

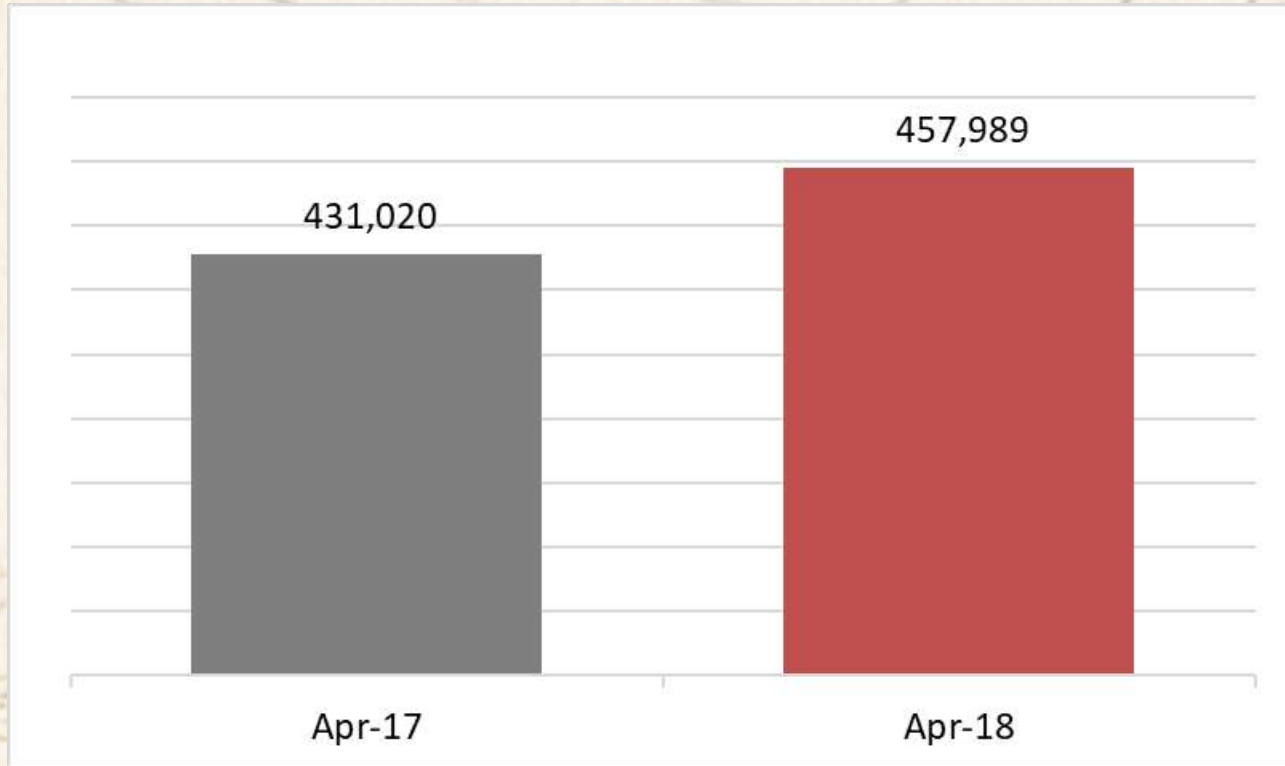
TV Analysis

Monthly
Report
Apr-2018



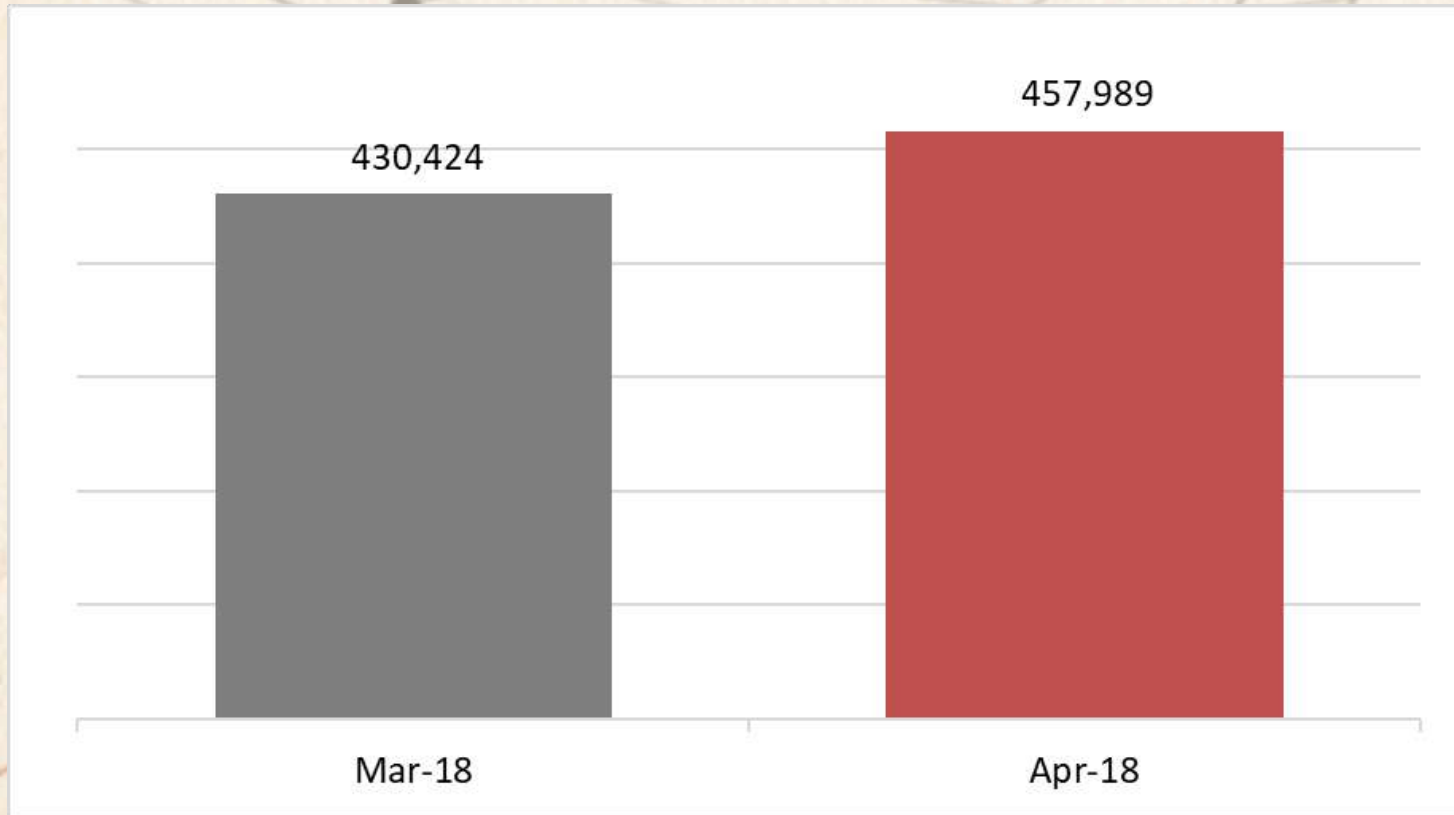
PAKISTAN ADVERTISERS SOCIETY

