

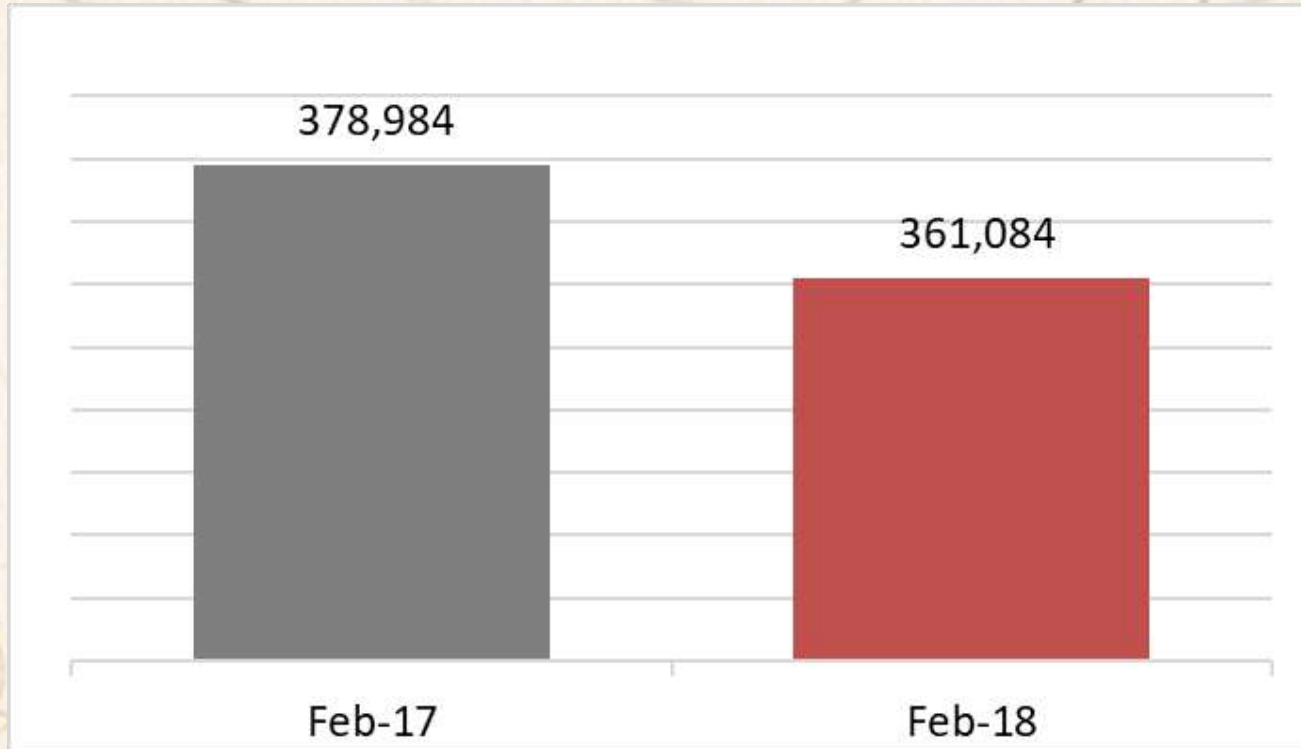
TV Analysis

Monthly
Report
Feb-2018

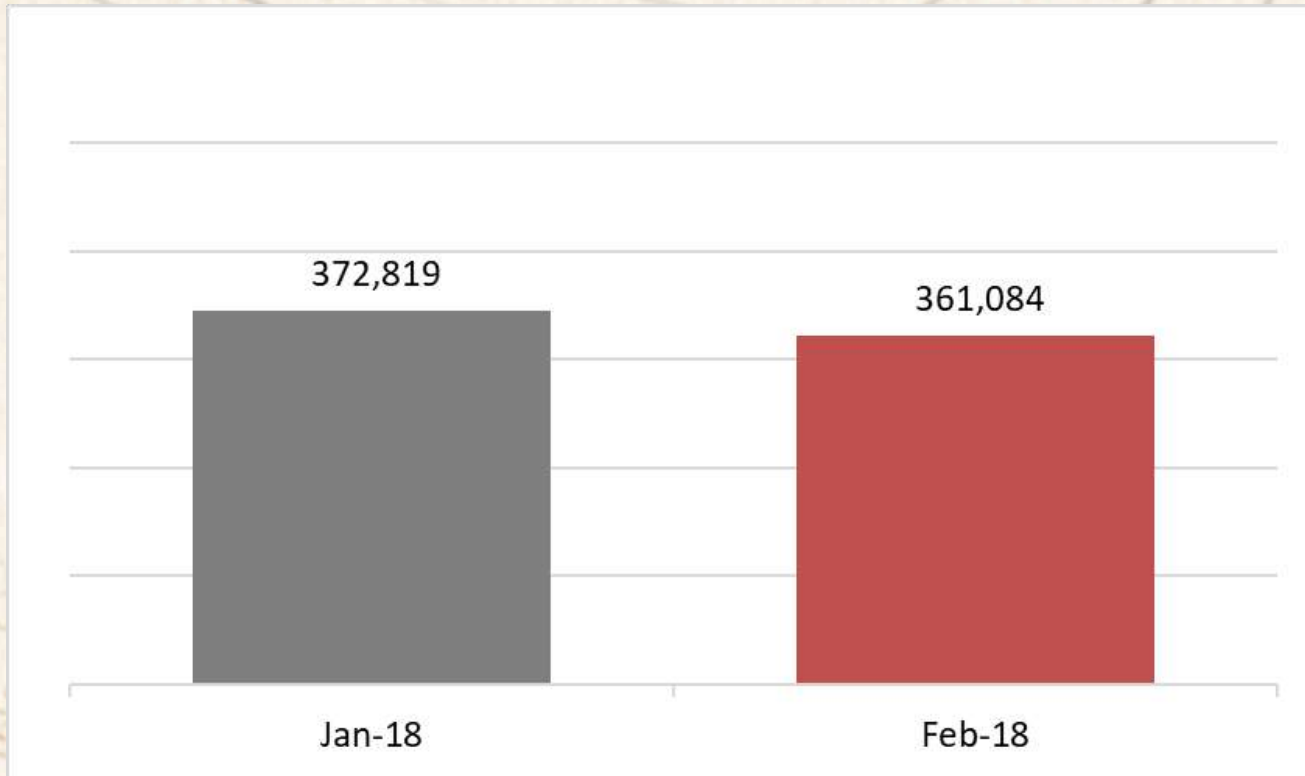


