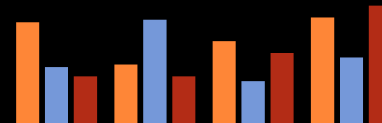
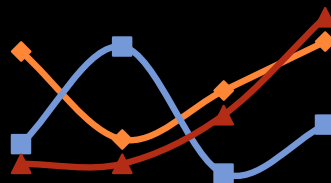
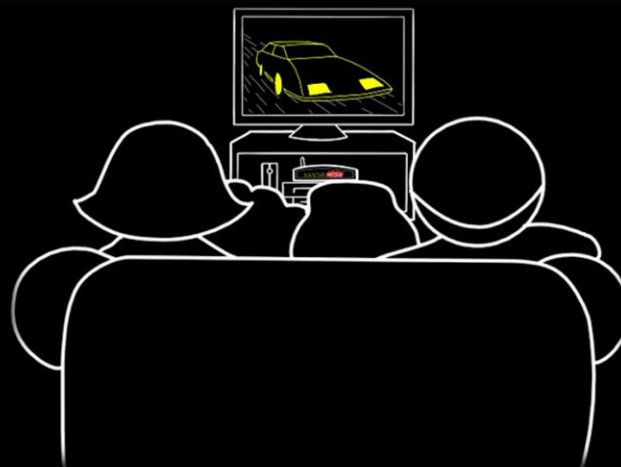


MEDIALOGIC MONTHLY REPORT Sep 2022



medialogic KANTAR MEDIA

Monthly Viewership Trends & Analysis .

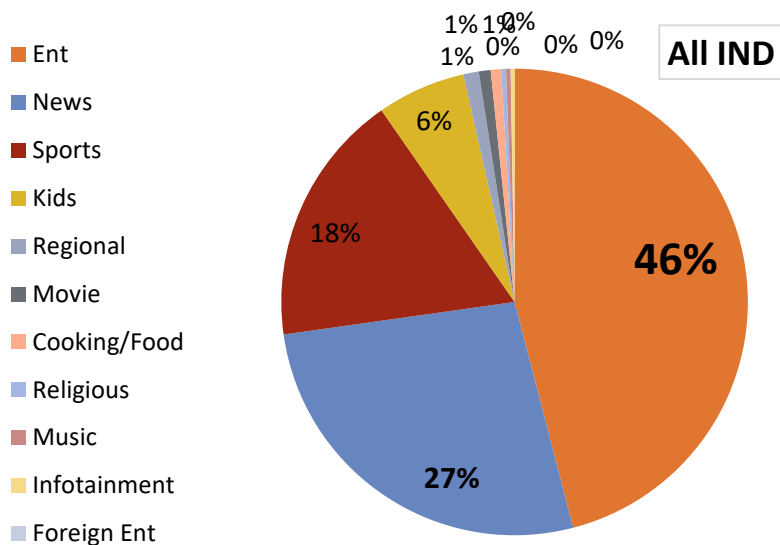


CONTENT

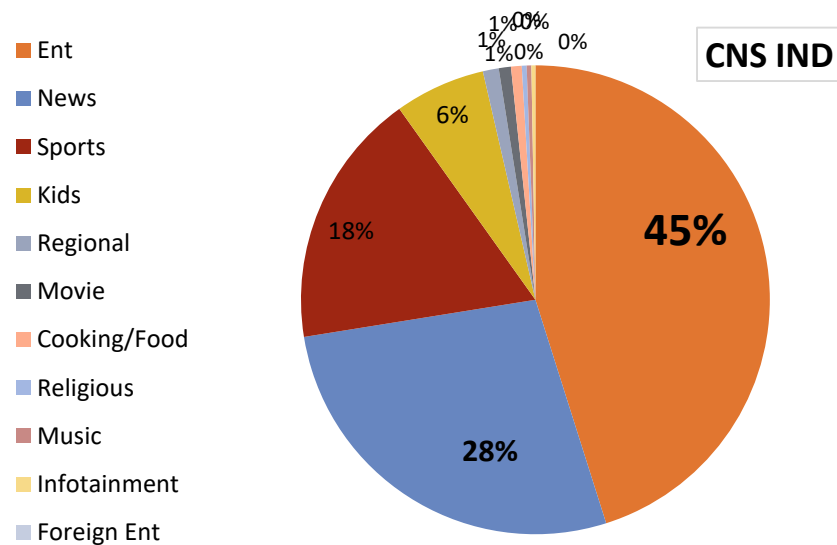
Ratings	Slide #
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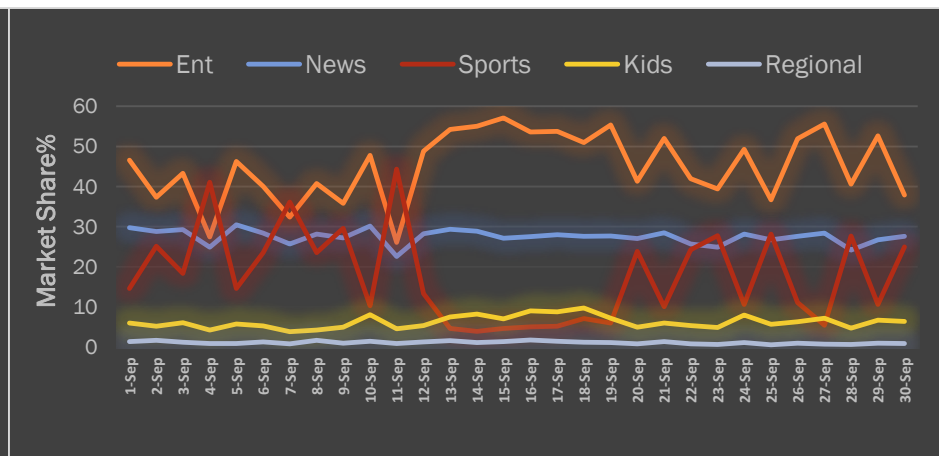
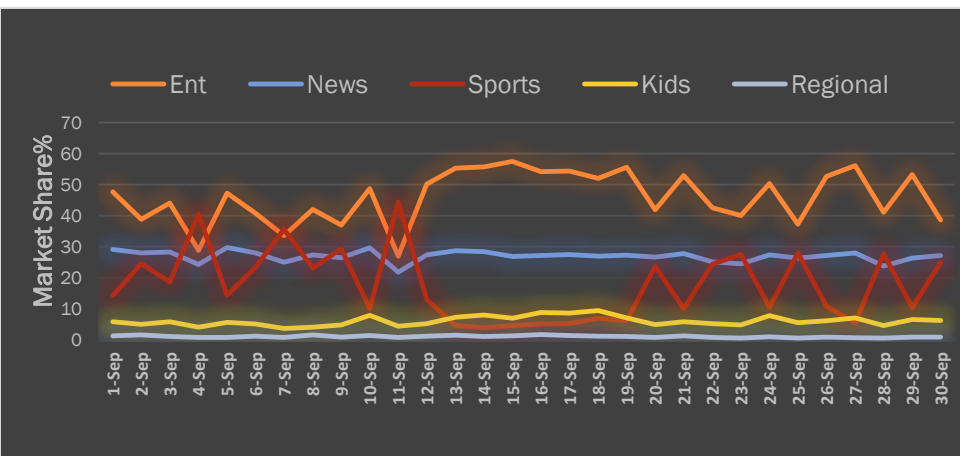
MARKET SHARE% | BY GENRE



Day-wise Progression | Top (5) Genre

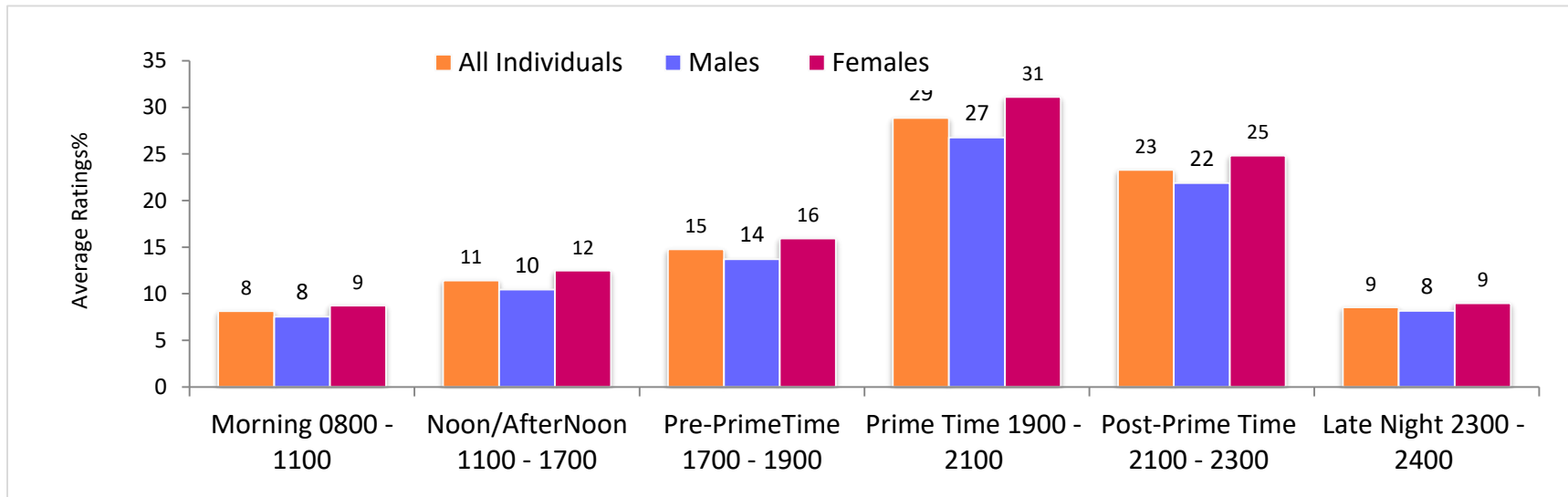
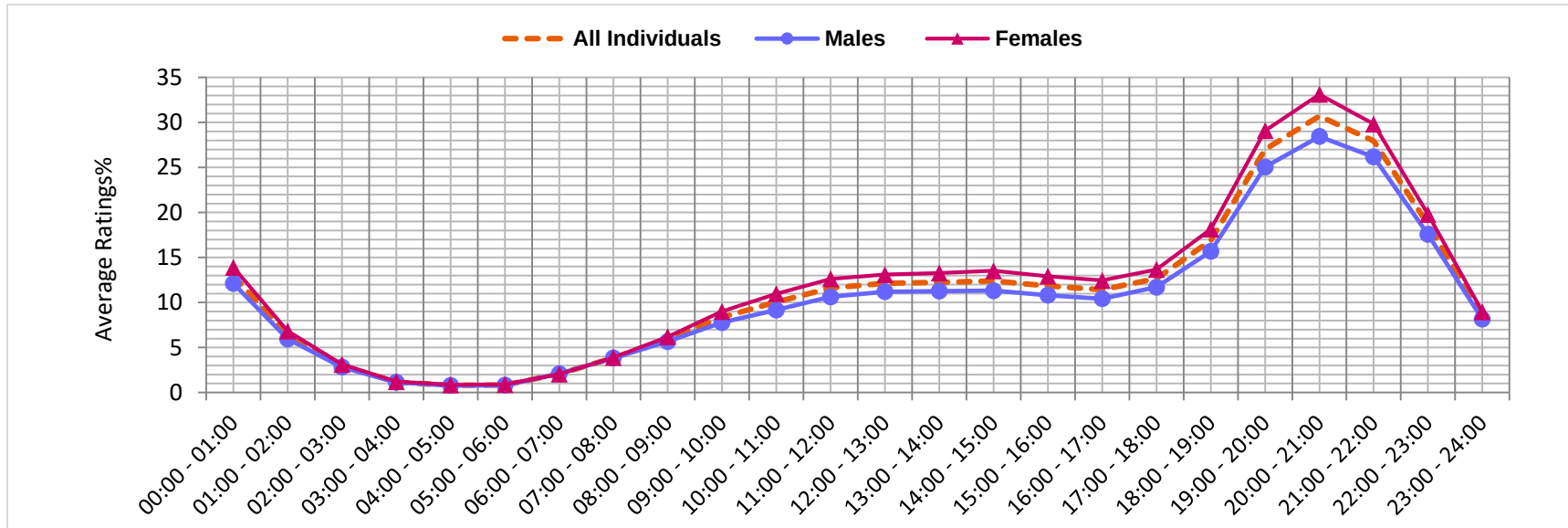


