

CLUTTER Analysis

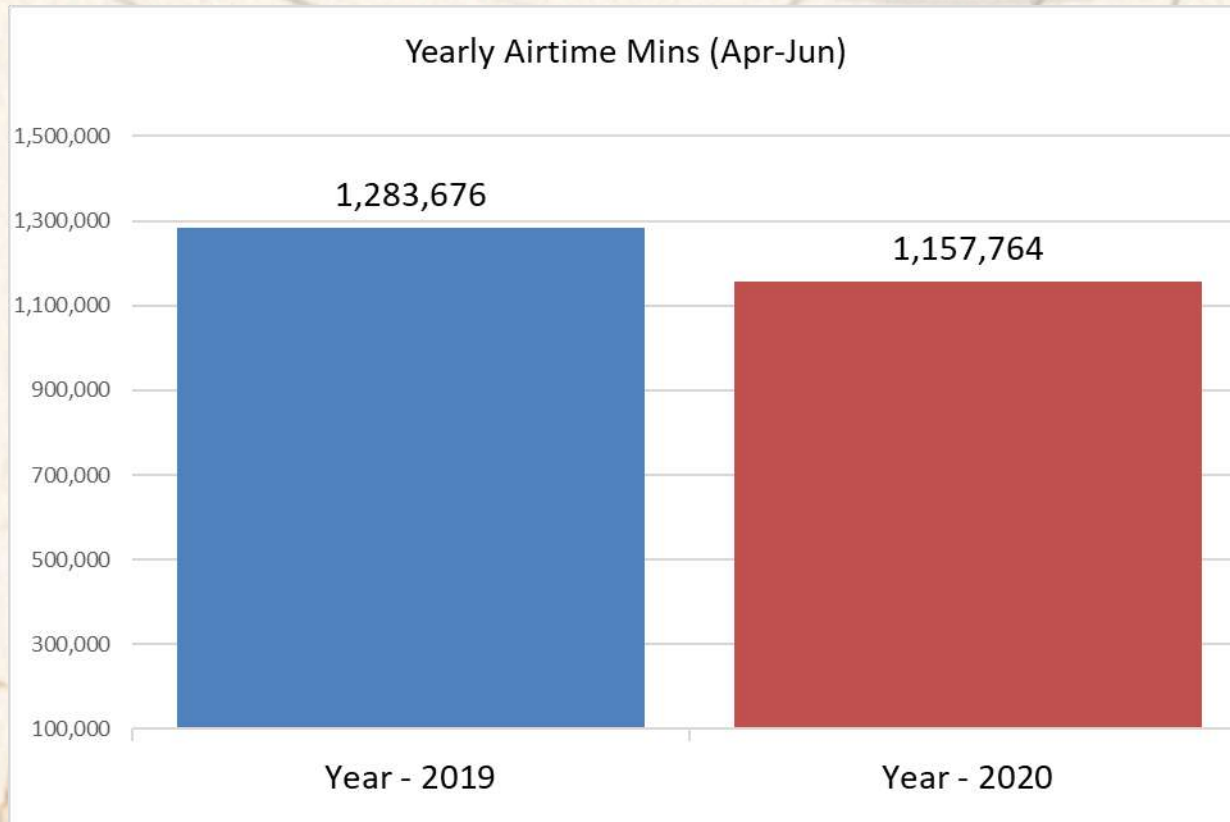
QTR 02 –
Apr to Jun
2020



**PAKISTAN
ADVERTISERS
SOCIETY**

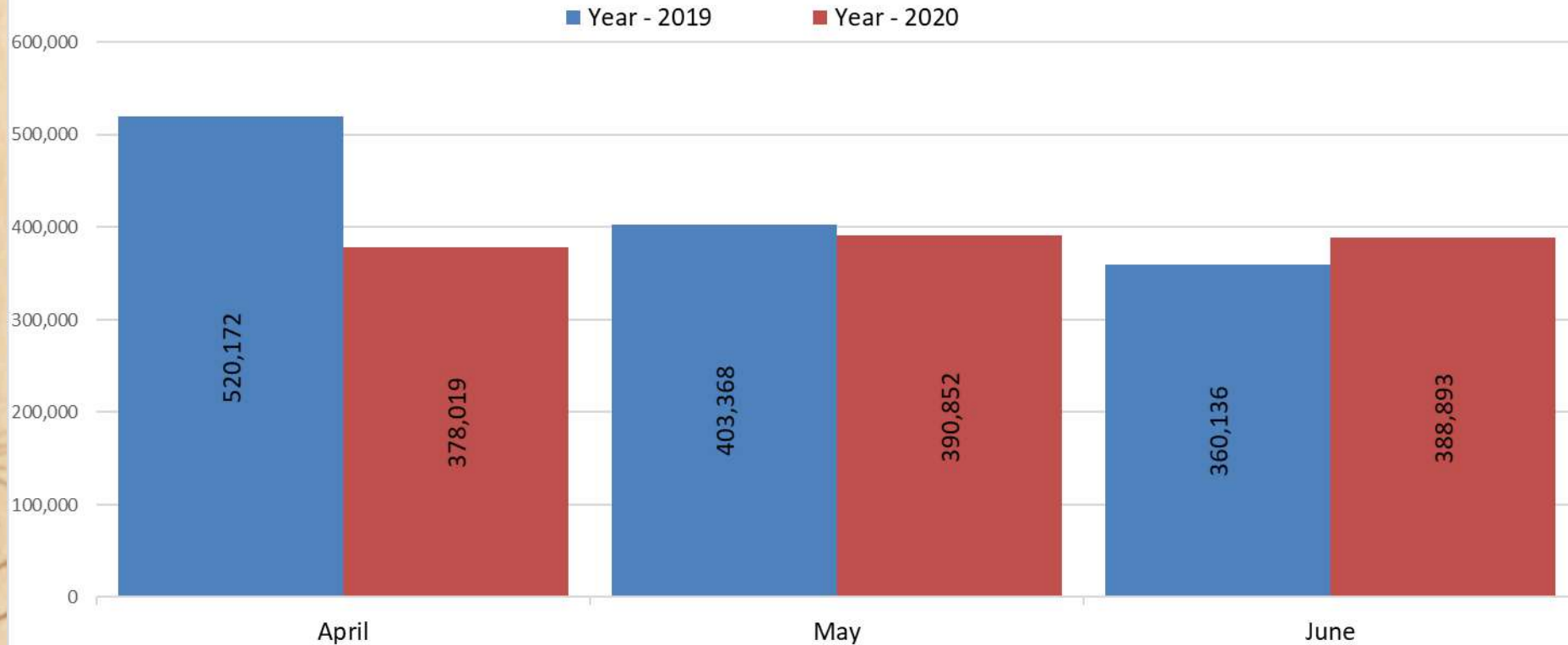
COMPARISON WITH LAST YEAR
Apr to Jun 2019-2020

