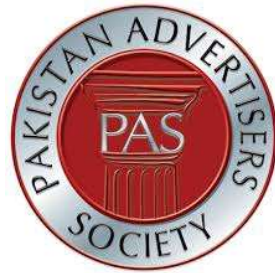


# #CablesOperatorsAuditTracking (#COAT) October Report

Compiled By

Compiled For





# 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 10<sup>th</sup> 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 12<sup>th</sup> 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	October Wave-1	October Wave-2	October Wave-3
1	Karachi	31	31	30
2	Hyderabad	4	4	4
3	Sukkur	1	1	1
4	Multan	12	12	12
5	Larkana	2	2	2
6	Lahore	42	42	41
7	Gujranwala	8	8	8
8	Faisalabad	9	9	9
9	Rwp/Isl	17	16	15
10	Peshawar	8	8	8
11	Quetta	4	4	4
12	Sahiwal	2	2	2
13	Dadu	1	1	1
14	Kohat	3	3	3
15	Shekhupura	1	1	1
16	Pak Pattan	1	1	1
17	Mirpur Khas	1	1	1
18	Mardan	1	1	1
19	Jhelum	6	6	6
20	Sialkot	5	5	5
21	Rahim Yar Khan	1	1	1
22	Bahawalpur	1	1	1
Total Coverage		162	161	158





# 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



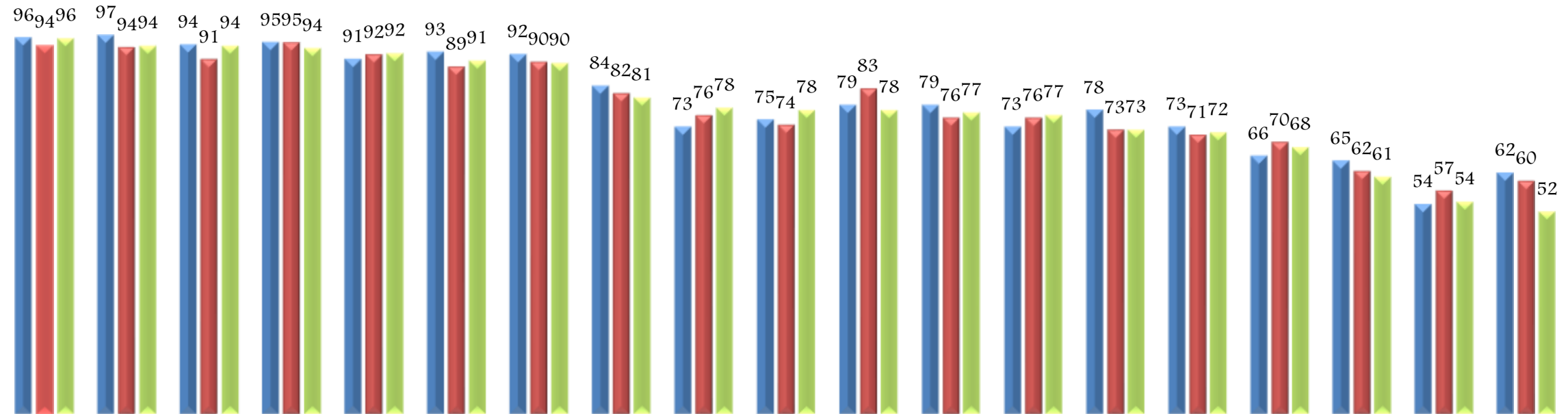


# News Channels Reach

W 1-Oct 05<sup>th</sup> to Oct 10<sup>th</sup>  
 W 2-Oct 15<sup>th</sup> to Oct 20<sup>th</sup>  
 W 3-Oct 25<sup>th</sup> to Oct 31<sup>st</sup>

■ Oct W 1 ■ Oct W 2 ■ Oct W 3

Showing Reach



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

\*Showing those channels which have more than 50% Reach

Base : W-180 162 CO/ W-181 161 CO/ W-182 158 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 <sup>nd</sup> 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

