

Date : 01-Jan-2014

Channel : GEO ENTERTAINMENT

	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Agricultural	341	0.55	4,407	0.24	0.00	0.00
Fertilizers	341	100.00	4,407	100.00	0.00	0.00
Awaz Nitro Fous Gold Fertilizers	33	9.68	418	9.48	0.00	0.00
Fatima Fertilizer Sar Sabz Nitro Fous	191	56.01	1,218	27.64	0.00	0.00
Sar Sabz Uriya	117	34.31	2,771	62.88	0.00	0.00
Automobiles & Transport	754	1.21	11,816	0.64	0.00	0.00
Auto Rikshaw	9	1.19	84	0.71	0.00	0.00
D.S Motors	9	100.00	84	100.00	0.00	0.00
Battery	598	79.31	10,190	86.24	0.00	0.00
Osaka Battery	467	78.09	9,325	91.51	0.00	0.00
Volta Battery	131	21.91	865	8.49	0.00	0.00
Motor Bikes	147	19.50	1,542	13.05	0.00	0.00
Jinan Motorcycle	1	0.68	32	2.08	0.00	0.00
Racer Motorcycle	5	3.40	142	9.21	0.00	0.00
Road Prince Motor Bikes	6	4.08	198	12.84	0.00	0.00
Super Star	14	9.52	334	21.66	0.00	0.00
Unique Motor Bikes	118	80.27	814	52.79	0.00	0.00
United Motorcylce	3	2.04	22	1.43	0.00	0.00
Baby Cares	96	0.15	2,502	0.14	0.00	0.00
Diapers	96	100.00	2,502	100.00	0.00	0.00
Pampers	87	90.63	2,447	97.80	0.00	0.00
Qura Baby Diaper	9	9.38	55	2.20	0.00	0.00
Baby Food	132	0.21	762	0.04	0.00	0.00
Cereals	132	100.00	762	100.00	0.00	0.00
Nestle Cerelac	132	100.00	762	100.00	0.00	0.00
Beverages	4,959	7.98	73,295	4.00	0.00	0.00
Bottled Water	127	2.56	1,194	1.63	0.00	0.00

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Culligan Mineral Water	1	0.79	6	0.50	0.00	0.00
Nestle Pure Life Water	71	55.91	421	35.26	0.00	0.00
Oslo	25	19.69	436	36.52	0.00	0.00
Qarshi Springley	30	23.62	331	27.72	0.00	0.00
Coffee	293	5.91	8,720	11.90	0.00	0.00
Nescafe	287	97.95	8,606	98.69	0.00	0.00
Nescafe Cold Coffee	6	2.05	114	1.31	0.00	0.00
Cold Drinks	2,279	45.96	35,296	48.16	0.00	0.00
Coca Cola	944	41.42	18,776	53.20	0.00	0.00
Dew	529	23.21	6,592	18.68	0.00	0.00
Pepsi	382	16.76	3,158	8.95	0.00	0.00
Seven Up	28	1.23	367	1.04	0.00	0.00
Sprite	396	17.38	6,403	18.14	0.00	0.00
Energy Drink	33	0.67	371	0.51	0.00	0.00
Sting	33	100.00	371	100.00	0.00	0.00
Filter Water	1	0.02	30	0.04	0.00	0.00
Pak Oasis	1	100.00	30	100.00	0.00	0.00
Flavored Milk	16	0.32	76	0.10	0.00	0.00
Horlicks (Flavoured Milk)	16	100.00	76	100.00	0.00	0.00
Milk	431	8.69	5,556	7.58	0.00	0.00
Every Day Liquid Milk	168	38.98	3,813	68.63	0.00	0.00
Milkpak Cream	120	27.84	740	13.32	0.00	0.00
Nestle Milkpak	56	12.99	341	6.14	0.00	0.00
Nestle Nesvita	87	20.19	662	11.92	0.00	0.00
Powder Milk	650	13.11	6,815	9.30	0.00	0.00
Abbot Pedia Sure	7	1.08	41	0.60	0.00	0.00
Complan	643	98.92	6,774	99.40	0.00	0.00
Soft Drinks	113	2.28	1,395	1.90	0.00	0.00

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	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Jam-e-Sheerin	107	94.69	1,335	95.70	0.00	0.00
Lasani (Samar Bahar)	6	5.31	60	4.30	0.00	0.00
Tea	1,016	20.49	13,842	18.89	0.00	0.00
Brooke Bond Supreme	140	13.78	3,618	26.14	0.00	0.00
Khas Chai	44	4.33	852	6.16	0.00	0.00
Lipton Tea Bags	58	5.71	1,644	11.88	0.00	0.00
Lipton Yellow Label	39	3.84	230	1.66	0.00	0.00
Milan Dust	38	3.74	276	1.99	0.00	0.00
Surhan Tea	12	1.18	201	1.45	0.00	0.00
Tapal Chanak	23	2.26	225	1.63	0.00	0.00
Tapal Danedar Tea	151	14.86	1,538	11.11	0.00	0.00
Tapal Danedar Tea Bags	50	4.92	1,058	7.64	0.00	0.00
Tapal Taiz Dam	30	2.95	230	1.66	0.00	0.00
Tetley	161	15.85	1,526	11.02	0.00	0.00
Vital Tea	270	26.57	2,444	17.66	0.00	0.00
Cellular Communication	8,277	13.32	171,747	9.37	0.00	0.00
Cellular Phone Sets	4,448	53.74	97,575	56.81	0.00	0.00
Dany (Genius Tab)	49	1.10	567	0.58	0.00	0.00
G Five Mobile	122	2.74	1,812	1.86	0.00	0.00
Huawei Ascend G610	44	0.99	567	0.58	0.00	0.00
Lyca Mobile	4	0.09	118	0.12	0.00	0.00
Mega Brands (Airtel)	21	0.47	8,729	8.95	0.00	0.00
Mega Mall (07 Mobile 111)	28	0.63	14,864	15.23	0.00	0.00
Mega Mall (07 Mobile 444)	2	0.04	1,200	1.23	0.00	0.00
Nokia 108	17	0.38	96	0.10	0.00	0.00
Nokia 301	7	0.16	36	0.04	0.00	0.00
Nokia Asha 301	13	0.29	76	0.08	0.00	0.00
Nokia Asha 501	9	0.20	51	0.05	0.00	0.00
Nokia Asha 502	195	4.38	1,989	2.04	0.00	0.00
Nokia Lumia 625	29	0.65	175	0.18	0.00	0.00

