

CLUTTER Analysis

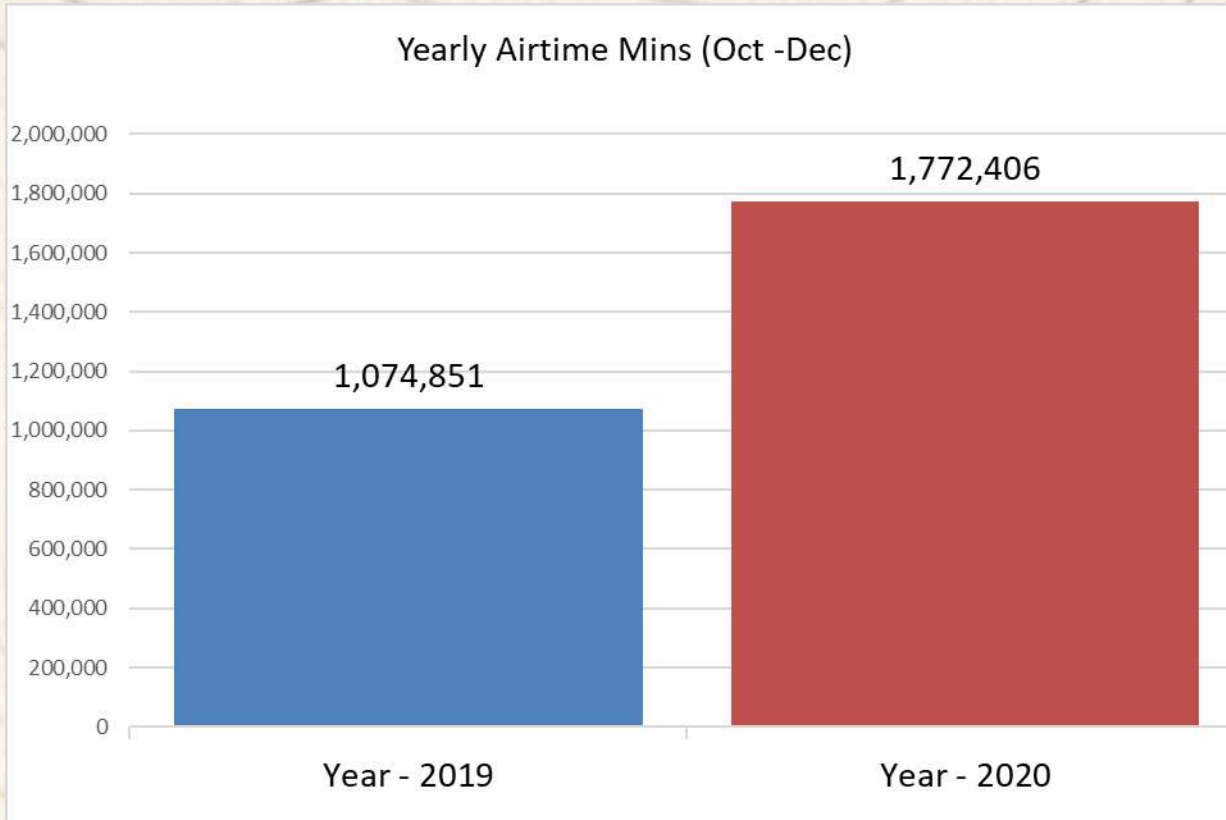
QTR 04 –
Oct to Dec
2020



**PAKISTAN
ADVERTISERS
SOCIETY**

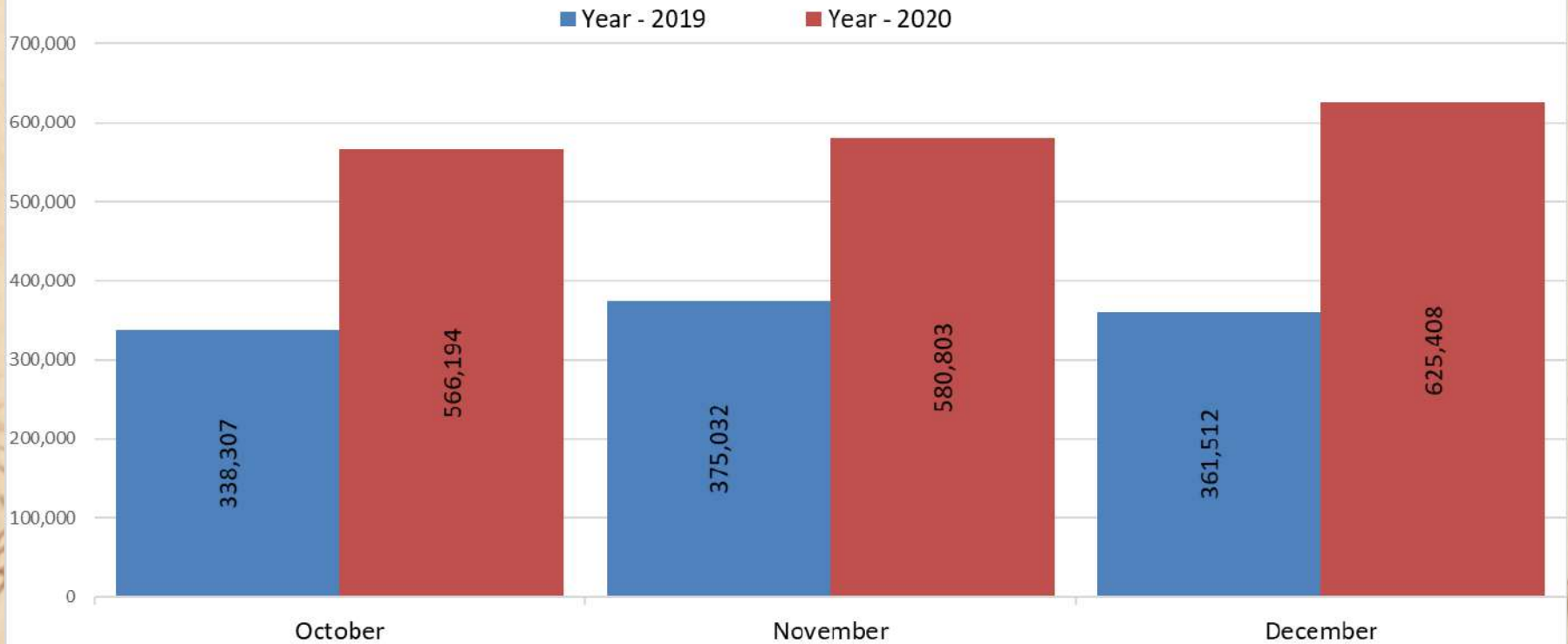
COMPARISON WITH LAST YEAR
Oct to Dec 2019-2020

