

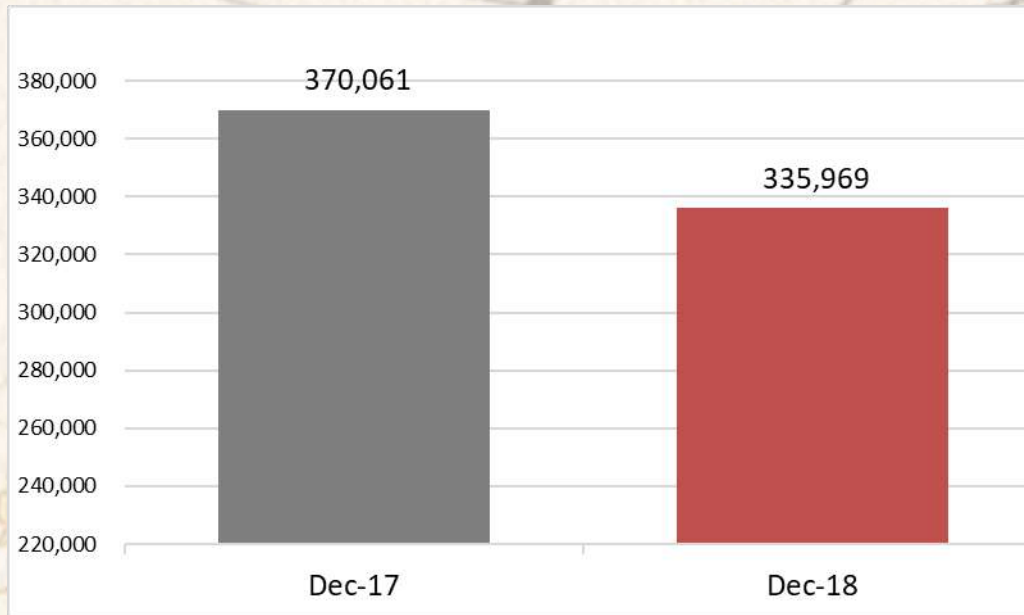
TV Analysis

Monthly
Report
Dec-2018



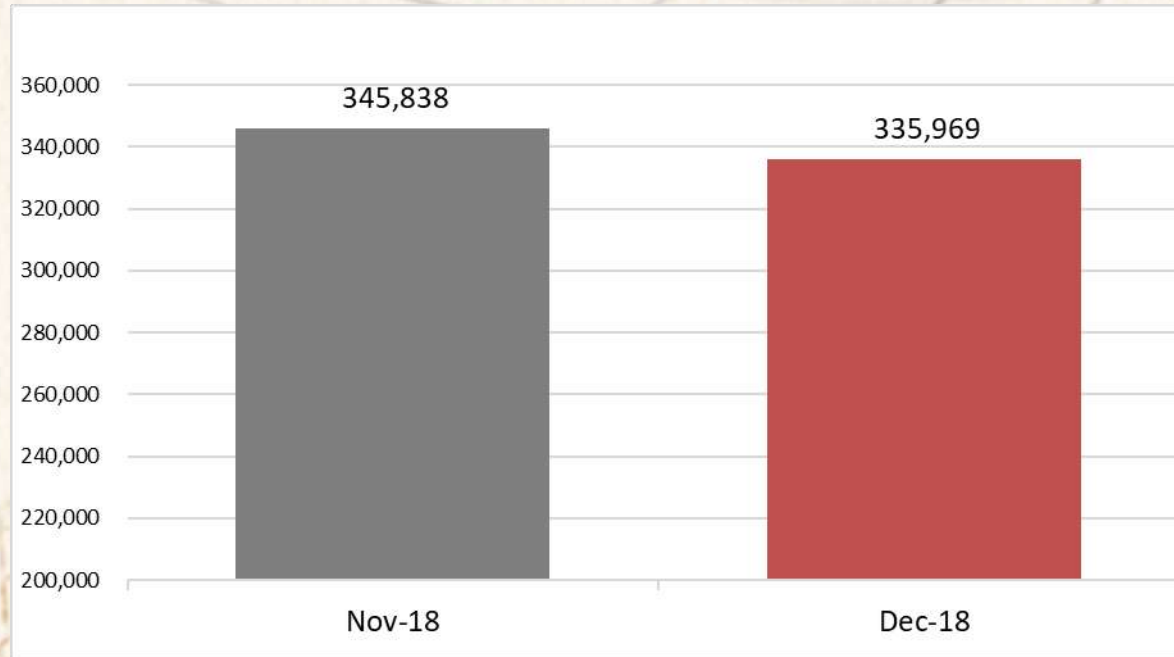
PAKISTAN ADVERTISERS SOCIETY

