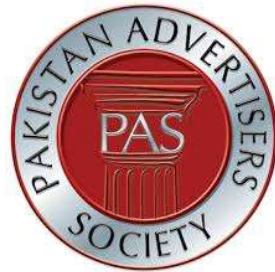


#CablesOperatorsAuditTracking (#COAT)

September 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





PULSE
Consultant



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	September Wave-1	September Wave-2	September Wave-3
1	Karachi	31	31	31
2	Hyderabad	4	4	4
3	Sukkur	1	1	1
4	Multan	12	12	12
5	Larkana	2	2	2
6	Lahore	42	42	42
7	Gujranwala	8	8	8
8	Faisalabad	9	9	9
9	Rwp/Isl	16	17	16
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		161	162	161





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





PULSE
Consultant



News Channels Analysis

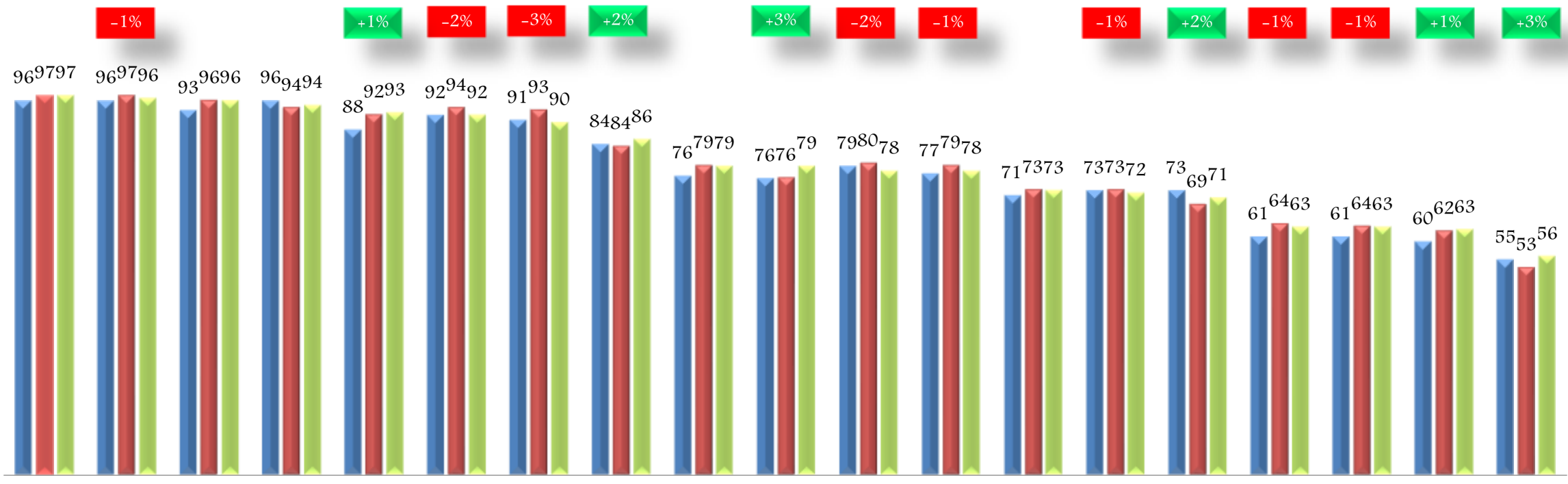


News Channels Reach

Sep W 1-Sep 05th to Sep 10th
 Sep W 2-Sep 15th to Sep 20th
 Sep W 3-Sep 25th to Sep 30th

■ Sep W 1 ■ Sep W 2 ■ Sep W 3

Showing Reach



Channel	ARY News	92 HD News	Express News	SAMAA News	Dunya News	Geo News	Bol News	24 Channel	PTV News	Dawn News	Aaj News	Public Tv	Hum News	News One	Neo News	Capital TV	GNN	Abb Tak	Roze News
Sep W 3 Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Sep W 2 Rank	1	2	3	4	7	5	6	8	10	12	9	11	14	13	13	16	17	18	19
Sep W 1 Rank	1	2	4	3	7	5	6	8	11	12	9	10	15	14	13	17	18	19	20

*Showing those channels which have more than 50% Reach

Base : W-177 161 CO/ W-178 162 CO/ W-179 161 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