QUARTERLY COMPARISON BY AIRTIME



MONTHLY COMPARISON BY AIRTIME

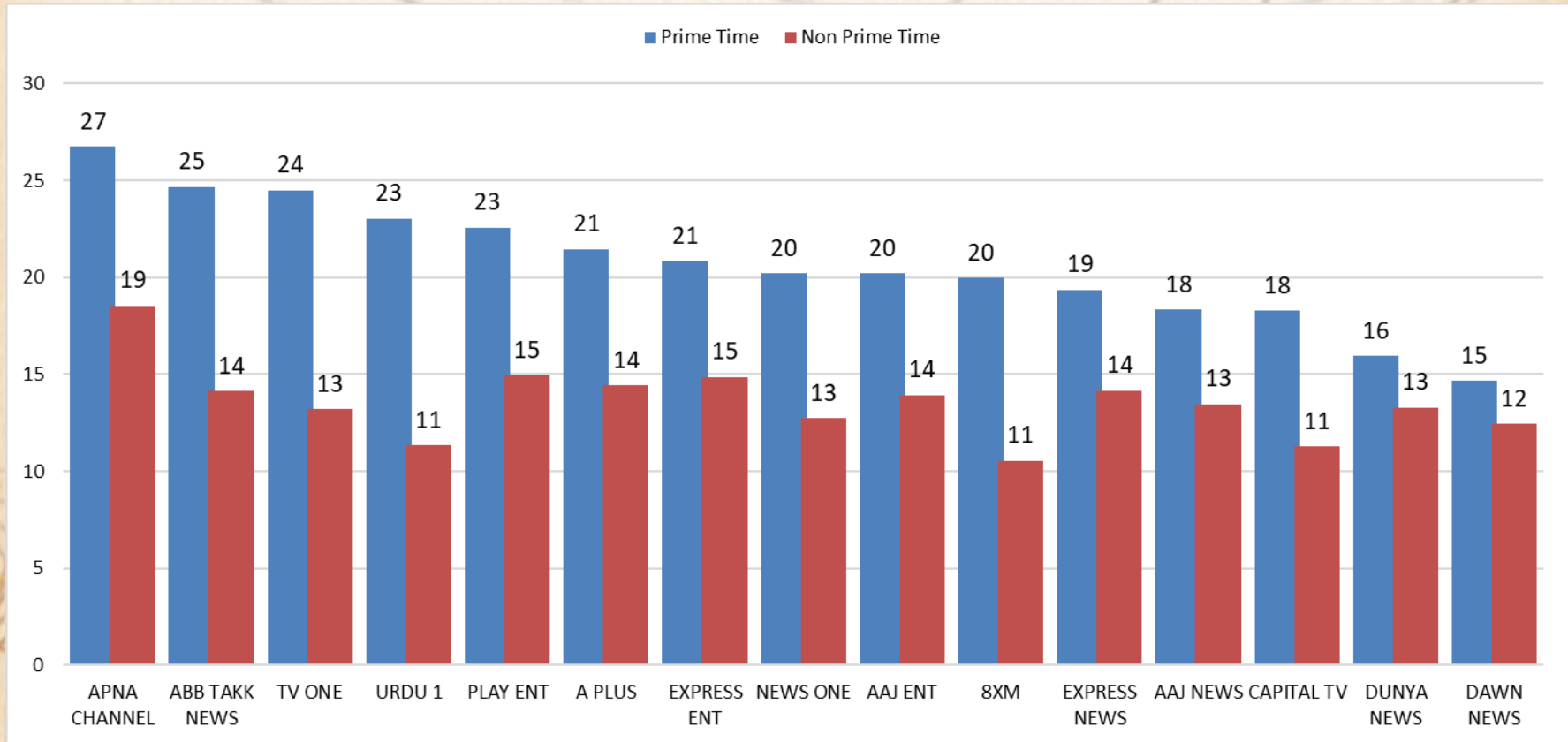
Month Wise Comparison of Airtime Mins 2019-2020



**GENER WISE
AVEAGE AIRTIME REVIEW QTR 02 (Apr-Jun 2020)**

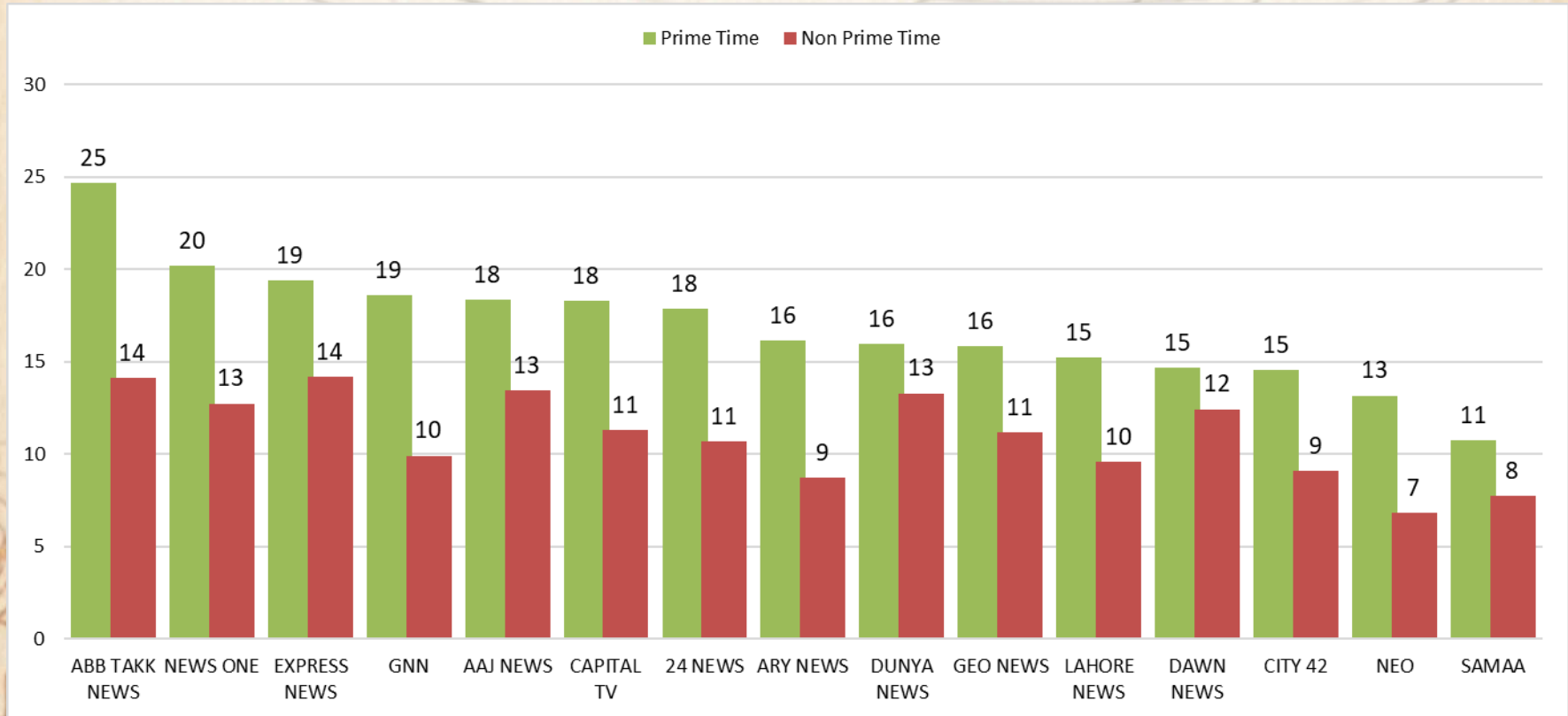
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ALL