Comparison Dec 2017 & Dec 2018



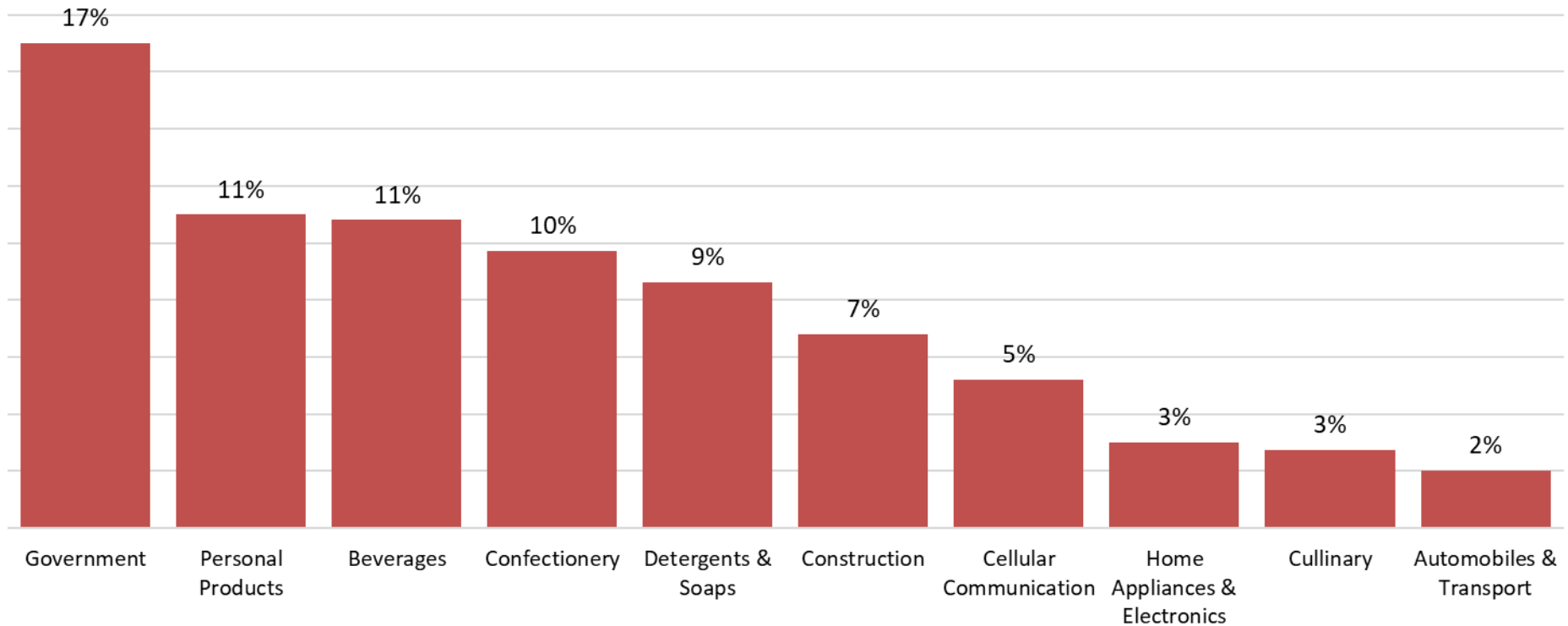
* Dec 2018 Airtime has decreased by 9% as compare to Dec 2017.

