

CLUTTER Analysis

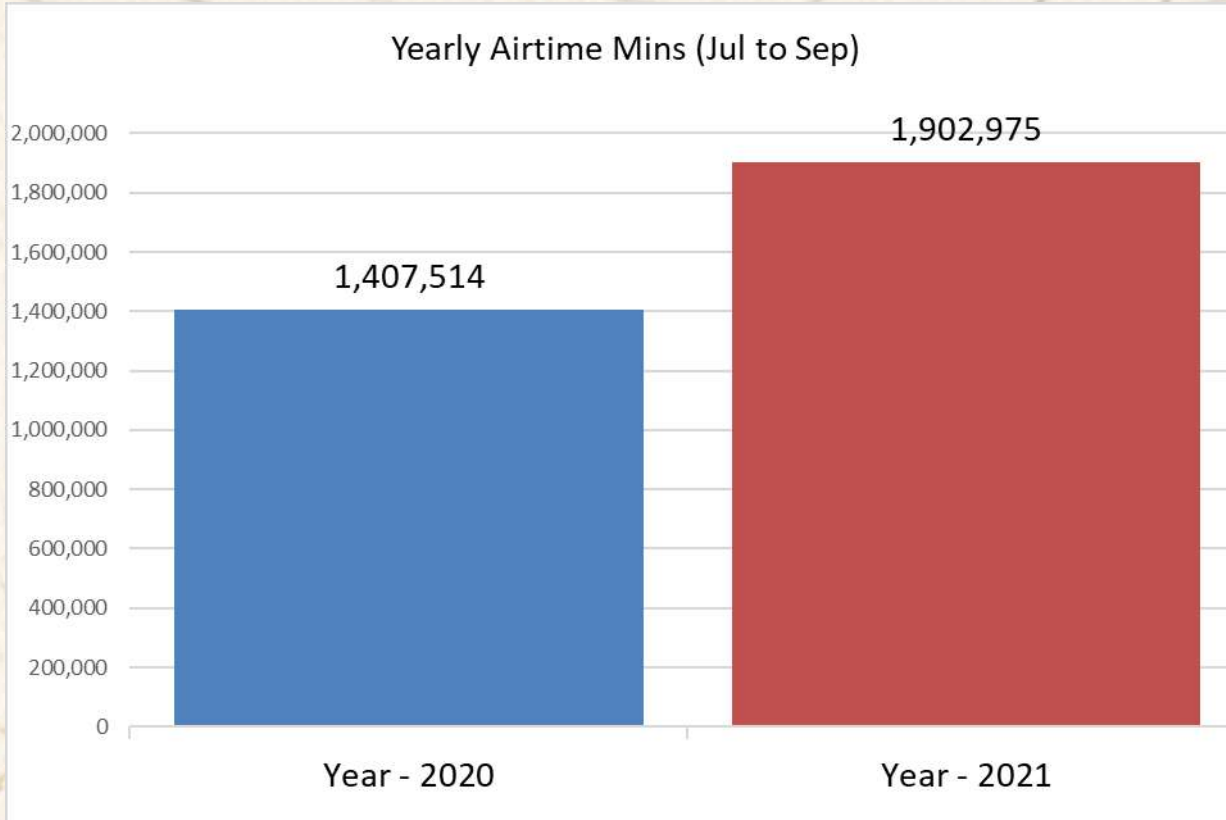
QTR 03 –
Jul to Sep
2021



**PAKISTAN
ADVERTISERS
SOCIETY**

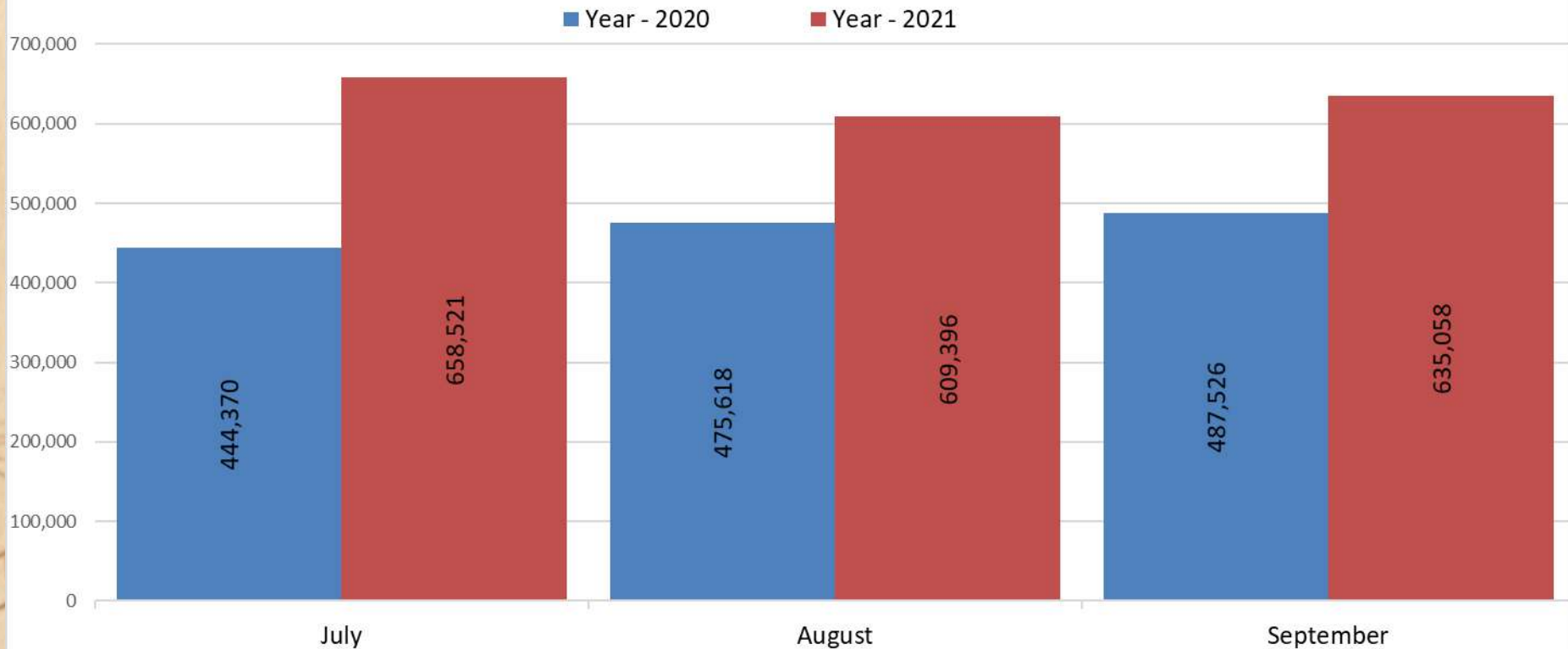
COMPARISON WITH LAST YEAR
Jul to Sep 2020-2021