Day-wise Progression | Top (5) Genre

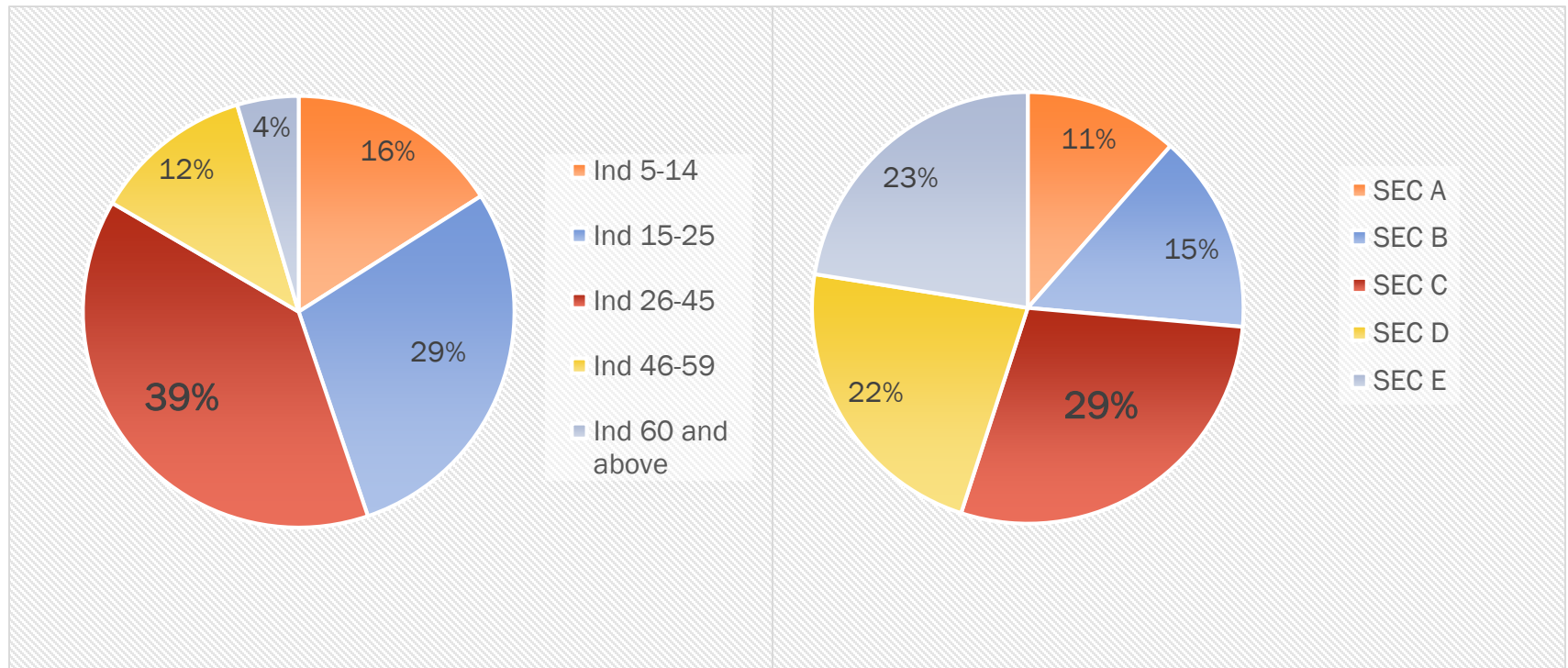


Genre-Wise market share is based on the total viewing of Around 100 + channels being monitored in the new system. Viewing of the In-House cable channels is not included to calculate market share.

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

PTV Sports leads the top 15 channels charts on Total Ind and ARY Digital on C&S Ind.

Sep.22

Total Ind			C&S Ind	
Rank	Channel Name	Ratings%	Channel Name	Ratings%
1	PTV SPORTS	1.099	ARY DIGITAL	1.371 
2	ARY DIGITAL	1.097	GEO ENT	1.365
3	GEO ENT	1.092	PTV SPORTS	1.227
4	PTV HOME	0.773	HUM TV	0.765
5	HUM TV	0.612	GEO NEWS	0.593
6	GEO NEWS	0.475	TEN SPORTS	0.431
7	TEN SPORTS	0.345	ARY NEWS	0.430
8	ARY NEWS	0.344	KID ZONE PLUS	0.280
9	KID ZONE PLUS	0.224	DUNYA NEWS	0.234
10	ATV	0.197	EXPRESS ENT	0.213
11	DUNYA NEWS	0.187	EXPRESS NEWS	0.184
12	EXPRESS ENT	0.171	SAMAA	0.182
13	EXPRESS NEWS	0.147	HUM NEWS	0.169
14	SAMAA	0.145	PTV HOME	0.169
15	HUM NEWS	0.135	AAJ NEWS	0.132

Note: Raking is based on 24 Hours Avg Ratings

TOP 15 CHANNEL OVERALL | NEW PAKISTAN URBAN

GEO ENT leads the overall top 15 channels charts on both Total Ind and C&S Ind.

Sep.22

Total Ind			C&S Ind	
Rank	Channel Name	Ratings%	Channel Name	Ratings%
1	GEO ENT	1.337	GEO ENT	1.392
2	ARY DIGITAL	1.327	ARY DIGITAL	1.380
3	PTV SPORTS	1.201	PTV SPORTS	1.223
4	HUM TV	0.733	HUM TV	0.762
5	GEO NEWS	0.566	GEO NEWS	0.589
6	TEN SPORTS	0.416	TEN SPORTS	0.436
7	ARY NEWS	0.407	ARY NEWS	0.423
8	PTV HOME	0.291	KID ZONE PLUS	0.294
9	KID ZONE PLUS	0.282	DUNYA NEWS	0.229
10	DUNYA NEWS	0.220	EXPRESS ENT	0.201
11	EXPRESS ENT	0.193	EXPRESS NEWS	0.178
12	EXPRESS NEWS	0.171	SAMAA	0.177
13	SAMAA	0.170	PTV HOME	0.171
14	HUM NEWS	0.163	HUM NEWS	0.170
15	CARTOON NETWORK	0.131	CARTOON NETWORK	0.136

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	PTV SPORTS	1.099	GEO ENT	1.337	ARY DIGITAL	1.310	PTV SPORTS	1.079	GEO ENT	1.282	PTV HOME	3.547
2	ARY DIGITAL	1.097	ARY DIGITAL	1.327	PTV SPORTS	1.153	PTV HOME	0.903	ARY DIGITAL	1.171	PTV SPORTS	0.725
3	GEO ENT	1.092	PTV SPORTS	1.201	GEO ENT	1.136	GEO ENT	0.898	PTV SPORTS	1.137	GEO ENT	0.627
4	PTV HOME	0.773	HUM TV	0.733	HUM TV	0.696	ARY DIGITAL	0.885	PTV HOME	0.674	ARY DIGITAL	0.552
5	HUM TV	0.612	GEO NEWS	0.566	GEO NEWS	0.553	HUM TV	0.573	HUM TV	0.635	ATV	0.492
6	GEO NEWS	0.475	TEN SPORTS	0.416	ARY NEWS	0.460	GEO NEWS	0.370	GEO NEWS	0.531	HUM TV	0.264
7	TEN SPORTS	0.345	ARY NEWS	0.407	TEN SPORTS	0.406	TEN SPORTS	0.293	TEN SPORTS	0.364	GEO NEWS	0.224
8	ARY NEWS	0.344	PTV HOME	0.291	EXPRESS ENT	0.326	ARY NEWS	0.284	ATV	0.341	TEN SPORTS	0.174
9	KID ZONE PLUS	0.224	KID ZONE PLUS	0.282	EXPRESS NEWS	0.235	DUNYA NEWS	0.223	ARY NEWS	0.325	ARY NEWS	0.155
10	ATV	0.197	DUNYA NEWS	0.220	KID ZONE PLUS	0.226	KID ZONE PLUS	0.213	KID ZONE PLUS	0.243	KID ZONE PLUS	0.153
11	DUNYA NEWS	0.187	EXPRESS ENT	0.193	SAMAA	0.212	ATV	0.151	DUNYA NEWS	0.174	PTV NEWS	0.079
12	EXPRESS ENT	0.171	EXPRESS NEWS	0.171	DUNYA NEWS	0.199	EXPRESS NEWS	0.149	SAMAA	0.127	SAMAA	0.077
13	EXPRESS NEWS	0.147	SAMAA	0.170	HUM NEWS	0.171	EXPRESS ENT	0.131	HUM NEWS	0.127	HUM NEWS	0.068
14	SAMAA	0.145	HUM NEWS	0.163	PTV HOME	0.167	HUM NEWS	0.123	AAJ NEWS	0.114	DUNYA NEWS	0.064
15	HUM NEWS	0.135	CARTOON NWK	0.131	DAWN NEWS	0.144	SAMAA	0.111	CARTOON NWK	0.112	CARTOON NWK	0.061