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	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Nokia Mobile	6	0.13	42	0.04	0.00	0.00
Q Mobile	125	2.81	925	0.95	0.00	0.00
Q Mobile A 500	1	0.02	10	0.01	0.00	0.00
Q Mobile E 5	10	0.22	113	0.12	0.00	0.00
Q Mobile E 760	4	0.09	21	0.02	0.00	0.00
Q Mobile E 95	139	3.13	917	0.94	0.00	0.00
Q Mobile M 400	21	0.47	206	0.21	0.00	0.00
Q Mobile Noir A 600	41	0.92	329	0.34	0.00	0.00
Q Mobile Noir A 900	949	21.34	12,995	13.32	0.00	0.00
Q Mobile Noir A65	68	1.53	646	0.66	0.00	0.00
Q Mobile Q 4	7	0.16	34	0.03	0.00	0.00
Samsung Galaxy S 4	4	0.09	21	0.02	0.00	0.00
Samsung Galaxy Star Pro	447	10.05	5,921	6.07	0.00	0.00
Shop Direct (07 Mobile 111)	25	0.56	14,788	15.16	0.00	0.00
Shop Direct (07 Mobile 786)	3	0.07	1,198	1.23	0.00	0.00
Shop Direct (Mobile Watch 007)	1	0.02	300	0.31	0.00	0.00
Spice Mobile	2	0.04	32	0.03	0.00	0.00
Spice Mobile S-20	6	0.13	59	0.06	0.00	0.00
Spice Mobile S-22	5	0.11	85	0.09	0.00	0.00
VGO Tel (i7)	29	0.65	277	0.28	0.00	0.00
VGO Tel (Venture V2)	20	0.45	305	0.31	0.00	0.00
Voice Mobile (Xtra V 140)	5	0.11	21	0.02	0.00	0.00
Voice Mobile V 60	4	0.09	212	0.22	0.00	0.00
Voice Mobiles	379	8.52	5,075	5.20	0.00	0.00
Voice Xtra V160	553	12.43	6,267	6.42	0.00	0.00
Voice Xtra V180	479	10.77	5,554	5.69	0.00	0.00
Voice Xtreme V10	575	12.93	10,942	11.21	0.00	0.00
GSM	3,819	46.14	73,901	43.03	0.00	0.00
Djuice	728	19.06	13,946	18.87	0.00	0.00
Mobilink Corporate	839	21.97	16,226	21.96	0.00	0.00

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Talkshawk	1,312	34.35	29,844	40.38	0.00	0.00
Ufone	390	10.21	7,199	9.74	0.00	0.00
Warid Corporate	119	3.12	686	0.93	0.00	0.00
Warid Glow	306	8.01	5,286	7.15	0.00	0.00
Zong	125	3.27	714	0.97	0.00	0.00
Mobile Distributors	2	0.02	7	0.00	0.00	0.00
Advance Telecom	2	100.00	7	100.00	0.00	0.00
Telecom Companes	8	0.10	264	0.15	0.00	0.00
World Call Cable Broadband	8	100.00	264	100.00	0.00	0.00
Chemical Industries	38	0.06	570	0.03	0.00	0.00
Paints	38	100.00	570	100.00	0.00	0.00
ICI Dulux Emulsion	2	5.26	10	1.75	0.00	0.00
Master Paints	36	94.74	560	98.25	0.00	0.00
Communication	65	0.10	2,874	0.16	0.00	0.00
Telephone Services	65	100.00	2,874	100.00	0.00	0.00
PTCL	65	100.00	2,874	100.00	0.00	0.00
Confectionery	2,637	4.24	27,545	1.50	0.00	0.00
Biscuits	1,639	62.15	15,949	57.90	0.00	0.00
Cocomo	19	1.16	115	0.72	0.00	0.00
Gala	805	49.12	9,413	59.02	0.00	0.00
Kidz Mobile	17	1.04	82	0.51	0.00	0.00
Oreo	12	0.73	67	0.42	0.00	0.00
Peek Freans Sandwich Biscuits	298	18.18	1,827	11.46	0.00	0.00
Special Biscuits	13	0.79	64	0.40	0.00	0.00
Tea Time	458	27.94	4,110	25.77	0.00	0.00
Tuc Biscuit	17	1.04	271	1.70	0.00	0.00
Candies / Chocolates	928	35.19	11,230	40.77	0.00	0.00
Boss Chocolate	3	0.32	17	0.15	0.00	0.00

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	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Cadbury Perk	315	33.94	5,789	51.55	0.00	0.00
Cadburys Dairy Milk	104	11.21	758	6.75	0.00	0.00
Candyland Yums	391	42.13	3,949	35.16	0.00	0.00
City Boy Kulfa Balls	6	0.65	26	0.23	0.00	0.00
Daily Delight	2	0.22	9	0.08	0.00	0.00
Dr Milk	5	0.54	26	0.23	0.00	0.00
Hilal Khopra Candy	102	10.99	656	5.84	0.00	0.00
Gums	44	1.67	237	0.86	0.00	0.00
Ding Dong	44	100.00	237	100.00	0.00	0.00
Snacks	26	0.99	129	0.47	0.00	0.00
Nestle Crunch	26	100.00	129	100.00	0.00	0.00
Construction	1,145	1.84	44,285	2.42	0.00	0.00
Cement	12	1.05	60	0.14	0.00	0.00
Pak Cem	12	100.00	60	100.00	0.00	0.00
Electric	6	0.52	145	0.33	0.00	0.00
Amar Cables	3	50.00	10	6.90	0.00	0.00
H.M. Cable	3	50.00	135	93.10	0.00	0.00
Housing & Appartments Projects	1,010	88.21	38,074	85.97	0.00	0.00
Abdullah Builders & Developers	2	0.20	14	0.04	0.00	0.00
Abdullah Sports Towers	235	23.27	5,546	14.57	0.00	0.00
Al Hafeez Garden	10	0.99	249	0.65	0.00	0.00
Al-Asr Group	1	0.10	61	0.16	0.00	0.00
Al-Zohra Bungalows	4	0.40	253	0.66	0.00	0.00
Bahria Town	107	10.59	1,770	4.65	0.00	0.00
Central Park	44	4.36	1,243	3.26	0.00	0.00
Cliff Vista	60	5.94	1,553	4.08	0.00	0.00
Gulberg Greens	117	11.58	3,919	10.29	0.00	0.00
Hyatt Residency	72	7.13	3,064	8.05	0.00	0.00
Lahore Garden	28	2.77	679	1.78	0.00	0.00