Sep W 1

Sep W 2

Sep 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

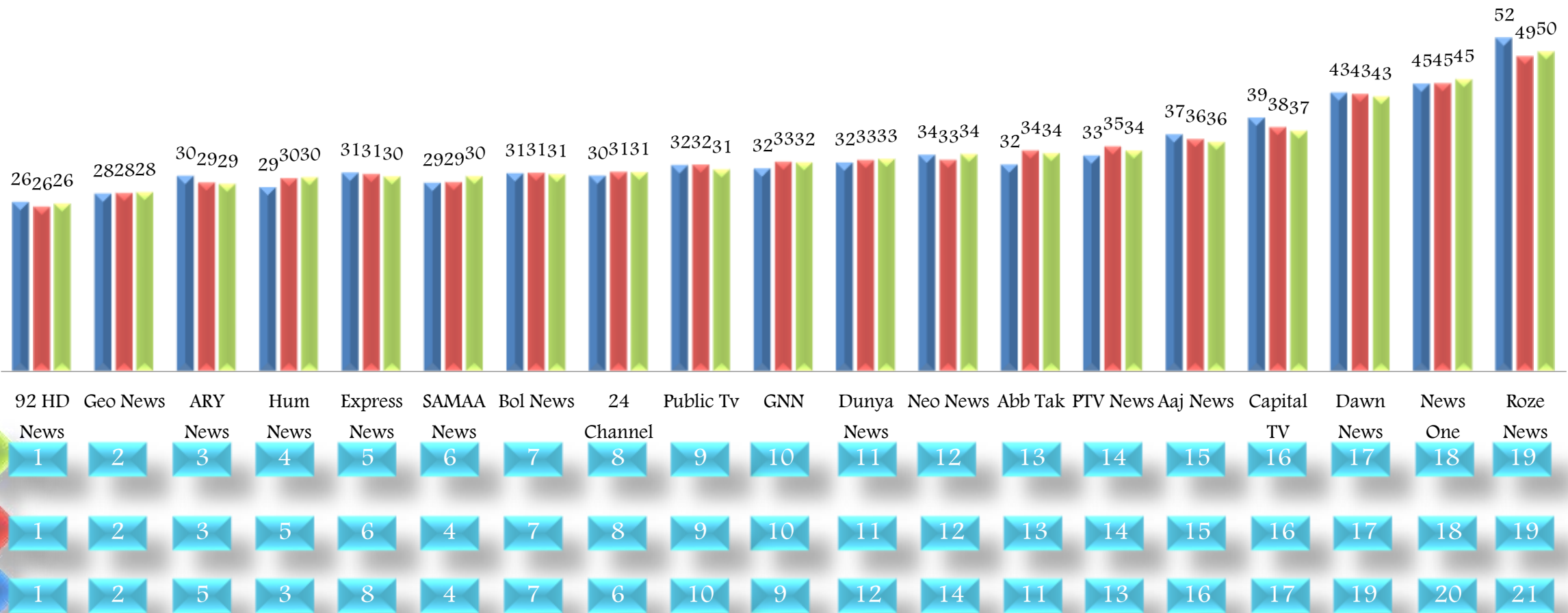




News Channels Position

Sep W 1–Sep 05th to Sep 10th
 Sep W 2–Sep 15th to Sep 20th
 Sep W 3–Sep 25th to Sep 30th

■ Sep W 1 ■ Sep W 2 ■ Sep W 3



*Showing those channels which have more than 50% Reach

Base : W-177 161 CO/ W-178 162 CO/ W-179 161 CO In top 22 cities



Channels Bouquet Position

Sep W 1

Sep W 2

Sep 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*

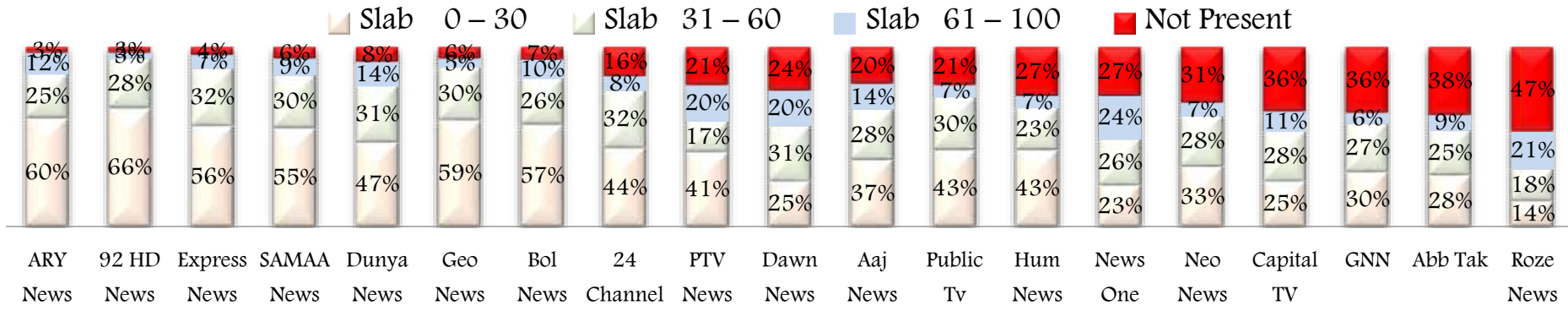




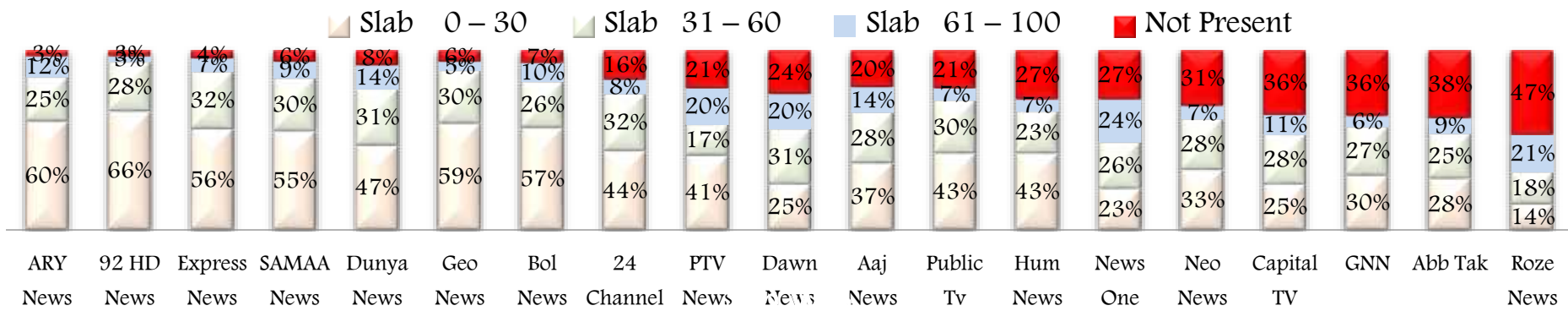
Slab Wise Placement

Sep W 1-Sep 05 th to	Sep 10 th
Sep W 2-Sep 15 th to	Sep 20 th
Sep W 3-Sep 25 th to	Sep 30 th

