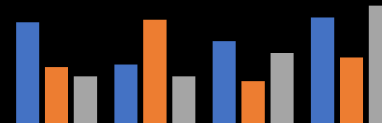
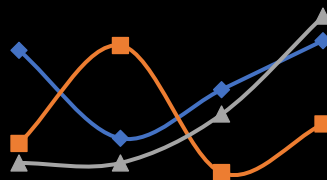
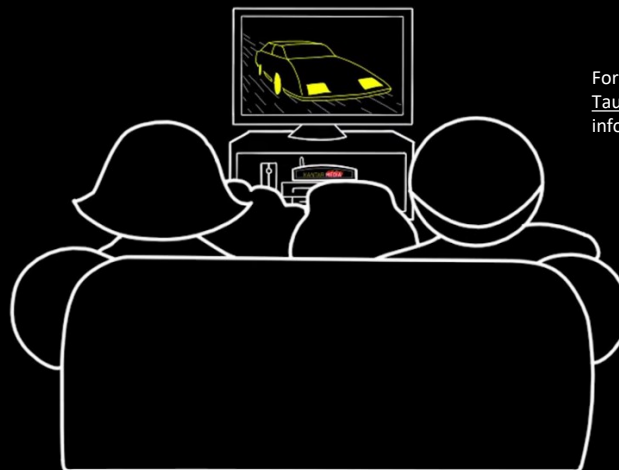


MEDIALOGIC MONTHLY REPORT Feb 2022



Monthly Viewership Trends & Analysis .



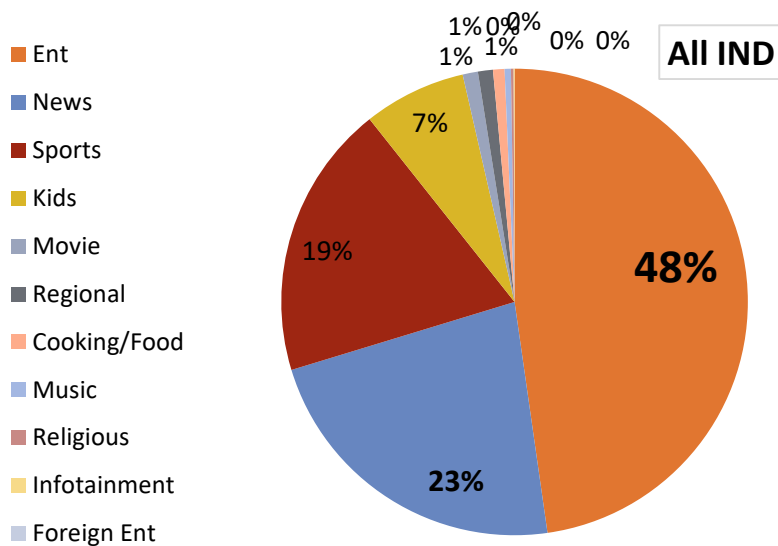
For Comments or queries please contact;
Tauqir.ahmed@medialogic.com.pk 0345 8460601
info@Medialogic.com.pk

CONTENT

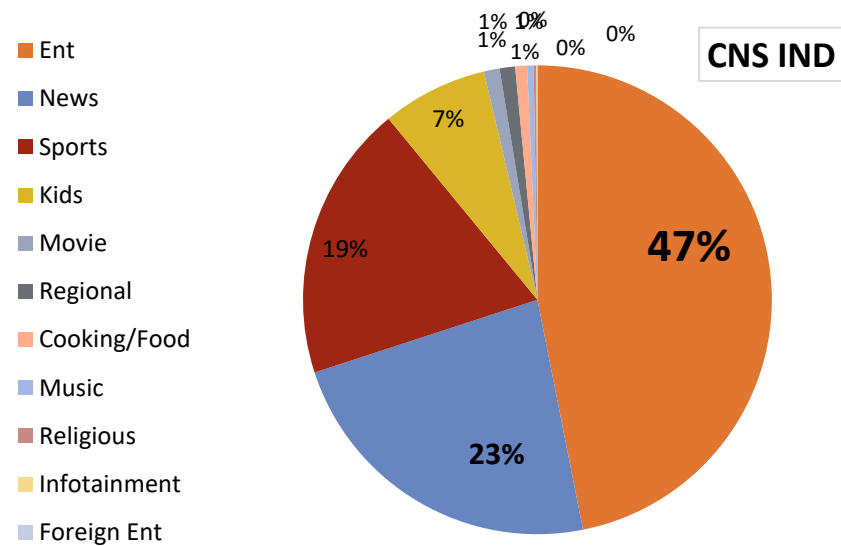
Ratings	Slide #
○ Market Share% By Genre	3
○ Time Band Utilization	4
○ Target Group Share Ratings	5
○ Top 15 channel Overall C&S Total Ind	6
○ Channel-wise Breakup by Genre	10
○ Top programs C&S Total Ind	21
○ Top 10 Talk Shows	23
○ Top Infotainment Shows	24
○ Top Morning Shows	25

CAT (Commercial Airtime)	Slide #
CAT Comparison by Genre	27
Top 10 Categories	28
Top 10 Advertisers	29
Top 10 Brands	30
Channel-wise Breakup By Genre	31

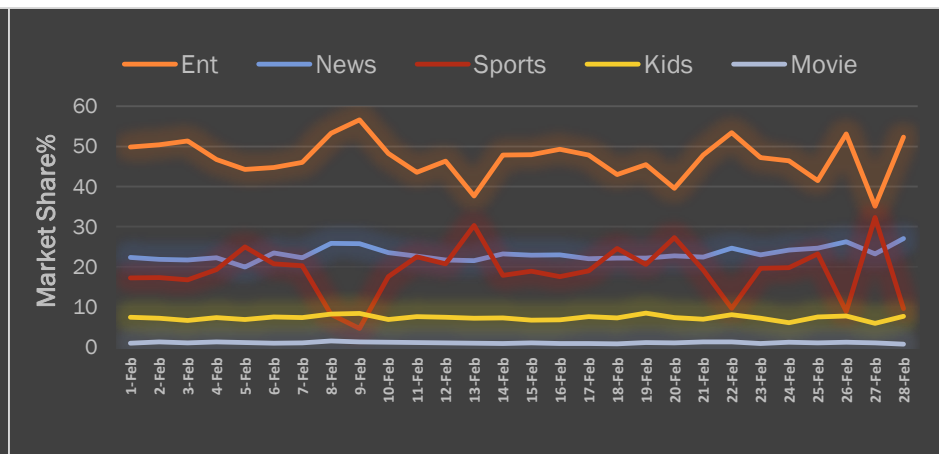
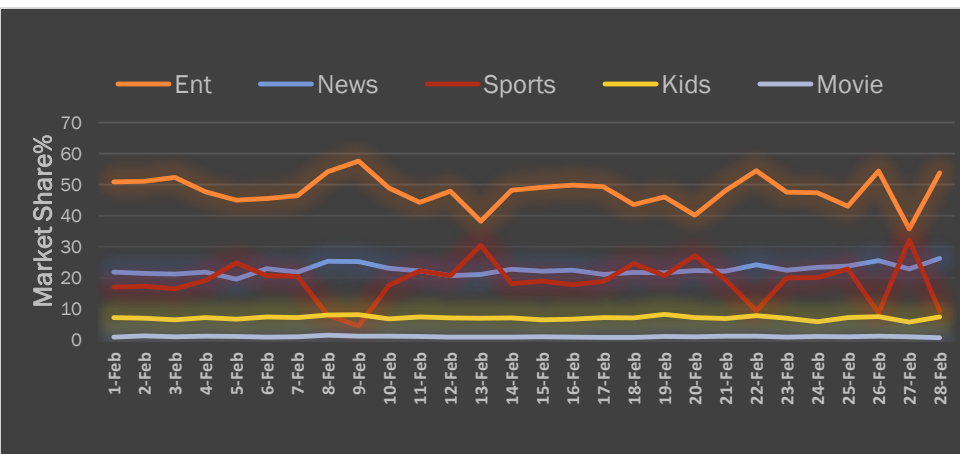
MARKET SHARE% | BY GENRE



