

# CLUTTER Analysis

QTR 02 -  
Apr to Jun  
2018

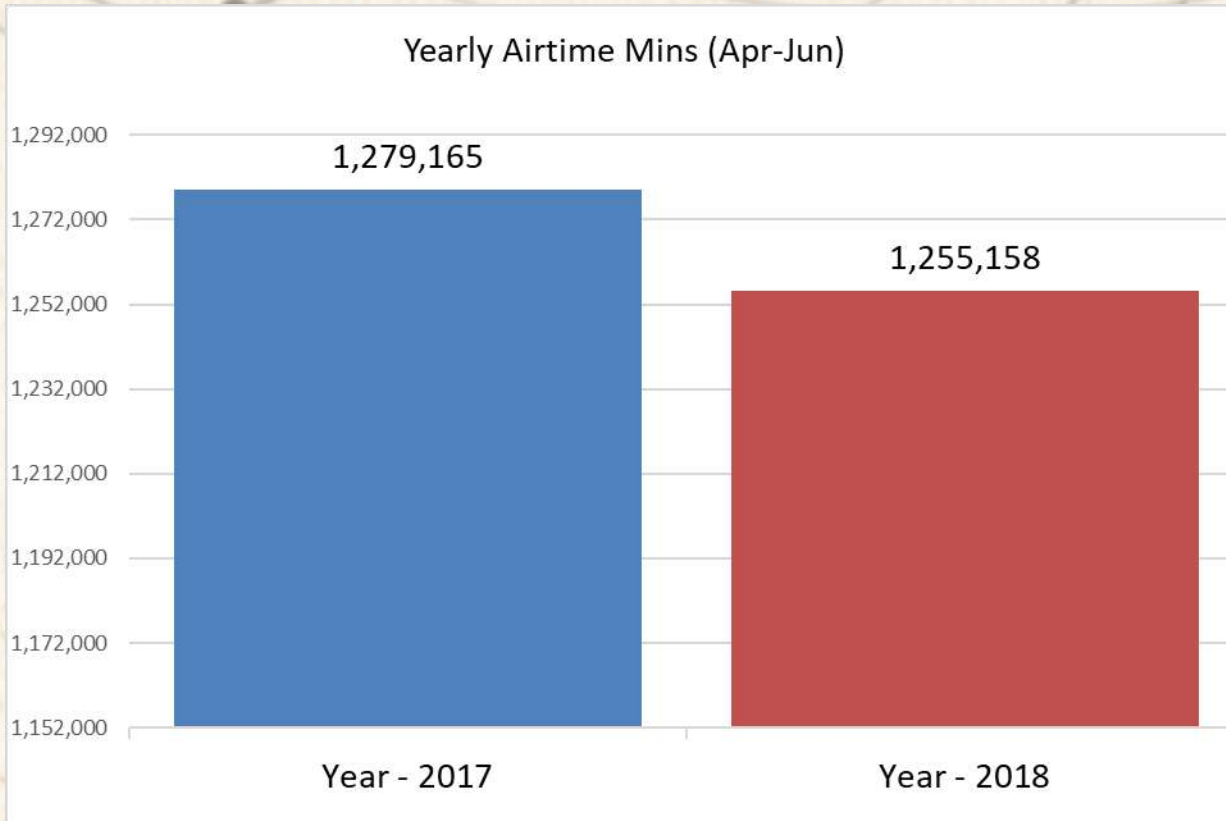


**PAKISTAN  
ADVERTISERS  
SOCIETY**

**COMPARISON WITH LAST YEAR**  
**Apr to Jun 2017-2018**



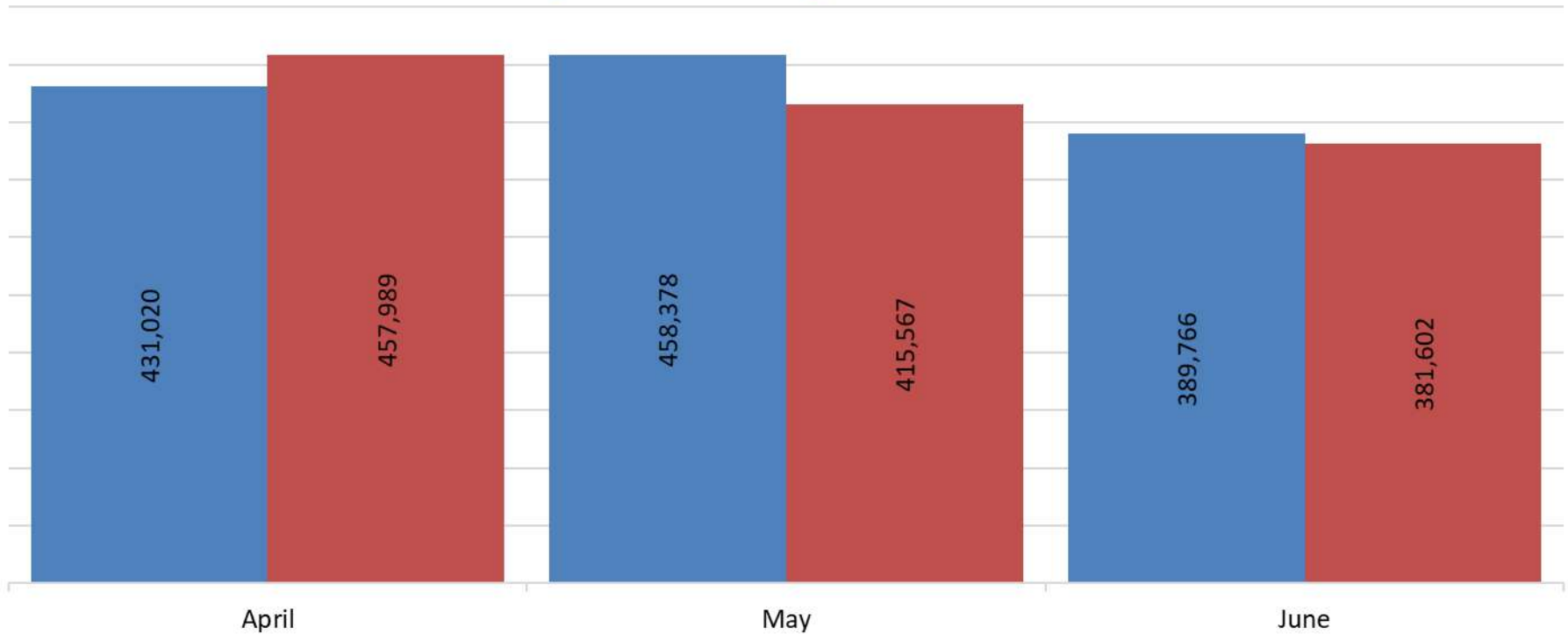
# QUARTERLY COMPARISON BY AIRTIME



# MONTHLY COMPARISON BY