*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/Isl	
Rank	CHANNEL	Rtg%	CHANNEL	Rtg%	CHANNEL	Rtg%	CHANNEL	Rtg%	CHANNEL	Rtg%	CHANNEL	Rtg%
1	ARY DIGITAL	1.371	GEO ENT	1.392	ARY DIGITAL	1.401	GEO ENT	1.290	GEO ENT	1.518	GEO ENT	1.756
2	GEO ENT	1.365	ARY DIGITAL	1.380	PTV SPORTS	1.216	ARY DIGITAL	1.271	ARY DIGITAL	1.388	ARY DIGITAL	1.546
3	PTV SPORTS	1.227	PTV SPORTS	1.223	GEO ENT	1.215	PTV SPORTS	1.212	PTV SPORTS	1.254	PTV SPORTS	1.123
4	HUM TV	0.765	HUM TV	0.762	HUM TV	0.745	HUM TV	0.823	HUM TV	0.752	HUM TV	0.745
5	GEO NEWS	0.593	GEO NEWS	0.589	GEO NEWS	0.592	GEO NEWS	0.532	GEO NEWS	0.629	GEO NEWS	0.628
6	TEN SPORTS	0.431	TEN SPORTS	0.436	ARY NEWS	0.492	TEN SPORTS	0.422	TEN SPORTS	0.428	TEN SPORTS	0.474
7	ARY NEWS	0.430	ARY NEWS	0.423	TEN SPORTS	0.437	ARY NEWS	0.407	ARY NEWS	0.385	KID ZONE PLUS	0.433
8	KID ZONE PLUS	0.280	KID ZONE PLUS	0.294	EXPRESS ENT	0.350	DUNYA NEWS	0.321	KID ZONE PLUS	0.287	ARY NEWS	0.429
9	DUNYA NEWS	0.234	DUNYA NEWS	0.229	EXPRESS NEWS	0.251	KID ZONE PLUS	0.306	DUNYA NEWS	0.206	SAMAA	0.217
10	EXPRESS ENT	0.213	EXPRESS ENT	0.201	KID ZONE PLUS	0.242	EXPRESS NEWS	0.214	PTV HOME	0.172	PTV HOME	0.217
11	EXPRESS NEWS	0.184	EXPRESS NEWS	0.178	SAMAA	0.227	EXPRESS ENT	0.189	SAMAA	0.150	HUM NEWS	0.190
12	SAMAA	0.182	SAMAA	0.177	DUNYA NEWS	0.213	HUM NEWS	0.177	HUM NEWS	0.150	DUNYA NEWS	0.177
13	HUM NEWS	0.169	PTV HOME	0.171	HUM NEWS	0.183	PTV HOME	0.173	AAJ NEWS	0.135	CARTOON NWK	0.170
14	PTV HOME	0.169	HUM NEWS	0.170	PTV HOME	0.159	SAMAA	0.159	CARTOON NWK	0.133	EXPRESS NEWS	0.160
15	AAJ NEWS	0.132	CARTOON NWK	0.136	DAWN NEWS	0.155	CARTOON NWK	0.137	EXPRESS ENT	0.107	EXPRESS ENT	0.129

*Ratings calculated on New Pakistan Urban

ENT CHANNELS – 24 HOURS

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

Total Ind				C&S Ind		
Sep.22				Sep.22		
Rank	Channel Name	Ratings%		Rank	Channel Name	Ratings%
1	GEO ENT	1.337		1	GEO ENT	1.392
2	ARY DIGITAL	1.327		2	ARY DIGITAL	1.380
3	HUM TV	0.733		3	HUM TV	0.762
4	PTV HOME	0.291		4	EXPRESS ENT	0.201
5	EXPRESS ENT	0.193		5	PTV HOME	0.171
6	GEO KAHANI	0.088		6	GEO KAHANI	0.092
7	URDU 1	0.088		7	URDU 1	0.091
8	ATV	0.045		8	A PLUS	0.043
9	A PLUS	0.041		9	HUM SITARAY	0.043
10	HUM SITARAY	0.041		10	AAJ ENT	0.034

*Ratings calculated on New Pakistan Urban

ENT CHANNELS – PRIME TIME (19.00-22.00)

“GEO ENT” is leading on both Total & CNS Ind

Total Ind				C&S Ind		
Sep.22				Sep.22		
Rank	Channel Name	Ratings%		Rank	Channel Name	Ratings%
1	GEO ENT	4.638		1	GEO ENT	4.825
2	ARY DIGITAL	4.445		2	ARY DIGITAL	4.622
3	HUM TV	2.092		3	HUM TV	2.175
4	EXPRESS ENT	0.684		4	EXPRESS ENT	0.713
5	PTV HOME	0.56		5	PTV HOME	0.315
6	URDU 1	0.218		6	URDU 1	0.227
7	GEO KAHANI	0.141		7	GEO KAHANI	0.146
8	ATV	0.128		8	HUM SITARAY	0.074
9	HUM SITARAY	0.071		9	TV ONE	0.056
10	TV ONE	0.054		10	A PLUS	0.045

*Ratings calculated on New Pakistan Urban

INFOTAINMENT CHANNELS

C&S Ind

Sep-22

Rank	Channel Name	TRPs	Relative Share%
1	DISCOVER PAKISTAN	40	100%
..	Grand Total	40	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

Sep.22

Rank	Channel Name	Ratings%
1	GEO NEWS	0.566
2	ARY NEWS	0.407
3	DUNYA NEWS	0.220
4	EXPRESS NEWS	0.171
5	SAMAA	0.170
6	HUM NEWS	0.163
7	AAJ NEWS	0.120
8	DAWN NEWS	0.098
9	NINETY 2 NEWS	0.076
10	GNN	0.054

C&S Ind

Sep.22

Rank	Channel Name	Ratings%
1	GEO NEWS	0.589
2	ARY NEWS	0.423
3	DUNYA NEWS	0.229
4	EXPRESS NEWS	0.178
5	SAMAA	0.177
6	HUM NEWS	0.170
7	AAJ NEWS	0.125
8	DAWN NEWS	0.102
9	NINETY 2 NEWS	0.080
10	GNN	0.056

*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

Sep.22

Rank	Channel Name	Ratings%
1	GEO NEWS	0.761
2	ARY NEWS	0.561
3	EXPRESS NEWS	0.356
4	DUNYA NEWS	0.330
5	SAMAA	0.264
6	HUM NEWS	0.218
7	AAJ NEWS	0.146
8	DAWN NEWS	0.134
9	NINETY 2 NEWS	0.122
10	GNN	0.109

C&S Ind

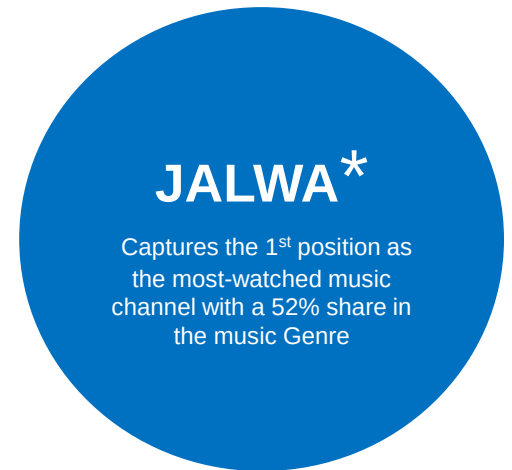
Sep.22

Rank	Channel Name	Ratings%
1	GEO NEWS	0.792
2	ARY NEWS	0.584
3	EXPRESS NEWS	0.371
4	DUNYA NEWS	0.343
5	SAMAA	0.275
6	HUM NEWS	0.227
7	AAJ NEWS	0.152
8	DAWN NEWS	0.139
9	NINETY 2 NEWS	0.127
10	GNN	0.113

*Ratings calculated on New Pakistan Urban

MUSIC CHANNELS

Rank	CH	TRP	RS %
1	JALWA	24	52%
2	8XM	22	48%
3	ARY MUSIK	0	0%
4	VIBE TV	0	0%
5	OXYGENE	0	0%
	Total	47	100%



*Ratings calculated on New Pakistan Urban



Total Ind			
Sep.22			
Rank	Channel Name	TRPs	Relative Shr%
1	PTV SPORTS	1582	72%
2	TEN SPORTS	497	23%
3	GEO SUPER	54	2%
4	A SPORTS	45	2%
5	FAST SPORTS	29	1%
	Grand Total	2207	100%
C&S Ind			
Sep.22			
Rank	Channel Name	TRPs	Relative Shr%
1	PTV SPORTS	1766	69%
2	TEN SPORTS	621	24%
3	GEO SUPER	68	3%
4	A SPORTS	56	2%
5	FAST SPORTS	36	1%
	Grand Total	2547	100%

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



Total Ind			
Sep.22			
Rank	Channel Name	TRPs	Relative Shr%
1	PTV SPORTS	1730	70%
2	TEN SPORTS	599	24%
3	GEO SUPER	64	3%
4	A SPORTS	53	2%
5	FAST SPORTS	34	1%
	Grand Total	2481	100%
C&S Ind			
Sep.22			
Rank	Channel Name	TRPs	Relative Shr%
1	PTV SPORTS	1761	69%
2	TEN SPORTS	627	25%
3	GEO SUPER	67	3%
4	A SPORTS	55	2%
5	FAST SPORTS	36	1%
	Grand Total	2547	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