**PAKISTAN
ADVERTISERS
SOCIETY**

Comparison Feb 2017 & Feb 2018

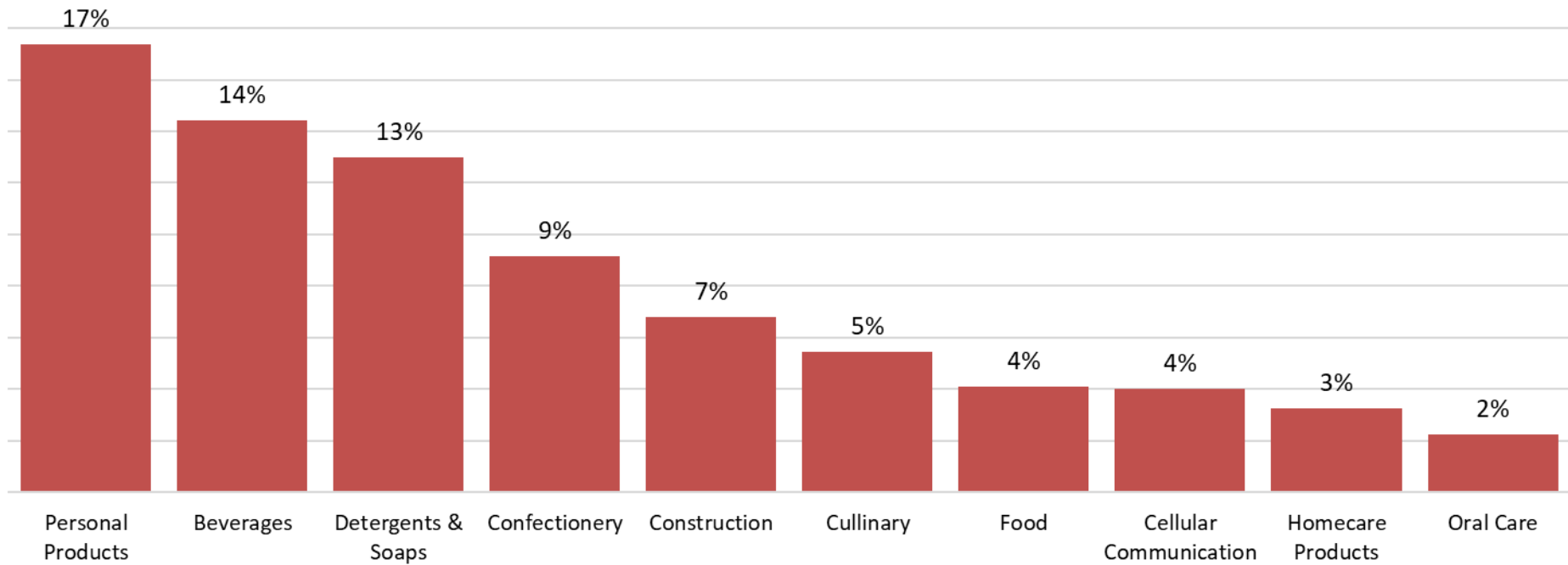


Comparison Jan-2018 & Feb-2018



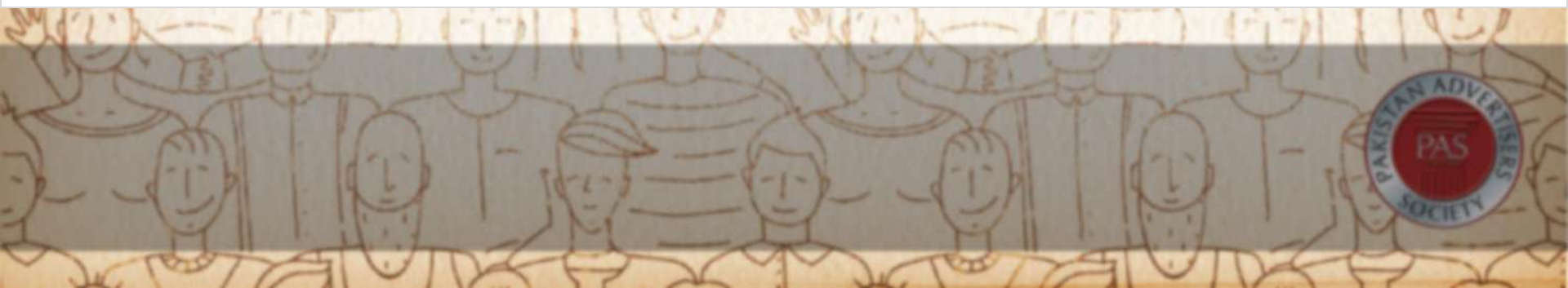