AIRTIME

Month Wise Comparison of Airtime Mins 2017-2018

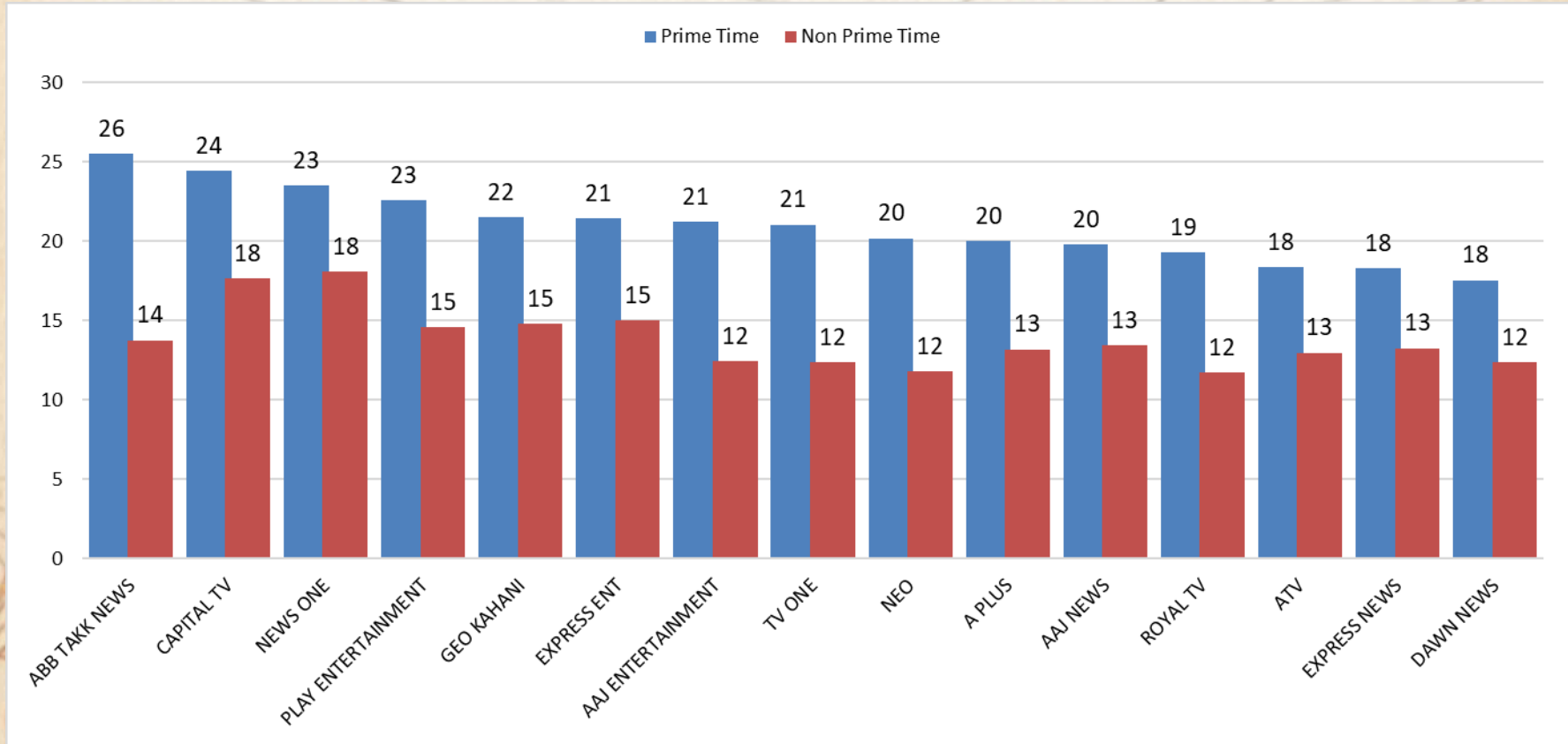
■ Year - 2017      ■ Year - 2018



**GENER WISE  
AVEAGE AIRTIME REVIEW QTR 02 (Apr to Jun 2018)**

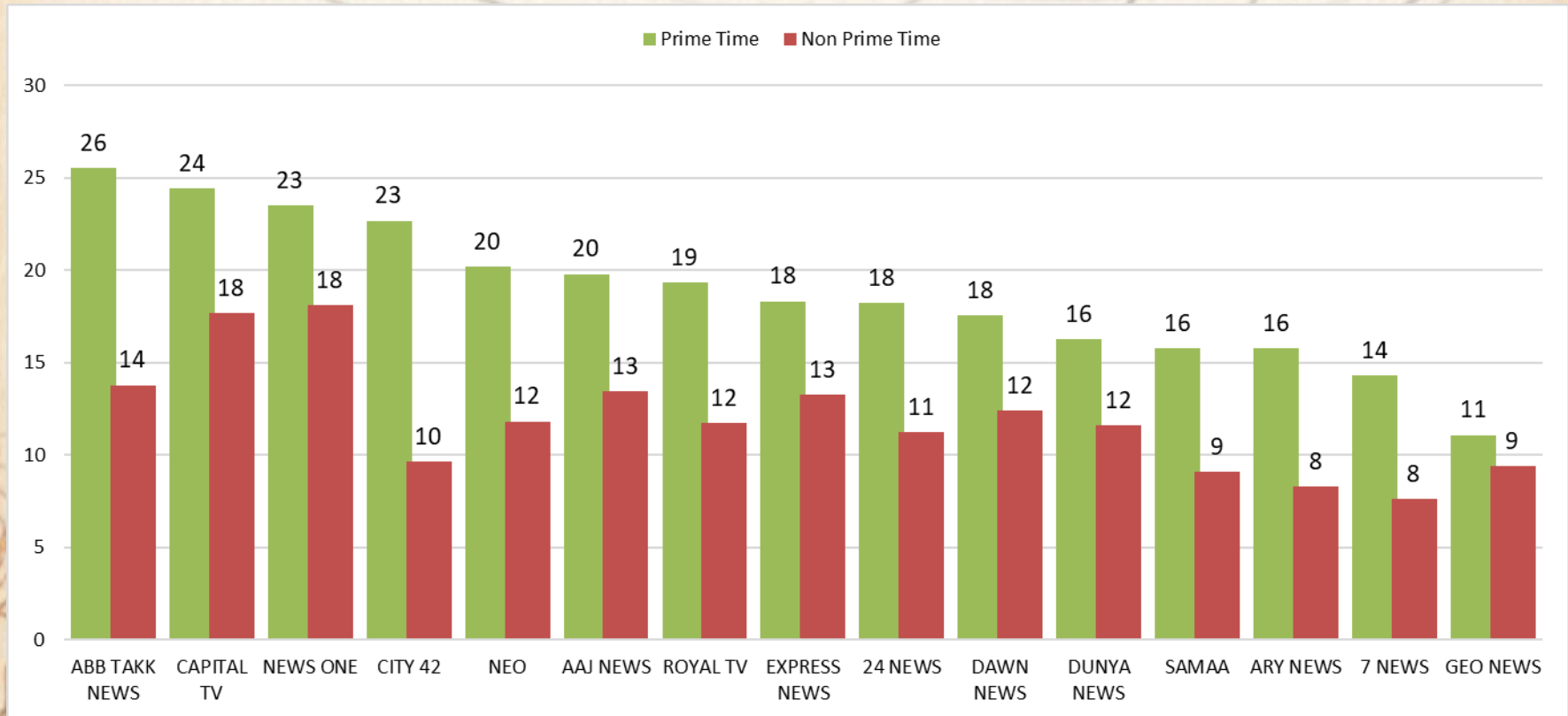
# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ALL