Day-wise Progression | Top (5) Genre

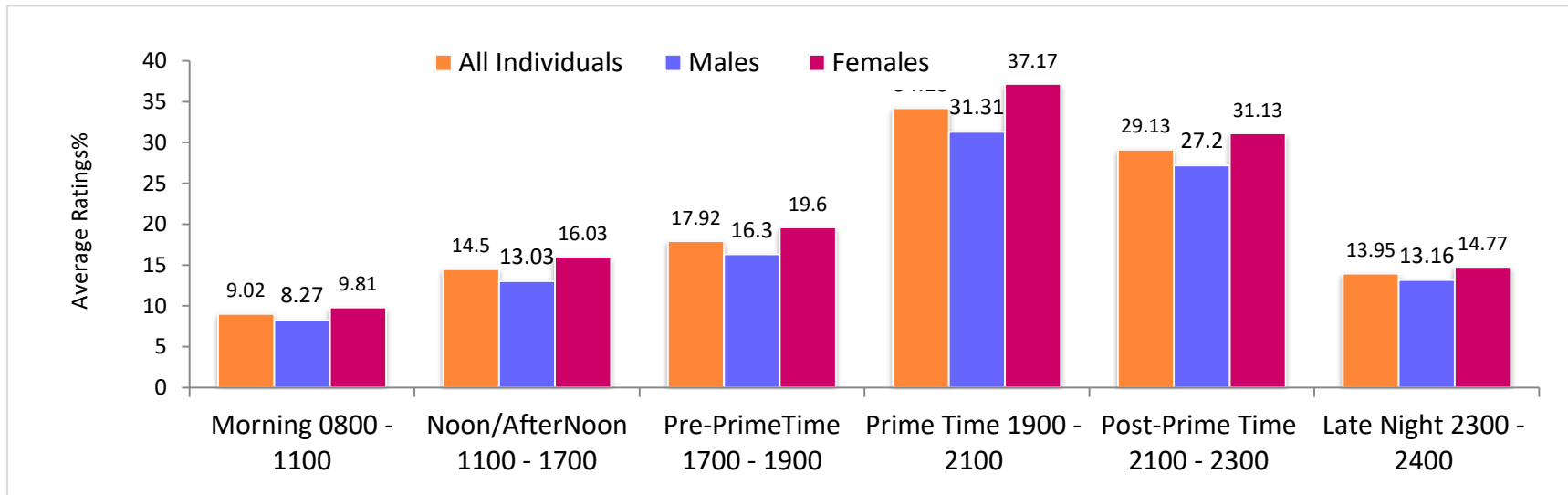
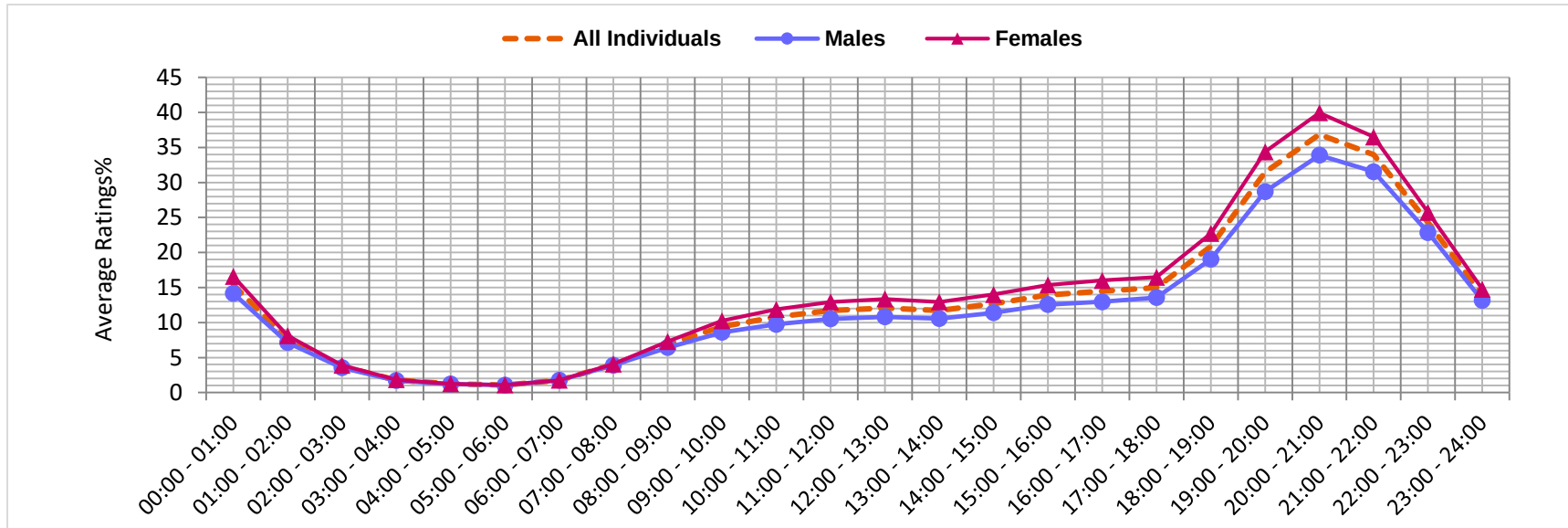


Day-wise Progression | Top (5) Genre

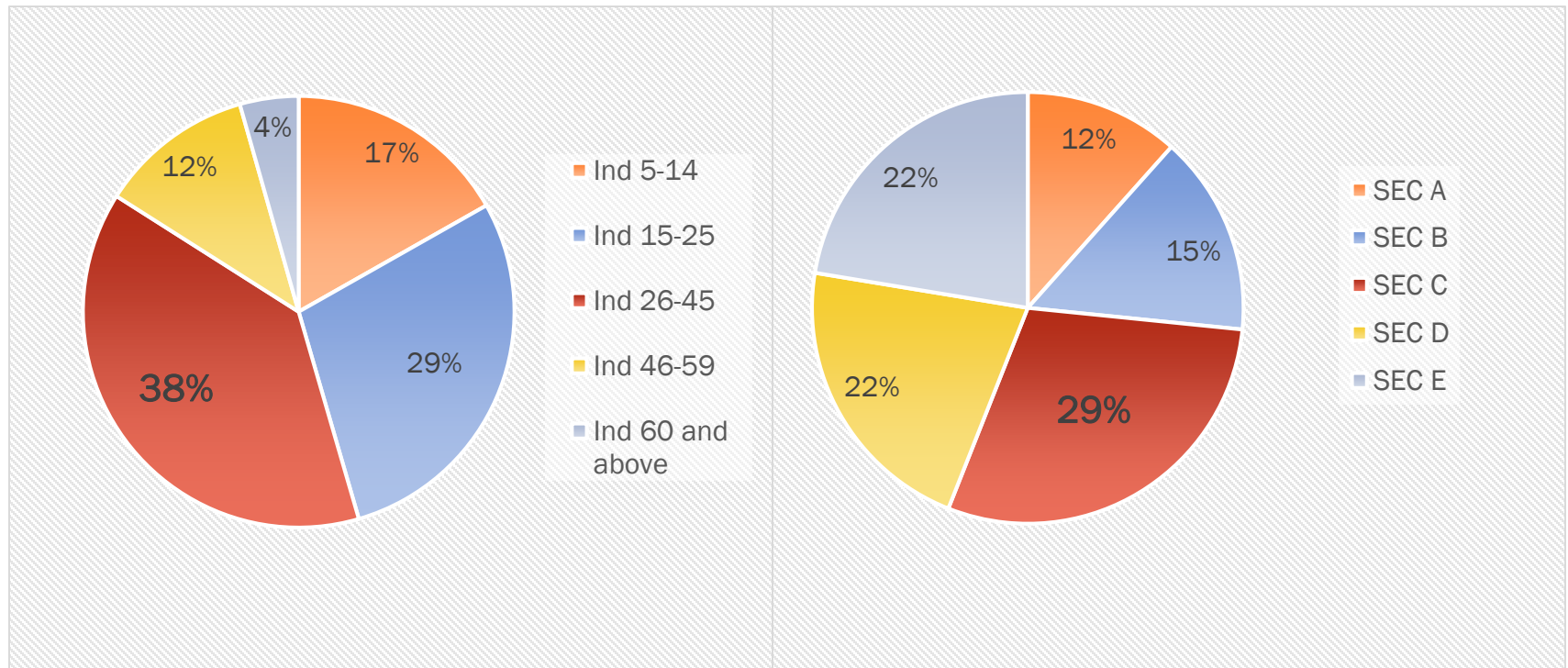


Genre-Wise market share is based on the total viewing of Around 100 + channels being monitored in the new system. Viewing of the In-House cable channels is not included to calculate market share.

TIME BANDS UTILIZATION



TARGET GROUP SHARE RATINGS



*TGSR/Profile is based on total usage (24 Hours AVG ratings of based on TTV)

TOP 15 CHANNEL OVERALL | NEWS PAKISTAN TOTAL

ARY DIGITAL leads the top 15 channels charts on both Total Ind and C&S Ind.

Feb.22

Total Ind			C&S Ind	
Rank	Channel Name	Ratings%	Channel Name	Ratings%
1	ARY DIGITAL	1.283	ARY DIGITAL	1.603
2	PTV SPORTS	0.939	GEO ENT	1.128
3	GEO ENT	0.902	HUM TV	0.969
4	PTV HOME	0.879	PTV SPORTS	0.834
5	HUM TV	0.775	A Sports	0.588
6	A Sports	0.471	TEN SPORTS	0.566
7	TEN SPORTS	0.452	GEO NEWS	0.552
8	ATV	0.445	ARY NEWS	0.389
9	GEO NEWS	0.442	KID ZONE PLUS	0.361
10	ARY NEWS	0.311	CARTOON NWK	0.285
11	KID ZONE PLUS	0.289	DUNYA NEWS	0.277
12	CARTOON NWK	0.228	EXPRESS ENT	0.238
13	DUNYA NEWS	0.222	SAMAA	0.217
14	EXPRESS ENT	0.191	PTV HOME	0.214
15	SAMAA	0.173	HUM NEWS	0.171

Note: Raking is based on 24 Hours Avg Ratings

TOP 15 CHANNEL OVERALL | NEW PAKISTAN URBAN

ARY DIGITAL lead the overall top 15 channels charts on both Total Ind and C&S Ind.

Feb.22

Total Ind			C&S Ind	
Rank	Channel Name	Ratings%	Channel Name	Ratings%
1	ARY DIGITAL	1.556	ARY DIGITAL	1.613
2	GEO ENT	1.088	GEO ENT	1.127
3	HUM TV	0.934	HUM TV	0.967
4	PTV SPORTS	0.845	PTV SPORTS	0.827
5	A Sports	0.566	A Sports	0.586
6	TEN SPORTS	0.544	TEN SPORTS	0.563
7	GEO NEWS	0.528	GEO NEWS	0.547
8	ARY NEWS	0.367	ARY NEWS	0.380
9	KID ZONE PLUS	0.367	KID ZONE PLUS	0.380
10	PTV HOME	0.339	CARTOON NWK	0.293
11	CARTOON NWK	0.283	DUNYA NEWS	0.272
12	DUNYA NEWS	0.263	EXPRESS ENT	0.228
13	EXPRESS ENT	0.220	PTV HOME	0.219
14	SAMAA	0.203	SAMAA	0.210
15	HUM NEWS	0.163	HUM NEWS	0.169