QUARTERLY COMPARISON BY AIRTIME



MONTHLY COMPARISON BY AIRTIME

Month Wise Comparison of Airtime Mins 2020-2021

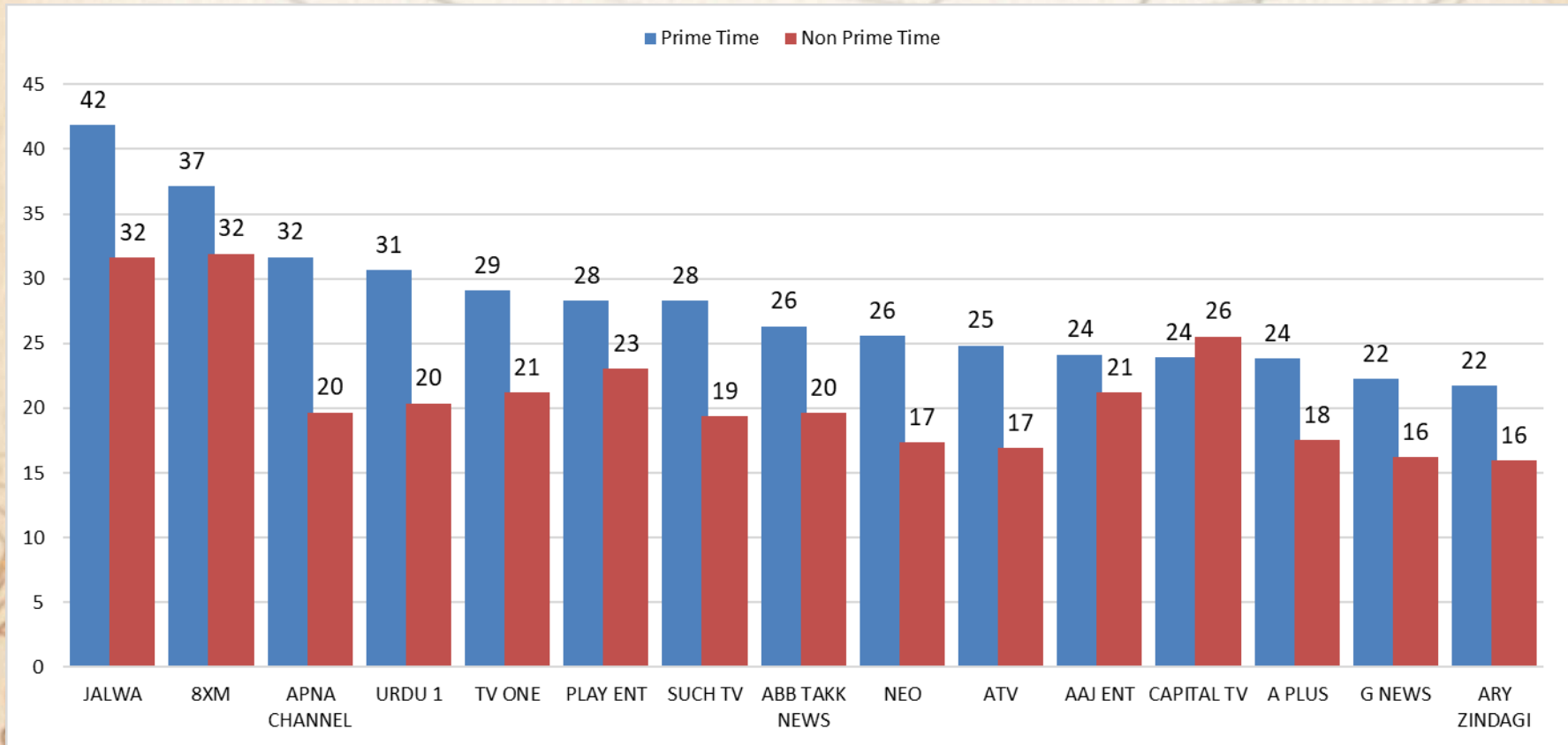


GENRE WISE

AVEAGE AIRTIME REVIEW - QTR 03 (Jul to Sep 2021)

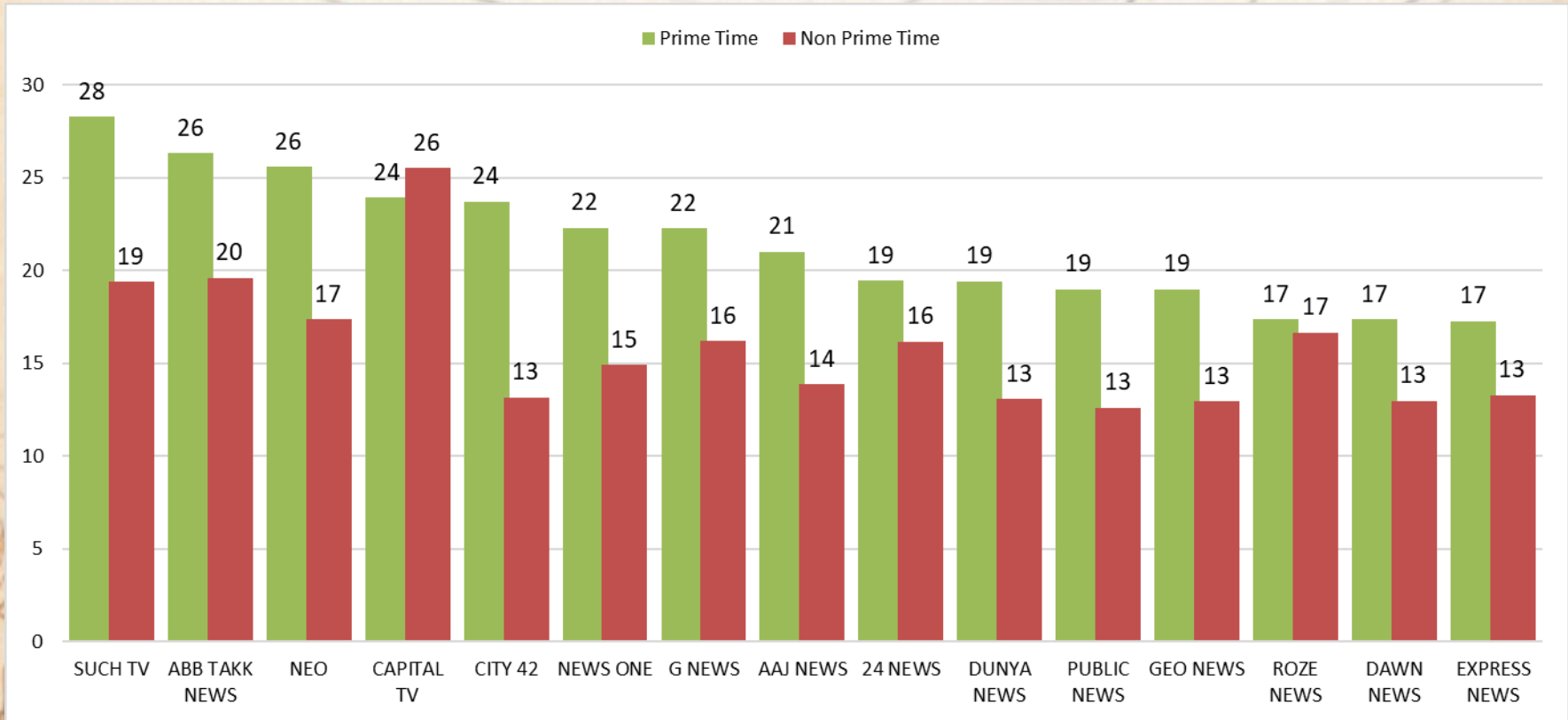
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ALL