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Lake City	4	0.40	754	1.98	0.00	0.00
Lake City (Bella Vista Phase 1)	144	14.26	3,610	9.48	0.00	0.00
Lake City (Royal Enclave)	4	0.40	247	0.65	0.00	0.00
Lake Vista (Events Complex)	6	0.59	29	0.08	0.00	0.00
National Garden Housing Scheme	4	0.40	7,147	18.77	0.00	0.00
Platinum Sea View Gawadar	125	12.38	5,681	14.92	0.00	0.00
Saad Tower	1	0.10	30	0.08	0.00	0.00
Sanober Twin Tower	36	3.56	2,166	5.69	0.00	0.00
Vision Gwadar	6	0.59	59	0.15	0.00	0.00
Real Estate Agents & Allied Services	49	4.28	3,143	7.10	0.00	0.00
T27	49	100.00	3,143	100.00	0.00	0.00
Roofs	10	0.87	286	0.65	0.00	0.00
Diamond Jumbolon Insolution	10	100.00	286	100.00	0.00	0.00
Shoping Plaza/Areas	3	0.26	82	0.19	0.00	0.00
Syeda Shopping Centre	3	100.00	82	100.00	0.00	0.00
Shopping Plaza & Appartments	55	4.80	2,495	5.63	0.00	0.00
79 Liberty mall	36	65.45	1,400	56.11	0.00	0.00
Qadir Square	19	34.55	1,095	43.89	0.00	0.00
Cullinary	2,444	3.93	35,820	1.95	0.00	0.00
Cooking Oil	140	5.73	3,379	9.43	0.00	0.00
Canolive Cooking Oil	75	53.57	2,187	64.72	0.00	0.00
Dalda Cooking Oil	4	2.86	20	0.59	0.00	0.00
Habib Cooking Oil	3	2.14	45	1.33	0.00	0.00
Seasons Canola Cooking Oil	58	41.43	1,127	33.35	0.00	0.00
Cubes	18	0.74	100	0.28	0.00	0.00
Knorr Chicken Cubes	18	100.00	100	100.00	0.00	0.00
Cullinary All	4	0.16	35	0.10	0.00	0.00
Knorr (All)	4	100.00	35	100.00	0.00	0.00

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Ghee	40	1.64	469	1.31	0.00	0.00
Habib Banaspati	28	70.00	231	49.25	0.00	0.00
Kisan Vegetable Ghee	3	7.50	28	5.97	0.00	0.00
Shama Banaspati Ghee	9	22.50	210	44.78	0.00	0.00
Honey	3	0.12	36	0.10	0.00	0.00
Honey Gold (Aftab Qarshi)	3	100.00	36	100.00	0.00	0.00
Jams, Jellys & Marmalades	10	0.41	213	0.59	0.00	0.00
Dewan Jam	5	50.00	190	89.20	0.00	0.00
Shezan Jams & Marmalades	5	50.00	23	10.80	0.00	0.00
Ketchups	13	0.53	347	0.97	0.00	0.00
Dewan Tomato Ketchup	7	53.85	251	72.33	0.00	0.00
Mitchells Tomato Ketchup	6	46.15	96	27.67	0.00	0.00
Kheer mix	20	0.82	111	0.31	0.00	0.00
Laziza Kheer Mix	20	100.00	111	100.00	0.00	0.00
Margerine & Butter	30	1.23	156	0.44	0.00	0.00
Blue Band Margarine	30	100.00	156	100.00	0.00	0.00
Oil & Ghee	2,016	82.49	28,175	78.66	0.00	0.00
Gai (All)	1,221	60.57	20,238	71.83	0.00	0.00
Kisan Sunflower	3	0.15	17	0.06	0.00	0.00
Manpasand (All)	507	25.15	4,545	16.13	0.00	0.00
Moulvi Banaspati Oil & Ghee	83	4.12	673	2.39	0.00	0.00
Pure (Oil & Ghee)	8	0.40	123	0.44	0.00	0.00
Soya Supreme All	188	9.33	2,544	9.03	0.00	0.00
Sufi All	6	0.30	35	0.12	0.00	0.00
Pickles	7	0.29	193	0.54	0.00	0.00
Dewan Achar	7	100.00	193	100.00	0.00	0.00
Soup	107	4.38	2,174	6.07	0.00	0.00
Knorr Chicken Yakhni	19	17.76	130	5.98	0.00	0.00

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Knorr Soup	88	82.24	2,044	94.02	0.00	0.00
Spices	36	1.47	432	1.21	0.00	0.00
ARY Zouq (Food Products)	9	25.00	167	38.66	0.00	0.00
Dashi Chicken Powder	6	16.67	84	19.44	0.00	0.00
Habib Jhat Patt	1	2.78	20	4.63	0.00	0.00
Habib Masala Mix	2	5.56	42	9.72	0.00	0.00
Mehran Recipe Mix	18	50.00	119	27.55	0.00	0.00
Detergents & Soaps	2,536	4.08	47,479	2.59	0.00	0.00
Anti Bacterial Soap	193	7.61	3,431	7.23	0.00	0.00
Advance Lifebuoy	32	16.58	220	6.41	0.00	0.00
Safeguard	161	83.42	3,211	93.59	0.00	0.00
Beauty & Skincare Bars	395	15.58	5,290	11.14	0.00	0.00
Golden Pearl Whitening Soap	4	1.01	38	0.72	0.00	0.00
Lux Soap	20	5.06	98	1.85	0.00	0.00
Palmolive	4	1.01	23	0.43	0.00	0.00
Pure White Whitening Soap	2	0.51	42	0.79	0.00	0.00
Vital Soap	365	92.41	5,089	96.20	0.00	0.00
Dishwash Bar	44	1.74	998	2.10	0.00	0.00
Max Dishwash Bar	44	100.00	998	100.00	0.00	0.00
Washing Powders	1,865	73.54	36,059	75.95	0.00	0.00
Ariel Pro-Zim	20	1.07	208	0.58	0.00	0.00
Ariel Washing Powder	1,001	53.67	24,605	68.24	0.00	0.00
Bonus Active	65	3.49	1,457	4.04	0.00	0.00
Bonus Tristar	88	4.72	2,338	6.48	0.00	0.00
Brite Anti Bacterial	6	0.32	32	0.09	0.00	0.00
Brite Maximum Power	73	3.91	1,310	3.63	0.00	0.00
Express Power	53	2.84	1,509	4.18	0.00	0.00
New Rin Washing Powder	46	2.47	265	0.73	0.00	0.00
Sunlight Powder	36	1.93	226	0.63	0.00	0.00

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Surf Excel	477	25.58	4,109	11.40	0.00	0.00
Whitening Powder	39	1.54	1,701	3.58	0.00	0.00
Extra Washing Powder	39	100.00	1,701	100.00	0.00	0.00
Education	183	0.29	5,719	0.31	0.00	0.00
Colleges	4	2.19	171	2.99	0.00	0.00
Abbotabad Grammer School	4	100.00	171	100.00	0.00	0.00
Education Consultant	35	19.13	347	6.07	0.00	0.00
Teaser	35	100.00	347	100.00	0.00	0.00
Institutes	5	2.73	50	0.87	0.00	0.00
Al Asr Institute Of Professional Studies	5	100.00	50	100.00	0.00	0.00
School	58	31.69	2,563	44.82	0.00	0.00
Allied School	11	18.97	608	23.72	0.00	0.00
KASB International School	5	8.62	266	10.38	0.00	0.00
KIPS School	10	17.24	145	5.66	0.00	0.00
Resource Acadmia	32	55.17	1,544	60.24	0.00	0.00
Universities	81	44.26	2,588	45.25	0.00	0.00
Leads University Lahore	3	3.70	145	5.60	0.00	0.00
University Of South Asia (USA)	78	96.30	2,443	94.40	0.00	0.00
Electronics	3	0.00	896	0.05	0.00	0.00
Accessories	3	100.00	896	100.00	0.00	0.00
Mega Mall (Mircale Magic Hair Fibre)	3	100.00	896	100.00	0.00	0.00
Fabrics	216	0.35	2,822	0.15	0.00	0.00
Readymade & Woolen Garments	178	82.41	1,425	50.50	0.00	0.00
Bonanza (Sweaters)	19	10.67	90	6.32	0.00	0.00
Leeds	98	55.06	911	63.93	0.00	0.00
Oxford (Sweaters)	61	34.27	424	29.75	0.00	0.00
Textile	38	17.59	1,397	49.50	0.00	0.00