QUARTERLY COMPARISON BY AIRTIME



MONTHLY COMPARISON BY AIRTIME

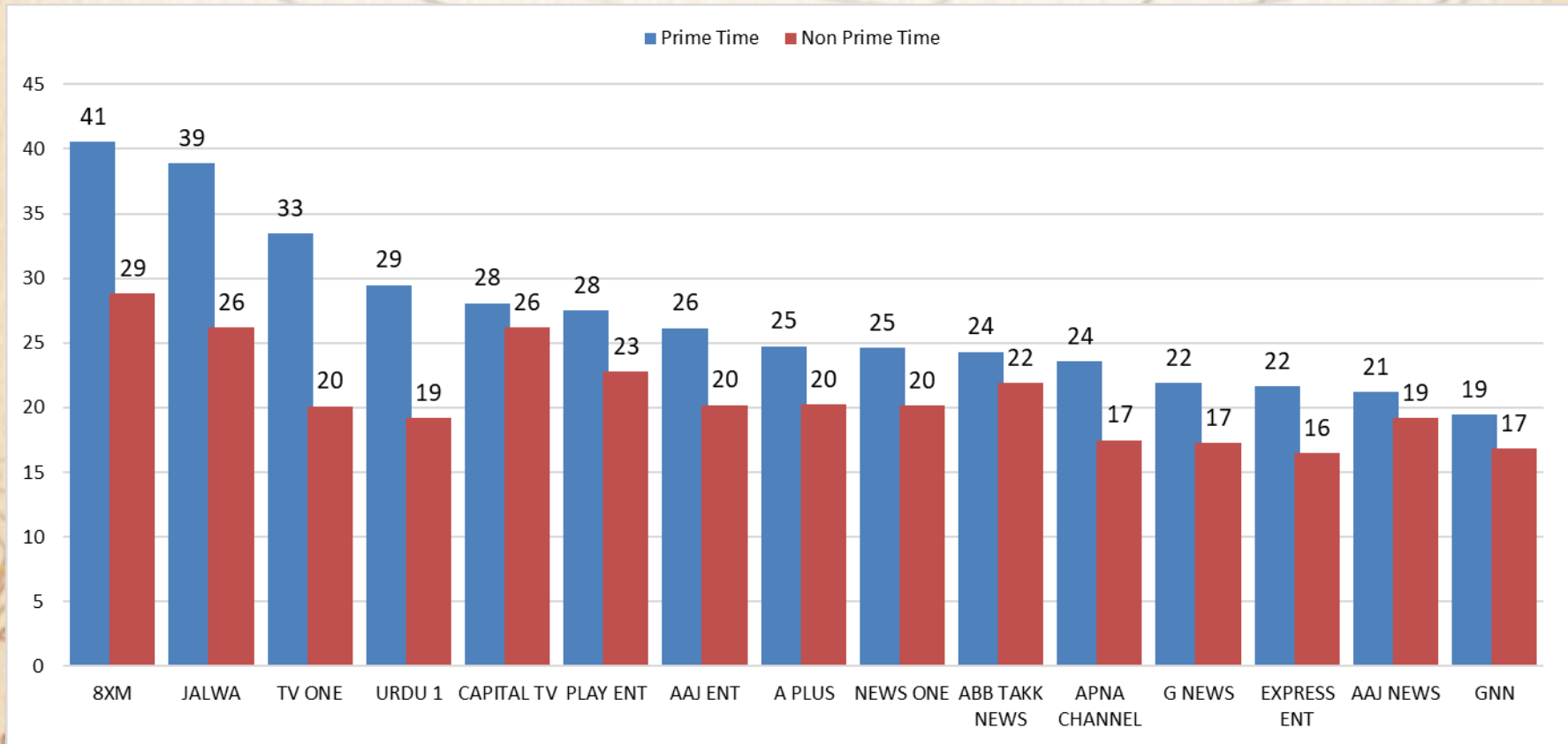
Month Wise Comparison of Airtime Mins 2019-2020



**GENRE WISE
AVERAGE AIRTIME REVIEW - QTR 04 (Oct to Dec 2020)**

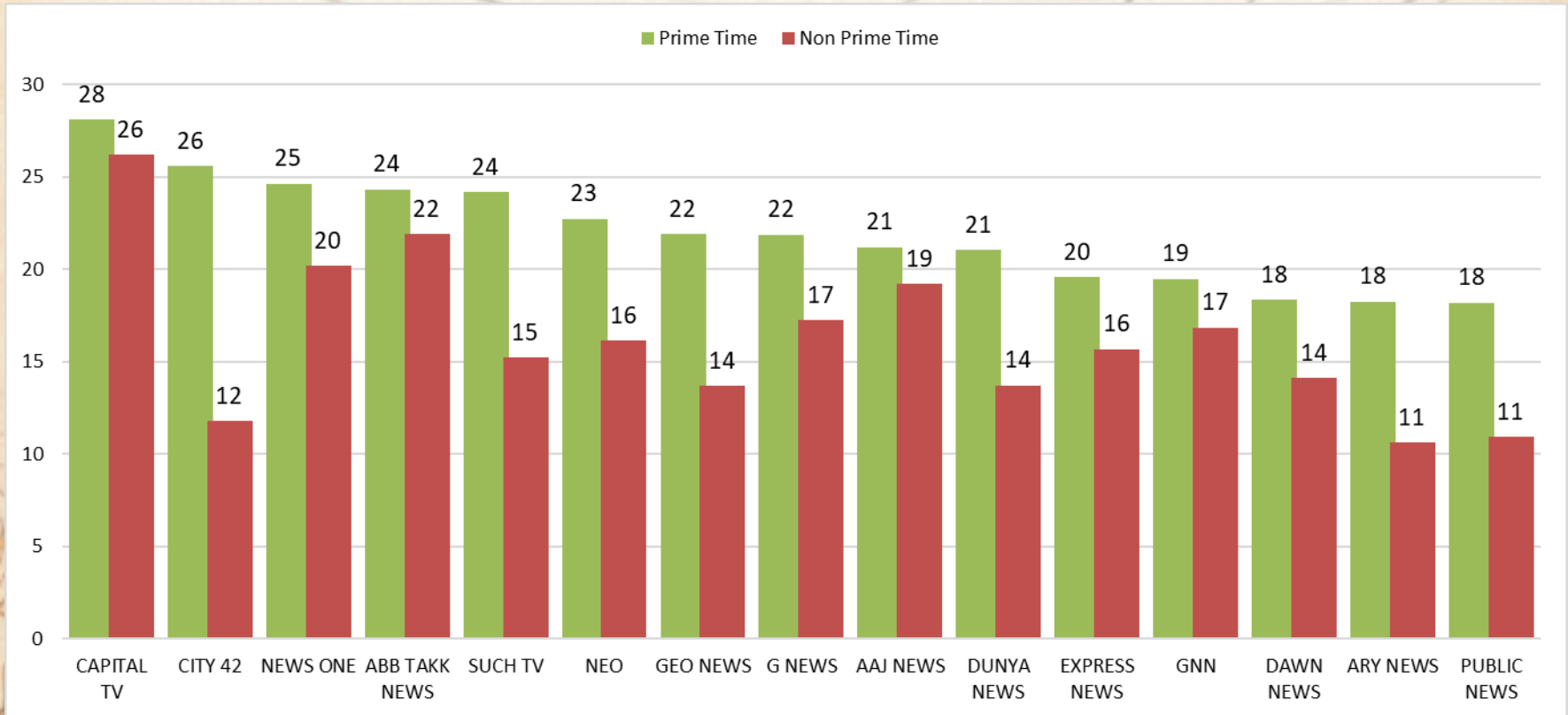
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ALL