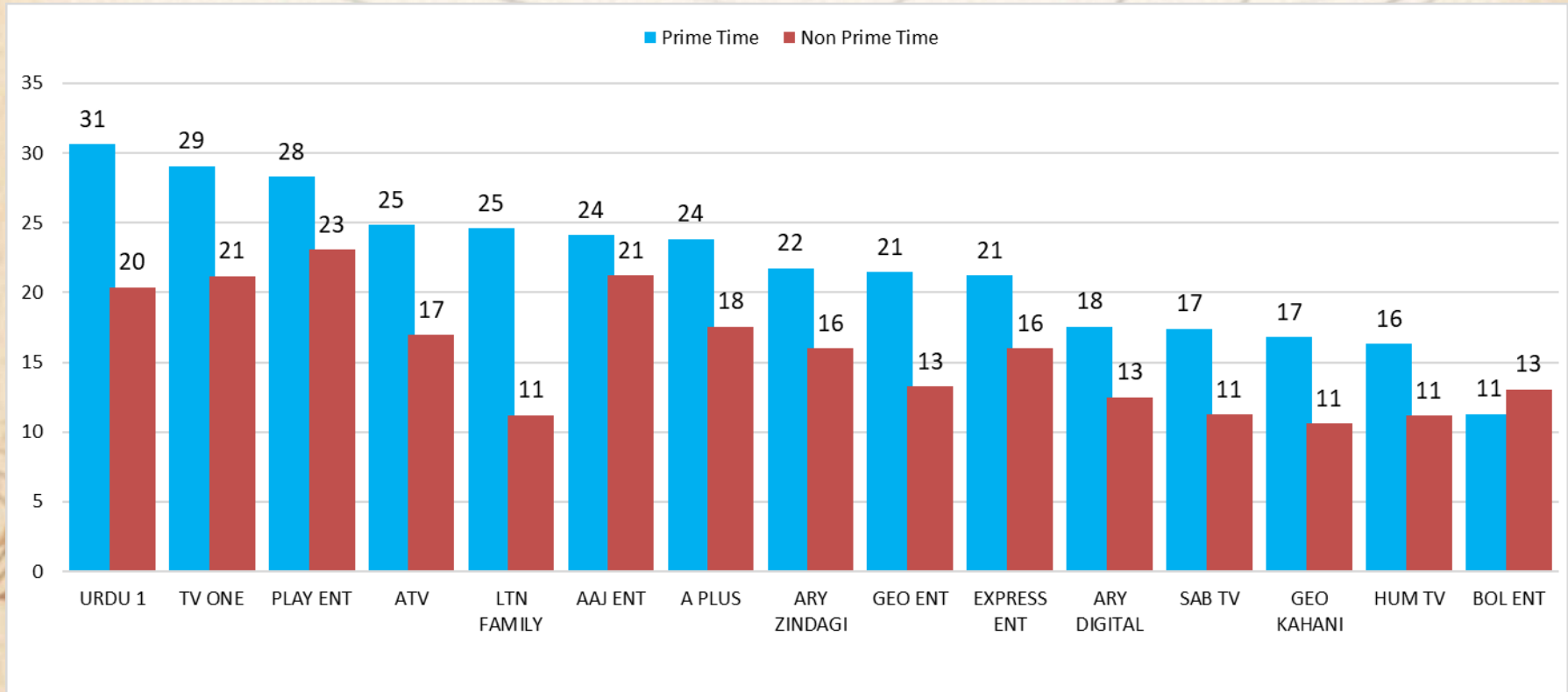
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : NEWS



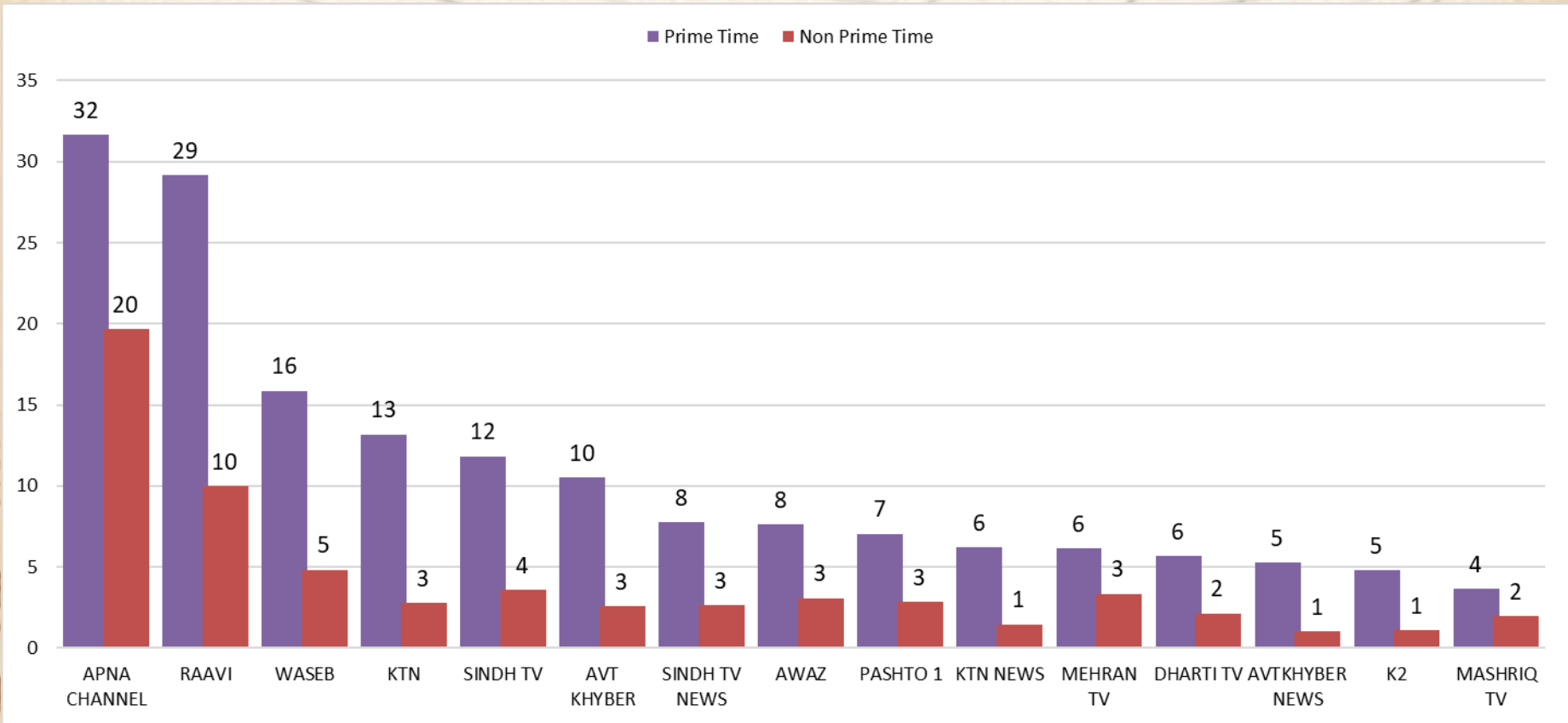
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ENTERTAINMENT