Oct W 1

Oct W 2

Oct W 3

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 wave

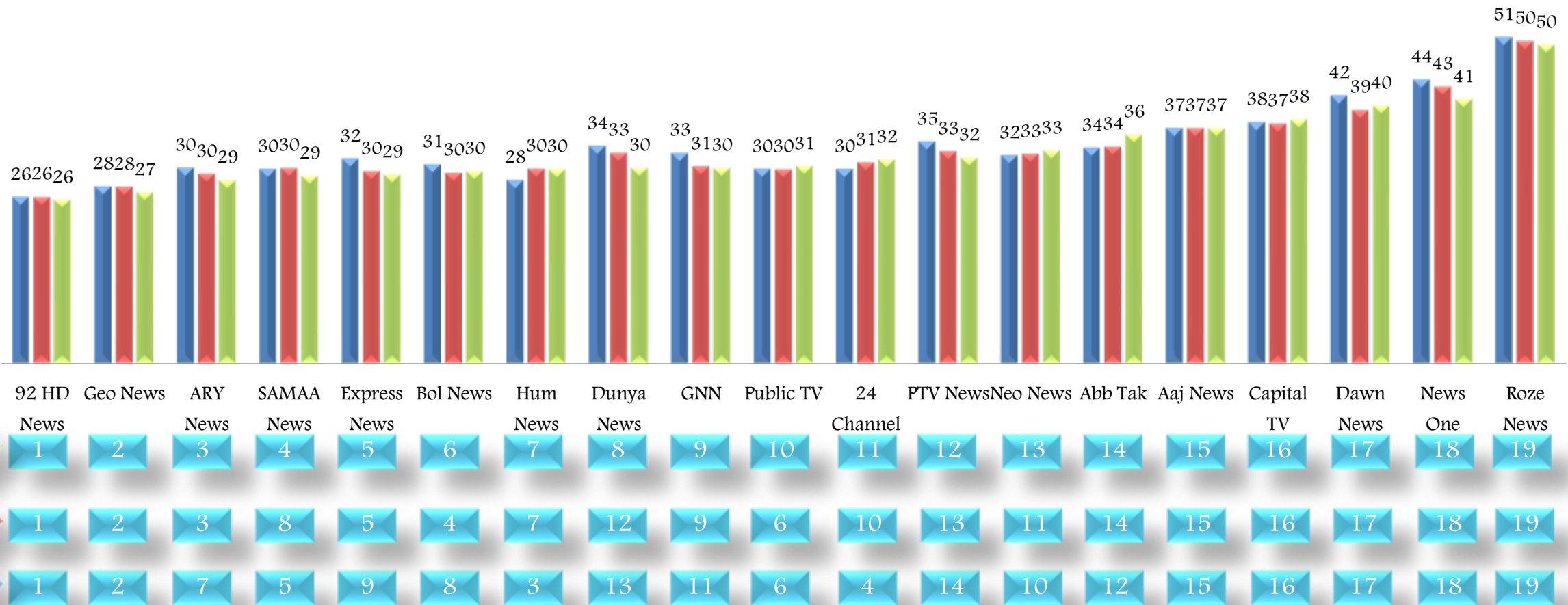




# News Channels Position

W 1-Oct 05<sup>th</sup> to Oct 10<sup>th</sup>  
 W 2-Oct 15<sup>th</sup> to Oct 20<sup>th</sup>  
 W 3-Oct 25<sup>th</sup> to Oct 31<sup>st</sup>

Oct W 1 Oct W 2 Oct W 3



\*Showing those channels which have more than 50% Reach

Base : W-180 162 CO/ W-181 161 CO/ W-182 158 CO In top 22 cities



# Channels Bouquet Position

Oct W 1

Oct W 2

Oct W 3

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*

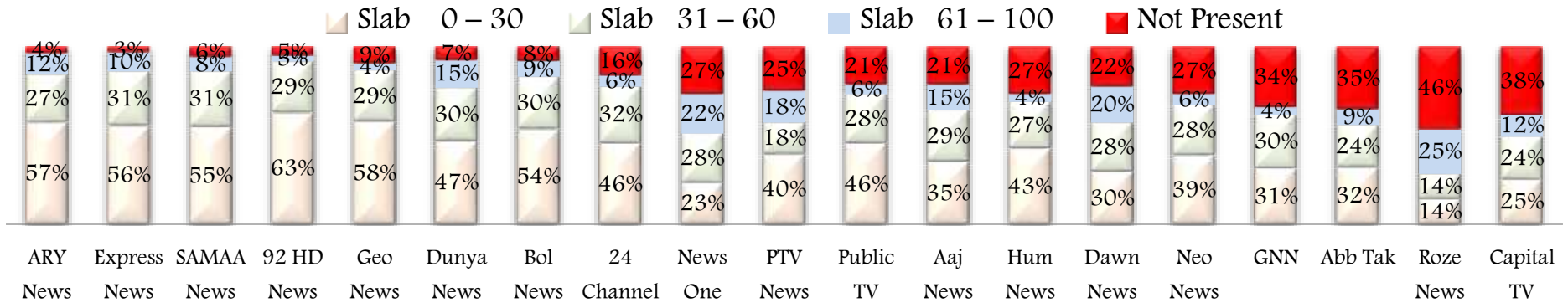




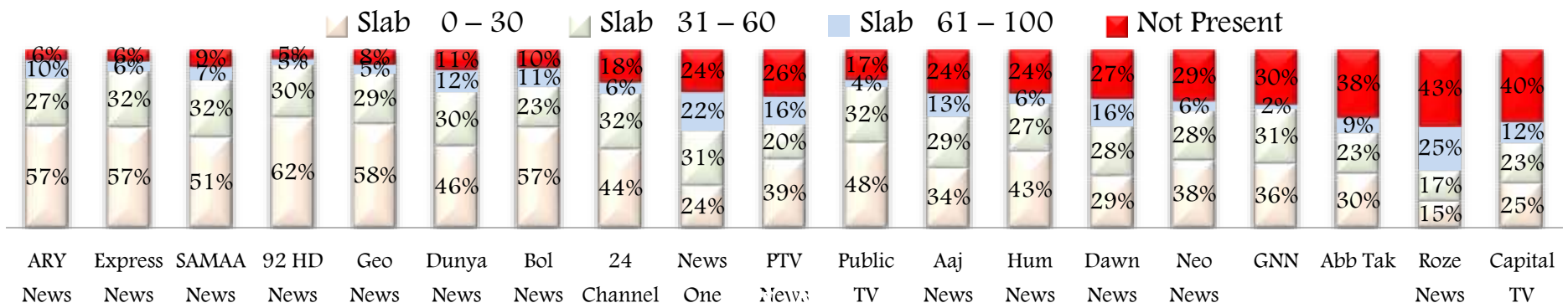
# Slab Wise Placement

W 1-Oct 05<sup>th</sup> to Oct 10<sup>th</sup>  
 W 2-Oct 15<sup>th</sup> to Oct 20<sup>th</sup>  
 W 3-Oct 25<sup>th</sup> to Oct 31<sup>st</sup>