Comparison Apr 2017 & Apr 2018



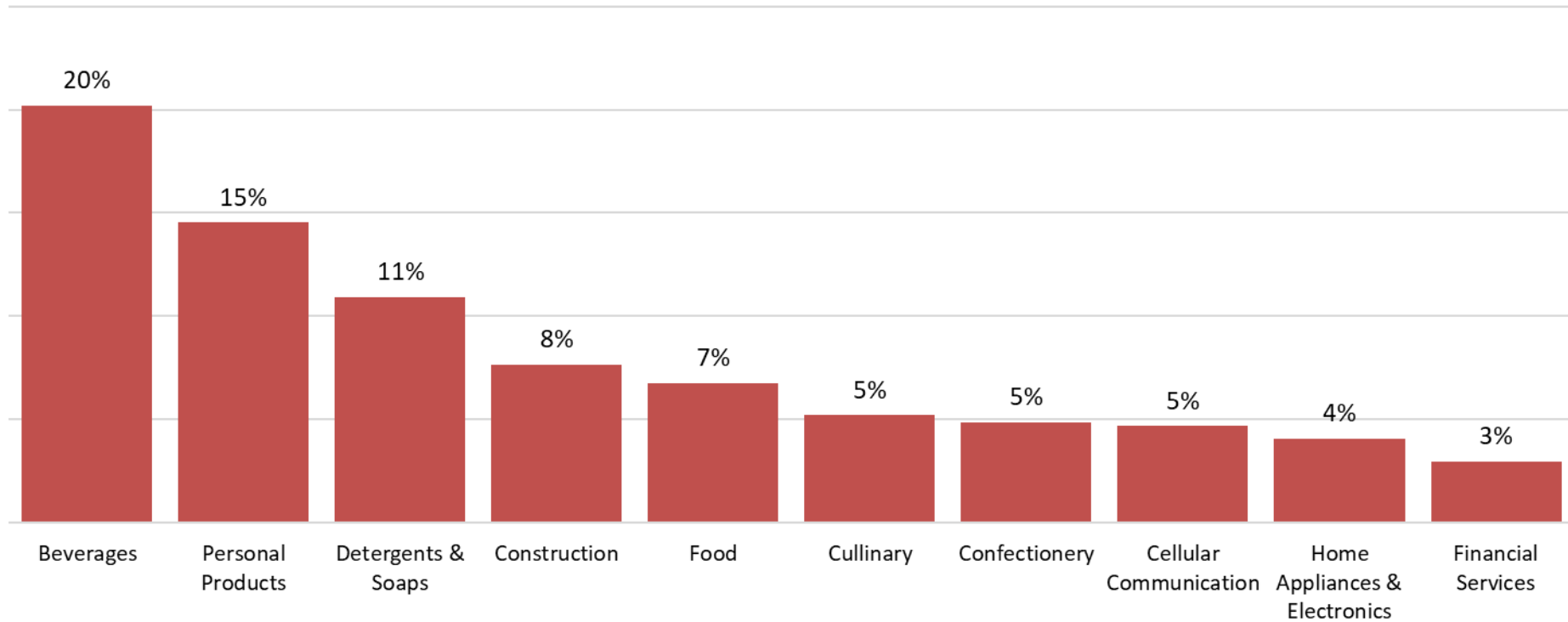
* Apr 2018 Airtime has Increased by 6% as compare to Apr 2017.