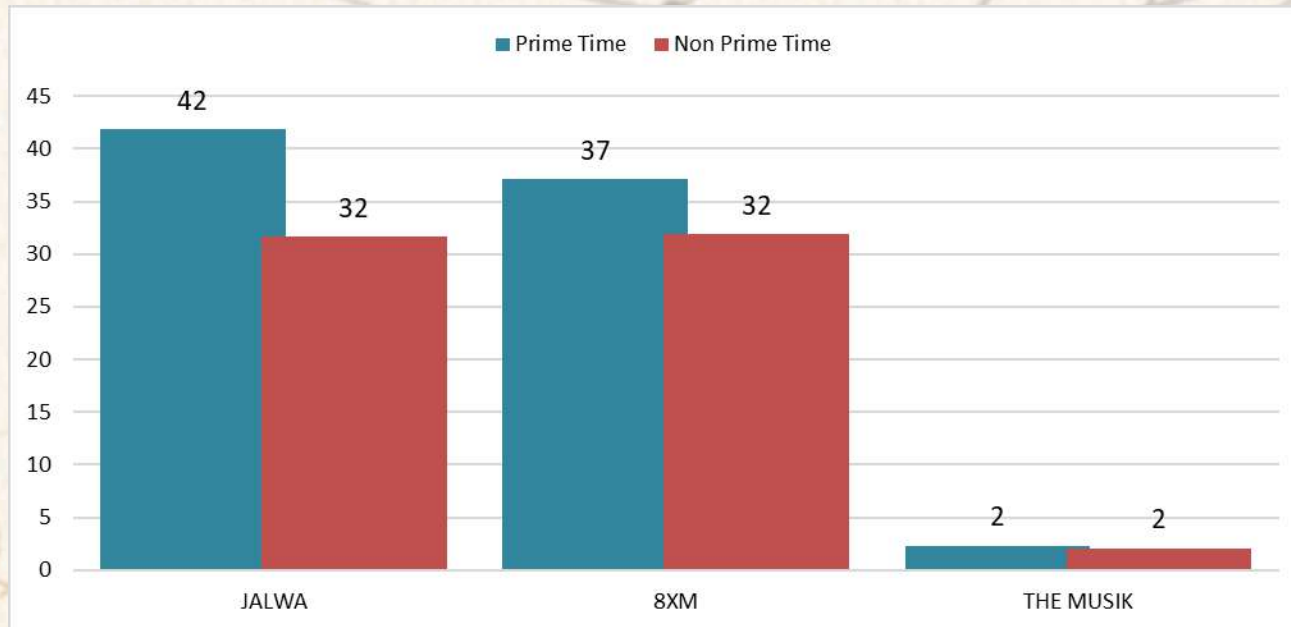
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : REGIONAL



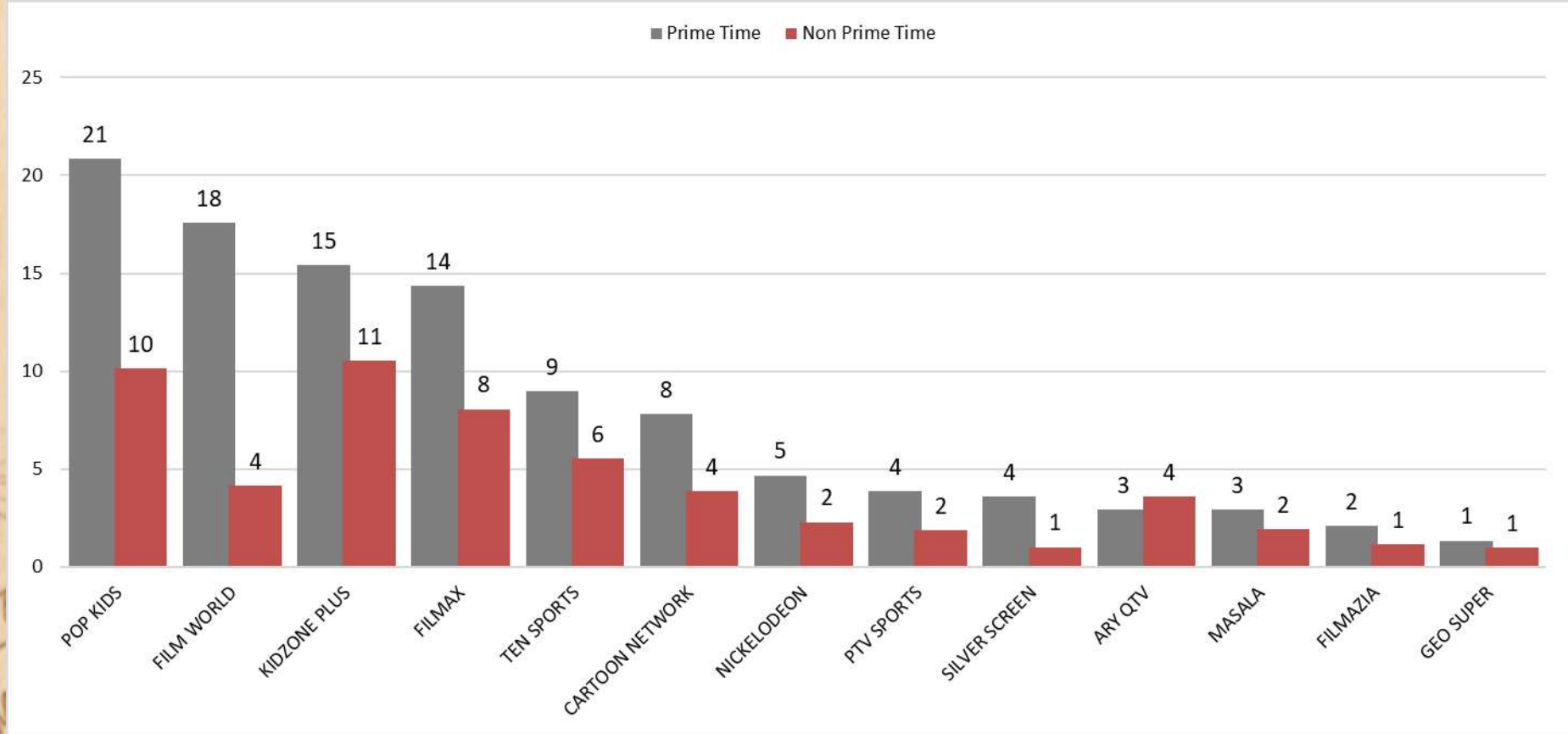
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : MUSIC