Note: Raking is based on 24 Hours Avg Ratings

TOP 15 CHANNELS BY REGION | TOTAL IND

	New Pak Total		New Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isi	
Rank	CHANNEL	Rtg%	CHANNEL	Rtg%	CHANNEL	Rtg%	CHANNEL	Rtg%	CHANNEL	Rtg%	CHANNEL	Rtg%
1	ARY DIGITAL	1.283	ARY DIGITAL	1.556	ARY DIGITAL	1.670	ARY DIGITAL	1.468	ARY DIGITAL	1.493	ARY DIGITAL	1.724
2	PTV SPORTS	0.939	GEO ENT	1.088	GEO ENT	1.131	PTV SPORTS	1.051	GEO ENT	1.220	PTV HOME	1.291
3	GEO ENT	0.902	HUM TV	0.934	HUM TV	0.889	HUM TV	1.020	HUM TV	0.926	GEO ENT	0.925
4	PTV HOME	0.879	PTV SPORTS	0.845	PTV SPORTS	0.767	GEO ENT	0.898	PTV SPORTS	0.790	HUM TV	0.850
5	HUM TV	0.775	A Sports	0.566	A Sports	0.563	A Sports	0.606	TEN SPORTS	0.595	PTV SPORTS	0.689
6	A Sports	0.471	TEN SPORTS	0.544	TEN SPORTS	0.534	TEN SPORTS	0.514	GEO NEWS	0.562	KID ZONE PLUS	0.496
7	TEN SPORTS	0.452	GEO NEWS	0.528	GEO NEWS	0.530	GEO NEWS	0.501	A Sports	0.561	GEO NEWS	0.450
8	ATV	0.445	ARY NEWS	0.367	ARY NEWS	0.510	KID ZONE PLUS	0.453	KID ZONE PLUS	0.344	A Sports	0.449
9	GEO NEWS	0.442	KID ZONE PLUS	0.367	EXPRESS ENT	0.348	DUNYA NEWS	0.336	ARY NEWS	0.299	TEN SPORTS	0.430
10	ARY NEWS	0.311	PTV HOME	0.339	SAMAA	0.306	PTV HOME	0.329	CARTOON NWK	0.296	CARTOON NWK	0.276
11	KID ZONE PLUS	0.289	CARTOON NWK	0.283	KID ZONE PLUS	0.293	ARY NEWS	0.328	PTV HOME	0.256	ARY NEWS	0.234
12	CARTOON NWK	0.228	DUNYA NEWS	0.263	CARTOON NWK	0.261	CARTOON NWK	0.293	DUNYA NEWS	0.248	DUNYA NEWS	0.215
13	DUNYA NEWS	0.222	EXPRESS ENT	0.220	PTV HOME	0.236	ATV	0.237	SAMAA	0.162	SAMAA	0.182
14	EXPRESS ENT	0.191	SAMAA	0.203	DUNYA NEWS	0.228	EXPRESS ENT	0.221	GEO KAHANI	0.158	ATV	0.180
15	SAMAA	0.173	HUM NEWS	0.163	EXPRESS NEWS	0.190	HUM NEWS	0.165	HUM NEWS	0.153	HUM NEWS	0.176

*Ratings calculated on New Pakistan Urban

TOP 15 CHANNELS BY REGION | C&S IND

	New Pak Total		New Pak Urban		Karachi		Lahore		Non Metros		Rwp/Isi	
Rank	CHANNEL	Rtg%	CHANNEL	Rtg%	CHANNEL	Rtg%	CHANNEL	Rtg%	CHANNEL	Rtg%	CHANNEL	Rtg%
1	ARY DIGITAL	1.603	ARY DIGITAL	1.613	ARY DIGITAL	1.691	ARY DIGITAL	1.554	ARY DIGITAL	1.525	ARY DIGITAL	1.994
2	GEO ENT	1.128	GEO ENT	1.127	GEO ENT	1.145	HUM TV	1.079	GEO ENT	1.246	GEO ENT	1.066
3	HUM TV	0.969	HUM TV	0.967	HUM TV	0.900	PTV SPORTS	1.011	HUM TV	0.946	HUM TV	0.977
4	PTV SPORTS	0.834	PTV SPORTS	0.827	PTV SPORTS	0.771	GEO ENT	0.950	PTV SPORTS	0.767	PTV SPORTS	0.695
5	A Sports	0.588	A Sports	0.586	A Sports	0.569	A Sports	0.641	TEN SPORTS	0.608	KID ZONE PLUS	0.571
6	TEN SPORTS	0.566	TEN SPORTS	0.563	TEN SPORTS	0.540	TEN SPORTS	0.543	GEO NEWS	0.574	GEO NEWS	0.520
7	GEO NEWS	0.552	GEO NEWS	0.547	GEO NEWS	0.536	GEO NEWS	0.530	A Sports	0.573	A Sports	0.518
8	ARY NEWS	0.389	ARY NEWS	0.380	ARY NEWS	0.516	KID ZONE PLUS	0.479	KID ZONE PLUS	0.351	TEN SPORTS	0.495
9	KID ZONE PLUS	0.361	KID ZONE PLUS	0.380	EXPRESS ENT	0.352	DUNYA NEWS	0.356	ARY NEWS	0.305	PTV HOME	0.404
10	CARTOON NWK	0.285	CARTOON NWK	0.293	SAMAA	0.309	ARY NEWS	0.347	CARTOON NWK	0.302	CARTOON NWK	0.318
11	DUNYA NEWS	0.277	DUNYA NEWS	0.272	KID ZONE PLUS	0.296	CARTOON NWK	0.310	DUNYA NEWS	0.253	ARY NEWS	0.271
12	EXPRESS ENT	0.238	EXPRESS ENT	0.228	CARTOON NWK	0.264	EXPRESS ENT	0.234	PTV HOME	0.215	DUNYA NEWS	0.248
13	SAMAA	0.217	PTV HOME	0.219	DUNYA NEWS	0.231	PTV HOME	0.190	SAMAA	0.165	SAMAA	0.209
14	PTV HOME	0.214	SAMAA	0.210	PTV HOME	0.211	HUM NEWS	0.175	GEO KAHANI	0.162	HUM NEWS	0.202
15	HUM NEWS	0.171	HUM NEWS	0.169	EXPRESS NEWS	0.192	EXPRESS NEWS	0.165	HUM NEWS	0.156	GEO KAHANI	0.178

*Ratings calculated on New Pakistan Urban

ENT CHANNELS – 24 HOURS

“ARY DIGITAL” is Leading on both Total and C&S Ind.

Total Ind				C&S Ind		
Feb.22				Feb.22		
Rank	Channel Name	Ratings%		Rank	Channel Name	Ratings%
1	ARY DIGITAL	1.556		1	ARY DIGITAL	1.613
2	GEO ENT	1.088		2	GEO ENT	1.127
3	HUM TV	0.934		3	HUM TV	0.967
4	PTV HOME	0.339		4	EXPRESS ENT	0.228
5	EXPRESS ENT	0.220		5	PTV HOME	0.219
6	BOL ENT	0.151		6	BOL ENT	0.157
7	GEO KAHANI	0.139		7	GEO KAHANI	0.144
8	ATV	0.099		8	URDU 1	0.079
9	URDU 1	0.076		9	A PLUS	0.077
10	A PLUS	0.074		10	LTN FAMILY	0.053

*Ratings calculated on New Pakistan Urban

ENT CHANNELS – PRIME TIME (19.00-22.00)

“ARY DIGITAL” is leading on both Total & CNS Ind

Total Ind				C&S Ind		
Feb.22				Feb.22		
Rank	Channel Name	Ratings%		Rank	Channel Name	Ratings%
1	ARY DIGITAL	5.276		1	ARY DIGITAL	5.470
2	GEO ENT	3.899		2	GEO ENT	4.040
3	HUM TV	3.409		3	HUM TV	3.528
4	PTV HOME	0.842		4	EXPRESS ENT	0.831
5	EXPRESS ENT	0.802		5	PTV HOME	0.542
6	BOL ENT	0.371		6	BOL ENT	0.384
7	ATV	0.317		7	GEO KAHANI	0.281
8	GEO KAHANI	0.272		8	URDU 1	0.232
9	URDU 1	0.224		9	A PLUS	0.122
10	A PLUS	0.117		10	TV ONE	0.093

*Ratings calculated on New Pakistan Urban

INFOTAINMENT CHANNELS

C&S Ind

Feb-22

Rank	Channel Name	TRPs	Relative Share%
1	DISCOVER PAKISTAN	9	100%
..	Grand Total	9	100%

*Ratings calculated on Pakistan Urban New

TOP NEWS CHANNELS – 24-HOURS

“GEO NEWS” is Leading on both Total and C&S Ind.

Total Ind

Feb.22

Rank	Channel Name	Ratings%
1	GEO NEWS	0.528
2	ARY NEWS	0.367
3	DUNYA NEWS	0.263
4	SAMAA	0.203
5	HUM NEWS	0.163
6	EXPRESS NEWS	0.138
7	DAWN NEWS	0.093
8	AAJ NEWS	0.082
9	NINETY 2 NEWS	0.066
10	BOL NEWS (URDU)	0.048

C&S Ind

Feb.22

Rank	Channel Name	Ratings%
1	GEO NEWS	0.547
2	ARY NEWS	0.380
3	DUNYA NEWS	0.272
4	SAMAA	0.210
5	HUM NEWS	0.169
6	EXPRESS NEWS	0.143
7	DAWN NEWS	0.097
8	AAJ NEWS	0.085
9	NINETY 2 NEWS	0.069
10	BOL NEWS (URDU)	0.049

*Ratings calculated on New Pakistan Urban

TOP NEWS CHANNELS – PRIME TIME (20.00-00.00)

GEO News is on top during prime time.

Total Ind

Feb.22

Rank	Channel Name	Ratings%
1	GEO NEWS	0.774
2	ARY NEWS	0.533
3	DUNYA NEWS	0.401
4	SAMAA	0.328
5	EXPRESS NEWS	0.302
6	HUM NEWS	0.246
7	DAWN NEWS	0.136
8	NINETY 2 NEWS	0.128
9	GNN	0.111
10	AAJ NEWS	0.101

C&S Ind

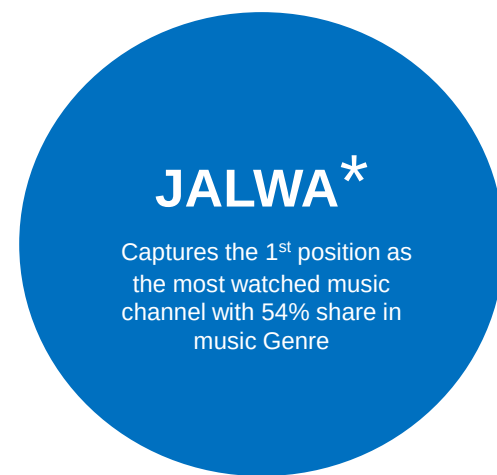
Feb.22

Rank	Channel Name	Ratings%
1	GEO NEWS	0.802
2	ARY NEWS	0.552
3	DUNYA NEWS	0.415
4	SAMAA	0.34
5	EXPRESS NEWS	0.313
6	HUM NEWS	0.255
7	DAWN NEWS	0.141
8	NINETY 2 NEWS	0.132
9	GNN	0.115
10	AAJ NEWS	0.104

*Ratings calculated on New Pakistan Urban

MUSIC CHANNELS

Rank	CH	TRP	RS %
1	JALWA	34	54%
2	8XM	29	46%
3	ARY MUSIK	0	0%
4	VIBE TV	0	0%
5	OXYGENE	0	0%
	Total	63	100%



*Ratings calculated on New Pakistan Urban



Total Ind			
Feb.22			
Rank	Channel Name	TRPs	RS%
1	PTV SPORTS	1262	50%
2	A Sports	632	25%
3	TEN SPORTS	608	24%
4	GEO SUPER	38	1%
	Grand Total	2540	100%
C&S Ind			
Feb.22			
Rank	Channel Name	TRPs	RS%
1	PTV SPORTS	1121	41%
2	A Sports	791	29%
3	TEN SPORTS	760	28%
4	GEO SUPER	47	2%
	Grand Total	2719	100%

PTV SPORTS is leading on both Total Ind & C&S Ind.