Comparison Mar-2018 & Apr-2018



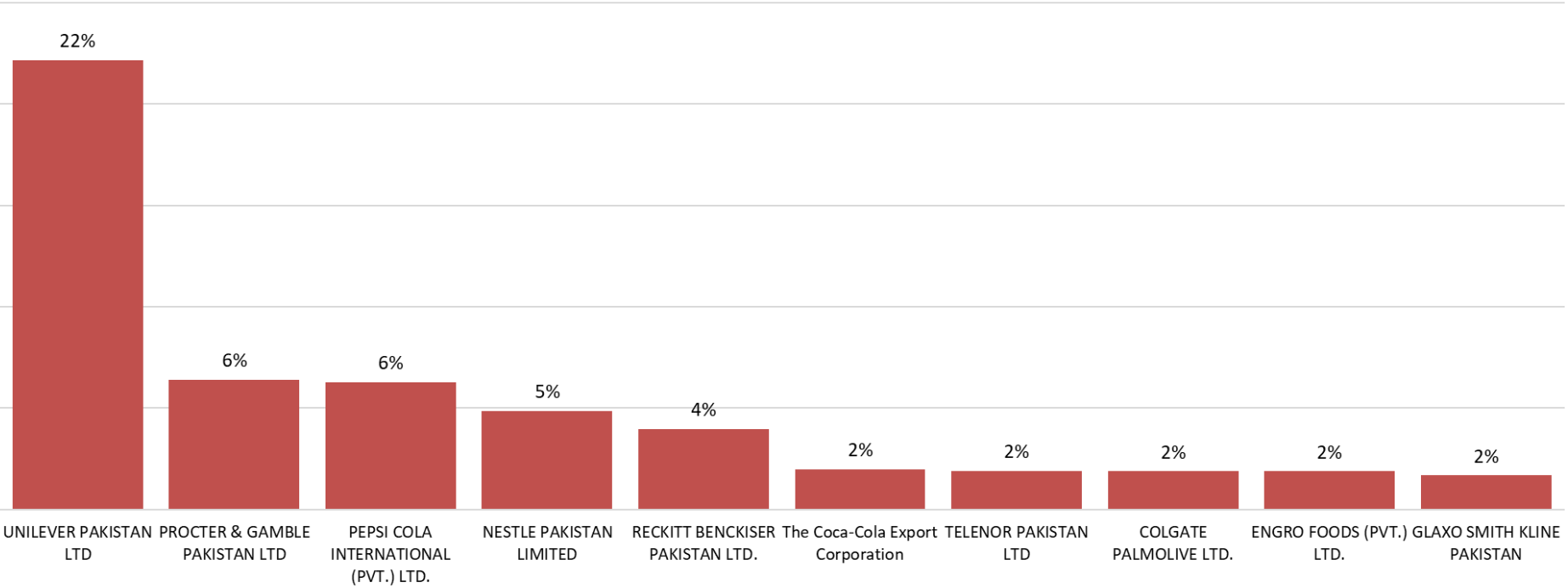
- Apr 2018 Airtime has Increased by 6% as compare to Mar-2018.