Sep.22

Rank	Channel Name	Ratings%
1	FILMAX	0.034
2	FILM WORLD	0.024
3	RAAVI TV	0.013
4	SILVER SCREEN	0.010
5	STAR LITE TV	0.002
6	HBO	0.000
7	WB	0.000
8	AXN	0.000

Prime Time | 20.00-00.00 | C&S Ind

Sep.22

Rank	Channel Name	Ratings%
1	FILMAX	0.053
2	FILM WORLD	0.046
3	RAAVI TV	0.029
4	SILVER SCREEN	0.012
5	STAR LITE TV	0.002
6	HBO	0.000
7	WB	0.000
8	AXN	0.000

*Ratings calculated on New Pakistan Urban

FOOD CHANNELS

C&S Ind

Sep-22

Rank	Channel Name	TRPs	Relative Share%
1	MASALA TV	107	100%
..	Grand Total	107	100%



*Ratings calculated on New Pakistan Urban

KID ZONE PLUS Holds 47% Of Kids Channels Viewership

Rank	Channel	TRPs	Relative Sh%
1	KID ZONE PLUS	423	47%
2	CARTOON NETWORK	196	22%
3	NICKELODEON	93	10%
4	PLANET FUN	86	10%
5	MINIMAX	58	6%
6	POP KIDS	45	5%
7	CINEMACHI KIDS	0	0%
8	BABY TV	0	0%
....	TOTAL	901	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	KTN NEWS	0.035	APNA CHANNEL	0.019	KTN NEWS	0.084	AVT KHYBER	0.110
2	APNA CHANNEL	0.025	AVT KHYBER	0.012	APNA CHANNEL	0.034	MASHRAQ TV	0.102
3	AVT KHYBER	0.012	ROHI TV	0.006	SINDH TV	0.022	PASHTO 1	0.099
4	SINDH TV	0.012	PTV NATIONAL	0.005	KASHISH	0.021	AVT KHYBER NEWS	0.043
5	KASHISH	0.009	PTV BOLAN	0.005	SINDH TV NEWS	0.019	APNA CHANNEL	0.022
6	SINDH TV NEWS	0.008	SINDH TV	0.005	KTN	0.018	PTV NATIONAL	0.013
7	MEHRAN TV	0.008	AVT KHYBER NEWS	0.004	MEHRAN TV	0.018	MEHRAN TV	0.004
8	KTN	0.008	PASHTO 1	0.004	DHARTI TV	0.010	PTV BOLAN	0.002
9	PASHTO 1	0.006	MASHRAQ TV	0.003	TIME NEWS	0.009	KTN NEWS	0.001
10	MASHRAQ TV	0.006	KTN NEWS	0.003	AWAZ	0.006	ROHI TV	0.001
11	PTV NATIONAL	0.005	WASEB	0.002	PTV BOLAN	0.004	AWAZ	0.001
12	DHARTI TV	0.005	MEHRAN TV	0.002	AVT KHYBER	0.004	SINDH TV NEWS	0.000
13	PTV BOLAN	0.004	KASHISH	0.002	PTV NATIONAL	0.004	KASHISH	0.000
14	ROHI TV	0.004	SINDH TV NEWS	0.001	PASHTO 1	0.003	SINDH TV	0.000
15	TIME NEWS	0.004	KTN	0.001	ROHI TV	0.002	WASEB	0.000
16	AVT KHYBER NEWS	0.004	AWAZ	0.001	MASHRAQ TV	0.001	TIME NEWS	0.000
17	AWAZ	0.003	TIME NEWS	0.001	WASEB	0.001	DHARTI TV	0.000
18	WASEB	0.002	DHARTI TV	0.001	AVT KHYBER NEWS	0.001	KTN	0.000
19	PUNJAB TV	0.000	PUNJAB TV	0.000	PUNJAB TV	0.000	PUNJAB TV	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's "Woh Pagal Si" hits 12.46 ratings on 27-Sep-2022

Top Programs | Total Individuals

Sep.22

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	27.09.2022	ARY DIGITAL	Woh Pagal Si	12.46	6035	38.7
2	29.09.2022	ARY DIGITAL	Mere HumSafar	10.78	5223	33.9
3	27.09.2022	GEO ENT	Siyani	10.69	5176	33.8
4	14.09.2022	ARY DIGITAL	Kaisi Teri Khudgarzi	10.63	5149	33.2
5	13.09.2022	ARY DIGITAL	Habs	9.92	4804	30.8
6	16.09.2022	GEO ENT	Meray Humnasheen	8.93	4325	30.1
7	19.09.2022	GEO ENT	Chauraha	7.21	3490	23.6
8	03.09.2022	GEO ENT	Mushkil	7.09	3435	27.3
9	17.09.2022	ARY DIGITAL	Fraud	6.96	3370	22.6
10	26.09.2022	ARY DIGITAL	Pyar Deewangi Hai	6.71	3251	21.6

*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 "Woh Pagal Si" hits 12.84 ratings on 27-Sep-2022

Top Programs | CNS Individuals

Sep.22

Rank	Date	Channel	Program Title	Ratings%	Ratings"000"	Market Share
1	27.09.2022	ARY DIGITAL	Woh Pagal Si	12.84	6035	39.3 
2	29.09.2022	ARY DIGITAL	Mere HumSafar	11.12	5223	34.8
3	27.09.2022	GEO ENT	Siyani	11.02	5176	34.3
4	14.09.2022	ARY DIGITAL	Kaisi Teri Khudgarzi	10.96	5149	33.9
5	13.09.2022	ARY DIGITAL	Habs	10.40	4804	32.3
6	16.09.2022	GEO ENT	Meray Humnasheen	9.20	4325	30.6
7	03.09.2022	GEO ENT	Mushkil	7.45	3435	28.9
8	19.09.2022	GEO ENT	Chauraha	7.43	3490	24.1
9	17.09.2022	ARY DIGITAL	Fraud	7.32	3370	23.0
10	26.09.2022	ARY DIGITAL	Pyar Deewangi Hai	6.92	3251	22.2

*Ratings calculated on New Pakistan Urban

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

Rank	Date	Channel	Program Title	Host	Rtg% [Net]	Rtg(000) [Net]	Share [TTV Net]
1	27.09.2022	GEO NEWS	Capital Talk	Hamid Mir	1.483	697	4.33
2	26.09.2022	GEO NEWS	Aaj Shahzaib Khanzada Kay Saath	Shahzaib Khanzada	1.406	661	8.10
3	28.09.2022	GEO NEWS	Report Card	Aleena Farooq	1.370	644	3.85
4	26.09.2022	ARY NEWS	11th Hour	Waseem Badami	1.218	572	6.99
5	26.09.2022	ARY NEWS	Off The Record	Kashif Abbasi	1.204	566	3.87
6	26.09.2022	ARY NEWS	The Reporters	Khawar & CH Ghulam	1.192	560	4.13
7	24.09.2022	GEO NEWS	Naya Pakistan With Shahzad Iqbal	Shahzad Iqbal	1.045	482	3.52
8	27.09.2022	EXPRESS NEWS	Express Experts	Dua Jameel	0.941	442	2.93
9	28.09.2022	GEO NEWS	Aapas Ki Baat Muneeb Farooqi Kay Sath	Muneeb Farooqi	0.812	381	6.69
10	24.09.2022	ARY NEWS	Sawal Yeh Hai	Maria Memon	0.801	369	4.47

GEO News's "Capital Talk" is on Top amongst talk shows during Sep 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 ‘Khabar Haar’ of Samaa.

Rank	Date	Channel	Title	Rtg% [Net]	Rtg(000) [Net]	Share [TTV]
1	30.09.2022	ARY NEWS	Hoshiyaria	0.527	248	5.76
2	25.09.2022	SAMAA	Khabar Haar	0.434	204	3.83
3	13.09.2022	DUNYA NEWS	Mazak Raat	0.417	193	5.37
4	15.09.2022	DUNYA NEWS	Hasb e Haal	0.382	179	4.43
5	10.09.2022	NEO TV	Jee Sarkar	0.194	90	2.27
6	26.09.2022	GNN	Taron se karen batain	0.151	71	1.95
7	27.09.2022	NEO TV	Zabardast	0.139	65	1.58
8	17.09.2022	TV ONE	The Mazedaar Show	0.103	47	0.44
9	03.09.2022	PNN NEWS	Tanz-o-Mazah	0.077	36	0.97



*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	15.09.2022	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	1.937	304	17.9
2	14.09.2022	GEO NEWS	Geo Pakistan	Huma & Abdullah	1.101	173	9.5
3	29.09.2022	EXPRESS NEWS	Expresso	Imran & Armala	1.082	170	9.3
4	28.09.2022	ARY NEWS	Bakhbar Sawera	Ashfaq & Madiha	0.71	110	5.8
5	20.09.2022	PTV HOME	Morning Home	Shaista Lodhi	0.616	92	4.9
6	07.09.2022	HUM NEWS	Subha sy Agay	Shiffa & Owais	0.594	92	3.5
7	01.09.2022	SAMAA	Naya Din	Faisal Karim	0.472	70	4.4
8	30.09.2022	DAWN NEWS	Chai Host Aur Toast	Arooj Abbas	0.399	62	2.2
9	09.09.2022	AAJ NEWS	Aaj Pakistan	Mahvish CH	0.287	44	1.9
10	06.09.2022	NINETY 2 NEWS	Subh Savaray Pakistan	Azfar Rehman	0.25	39	2.6
11	30.09.2022	ABB TAKK	News Café	Zaryab & Shoaib	0.238	36	1.9
12	11.09.2022	SUCH TV	Such Savera	Shiza & Shahzad	0.214	33	2.1
13	19.09.2022	NEO TV	Neo Pakistan	Sidra Iqbal	0.157	25	2.2
14	21.09.2022	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.145	23	1.4
15	05.09.2022	PUBLIC NEWS	Good morning Public	Soha & Abdul	0.139	21	1.3
16	29.09.2022	PTV NEWS	Subha Pakistan	Faheem Abbas	0.106	16	0.9
17	12.09.2022	GTV NEWS	Jee utha pakistan	Sidra Muneer	0.097	15	1.1
18	10.09.2022	TV ONE	Morning Star	Azfar Rehman	0.095	14	0.8
19	29.09.2022	CHANNEL 5	Nashtey Kay Sath	Erum Safdar	0.077	12	0.9
20	07.09.2022	PTV WORLD	World this morning	Tayyaba Shabir	0.07	11	0.6
21	18.09.2022	ROZE NEWS	Subha Bakhair Pakistan	Saima Amjad	0.05	8	0.5
22	02.09.2022	LAHORE NEWS HD	Jago Lahore	Sarwat William	0.046	7	0.4
23	14.09.2022	METRO 1 NEWS	Muskarati Subha	Salman & Maroosh	0.043	7	0.4
24	11.09.2022	KOHENOOR	Good Morning	Nazia Malik	0.024	4	0.2
25	07.09.2022	K21	Good Morning Karachi	Sana Amjad	0.009	1	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 News".