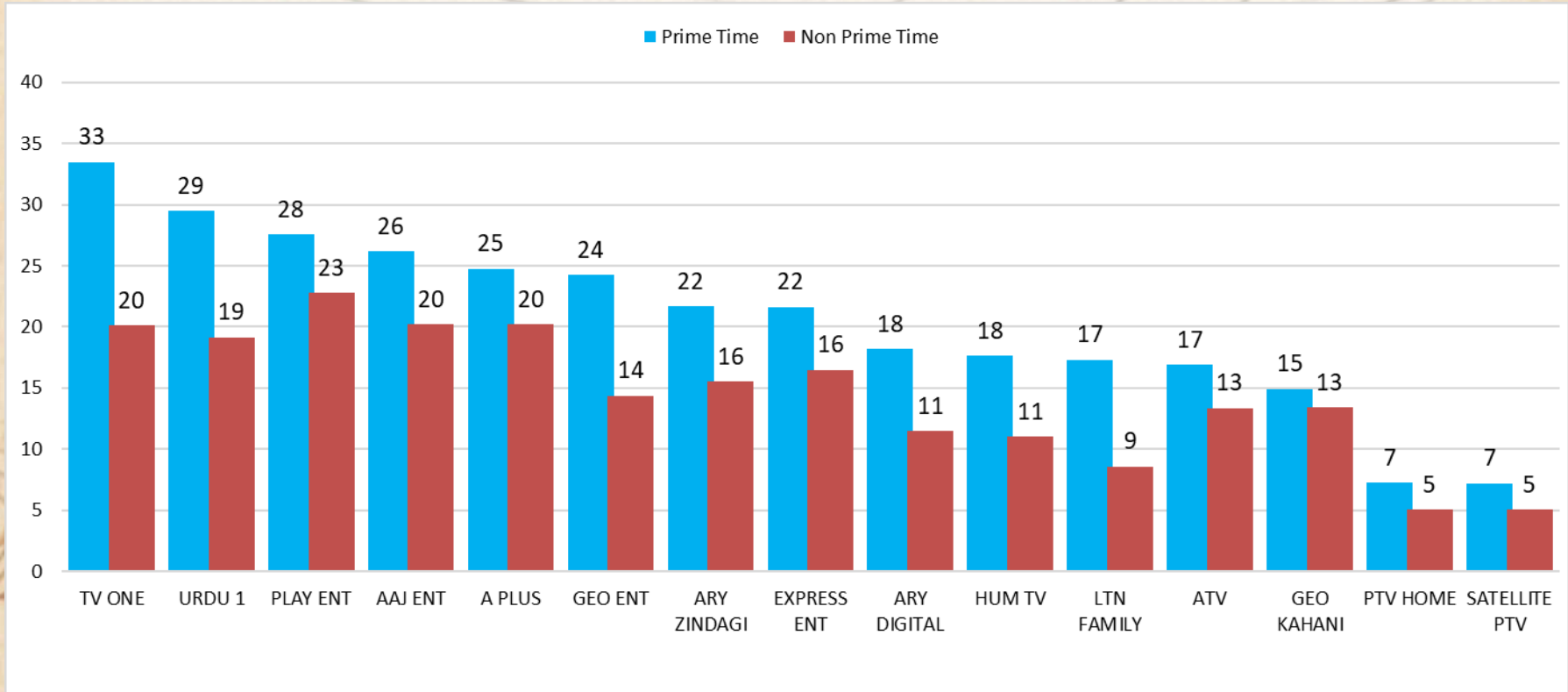
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : NEWS



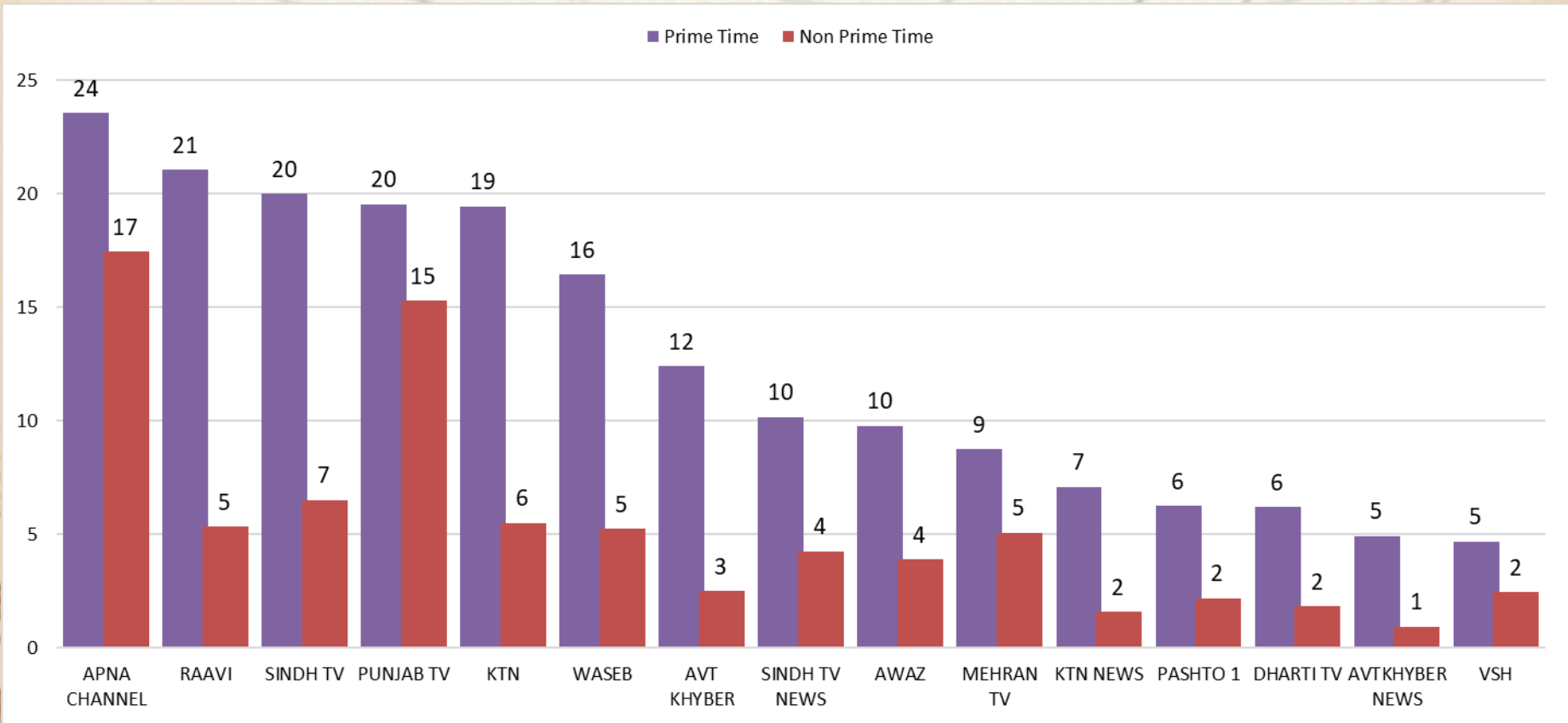
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : ENTERTAINMENT