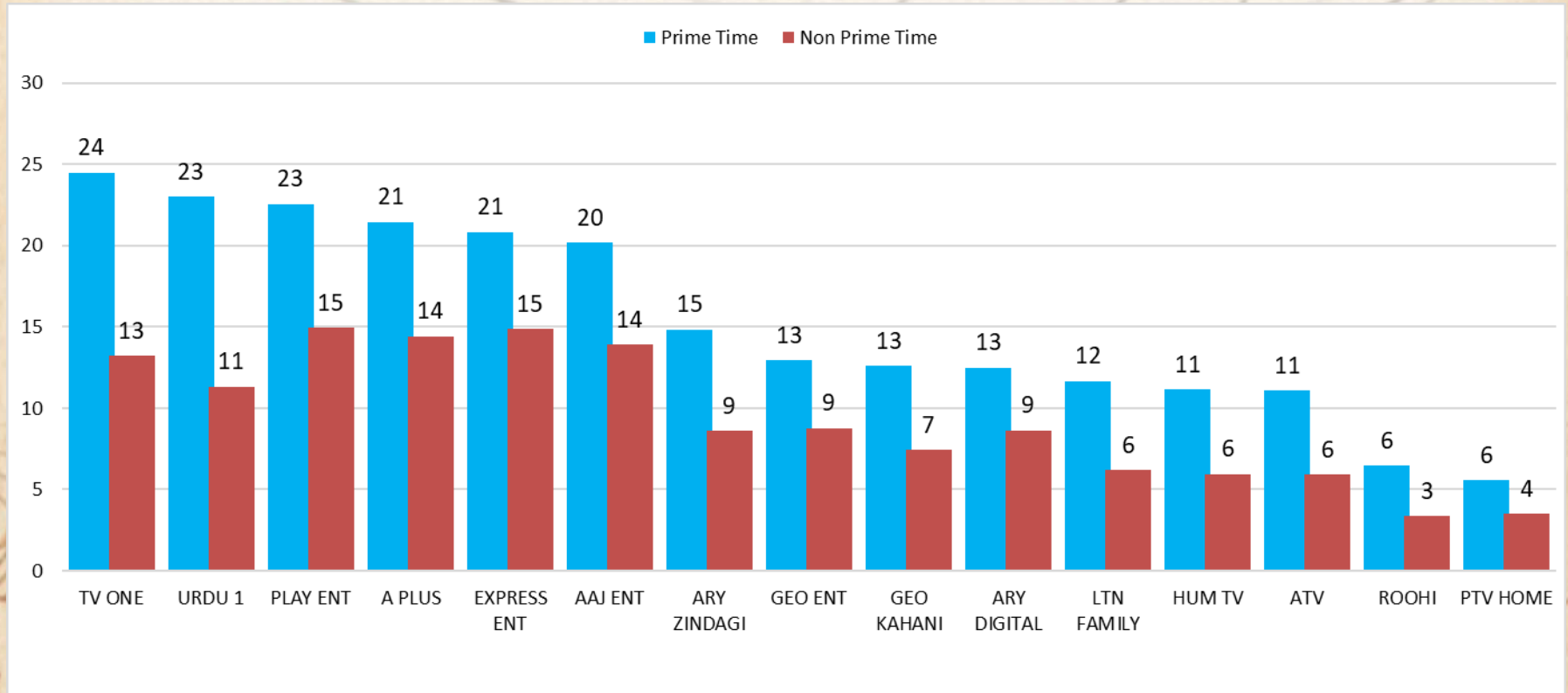
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : NEWS



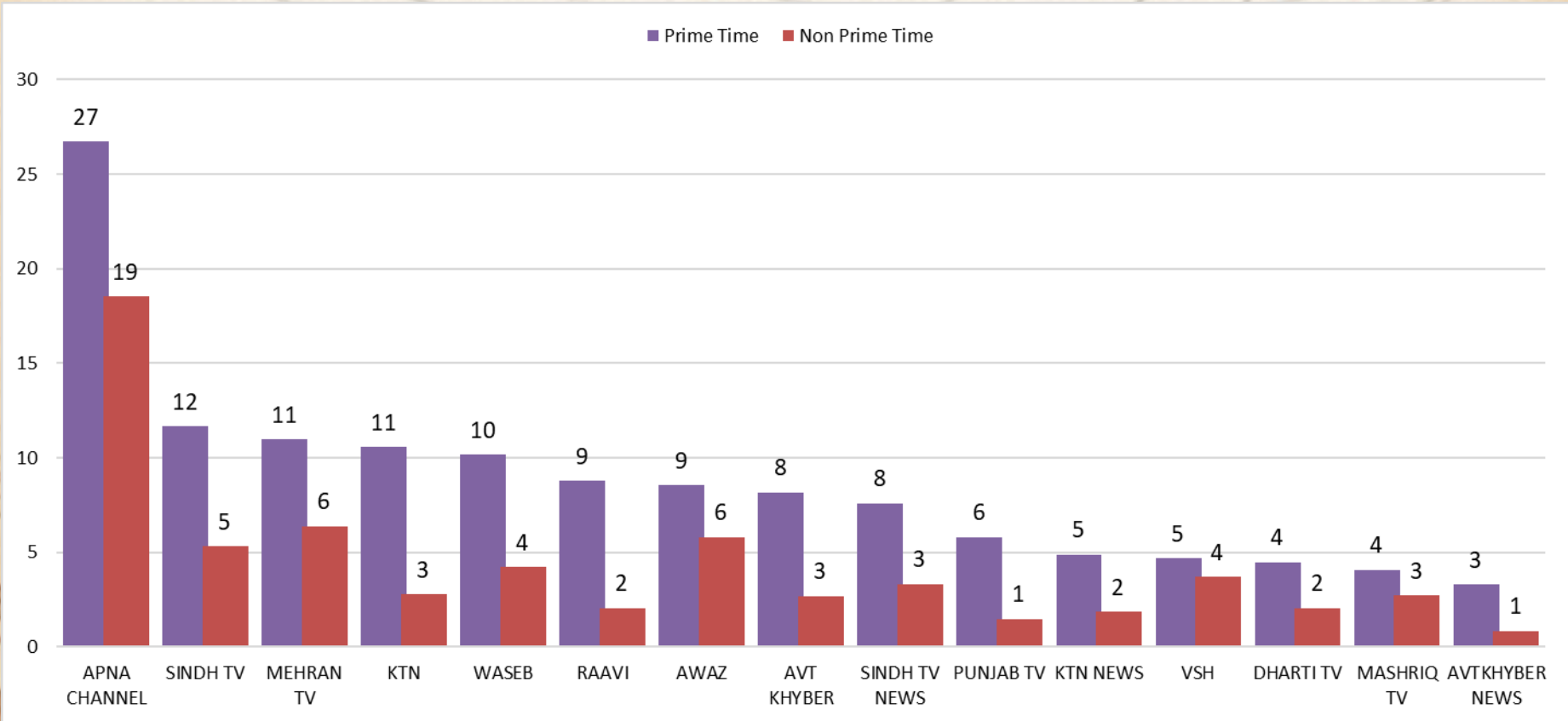
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ENTERTAINMENT