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Channel : GEO ENTERTAINMENT

	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Hanis Fabric	38	100.00	1,397	100.00	0.00	0.00
Financial Services	1,230	1.98	28,455	1.55	0.00	0.00
Bank	543	44.15	13,164	46.26	0.00	0.00
Allied Bank	18	3.31	112	0.85	0.00	0.00
Bank Al Habib Ltd	20	3.68	114	0.87	0.00	0.00
Finca Microfinance Bank	309	56.91	3,202	24.32	0.00	0.00
Habib Bank Ltd	115	21.18	8,534	64.83	0.00	0.00
MCB	6	1.10	48	0.36	0.00	0.00
Sindh Bank	75	13.81	1,154	8.77	0.00	0.00
Branchless Banking	552	44.88	13,912	48.89	0.00	0.00
Ubl Omni	552	100.00	13,912	100.00	0.00	0.00
Debit Cards	10	0.81	412	1.45	0.00	0.00
HLB Debit Cards	10	100.00	412	100.00	0.00	0.00
Financial Traders	55	4.47	407	1.43	0.00	0.00
Dollar East Exchange Companies	55	100.00	407	100.00	0.00	0.00
Life Insurance	60	4.88	321	1.13	0.00	0.00
EFU Life Insurance	19	31.67	96	29.91	0.00	0.00
New Jubilee Life Insurance	2	3.33	10	3.12	0.00	0.00
State Life Insurance	39	65.00	215	66.98	0.00	0.00
Loans	9	0.73	207	0.73	0.00	0.00
Starup Dosti	9	100.00	207	100.00	0.00	0.00
Money Transfer	1	0.08	32	0.11	0.00	0.00
Ubl Omni	1	100.00	32	100.00	0.00	0.00
Food	695	1.12	8,361	0.46	0.00	0.00
Noodles	220	31.65	1,492	17.84	0.00	0.00
Shan Shoop	220	100.00	1,492	100.00	0.00	0.00
Pack Food	475	68.35	6,869	82.16	0.00	0.00

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Channel : GEO ENTERTAINMENT

	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
K&Ns	348	73.26	4,355	63.40	0.00	0.00
Sufi Food	127	26.74	2,514	36.60	0.00	0.00
Footwear	196	0.32	2,875	0.16	0.00	0.00
Shoes	117	59.69	2,246	78.12	0.00	0.00
Servis	117	100.00	2,246	100.00	0.00	0.00
Socks	79	40.31	629	21.88	0.00	0.00
Medi Sox	79	100.00	629	100.00	0.00	0.00
Government	113	0.18	10,207	0.56	0.00	0.00
Federal Government	113	100.00	10,207	100.00	0.00	0.00
Prime Minister Youth Program	63	55.75	9,564	93.70	0.00	0.00
Sui Northern Gas Pipe Lines Ltd	13	11.50	91	0.89	0.00	0.00
Sui Southern Gas Company Ltd (SSGC)	37	32.74	552	5.41	0.00	0.00
Health & Beauty	130	0.21	46,627	2.54	0.00	0.00
Beauty Parlours & Salon	2	1.54	150	0.32	0.00	0.00
Diana Beauty Parlour	2	100.00	150	100.00	0.00	0.00
Fitness Machines	58	44.62	31,377	67.29	0.00	0.00
Coral (I Zen Body Slimmer)	53	91.38	29,901	95.30	0.00	0.00
Mega Mall (Tummy Fit)	1	1.72	280	0.89	0.00	0.00
Megamall (AB Rocket)	4	6.90	1,196	3.81	0.00	0.00
Healthcare Devices	70	53.85	15,100	32.38	0.00	0.00
As Seen On Tv (Slim Sauna)	34	48.57	9,045	59.90	0.00	0.00
Mega Mall (Slim Away)	6	8.57	801	5.30	0.00	0.00
PP Rings	1	1.43	621	4.11	0.00	0.00
Ranker (AB Twister)	11	15.71	2,330	15.43	0.00	0.00
Ranker (Insta Slim)	18	25.71	2,303	15.25	0.00	0.00
Healthcare & Medical Services	485	0.78	80,500	4.39	0.00	0.00
Health Welfare	268	55.26	2,451	3.04	0.00	0.00

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Channel : GEO ENTERTAINMENT

	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Australian Aid	7	2.61	312	12.73	0.00	0.00
MCH (Mother Child Health)	243	90.67	2,004	81.76	0.00	0.00
Sabz Sitara	2	0.75	2	0.08	0.00	0.00
USAID	16	5.97	133	5.43	0.00	0.00
Hospitals	204	42.06	74,954	93.11	0.00	0.00
Akhtar Eye Hospital	19	9.31	1,323	1.77	0.00	0.00
Cancer Care Hospital	33	16.18	1,129	1.51	0.00	0.00
Liaquat Hospital	106	51.96	71,994	96.05	0.00	0.00
Mehria 11 Homeo Medical & Research Center	46	22.55	508	0.68	0.00	0.00
Spiritual Clinic	13	2.68	3,095	3.84	0.00	0.00
Faizan Rohani Nagina Center	4	30.77	726	23.46	0.00	0.00
Istakhara Center	9	69.23	2,369	76.54	0.00	0.00
Herbal Products	2	0.00	10	0.00	0.00	0.00
Tonic	2	100.00	10	100.00	0.00	0.00
Eden Rock Hair Tonic	2	100.00	10	100.00	0.00	0.00
Home Appliances & Electronics	493	0.79	42,999	2.34	0.00	0.00
All Home Appliances	79	16.02	1,998	4.65	0.00	0.00
Canon (All)	50	63.29	828	41.44	0.00	0.00
Changhong Ruba (Tv)	7	8.86	302	15.12	0.00	0.00
Electrolux	5	6.33	111	5.56	0.00	0.00
Super Asia (All)	12	15.19	722	36.14	0.00	0.00
Unilever Pureit	5	6.33	35	1.75	0.00	0.00
Cameras (Video)	53	10.75	21,673	50.40	0.00	0.00
Mega Brands (Video Camera)	53	100.00	21,673	100.00	0.00	0.00
Heater	19	3.85	215	0.50	0.00	0.00
Canon Water Heater	19	100.00	215	100.00	0.00	0.00
Home Appliances & Electronics Outlets/Show Rooms	12	2.43	242	0.56	0.00	0.00