# GENRE WISE AVERAGE MINUTES IN AN HOUR

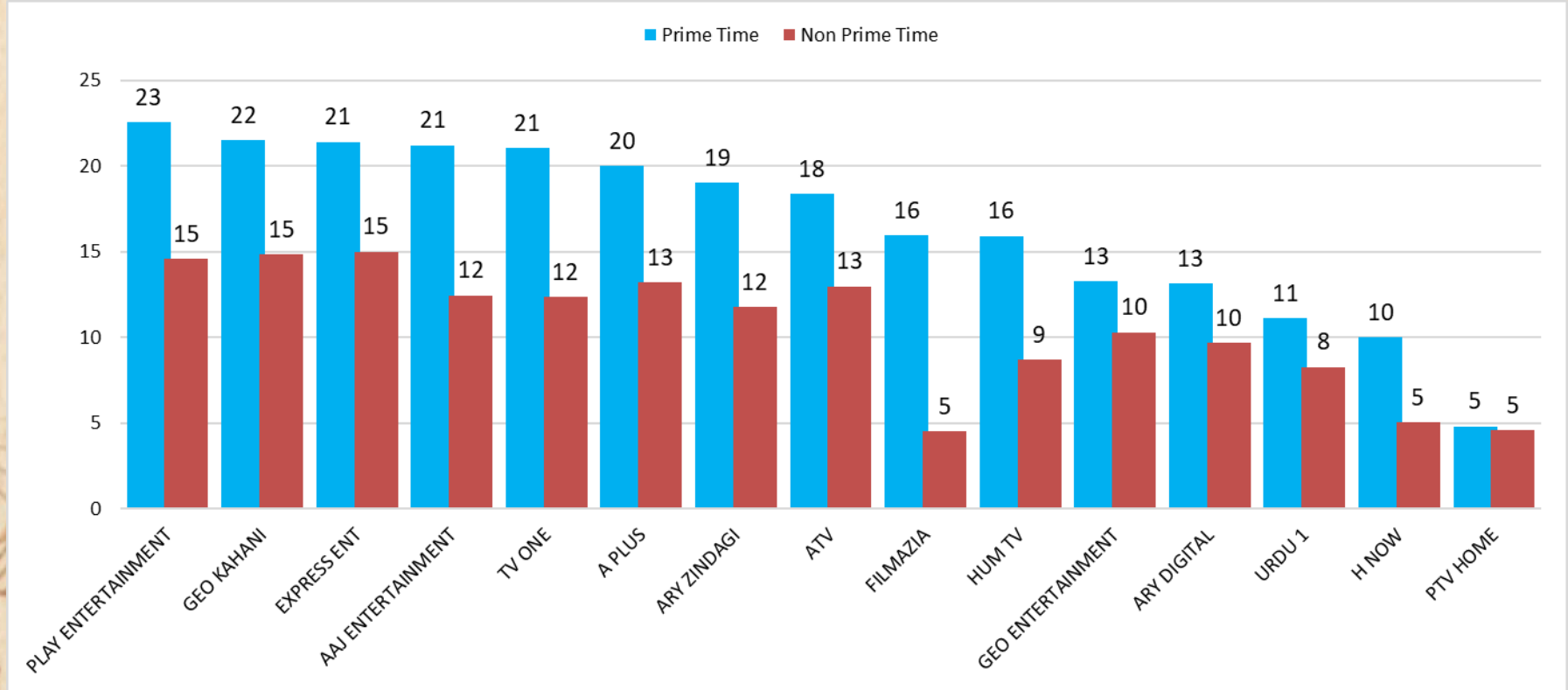
Genre : NEWS





# GENRE WISE AVERAGE MINUTES IN AN HOUR

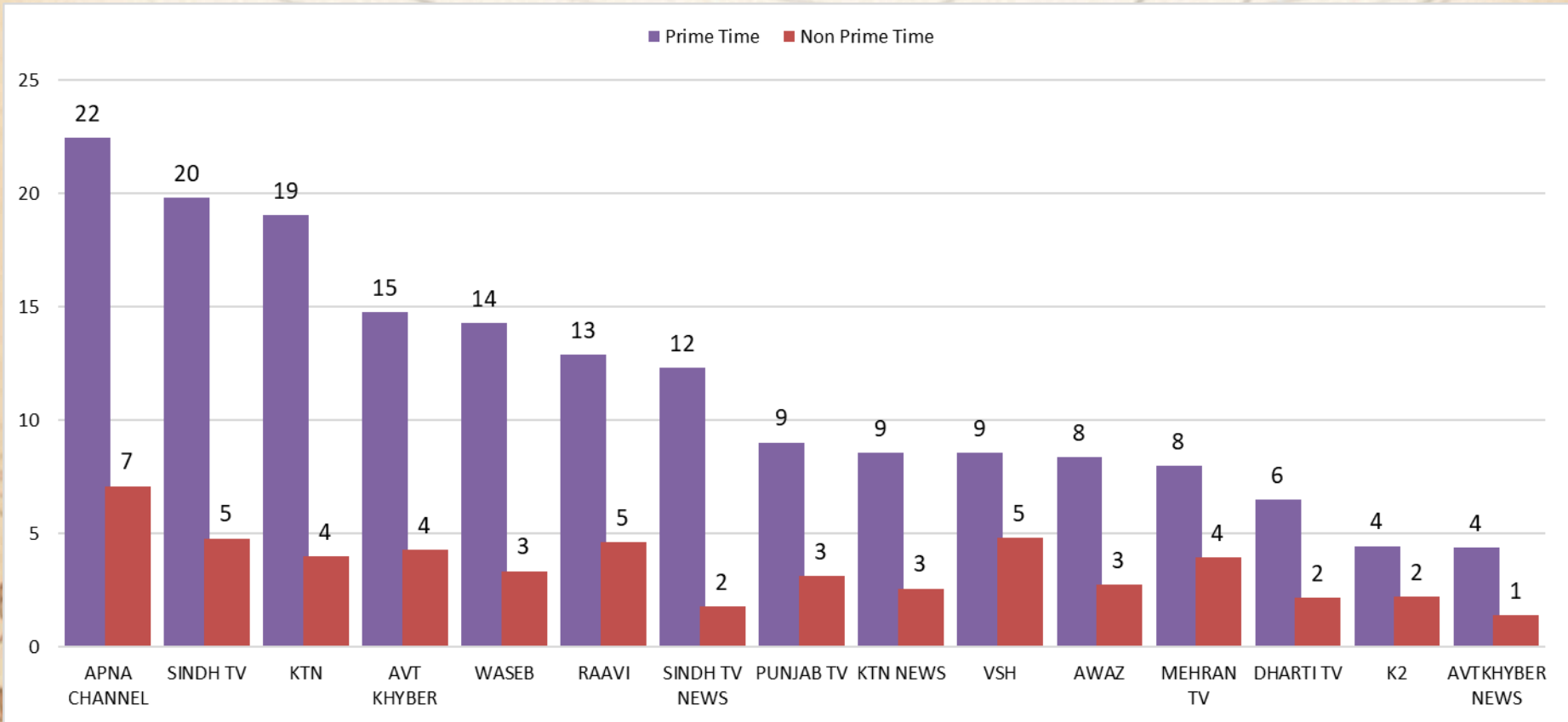
Genre : ENTERTAINMENT