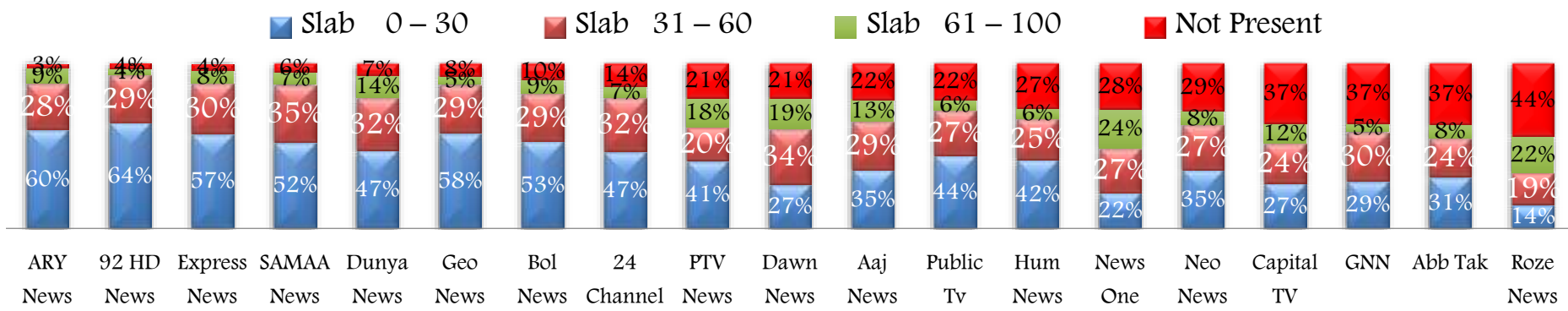
Sep W 1



Sep W 2



Sep W 3



*Showing those channels which have more than 50% Reach

Base : W-177 161 CO/ W-178 162 CO/ W-179 161 CO In top 22 cities





PULSE
Consultant



Entertainment Channels Analysis

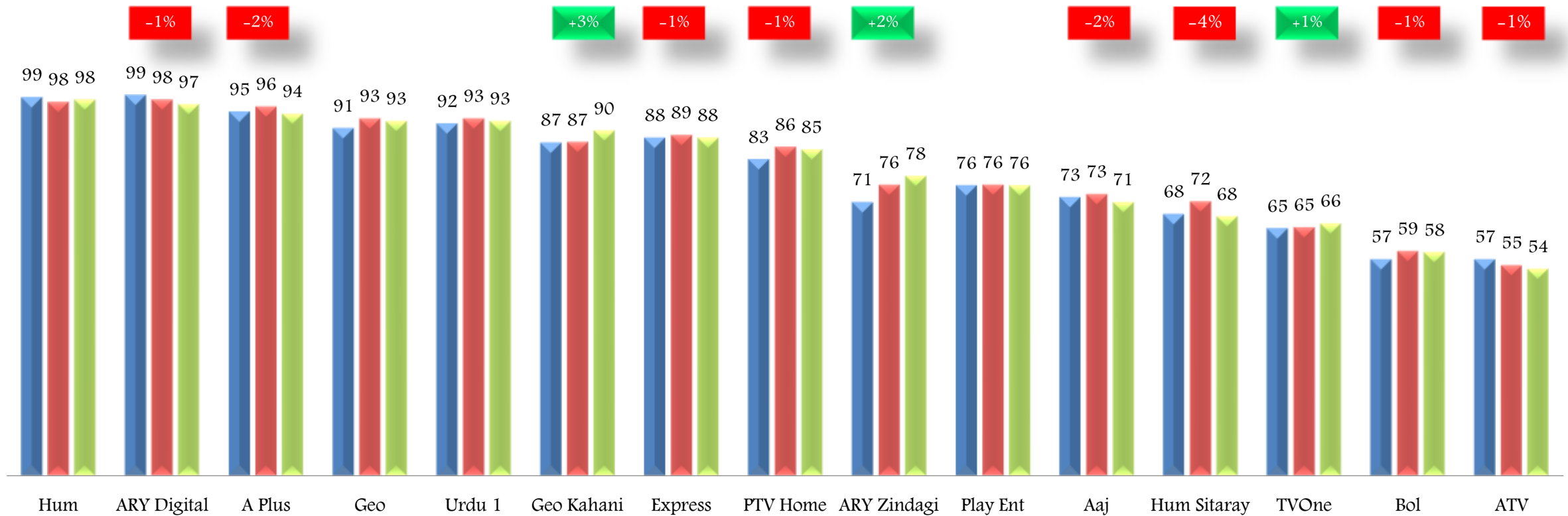


Entertainment Channels Reach

Sep W 1–Sep 05th to Sep 10th
 Sep W 2–Sep 15th to Sep 20th
 Sep W 3–Sep 25th to Sep 30th

■ Sep W 1 ■ Sep W 2 ■ Sep W 3

Showing Reach



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

*Showing those channels which have more than 50% Reach

Base : W-177 161 CO/ W-178 162 CO/ W-179 161 CO In top 22 cities



Channels Reach Comparison in Levels Format

Sep W 1

Sep W 2

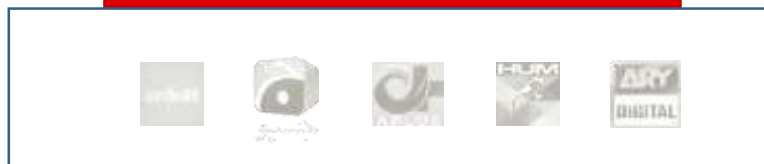
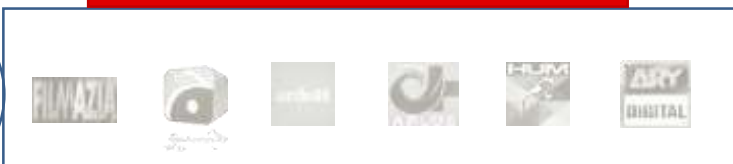
Sep W 3

Level 5 [91% to 100%]

Level 5 [91% to 100%]

Level 5 [91% to 100%]

Level 5

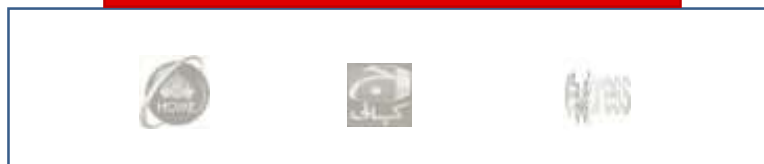
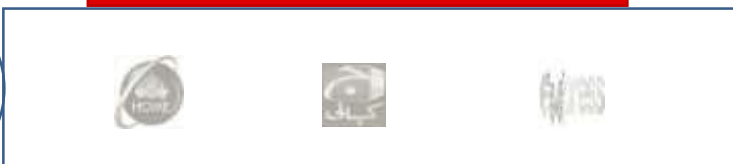