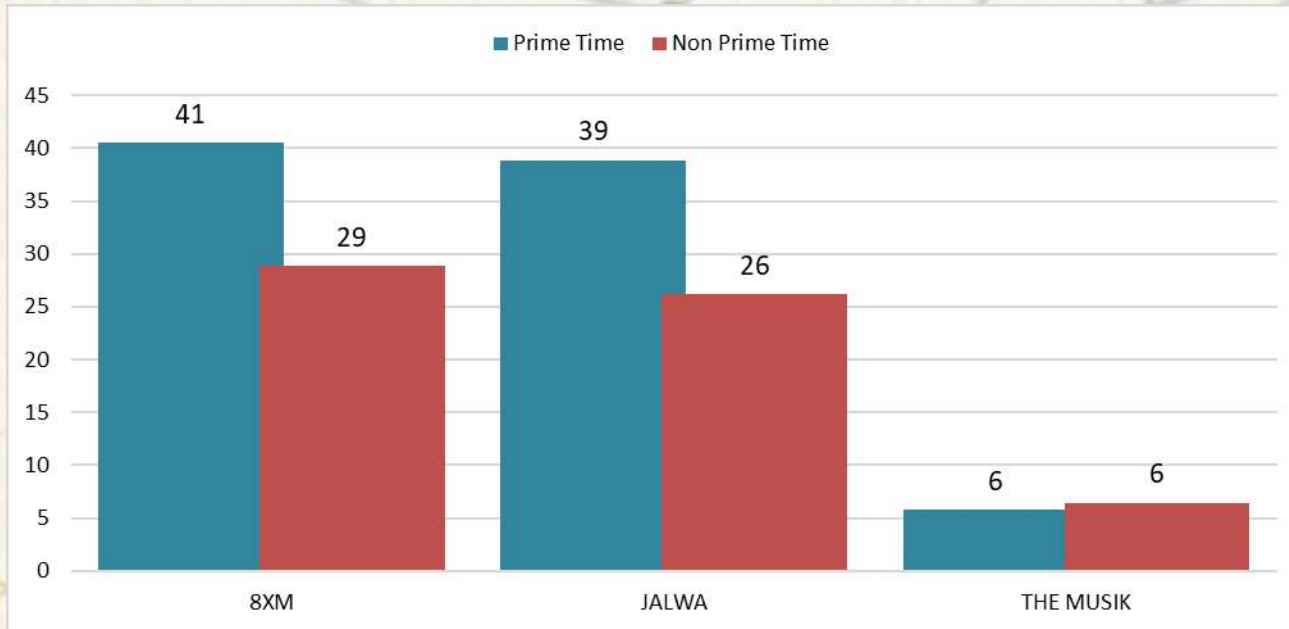
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : REGIONAL



