

# CLUTTER Analysis

QTR 01 –  
Jan to Mar  
2019

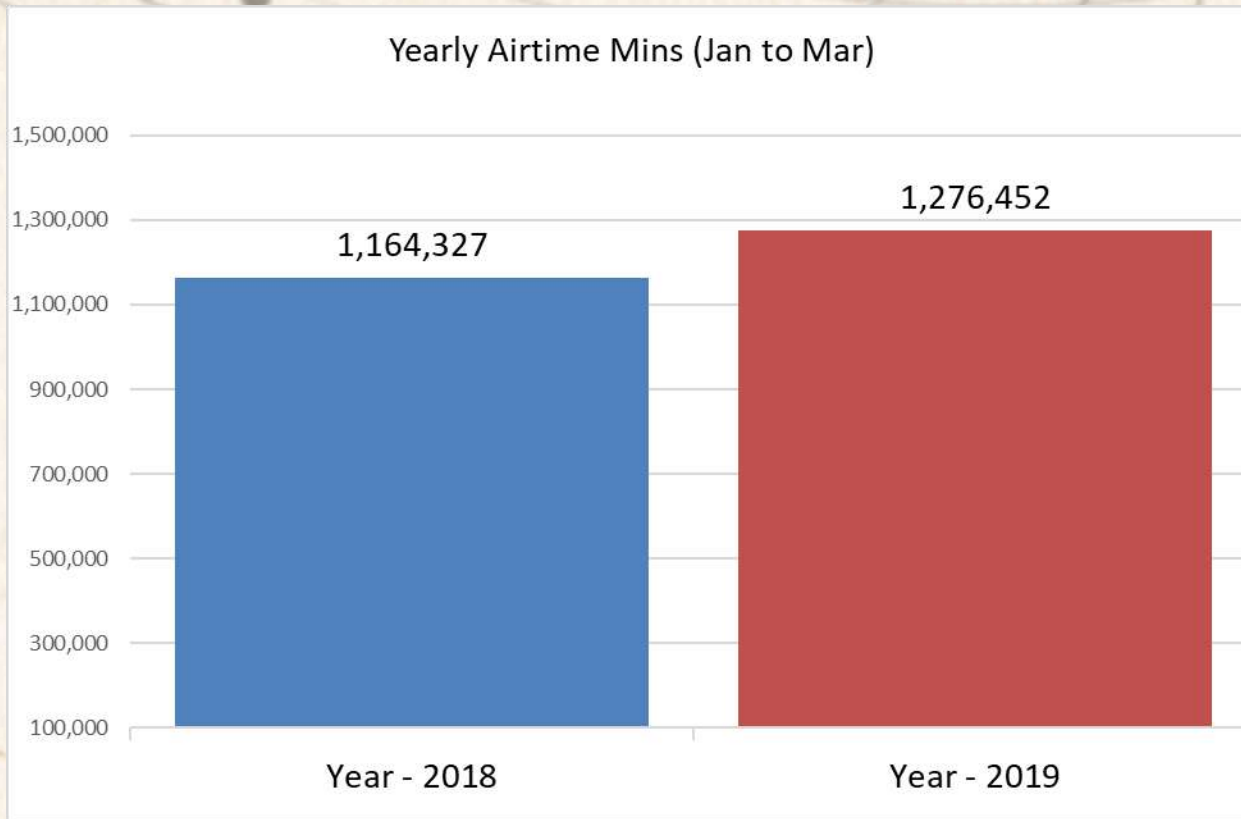


**PAKISTAN  
ADVERTISERS  
SOCIETY**

**COMPARISON WITH LAST YEAR**  
**Jan to Mar 2018-2019**

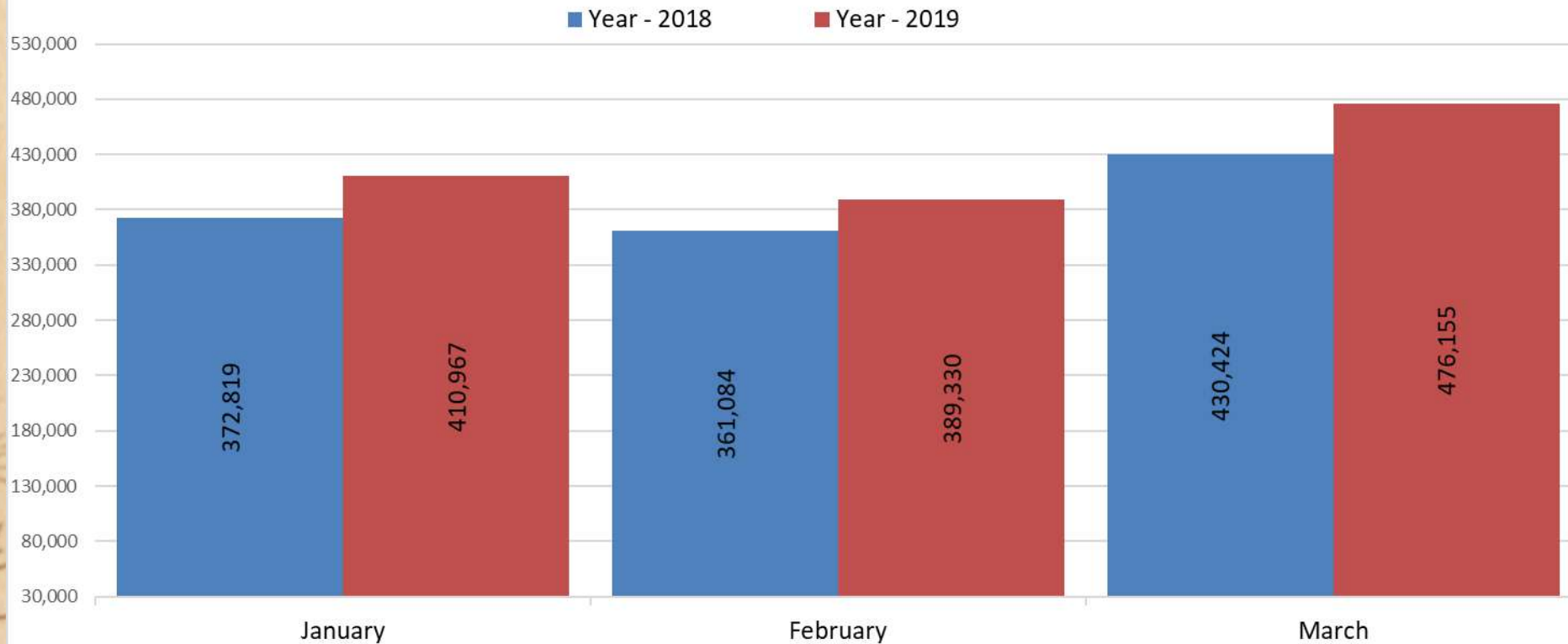


# QUARTERLY COMPARISON BY AIRTIME



# MONTHLY