the viewing audience that was actually watching TV at the time in question (not including the persons of a given households who were not watching TV)

### By Program

In cases where evaluation is based on the viewed programs, the attention and rating given to all programs broadcast by a given channel so indicated. We are getting program logs on daily basis from Media Monitors, the leading Program/Ad Tracking firm in Pakistan.  
The following program –related measures are available:

* **Rating:** Average proportion of TV household or persons who watched a given program
* **Market share:** Consumed proportion of a given program, measured against total TV consumption based on households or persons
* **Average Age:** Average age of the viewers of a given program
* **Usage:** Clients can select ratings on the basis of people who viewed the given program for at least a specific portion of time