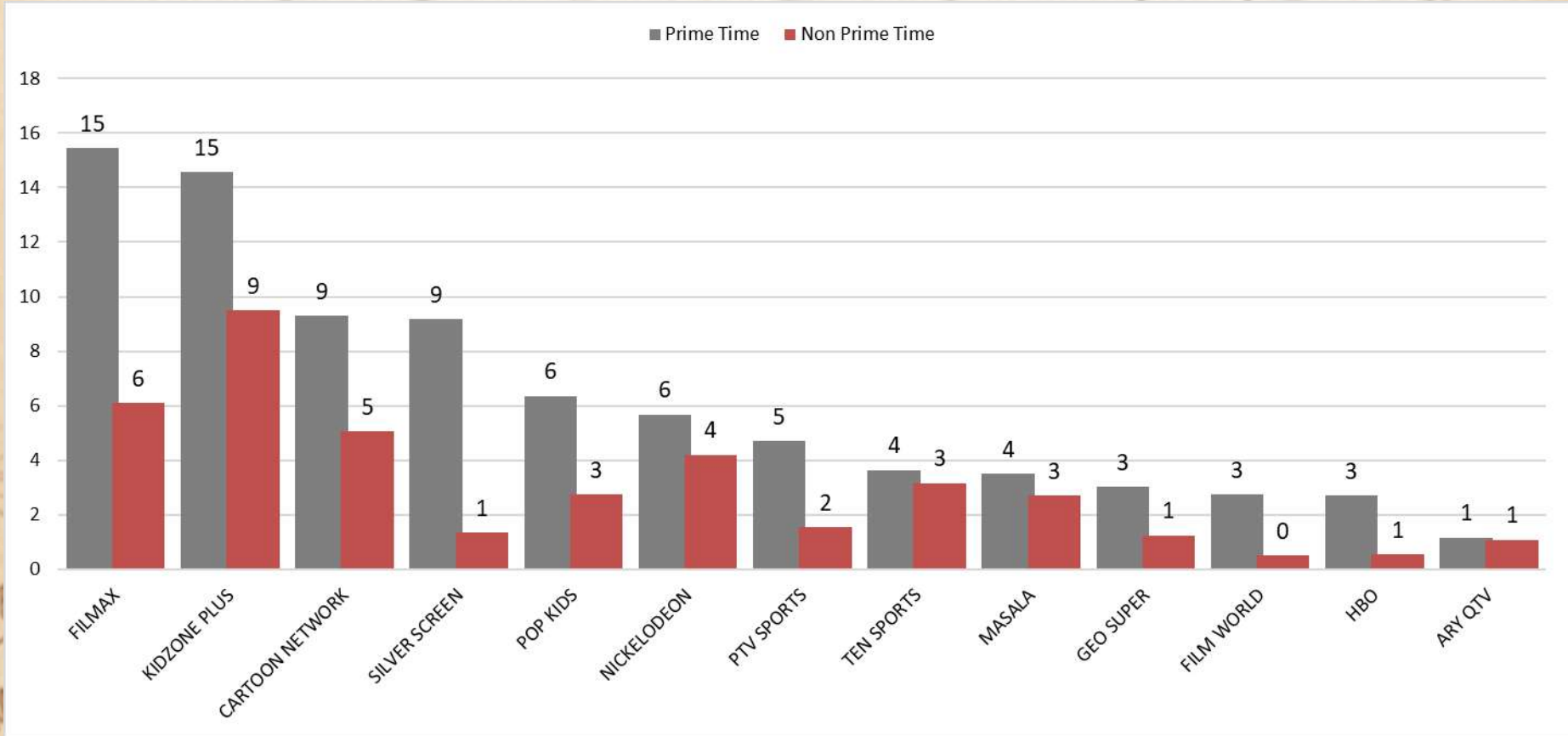
GENRE WISE AVERAGE MINUTES IN AN HOUR

Genre : MUSIC



GENRE WISE AVERAGE MINUTES IN AN HOUR

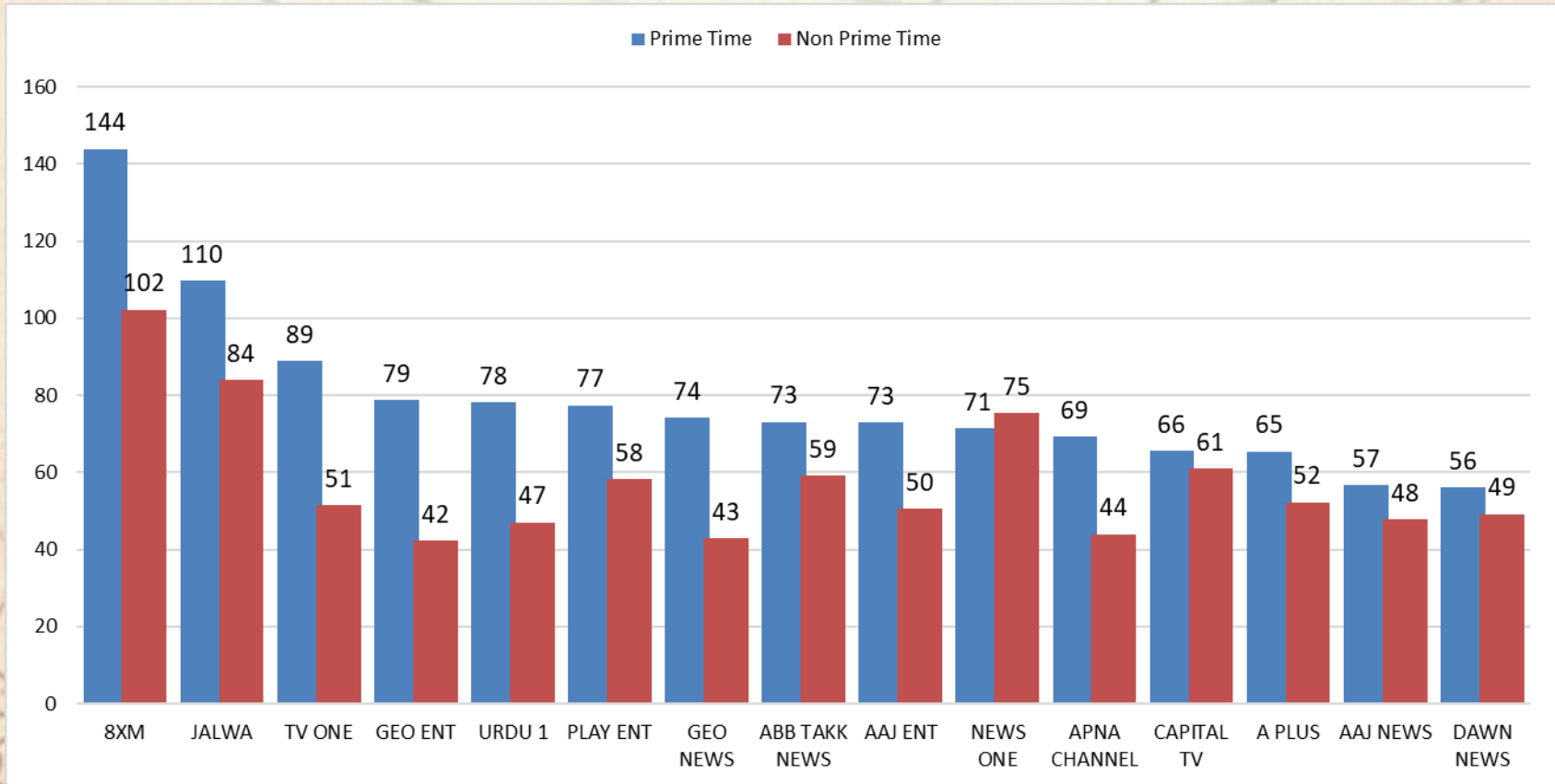
Genre : OTHERS



**GENER WISE
AVERAGE SPOT'S FREQUENCIES REVIEW (QTR 04)**

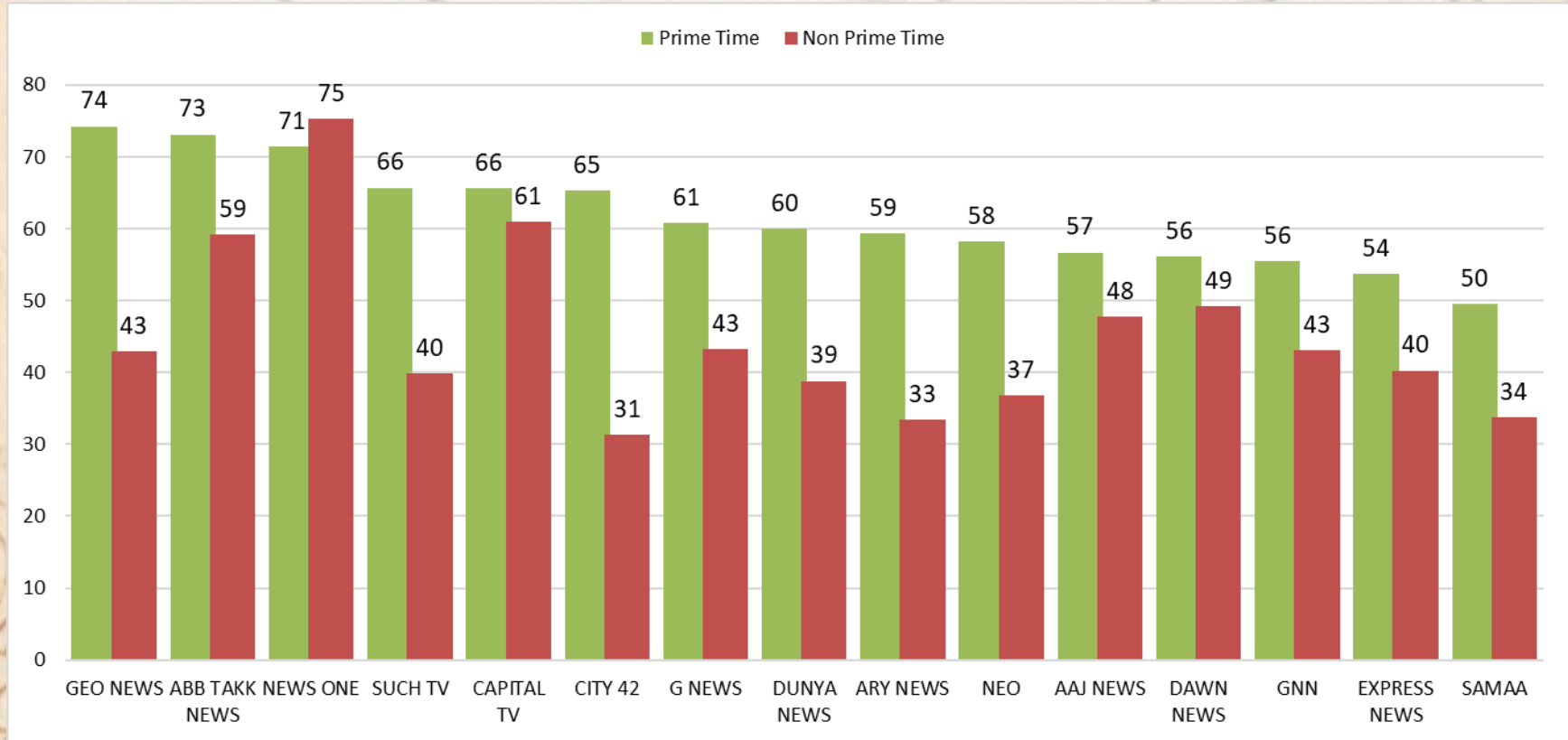
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ALL