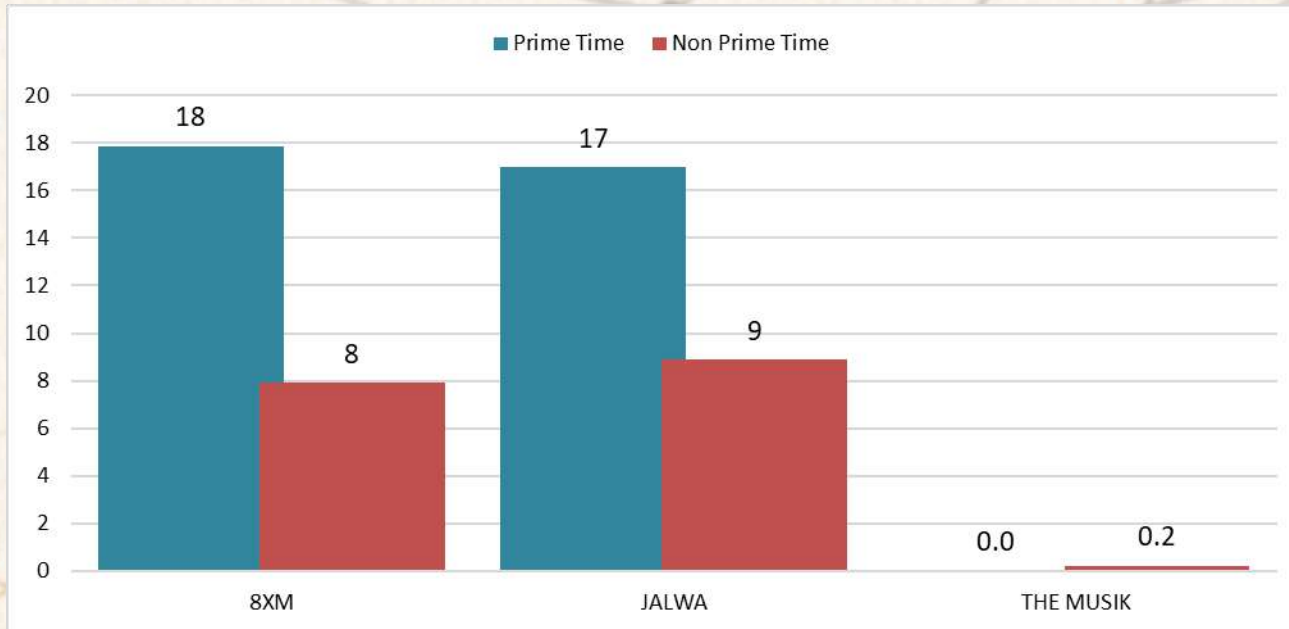
# GENRE WISE AVERAGE MINUTES IN AN HOUR

## Genre : REGIONAL



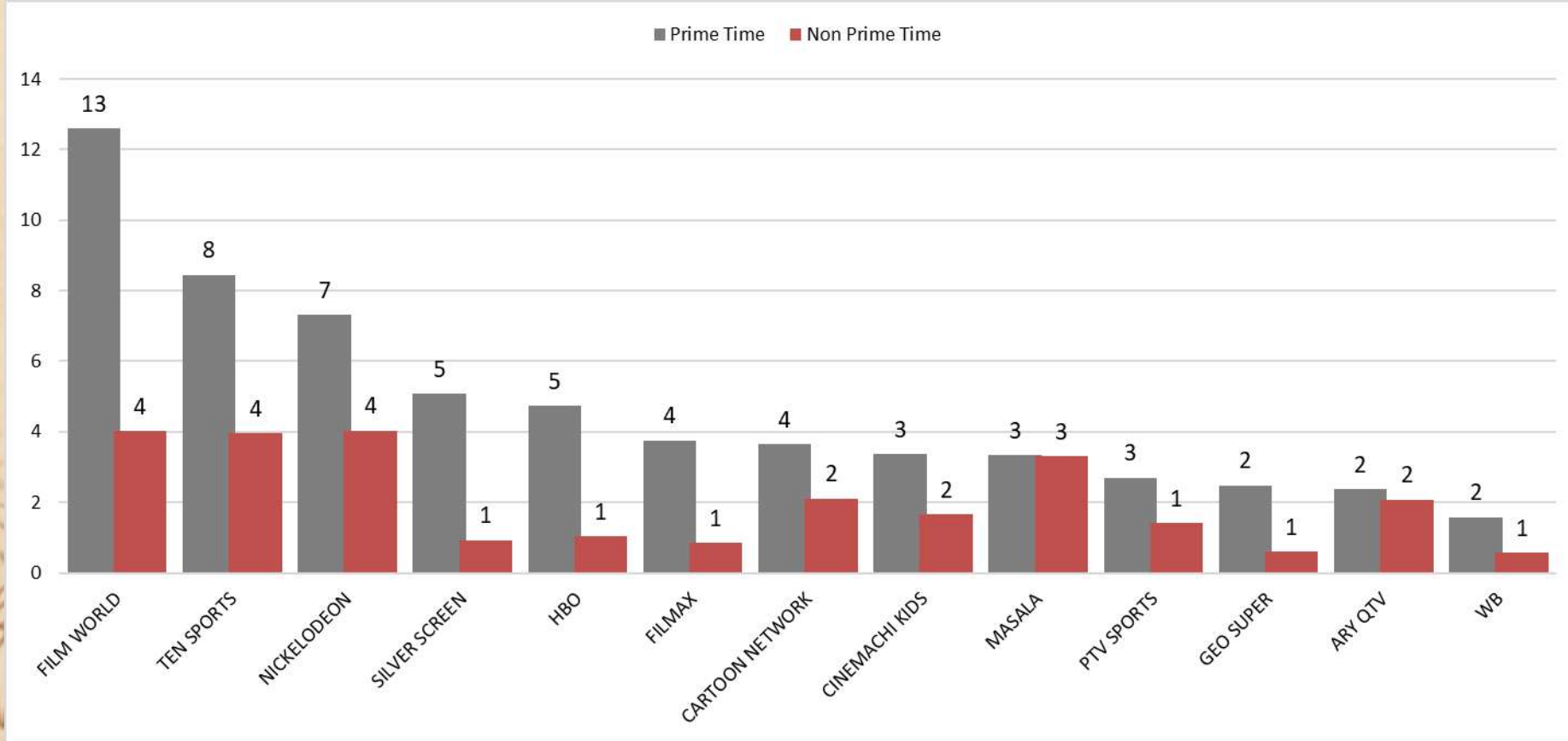
# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : MUSIC



# GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : OTHERS

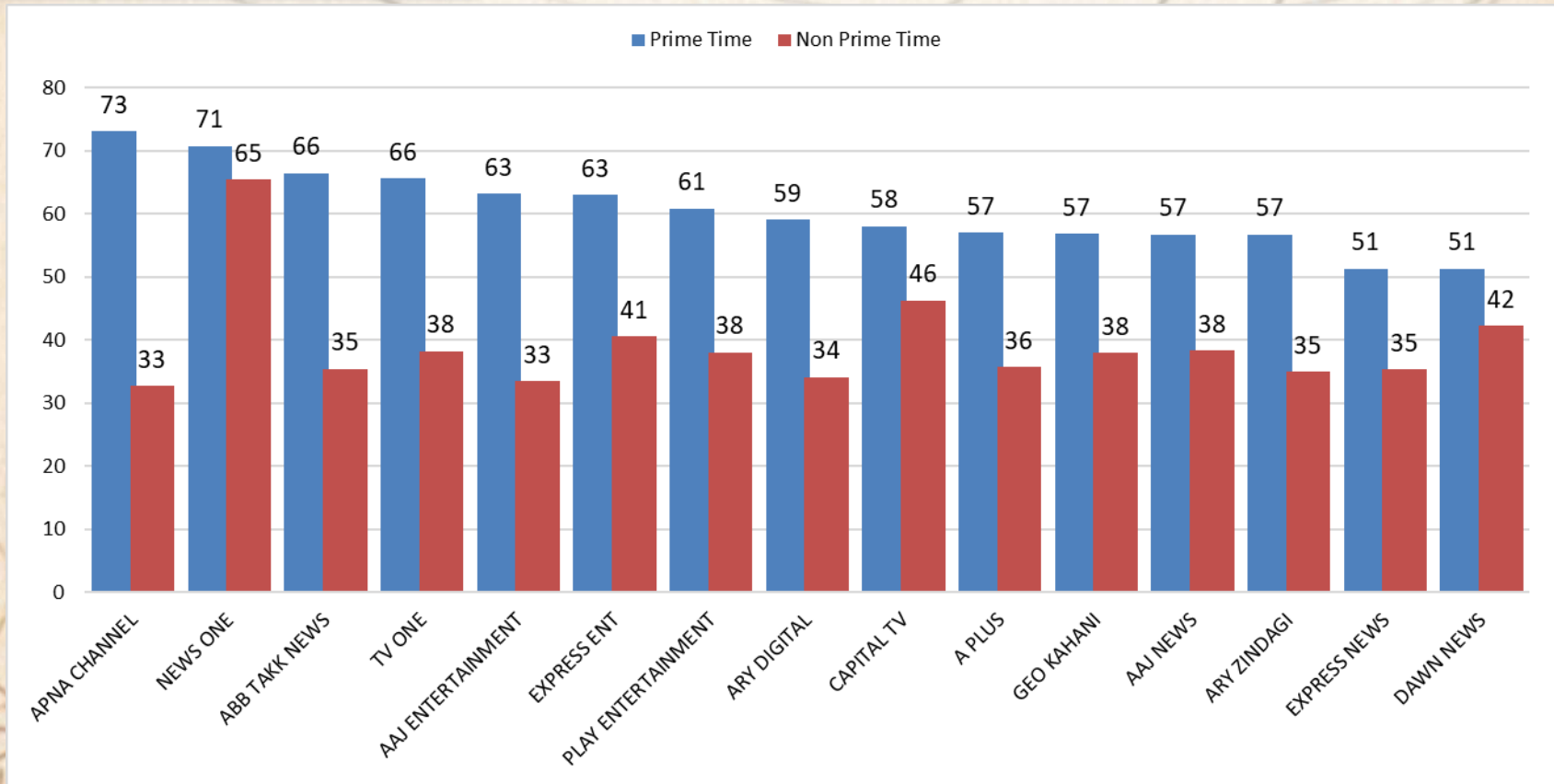


**GENER WISE  
AVERAGE SPOT'S FREQUENCIES REVIEW (QTR 02)**



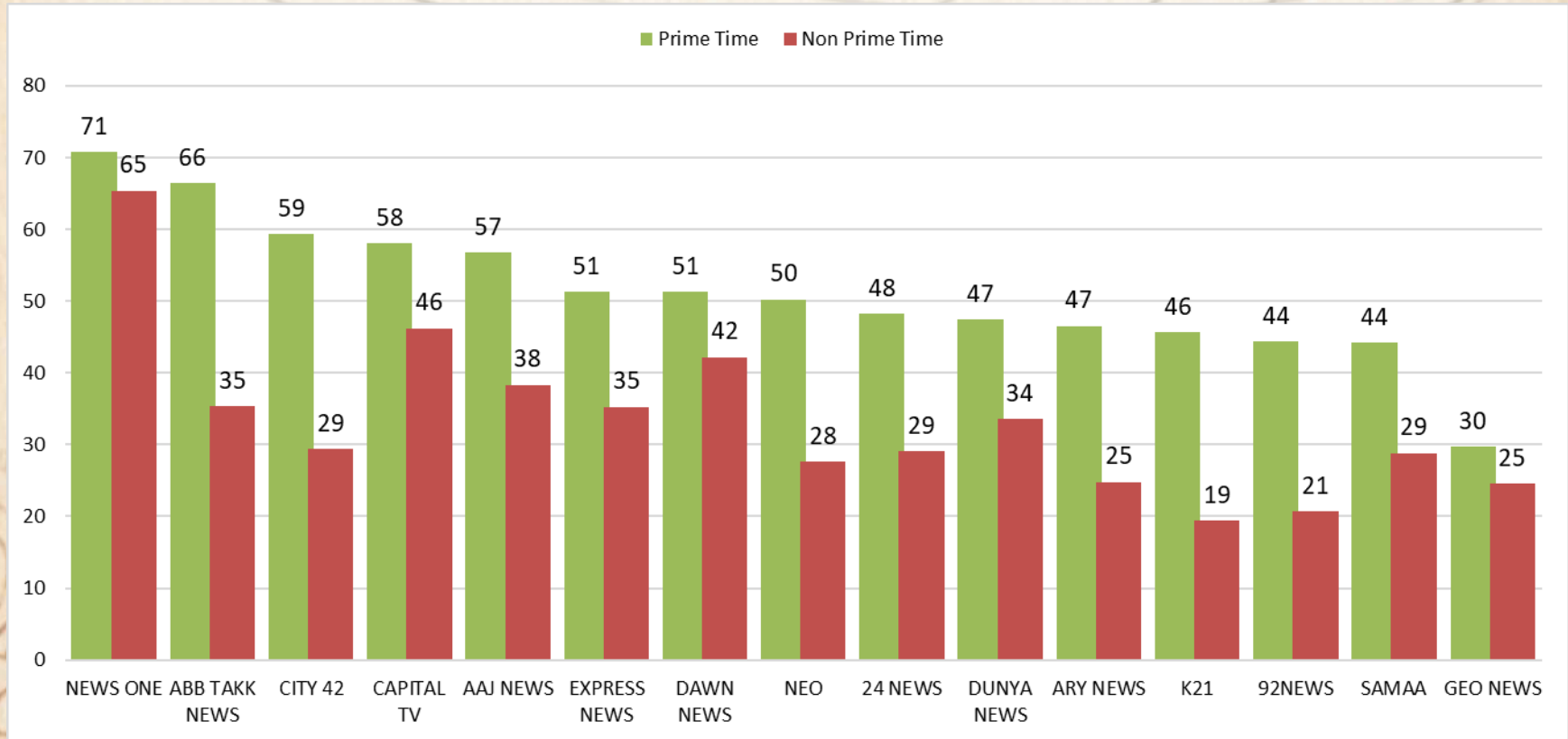
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ALL