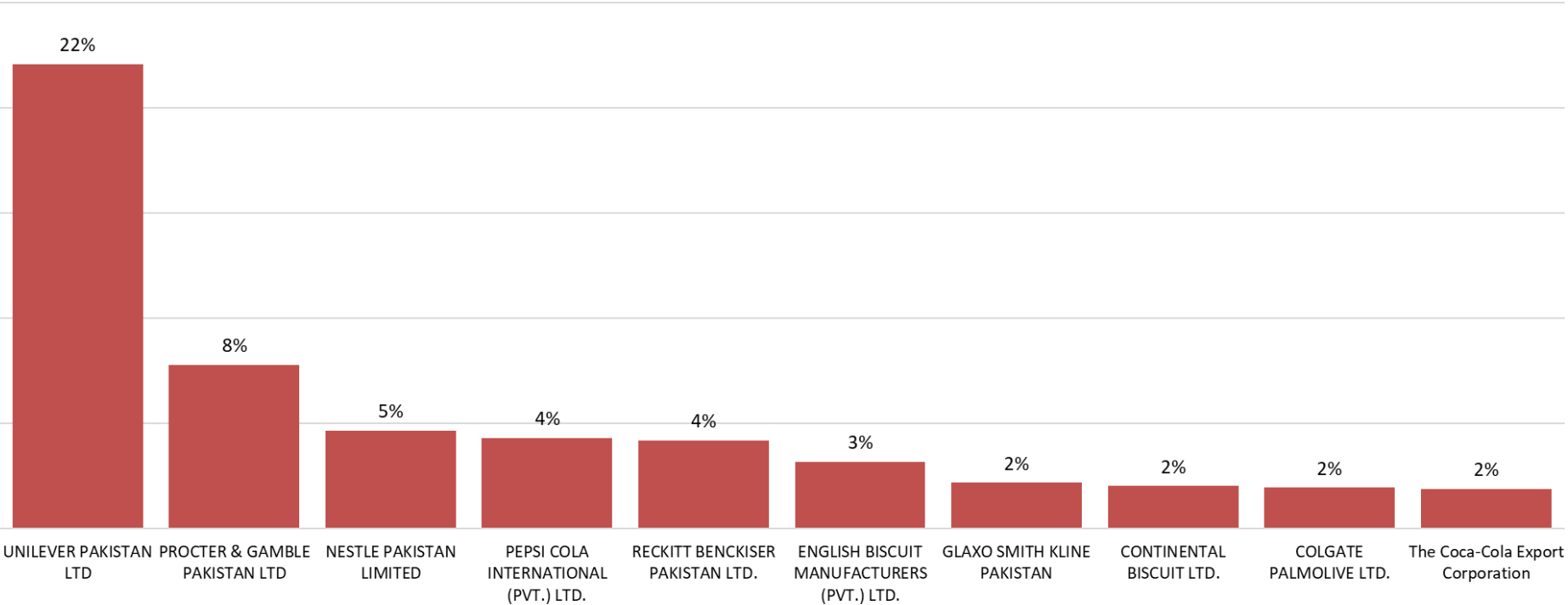
• Feb 2018 Airtime has decreased by 3% as compare to Jan-2018.