Level 4 [81% to 90%]

Level 4 [81% to 90%]

Level 4 [81% to 90%]

Level 4

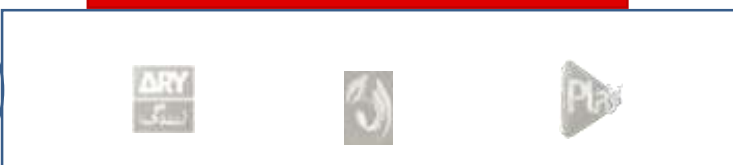


Level 3 [71% to 80%]

Level 3 [71% to 80%]

Level 3 [71% to 80%]

Level 3

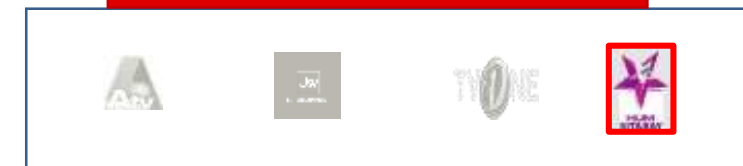


Level 2 [51% to 70%]

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*

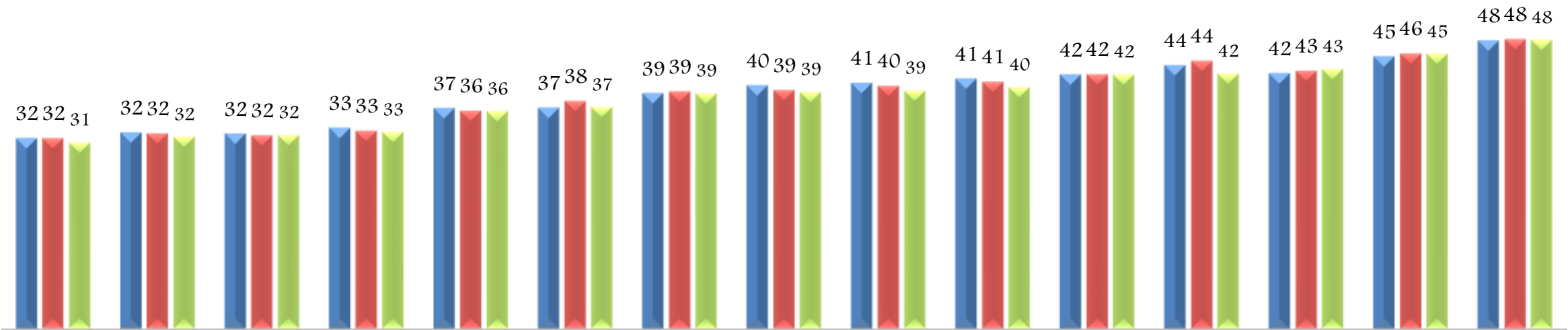




Entertainment Channels Position

Sep W 1–Sep 05th to Sep 10th
 Sep W 2–Sep 15th to Sep 20th
 Sep W 3–Sep 25th to Sep 30th

■ Sep W 1 ■ Sep W 2 ■ Sep W 3



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

*Showing those channels which have more than 50% Reach

Base : W-177 161 CO/ W-178 162 CO/ W-179 161 CO In top 22 cities

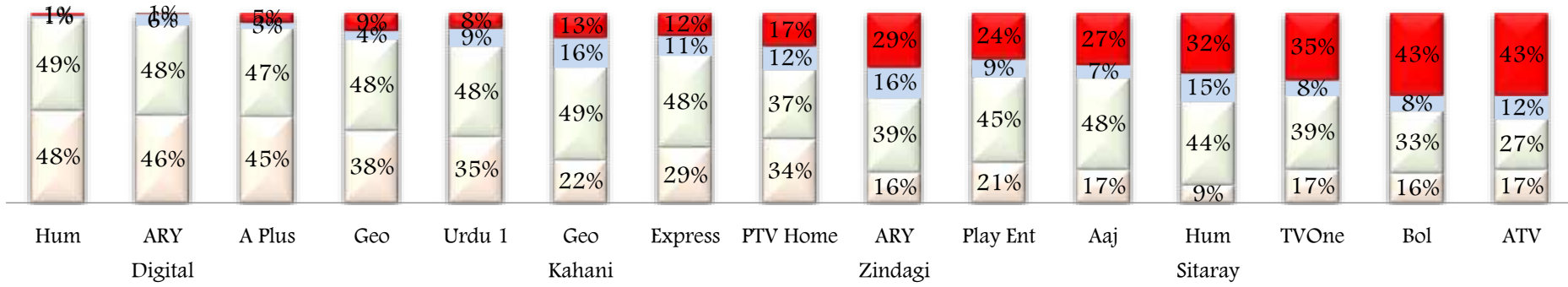


Slab Wise Placement

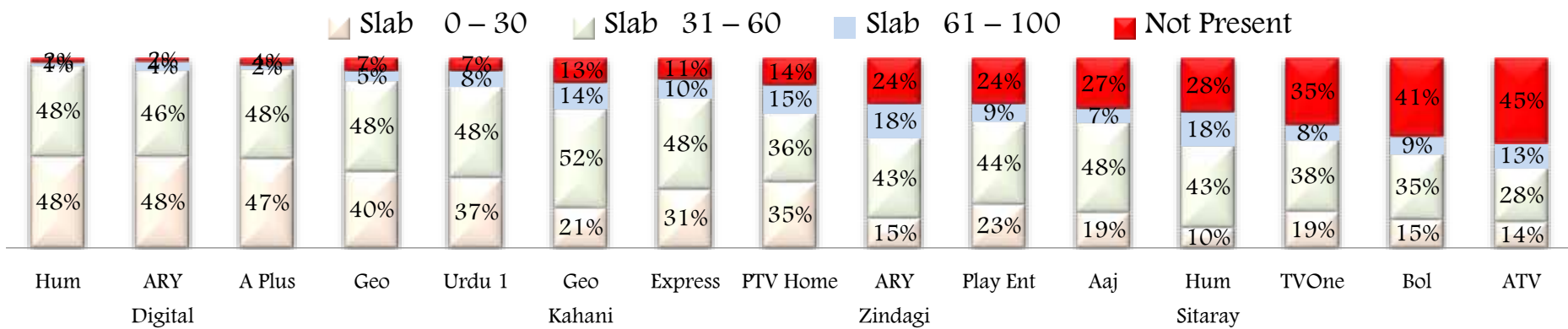
Sep W 1–Sep 05 th to	Sep 10 th
Sep W 2–Sep 15 th to	Sep 20 th
Sep W 3–Sep 25 th to	Sep 30 th