Comparison Nov-2018 & Dec-2018



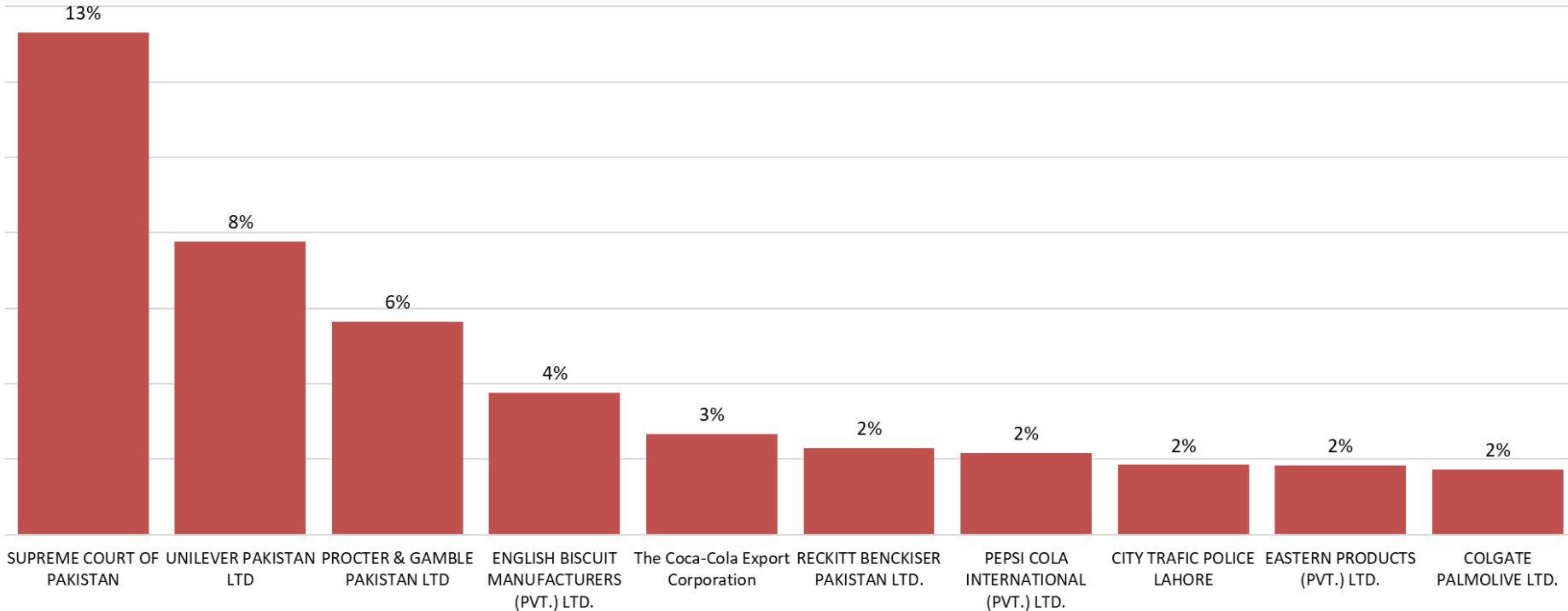
- Dec 2018 Airtime has decreased by 3% as compare to Nov-2018.