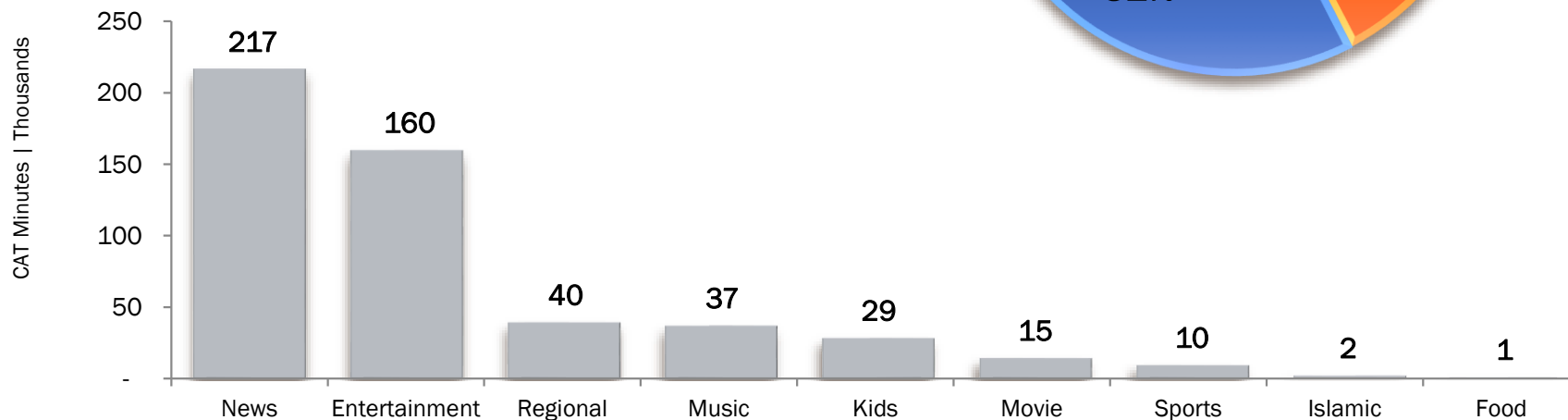
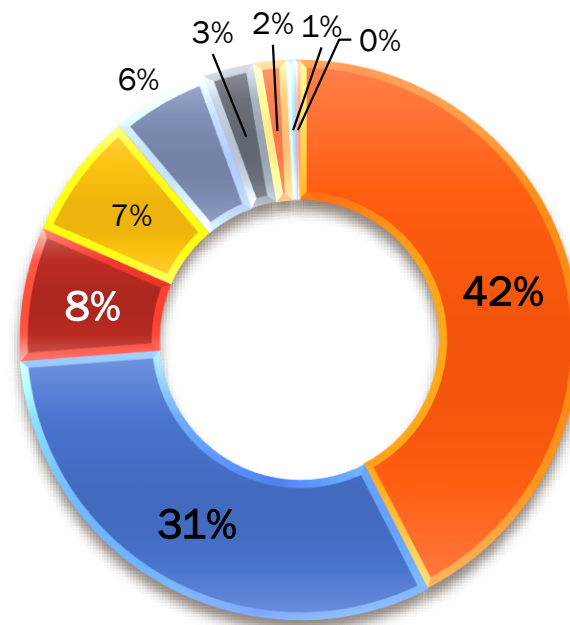
Rank	Date	Channel	Program Name	Host	R % (Net)	RT (Net)	MS(Net)
1	15.09.2022	ARY DIGITAL	Good Morning Pakistan	Nida Yasir	2.398	364	19.1
2	14.09.2022	GEO NEWS	Geo Pakistan	Huma & Abdullah	1.084	163	8.8
3	29.09.2022	EXPRESS NEWS	Expresso	Imran & Armala	0.973	142	7.5
4	28.09.2022	ARY NEWS	Bakhbar Sawera	Ashfaq & Madiha	0.869	132	8.2
5	29.09.2022	PTV HOME	Morning Home	Shaista Lodhi	0.496	72	3.3
6	07.09.2022	HUM NEWS	Subha sy Agay	Shiffa & Owais	0.448	66	4.8
7	01.09.2022	SAMAA	Naya Din	Faisal Karim	0.307	44	3.4
8	30.09.2022	DAWN NEWS	Chai Host Aur Toast	Arooj Abbas	0.282	43	2.6
9	09.09.2022	AAJ NEWS	Aaj Pakistan	Mahvish CH	0.251	38	2.6
10	06.09.2022	NINETY 2 NEWS	Subh Savaray Pakistan	Azfar Rehman	0.219	33	2.6
11	22.09.2022	ABB TAKK	News Café	Zaryab & Shoaib	0.211	32	1.8
12	11.09.2022	SUCH TV	Such Savera	Shiza & Shahzad	0.137	20	1.3
13	21.09.2022	ARY ZINDAGI	Salam Zindagi	Faisal Qureshi	0.134	20	1.1
14	19.09.2022	NEO TV	Neo Pakistan	Sidra Iqbal	0.132	20	1.0
15	05.09.2022	PUBLIC NEWS	Good morning Public	Soha & Abdul	0.128	20	1.2
16	29.09.2022	PTV NEWS	Subha Pakistan	Faheem Abbas	0.120	17	0.8
17	12.09.2022	GTV NEWS	Jee utha pakistan	Sidra Muneer	0.117	18	1.4
18	10.09.2022	TV ONE	Morning Star	Azfar Rehman	0.097	15	1.0
19	29.09.2022	CHANNEL 5	Nashtey Kay Sath	Erum Safdar	0.084	12	0.6
20	07.09.2022	PTV WORLD	World this morning	Tayyaba Shabir	0.059	9	0.6
21	18.09.2022	ROZE NEWS	Subha Bakhair Pakistan	Saima Amjad	0.052	7	0.4
22	02.09.2022	LAHORE NEWS HD	Jago Lahore	Sarwat William	0.044	6	0.5
23	14.09.2022	METRO 1 NEWS	Muskarati Subha	Salman & Maroosh	0.040	6	0.3
24	11.09.2022	KOHENOOR	Good Morning	Nazia Malik	0.023	3	0.2
25	07.09.2022	K21	Good Morning Karachi	Sana Amjad	0.007	1	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%

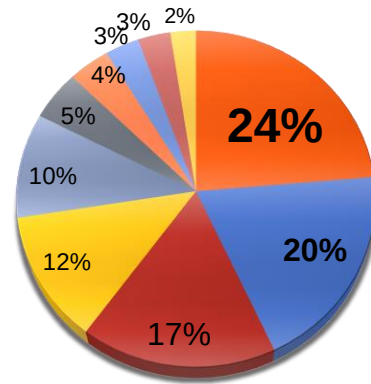


Highest CAT Share Going To News Channels

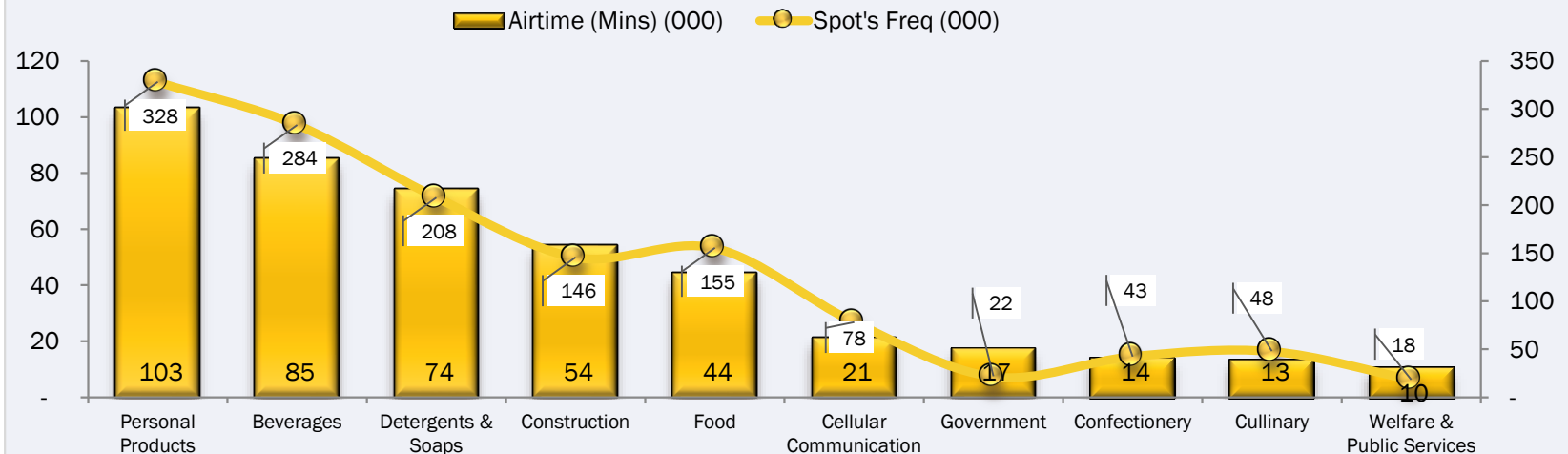
Please Note : Commercial Airtime Minutes are based on Spot TVCs only

TOP 10 CATEGORIES

Relative Share



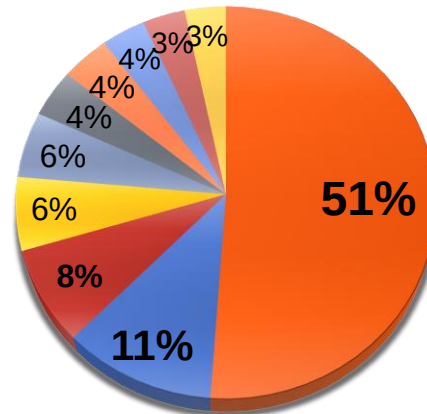
- Personal Products
- Beverages
- Detergents & Soaps
- Construction
- Food
- Cellular Communication
- Government
- Confectionery
- Cullinary
- Welfare & Public Services