TOP 10 CATEGORIES



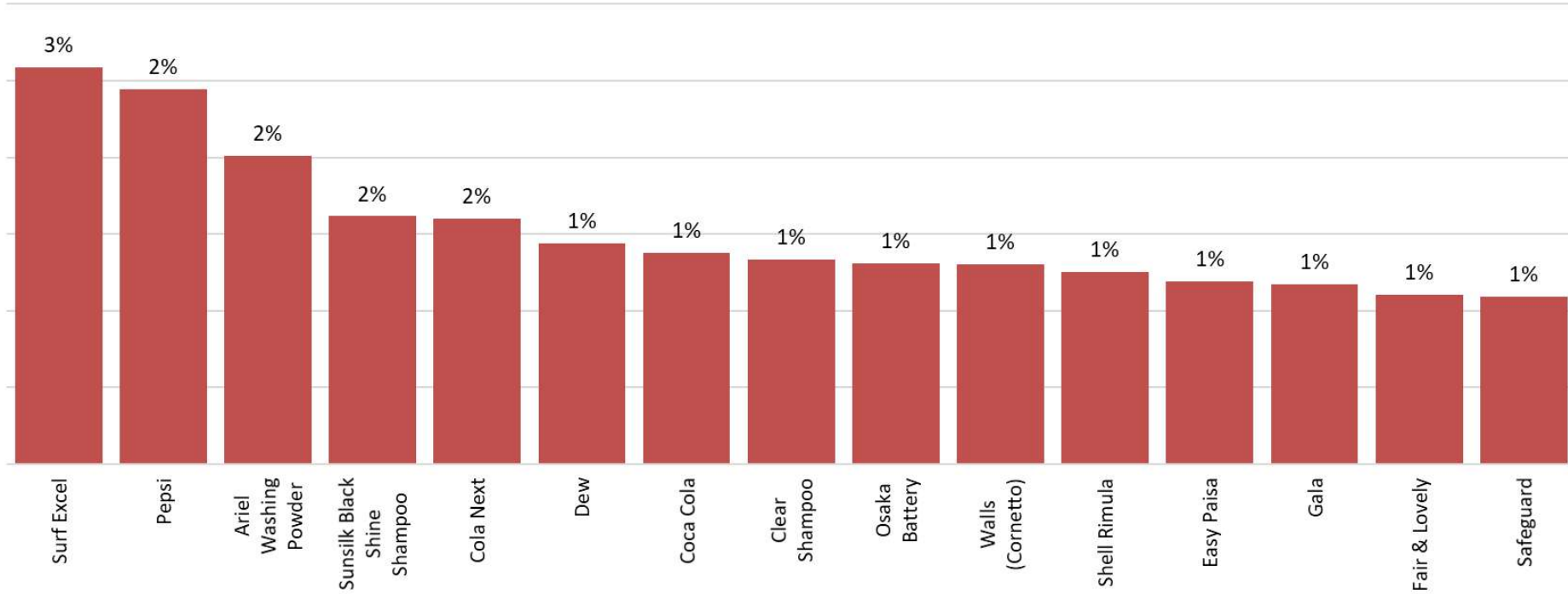
% Share of Overall Advertised Minutes

TOP 10 PLAYERS



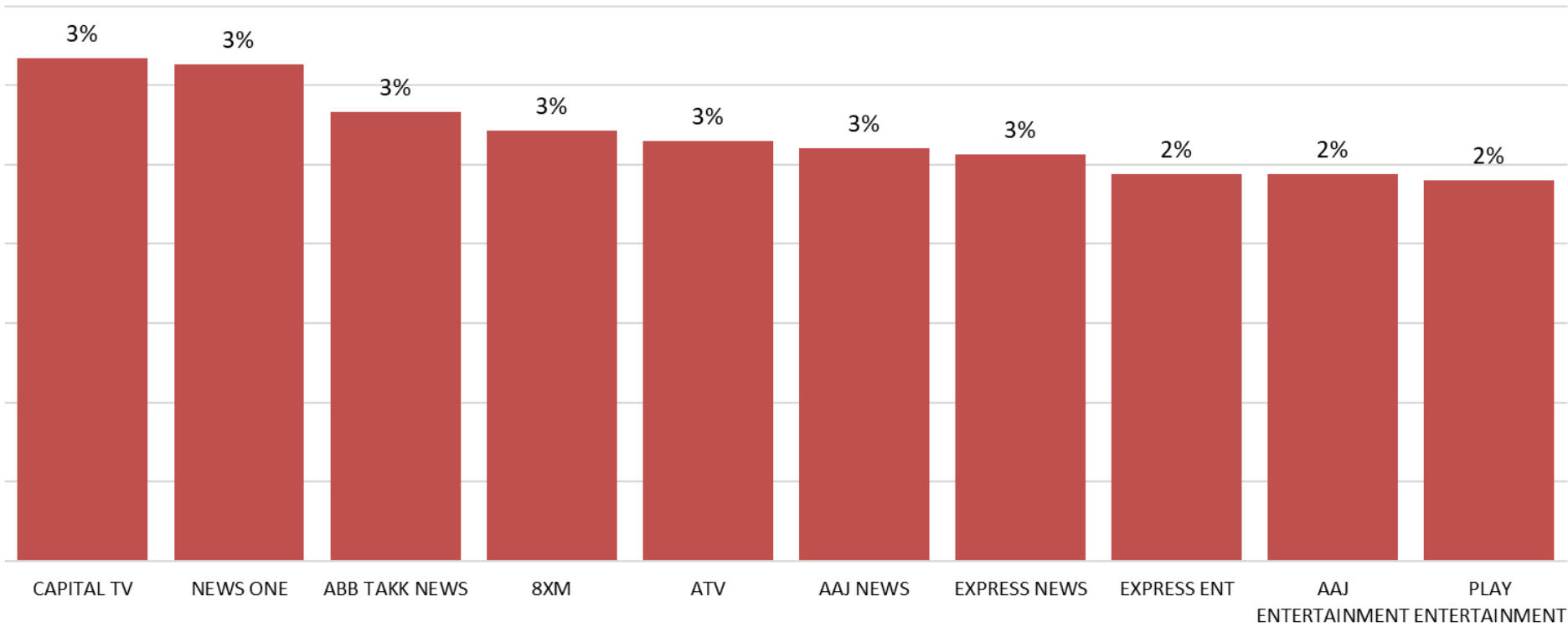