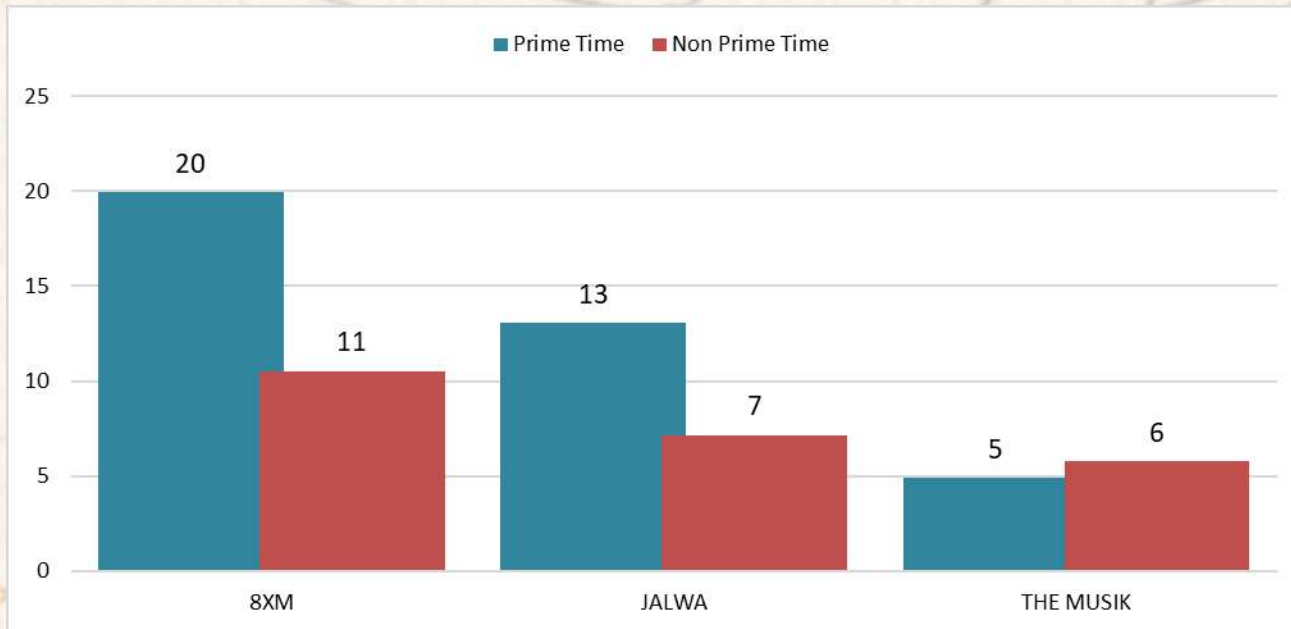
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : REGIONAL



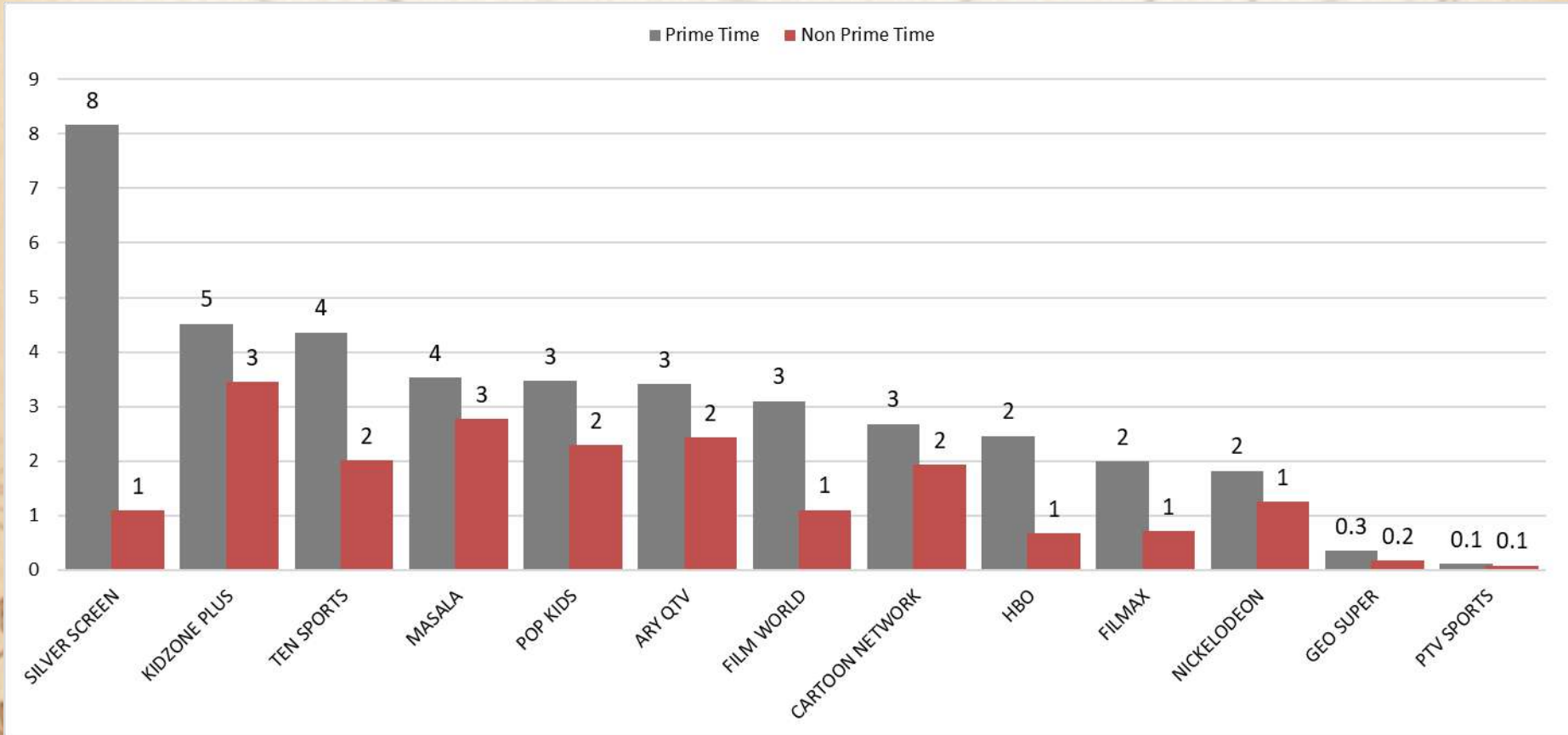
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : MUSIC