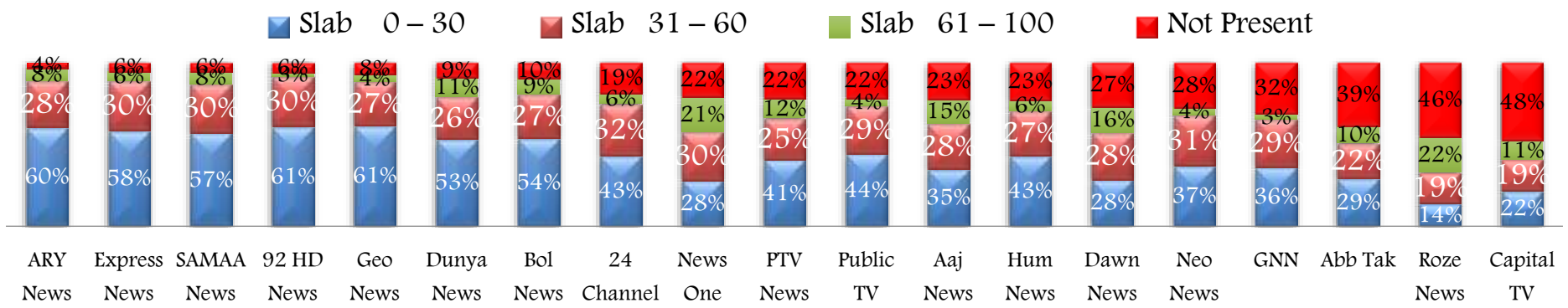
Oct W 1



Oct W 2



Oct W 3



\*Showing those channels which have more than 50% Reach

Base : W-180 162 CO/ W-181 161 CO/ W-182 158 CO In top 22 cities



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# Entertainment Channels Analysis

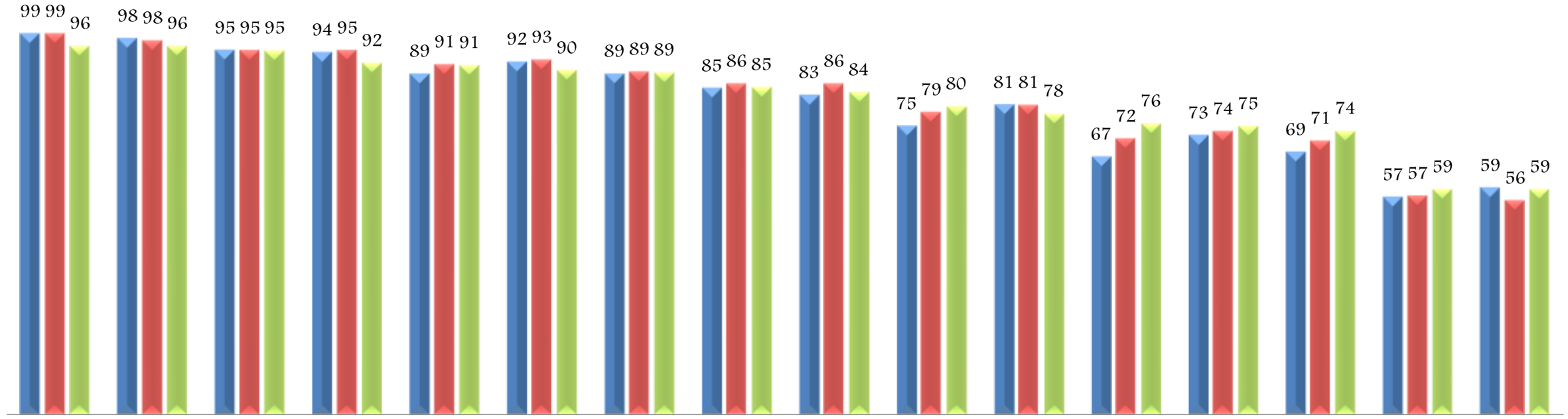


# Entertainment Channels Reach

W 1-Oct 05<sup>th</sup> to Oct 10<sup>th</sup>  
 W 2-Oct 15<sup>th</sup> to Oct 20<sup>th</sup>  
 W 3-Oct 25<sup>th</sup> to Oct 31<sup>st</sup>

■ Oct W 1 ■ Oct W 2 ■ Oct W 3

Showing Reach



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

\*Showing those channels which have more than 50% Reach

Base : W-180 162 CO/ W-181 161 CO/ W-182 158 CO In top 22 cities





# Channels Reach Comparison in Levels Format

Oct W 1

Oct W 2

Oct W 3

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

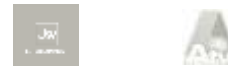


Level 2 [ 51% to 70%]