COMPARISON BY AIRTIME

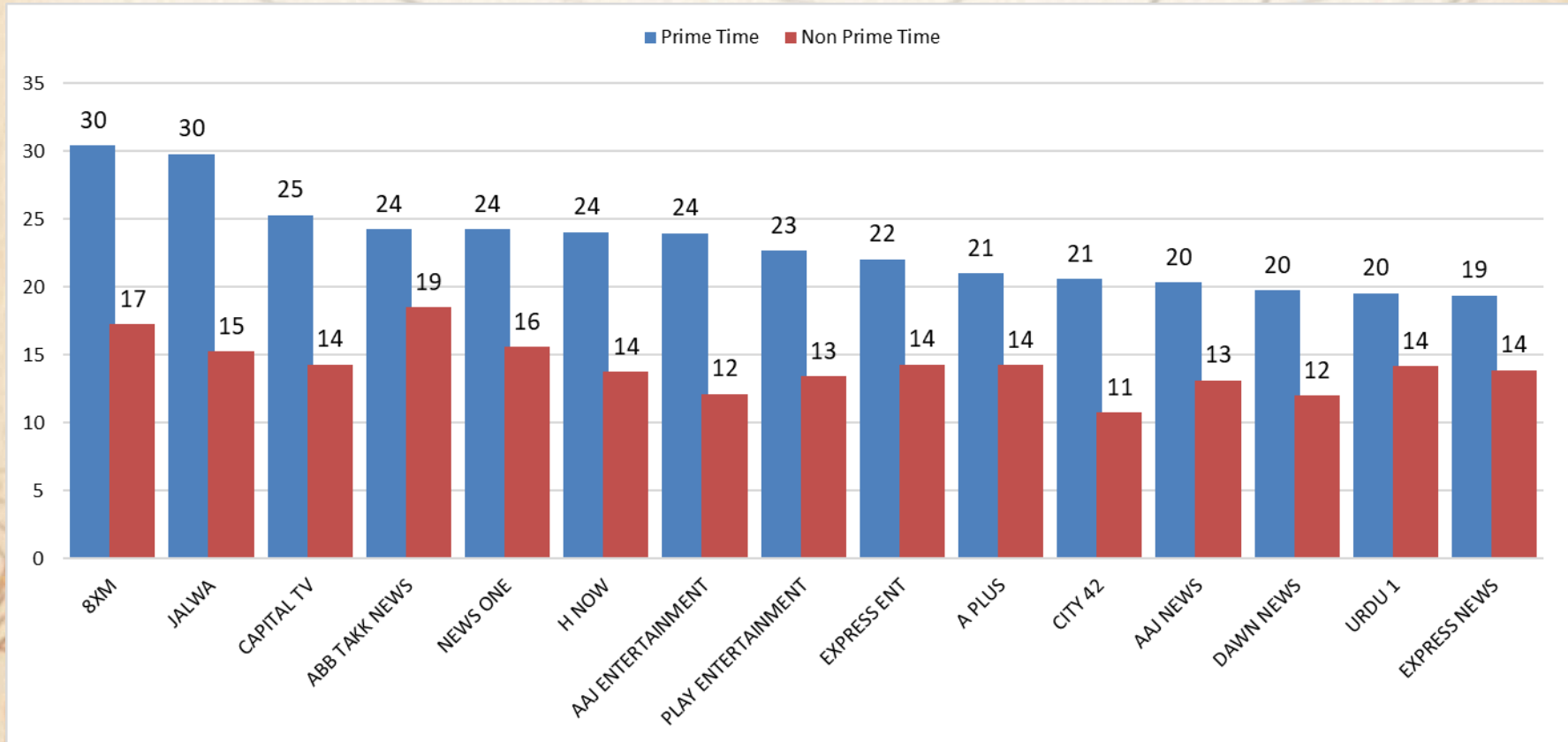
## Month Wise Comparison of Airtime Mins 2017-2018



**GENER WISE  
AVEAGE AIRTIME REVIEW QTR 01 ( Jan to Mar)**

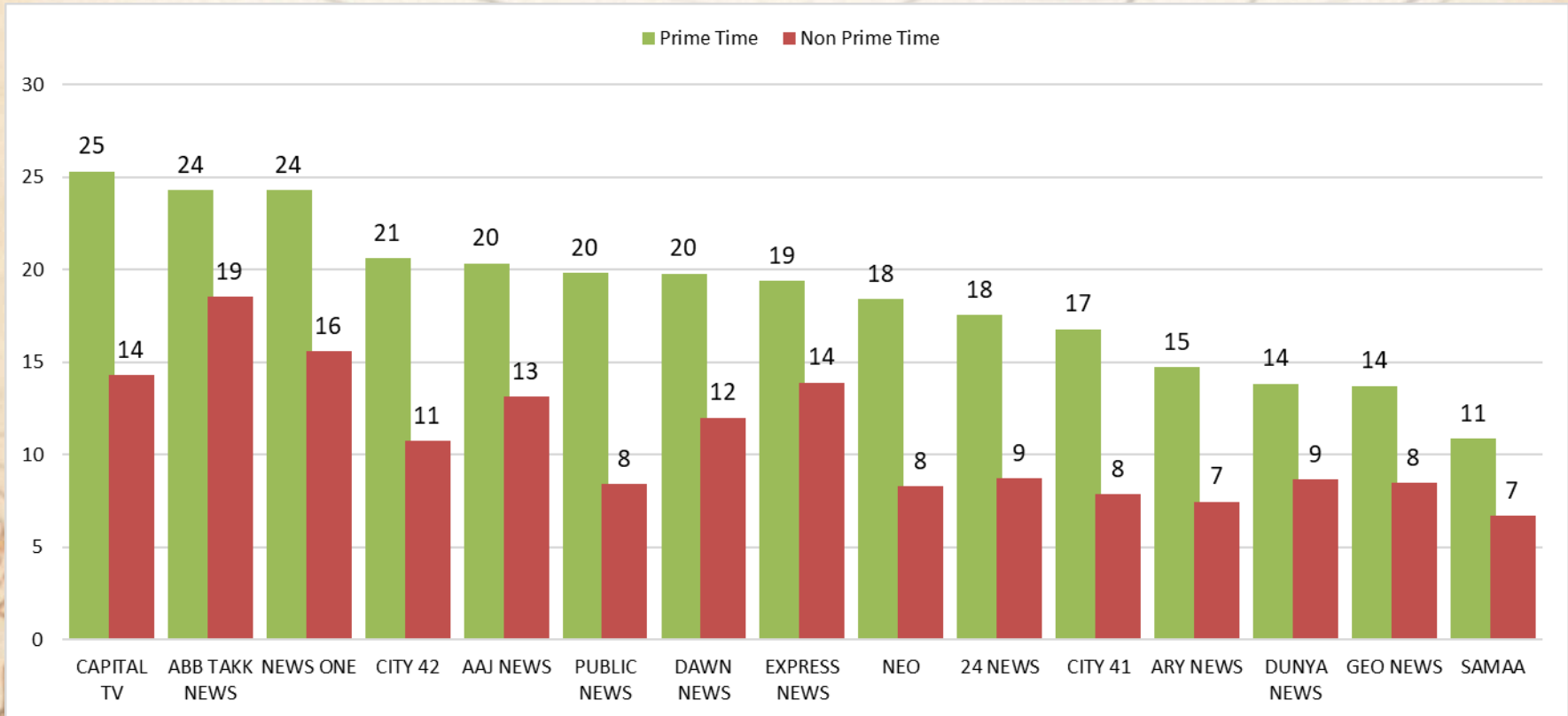
# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ALL



