

#CablesOperatorsAuditTracking (#COAT) December & February Report

Compiled By

Compiled For



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What Will You See In The Next Slides

Introduction

News Channels Analysis

Entertainment Channels Analysis

Sports Channels Analysis

International Channels Analysis

Kids Channels Analysis





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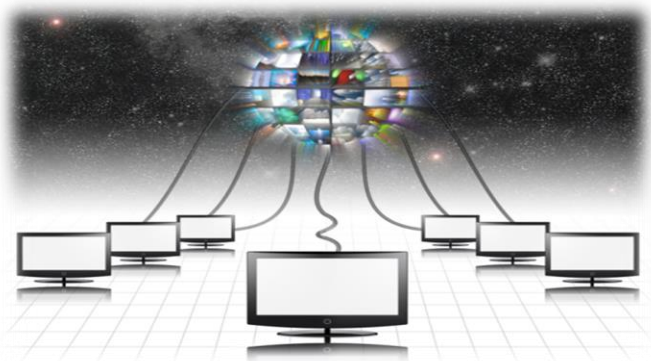


Introduction



An Era of Tough Competition

- ❖ In the growing cloud of TV channels – & between the on-going tug of war for ‘Rating’ - the competition in media landscape become more tough, exciting & challenging



- ❖ In this extreme tough competitive scenario the role of TV Cables operators emerged as strong & decisive. Even sometime they are coercer
- ❖ Fact is that ultimately it's their discretion to place any TV channel at any number

- ❖ No one can deny this fact that – Television Audience Measurement (TAM) results has direct relationship with TV channel placement by Cable operators
- ❖ So its important to gauge the presence of TV channels in all those cities where TAM is present





Pulse Consultant's Approach



Step-1 : City wise cable converge identification
(Investigation of Cable operators).



Step- 2 : Recruitment of House hold / shop panel – One household for one Cable operator



Step-3 : Verification of House hold panel (100%)



Step-4 : Cable Operators Distribution Audit after every 10th day in a month – 3 waves in a month along with videography



Coverage

Procedure

- ❖ **3 waves** in a month – it means **3 reports** in a month (On Every 12th day)- 36 reports in a year
- ❖ To maintain the quality check – video recording of almost 90%+ cable operators.
- ❖ Track record of all Cable Operators since January 2014
- ❖ **COAT** is a syndicated study but have exclusive client servicing

	Cities	December Wave-2	December Wave-3	February Wave-2
1	Karachi	27	27	24
2	Hyderabad	3	4	2
3	Sukkur	1	1	1
4	Multan	12	12	12
5	Larkana	2	2	0
6	Lahore	42	42	41
7	Gujranwala	8	7	8
8	Faisalabad	9	9	8
9	Rwp/Isl	17	17	18
10	Peshawar	8	8	9
11	Quetta	4	4	4
12	Sahiwal	2	2	2
13	Dadu	1	1	1
14	Kohat	3	3	3
15	Shekhupura	1	1	0
16	Pak Pattan	1	1	0
17	Mirpur Khas	0	0	0
18	Mardan	1	1	1
19	Jhelum	6	6	6
20	Sialkot	5	5	5
21	Rahim Yar Khan	0	1	1
22	Bahawalpur	1	1	1
Total Coverage		155	156	147





Glossary

- **Coverage** : Numbers of cables covered in a city
- **Reach (Penetration)**: Availability of TV channel on total covered cables (Universe).
- **Avg Positioning / Slab Average** : Average position of TV Channel on total covered cables. It is calculated through the formula
- Avg Positioning = Sum of channel position/Total covered channel
- **Slabs**: A group of 30 channels in numeric order i.e. 0 – 30, 31- 60 & 60+
- **Bouquet** : Group of same genre channels i.e. Bouquet of News channels contain ARY News, Geo, Dunya , Express etc , Bouquet of Entertainment Channels contain ARY Digital, Geo Entertainment, Hum TV etc





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News Channels Analysis

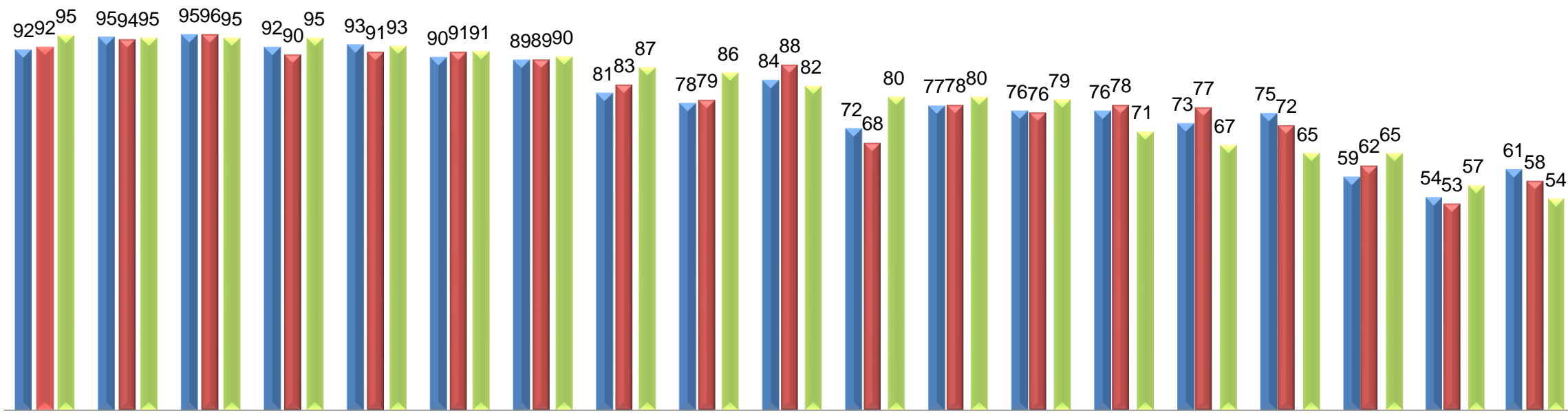


News Channels Reach

W 2- Dec 15th to Dec 20th
W 3- Dec 25th to Dec 31st
W 2- Feb 19th to Feb 23rd

■ Dec W 2 ■ Dec W 3 ■ Feb W 2

Showing Reach



	Geo News	ARY News	92 HD News	Dunya News	SAMAA News	Express News	Bol News	Public Tv	Hum News	24 Channel	Neo News	GNN	PTV News	Aaj News	Dawn News	News One	Abb Tak	Roze News	Capital TV
W 3 Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
W 2 Rank	3	2	1	6	5	4	7	9	10	8	16	12	14	11	13	15	17	19	18
W 1 Rank	5	2	1	4	3	6	7	9	10	8	16	11	13	12	15	14	18	19	17