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

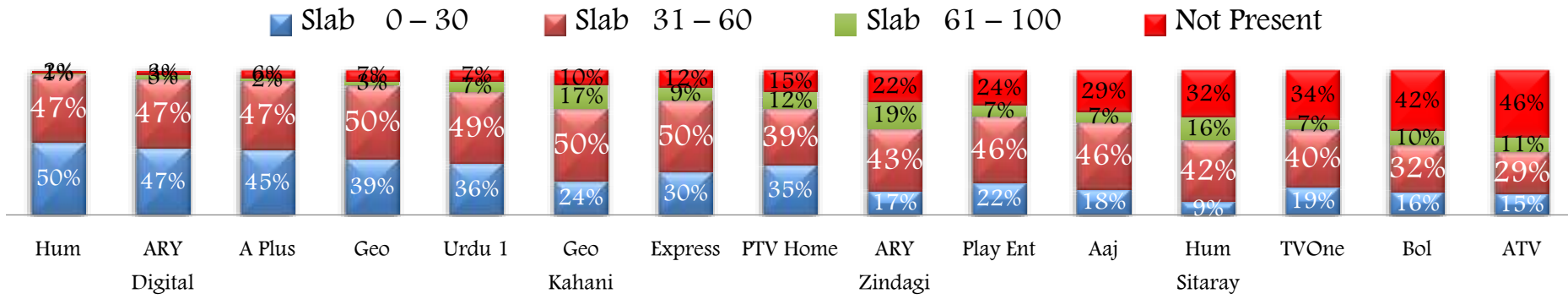
Sep W 1



Sep W 2



Sep W 3



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

Base : W-177 161 CO/ W-178 162 CO/ W-179 161 CO In top 22 cities



PULSE
Consultant

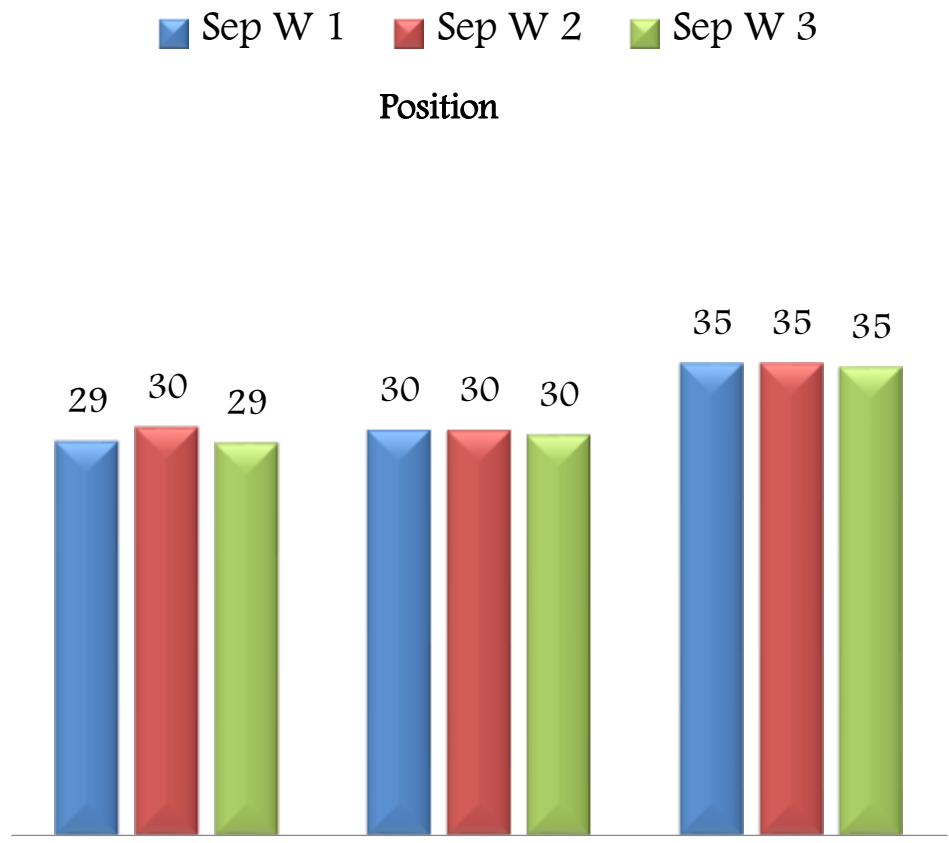
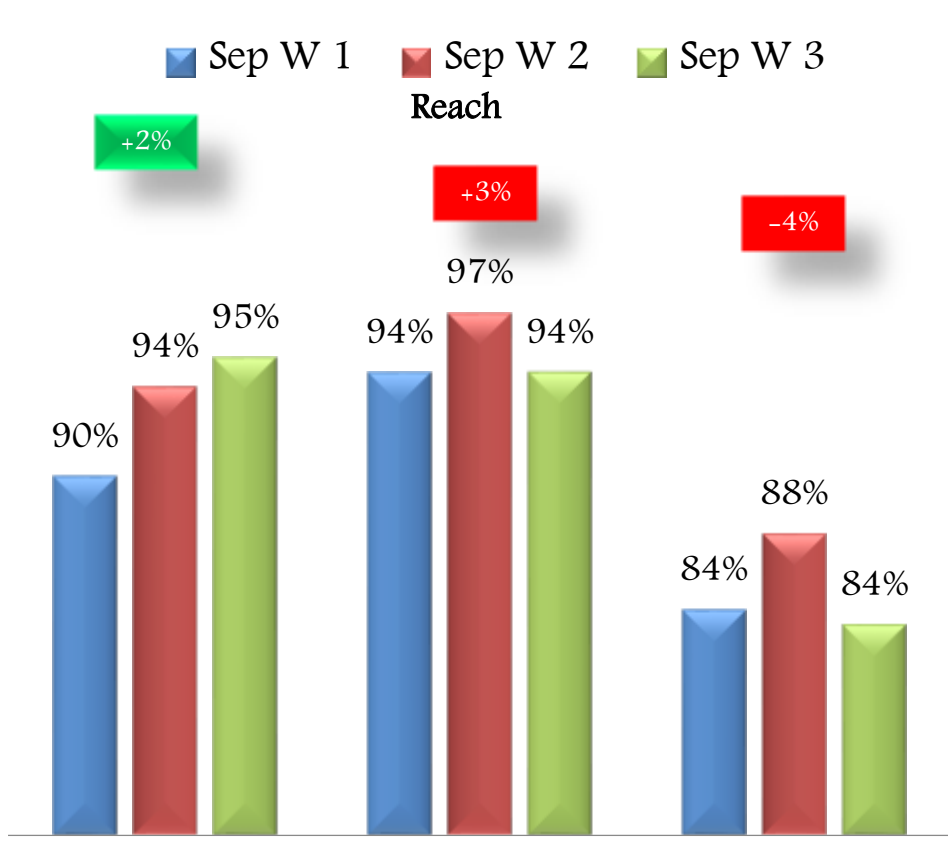