# GENRE WISE AVERAGE MINUTES IN AN HOUR

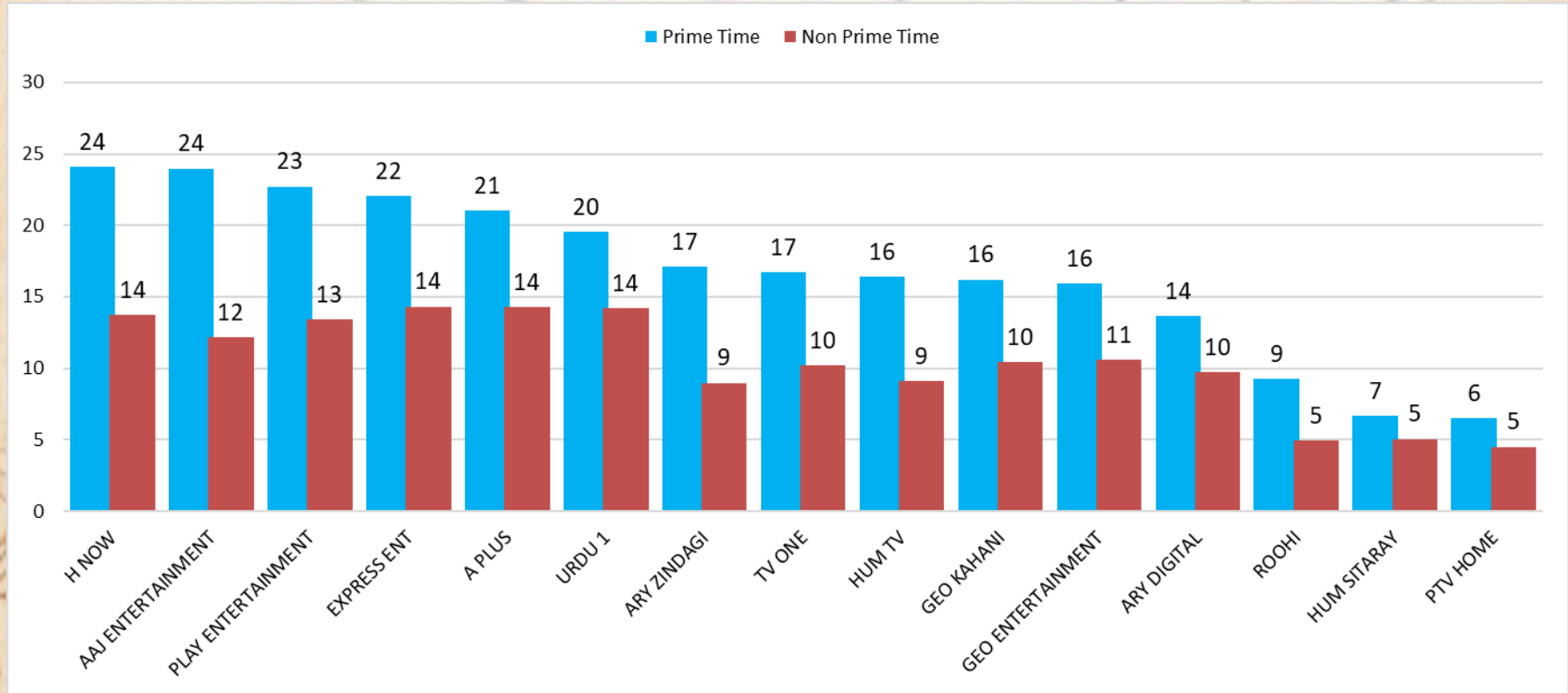
Genre : NEWS





# GENRE WISE AVERAGE MINUTES IN AN HOUR

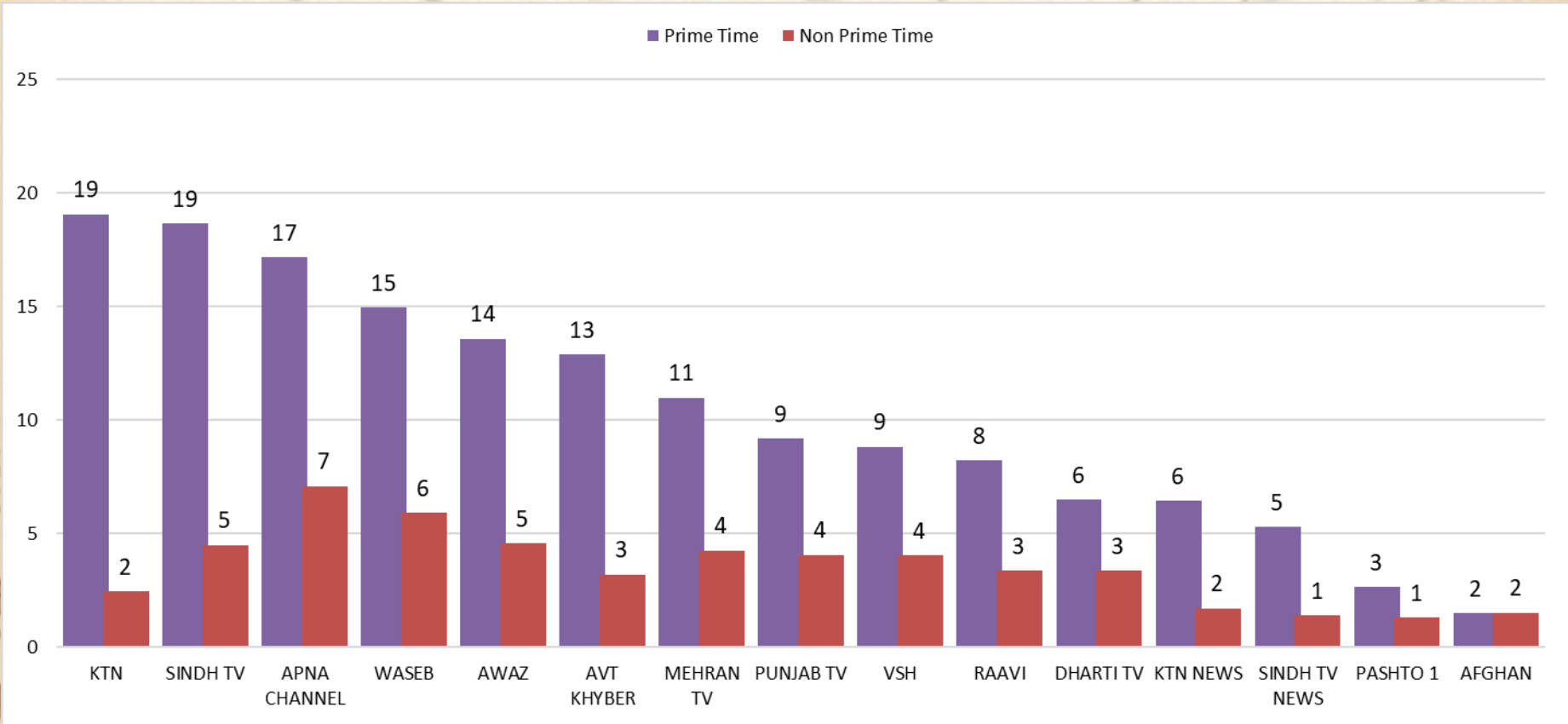
Genre : ENTERTAINMENT