% Share of Overall Advertised Minutes

TOP 15 BRANDS



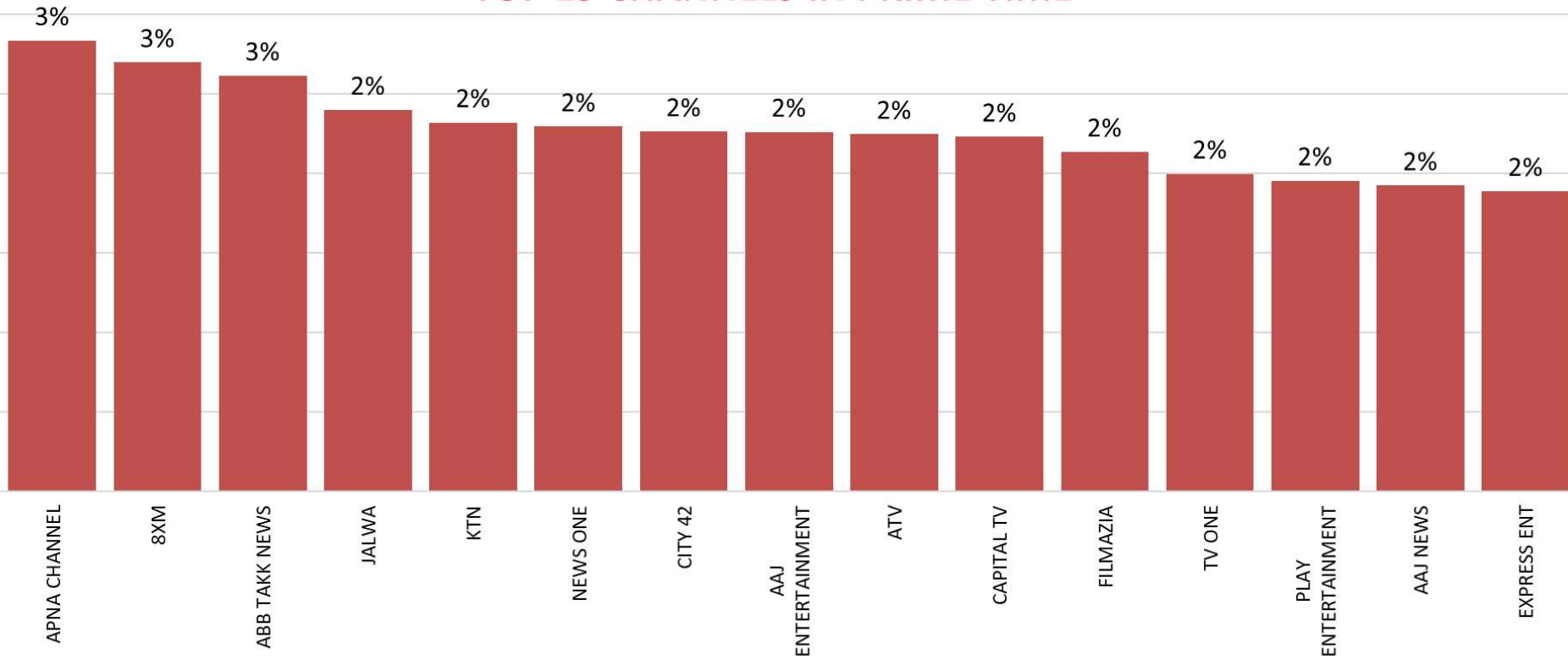
% Share of Overall Advertised Minutes
Across All Genre