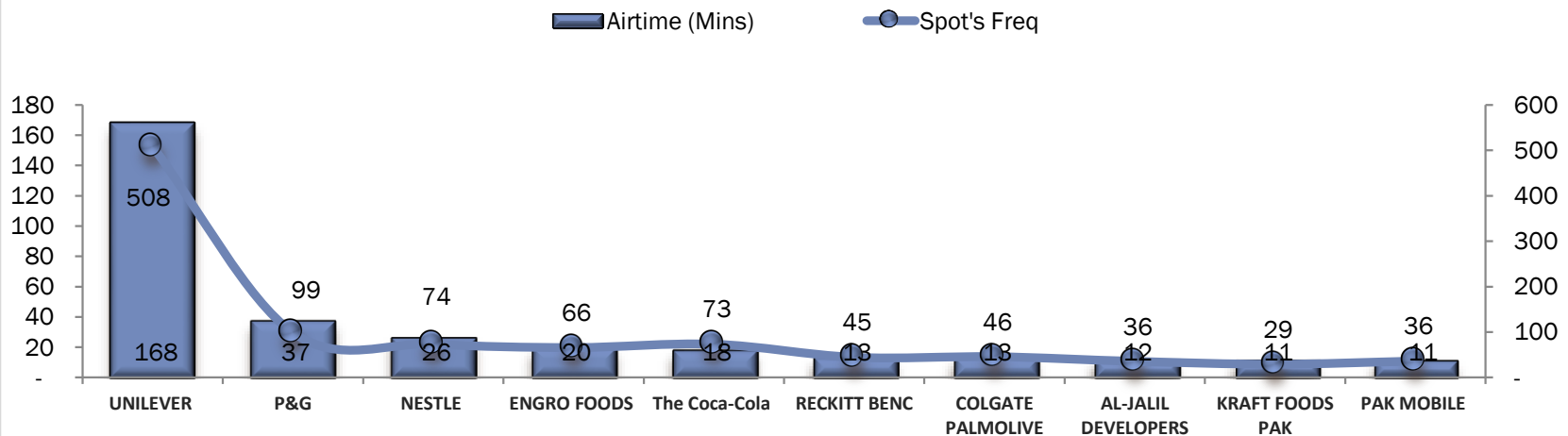
“Personal Products” is Leading CAT Share Followed By “Beverages”.

TOP 10 ADVERTISERS | IN TERMS OF CAT

Relative Share

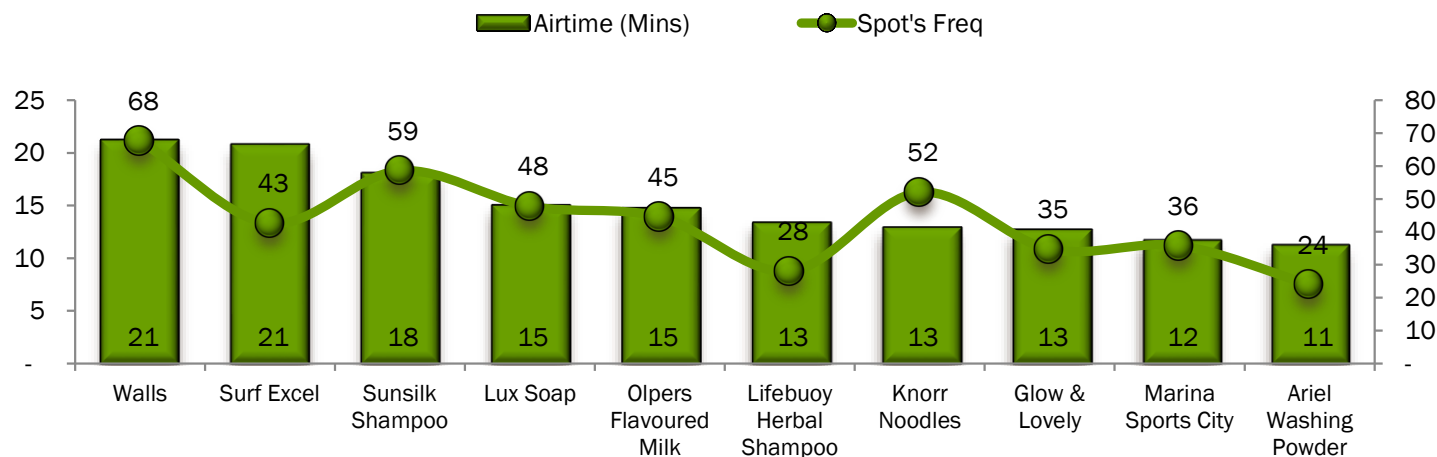
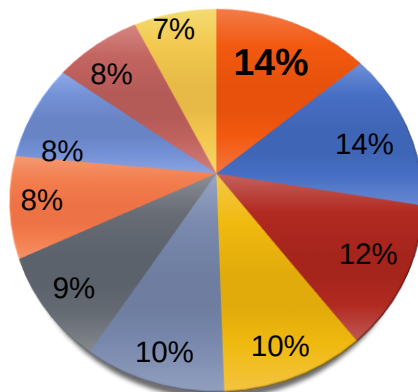


- UNILEVER
- P&G
- NESTLE
- ENGRO FOODS
- The Coca-Cola
- RECKITT BENC
- COLGATE PALMOLIVE
- AL-JALIL DEVELOPERS
- KRAFT FOODS PAK
- PAK MOBILE COMMUNICATIONS