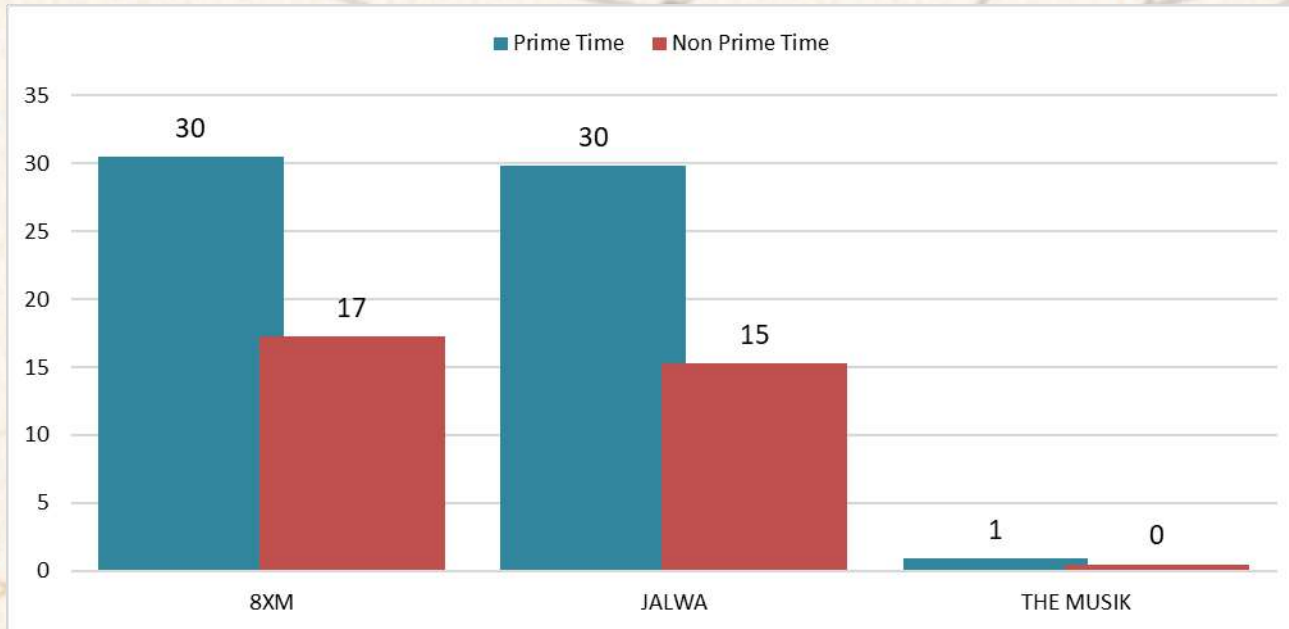
# GENRE WISE AVERAGE MINUTES IN AN HOUR

## Genre : REGIONAL



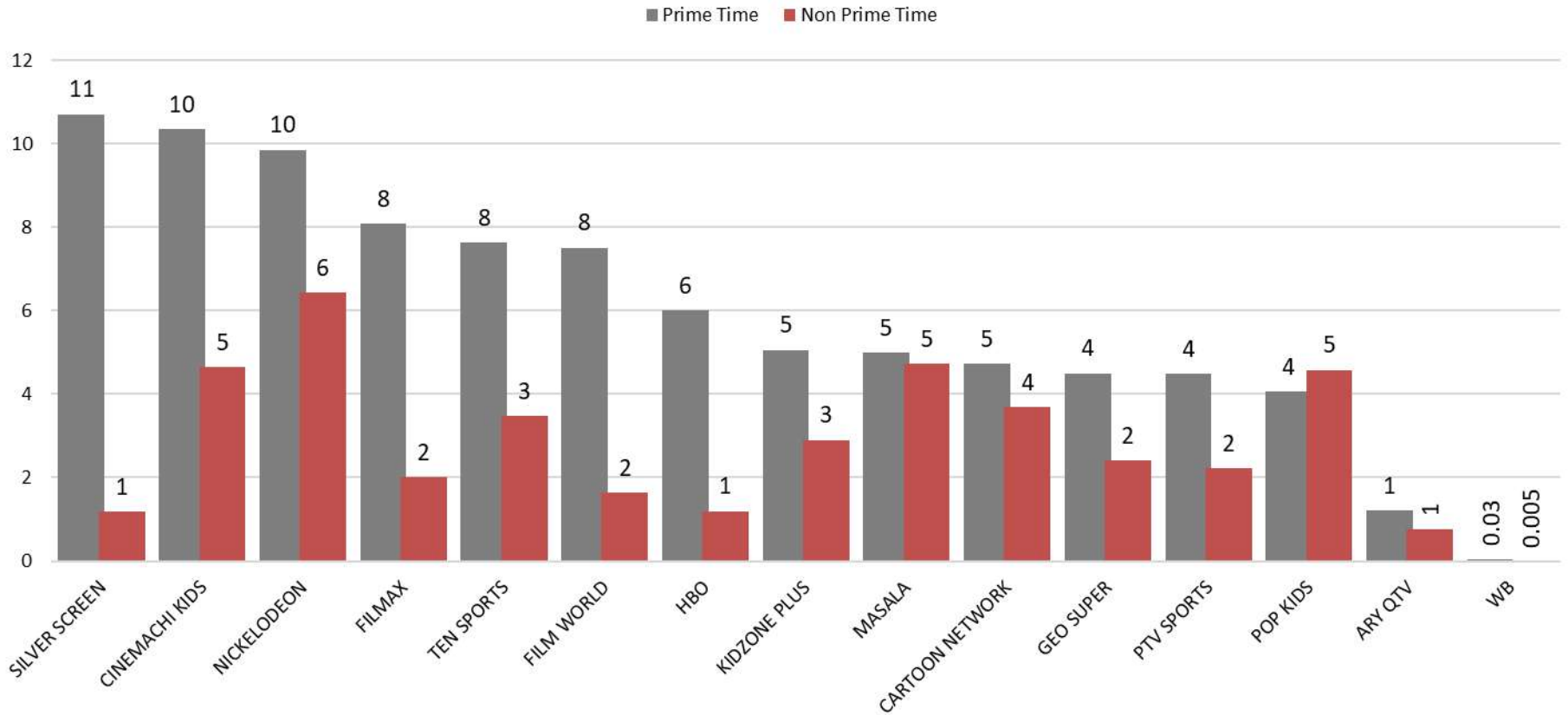
# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : MUSIC



# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : OTHERS

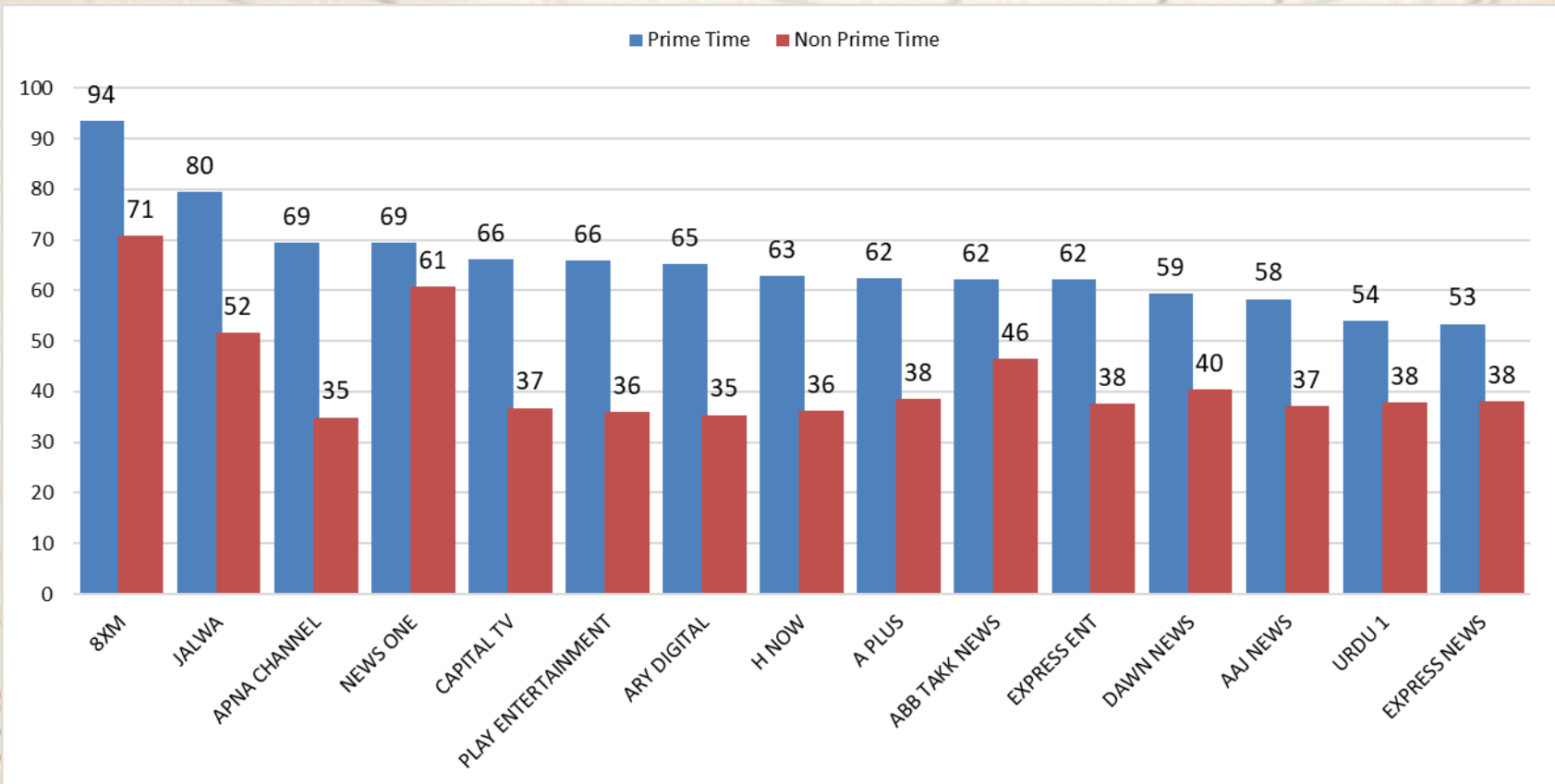


**GENER WISE  
AVERAGE SPOT'S FREQUENCIES REVIEW (QTR 01)**



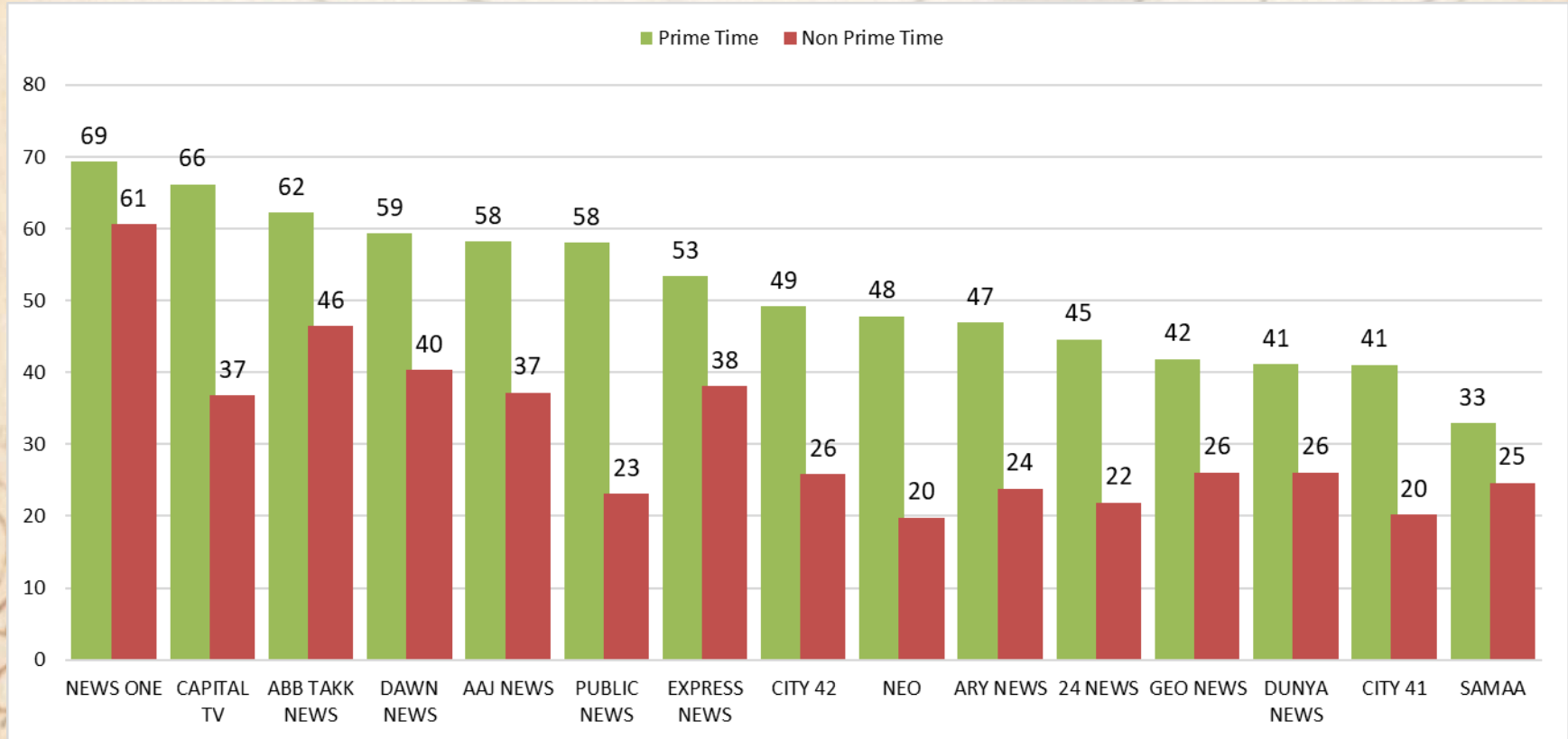
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ALL



