

4 TELEVISION*

Data provided by Gallup Pakistan for the fiscal year July 1, 2008 to June 30, 2009

4a. Top 10 Product Categories Advertised on TV

2008-09

Category	% share
Telephone/ Mobile Communications	26
Shampoos	6
Carbonated Soft Drinks	5
Detergents	5
Milk & Dairy Products	5
Beauty Creams/Lotions/ Face Wash	3
Tea	3
Real Estate	3
Biscuits	2
Medicated Soaps	2
Others	40
Total	100



2 year trend



OVERVIEW

1. For the most part, the top 10 categories remain the same as 2007-08 except for one new entrant: medicated soaps.
2. The share of telephone and mobile communications has decreased slightly this year from 27% to 26%.
3. The share of detergents and tea has increased by 2% and 1% respectively over 2008-09.

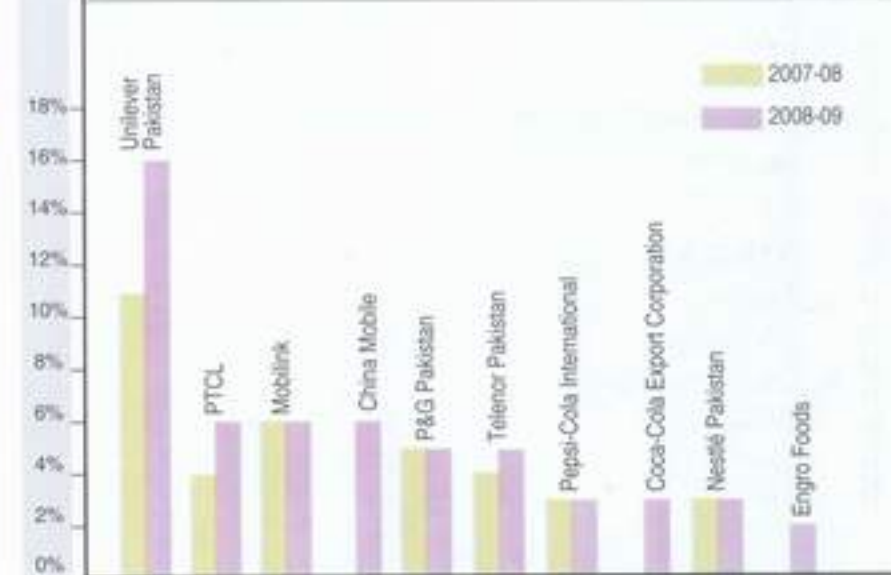
4b. Top 10 Companies that Advertised on TV

2008-09

Company	% share
Unilever Pakistan	16
PTCL	6
Mobilink	6
China Mobile	6
P&G Pakistan	5
Telenor Pakistan	5
Pepsi-Cola International	3
Coca-Cola Export Corporation	3
Nestlé Pakistan	3
Engro Foods	2
Others	45
Total	100



2 year trend



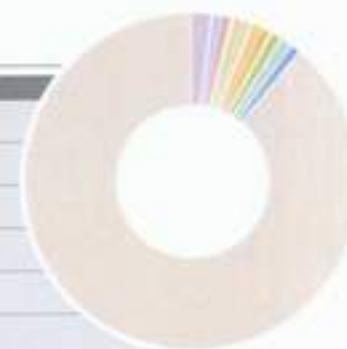
OVERVIEW

1. Unilever Pakistan continues to be the largest spender on television and its share has increased from 11% to 16%.
2. Three new companies emerge in the top 10 this year: China Mobile, Coca-Cola and Engro Foods.
3. The top 10 companies accounted for 44% of TV spend last year whereas they account for 55% of spend in 2008-09.

4c. Top 10 Brands Advertised on TV

2008-09

Brand	% share
Surf Excel	2
Rin Detergent	1
Mountain Dew	1
Ufone Uwon	1
Head & Shoulders	1
Samsung Mobile	1
Pantene Pro-V	1
Fair & Lovely	1
Coca-Cola	1
Pepsi - Pepsify	1
Others	89
Total	100



2 year trend



OVERVIEW

1. The top 10 brands on TV have seen radical changes this year with seven out of the 10 being new to this year's rankings.
2. FMCG brands account for 9% of the spend by the top 10 brands, while communications brands account for just 2%.

* Channels tracked include Aag, Aaj TV, Apna, ARY Digital, ARY News, ATV, AVT Khyber, Business Plus, Cartoon Network, CNBC Pakistan, DawnNews, Express News, Filmazia, Geo Entertainment, Geo News, Geo Super, HBO, Hum TV, Indus News, Indus Vision, KTN, Masala, MTV Pakistan, Play TV, PTV News, QTV, Sindh TV, Ten Sports, The Musik, TV One and Zauq.