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 wave*

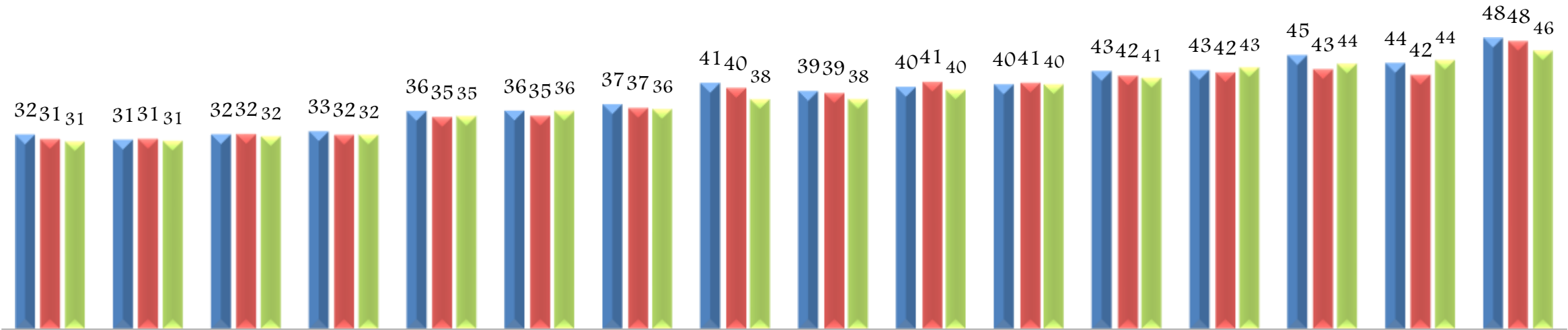




# Entertainment Channels Position

W 1-Oct 05<sup>th</sup> to Oct 10<sup>th</sup>  
 W 2-Oct 15<sup>th</sup> to Oct 20<sup>th</sup>  
 W 3-Oct 25<sup>th</sup> to Oct 31<sup>st</sup>

Oct W 1   Oct W 2   Oct W 3



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

\*Showing those channels which have more than 50% Reach

Base : W-180 162 CO/ W-181 161 CO/ W-182 158 CO In top 22 cities



# Channels Bouquet Position

Oct W 1

Oct W 2

Oct W 3

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*

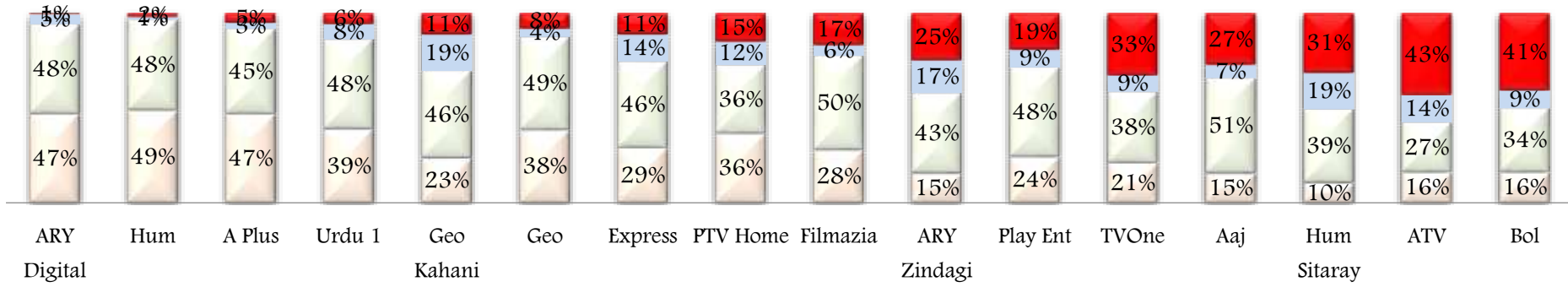


# Slab Wise Placement

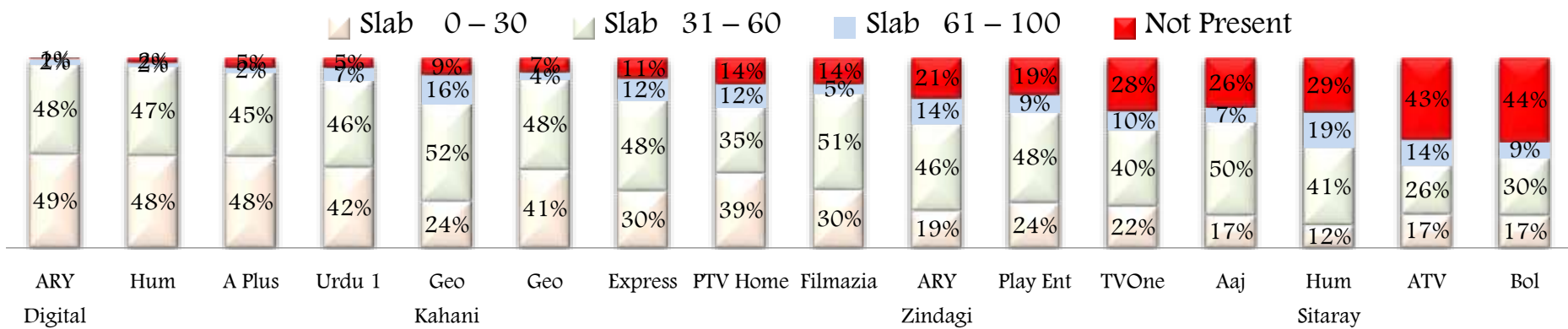
W 1-Oct 05<sup>th</sup> to Oct 10<sup>th</sup>  
 W 2-Oct 15<sup>th</sup> to Oct 20<sup>th</sup>  
 W 3-Oct 25<sup>th</sup> to Oct 31<sup>st</sup>