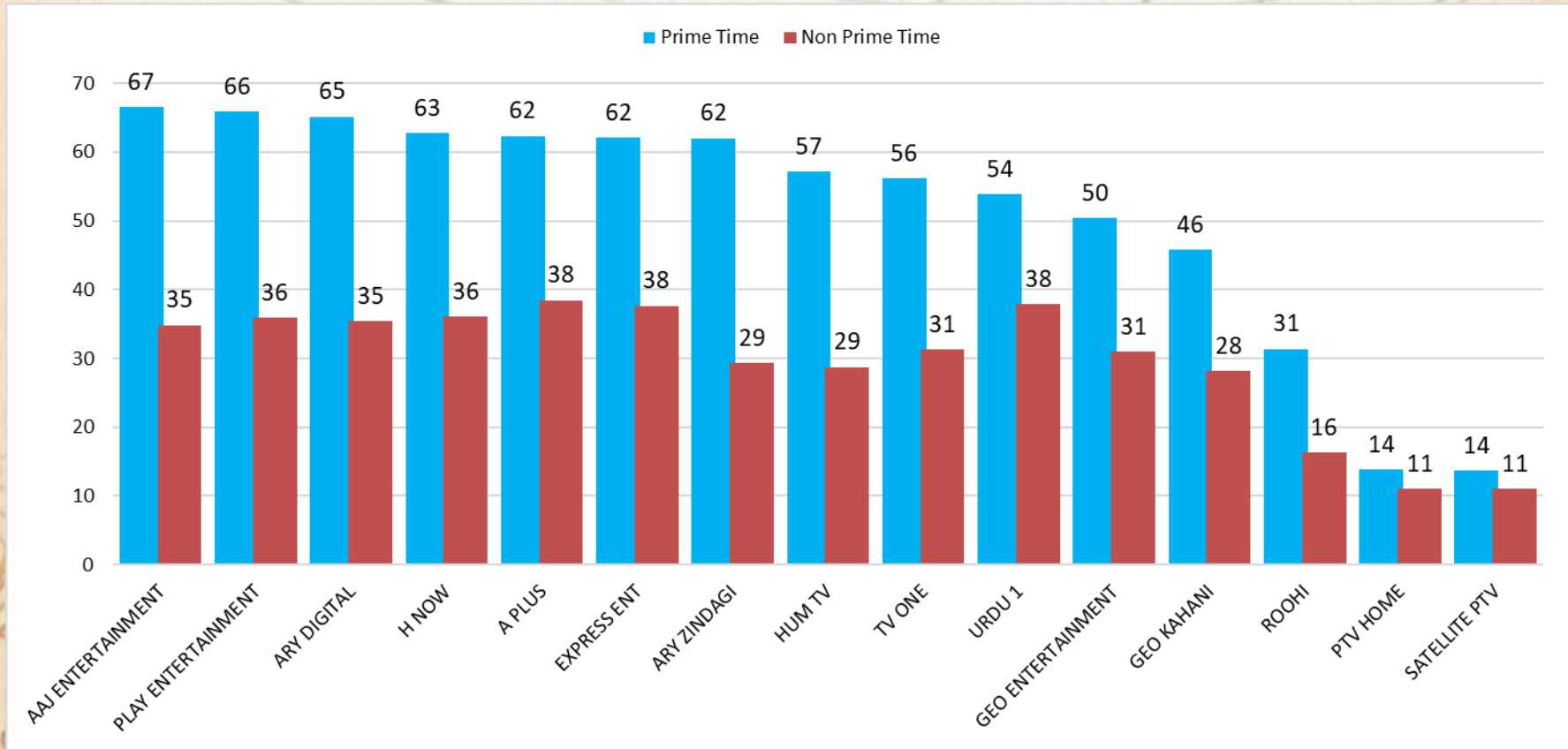
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : NEWS



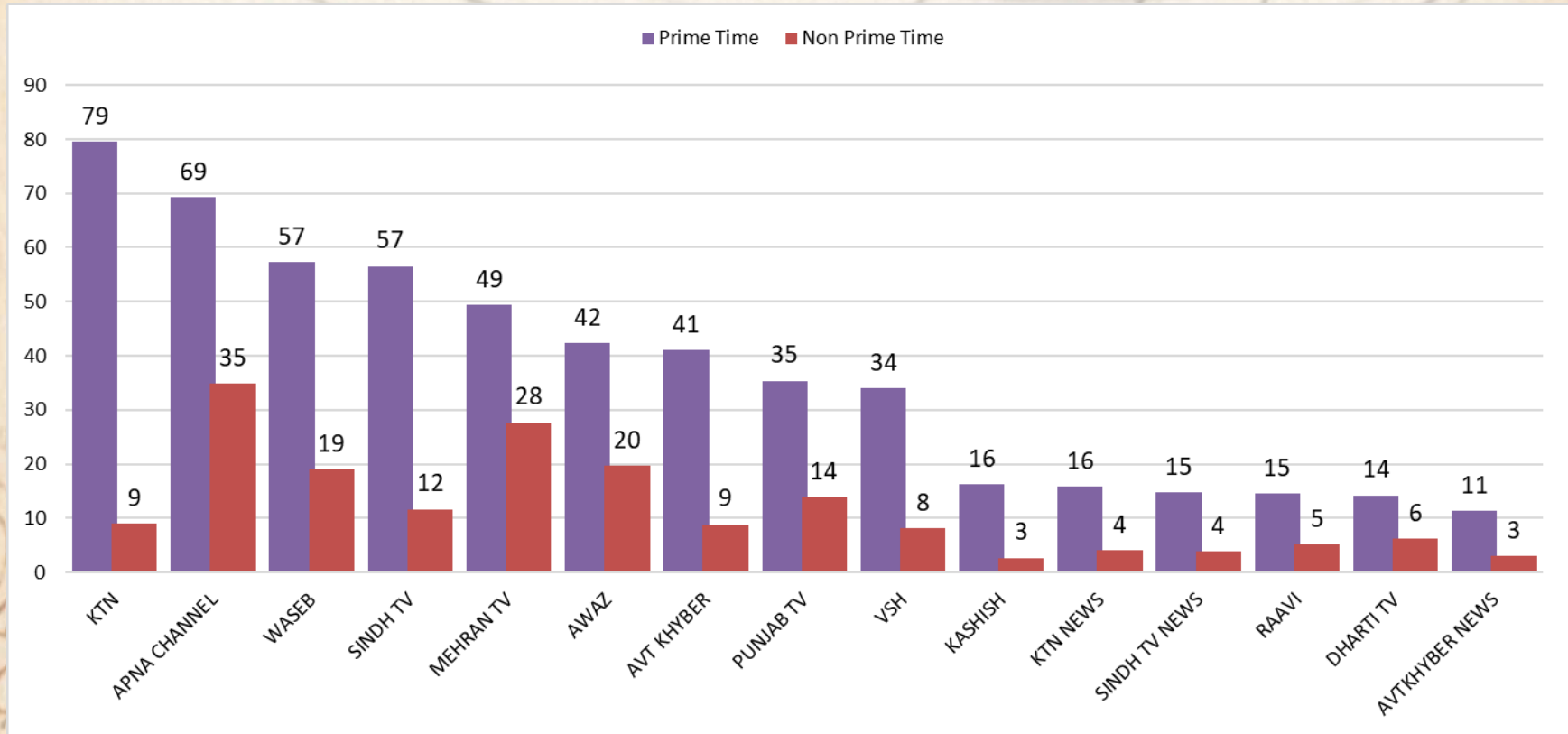
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ENTERTAINMENT