TOP 10 CATEGORIES



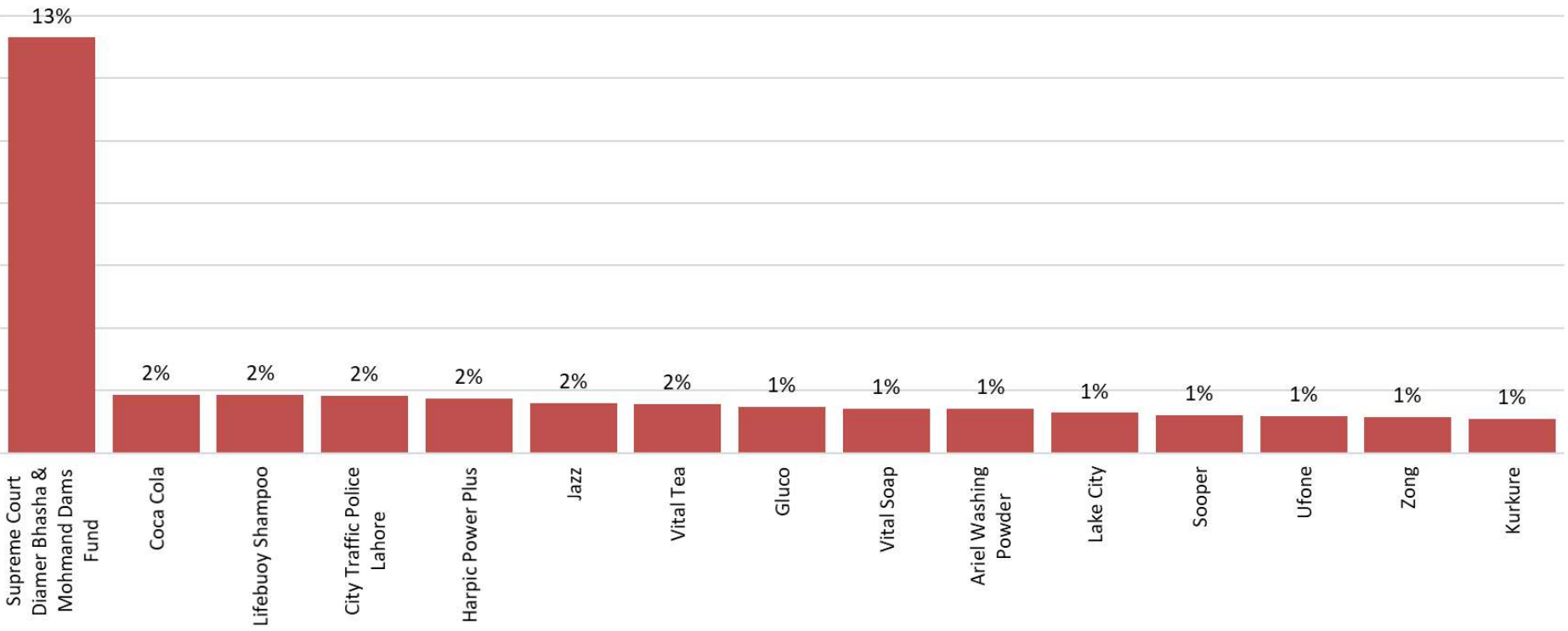
% Share of Overall Advertised Minutes

TOP 10 PLAYERS



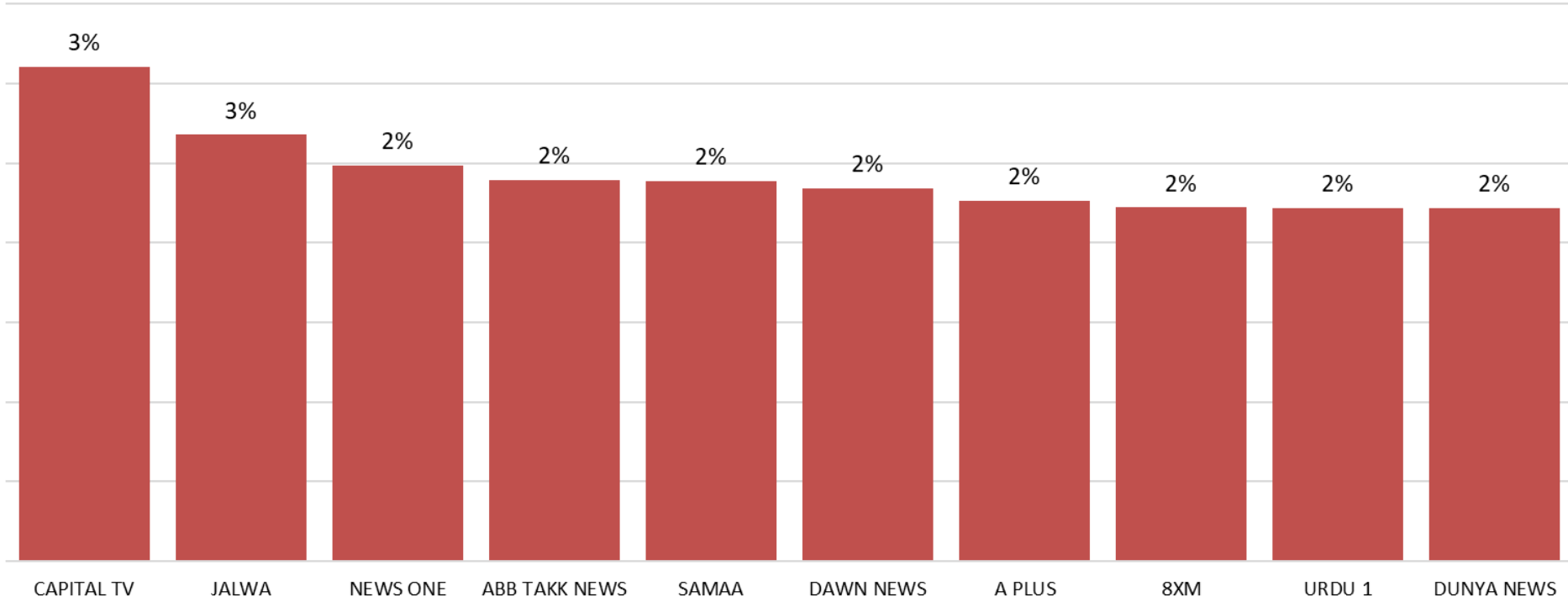