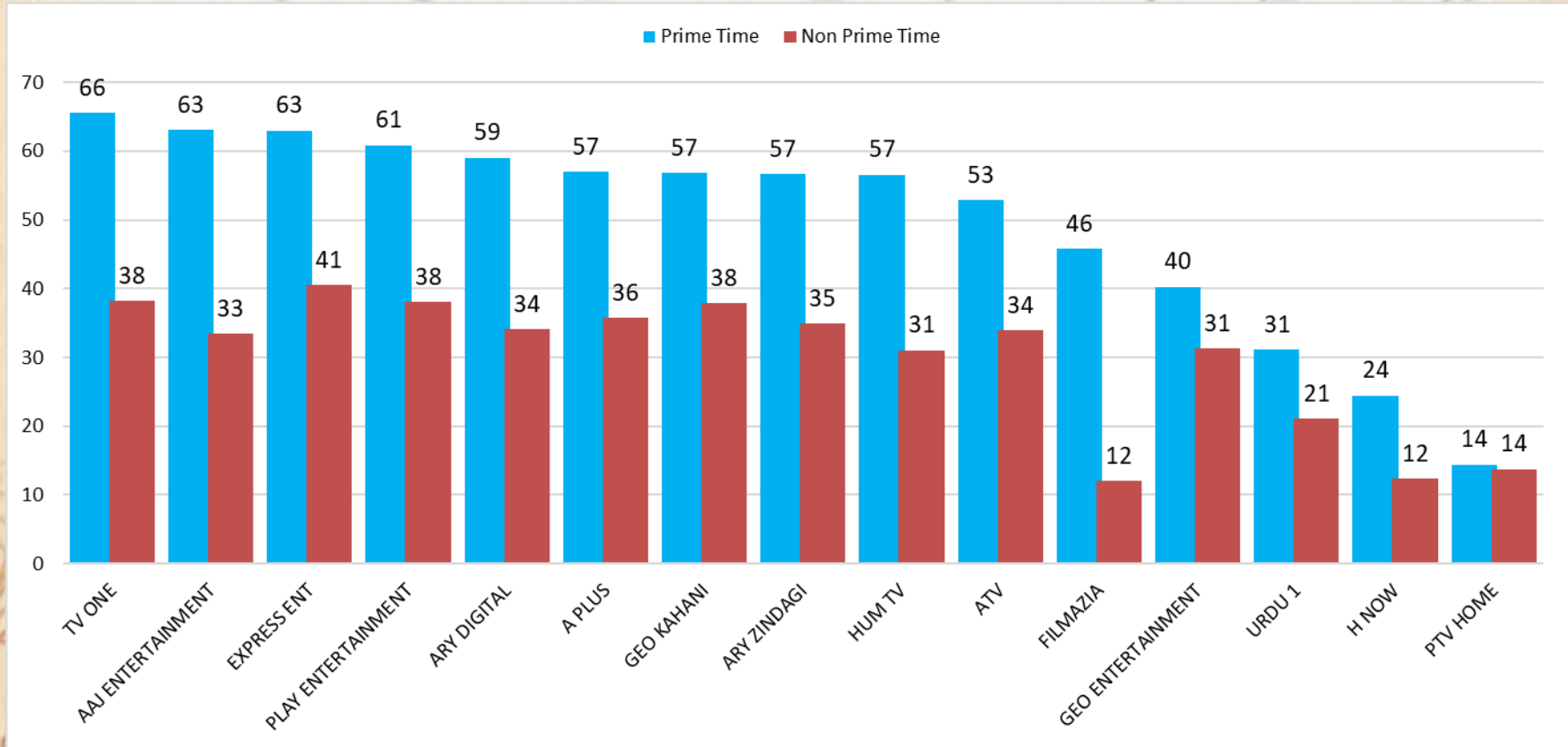
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : NEWS



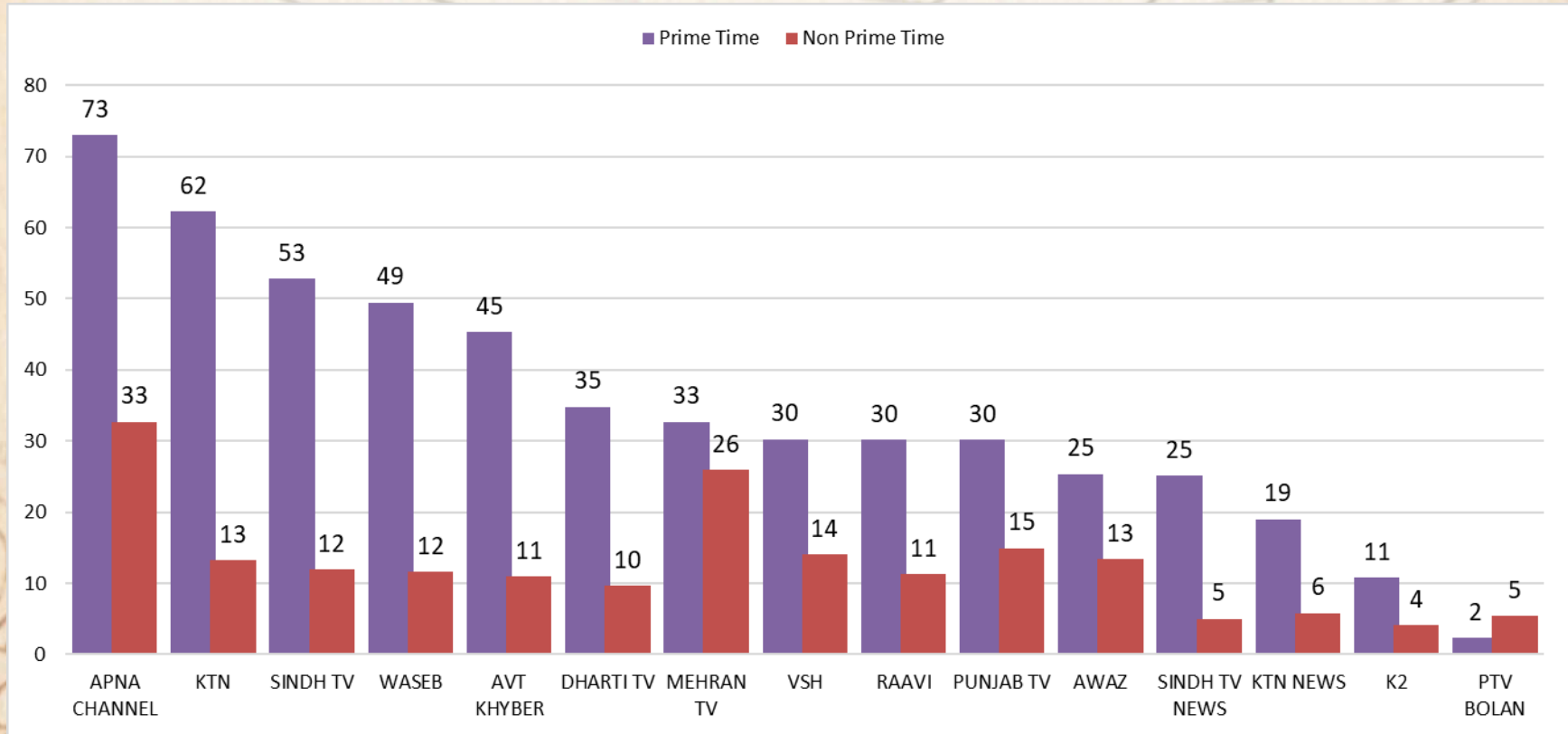
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ENTERTAINMENT