Showing those channels which have more than 50% Reach

Base : W-187 155 CO/ W-188 156 CO/ W-189 147 CO In top 22 cities

Channels Reach Comparison in Levels Format- An Understanding

Levels	Availability	Description
Level 5	Level 5 [91% to 100%]	Best Presence
Level 4	Level 4 [81% to 90%]	2 nd Best Presence
Level 3	Level 3 [71% to 80%]	Good Presence
Level 2	Level 2 [51% to 70%]	Need To Improved



Channels Reach Comparison in Levels Format

Dec W 2

Dec W 3

Feb W 2

Level 5 [91% to 100%]

Level 5 [91% to 100%]

Level 5 [91% to 100%]

Level 5



Level 4 [81% to 90%]

Level 4 [81% to 90%]

Level 4 [81% to 90%]

Level 4



Level 3 [71% to 80%]

Level 3 [71% to 80%]

Level 3 [71% to 80%]

Level 3



Level 2 [51% to 70%]

Level 2 [51% to 70%]

Level 2 [51% to 70%]

Level 2



*Showing those channels which have more than 50% Reach

** Showing Channels from Right to left at each level , with reference to strength of availability

*** Red box means negative improvement whereas Green box means positive improvement as compared to previous

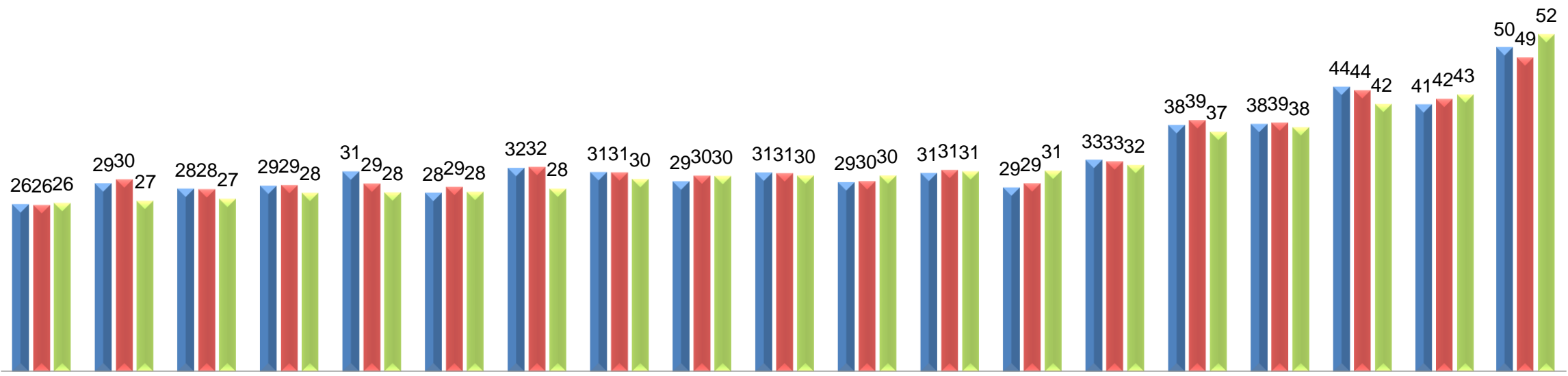




News Channels Position

W 2- Dec 15th to Dec 20th
W 3- Dec 25th to Dec 31st
W 2- Feb 19th to Feb 23rd

■ Dec W 2 ■ Dec W 3 ■ Feb W 2



	92 HD News	Dunya News	Public Tv	Bol News	Hum News	Geo News	Neo News	PTV News	GNN	24 Channel	SAMAA News	Express News	ARY News	Abb Tak	Capital TV	Aaj News	Dawn News	News One	Roze News
W 3 Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
W 2 Rank	1	8	2	4	5	3	13	11	9	10	7	12	6	14	16	15	18	17	19
W 1 Rank	1	6	3	5	12	2	13	11	8	10	7	9	4	14	15	16	18	17	19

*Showing those channels which have more than 50% Reach

Base : W-187 155 CO/ W-188 156 CO/ W-189 147 CO In top 22 cities



Channels Bouquet Position

Dec W 2

Dec W 3

Feb W 2

Avg Position - 20 to 30 [Primary Bouquet]

Avg Position - 20 to 30 [Primary Bouquet]

Avg Position - 20 to 30 [Primary Bouquet]

Primary



Avg Position - 31 to 40 [Secondary Bouquet]

Avg Position - 31 to 40 [Secondary Bouquet]

Avg Position - 31 to 40 [Secondary Bouquet]

Secondary



Avg Position - 40+ Scattered]

Avg Position - 40+ Scattered]

Avg Position - 40+ Scattered]