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Channel : GEO ENTERTAINMENT

	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Waqar Electronics	12	100.00	242	100.00	0.00	0.00
Juicer	15	3.04	9,922	23.07	0.00	0.00
Ranker (Vital Juicer)	15	100.00	9,922	100.00	0.00	0.00
Mp3 Player	133	26.98	2,032	4.73	0.00	0.00
Audionic	133	100.00	2,032	100.00	0.00	0.00
Refregerator & Freezers	61	12.37	721	1.68	0.00	0.00
PEL Desire Refrigerator	61	100.00	721	100.00	0.00	0.00
Television	96	19.47	5,962	13.87	0.00	0.00
Eco Star	41	42.71	1,208	20.26	0.00	0.00
Orient LED Tv	44	45.83	907	15.21	0.00	0.00
Stallion Tv	11	11.46	3,847	64.53	0.00	0.00
Washing Machine	25	5.07	234	0.54	0.00	0.00
Boss Washing Machine	24	96.00	219	93.59	0.00	0.00
Pak Washing Machine	1	4.00	15	6.41	0.00	0.00
Home Decoration	3	0.00	14	0.00	0.00	0.00
Home Decoration All	3	100.00	14	100.00	0.00	0.00
Sheikh Jee's Gallery	3	100.00	14	100.00	0.00	0.00
Information Technology	876	1.41	8,080	0.44	0.00	0.00
Digital Devices	24	2.74	628	7.77	0.00	0.00
World Call Evdo Wireless Broadband Internet	24	100.00	628	100.00	0.00	0.00
Internet Devices	46	5.25	297	3.68	0.00	0.00
Wi-Tribe	46	100.00	297	100.00	0.00	0.00
Website / Portals	806	92.01	7,155	88.55	0.00	0.00
OLX	806	100.00	7,155	100.00	0.00	0.00
Lubricants Products	65	0.10	668	0.04	0.00	0.00
Lubricants	65	100.00	668	100.00	0.00	0.00

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Channel : GEO ENTERTAINMENT

	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Shell Helix	16	24.62	445	66.62	0.00	0.00
ZIC Motor Oil	49	75.38	223	33.38	0.00	0.00
Matress	187	0.30	6,035	0.33	0.00	0.00
Foam	171	91.44	5,848	96.90	0.00	0.00
Diamond Supreme	65	38.01	1,526	26.09	0.00	0.00
Master Molty Foam	89	52.05	3,877	66.30	0.00	0.00
United Unifoam	17	9.94	445	7.61	0.00	0.00
Spring	16	8.56	187	3.10	0.00	0.00
Diamond Dolce Vita	16	100.00	187	100.00	0.00	0.00
Media	27,386	44.06	879,609	47.97	0.00	0.00
Cassettes & CDs & DVDs	2	0.01	42	0.00	0.00	0.00
Minhaj Production	2	100.00	42	100.00	0.00	0.00
Events	10	0.04	325	0.04	0.00	0.00
Dolmen Shopping Festival	7	70.00	260	80.00	0.00	0.00
Karachi Arts Council	3	30.00	65	20.00	0.00	0.00
Films	149	0.54	12,072	1.37	0.00	0.00
Ary Films	49	32.89	2,637	21.84	0.00	0.00
Derh Ishqiya	13	8.72	785	6.50	0.00	0.00
Edge Of Tomorrow	1	0.67	138	1.14	0.00	0.00
Enemies Closer	1	0.67	106	0.88	0.00	0.00
Geo Films	20	13.42	638	5.28	0.00	0.00
Gunday	16	10.74	2,308	19.12	0.00	0.00
Heartless	4	2.68	491	4.07	0.00	0.00
Jackpot (Casino & Bar)	1	0.67	84	0.70	0.00	0.00
Jai Ho	13	8.72	1,213	10.05	0.00	0.00
Legendary	2	1.34	270	2.24	0.00	0.00
Mr. Joe B Carval Ho	12	8.05	987	8.18	0.00	0.00
Shaadi Ke Side Effects	4	2.68	563	4.66	0.00	0.00
Shadi k Effects	1	0.67	14	0.12	0.00	0.00

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Channel : GEO ENTERTAINMENT

	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Total Siypaa	5	3.36	637	5.28	0.00	0.00
Yaariyaan	7	4.70	1,201	9.95	0.00	0.00
Newspapers	83	0.30	3,780	0.43	0.00	0.00
Business Recorder	8	9.64	238	6.30	0.00	0.00
Daily Akhbar-e-Khyber	3	3.61	89	2.35	0.00	0.00
Daily Jeejal	1	1.20	161	4.26	0.00	0.00
Khabrain Group Of Newspapers	26	31.33	1,152	30.48	0.00	0.00
Payam-e-Mashriq	3	3.61	130	3.44	0.00	0.00
Roznama Dunya	5	6.02	118	3.12	0.00	0.00
Roznama Khabrain	20	24.10	1,313	34.74	0.00	0.00
The Nation	17	20.48	579	15.32	0.00	0.00
Telephonic Media	65	0.24	832	0.09	0.00	0.00
World Call	65	100.00	832	100.00	0.00	0.00
TV Channel	27,077	98.87	862,558	98.06	0.00	0.00
8XM	225	0.83	8,197	0.95	0.00	0.00
9XM	6	0.02	287	0.03	0.00	0.00
A Plus	288	1.06	12,237	1.42	0.00	0.00
AAJ NEWS	276	1.02	8,462	0.98	0.00	0.00
ABB TAKK NEWS	217	0.80	7,416	0.86	0.00	0.00
ALite	195	0.72	6,077	0.70	0.00	0.00
Apna Tv	735	2.71	16,353	1.90	0.00	0.00
Aruj Tv	118	0.44	3,241	0.38	0.00	0.00
ARY Digital	278	1.03	8,495	0.98	0.00	0.00
ARY Digital Network	102	0.38	1,754	0.20	0.00	0.00
ARY Music	171	0.63	6,983	0.81	0.00	0.00
Ary News	212	0.78	4,256	0.49	0.00	0.00
Ary Qtv	670	2.47	19,961	2.31	0.00	0.00
ARY Zouq	421	1.55	14,247	1.65	0.00	0.00
ATV	406	1.50	11,175	1.30	0.00	0.00
AVT Khyber	235	0.87	6,667	0.77	0.00	0.00