GENRE WISE AVERAGE MINUTES IN AN HOUR

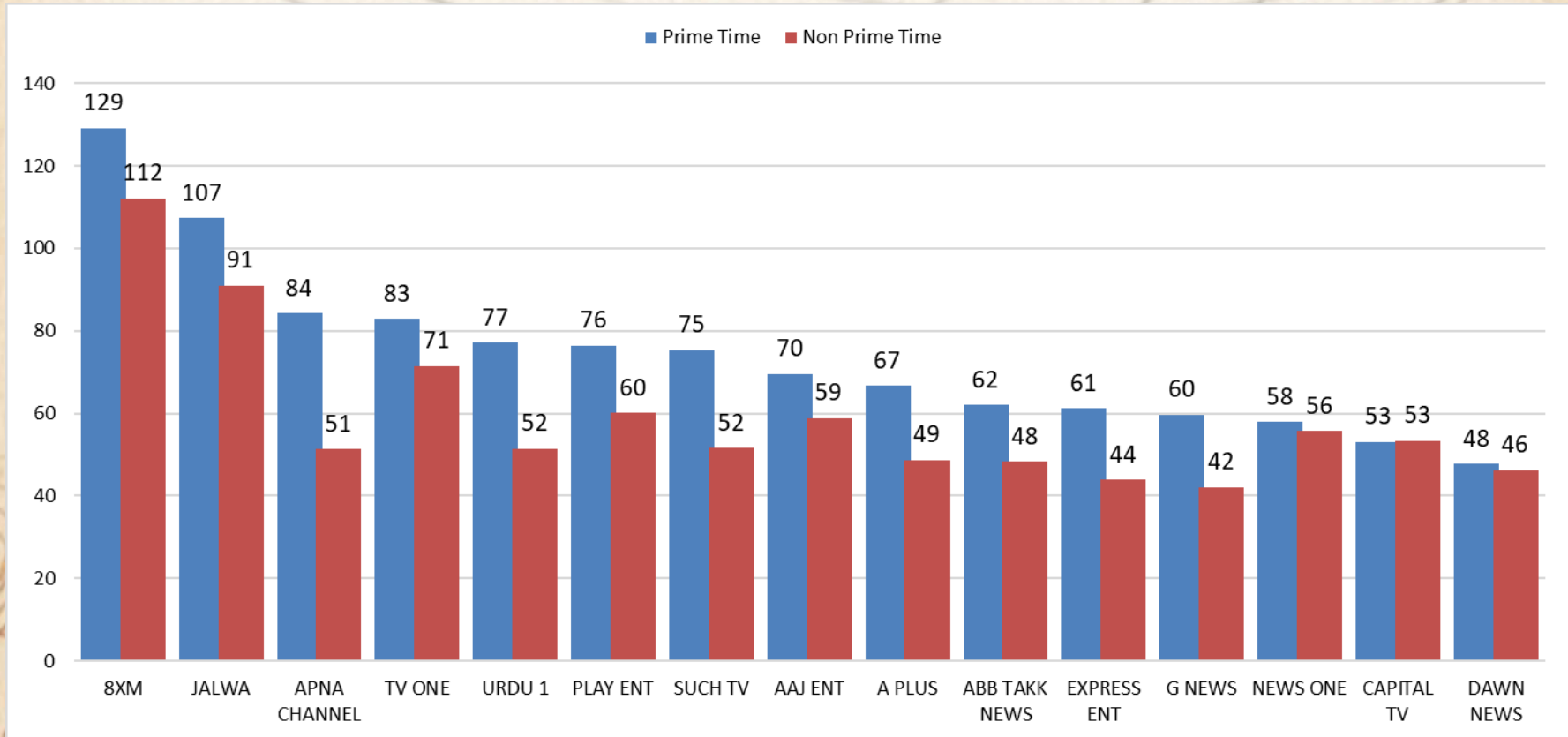
Genre : OTHERS



**GENER WISE
AVERAGE SPOT'S FREQUENCIES REVIEW (QTR 03)**

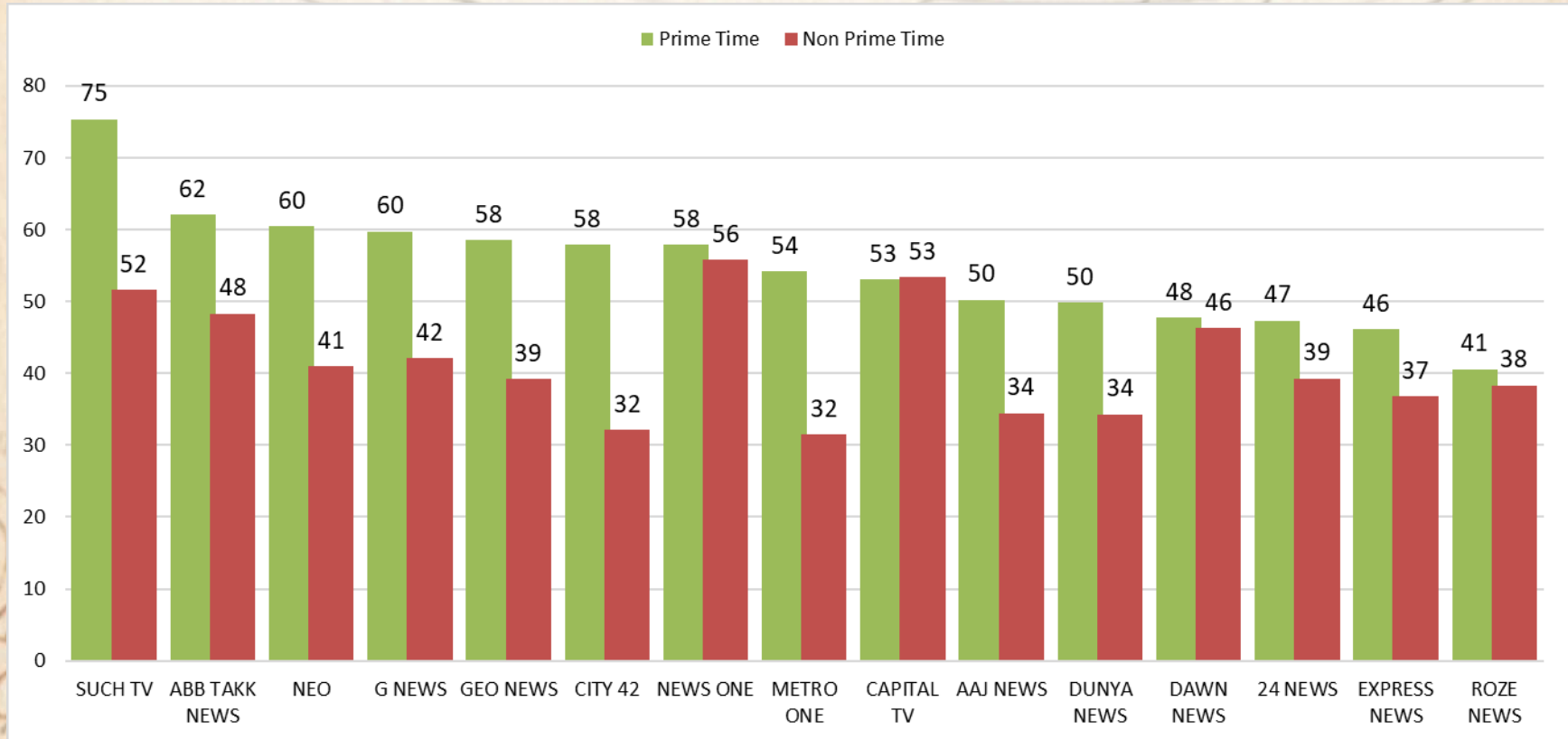
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ALL