Sports Channels Analysis



Sports Channels Reach & AVG Position

Sep W 1–Sep 05 th to	Sep 10 th
Sep W 2–Sep 15 th to	Sep 20 th
Sep W 3–Sep 25 th to	Sep 30 th



Sep W 3 Rank

Sep W 2 Rank

Sep W 1 Rank

Channel	Sep W 1 Rank	Sep W 2 Rank	Sep W 3 Rank
PTV Sports	2	2	1
TEN Sports	1	1	2
Geo Super	3	3	3

Sep W 3 Rank

Sep W 2 Rank

Sep W 1 Rank

Channel	Sep W 1 Rank	Sep W 2 Rank	Sep W 3 Rank
PTV Sports	1	2	1
TEN Sports	2	1	2
Geo Super	3	3	3

Base : W-177 161 CO/ W-178 162 CO/ W-179 161 CO In top 22 cities



PULSE
Consultant



International Channels Analysis

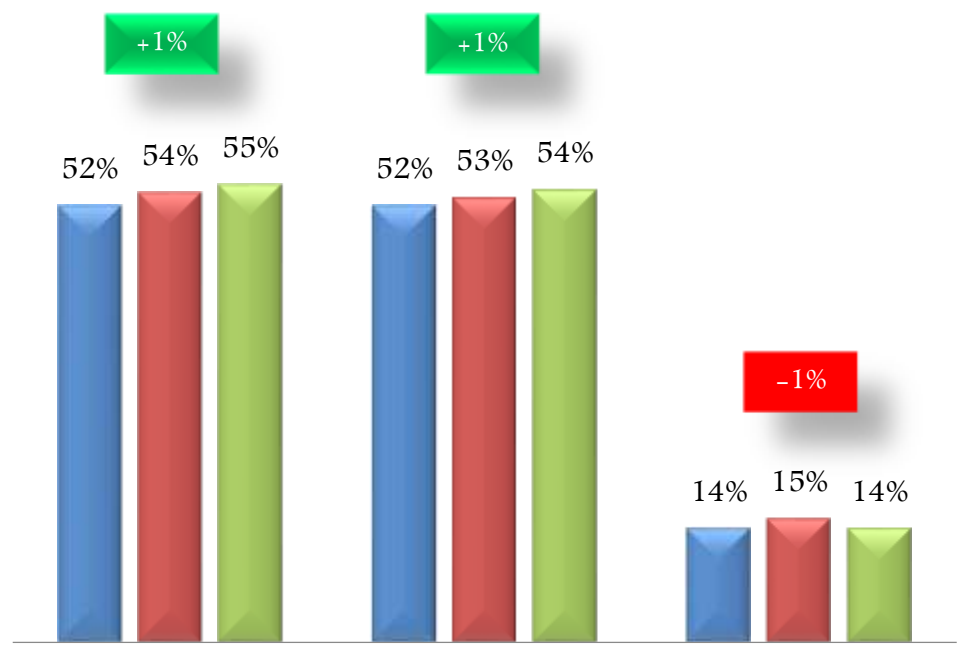


International Channels Reach

Sep W 1–Sep 05 th to	Sep 10 th
Sep W 2–Sep 15 th to	Sep 20 th
Sep W 3–Sep 25 th to	Sep 30 th