Tertiary



*Showing those channels which have more than 50% Reach

** Green box means – positive improvement

*** Red Box means – Negative improvement

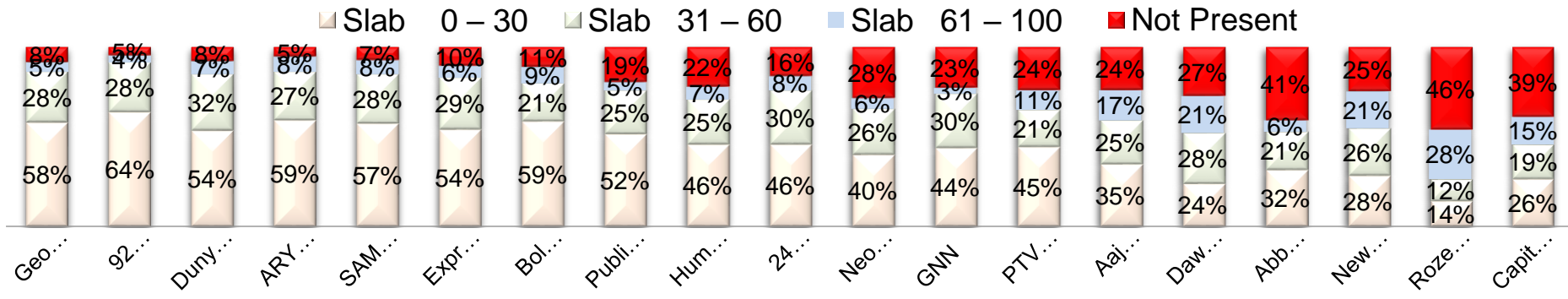




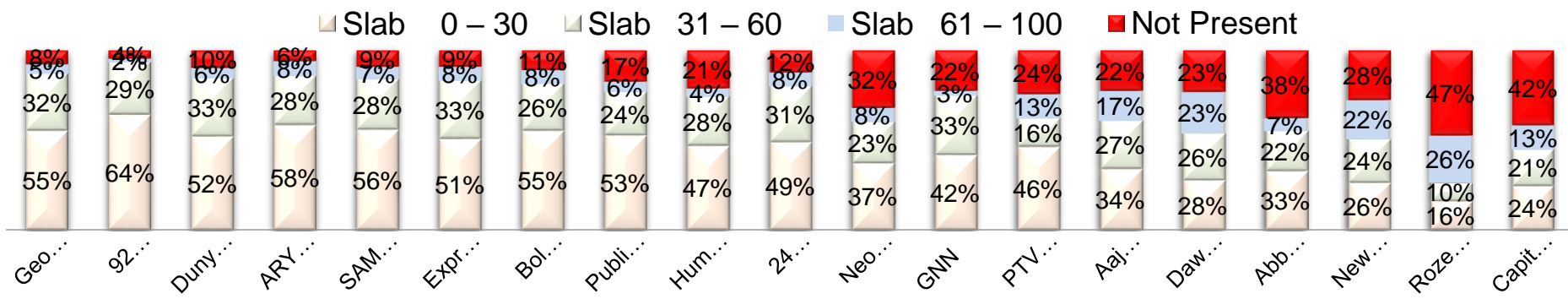
Slab Wise Placement

W 2- Dec 15th to Dec 20th
W 3- Dec 25th to Dec 31st
W 2- Feb 19th to Feb 23rd

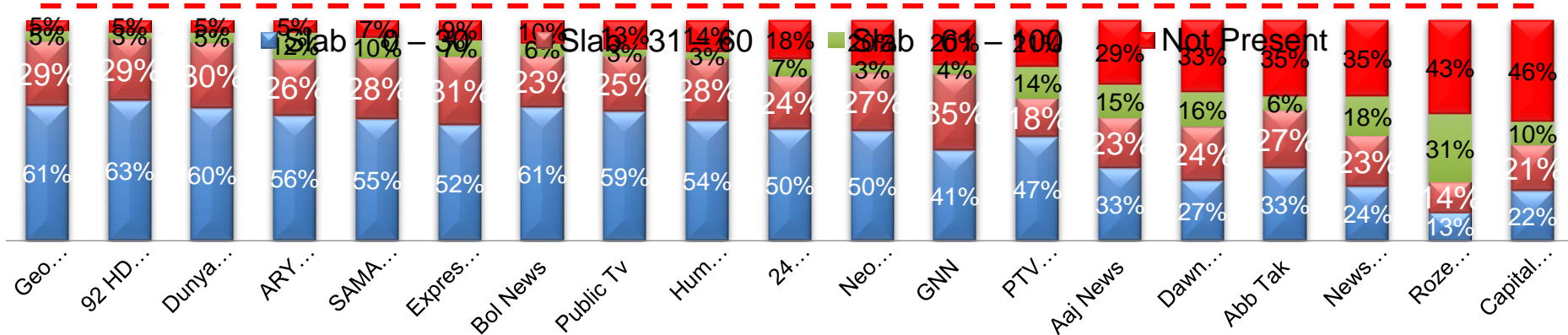
Dec W 2



Dec W 3



Feb W 2



*Showing those channels which have more than 50% Reach

Base : W-187 155 CO/ W-188 156 CO/ W-189 147 CO In top 22 cities



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Entertainment Channels Analysis