Slab 0-30 Slab 31-60 Slab 61-100 Not Present

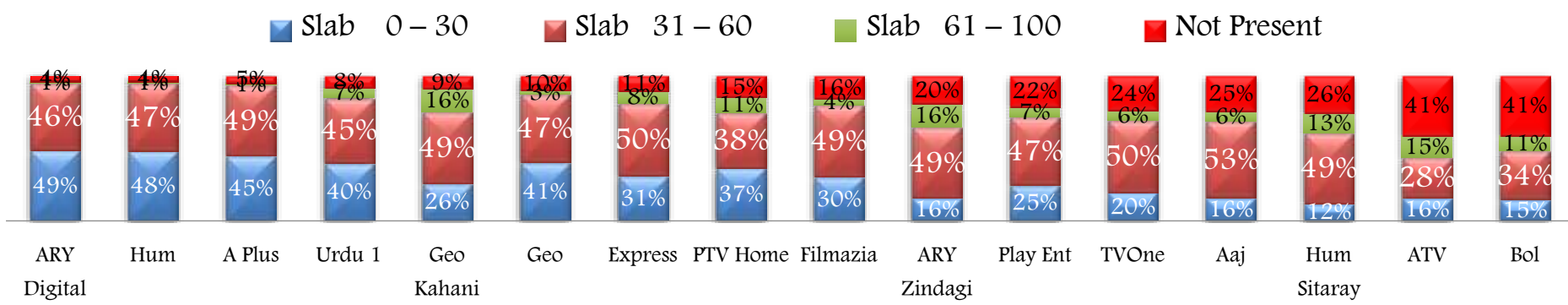
Oct W 1



Oct W 2



Oct W 3



\*Showing those channels which have more than 50% Reach

Base : W-180 162 CO/ W-181 161 CO/ W-182 158 CO In top 22 cities



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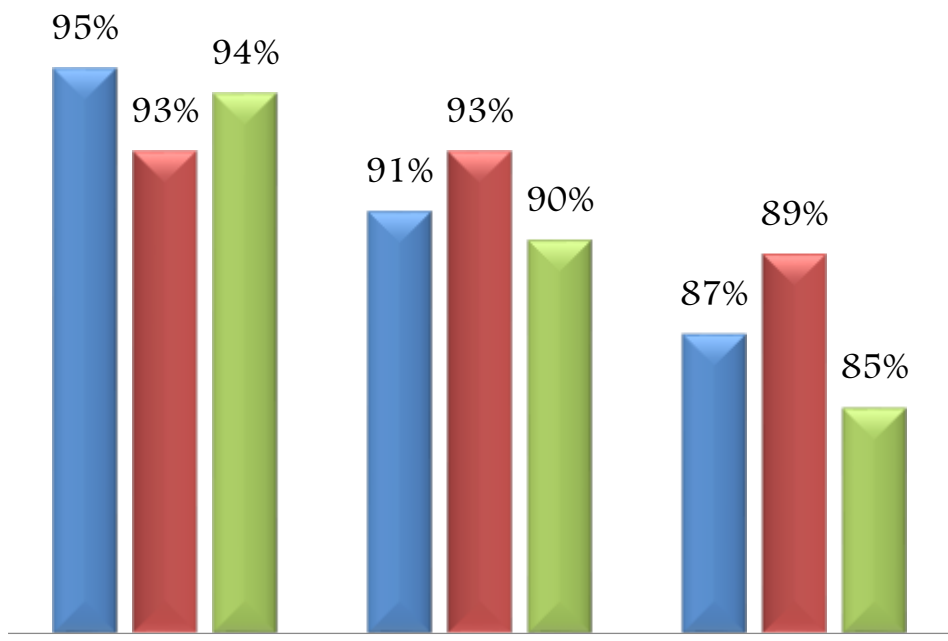
# Sports Channels Analysis



# Sports Channels Reach & AVG Position

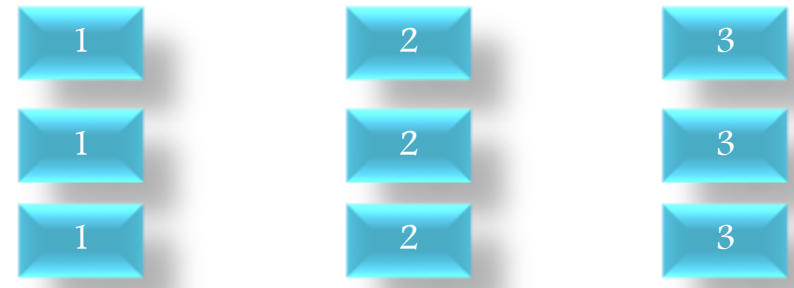
W 1-Oct 05 <sup>th</sup> to	Oct 10 <sup>th</sup>
W 2-Oct 15 <sup>th</sup> to	Oct 20 <sup>th</sup>
W 3-Oct 25 <sup>th</sup> to	Oct 31 <sup>st</sup>