SPORTS



Total Ind

Feb.22

Rank	Channel Name	TRPs	RS%
1	PTV SPORTS	1135	43%
2	A Sports	761	28%
3	TEN SPORTS	731	27%
4	GEO SUPER	44	2%
	Grand Total	2671	100%

C&S Ind

Feb.22

Rank	Channel Name	TRPs	RS%
1	PTV SPORTS	1111	41%
2	A Sports	788	29%
3	TEN SPORTS	757	28%
4	GEO SUPER	46	2%
	Grand Total	2701	100%

PTV SPORTS is leading on both Total Ind and C&S Ind.

SPORTS

Movie Channels

“Filmax” captures 1st Position on both 24 hours & Prime time.

24 Hours | C&S Ind

Feb.22

Rank	Channel Name	Ratings%
------	--------------	----------

1	FILMAX	0.055
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2	FILM WORLD	0.031
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3	RAAVI TV	0.020
---	----------	-------

4	SILVER SCREEN	0.008
---	---------------	-------

5	STAR LITE TV	0.000
---	--------------	-------

6	HBO	0.000
---	-----	-------

7	WB	0.000
---	----	-------

8	AXN	0.000
---	-----	-------

Prime Time | 20.00-00.00 | C&S Ind

Feb.22

Rank	Channel Name	Ratings%
------	--------------	----------

1	FILMAX	0.110
---	--------	-------

2	FILM WORLD	0.074
---	------------	-------

3	RAAVI TV	0.044
---	----------	-------

4	SILVER SCREEN	0.015
---	---------------	-------

5	STAR LITE TV	0.000
---	--------------	-------

6	HBO	0.000
---	-----	-------

7	WB	0.000
---	----	-------

8	AXN	0.000
---	-----	-------

*Ratings calculated on New Pakistan Urban

FOOD CHANNELS

C&S Ind

Feb-22

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	116	100%
..	Grand Total	116	100%



*Ratings calculated on New Pakistan Urban

KID ZONE PLUS Holds 50% Of Kids Channels Viewership

Rank	Channel	TRPs	Relative Sh%
1	KID ZONE PLUS	511	50%
2	CARTOON NETWORK	394	38%
3	NICKELODEON	78	8%
4	POP KIDS	49	5%
5	BABY TV	0	0%
6	CINEMACHI KIDS	0	0%
....	GRAND TOTAL	1032	100%



*Ratings calculated on New Pakistan Urban

TOP REGIONAL C&S IND | TIME BAND 18:00 – 23:00

	New Pak Urban		URBAN PUNJAB		URBAN SINDH		URBAN KP	
Rank	Channels	Rtg%	Channels	Rtg%	Channels	Rtg%	Channels	Rtg%
1	APNA CHANNEL	0.031	APNA CHANNEL	0.030	KTN NEWS	0.044	PASHTO 1	0.160
2	KTN NEWS	0.018	PTV BOLAN	0.013	APNA CHANNEL	0.034	AVT KHYBER	0.158
3	PASHTO 1	0.014	AVT KHYBER	0.010	KTN	0.018	MASHRAQ TV	0.120
4	AVT KHYBER	0.014	PASHTO 1	0.010	KASHISH	0.016	AVT KHYBER NEWS	0.079
5	KASHISH	0.009	PTV NATIONAL	0.009	SINDH TV	0.014	PTV NATIONAL	0.030
6	PTV NATIONAL	0.009	ROHI TV	0.006	MEHRAN TV	0.014	APNA CHANNEL	0.022
7	PTV BOLAN	0.008	KASHISH	0.005	DHARTI TV	0.012	PUNJAB TV	0.011
8	KTN	0.008	WASEB	0.004	SINDH TV NEWS	0.010	PTV BOLAN	0.003
9	MASHRAQ TV	0.008	MASHRAQ TV	0.004	AWAZ	0.007	SINDH TV	0.002
10	SINDH TV	0.007	AVT KHYBER NEWS	0.003	PTV NATIONAL	0.007	WASEB	0.002
11	MEHRAN TV	0.006	SINDH TV	0.002	PASHTO 1	0.006	KTN	0.001
12	AVT KHYBER NEWS	0.005	KTN	0.002	TIME NEWS	0.004	KASHISH	0.001
13	DHARTI TV	0.005	MEHRAN TV	0.001	AVT KHYBER	0.004	ROHI TV	0.001
14	SINDH TV NEWS	0.004	PUNJAB TV	0.001	PTV BOLAN	0.002	AWAZ	0.001
15	ROHI TV	0.004	AWAZ	0.001	ROHI TV	0.002	DHARTI TV	0.000
16	AWAZ	0.004	DHARTI TV	0.001	MASHRAQ TV	0.001	MEHRAN TV	0.000
17	WASEB	0.003	TIME NEWS	0.001	AVT KHYBER NEWS	0.001	TIME NEWS	0.000
18	TIME NEWS	0.002	KTN NEWS	0.001	WASEB	0.001	SINDH TV NEWS	0.000
19	PUNJAB TV	0.001	SINDH TV NEWS	0.001	PUNJAB TV	0.001	KTN NEWS	0.000
20	VSH NEWS	0.000	VSH NEWS	0.000	VSH NEWS	0.000	VSH NEWS	0.000

*Ratings calculated on New Pakistan Urban

TOP PROGRAMS | OVERALL

ARY Digital' "Sinf-E-Ahan" hits 9.66 ratings on 19-Feb-2022

Top Programs | Total Individuals

Feb.22

Rank	Date	Channel	Program Title	Rtgs%	Rtgs"000"	MS
1	19.02.2022	ARY DIGITAL	Sinf-E-Ahan	9.66	4680	25.8
2	01.02.2022	HUM TV	Parizaad	9.25	4480	25.5
3	21.02.2022	ARY DIGITAL	Teri Rah Mein	8.90	4310	28.1
4	24.02.2022	ARY DIGITAL	Mere HumSafar	8.19	3967	21.8
5	23.02.2022	GEO ENT	Fasiq	7.93	3840	21.3
6	22.02.2022	ARY DIGITAL	Amanat	7.86	3808	22.6
7	21.02.2022	ARY DIGITAL	Baddua	7.22	3497	19.0
8	22.02.2022	ARY DIGITAL	Yeh Na Thi Hamari Qismat	6.94	3364	23.6
9	09.02.2022	ARY DIGITAL	Berukhi	6.93	3356	19.0
10	09.02.2022	HUM TV	Dobara	6.62	3207	18.4

*Ratings calculated on New Pakistan Urban

*Top programs ranking is based on highest rated episode of each program during the reporting period

TOP PROGRAMS | C&S

ARY DIGITAL's "Sinf-E-Ahan" hits 10.05 ratings on 26-Feb-2022

Top Programs | CNS Individuals

Feb.22

Rank	Date	Channel	Program Title	Rtgs%	Rtgs"000"	MS%
1	26.02.2022	ARY DIGITAL	Sinf-E-Ahan	10.05	4643	31.3
2	01.02.2022	HUM TV	Parizaad	9.54	4480	26.4
3	21.02.2022	ARY DIGITAL	Teri Rah Mein	9.17	4310	28.7
4	24.02.2022	ARY DIGITAL	Mere HumSafar	8.60	3967	23.0
5	22.02.2022	ARY DIGITAL	Amanat	8.24	3808	23.8
6	23.02.2022	GEO ENT	Fasiq	8.17	3840	22.1
7	21.02.2022	ARY DIGITAL	Baddua	7.44	3497	19.5
8	22.02.2022	ARY DIGITAL	Yeh Na Thi Hamari Qismat	7.28	3364	24.5
9	09.02.2022	ARY DIGITAL	Berukhi	7.14	3356	19.6
10	09.02.2022	HUM TV	Dobara	6.82	3207	18.9

*Ratings calculated on New Pakistan Urban

*Top programs ranking is based on highest rated episode of each program during the reporting period

TALK SHOWS | C&S

Rank	Date	Channel	Program Title	Host	Rtg% [Net]	Rtg(000) [Net]	Share [TTV Net]
1	13.02.2022	GEO NEWS	Meray Mutabiq	Hassan Nisar	1.889	887	7.4
2	16.02.2022	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	Shahzaib Khanzada	1.339	629	5.3
3	09.02.2022	GEO NEWS	Report Card	Aleena Farooq	1.287	605	4.4
4	28.02.2022	ARY NEWS	The Reporters	Sabir Shakir	1.236	572	4.9
5	28.02.2022	ARY NEWS	Off The Record	Kashif Abbasi	1.226	567	3.9
6	09.02.2022	GEO NEWS	Capital Talk	Muneeb Farooq	1.219	573	3.4
7	19.02.2022	DUNYA NEWS	Ikhtelafi Note	Habib Akram	1.006	473	3.3
8	26.02.2022	GEO NEWS	Jirga With Saleem Safi	Saleem Safi	0.957	442	4.6
9	26.02.2022	GEO NEWS	Naya Pakistan With Shahzad Iqbal	Shahzad Iqbal	0.911	421	2.9
10	28.02.2022	DUNYA NEWS	On The Front With Kamran Shahid	Kamran Shahid	0.826	382	2.6

Geo News's "Meray Mutaqib" is on Top amongst talk shows during Feb 2022.

*Ratings calculated on New Pakistan Urban

Disclaimer : Ranking is based on talk shows telecast between 19.00 hours and 23.59

INFOTAINMENT SHOWS | C&S

‘Hoshiyaria’ of ARY News is on top in chart followed by ‘Mazak Raat’ of Dunya News.