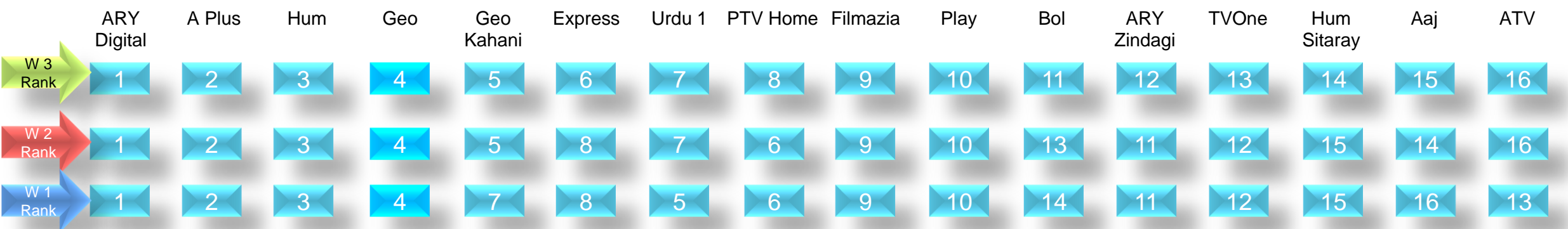
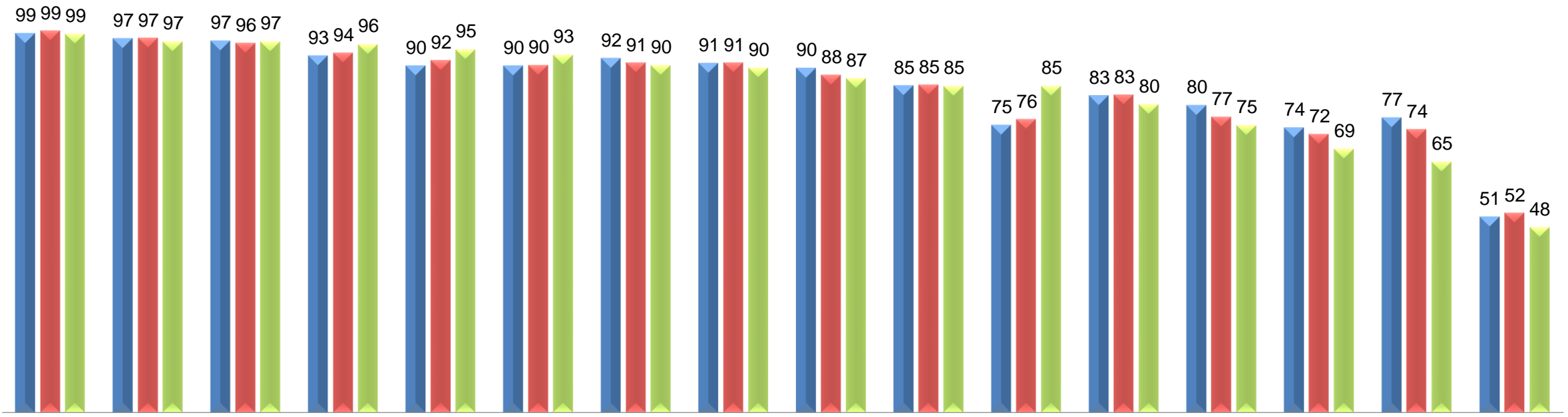


Entertainment Channels Reach

W 2- Dec 15th to Dec 20th
W 3- Dec 25th to Dec 31st
W 2- Feb 19th to Feb 23rd

■ Dec W 2 ■ Dec W 3 ■ Feb W 2

Showing Reach



*Showing those channels which have more than 50% Reach

Base : W-187 155 CO/ W-188 156 CO/ W-189 147 CO In top 22 cities

Channels Reach Comparison in Levels Format

Dec W 2

Dec W 3

Feb W 2

Level 5

Level 5 [91% to 100%]



Level 5 [91% to 100%]



Level 5 [91% to 100%]



Level 4

Level 4 [81% to 90%]



Level 4 [81% to 90%]



Level 4 [81% to 90%]



Level 3

Level 3 [71% to 80%]



Level 3 [71% to 80%]



Level 3 [71% to 80%]



Level 2

Level 2 [51% to 70%]



Level 2 [51% to 70%]



Level 2 [51% to 70%]



*Showing those channels which have more than 50% Reach

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wave

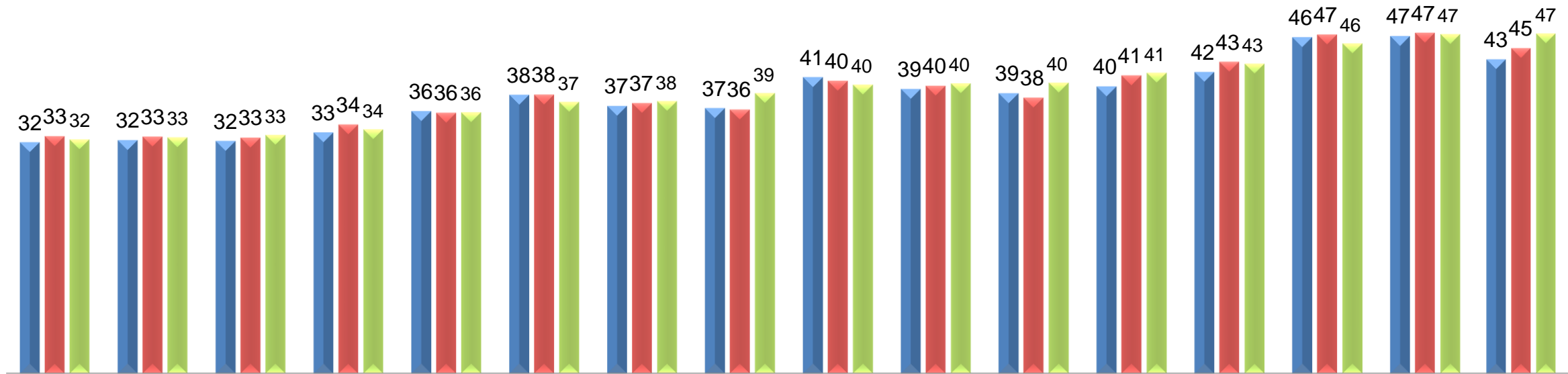




Entertainment Channels Position

W 2- Dec 15th to Dec 20th
W 3- Dec 25th to Dec 31st
W 2- Feb 19th to Feb 23rd

■ Dec W 2 ■ Dec W 3 ■ Feb W 2



	A Plus	ARY Digital	Hum	Geo	Urdu 1	Express	Filmazia	PTV Home	Aaj	Play	Bol	TVOne	Geo Kahani	Hum Sitaray	ARY Zindagi	ATV
W 3 Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
W 2 Rank	3	2	1	4	5	9	7	6	11	10	8	12	13	15	16	14
W 1 Rank	1	3	2	4	5	8	7	6	12	10	9	11	13	15	16	14

*Showing those channels which have more than 50% Reach

Base : W-187 155 CO/ W-188 156 CO/ W-189 147 CO In top 22 cities



Channels Bouquet Position

Dec W 2

Dec W 3

Feb W 2

Avg Position - 31 to 40 [Primary Bouquet]

Avg Position - 31 to 40 [Primary Bouquet]

Avg Position - 31 to 40 [Primary Bouquet]

Primary



Avg Position - 41 to 50 [Secondary Bouquet]