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Channel : GEO ENTERTAINMENT

	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Avt Khyber News	282	1.04	8,694	1.01	0.00	0.00
Awaz News	282	1.04	10,532	1.22	0.00	0.00
Axn	426	1.57	11,718	1.36	0.00	0.00
Bad Transmission	35	0.13	2,720	0.32	0.00	0.00
Business Plus	670	2.47	27,455	3.18	0.00	0.00
Capital TV	254	0.94	10,552	1.22	0.00	0.00
Cartoon Network	362	1.34	5,716	0.66	0.00	0.00
Channel 5	417	1.54	10,464	1.21	0.00	0.00
City 42	191	0.71	3,858	0.45	0.00	0.00
CNBC	26	0.10	1,323	0.15	0.00	0.00
Dawn News	189	0.70	4,509	0.52	0.00	0.00
Dharti TV	276	1.02	11,481	1.33	0.00	0.00
Dhoom TV	135	0.50	2,401	0.28	0.00	0.00
Din News	130	0.48	5,379	0.62	0.00	0.00
Dunya News	360	1.33	10,635	1.23	0.00	0.00
Express Entertainment	690	2.55	17,377	2.01	0.00	0.00
Express News	310	1.14	7,148	0.83	0.00	0.00
Film World	216	0.80	3,593	0.42	0.00	0.00
Filmax	113	0.42	1,931	0.22	0.00	0.00
Filmazia	201	0.74	4,562	0.53	0.00	0.00
GEO ENTERTAINMENT	940	3.47	31,038	3.60	0.00	0.00
GEO KAHANI	1,012	3.74	28,347	3.29	0.00	0.00
GEO NEWS	217	0.80	8,593	1.00	0.00	0.00
GEO Super	193	0.71	7,493	0.87	0.00	0.00
GEO Television Network	3	0.01	35	0.00	0.00	0.00
GEO TEZ	509	1.88	12,926	1.50	0.00	0.00
HBO	360	1.33	8,813	1.02	0.00	0.00
HTV	550	2.03	23,345	2.71	0.00	0.00
HUM 2 TV	102	0.38	3,902	0.45	0.00	0.00
HUM SITARAY	309	1.14	11,956	1.39	0.00	0.00
Hum Tv	564	2.08	12,336	1.43	0.00	0.00

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Channel : GEO ENTERTAINMENT

	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Indus Vision	506	1.87	38,949	4.52	0.00	0.00
JAAG	312	1.15	10,380	1.20	0.00	0.00
JALWA	284	1.05	5,935	0.69	0.00	0.00
K2	184	0.68	7,447	0.86	0.00	0.00
Kashish Tv	151	0.56	7,729	0.90	0.00	0.00
Kohenoor Television	85	0.31	2,710	0.31	0.00	0.00
KTN	249	0.92	7,403	0.86	0.00	0.00
Ktnnews	124	0.46	2,327	0.27	0.00	0.00
M Tunes	1	0.00	1	0.00	0.00	0.00
Masala Tv	710	2.62	21,935	2.54	0.00	0.00
Mehran TV	147	0.54	7,223	0.84	0.00	0.00
Metro One	318	1.17	10,292	1.19	0.00	0.00
News One	245	0.90	5,186	0.60	0.00	0.00
NICKELODEAN	619	2.29	13,679	1.59	0.00	0.00
Oxygene TV	366	1.35	4,177	0.48	0.00	0.00
Play	265	0.98	15,185	1.76	0.00	0.00
Ptv Bolan	30	0.11	2,453	0.28	0.00	0.00
Ptv Home	260	0.96	9,219	1.07	0.00	0.00
PTV National	64	0.24	4,469	0.52	0.00	0.00
PTV News	223	0.82	4,097	0.47	0.00	0.00
PTV Sports	361	1.33	24,501	2.84	0.00	0.00
PTV World	313	1.16	11,587	1.34	0.00	0.00
Punjab Tv	313	1.16	9,695	1.12	0.00	0.00
Ravi Channel	154	0.57	7,503	0.87	0.00	0.00
S Ptv	233	0.86	9,701	1.12	0.00	0.00
SABZ BATH	18	0.07	346	0.04	0.00	0.00
Samaa TV	234	0.86	7,897	0.92	0.00	0.00
Silver Screen	42	0.16	625	0.07	0.00	0.00
Sindh Tv	171	0.63	8,593	1.00	0.00	0.00
Sindh Tv News	189	0.70	5,642	0.65	0.00	0.00
SUCH TV	269	0.99	9,001	1.04	0.00	0.00

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Channel : GEO ENTERTAINMENT

	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Tensports	352	1.30	9,231	1.07	0.00	0.00
TIMES	935	3.45	23,080	2.68	0.00	0.00
TV One	359	1.33	14,409	1.67	0.00	0.00
URDU 1	472	1.74	13,231	1.53	0.00	0.00
Value Tv	1,199	4.43	33,096	3.84	0.00	0.00
Vibe Tv	147	0.54	5,680	0.66	0.00	0.00
VSH	174	0.64	6,779	0.79	0.00	0.00
Wagt News	203	0.75	5,634	0.65	0.00	0.00
Waseb Tv	265	0.98	9,966	1.16	0.00	0.00
WB	50	0.18	848	0.10	0.00	0.00
We ISB	18	0.07	256	0.03	0.00	0.00
We KHI	11	0.04	170	0.02	0.00	0.00
WE LHR	14	0.05	253	0.03	0.00	0.00
Zaiqa Tv	504	1.86	16,148	1.87	0.00	0.00
ZTR THE MUSIK	55	0.20	1,250	0.14	0.00	0.00
Medicine	1,109	1.78	74,916	4.09	0.00	0.00
Aleopathic	19	1.71	2,191	2.92	0.00	0.00
Alpha Brands (Mega One)	1	5.26	884	40.35	0.00	0.00
Lasani Femowina	16	84.21	98	4.47	0.00	0.00
Meta Slim	2	10.53	1,209	55.18	0.00	0.00
Herbal	806	72.68	8,670	11.57	0.00	0.00
Ashraf Lungsol	7	0.87	124	1.43	0.00	0.00
Dimagh Afroz (Aftab Qarshi)	19	2.36	391	4.51	0.00	0.00
Johar Joshanda	340	42.18	2,983	34.41	0.00	0.00
Lasani Alsovina	28	3.47	315	3.63	0.00	0.00
Lasani Kilpain Analoesic Cream	16	1.99	184	2.12	0.00	0.00
Lasani Toot-e-Siyah+Malthi	27	3.35	191	2.20	0.00	0.00
Marhaba Joshanda	23	2.85	463	5.34	0.00	0.00
Qarshi Sharbat-e-Folad	73	9.06	442	5.10	0.00	0.00
Serne Gripe Water	49	6.08	401	4.63	0.00	0.00