■ Oct W 1    ■ Oct W 2    ■ Oct W 3  
**Reach**

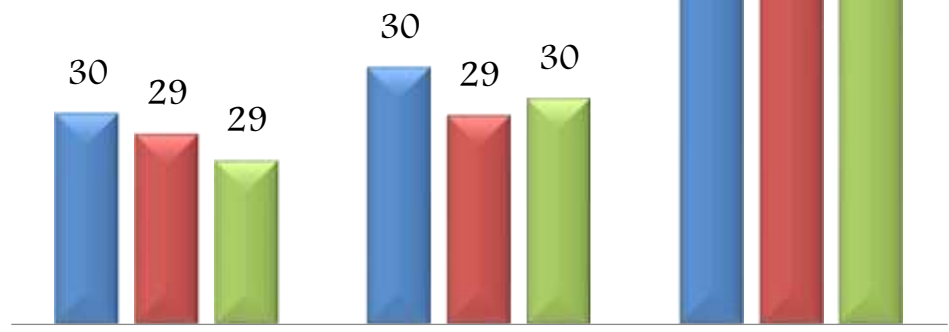


TEN Sports      PTV Sports      Geo Super

➔ W 3 Rank  
➔ W 2 Rank  
➔ W 1 Rank

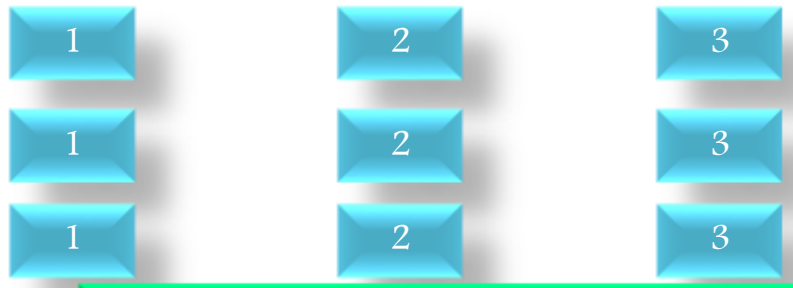


■ Oct W 1    ■ Oct W 2    ■ Oct W 3  
**Position**



PTV Sports      TEN Sports      Geo Super

➔ W 3 Rank  
➔ W 2 Rank  
➔ W 1 Rank



Base : W-180 162 CO/ W-181 161 CO/ W-182 158 CO In top 22 cities



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# **International Channels Analysis**

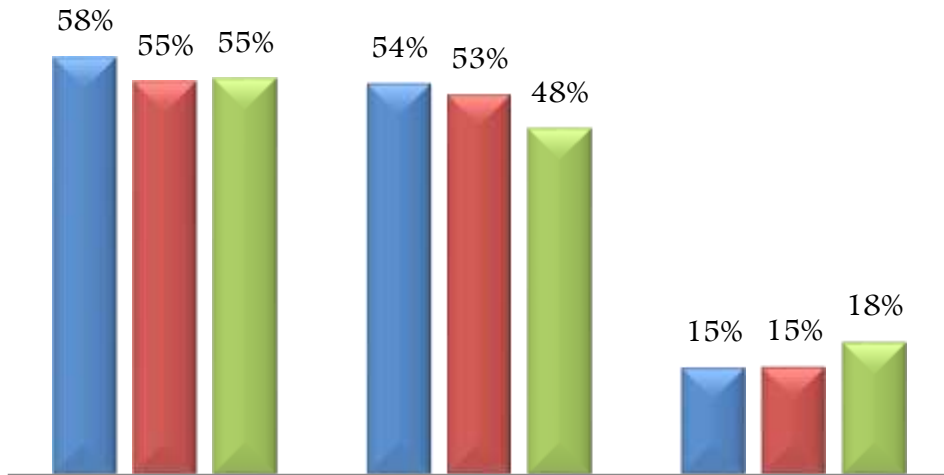


# International Channels Reach

W 1-Oct 05<sup>th</sup> to Oct 10<sup>th</sup>  
W 2-Oct 15<sup>th</sup> to Oct 20<sup>th</sup>  
W 3-Oct 25<sup>th</sup> to Oct 31<sup>st</sup>