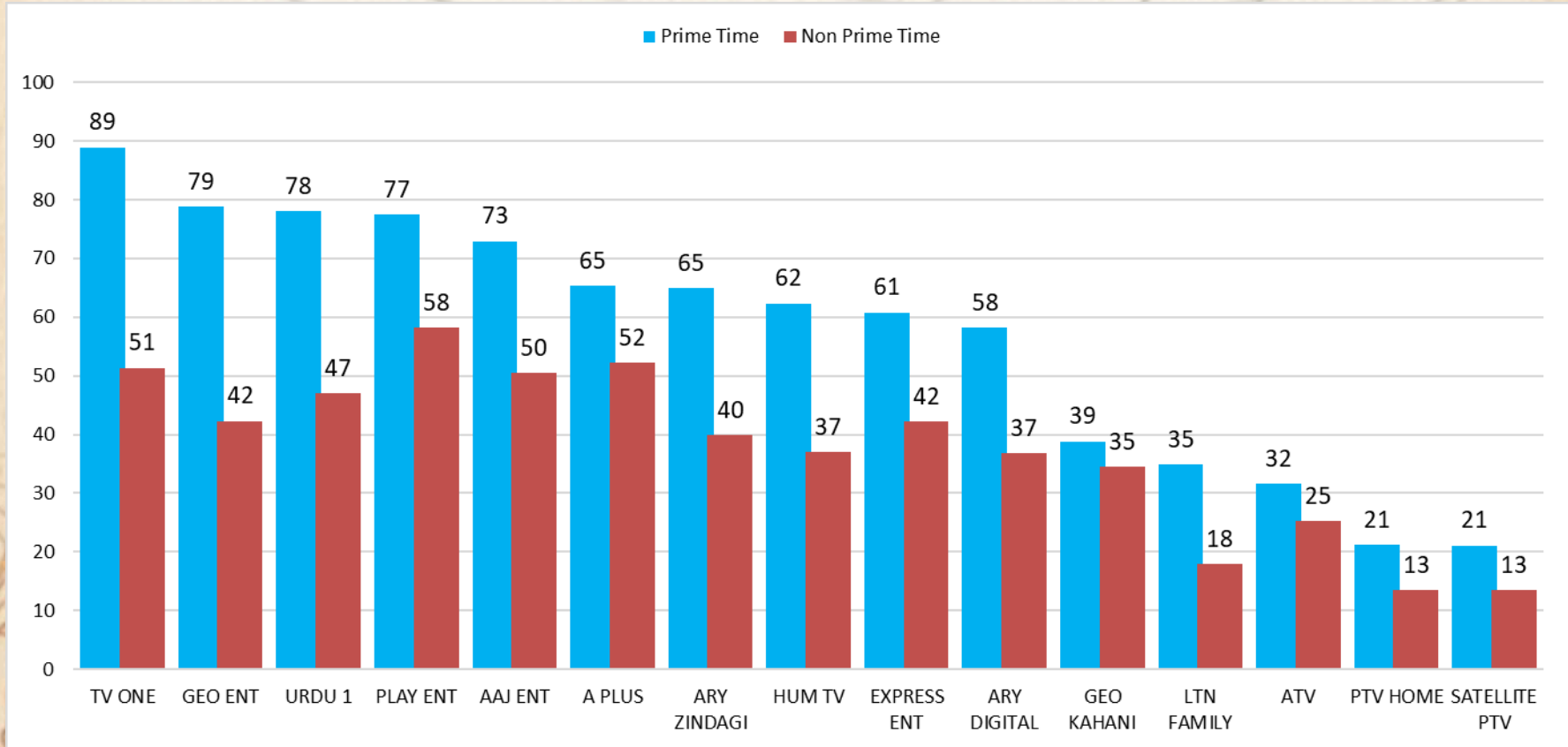
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : NEWS



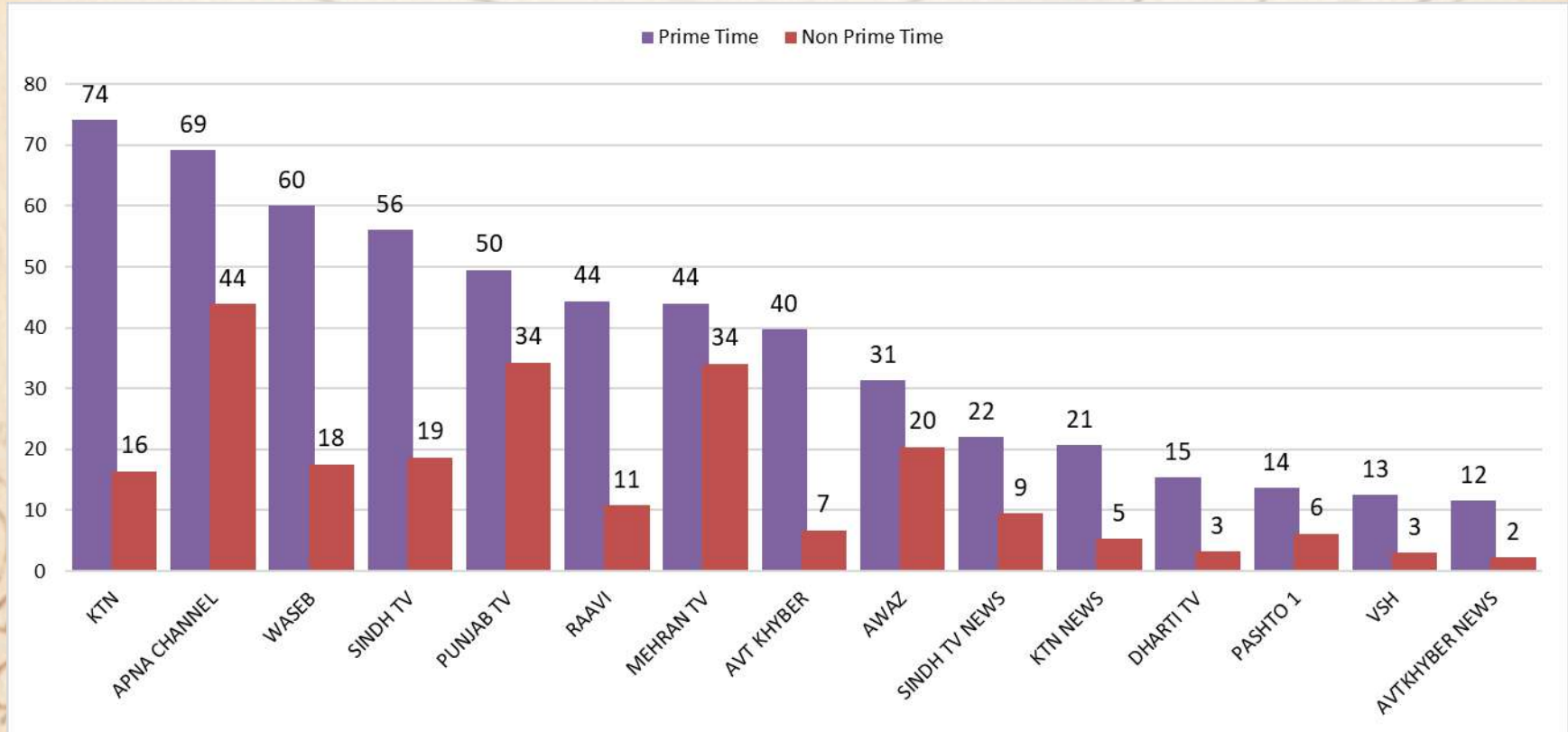
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : ENTERTAINMENT