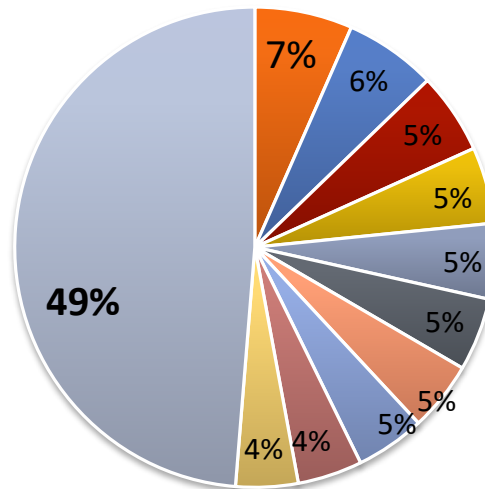


TOP 10 BRANDS

Relative Share

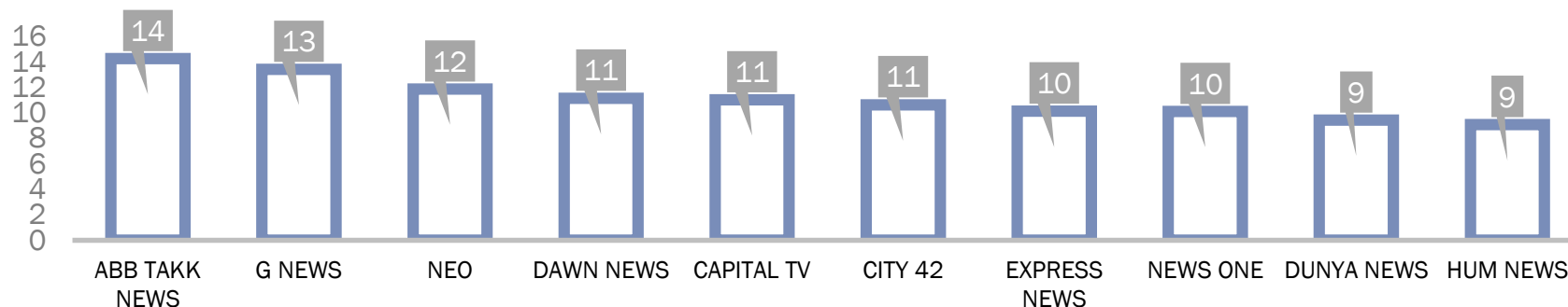


NEWS CHANNELS | CAT COMPARISON



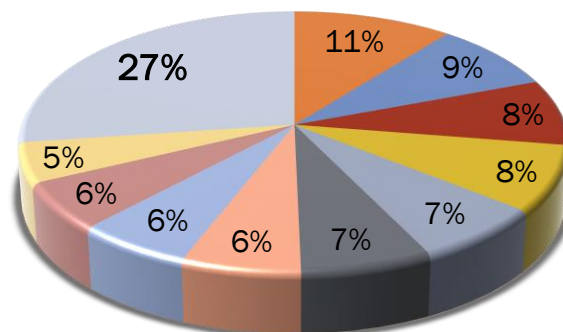
Relative Share%

CAT Minutes In Thousands



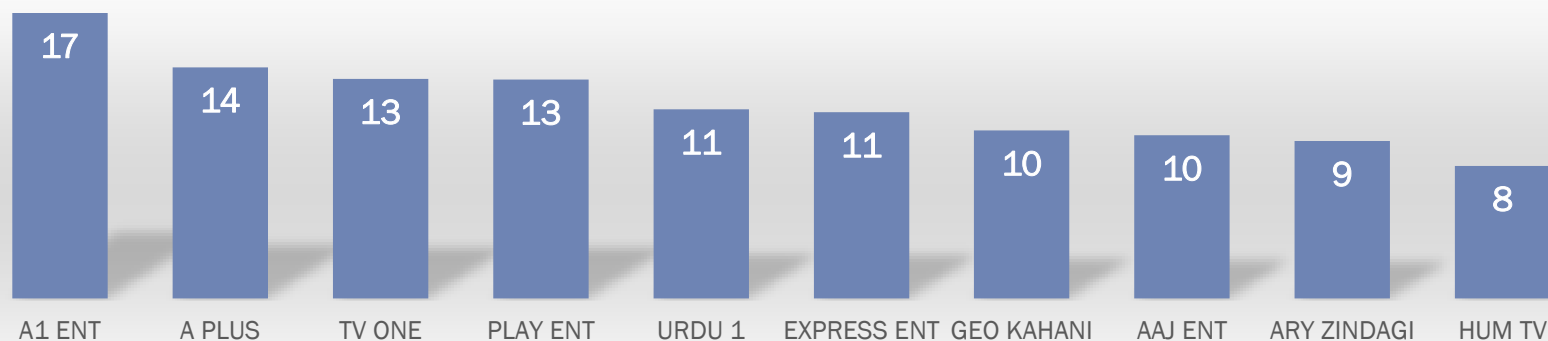
ENT CHANNELS | CAT COMPARISON

Relative Share



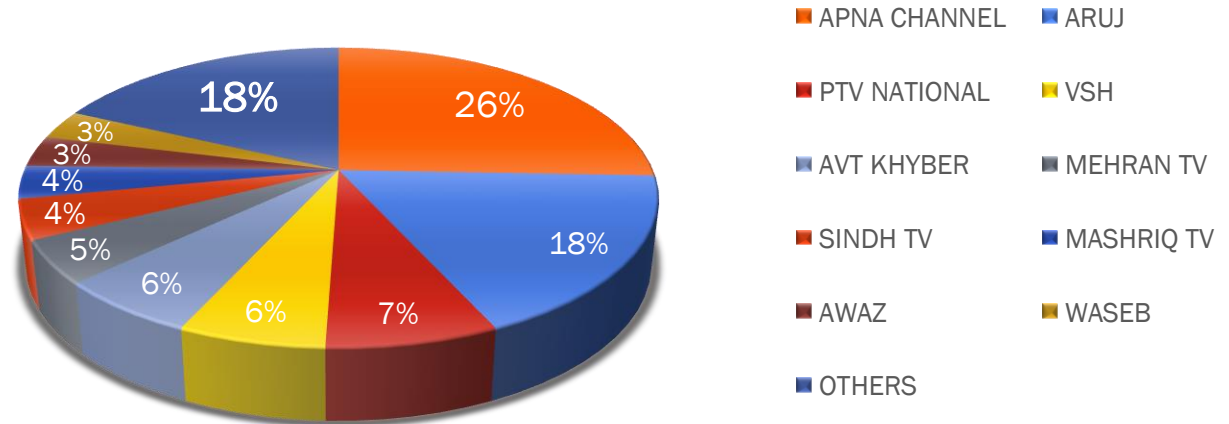
- A1 ENT
- A PLUS
- TV ONE
- PLAY ENT
- URDU 1
- EXPRESS ENT
- GEO KAHANI
- AAJ ENT
- ARY ZINDAGI
- HUM TV
- OTHERS

CAT Minutes In Thousands

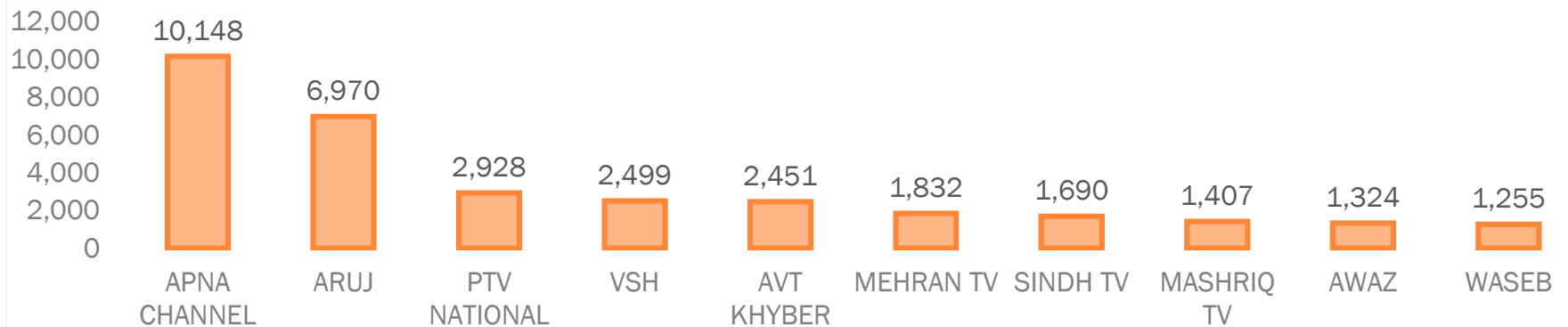


REGIONAL CHANNELS | CAT COMPARISON

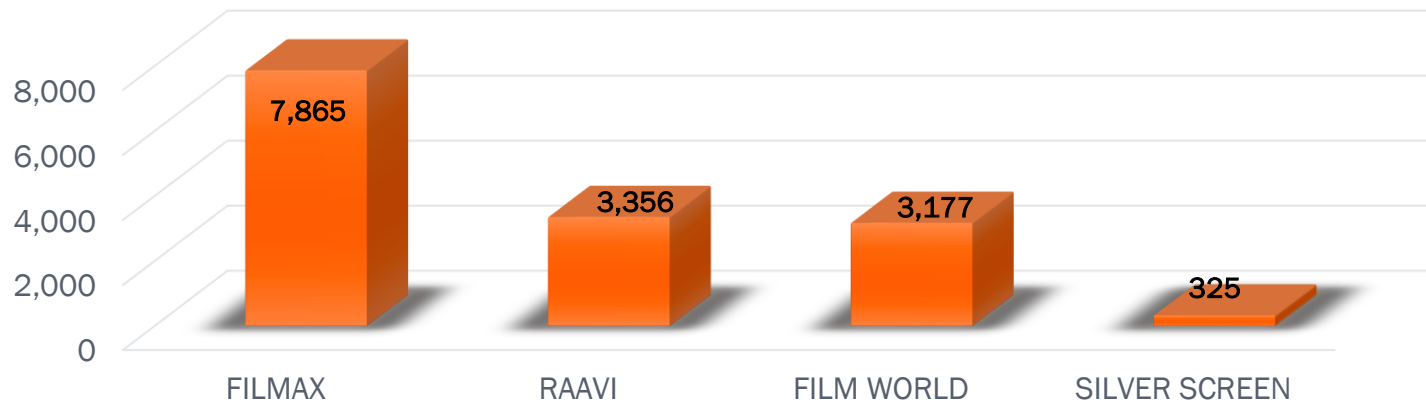
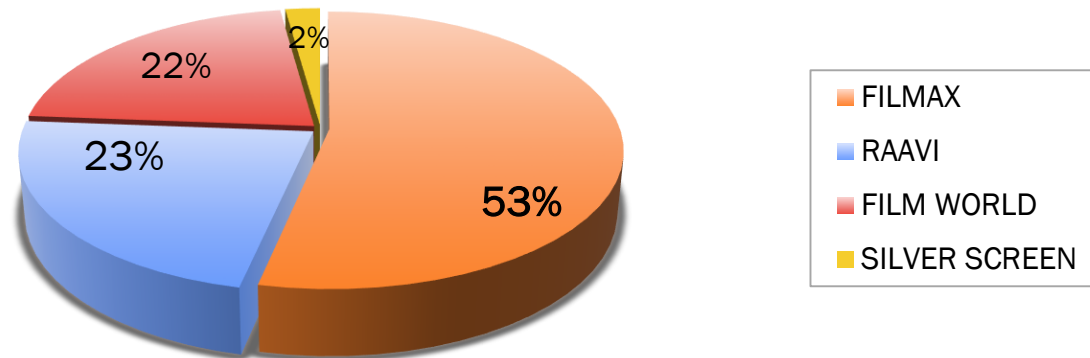
Relative Share



CAT (Minutes)

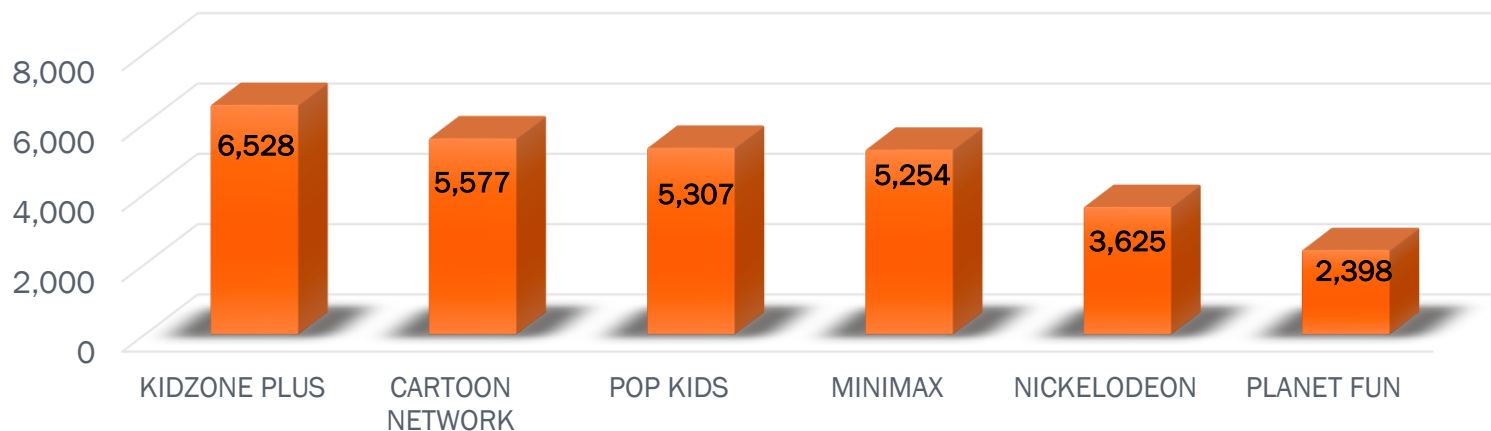
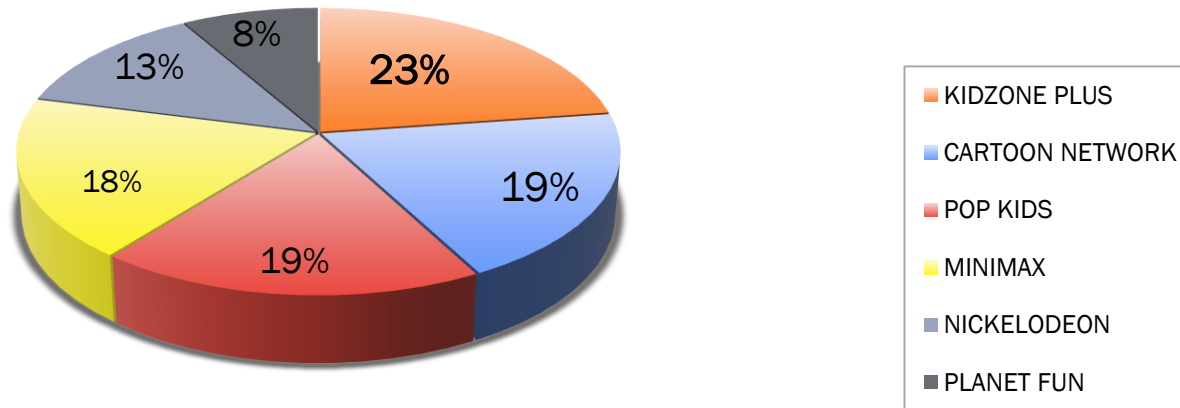