Rank	Date	Channel	Title	Rtg% [Net]	Rtg(000) [Net]	Share [TTV]
1	26.02.2022	ARY NEWS	Hoshiyaria	0.673	311	3.15
2	08.02.2022	DUNYA NEWS	Mazak Raat	0.55	258	4.72
3	10.02.2022	DUNYA NEWS	Hasb e Haal	0.454	213	2.95
4	05.02.2022	NEO TV	Jee Sarkar	0.315	148	2.03
5	08.02.2022	NEO TV	Zabardast	0.304	143	2.57
6	18.02.2022	TV ONE	The Mazedaar Show	0.19	89	0.69
7	22.02.2022	GNN	Taron se karen batain	0.094	43	0.91
8	19.02.2022	KOHENOOR	Chacha Bootay ki Colorbazi	0.002	1	0.01



*Ratings calculated on New Pakistan Urban

Ranking of shows is based on highest rated show during the reporting period.

MORNING SHOWS / FEMALE 15-45 ALL

ARY Digital's "Good Morning Pakistan" leading on Females 15-45 All followed by Geo News' "Geo Pakistan".

Rank	Date	Channel	Program Name	Host	R % (Net)	RT (Net)	MS(Net)
1	07.02.2022	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	2.162	338	18.6
2	25.02.2022	PTV HOME	Morning @ Home	Shaista Lodhi	0.949	148	6.7
3	16.02.2022	GEO NEWS	Geo Pakistan	Huma & Abdullah	0.873	138	7.5
4	10.02.2022	ARY NEWS	Bakhbar Sawera	Ashfaq & Madiha	0.785	121	6.5
5	18.02.2022	SAMAA	Naya Din	Faisal Karim	0.581	90	5.0
6	22.02.2022	EXPRESS NEWS	Expresso	Imran & Armala	0.418	64	3.5
7	04.02.2022	HUM NEWS	Subha sy Agay	Shiffa & Owais	0.374	59	3.0
8	16.02.2022	DAWN NEWS	Chai Host Aur Toast	Israa & Arooj	0.350	56	3.0
9	05.02.2022	BOL ENTERTAINMENT	Khush raho Pakistan with Faisal Qureshi	Faisal Qureshi	0.286	44	1.9
10	28.02.2022	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.203	32	1.7
11	14.02.2022	AAJ NEWS	Aaj Pakistan	Sidra Iqbal	0.175	27	1.4
12	14.02.2022	NEO TV	Neo Pakistan	Nabeeha Ejaz khan	0.174	27	1.3
13	05.02.2022	NINETY 2 NEWS	Subh Savaray Pakistan	Sarwat William	0.158	25	1.4
14	09.02.2022	ATV	Khush Rang Subha	Samra Arslan	0.152	24	1.3
15	28.02.2022	SUCH TV	Such Savera	Mahvish CH	0.130	20	1.0
16	03.02.2022	ABB TAKK	News Café	Faheem Abbas	0.123	19	1.0
17	07.02.2022	LAHORE NEWS HD	Jago Lahore	Sidra Muneer	0.117	18	1.0
18	18.02.2022	PTV WORLD	World this morning	Shiza & Shahzad	0.117	18	1.0
19	08.02.2022	GTV NEWS	Jee utha pakistan	Sana Amjad	0.114	18	0.9
20	09.02.2022	PTV NEWS	Subha Pakistan	Zaryab & Shoaib	0.093	15	0.9
21	12.02.2022	ROZE NEWS	Subah bakhair pakistan	Tayyaba Shabir	0.049	8	0.4
22	09.02.2022	METRO 1 NEWS	Muskarati Subha	Nazia Malik	0.038	6	0.3
23	08.02.2022	KOHENOOR	Good Morning	Erum Safdar	0.035	5	0.3
24	09.02.2022	CHANNEL 5	Nashtey Kay Sath	Salman & Maroosh	0.032	5	0.3
25	15.02.2022	K21	Good Morning Karachi	M Yasir	0.014	2	0.1

*Ratings calculated on New Pakistan Urban

Ranking of morning shows is based on highest rated episode of each show during the reporting period.

MORNING SHOWS | FEMALE 15-45 C&S

ARY Digital's "Good Morning Pakistan" leading on Females 15-45 CNS followed by GEO News' "Geo Pakistan".

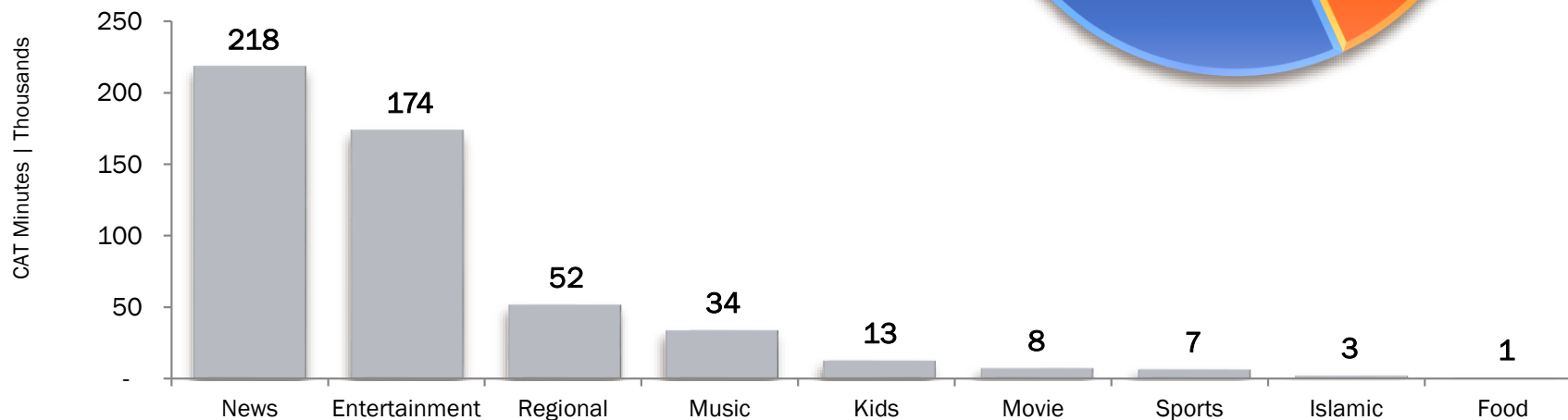
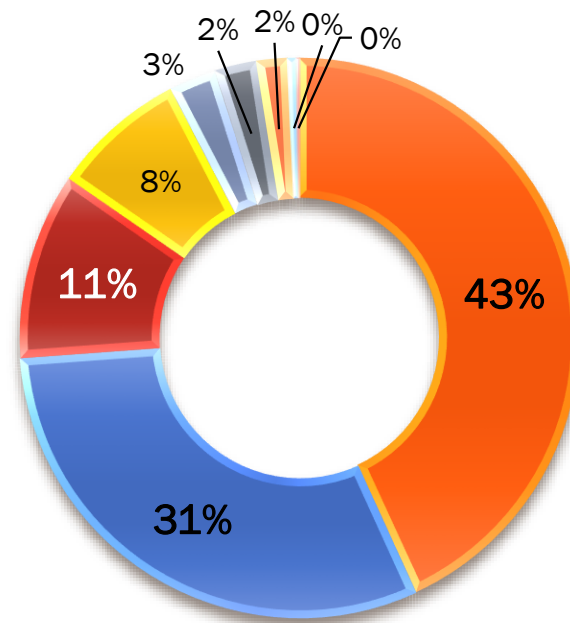
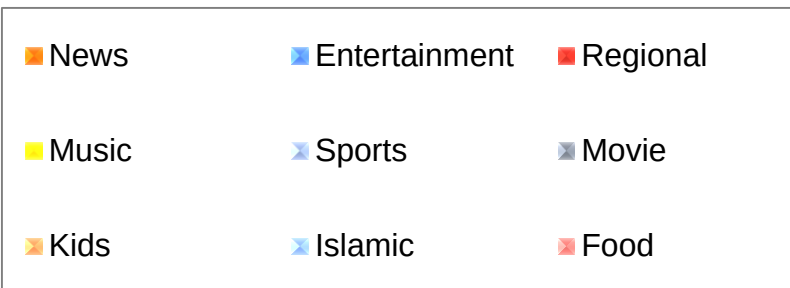
Rank	Date	Channel	Program Name	Host	R % (Net)	RT (Net)	MS(Net)
1	07.02.2022	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	2.223	338	18.7
2	16.02.2022	GEO NEWS	Geo Pakistan	Huma & Abdullah	0.897	138	7.7
3	10.02.2022	ARY NEWS	Bakhabar Sawera	Ashfaaq & Madiha	0.807	121	6.6
4	18.02.2022	SAMAA	Naya Din	Faisal Karim	0.599	90	5.2
5	09.02.2022	PTV HOME	Morning @ Home	Shaista Lodhi	0.456	70	3.8
6	22.02.2022	EXPRESS NEWS	Expresso	Imran & Armala	0.438	64	3.7
7	04.02.2022	HUM NEWS	Subha sy Agay	Shiffa & Owais	0.384	59	3.0
8	16.02.2022	DAWN NEWS	Chai Host Aur Toast	Israa & Arooj	0.360	56	3.1
9	05.02.2022	BOL ENT	Khush raho Pakistan with Faisal Qureshi	Faisal Qureshi	0.294	44	2.0
10	28.02.2022	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.212	32	1.8
11	14.02.2022	AAJ NEWS	Aaj Pakistan	Sidra Iqbal	0.180	27	1.5
12	14.02.2022	NEO TV	Neo Pakistan	Nabeeha Ejaz khan	0.179	27	1.3
13	05.02.2022	NINETY 2 NEWS	Subh Savaray Pakistan	Sarwat William	0.163	25	1.4
14	28.02.2022	SUCH TV	Such Savera	Mahvish CH	0.136	20	1.1
15	03.02.2022	ABB TAKK	News Café	Faheem Abbas	0.126	19	1.0
16	07.02.2022	LAHORE NEWS HD	Jago Lahore	Sidra Muneer	0.121	18	1.1
17	18.02.2022	PTV WORLD	World this morning	Shiza & Shahzad	0.121	18	1.1
18	08.02.2022	GTV NEWS	Jee utha pakistan	Sana Amjad	0.117	18	0.9
19	02.02.2022	ATV	Khush Rang Subha	Samra Arslan	0.111	17	0.8
20	09.02.2022	PTV NEWS	Subha Pakistan	Zaryab & Shoaib	0.096	15	0.9
21	12.02.2022	ROZE NEWS	Subah bakhair pakistan	Tayyaba Shabir	0.051	8	0.4
22	09.02.2022	METRO 1 NEWS	Muskarati Subha	Nazia Malik	0.039	6	0.3
23	08.02.2022	KOHENOOR	Good Morning	Erum Safdar	0.036	5	0.3
24	09.02.2022	CHANNEL 5	Nashtey Kay Sath	Salman & Maroosh	0.033	5	0.3
25	15.02.2022	K21	Good Morning Karachi	M Yasir	0.015	2	0.1

*Ratings calculated on New Pakistan Urban

Ranking of morning shows is based on highest rated episode of each show during the reporting period.