# GENRE WISE SPOT FREQUENCIES IN AN HOUR

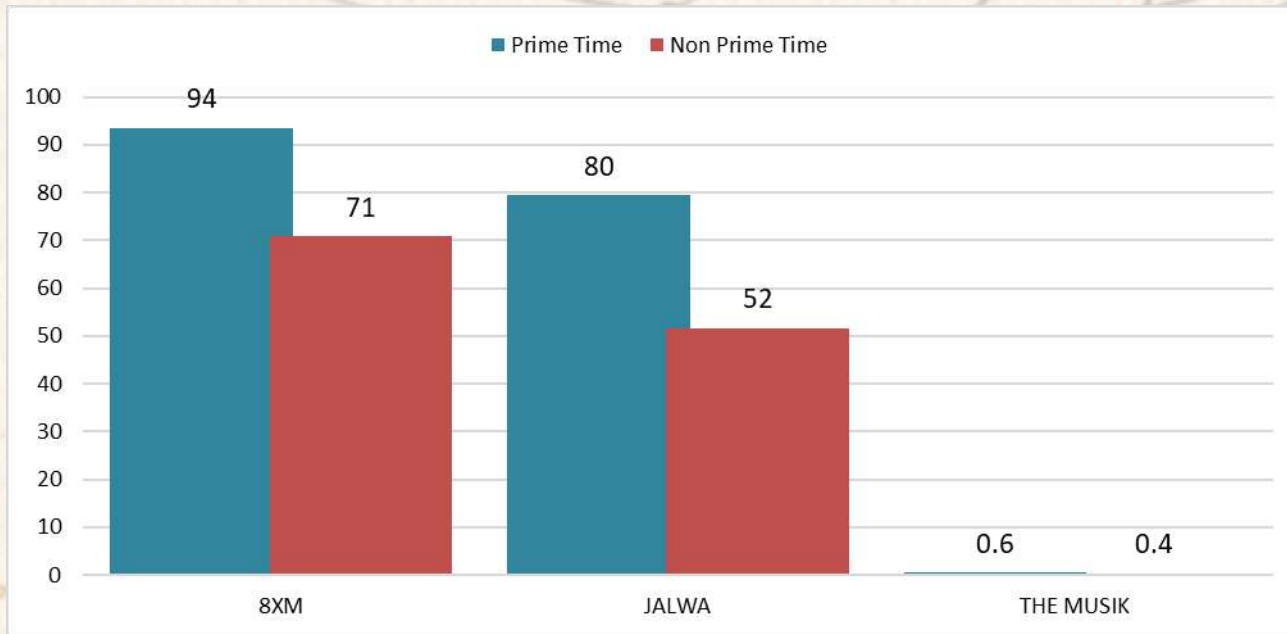
Genre : REGIONAL





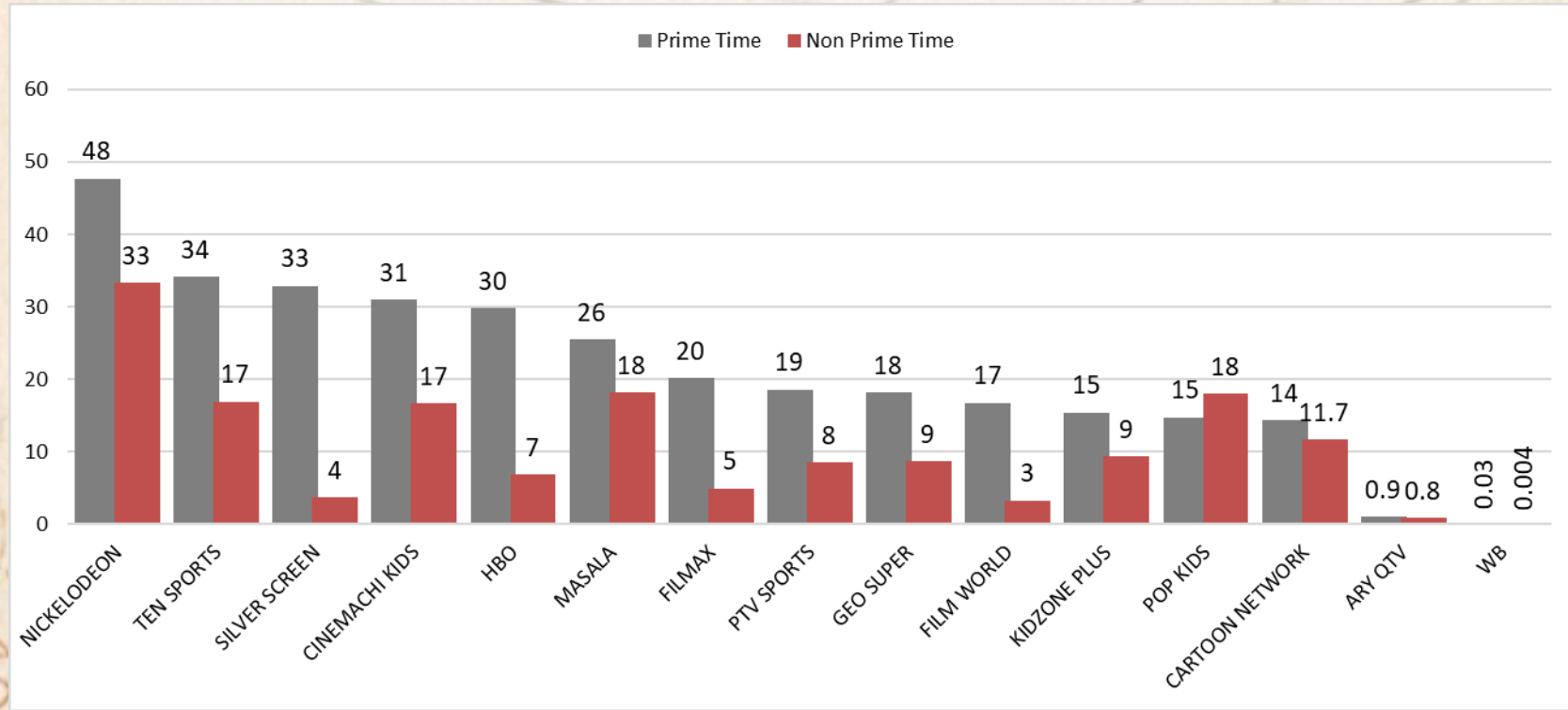
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : MUSIC