% Share of Overall Advertised Minutes

TOP 15 BRANDS



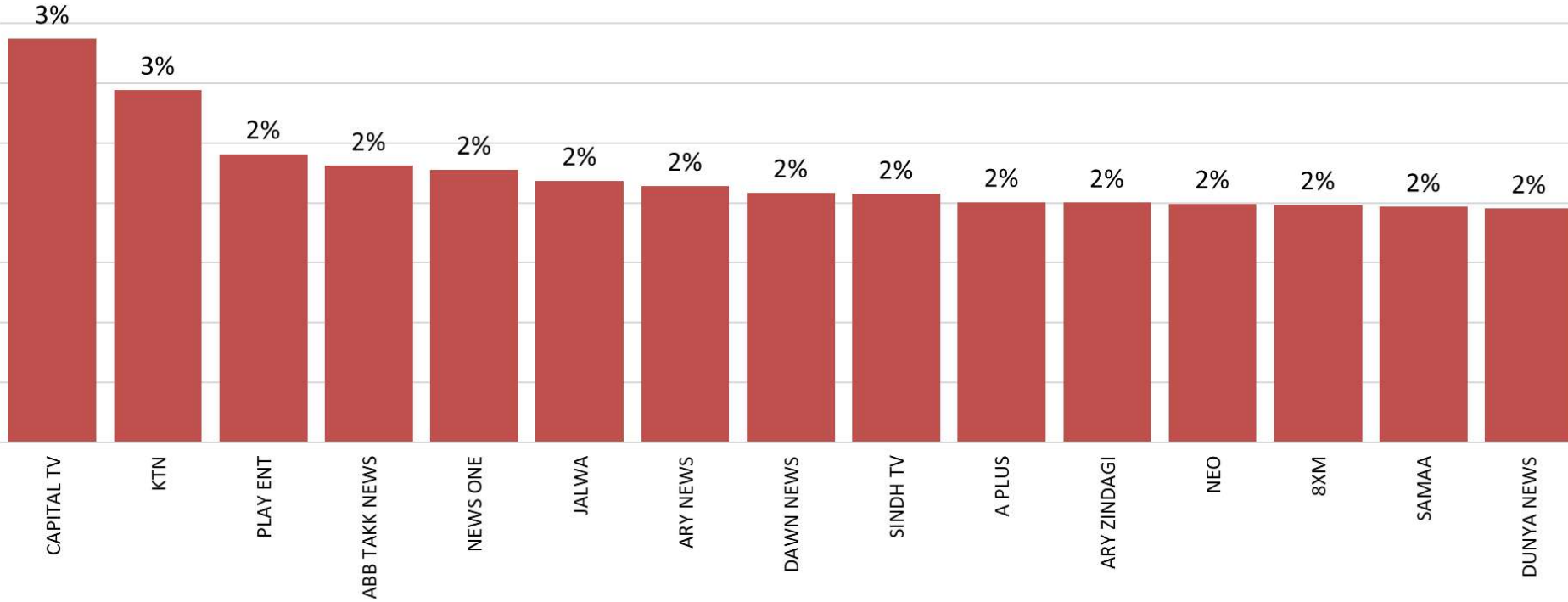
% Share of Overall Advertised Minutes
Across All Genre