COMMERCIAL AIRTIME SUMMARY | BY GENRE

Genre-wise Airtime Share%

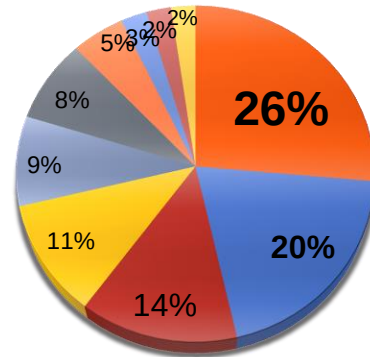


Highest CAT Share Going To News Channels

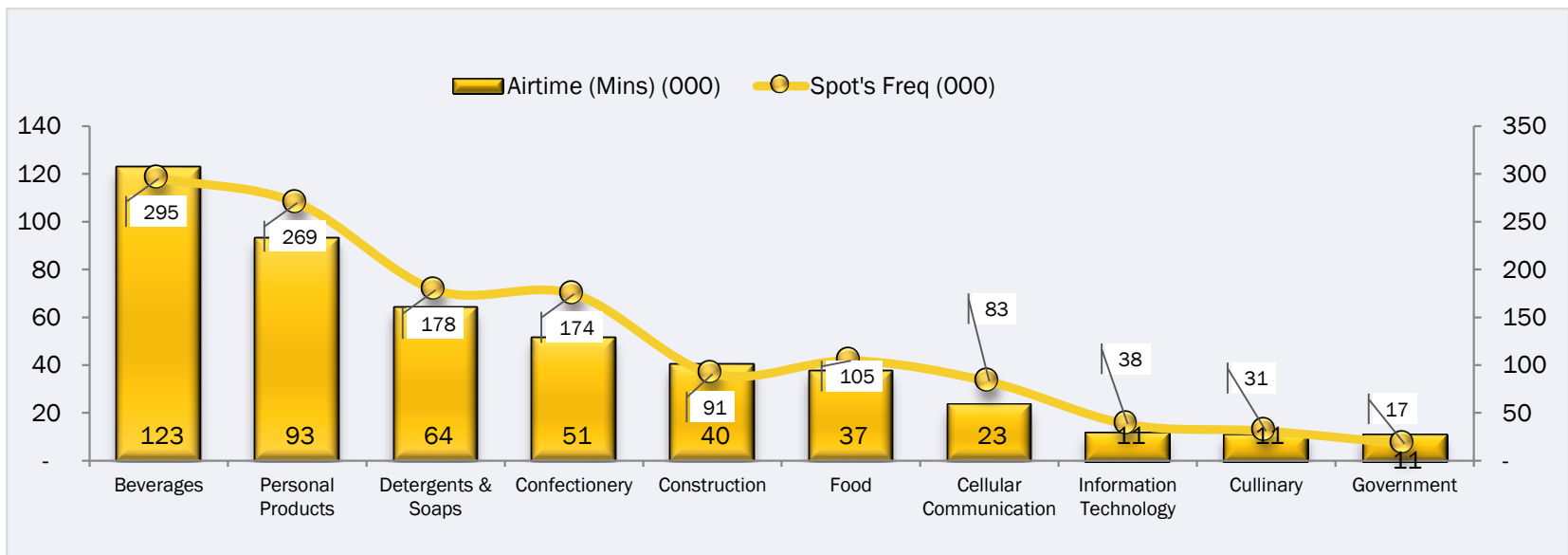
Please Note : Commercial Airtime Minutes are based on Spot TVCs only

TOP 10 CATEGORIES

Relative Share



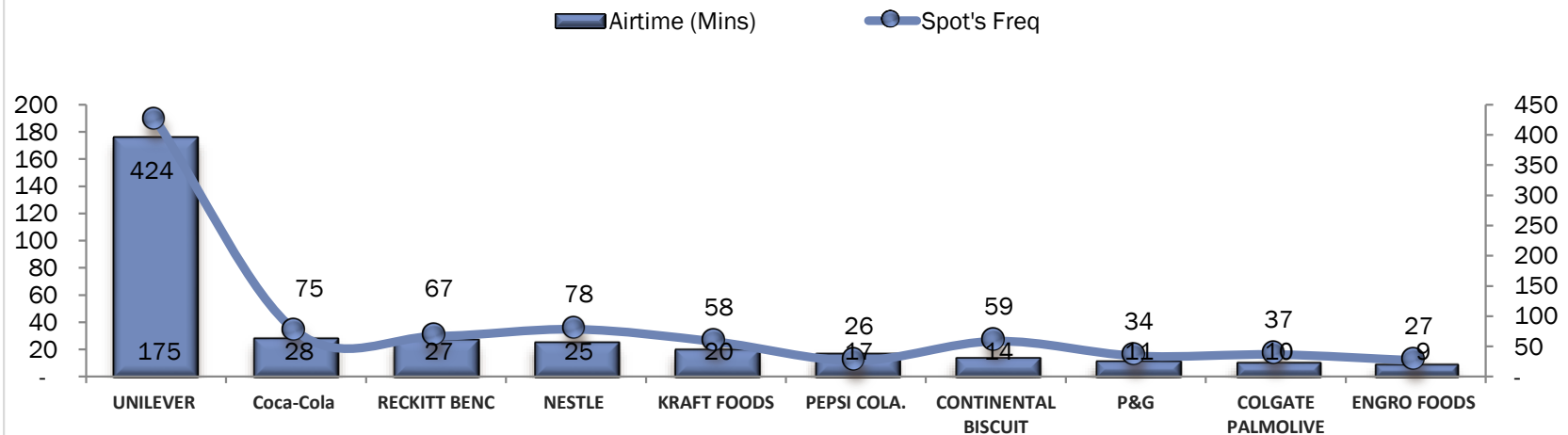
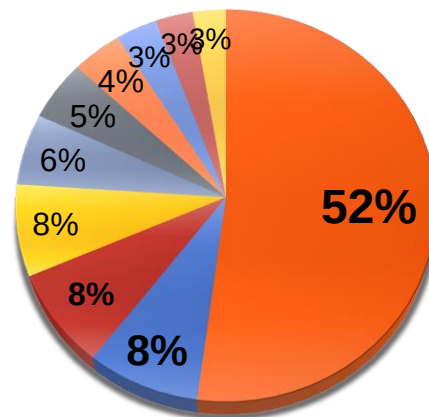
- Beverages
- Personal Products
- Detergents & Soaps
- Confectionery
- Construction
- Food
- Cellular Communication
- Information Technology
- Cullinary
- Government



"Beverages" is Leading CAT Share Followed By "Personal Products".

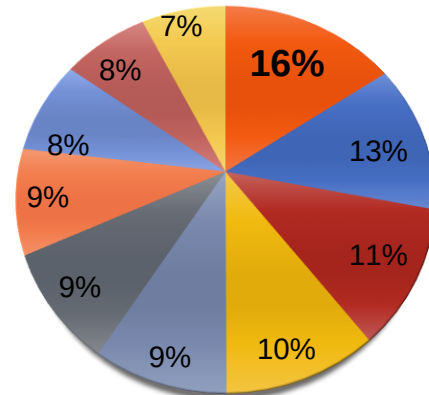
TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

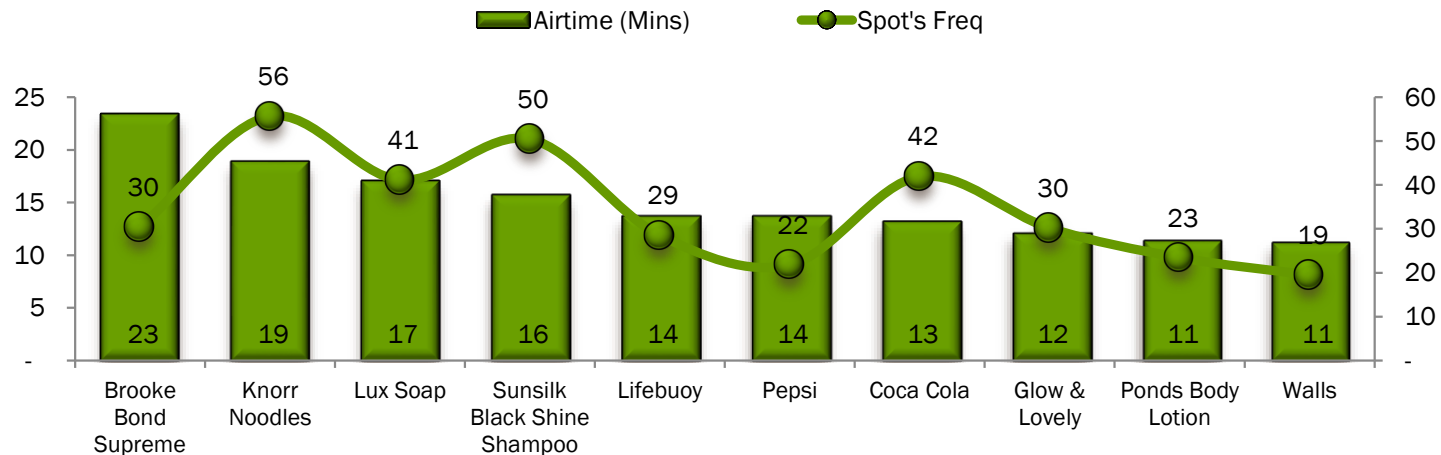


TOP 10 BRANDS

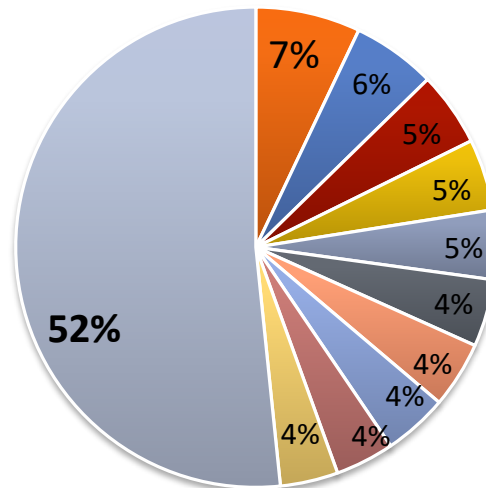
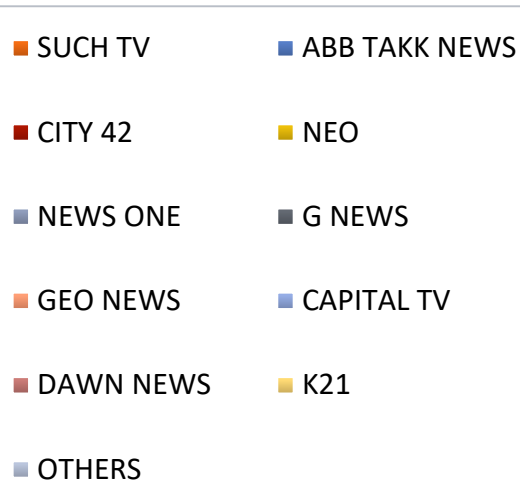
Relative Share