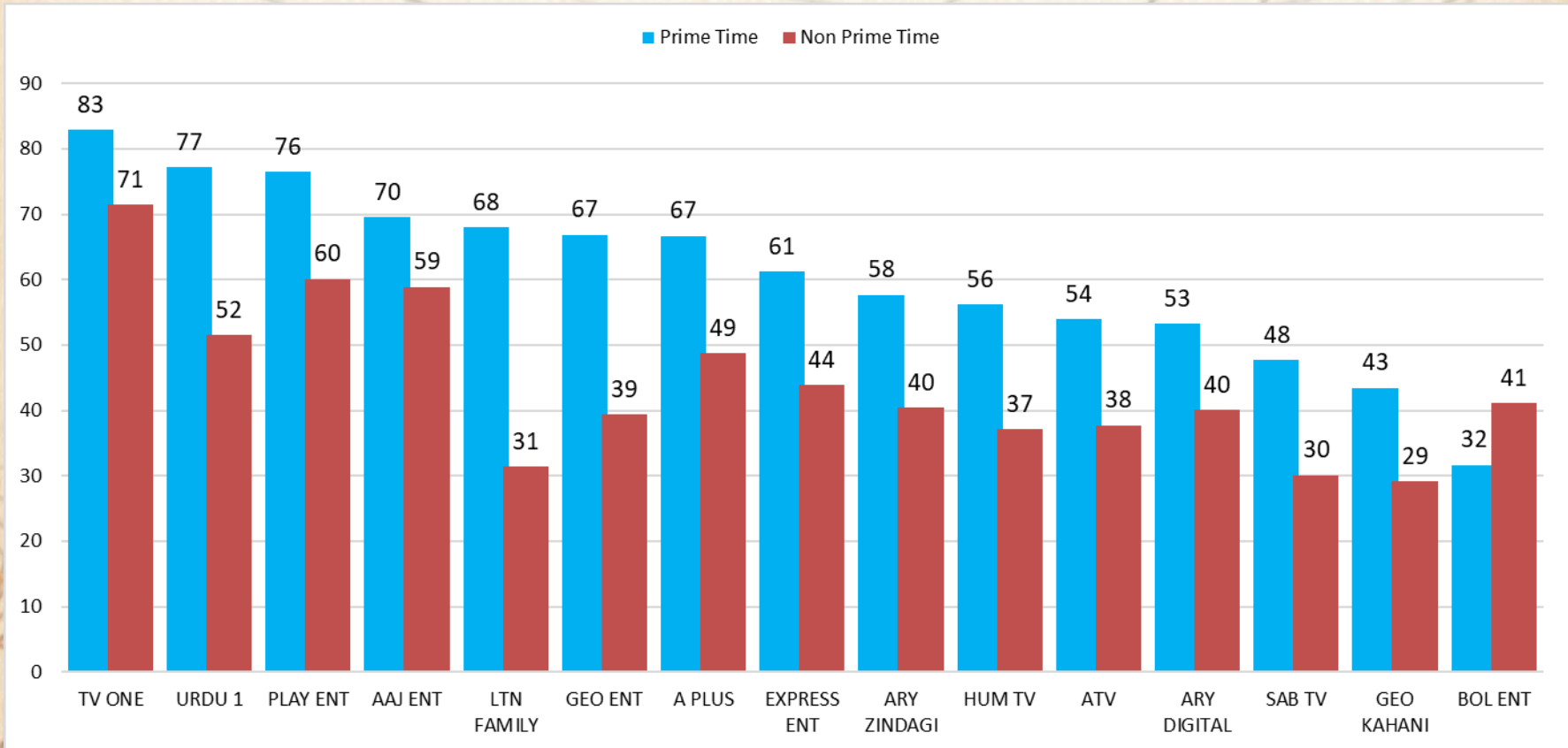
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : NEWS



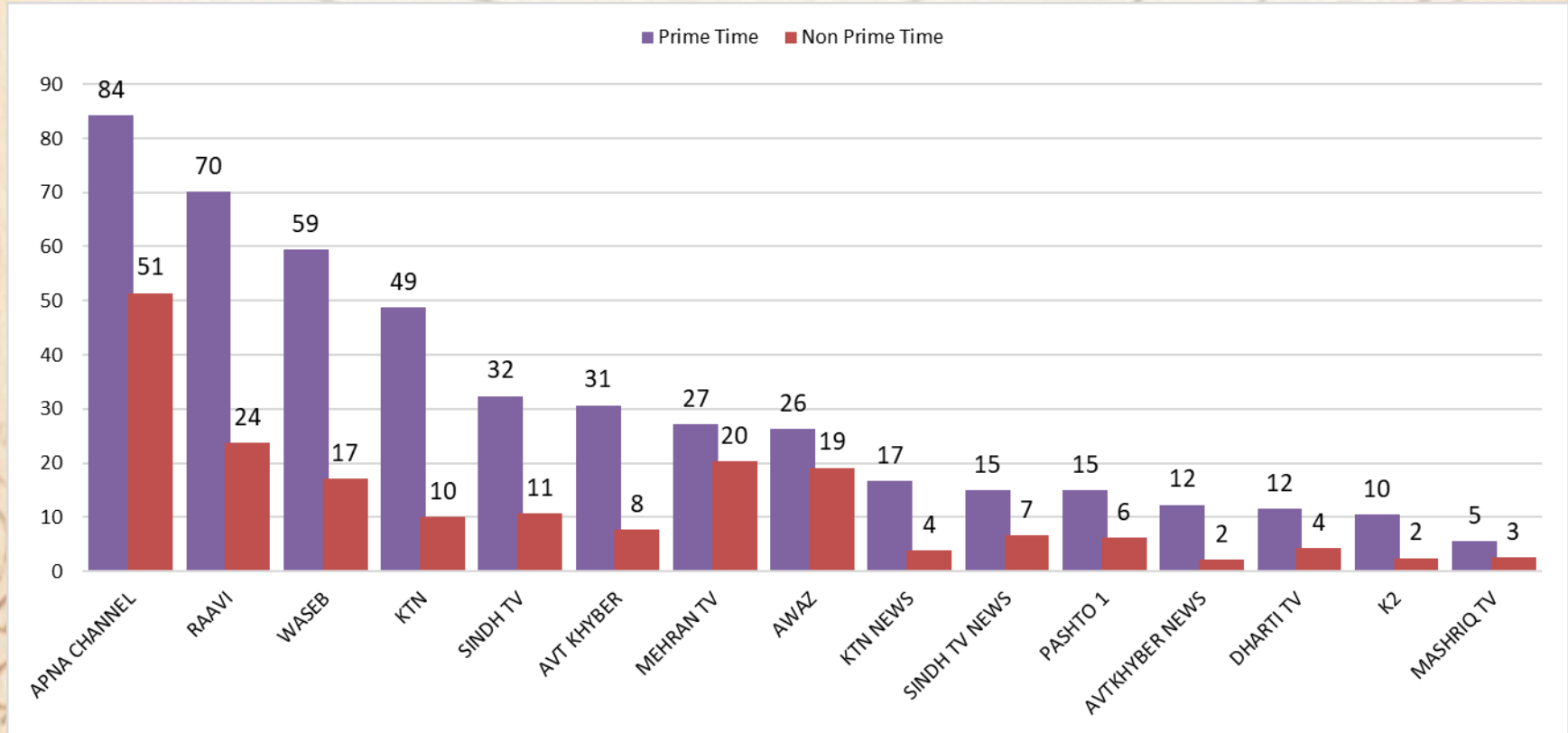
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ENTERTAINMENT