MOVIE CHANNELS | CAT COMPARISON



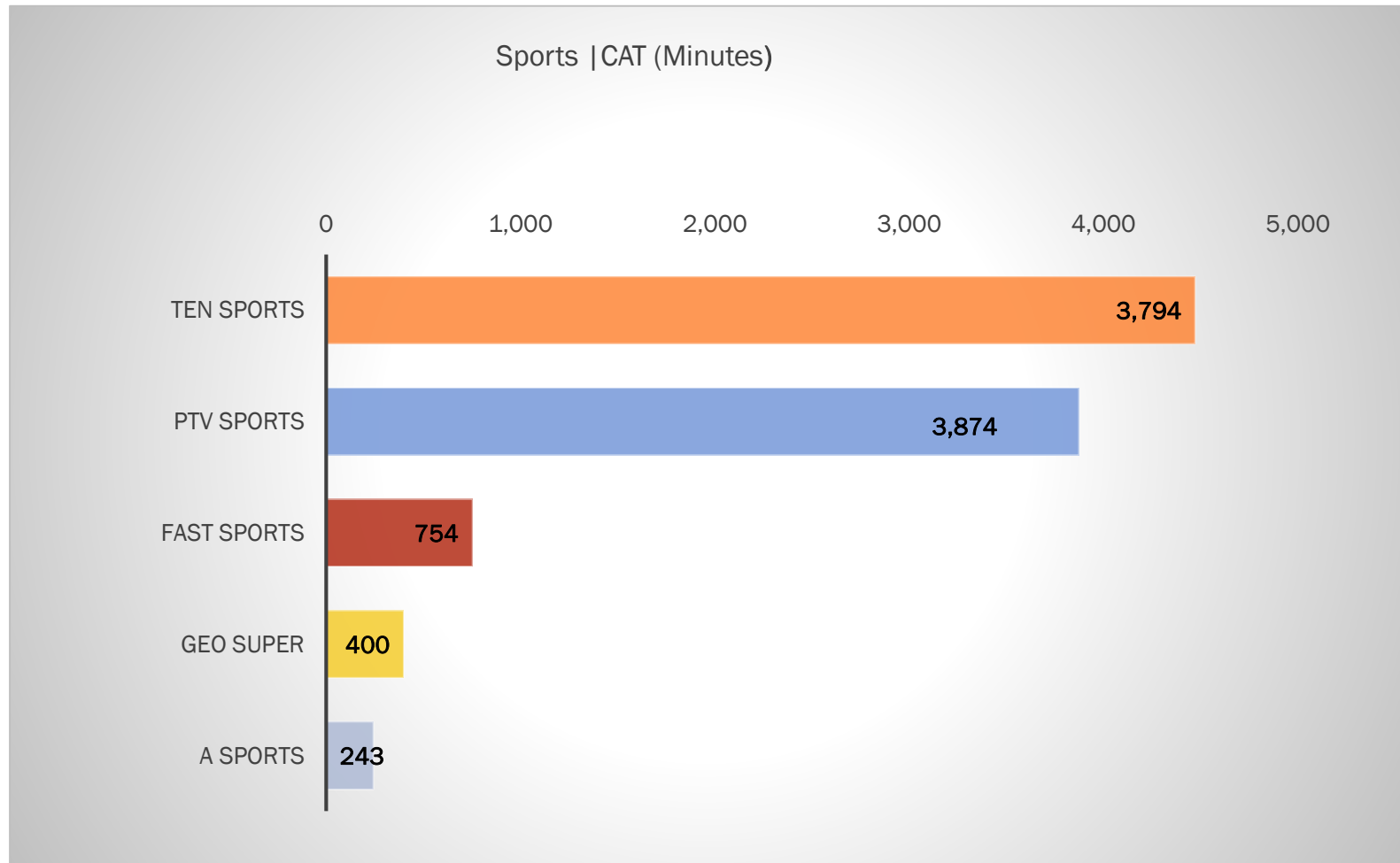
Amongst Movie Channels “Film World” is Airing The Highest CAT.

KIDS CHANNELS | CAT COMPARISON

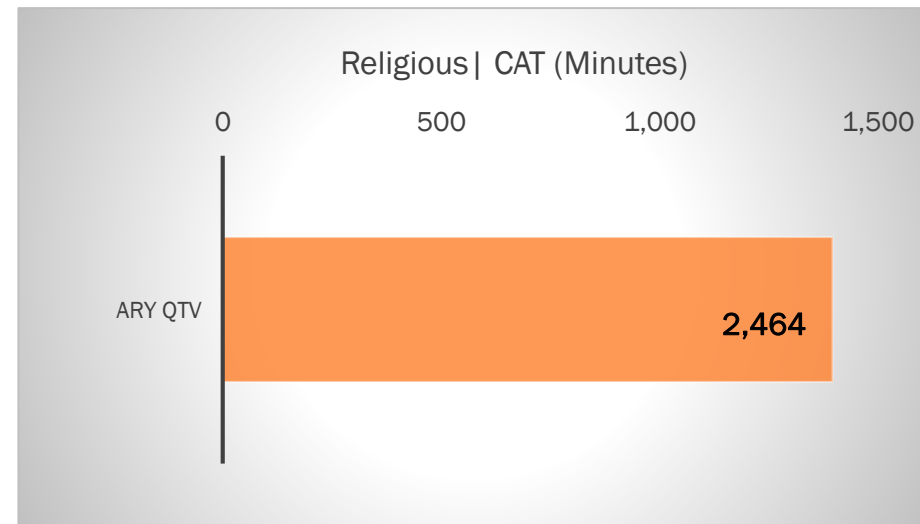
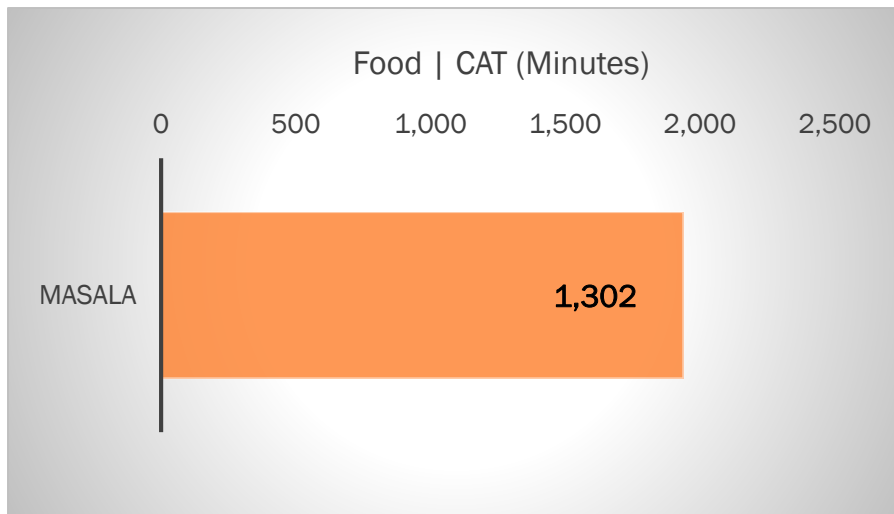
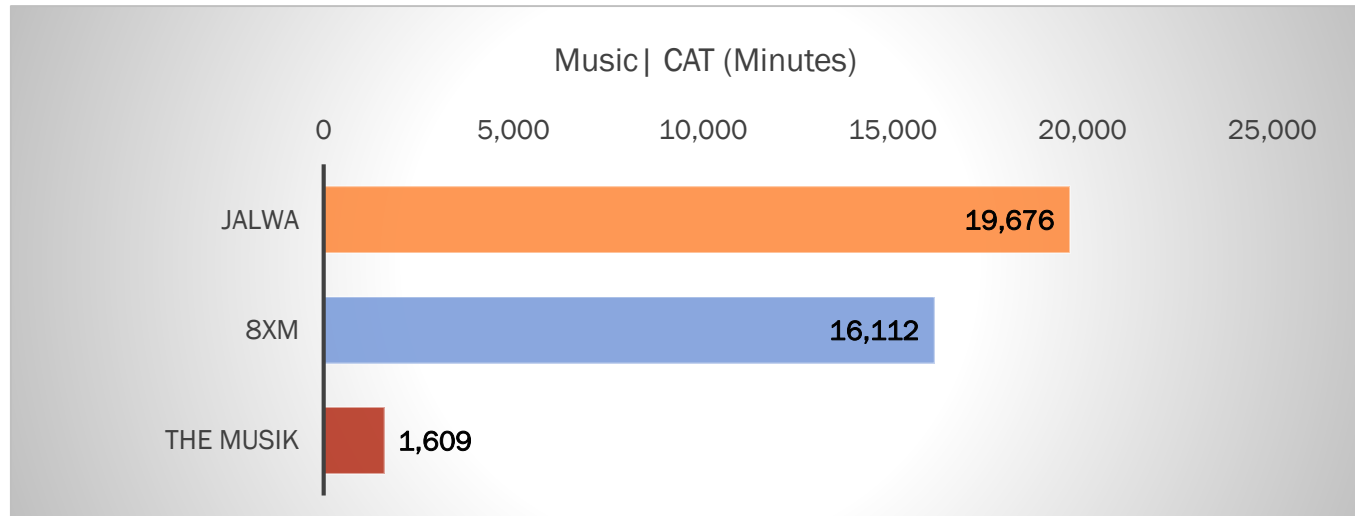


Amongst KIDS Channels "POP KIDS" is Airing The Highest CAT.

MOVIE CHANNELS | CAT COMPARISON



MUSIC , SPORTS , FOOD & RELIGIOUS | CAT COMPARISON



Thank You-----😊