- Brooke Bond Supreme
- Lux Soap
- Lifebuoy
- Coca Cola
- Ponds Body Lotion
- Knorr Noodles
- Sunsilk Black Shine
- Pepsi
- Glow & Lovely
- Walls

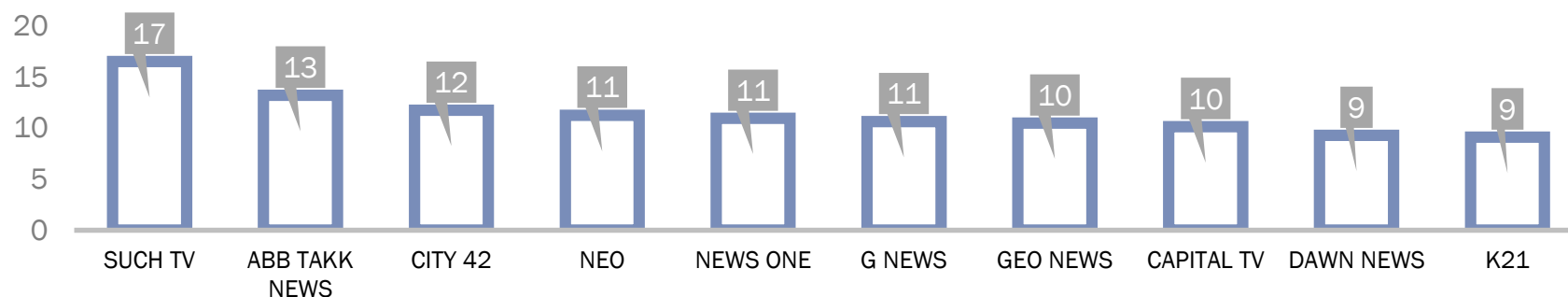


NEWS CHANNELS | CAT COMPARISON



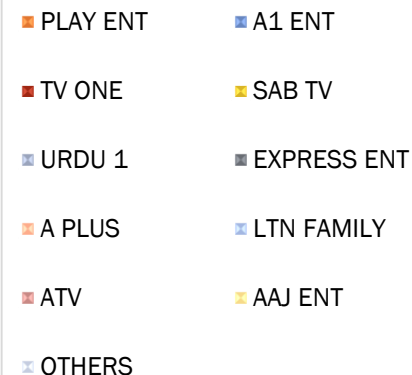
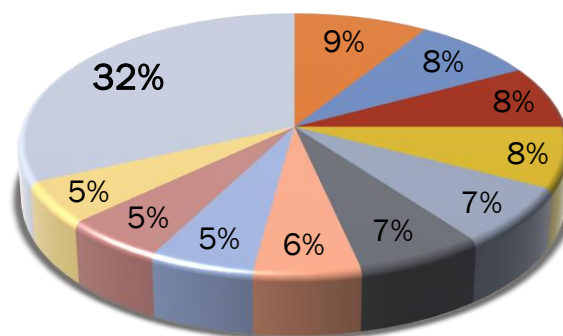
Relative Share%

CAT Minutes In Thousands

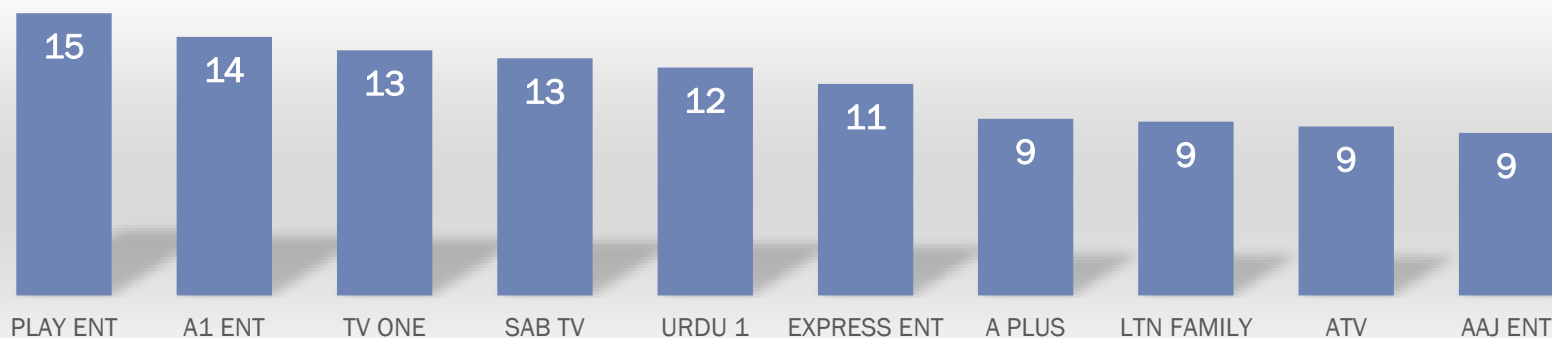


ENT CHANNELS | CAT COMPARISON

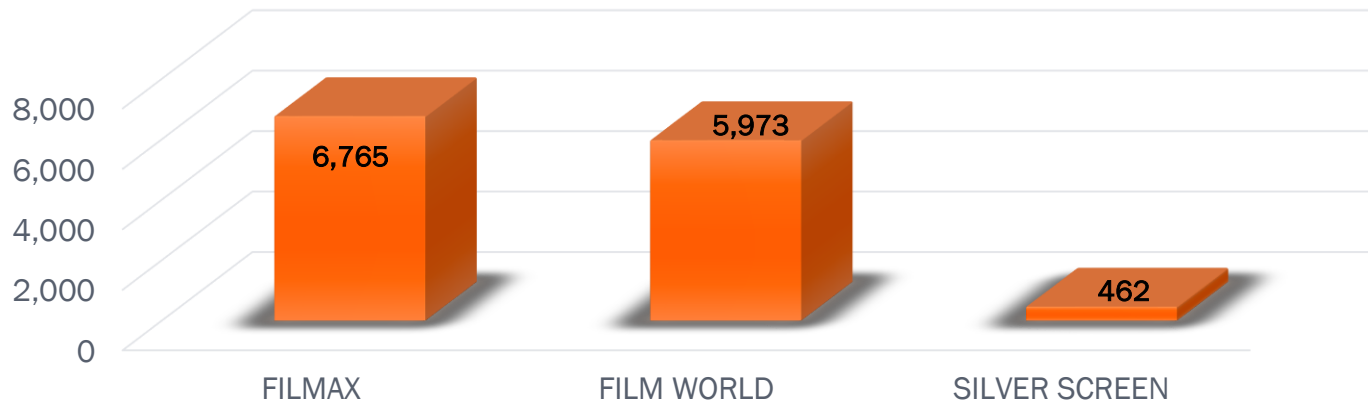
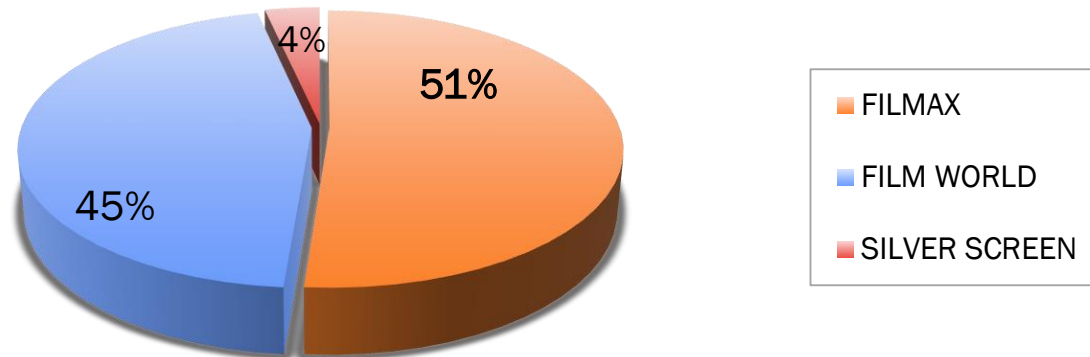
Relative Share