# GENRE WISE SPOT FREQUENCIES IN AN HOUR

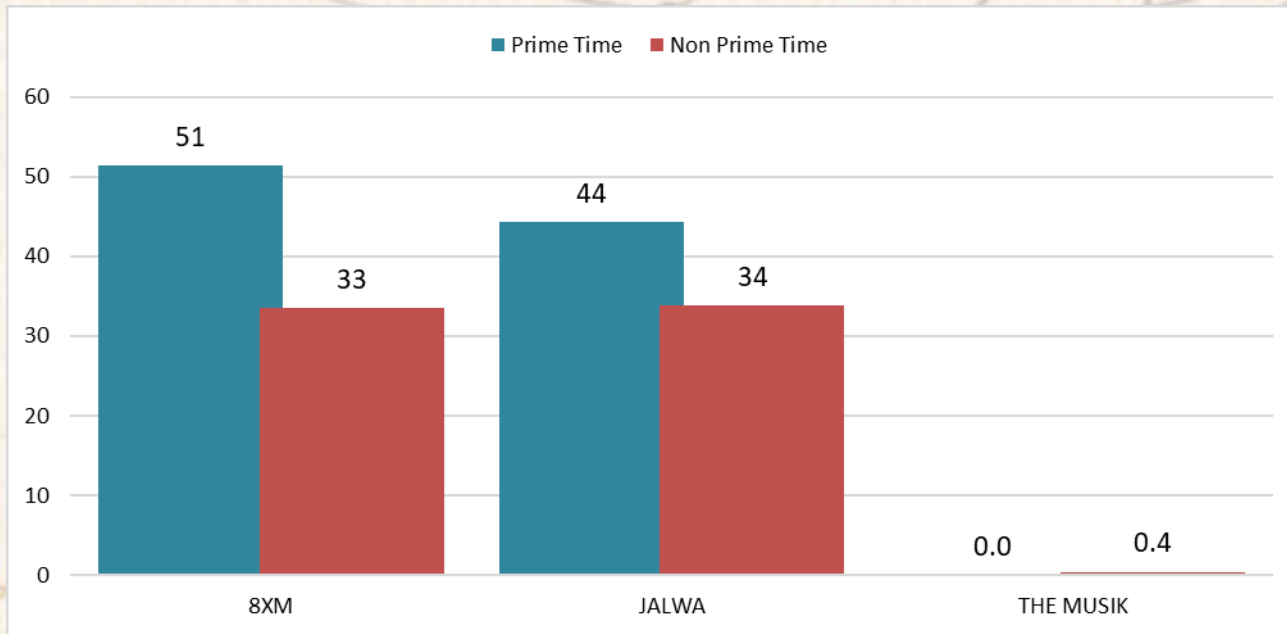
Genre : REGIONAL





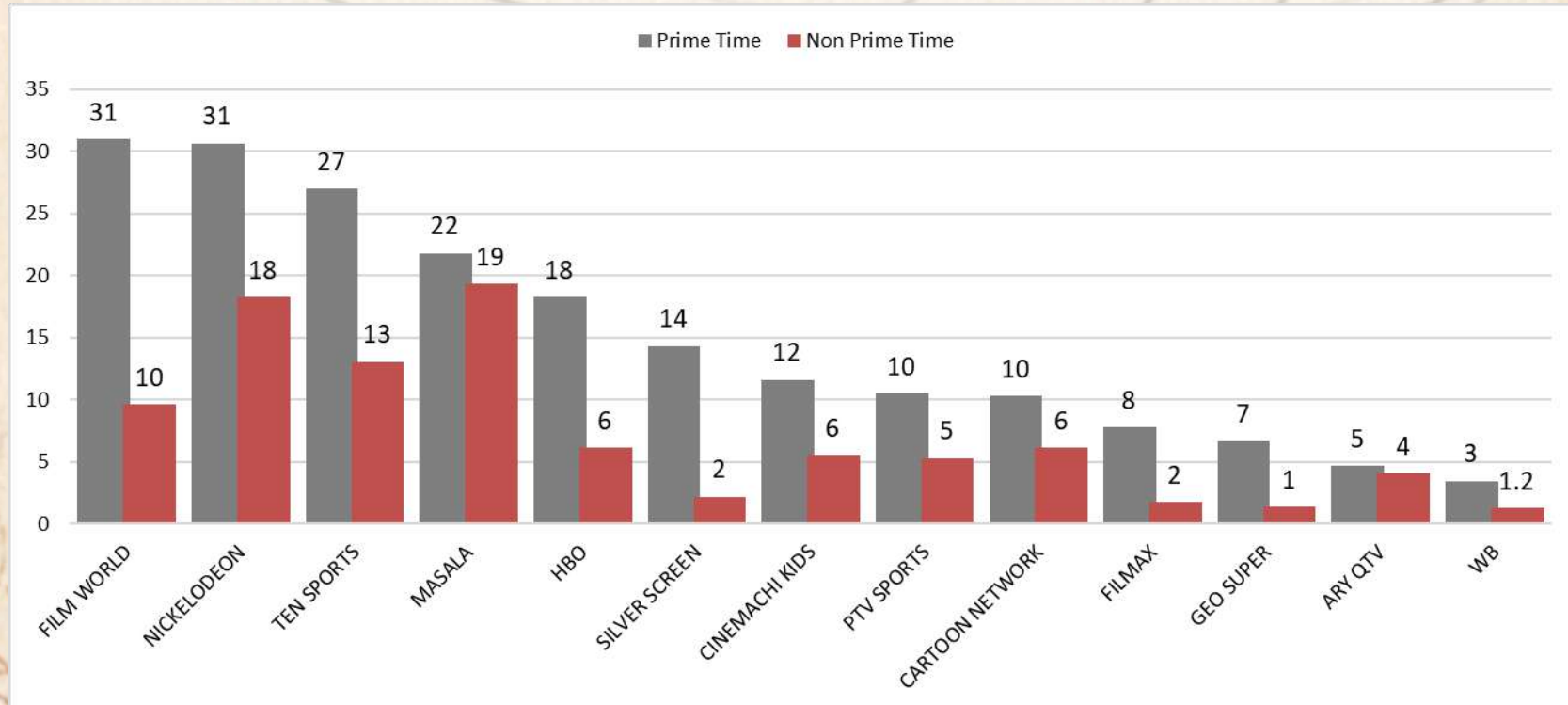
# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : MUSIC