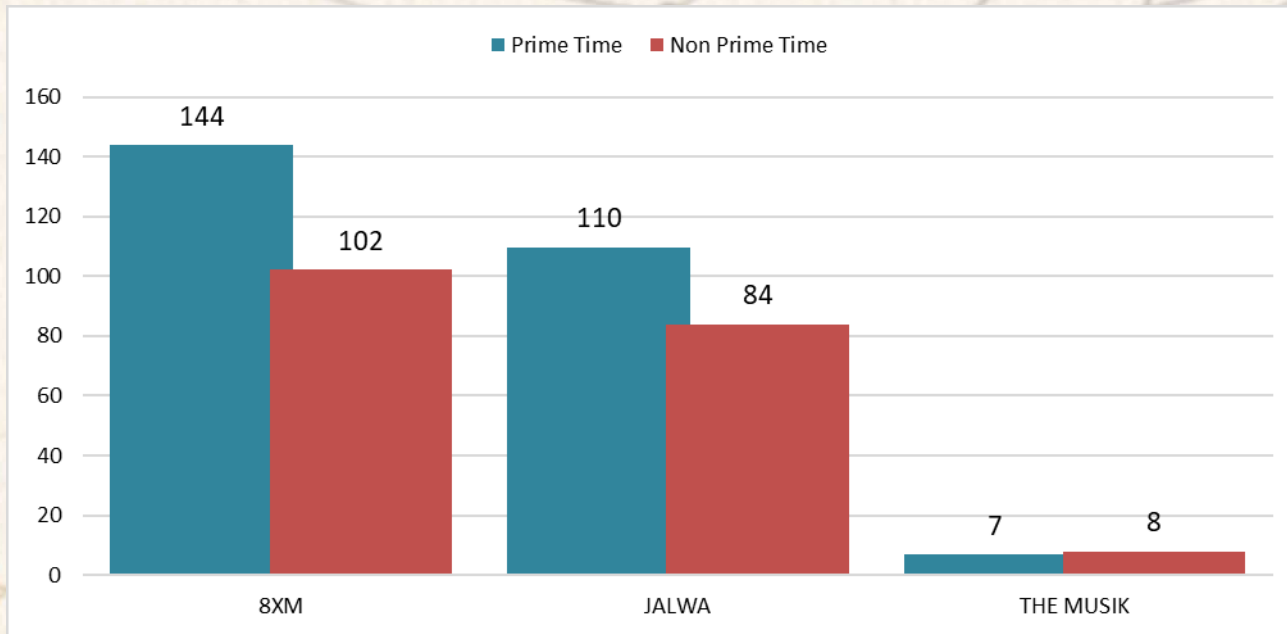
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : REGIONAL