Avg Position - 41 to 50 [Secondary Bouquet]

Avg Position - 41 to 50 [Secondary Bouquet]

Secondary



Avg Position - 50+ Tertiary

Avg Position - 50+ Tertiary

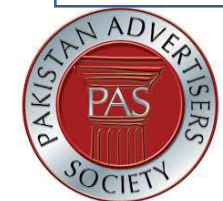
Avg Position - 50+ Tertiary

Tertiary

*Showing those channels which have more than 50% Reach

** Green box means – positive improvement

*** Red Box means – Negative improvement



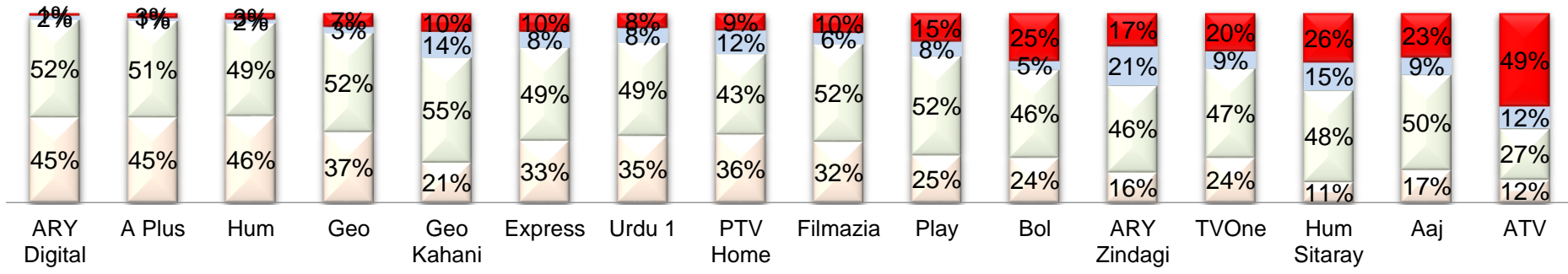


Slab Wise Placement

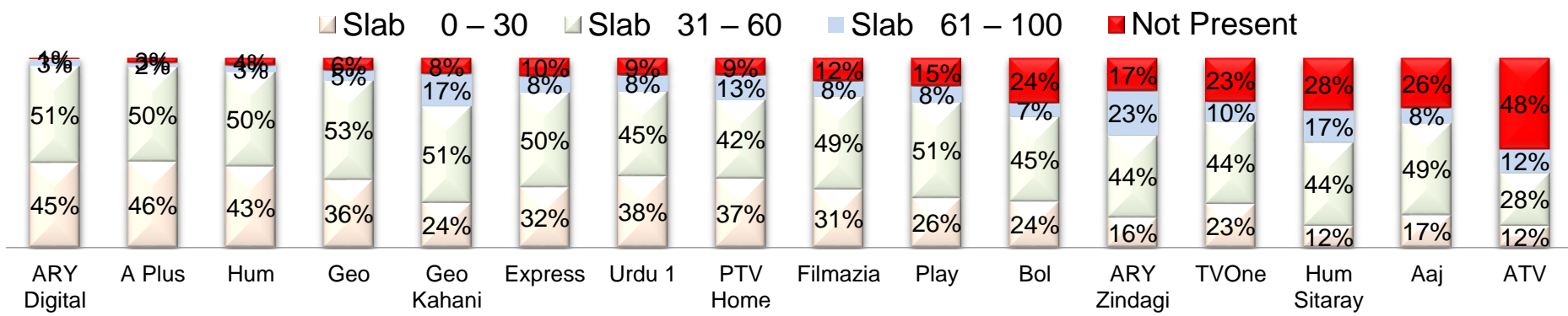
W 2- Dec 15th to Dec 20th
W 3- Dec 25th to Dec 31st
W 2- Feb 19th to Feb 23rd