TOP 10 CATEGORIES



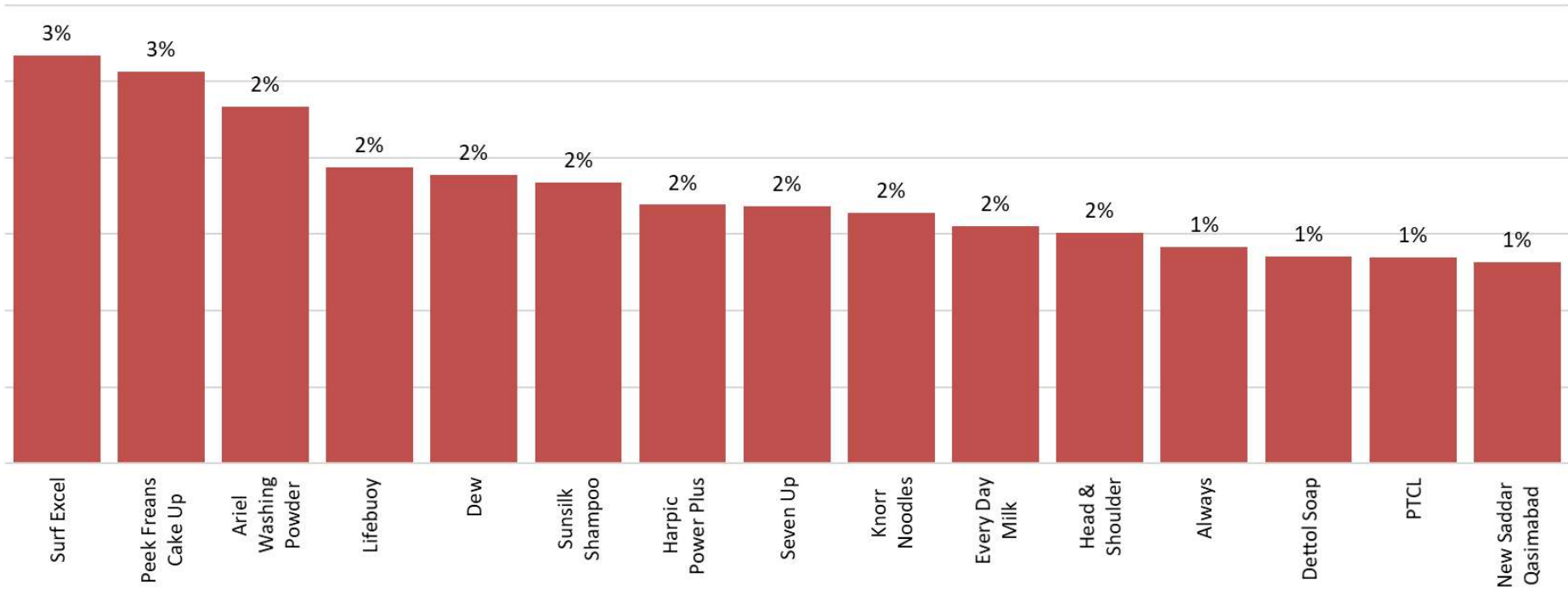
% Share of Overall Advertised Minutes

TOP 10 PLAYERS



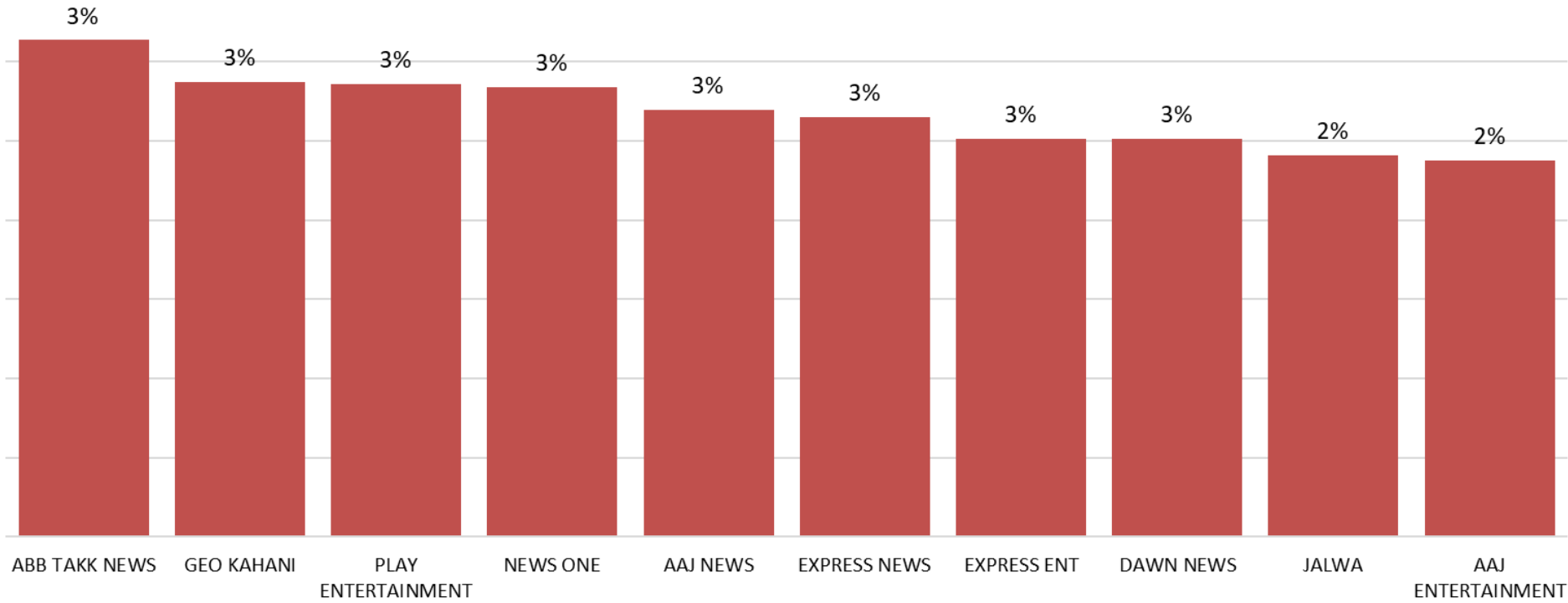