TOP 10 CHANNELS

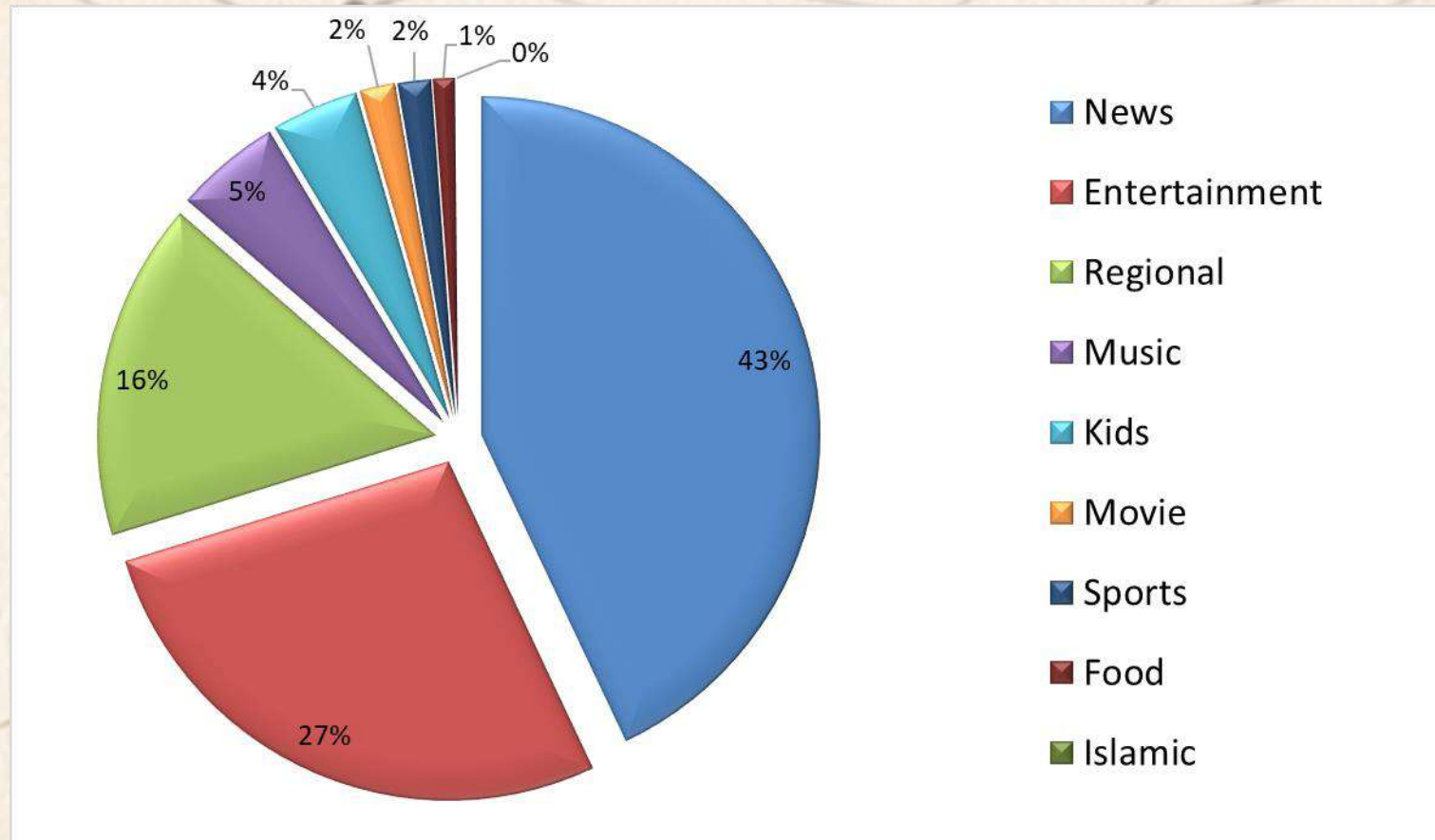


% Share of Overall Advertised Minutes
Across All Genre

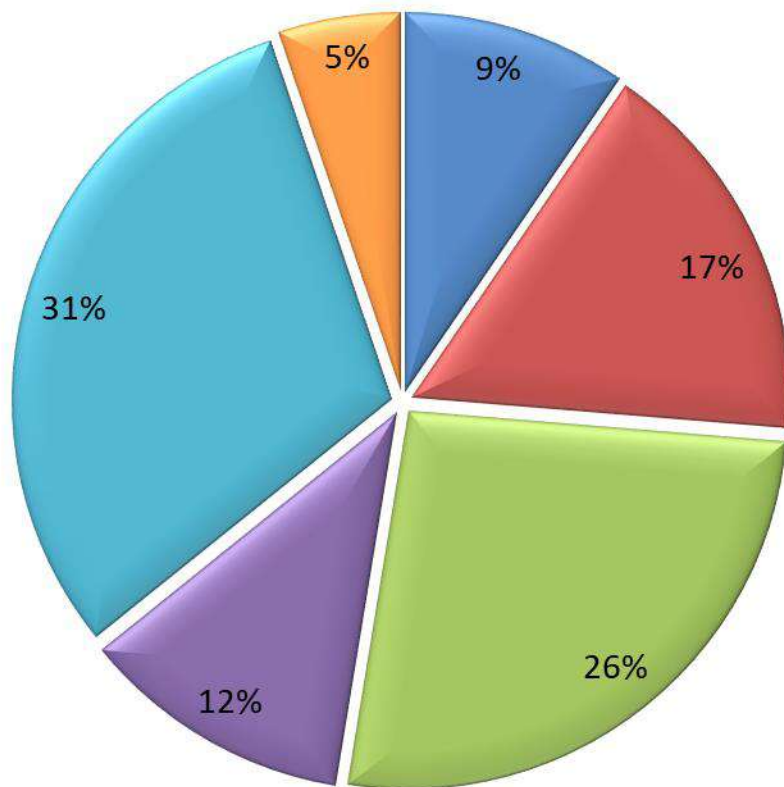