GENRE WISE AVERAGE MINUTES IN AN HOUR

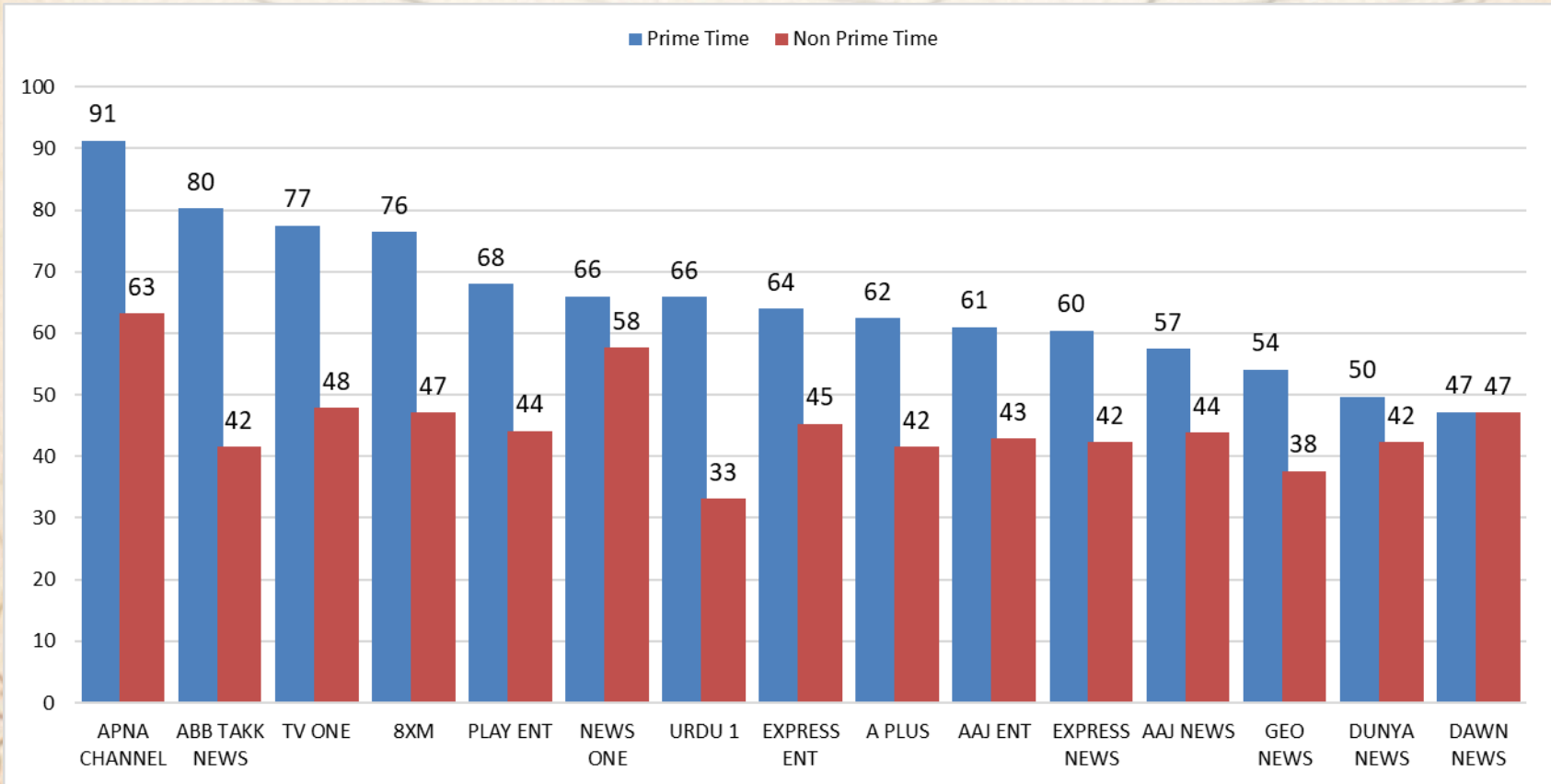
Genre : OTHERS



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

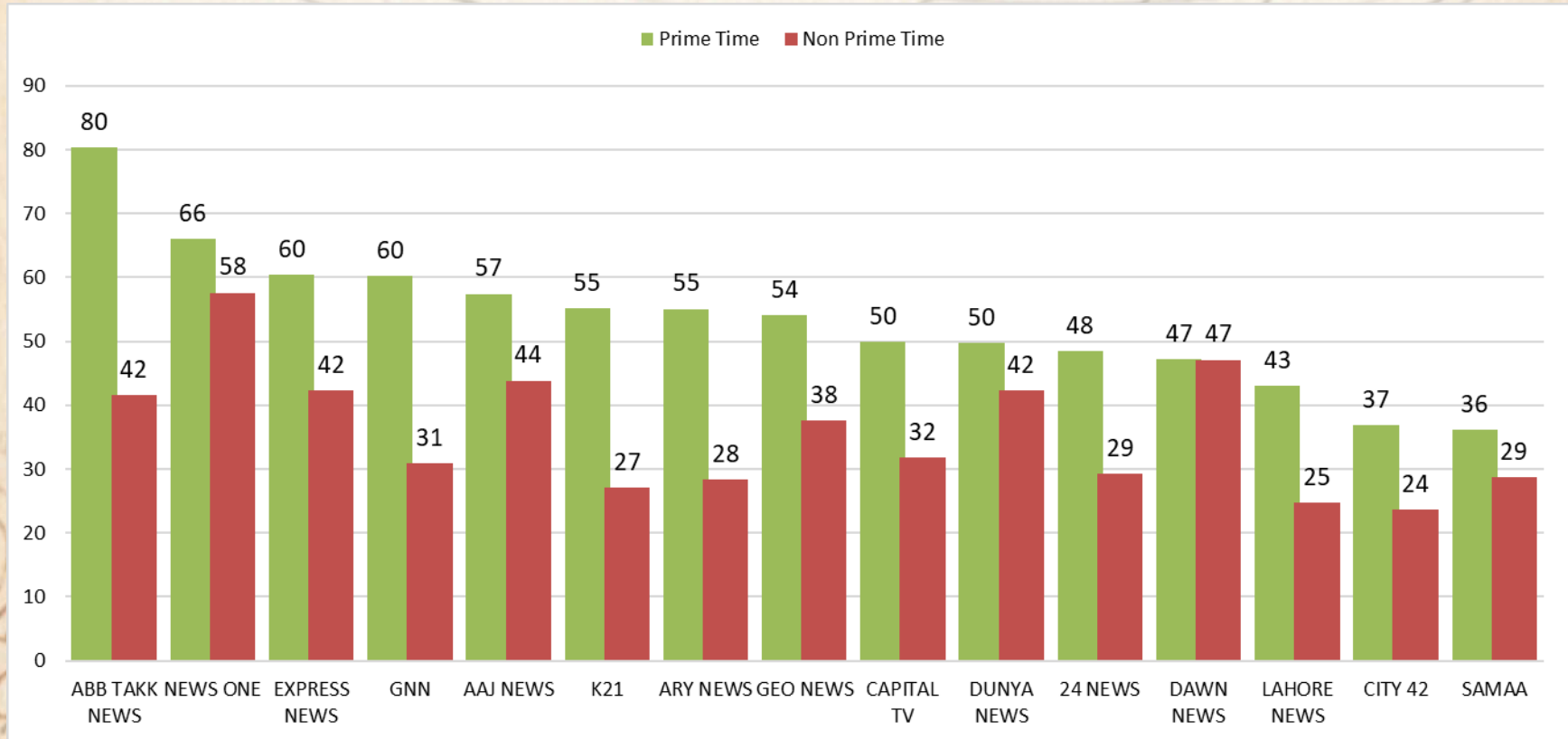
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ALL