% Share of Overall Advertised Minutes

TOP 15 BRANDS



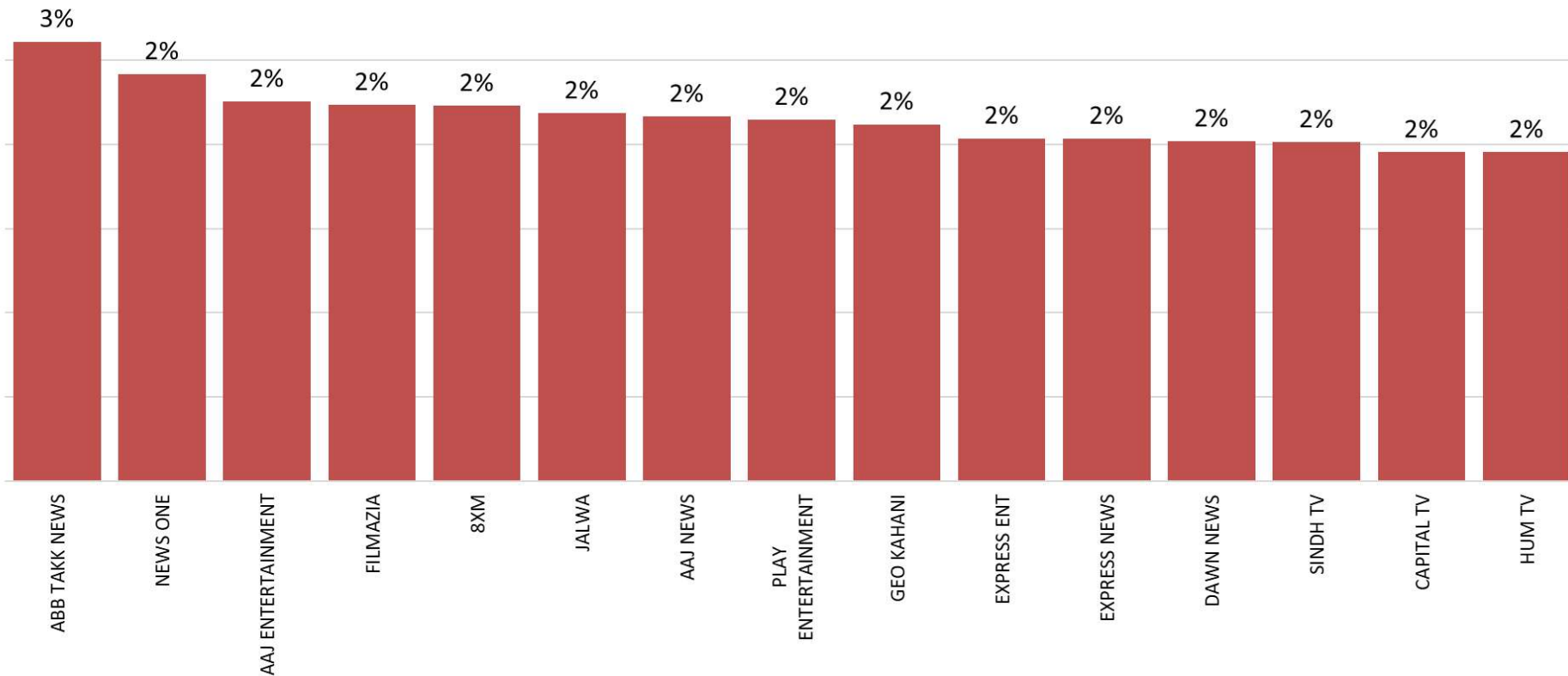
% Share of Overall Advertised Minutes
Across All Genre