■ Slab 0 – 30 ■ Slab 31 – 60 ■ Slab 61 – 100 ■ Not Present

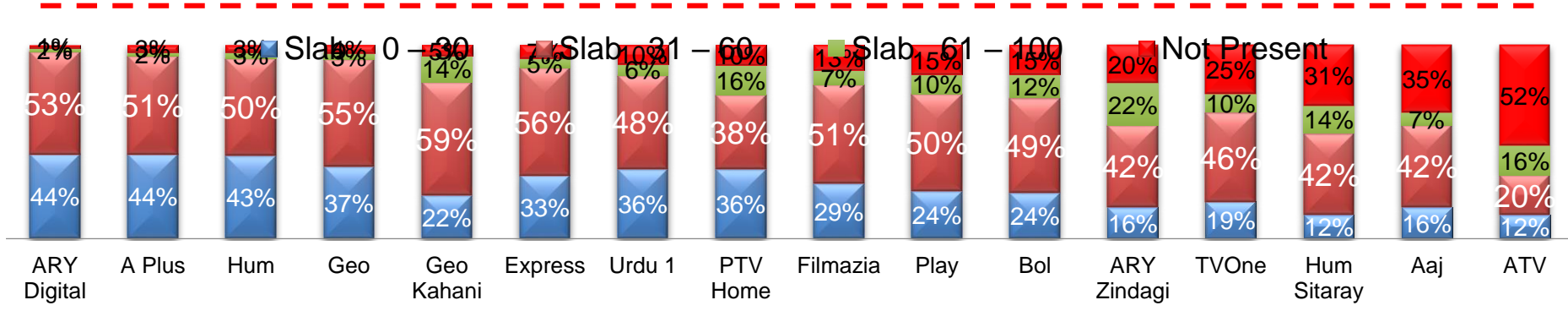
Dec W 2



Dec W 3



Feb W 2



*Showing those channels which have more than 50% Reach

Base : W-187 155 CO/ W-188 156 CO/ W-189 147 CO In top 22 cities



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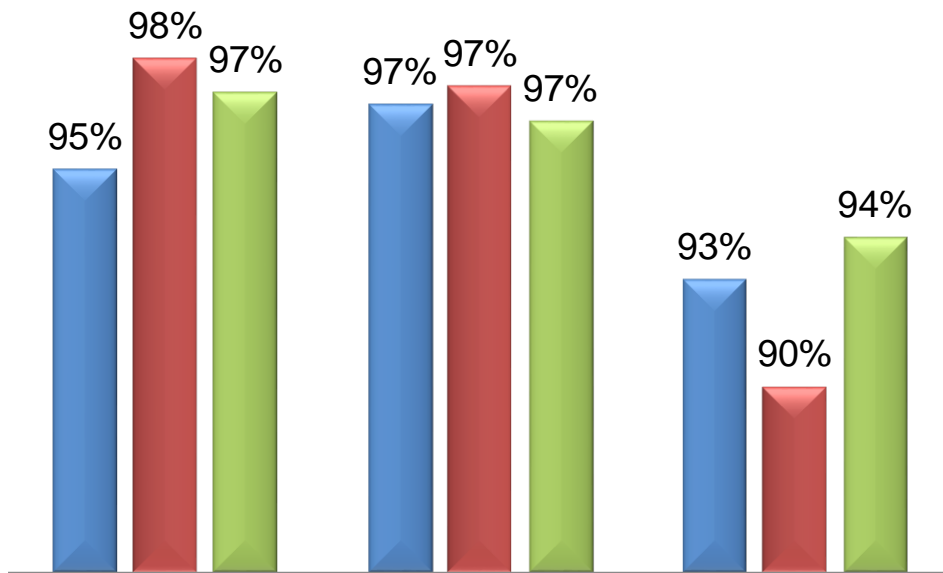
Sports Channels Analysis



Sports Channels Reach & AVG Position

W 2- Dec 15th to Dec 20th
W 3- Dec 25th to Dec 31st
W 2- Feb 19th to Feb 23rd

Dec W 2 Dec W 3 Feb W 2
Reach



PTV Sports

TEN Sports

Geo Super



1

2

3

1

2

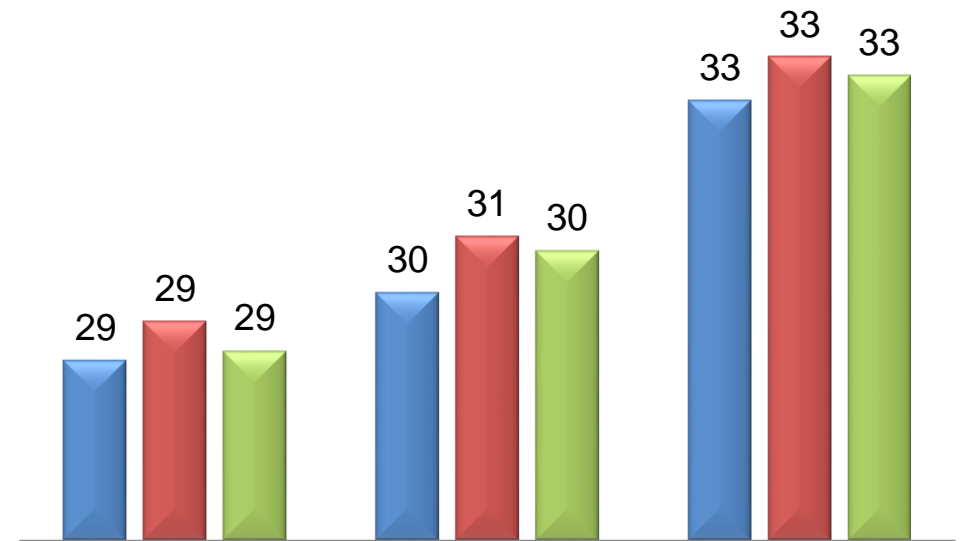
3

2

1

3

Dec W 2 Dec W 3 Feb W 2
Position



PTV Sports

TEN Sports

Geo Super



1

2

3

1

2

3

1

2

3

Base : W-187 155 CO/ W-188 156 CO/ W-189 147 CO In top 22 cities



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International Channels Analysis