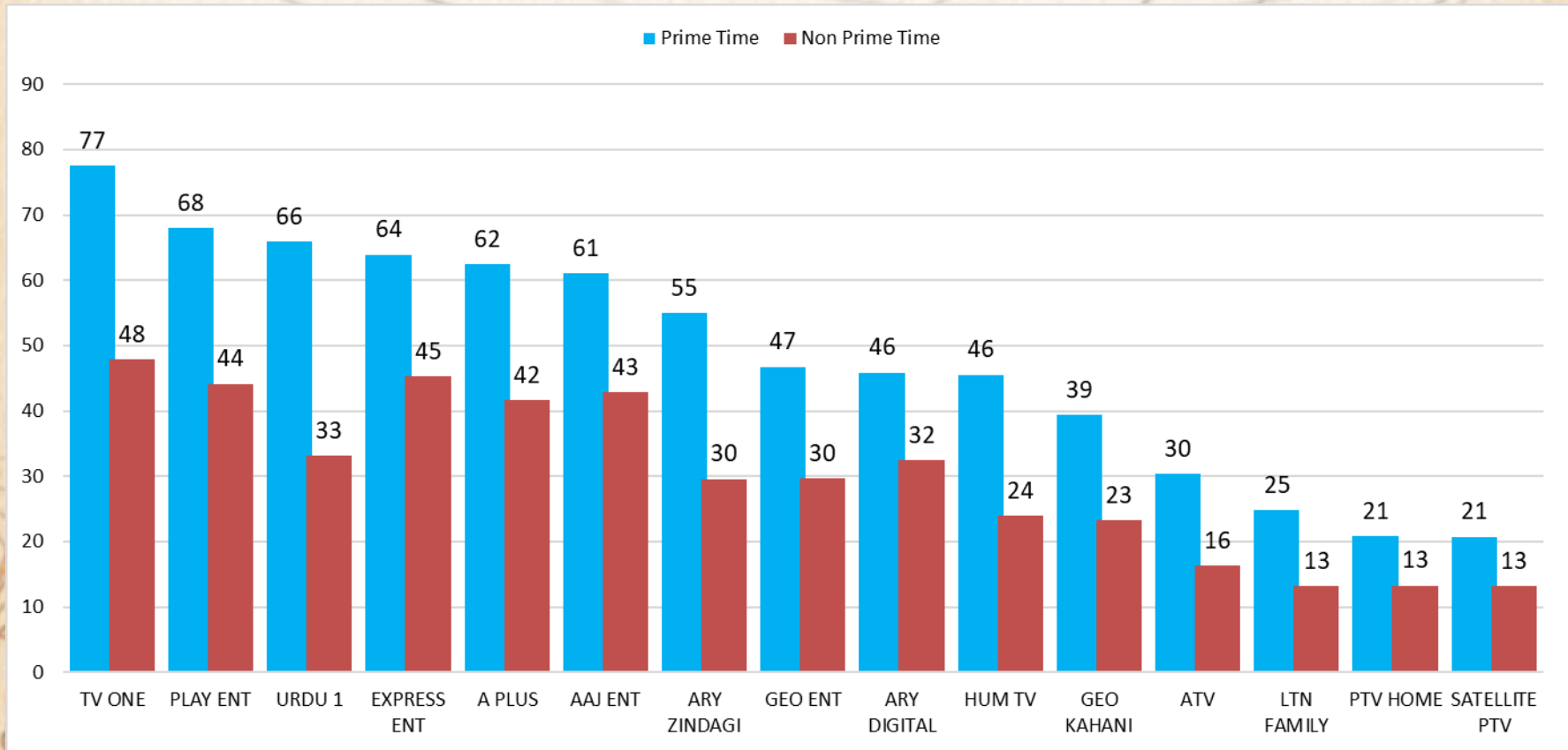
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : NEWS



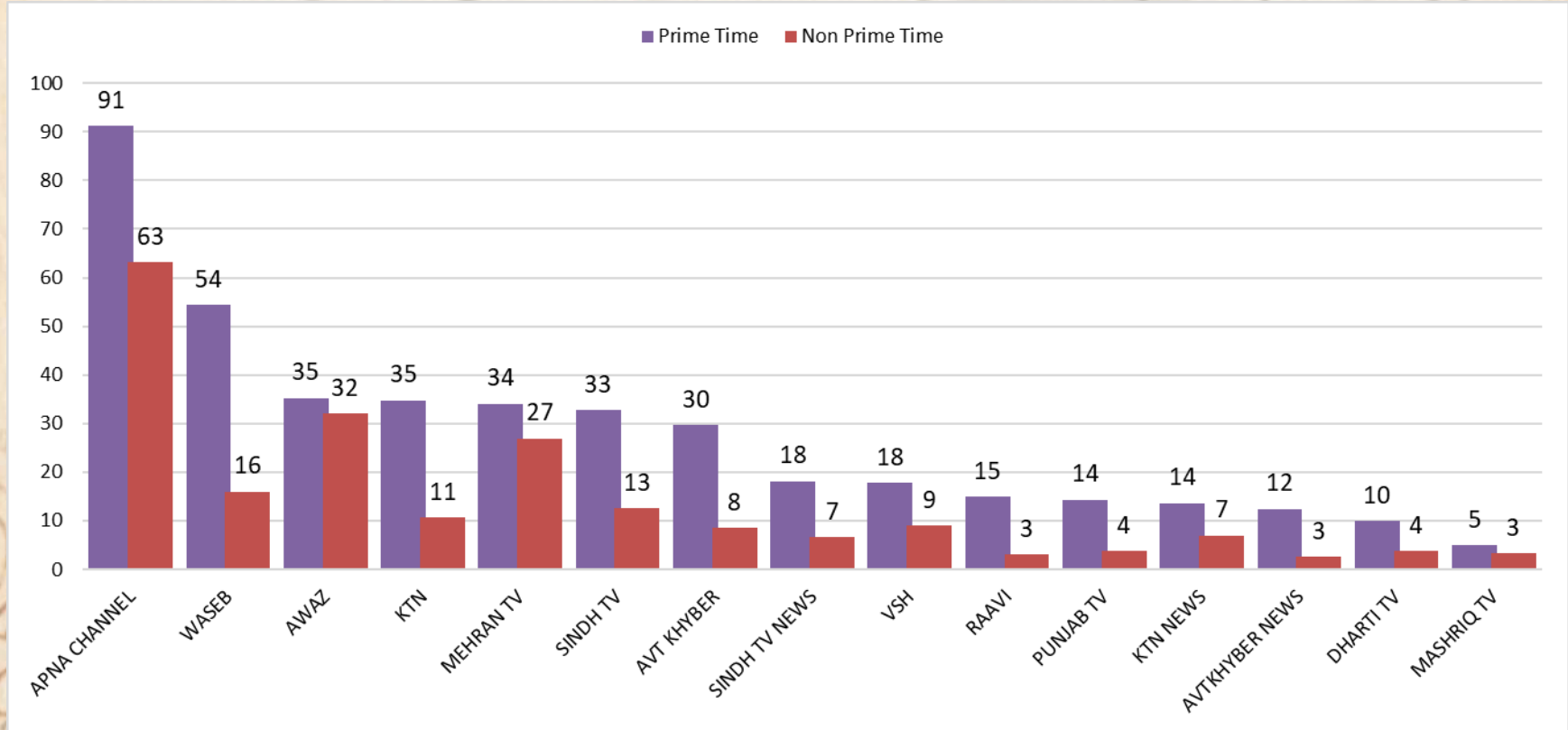
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ENTERTAINMENT