TOP 10 CHANNELS

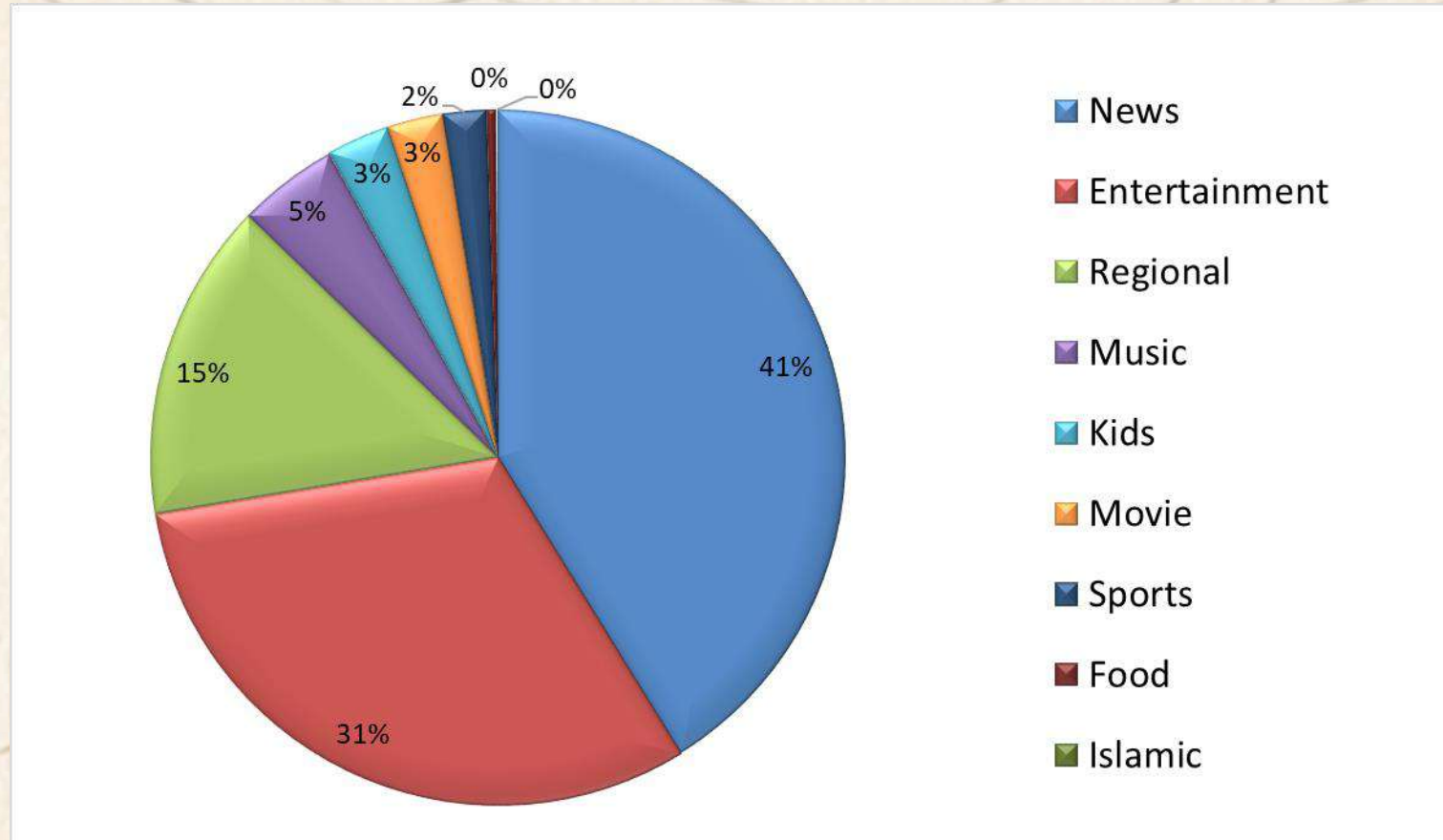


% Share of Overall Advertised Minutes
Across All Genre

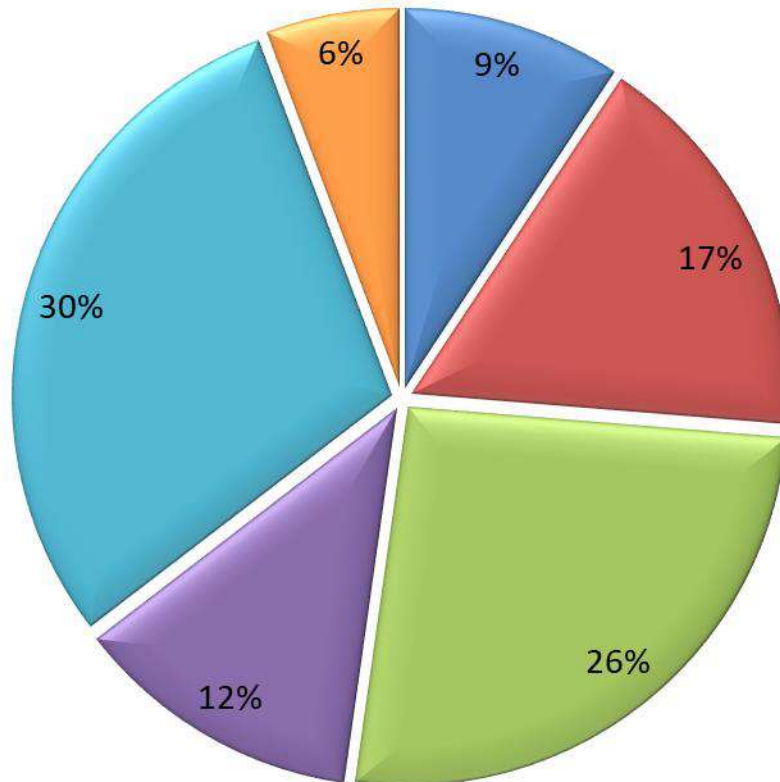
TOP 15 CHANNELS IN PRIME TIME



Genre Split