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Channel : GEO ENTERTAINMENT

	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Serne Vaporun	176	21.84	1,255	14.48	0.00	0.00
Sharbat-e-Toot-e-Siyah (Qarshi)	42	5.21	711	8.20	0.00	0.00
Step Up	3	0.37	1,171	13.51	0.00	0.00
Surficol (Syrup & Tablets)	3	0.37	39	0.45	0.00	0.00
Homeopathic	50	4.51	4,075	5.44	0.00	0.00
Arq-e-Mehzal	44	88.00	461	11.31	0.00	0.00
Sugar Cure Course	6	12.00	3,614	88.69	0.00	0.00
O T C Product	101	9.11	14,045	18.75	0.00	0.00
Dard Mukhti	31	30.69	3,672	26.14	0.00	0.00
Health Care Teleshop (D.B Cure)	6	5.94	3,259	23.20	0.00	0.00
Hepatitis	1	0.99	632	4.50	0.00	0.00
Marhaba Rumatil	29	28.71	379	2.70	0.00	0.00
Power Hepanil 1-2	1	0.99	310	2.21	0.00	0.00
Serne All	5	4.95	5,371	38.24	0.00	0.00
Serne Inhaler	28	27.72	422	3.00	0.00	0.00
Tablets	133	11.99	45,935	61.32	0.00	0.00
As Seen On Tv (Sandhi Sudha)	47	35.34	14,148	30.80	0.00	0.00
Mass Gainer & Muscle Builder	2	1.50	1,202	2.62	0.00	0.00
Mega Mall (Sandhi Sudha)	19	14.29	11,342	24.69	0.00	0.00
Star Telemall (Sandhi Sudha)	65	48.87	19,243	41.89	0.00	0.00
Oral Care	173	0.28	3,168	0.17	0.00	0.00
Tooth Brush	8	4.62	122	3.85	0.00	0.00
Shield Tooth Brush	8	100.00	122	100.00	0.00	0.00
Tooth Paste	165	95.38	3,046	96.15	0.00	0.00
Colgate Herbal	3	1.82	17	0.56	0.00	0.00
Colgate Max Fresh	7	4.24	22	0.72	0.00	0.00
Colgate Sensitive	26	15.76	806	26.46	0.00	0.00
Colgate Tooth Paste	93	56.36	1,422	46.68	0.00	0.00
Medicam Dental Cream	17	10.30	515	16.91	0.00	0.00

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Channel : GEO ENTERTAINMENT

	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Medicam Tooth Paste	4	2.42	23	0.76	0.00	0.00
Protect Abc Toothpaste	11	6.67	219	7.19	0.00	0.00
Sparkle	4	2.42	22	0.72	0.00	0.00
Ornaments & Jewelry	163	0.26	50,614	2.76	0.00	0.00
Jewellery	146	89.57	45,224	89.35	0.00	0.00
Al-Mustafa Roohani Jems Centre	2	1.37	1,142	2.53	0.00	0.00
Aluma Wallet	40	27.40	11,723	25.92	0.00	0.00
Mega Brand (Aluma Wallet)	20	13.70	5,985	13.23	0.00	0.00
Mega Brands (Jewellery)	5	3.42	1,802	3.98	0.00	0.00
Star Tele Mall (Gold Plated Locket & Chain)	26	17.81	7,036	15.56	0.00	0.00
Star Telemall	32	21.92	9,005	19.91	0.00	0.00
Televantage (Gold Plated Locket & Chain)	21	14.38	8,531	18.86	0.00	0.00
Wrist Watches	17	10.43	5,390	10.65	0.00	0.00
E Tel (Watch)	17	100.00	5,390	100.00	0.00	0.00
Personal Products	4,505	7.25	133,033	7.25	0.00	0.00
Anti Acne Cream	2	0.04	58	0.04	0.00	0.00
Parley Ayurvedic Nomarks Cream	2	100.00	58	100.00	0.00	0.00
Anti Dandruff Shampoo	3	0.07	6	0.00	0.00	0.00
Lifebuoy Anti Dandruff	3	100.00	6	100.00	0.00	0.00
Beauty Cream	1,376	30.54	23,924	17.98	0.00	0.00
Chandni Whitening Cream	79	5.74	2,378	9.94	0.00	0.00
Dichmans Beauty Care Cream	2	0.15	1,296	5.42	0.00	0.00
Due Whitening Cream	78	5.67	1,765	7.38	0.00	0.00
Face Fresh Beauty Cream	31	2.25	1,059	4.43	0.00	0.00
Faiza Beauty Cream	104	7.56	2,164	9.05	0.00	0.00
Garnier BB Cream	5	0.36	30	0.13	0.00	0.00
Gipsy Amazing Cream	16	1.16	475	1.99	0.00	0.00

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Channel : GEO ENTERTAINMENT

	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Gipsy Fairness Cream	1	0.07	15	0.06	0.00	0.00
Gipsy Whitening Cream	8	0.58	82	0.34	0.00	0.00
Golden Pearl Beauty Cream	655	47.60	7,518	31.42	0.00	0.00
Ideal Face Whitening Cream	5	0.36	71	0.30	0.00	0.00
Kohinoor Beauty Cream	8	0.58	93	0.39	0.00	0.00
Nisa Extra Glowing	346	25.15	6,573	27.47	0.00	0.00
Ponds Age Miracle Cream	10	0.73	52	0.22	0.00	0.00
Pure White Beauty Cream	24	1.74	298	1.25	0.00	0.00
White Face Whitening Cream	4	0.29	55	0.23	0.00	0.00
Beauty Cream / Soap	29	0.64	396	0.30	0.00	0.00
New Amna Beauty Cream	29	100.00	396	100.00	0.00	0.00
Beauty Lotion	126	2.80	7,600	5.71	0.00	0.00
Care Fairness Honey Lotion	30	23.81	205	2.70	0.00	0.00
Care Natural Honey Lotion	39	30.95	529	6.96	0.00	0.00
Due Cleansing Milk	6	4.76	119	1.57	0.00	0.00
Golden Pearl Whitening Mosturising Lotion	14	11.11	91	1.20	0.00	0.00
Mega Mall (Fair Look)	22	17.46	6,515	85.72	0.00	0.00
Olivia Cleansing Milk	15	11.90	141	1.86	0.00	0.00
Bleach Cream	327	7.26	3,042	2.29	0.00	0.00
Care Cream Bleach	17	5.20	96	3.16	0.00	0.00
Parley Ayurvedic Cream Bleach	1	0.31	37	1.22	0.00	0.00
Stillmans Bleach Cream	309	94.50	2,909	95.63	0.00	0.00
Body Lotion	76	1.69	625	0.47	0.00	0.00
Nivea Body Lotion	76	100.00	625	100.00	0.00	0.00
Cold Cream	234	5.19	2,077	1.56	0.00	0.00
Care Lemon Cream	2	0.85	31	1.49	0.00	0.00
Fair & Lovely Winter Fairness Cream	176	75.21	1,714	82.52	0.00	0.00
Vaseline Total Moisture	56	23.93	332	15.98	0.00	0.00