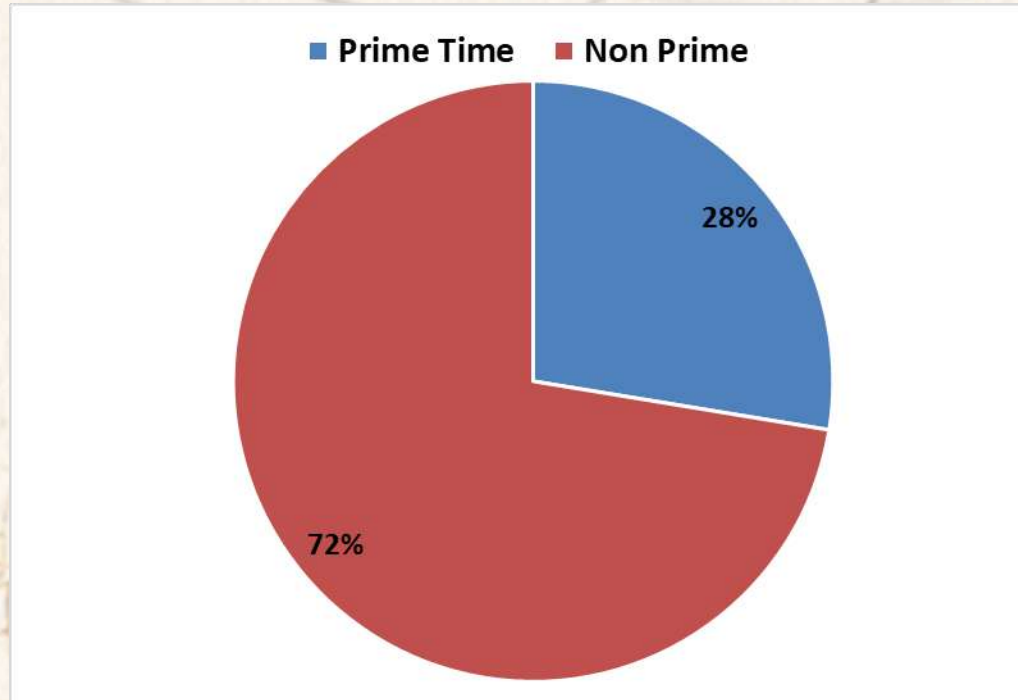


# GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : OTHERS

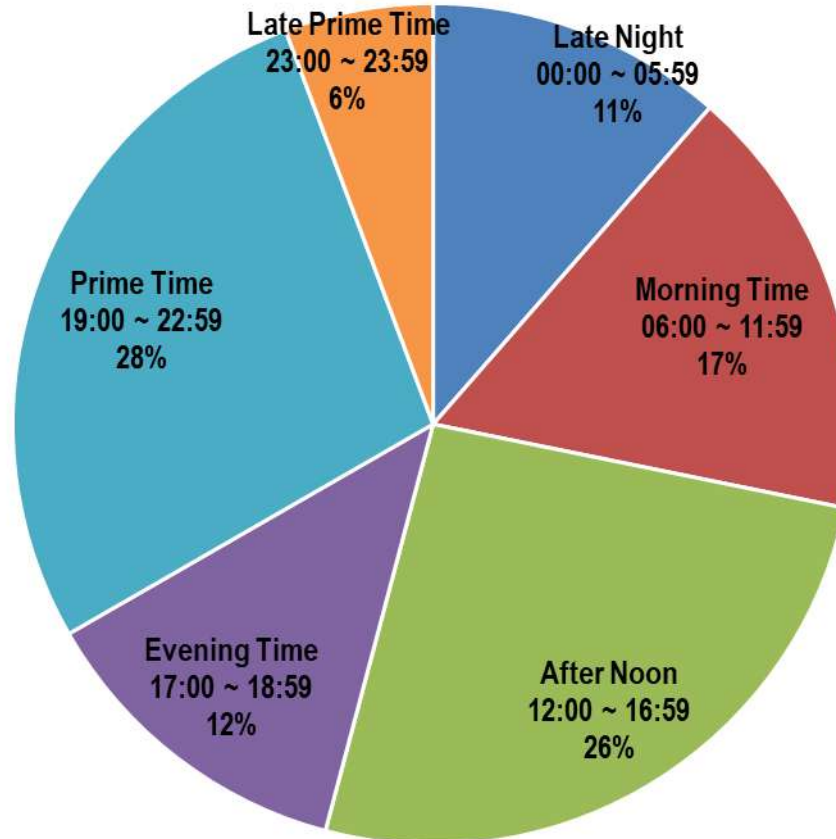


# DAY PART SPLIT BY AIRTIME



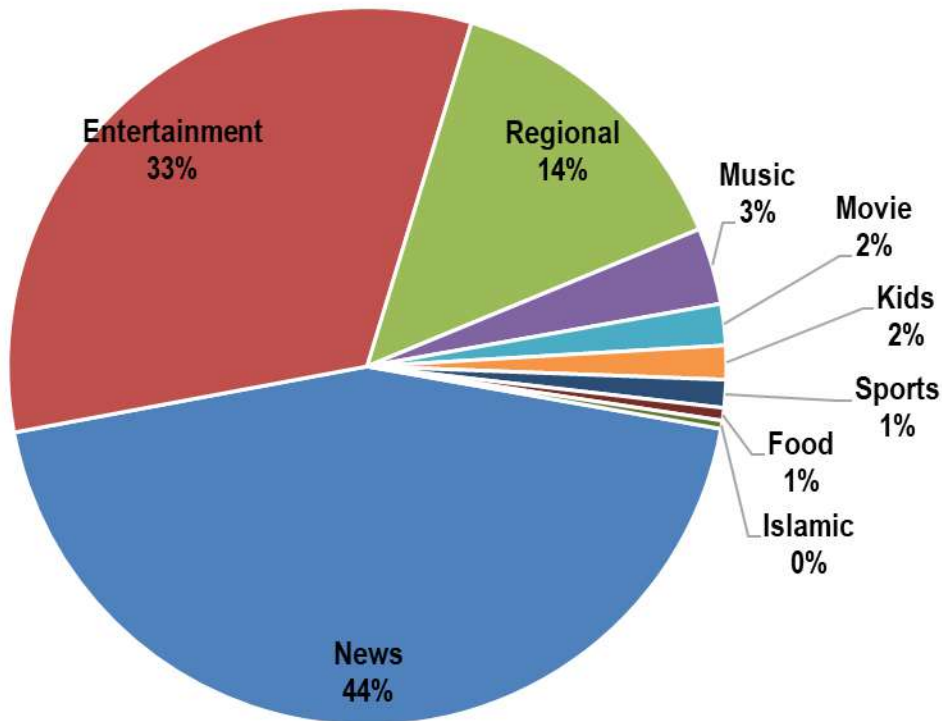


# TIME BAND SPLIT BY AIRTIME



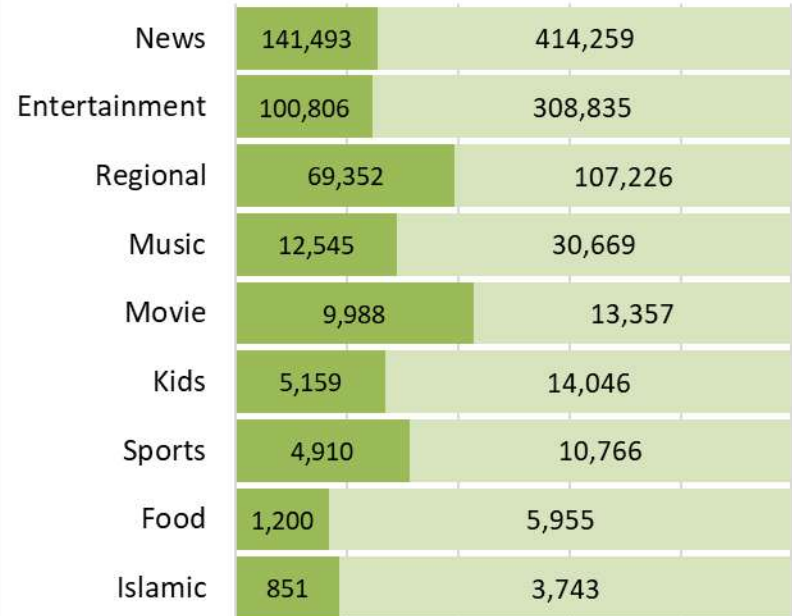


# GENRE & DAY PART BY AIRTIME



## Day Part Wise Airtime Mins

■ Prime Time ■ Non Prime Time





# Thank You

For any queries, please  
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[info@mediamonitors.com.pk](mailto:info@mediamonitors.com.pk)



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