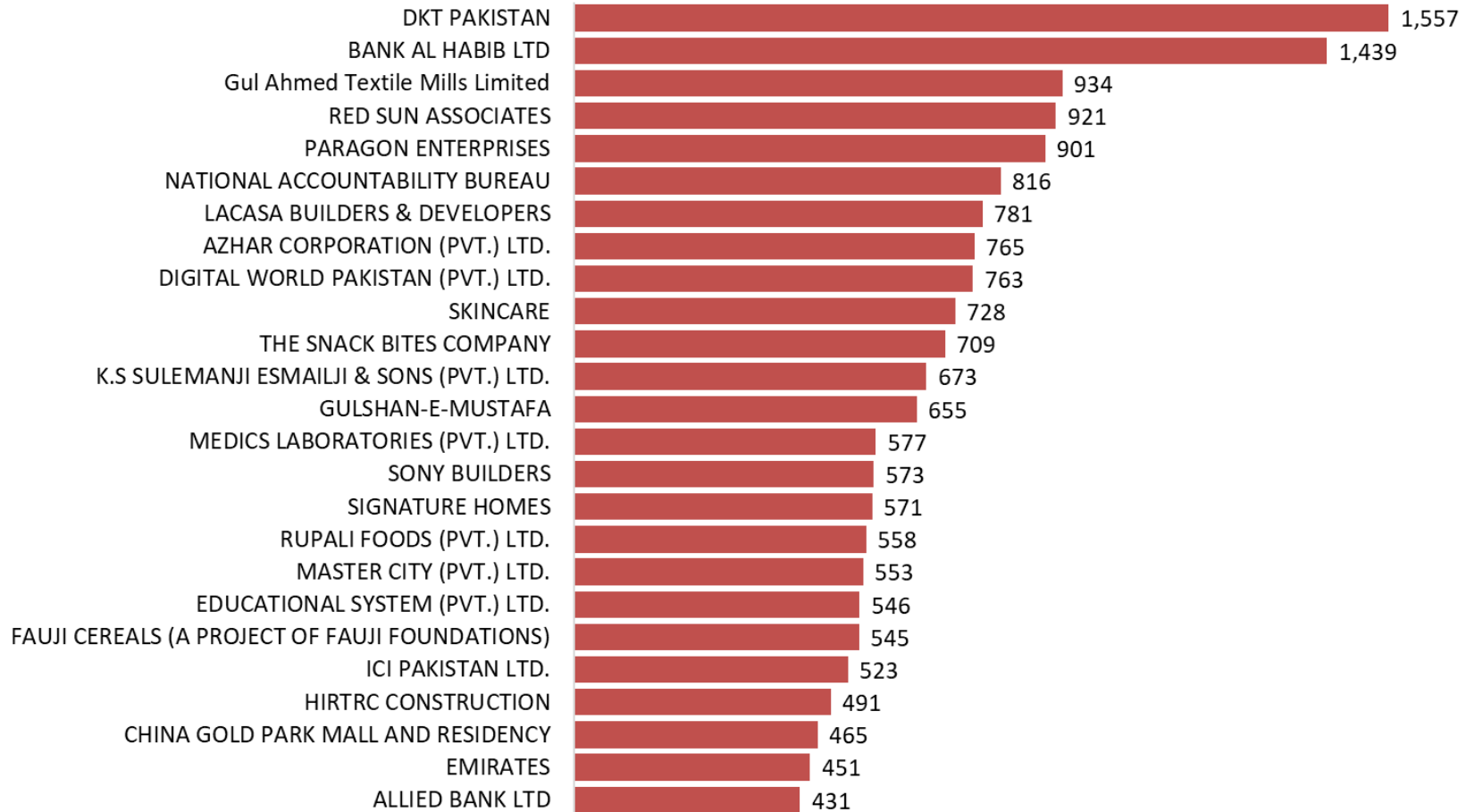


Time Band Split



- 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 FEBRUARY 2018 - TOP 25





Thank You

For any queries, please
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