News

■ Sep W 1 ■ Sep W 2 ■ Sep W 3

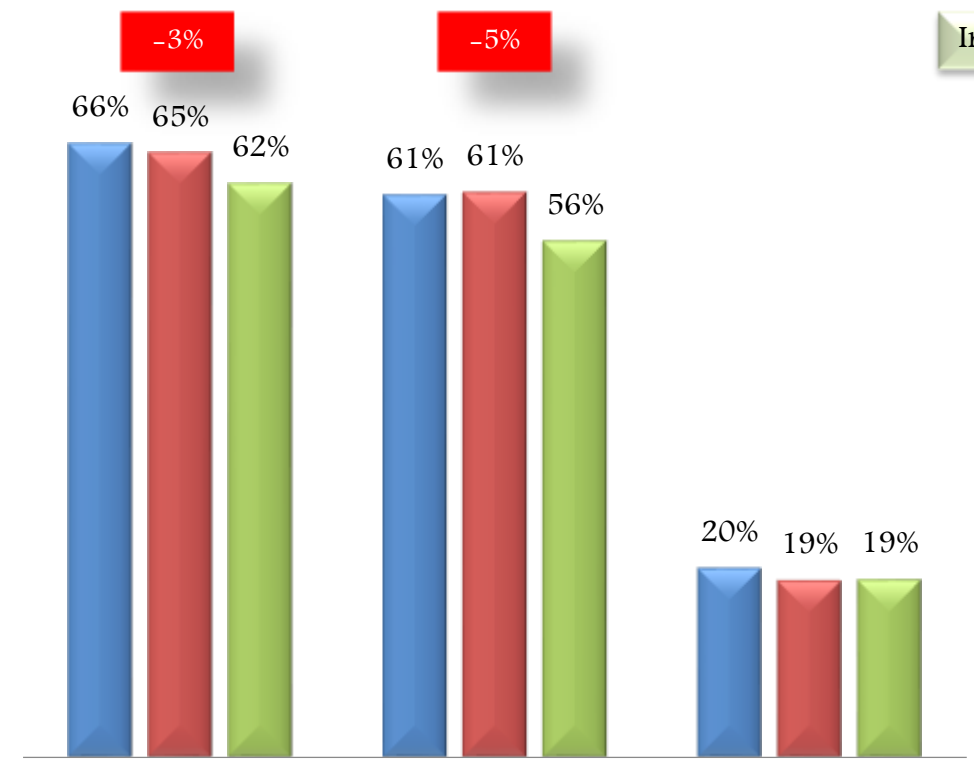


Sep W 3 Rank
 Sep W 2 Rank
 Sep W 1 Rank

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

Informative

■ Sep W 1 ■ Sep W 2 ■ Sep W 3



Sep W 3 Rank
 Sep W 2 Rank
 Sep W 1 Rank

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

Base : W-177 161 CO/ W-178 162 CO/ W-179 161 CO In top 22 cities



International Channels Position

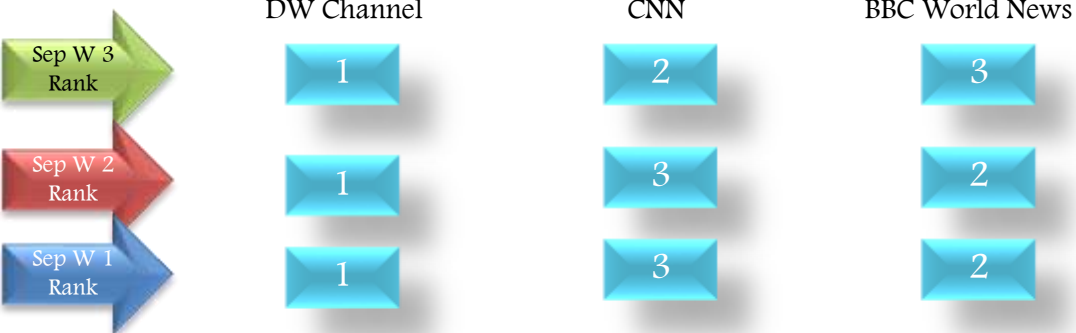
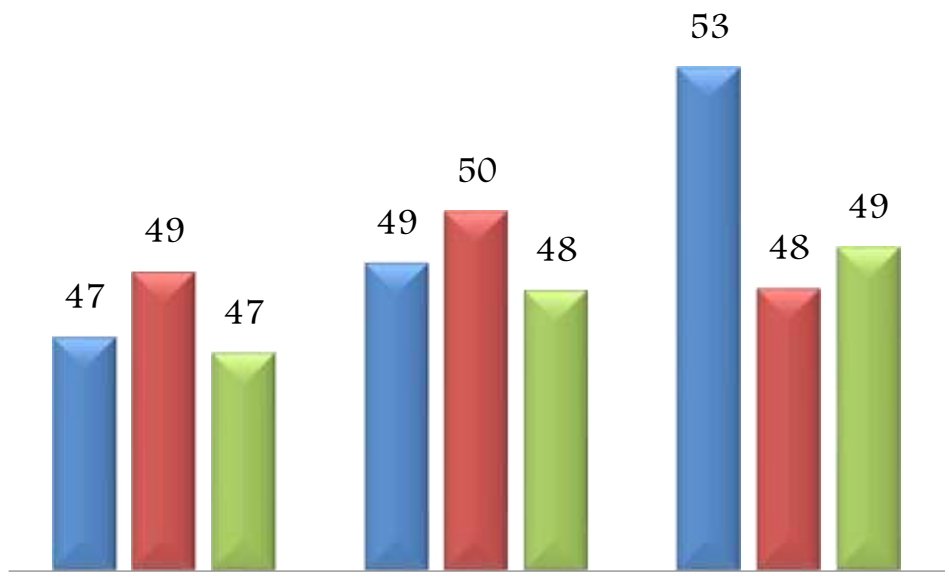
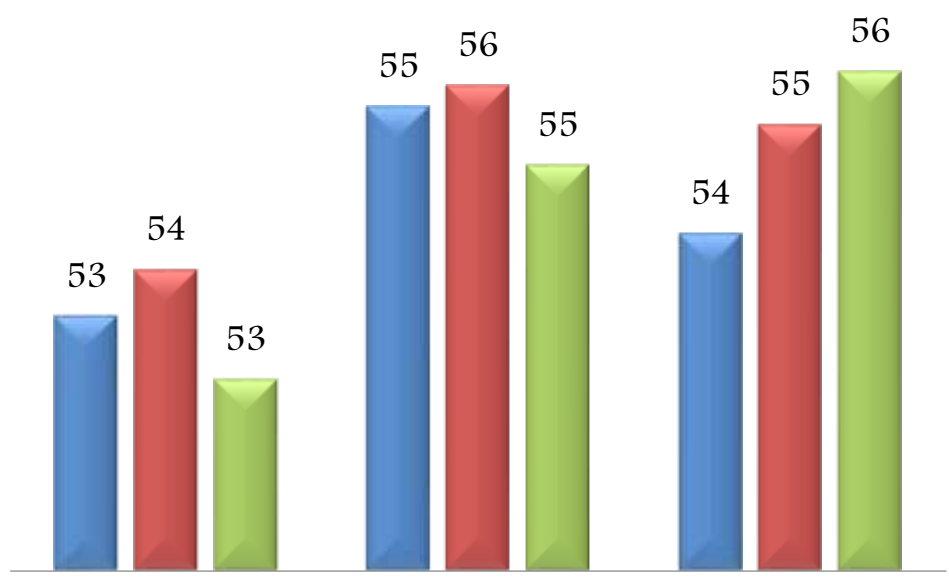
Sep W 1–Sep 05 th to	Sep 10 th
Sep W 2–Sep 15 th to	Sep 20 th
Sep W 3–Sep 25 th to	Sep 30 th