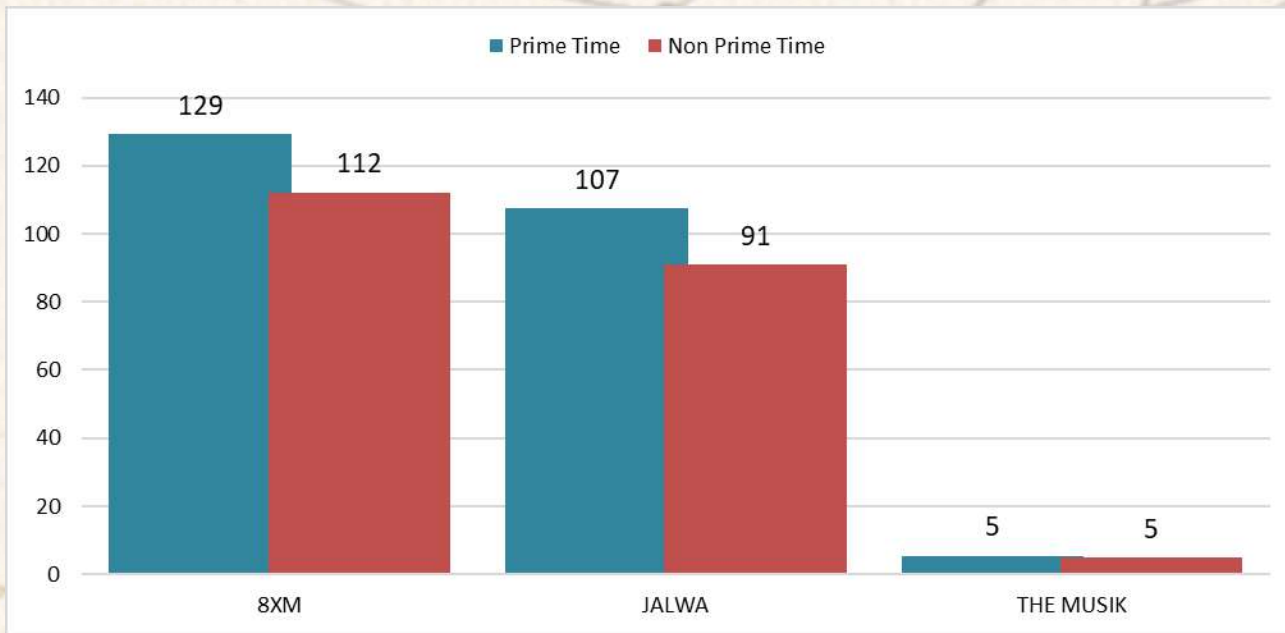
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : REGIONAL



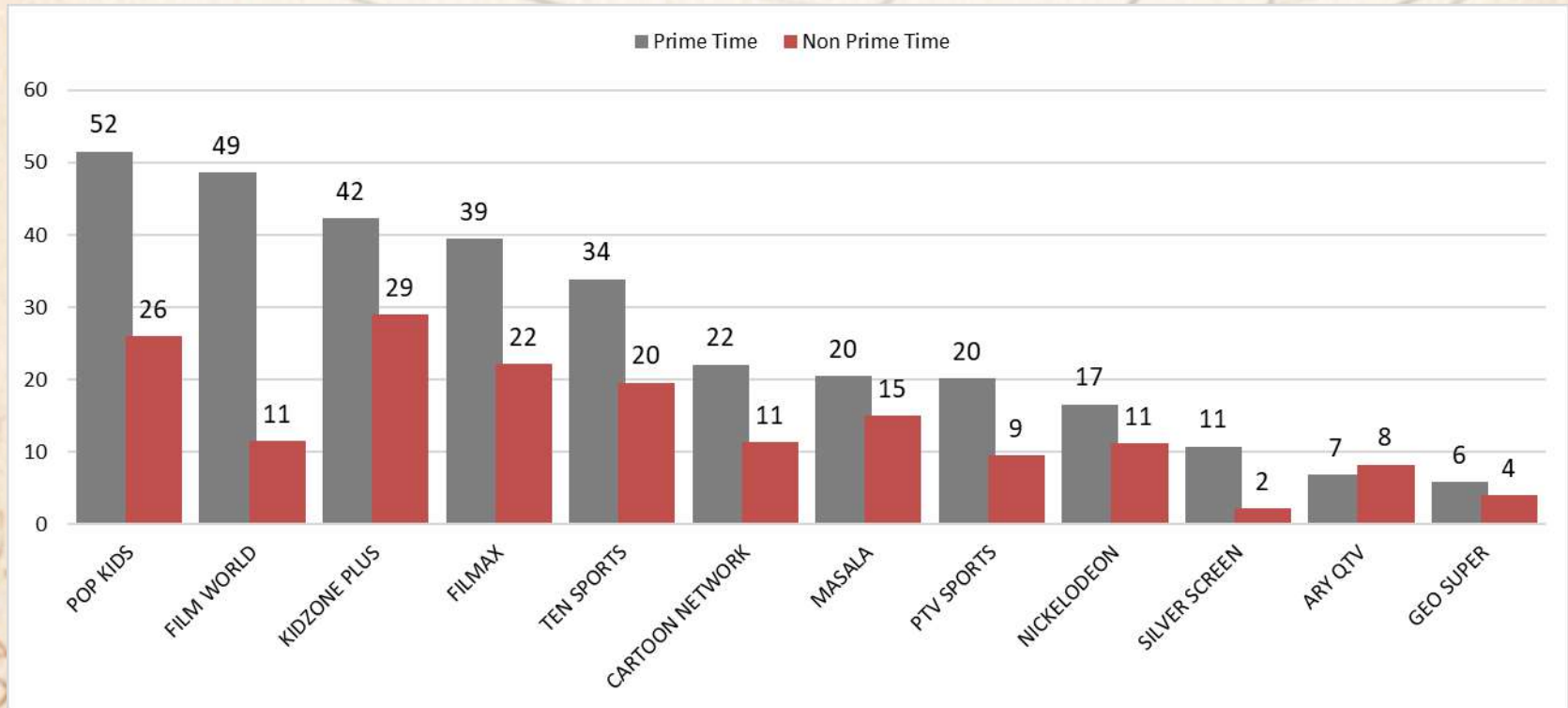
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : MUSIC