News

■ Oct W 1 ■ Oct W 2 ■ Oct W 3

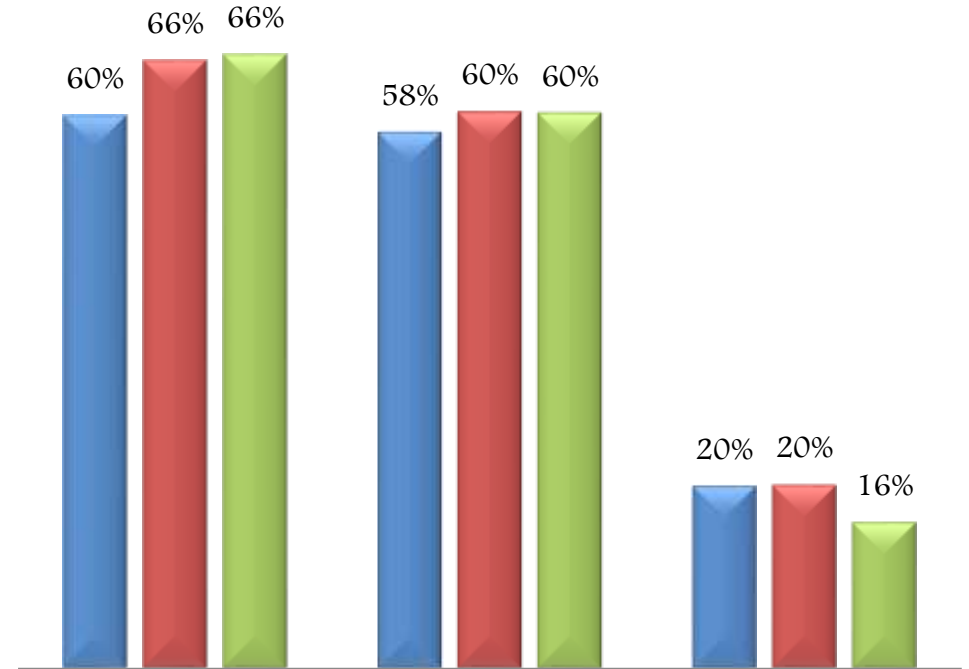


W 3 Rank  
W 2 Rank  
W 1 Rank

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

Informative

■ Oct W 1 ■ Oct W 2 ■ Oct W 3



W 3 Rank  
W 2 Rank  
W 1 Rank

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

Base : W-180 162 CO/ W-181 161 CO/ W-182 158 CO In top 22 cities



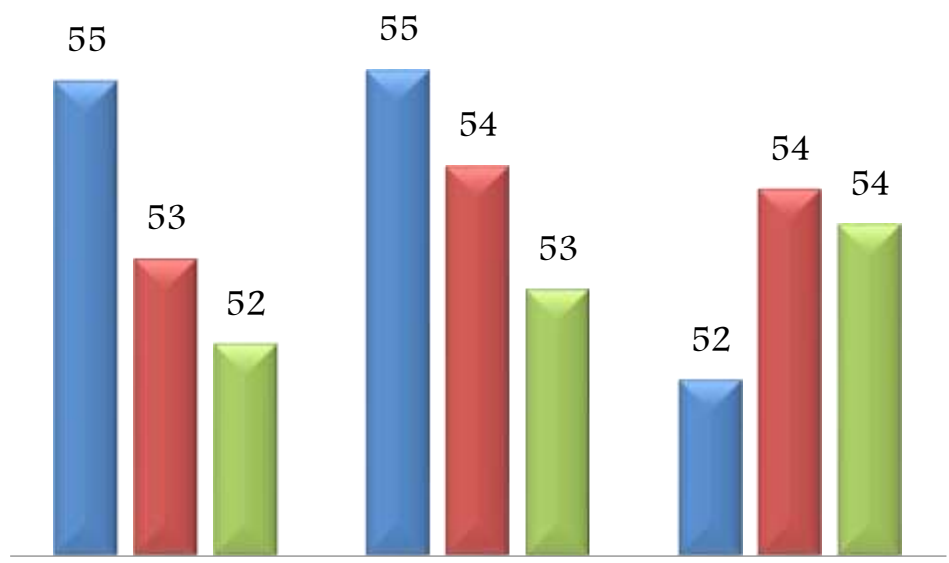


# International Channels Position

W 1-Oct 05<sup>th</sup> to Oct 10<sup>th</sup>  
 W 2-Oct 15<sup>th</sup> to Oct 20<sup>th</sup>  
 W 3-Oct 25<sup>th</sup> to Oct 31<sup>st</sup>