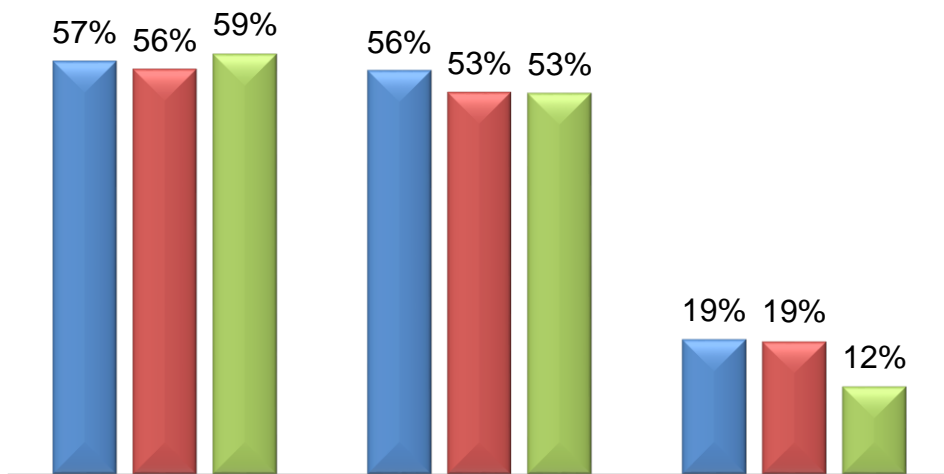


International Channels Reach

W 2- Dec 15th to Dec 20th
W 3- Dec 25th to Dec 31st
W 2- Feb 19th to Feb 23rd

News

■ Dec W 2 ■ Dec W 3 ■ Feb W 2



CNN

BBC World News

DW Channel

W 3 Rank

1

2

3

W 2 Rank

1

2

3

W 1 Rank

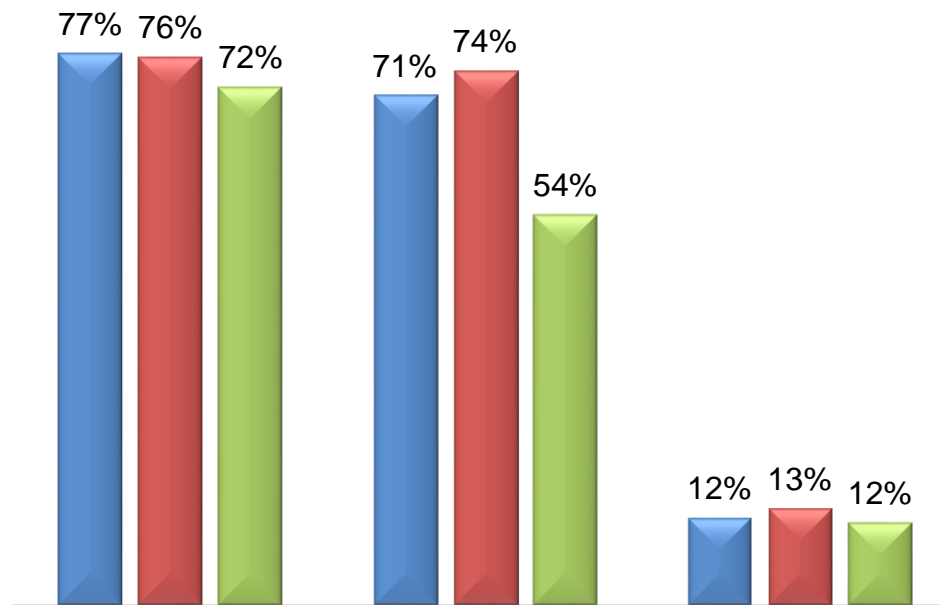
1

2

3

Informative

■ Dec W 2 ■ Dec W 3 ■ Feb W 2



Animal Planet

Discovery Channel

National Geographic

W 3 Rank

1

2

3

W 2 Rank

1

2

3

W 1 Rank

1

2

3

Base : W-187 155 CO/ W-188 156 CO/ W-189 147 CO In top 22 cities



International Channels Position

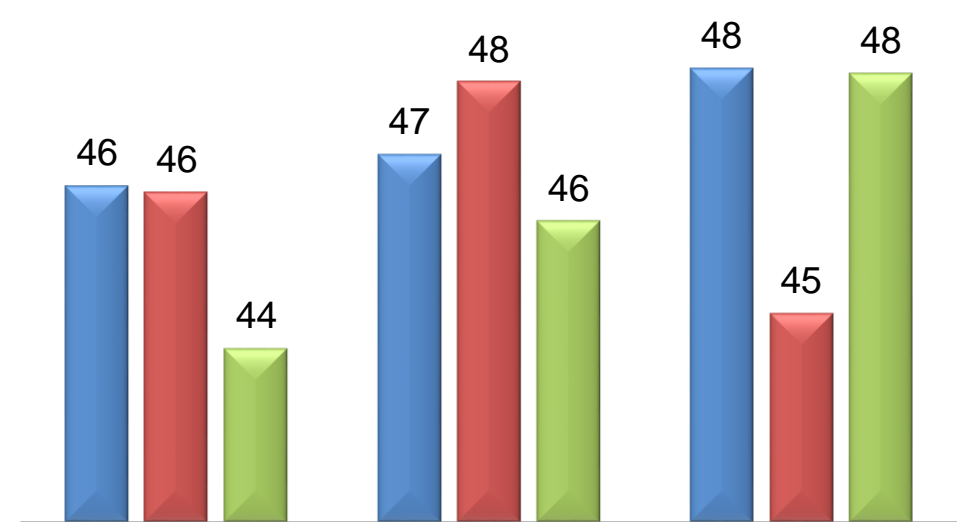
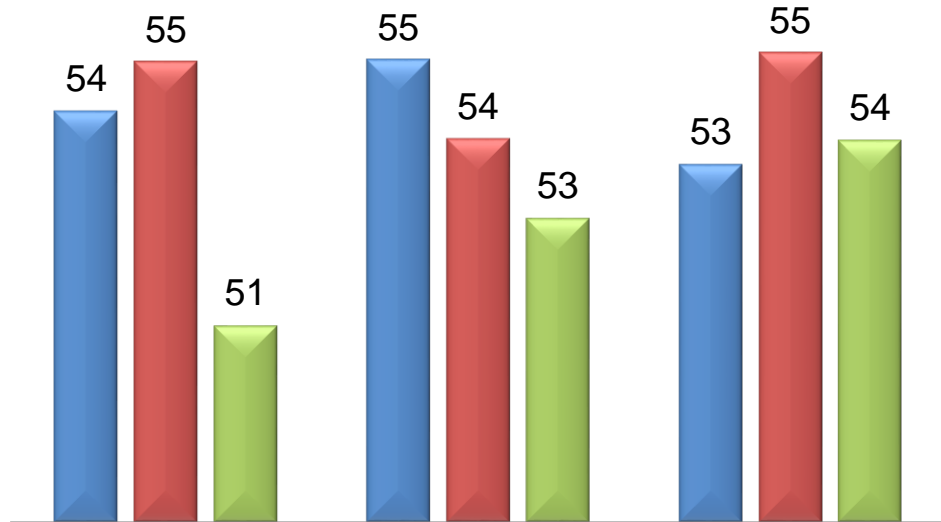
W 2- Dec 15th to Dec 20th
W 3- Dec 25th to Dec 31st
W 2- Feb 19th to Feb 23rd

■ Dec W 2 ■ Dec W 3 ■ Feb W 2

■ Dec W 2 ■ Dec W 3 ■ Feb W 2

News

Informative



W 3 Rank
W 2 Rank
W 1 Rank

Channel	W 3 Rank	W 2 Rank	W 1 Rank
CNN	1	2	3
BBC World News	2	1	2
DW Channel	3	3	1

W 3 Rank
W 2 Rank
W 1 Rank

Channel	W 3 Rank	W 2 Rank	W 1 Rank
Discovery Channel	1	2	1
Animal Planet	2	3	2
National Geographic	3	1	3