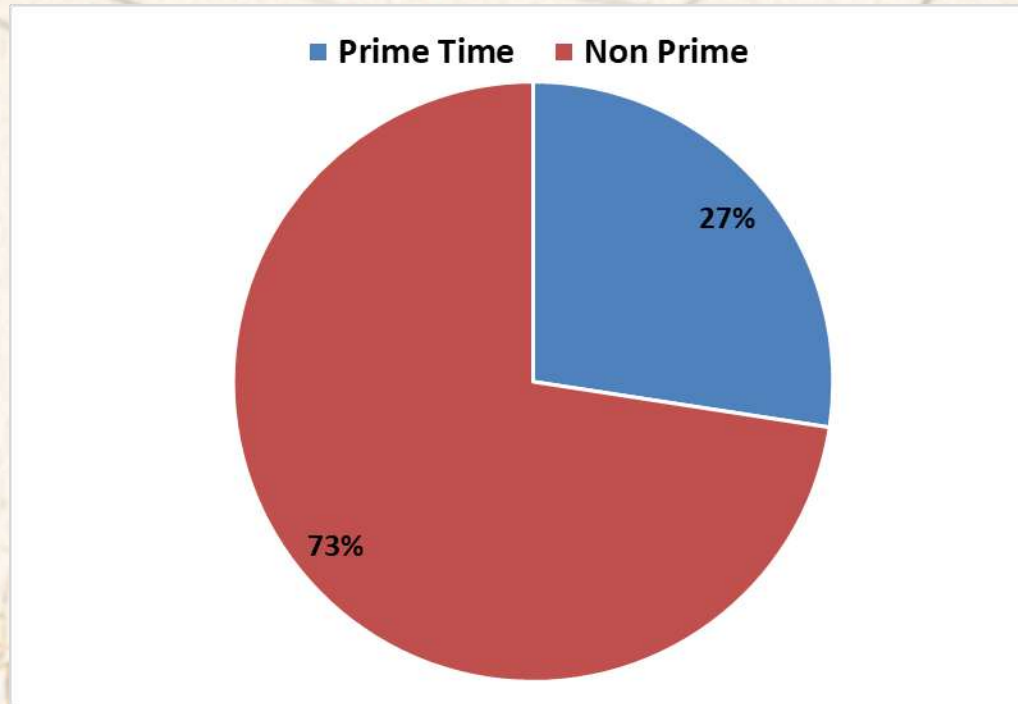


# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : OTHERS

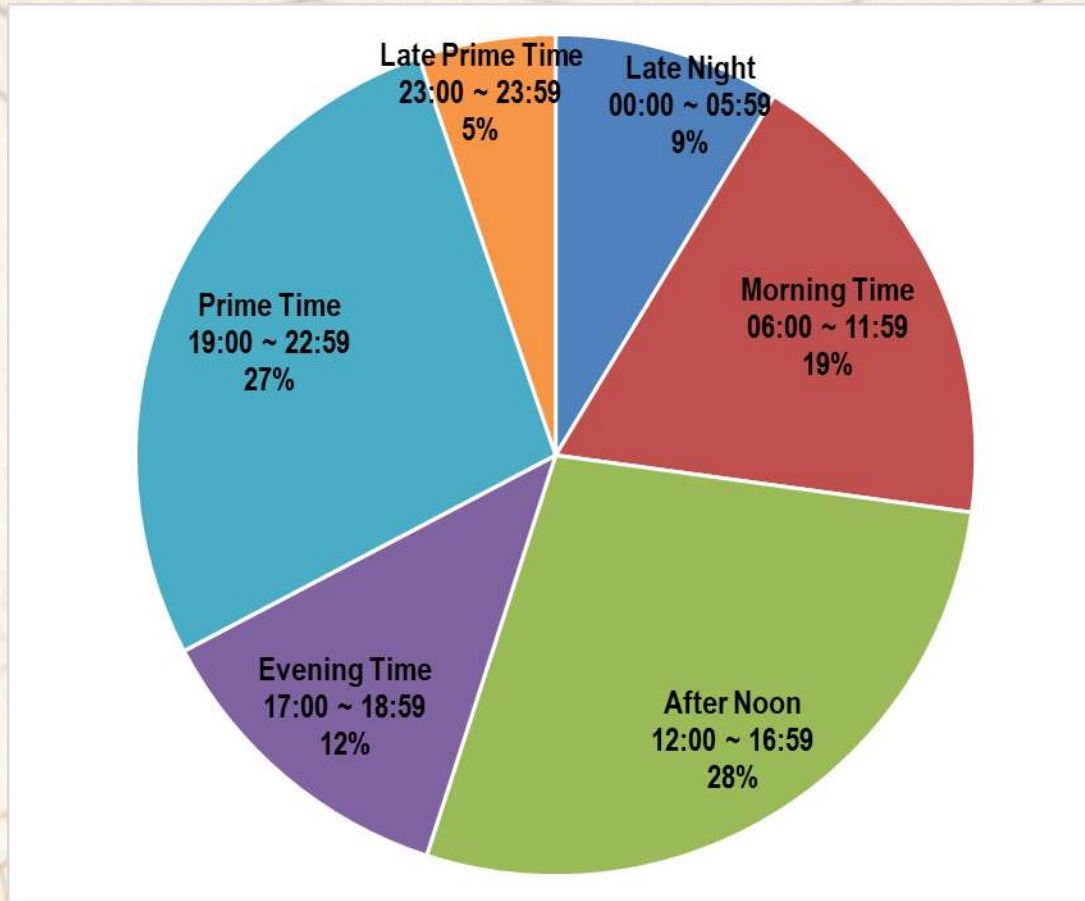


# DAY PART SPLIT BY AIRTIME



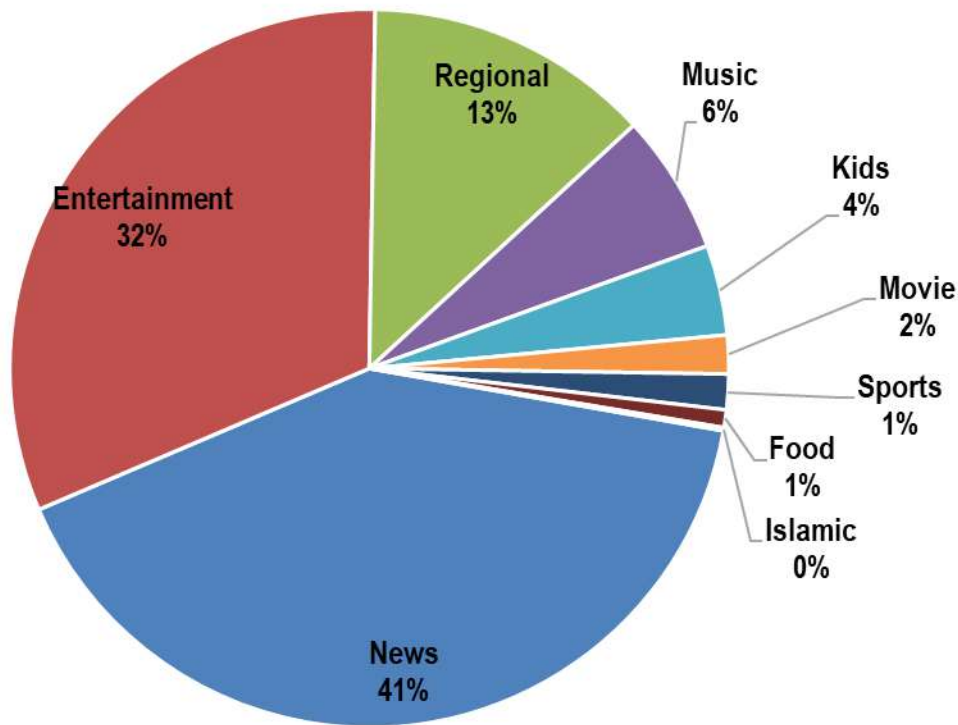


# TIME BAND SPLIT BY AIRTIME





# GENRE & DAY PART BY AIRTIME



## Day Part Wise Airtime Mins

■ Prime Time ■ Non Prime Time

Genre	Prime Time	Non Prime Time
News	136,006	384,739
Entertainment	99,182	305,284
Regional	61,445	103,173
Music	21,778	58,651
Kids	12,113	39,564
Movie	11,507	10,736
Sports	5,914	14,403
Food	1,776	8,404
Islamic	432	1,345



# Thank You

For any queries, please  
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