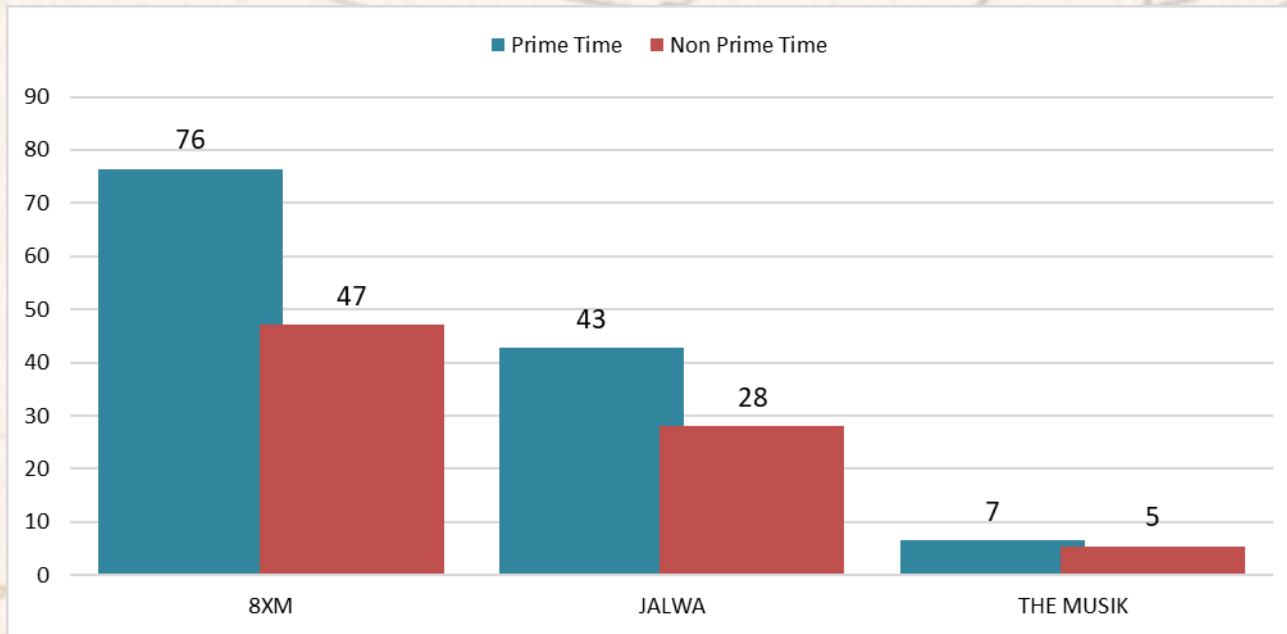
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : REGIONAL



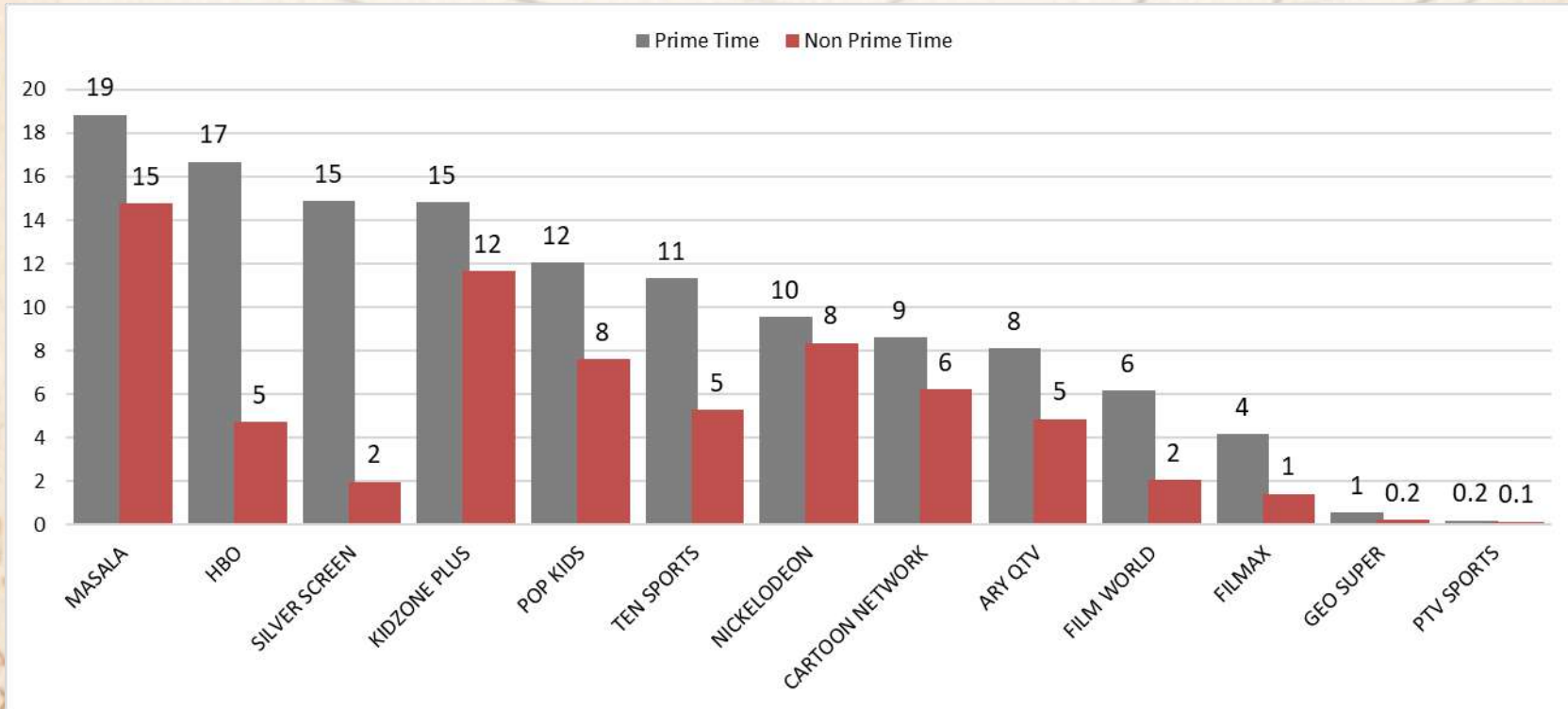
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : MUSIC