TOP 10 CHANNELS

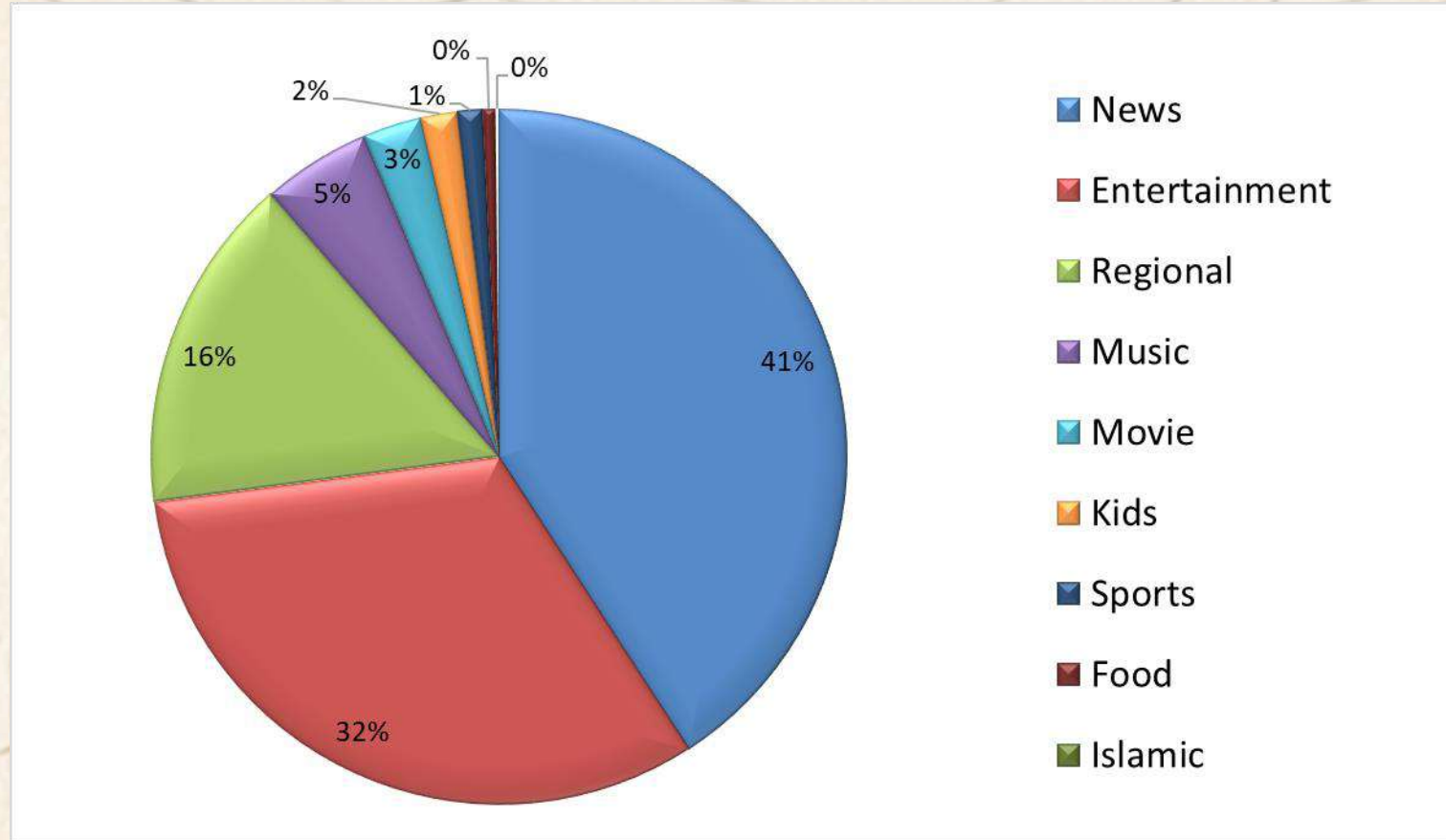


% Share of Overall Advertised Minutes
Across All Genre

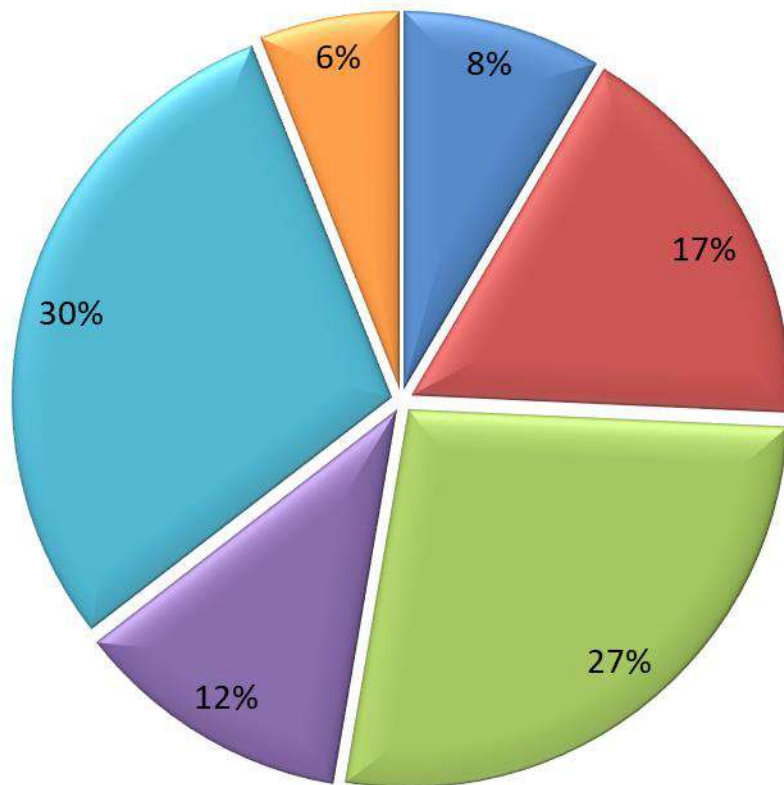
TOP 15 CHANNELS IN PRIME TIME