News

■ Oct W 1   ■ Oct W 2   ■ Oct W 3

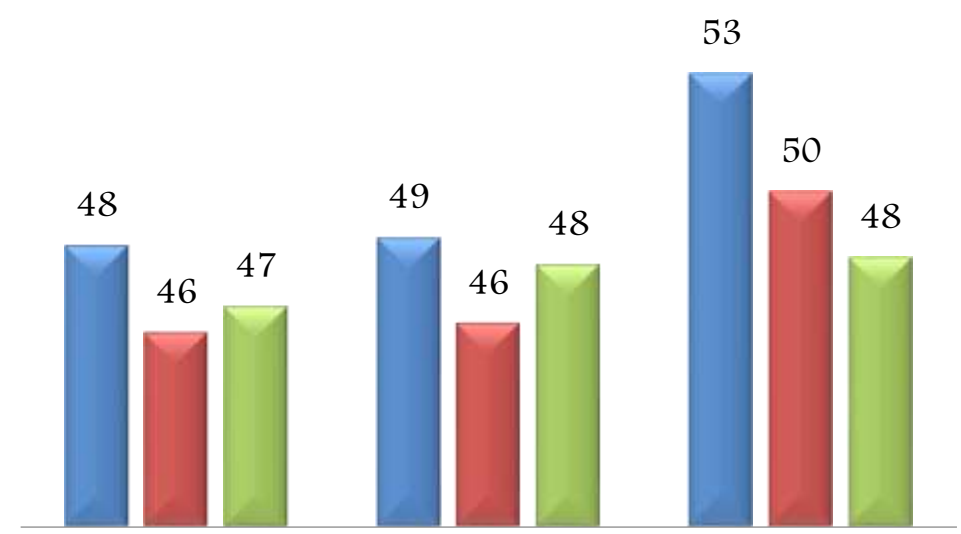


W 3 Rank  
 W 2 Rank  
 W 1 Rank

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

Informative

■ Oct W 1   ■ Oct W 2   ■ Oct W 3



W 3 Rank  
 W 2 Rank  
 W 1 Rank

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

Base : W-180 162 CO/ W-181 161 CO/ W-182 158 CO In top 22 cities



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# Kids Channels Analysis

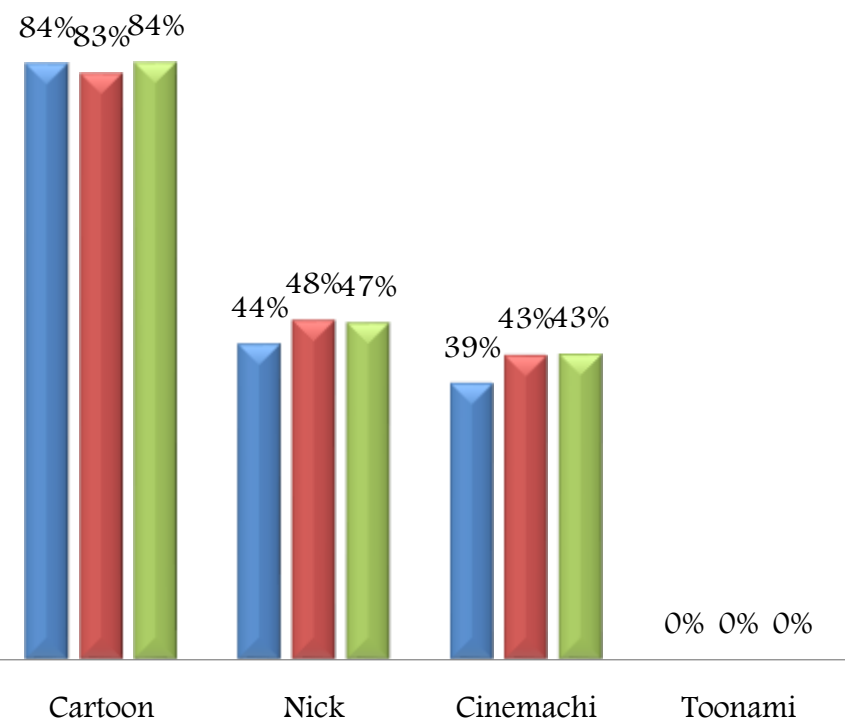


# Kids Channels Reach & AVG Position

W 1-Oct 05<sup>th</sup> to Oct 10<sup>th</sup>  
 W 2-Oct 15<sup>th</sup> to Oct 20<sup>th</sup>  
 W 3-Oct 25<sup>th</sup> to Oct 31<sup>st</sup>

Oct W 1 Oct W 2 Oct W 3

Reach

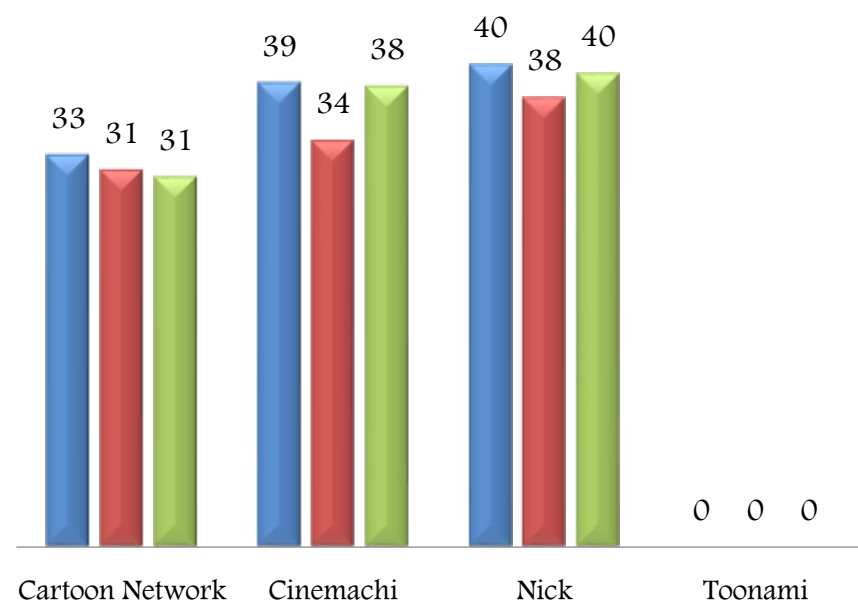


W 3 Rank  
 W 2 Rank  
 W 1 Rank

Rank	Cartoon Network	Nick	Cinemachi	Toonami
W 3 Rank	1	2	3	4
W 2 Rank	1	2	3	4
W 1 Rank	1	2	3	4

Oct W 1 Oct W 2 Oct W 3

Position



W 3 Rank  
 W 2 Rank  
 W 1 Rank

Rank	Cartoon Network	Cinemachi	Nick	Toonami
W 3 Rank	1	2	3	4
W 2 Rank	3	2	1	4
W 1 Rank	3	2	1	4

Base : W-180 162 CO/ W-181 161 CO/ W-182 158 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 **Oct 05<sup>th</sup> to Oct 10<sup>th</sup> 2018** is denoting as “**1<sup>st</sup> Previous**” and **Oct 15<sup>th</sup> to Oct 20<sup>th</sup> 2018** is denoting as “**2<sup>nd</sup> Previous Wave**” whereas field wave of latest wave is conducted from **Oct 25<sup>th</sup> to Oct 31<sup>st</sup> 2018** & denoting as “**Current Wave**”
- ❖ In 1<sup>st</sup> Previous Wave **162** cable operators were covered, In 2<sup>nd</sup> Previous Wave **161** cable operators were covered, whereas in Current Wave **158** 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

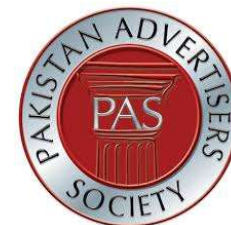


## Pulse Consultant ...

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where  
**INSIGHTS** matter



**Thank You !!!**



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**To Get the Comprehensive Report of COAT**

**Please Contact :**

**Kashif Hafeez Siddiqui**

**0321-2032757**

**[Kashif.hafeez@Pulseconsultant.com](mailto:Kashif.hafeez@Pulseconsultant.com)**