CAT Minutes In Thousands

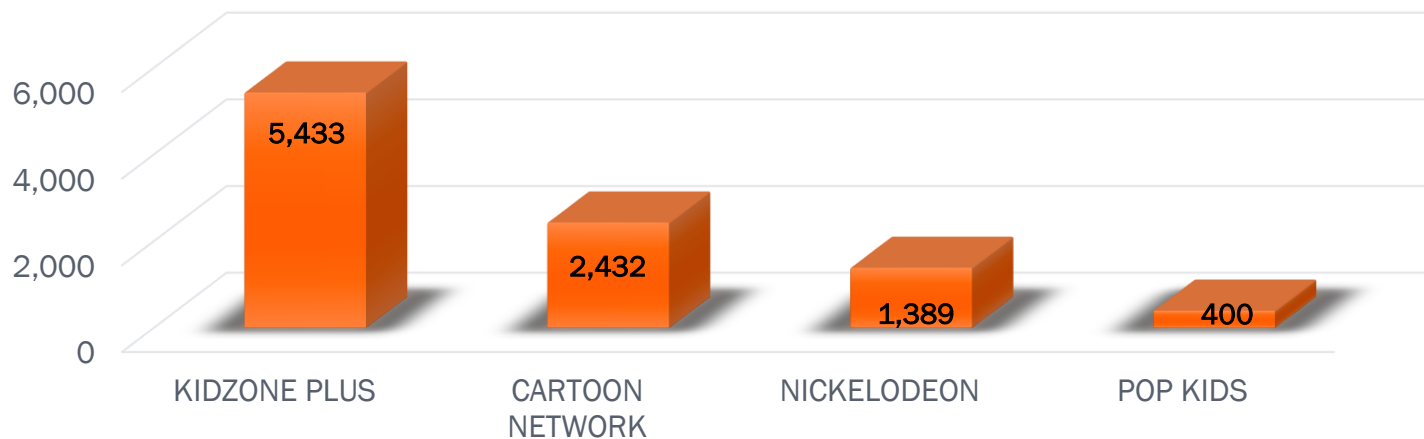
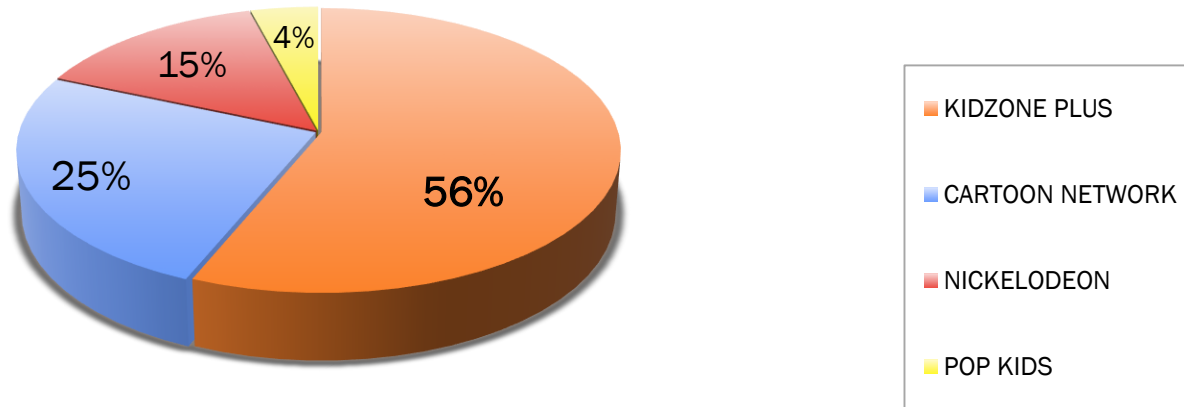


MOVIE CHANNELS | CAT COMPARISON



Amongst Movie Channels “FILMAX” is Airing The Highest CAT.

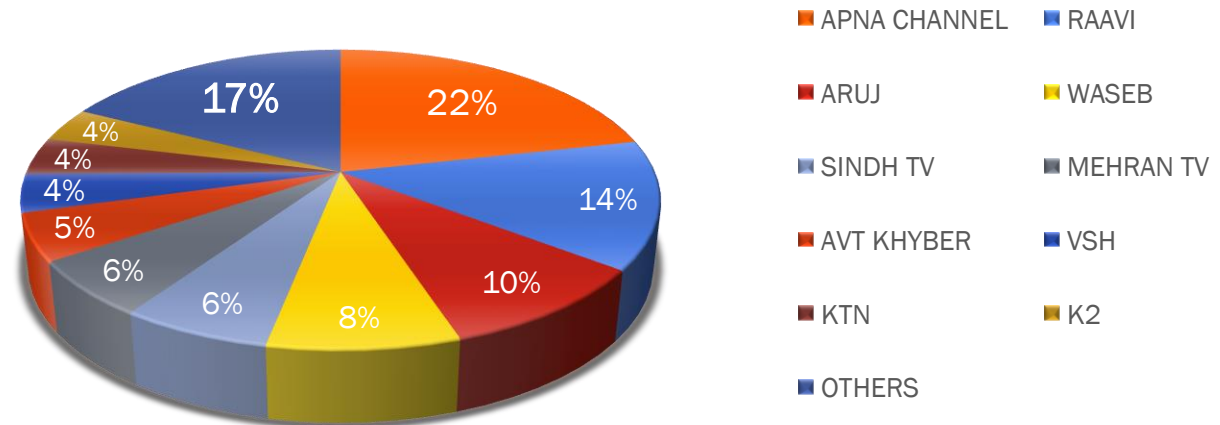
KIDS CHANNELS | CAT COMPARISON



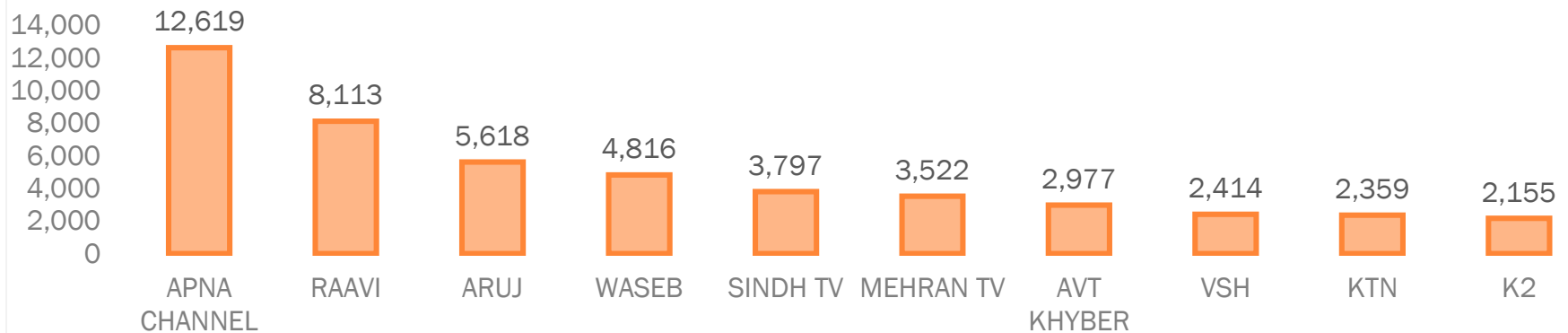
Amongst KIDS Channels “KIDZONE PLUS” is Airing The Highest CAT.

REGIONAL CHANNELS | CAT COMPARISON

Relative Share

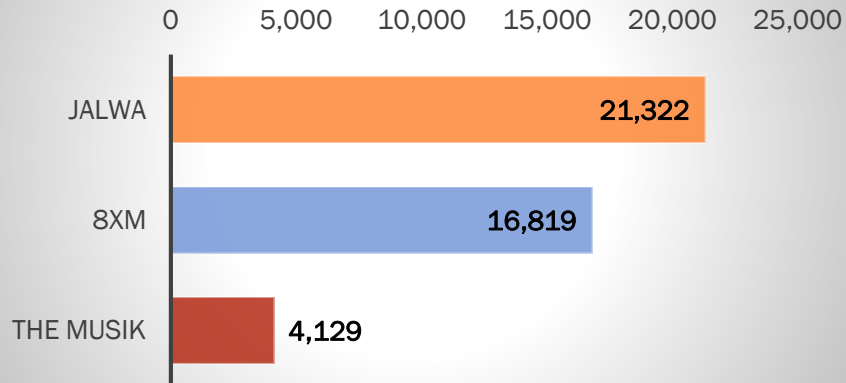


CAT (Minutes)

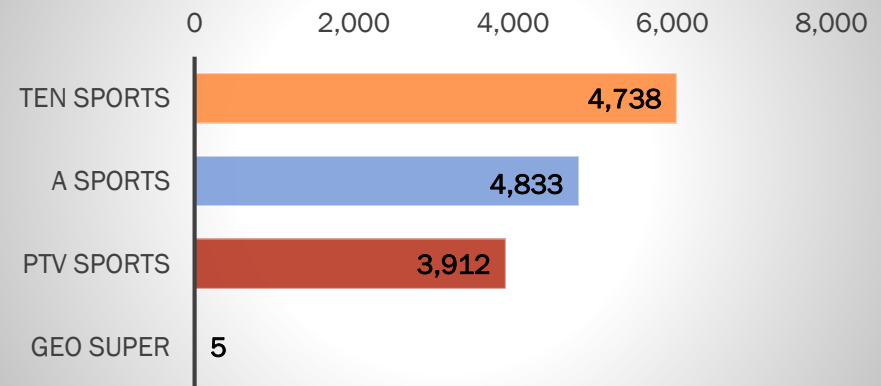


MUSIC , SPORTS , FOOD & RELIGIOUS | CAT COMPARISON

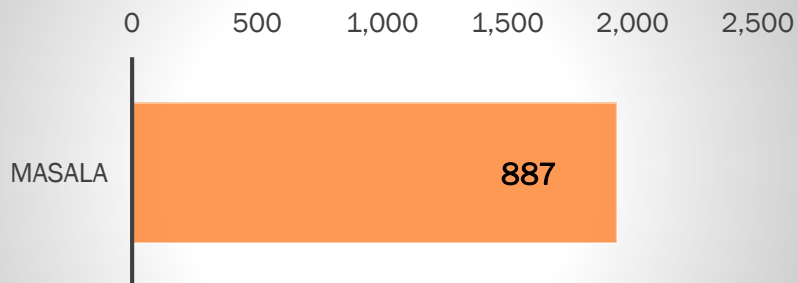
Music | CAT (Minutes)



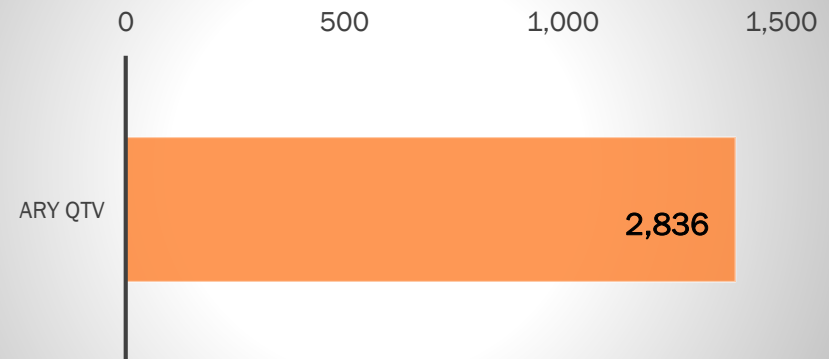
Sports | CAT (Minutes)



Food | CAT (Minutes)



Religious | CAT (Minutes)



Thank You-----😊