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Channel : GEO ENTERTAINMENT

	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Conditioner	26	0.58	134	0.10	0.00	0.00
Dove Conditioner	26	100.00	134	100.00	0.00	0.00
Cosmetics	113	2.51	1,402	1.05	0.00	0.00
Olivia Kajal	74	65.49	933	66.55	0.00	0.00
Olivia Moisturizer Cleansing	39	34.51	469	33.45	0.00	0.00
Face Wash	39	0.87	1,512	1.14	0.00	0.00
Due Face Wash	39	100.00	1,512	100.00	0.00	0.00
Freckle Cream	67	1.49	1,121	0.84	0.00	0.00
Due Marks Nil Cream	30	44.78	829	73.95	0.00	0.00
Stillmans Freckle Cream	37	55.22	292	26.05	0.00	0.00
Hair Dying Color	7	0.16	81	0.06	0.00	0.00
Adore Hair Color	4	57.14	41	50.62	0.00	0.00
Easy & Natural Hair Color	3	42.86	40	49.38	0.00	0.00
Hair Oil	196	4.35	54,542	41.00	0.00	0.00
As Seen On Tv (Hair Building Fiber)	91	46.43	25,875	47.44	0.00	0.00
Dabur Amla	28	14.29	374	0.69	0.00	0.00
Mega Brand (Hair Fiber)	27	13.78	15,174	27.82	0.00	0.00
Mega Mall (Hair Building Fiber)	22	11.22	6,063	11.12	0.00	0.00
Mega Mall (No No Hair)	6	3.06	1,261	2.31	0.00	0.00
Raima Amla Hair Oil	3	1.53	58	0.11	0.00	0.00
Star Telemall (Hair Fiber)	19	9.69	5,737	10.52	0.00	0.00
Hair Removing Creams	2	0.04	29	0.02	0.00	0.00
Adore Hair Removing Cream	2	100.00	29	100.00	0.00	0.00
Hair Removing Lotion	16	0.36	4,843	3.64	0.00	0.00
Mega Mall (Wipe Away)	16	100.00	4,843	100.00	0.00	0.00
Heel Cream	17	0.38	260	0.20	0.00	0.00
Care Heel Cream	10	58.82	165	63.46	0.00	0.00
Serne Crack Cream	7	41.18	95	36.54	0.00	0.00

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	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Razor	538	11.94	7,404	5.57	0.00	0.00
Gillette Blue 3	57	10.59	1,684	22.74	0.00	0.00
Gillette Mach 3 Turbo (Razor)	475	88.29	5,665	76.51	0.00	0.00
Trim II XL	6	1.12	55	0.74	0.00	0.00
Sanitary Pad	77	1.71	1,525	1.15	0.00	0.00
Always	77	100.00	1,525	100.00	0.00	0.00
Shampoo	1,234	27.39	22,452	16.88	0.00	0.00
Clear Shampoo	175	14.18	1,448	6.45	0.00	0.00
Dove Damage Therapy	26	2.11	227	1.01	0.00	0.00
Head & Shoulder	386	31.28	9,663	43.04	0.00	0.00
Lifebuoy Herbal Shampoo	240	19.45	4,455	19.84	0.00	0.00
New Sunsilk Hair Fall Solution	58	4.70	1,726	7.69	0.00	0.00
Pantene Shampoo	212	17.18	3,707	16.51	0.00	0.00
Serne Anti-Lice Shampoo	24	1.94	204	0.91	0.00	0.00
Sunsilk Black Shine Shampoo	97	7.86	545	2.43	0.00	0.00
Sunsilk Shampoo	16	1.30	477	2.12	0.00	0.00
Public Services	170	0.27	13,642	0.74	0.00	0.00
Human Resources	170	100.00	13,642	100.00	0.00	0.00
Aamil Khalid Shah	24	14.12	2,318	16.99	0.00	0.00
Dr. Adnan Aziz	1	0.59	433	3.17	0.00	0.00
Hafiz Syed Abbas Ali Shah Bukhari	14	8.24	1,258	9.22	0.00	0.00
Hafiz Syed Bilal Shah	4	2.35	342	2.51	0.00	0.00
Hafiz Syed Zamin Shah	4	2.35	247	1.81	0.00	0.00
Peer Maqdoom Syed Baba Zain Shah Jilani	32	18.82	2,515	18.44	0.00	0.00
Peer Syed Sahab	11	6.47	1,261	9.24	0.00	0.00
Prof. Haider Ali	2	1.18	55	0.40	0.00	0.00
Rohani Peshwa Peer Qari Sahab	4	2.35	729	5.34	0.00	0.00
Rohani Scholar Syeda Shah Bibi	9	5.29	692	5.07	0.00	0.00

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	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Roohani Scholar Amma Khatija Noorani	12	7.06	1,079	7.91	0.00	0.00
Searle	30	17.65	740	5.42	0.00	0.00
Syed Hafiz Sulemen Sahab	5	2.94	349	2.56	0.00	0.00
Syed Zaid Ali Rohani Center	18	10.59	1,624	11.90	0.00	0.00
Restaurants	86	0.14	1,662	0.09	0.00	0.00
Catering	46	53.49	1,422	85.56	0.00	0.00
Gourmet Catering Company	46	100.00	1,422	100.00	0.00	0.00
Restaurants (Local)	36	41.86	180	10.83	0.00	0.00
Options Restaurant	36	100.00	180	100.00	0.00	0.00
Restaurants & Food Chain	4	4.65	60	3.61	0.00	0.00
Pepe's	4	100.00	60	100.00	0.00	0.00
Retailers	30	0.05	750	0.04	0.00	0.00
Departmental/General Stores	17	56.67	369	49.20	0.00	0.00
Imtiaz Super Market	17	100.00	369	100.00	0.00	0.00
Shopping Mall	13	43.33	381	50.80	0.00	0.00
Sahulat Bazaar	13	100.00	381	100.00	0.00	0.00
Services	134	0.22	6,580	0.36	0.00	0.00
Private Companies	36	26.87	248	3.77	0.00	0.00
Mega Brands	36	100.00	248	100.00	0.00	0.00
Public Services	98	73.13	6,332	96.23	0.00	0.00
Lahore West Management	98	100.00	6,332	100.00	0.00	0.00
Stationary	64	0.10	356	0.02	0.00	0.00
Pencil & Ball Pen	64	100.00	356	100.00	0.00	0.00
Dollar Pointer	64	100.00	356	100.00	0.00	0.00
Travel	8	0.01	269	0.01	0.00	0.00
Airline	8	100.00	269	100.00	0.00	0.00

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	Frequency		Air Time (sec)		Expenditure (Rs.)	
	Value	Share (100%)	Value	Share (100%)	Value	Share (100%)
Turkish Airlines	8	100.00	269	100.00	0.00	0.00
Welfare & Public Services	22	0.04	1,765	0.10	0.00	0.00
Cherity Collection	7	31.82	716	40.57	0.00	0.00
Khawaja Ghareeb Nawaz Welfare Trust	7	100.00	716	100.00	0.00	0.00
NGO	15	68.18	1,049	59.43	0.00	0.00
Individualland	1	6.67	58	5.53	0.00	0.00
Road To Jinnah	2	13.33	58	5.53	0.00	0.00
Save The Children	1	6.67	587	55.96	0.00	0.00
The Ehsaas Trust	11	73.33	346	32.98	0.00	0.00
Grand Total:	62,151	100.00	1,833,734	100.00	0.00	100.00