Genre Split

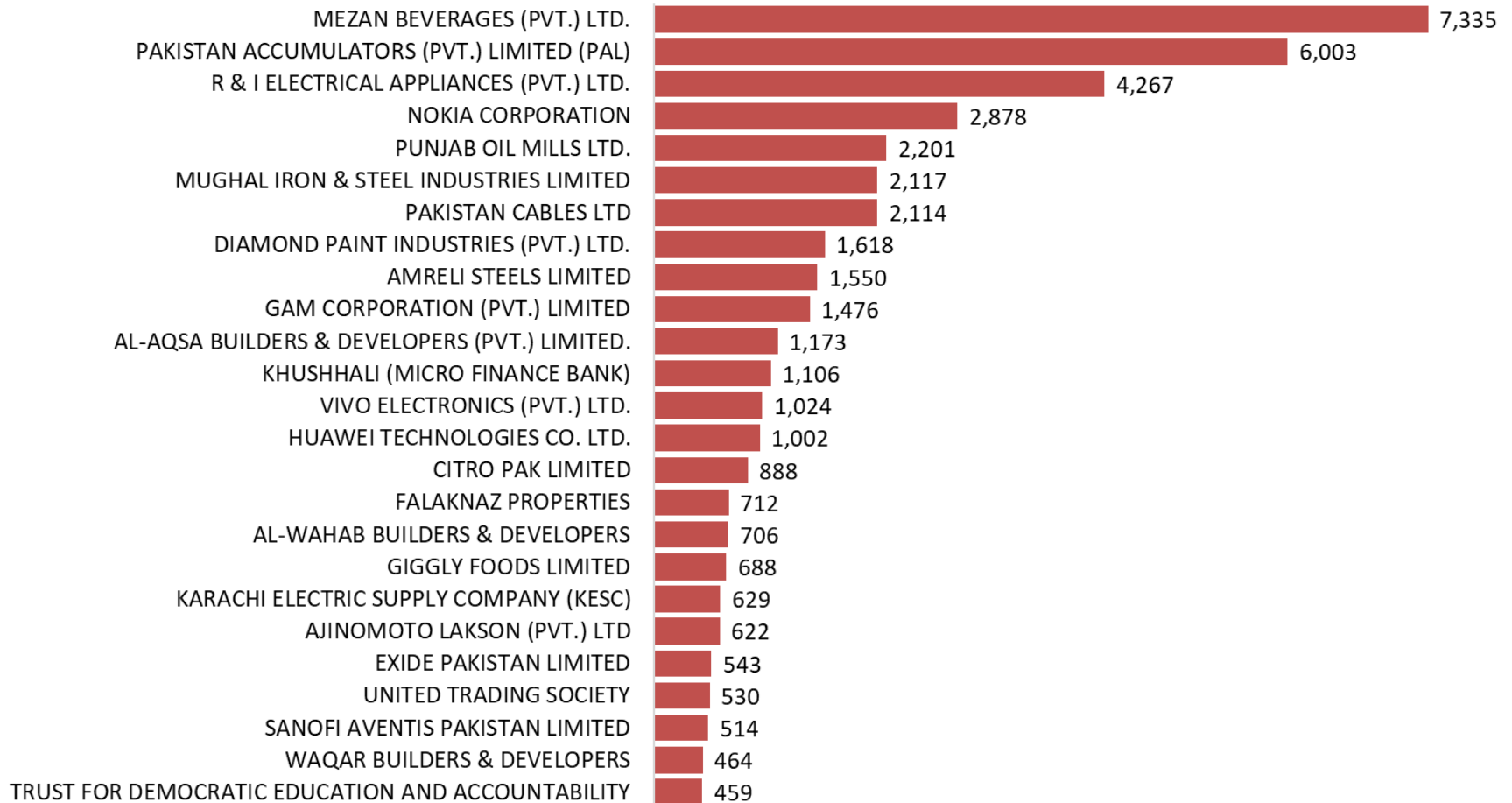


Time Band Split



- 1.Late Night
00:00 ~ 05:59
- 2.Morning Time
06:00 ~ 11:59
- 3.After Noon
12:00 ~ 16:59
- 4.Evening Time
17:00 ~ 18:59
- 5.Prime Time
19:00 ~ 22:59
- 6.Late Prime Time
23:00 ~ 23:59

ADVERTISER'S ADDED IN APRIL 2018 - TOP 25





Thank You

For any queries, please
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