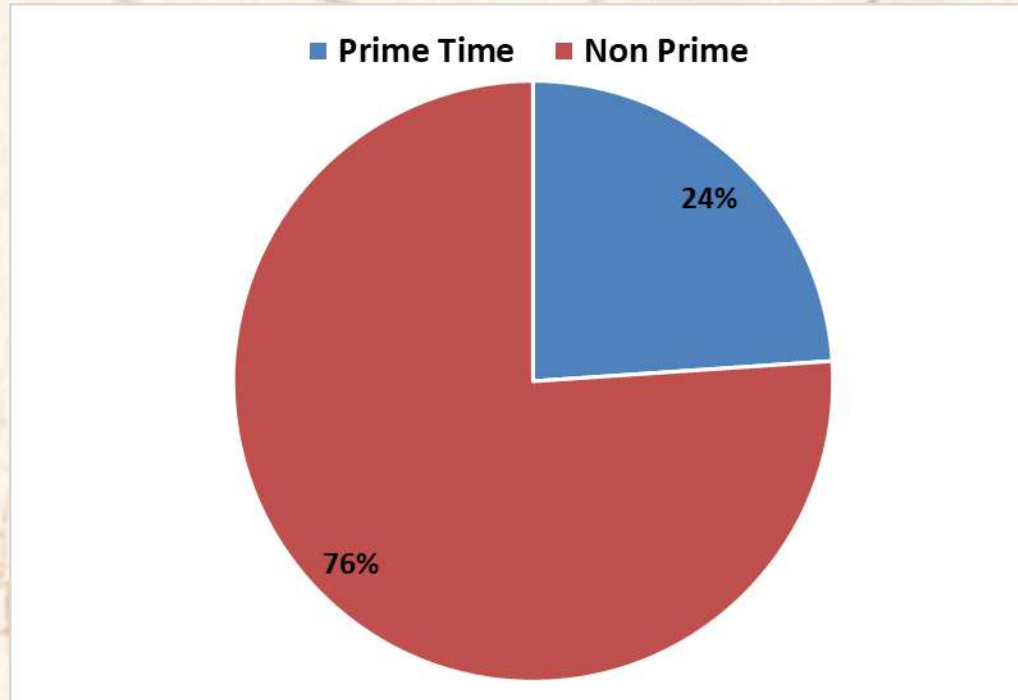


GENRE WISE SPOT FREQUENCIES IN AN HOUR

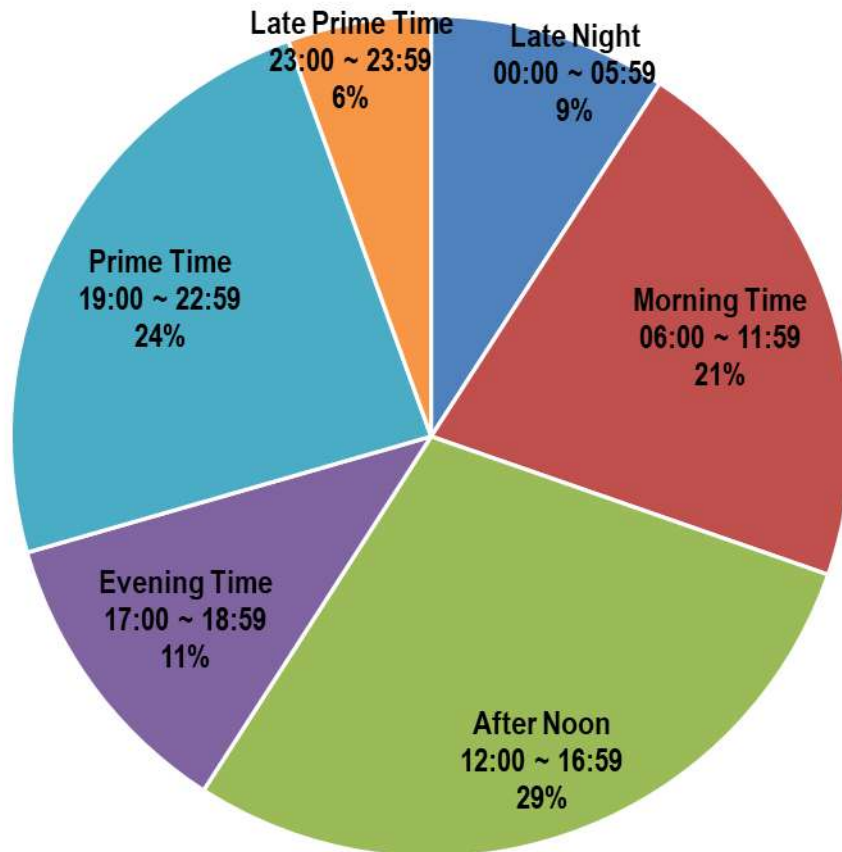
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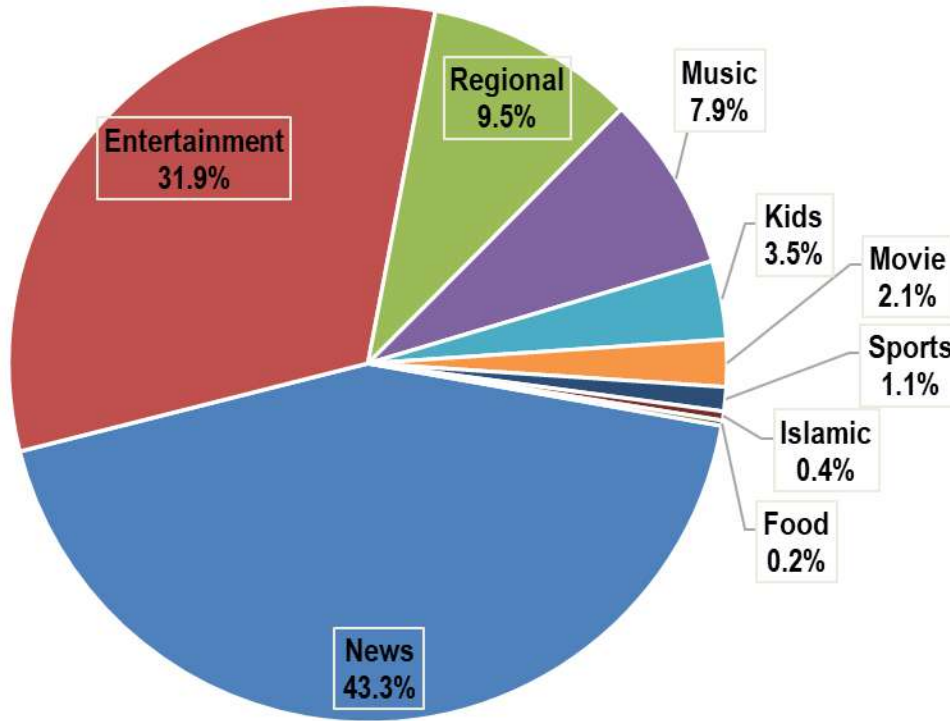
DAY PART SPLIT BY AIRTIME



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	188,139	635,549
Entertainment	135,738	472,247
Regional	62,440	117,623
Music	29,918	120,800
Kids	17,936	49,336
Movie	13,844	26,446
Sports	5,211	15,434
Islamic	1,076	6,633
Food	1,073	3,532



Thank You

For any queries, please
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