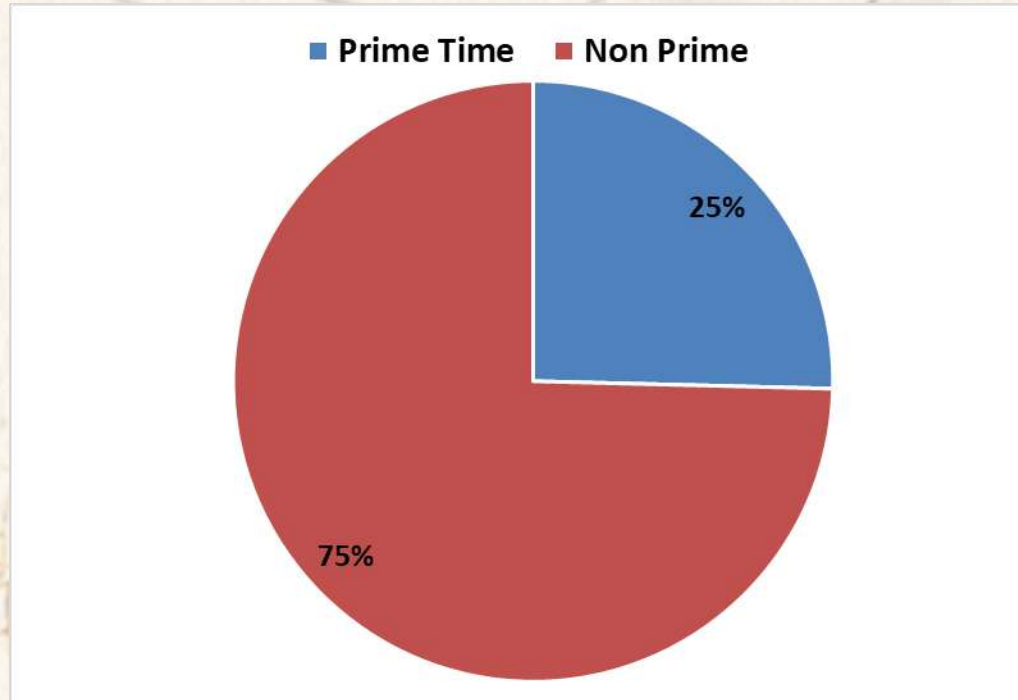


GENRE WISE SPOT FREQUENCIES IN AN HOUR

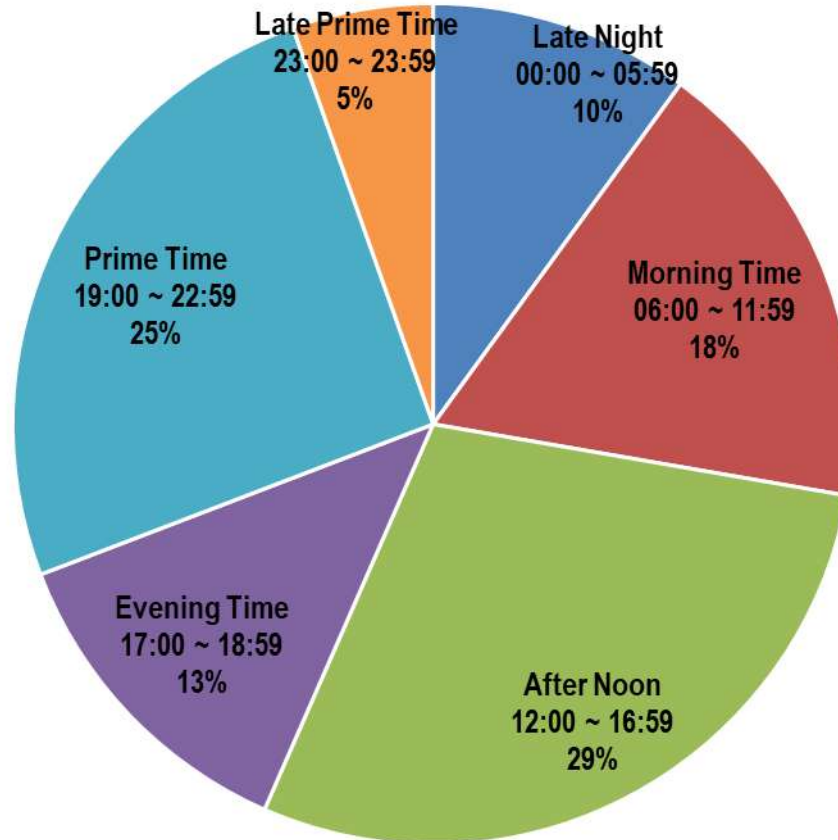
Genre : OTHERS



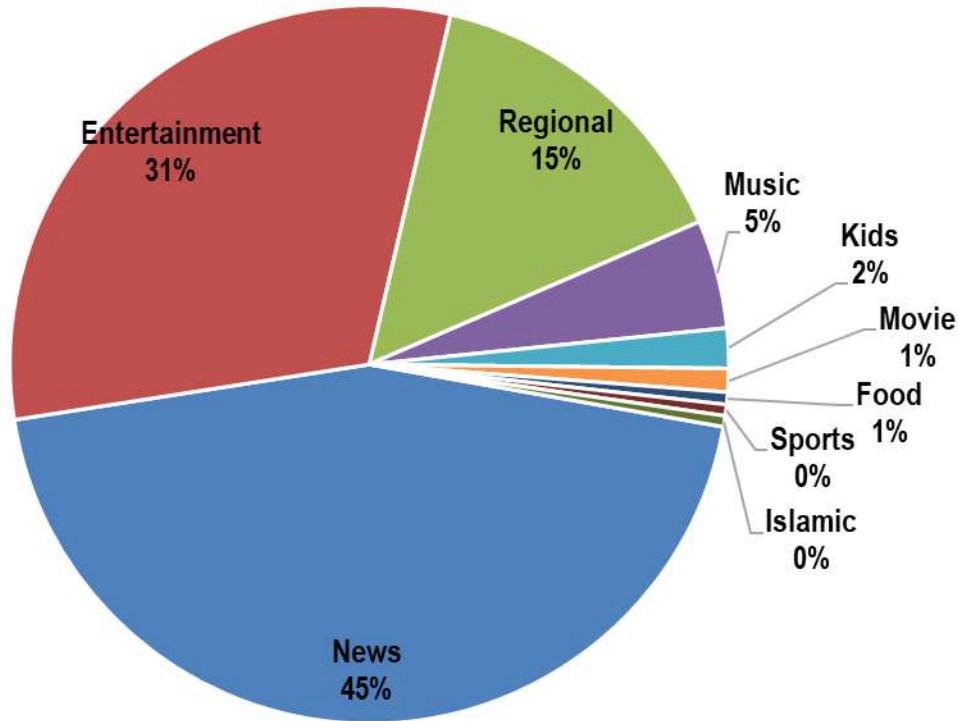
DAY PART SPLIT BY AIRTIME



TIME BAND SPLIT BY AIRTIME



GENRE & DAY PART BY AIRTIME



Day Part Wise Airtime Mins

■ Prime Time ■ Non Prime Time

Genre	Prime Time	Non Prime Time
News	126,548	391,627
Entertainment	89,231	270,827
Regional	49,901	122,187
Music	13,810	42,737
Kids	4,546	16,256
Movie	5,719	6,518
Food	1,284	5,033
Sports	1,753	4,109
Islamic	1,243	4,437



Thank You

For any queries, please
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