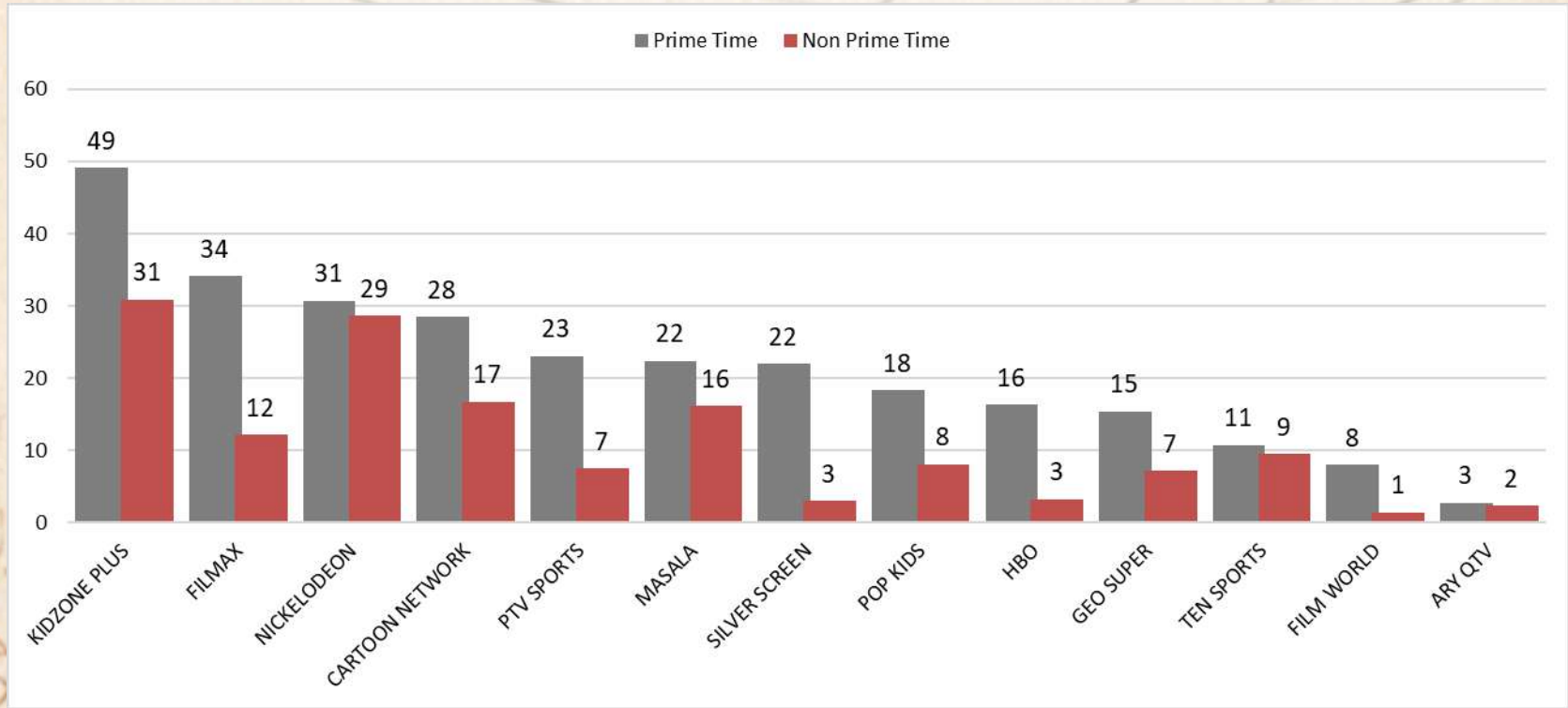
GENRE WISE SPOT FREQUENCIES IN AN HOUR

Genre : MUSIC

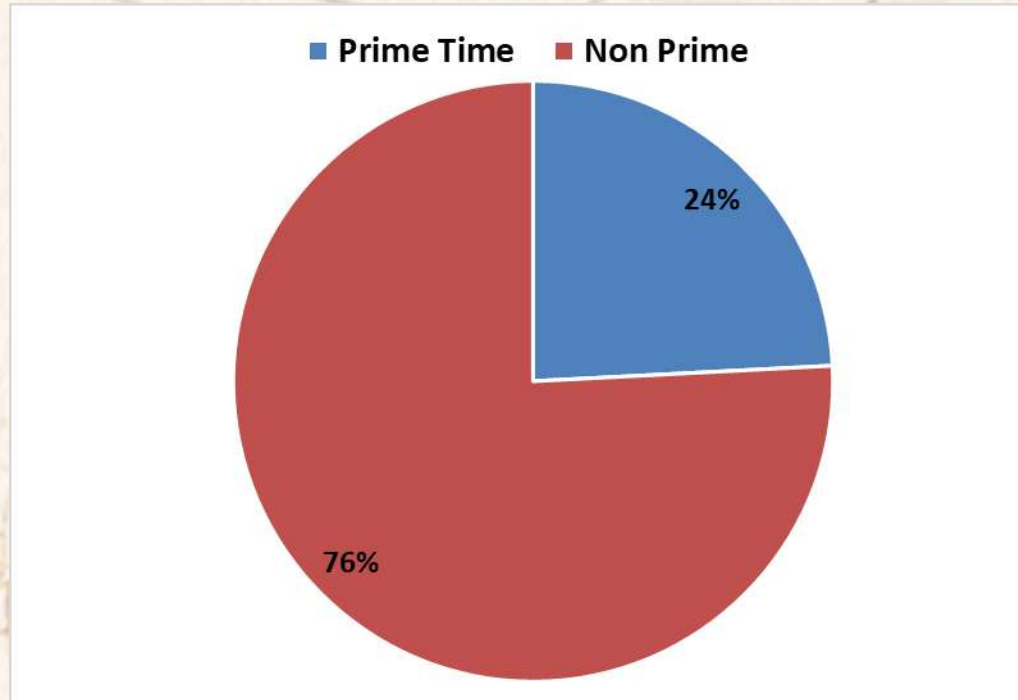


GENRE WISE SPOT FREQUENCIES IN AN HOUR

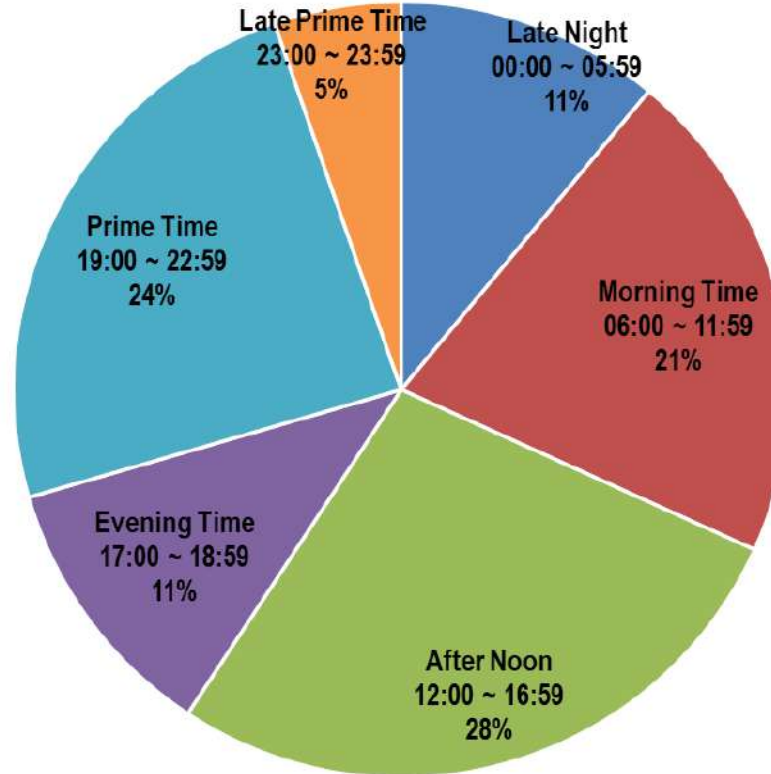
Genre : OTHERS



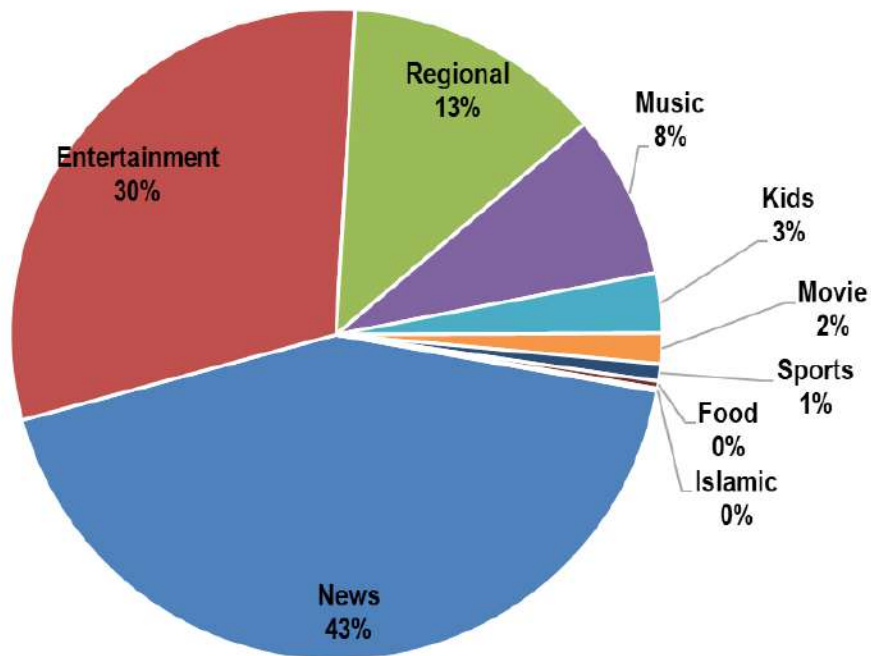
DAY PART SPLIT BY AIRTIME



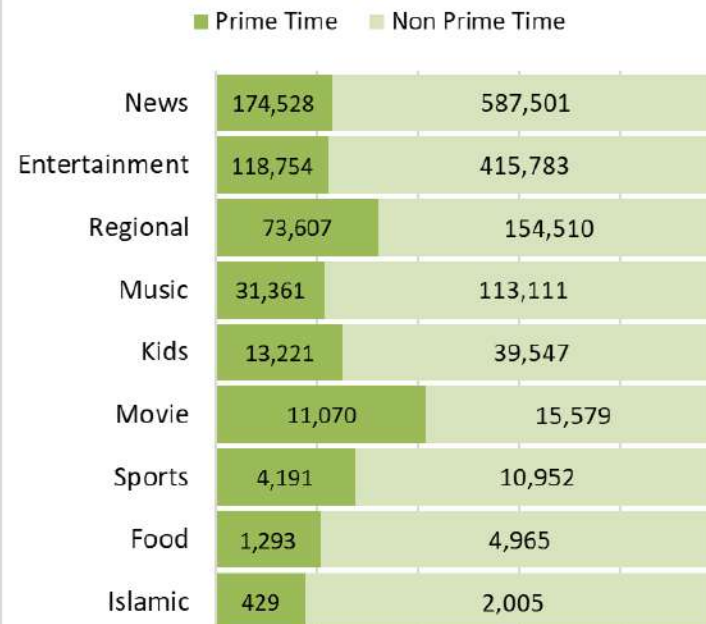
TIME BAND SPLIT BY AIRTIME



GENRE & DAY PART BY AIRTIME



Day Part Wise Airtime Mins





Thank You

For any queries, please
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