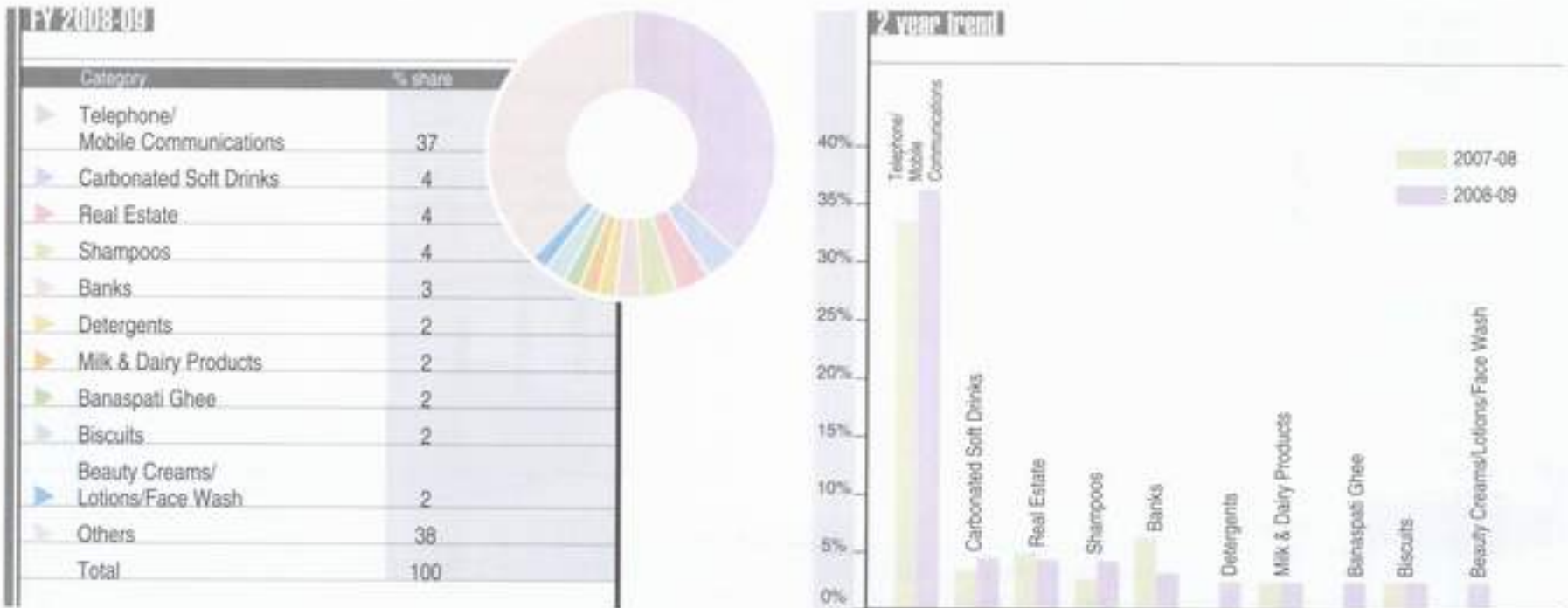


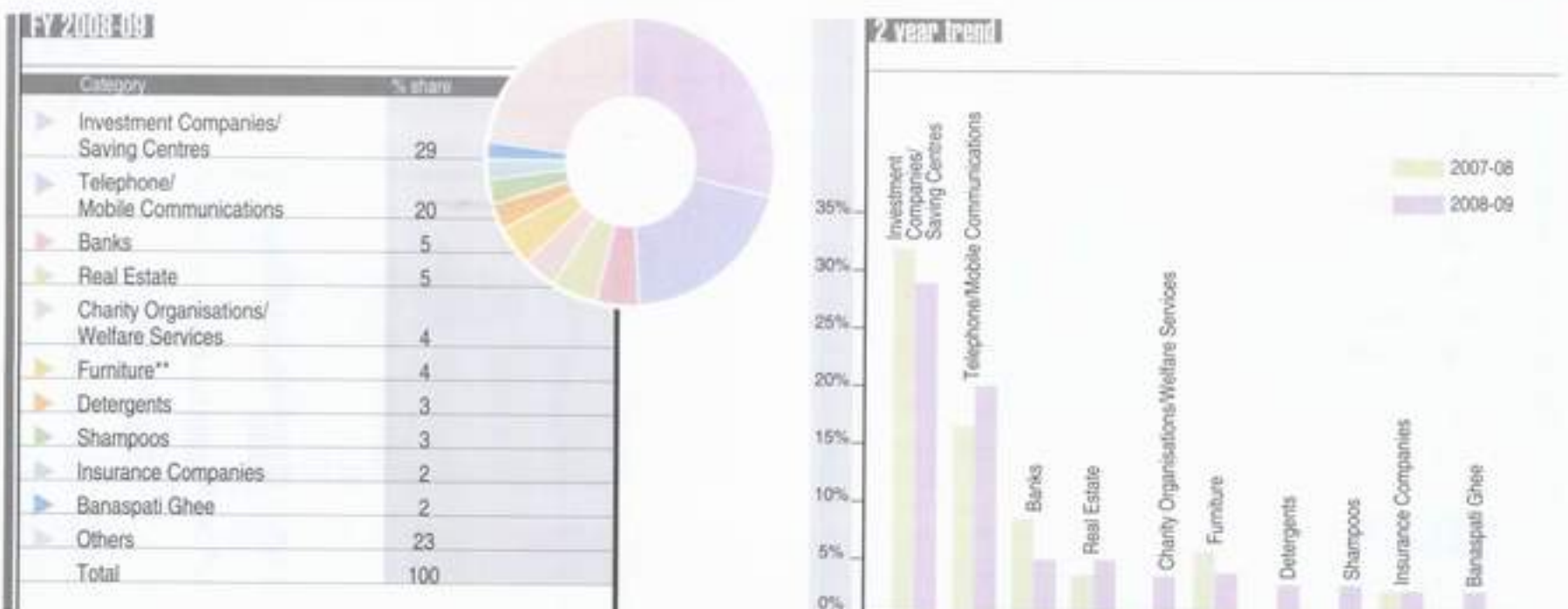
5 TELEVISION – PRODUCT CATEGORIES

5a. Top 10 Product Categories Advertised on News Channels*



* Channels tracked include Aaj TV, ARY News, DawnNews, Express News, Geo News, Indus News and PTV News.

5b. Top 10 Product Categories Advertised on Business Channels*



* Channels tracked include Business Plus and CNBC Pakistan.
 ** Includes advertising from foam and mattress manufacturers.

5c. Top 10 Product Categories Advertised on Entertainment Channels*



* Channels tracked include Apna, ARY Digital, ATV, AVT Khyber, Cartoon Network, Filmazia, Geo Entertainment, Geo Super, HBO, Hum TV, Indus Vision, KTN, Masala TV, PTV Home, QTV, Sindh TV, Ten Sports, TV One and Zauq.