■ Sep W 1 ■ Sep W 2 ■ Sep W 3

News

Informative

■ Sep W 1 ■ Sep W 2 ■ Sep W 3



Base : W-177 161 CO/ W-178 162 CO/ W-179 161 CO In top 22 cities



PULSE
Consultant



Kids Channels Analysis

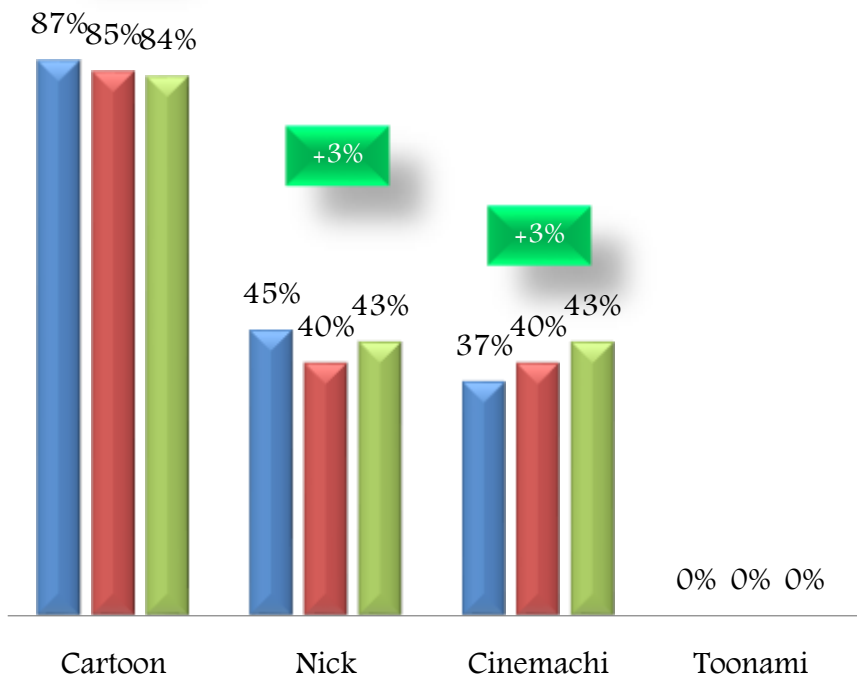


Kids Channels Reach & AVG Position

Sep W 1–Sep 05th to Sep 10th
 Sep W 2–Sep 15th to Sep 20th
 Sep W 3–Sep 25th to Sep 30th

■ Sep W 1 ■ Sep W 2 ■ Sep W 3

Reach

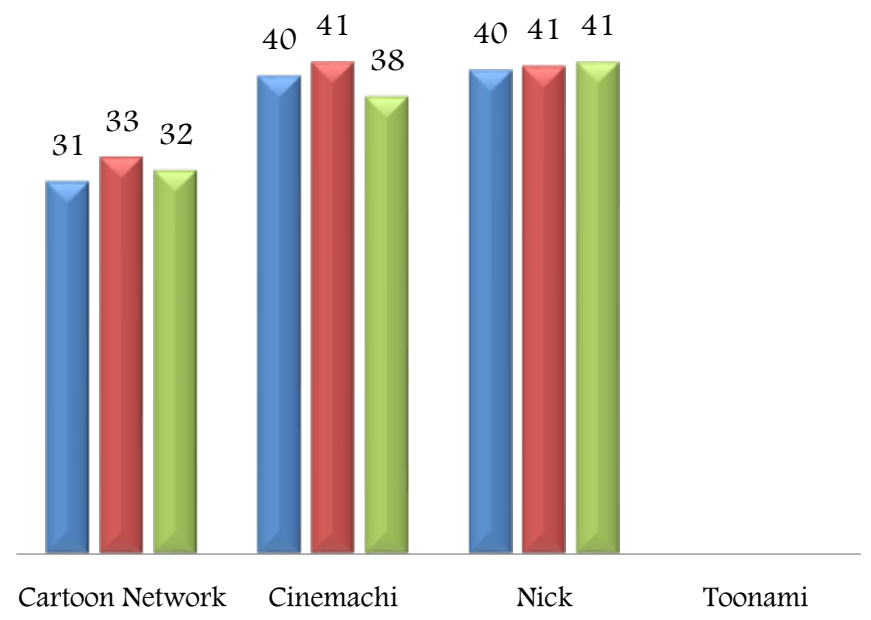


Sep W 3 Rank
 Sep W 2 Rank
 Sep W 1 Rank

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

■ Sep W 1 ■ Sep W 2 ■ Sep W 3

Position



Sep W 3 Rank
 Sep W 2 Rank
 Sep W 1 Rank

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

Base : W-177 161 CO/ W-178 162 CO/ W-179 161 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 **Sep 05th to Sep 10th 2018** is denoting as **“1st Previous”** and **Sep 15th to Sep 20th 2018** is denoting as **“2nd Previous Wave”** whereas field wave of latest wave is conducted from **Sep 25th to Sep 30th 2018** & denoting as **“Current Wave”**
- ❖ In 1st Previous Wave **161** cable operators were covered, In 2nd Previous Wave **162** cable operators were covered, whereas in Current Wave **161** 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

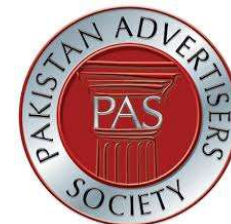


Pulse Consultant ...

A Reliable and Trustworthy name in the field of Marketing, Social, Media and Opinion Research

This Distribution Audit conduct three times in a month – for Media Planning it's a vital tool – If you need it – Please Contact **Pulse Consultant**

20% Special Discount for #PAS Members





Thank You !!!



PULSE
Consultant



To Get the Comprehensive Report of COAT

Please Contact :

Kashif Hafeez Siddiqui

0321-2032757

Kashif.hafeez@Pulseconsultant.com