TOP 15 CHANNELS IN PRIME TIME



Genre Split

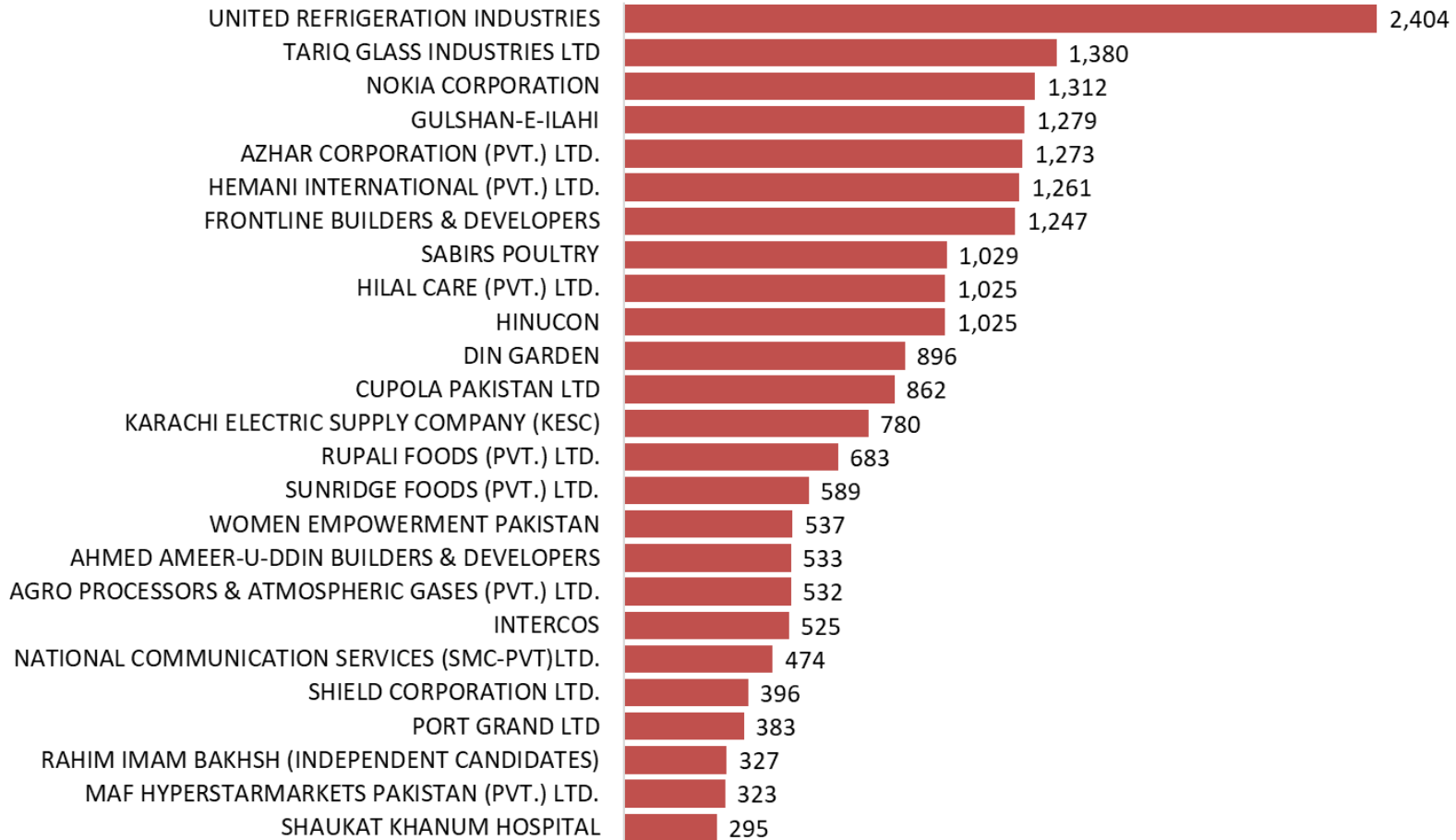


Time Band Split



- 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 DEC 2018 - TOP 25





Thank You

For any queries, please
contact us on the
below mentioned
address

akbar@mediamonitors.com.pk
info@mediamonitors.com.pk



Tel: 021-34306575-7