Base : W-187 155 CO/ W-188 156 CO/ W-189 147 CO In top 22 cities



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Kids Channels Analysis

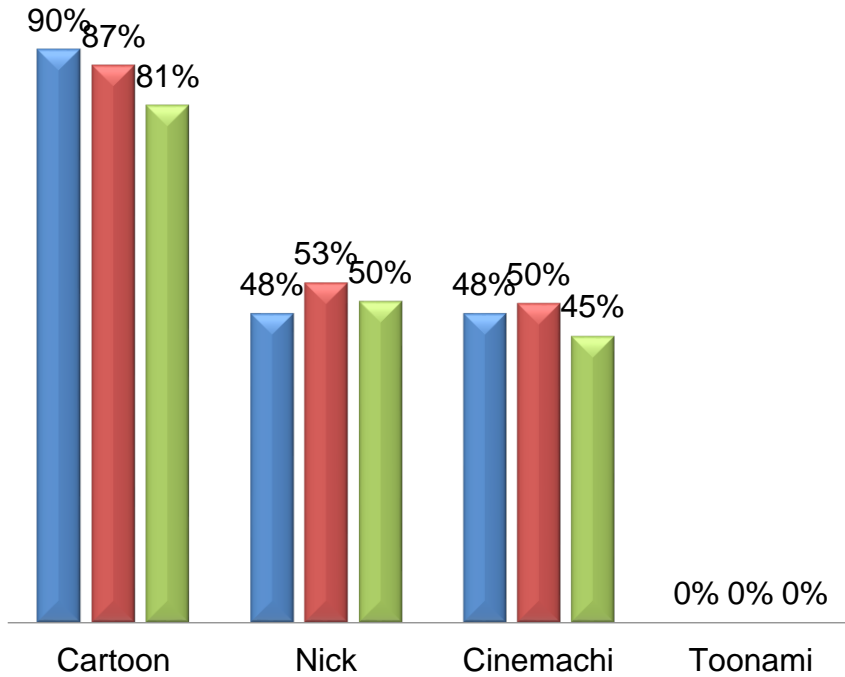


Kids Channels Reach & AVG Position

W 2- Dec 15th to Dec 20th
W 3- Dec 25th to Dec 31st
W 2- Feb 19th to Feb 23rd

■ Dec W 2 ■ Dec W 3 ■ Feb W 2

Reach

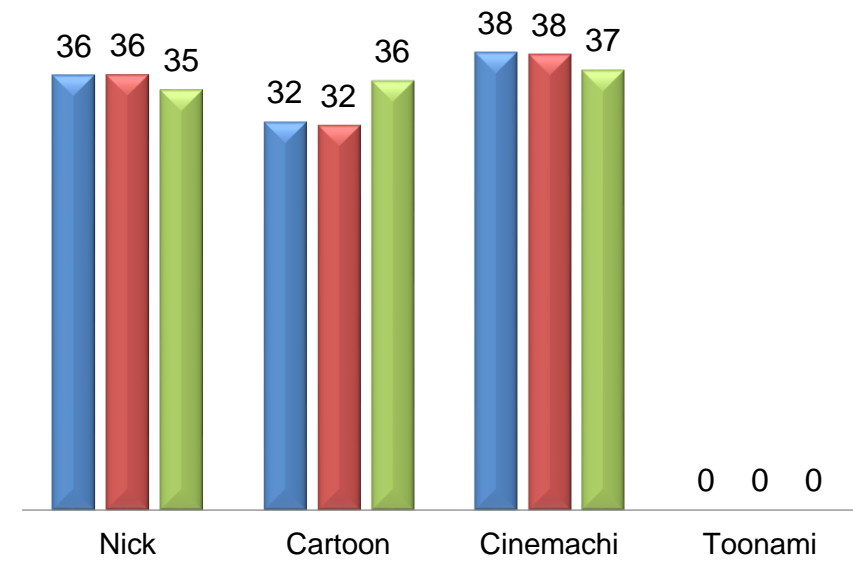


W 3 Rank
W 2 Rank
W 1 Rank

Channel	Dec W 2	Dec W 3	Feb W 2
Cartoon Network	1	2	3
Nick	1	2	3
Cinemachi	1	2	3
Toonami	1	2	3

■ Dec W 2 ■ Dec W 3 ■ Feb W 2

Position



W 3 Rank
W 2 Rank
W 1 Rank

Channel	Dec W 2	Dec W 3	Feb W 2
Nick	1	2	3
Cartoon Network	2	1	3
Cinemachi	2	1	3
Toonami	2	1	3

Base : W-187 155 CO/ W-188 156 CO/ W-189 147 CO In top 22 cities



Disclaimer

Disclaimer:

- ❖ The report in hand is the comparison of three waves – the field work which was conducted in from **Dec 15th to Dec 20th 2018** is denoting as “**1st Previous**” and **Dec 25th to Dec 31st 2018** is denoting as “**2nd Previous Wave**” whereas field wave of latest wave is conducted from **Feb 19th to Feb 23rd 2019** & denoting as “**Current Wave**”
- ❖ In 1st Previous Wave **155** cable operators were covered, In 2nd Previous Wave **156** cable operators were covered, whereas in Current Wave **147** COs are covered .
- ❖ The data is collected from households/ shops – i.e. one household/shop for one cable operator
- ❖ One household/shop visited within specified dates of specific wave
- ❖ Pulse Consultant is only responsible of the data which is collected within above specified dates
- ❖ Reading recorded after tuning and video recording also done for almost 90% of the COs
- ❖ Sometime due to any political / technical issues – any specific channel couldn't appear for few days, if audit done during this period PC will collect the info whatever is appearing on TV
- ❖ In COAT – almost 85% are flat screen TVs
- ❖ Confidence on the provided data is 95% with just (less than) $\pm 5\%$ error margin
- ❖ We are not covering those households, which are using any specific devise (e.g. Digital Box) for more TV channels



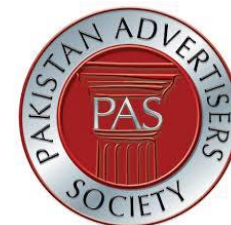


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• where **INSIGHTS** matter



Thank You !!!



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