

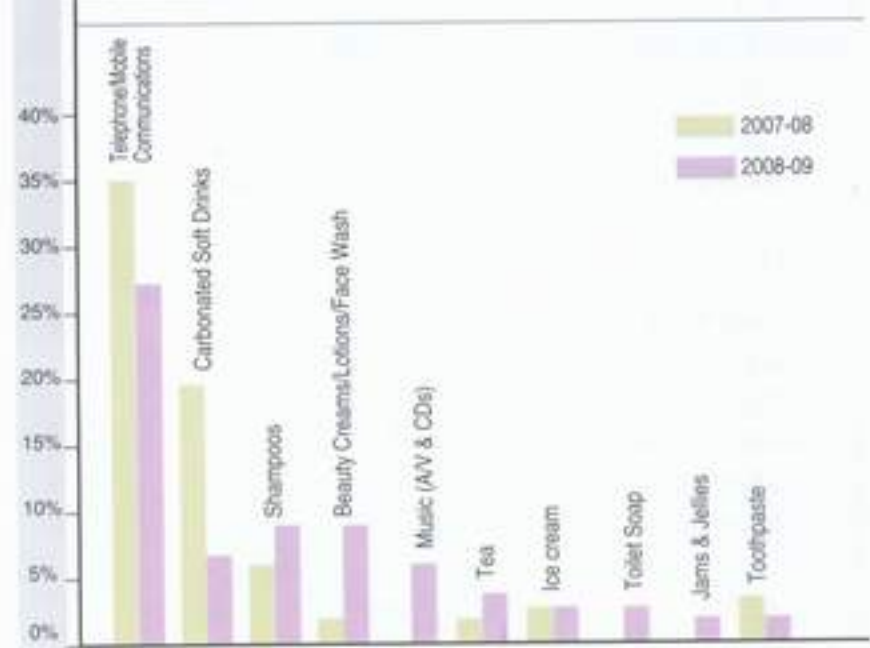
5d. Top 10 Product Categories Advertised on Music Channels*

2007-08 2008-09

Category	% share
Telephone/ Mobile Communications	27
Carbonated Soft Drinks	19
Shampoos	9
Beauty Creams/Lotions/ Face Wash	9
Music (AV & CDs)**	6
Tea	4
Ice cream	3
Toilet Soap	3
Jams & Jellies	2
Toothpaste	2
Others	16
Total	100



2 year trend



* Channels tracked include Aag TV, MTV Pakistan, Play TV and The Musik.
 ** Includes advertising for albums and performers by record labels.

OVERVIEW

1. The share of telecom advertising has increased on news and business channels and decreased on music and entertainment channels.
2. Banks, real estate and investment/savings advertising has decreased, reflecting the mood of the economy and its impact on these sectors.
3. Music channels have seen one notable new entrant: music advertising.
4. The share of carbonated soft drinks on music channels has increased from 11% to 19%.
5. The top 10 categories on music channels account for 84% of the total spend; this is a 6% increase over last year.

6 TELEVISION – COMPANIES

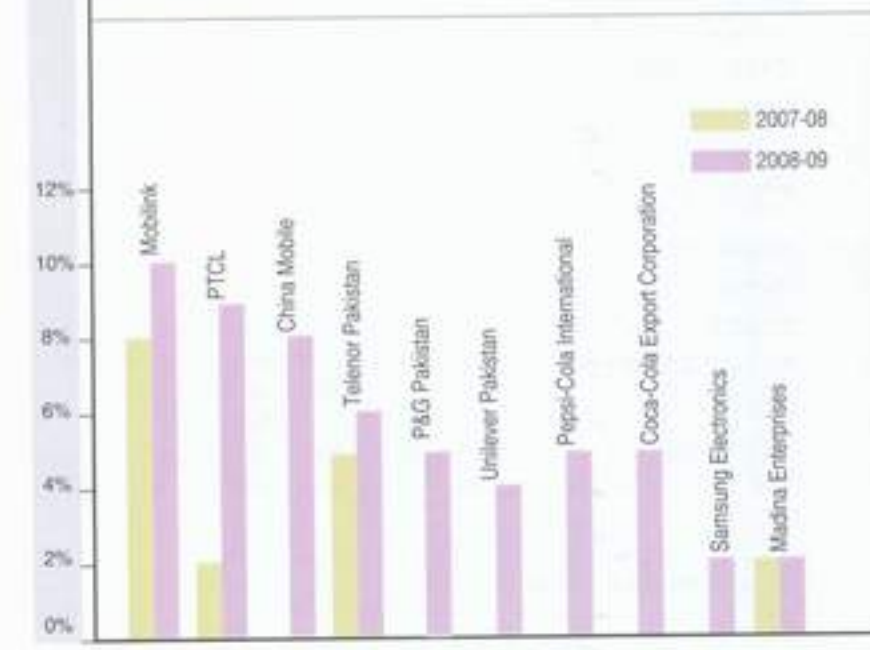
6a. Top 10 Companies that Advertised on News Channels*

2007-08 2008-09

Company	% share
Mobilink	10
PTCL	9
China Mobile	8
Telenor Pakistan	6
P&G Pakistan	5
Unilever Pakistan	4
Pepsi-Cola International	3
Coca-Cola Export Corporation	3
Samsung Electronics	2
Madina Enterprises	2
Others	48
Total	100



2 year trend

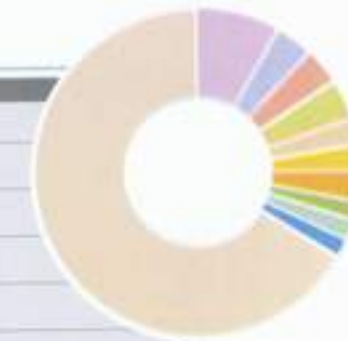


* Channels tracked include Aaj TV, ARY News, DawnNews, Express News, Geo News, Indus News and PTV News.

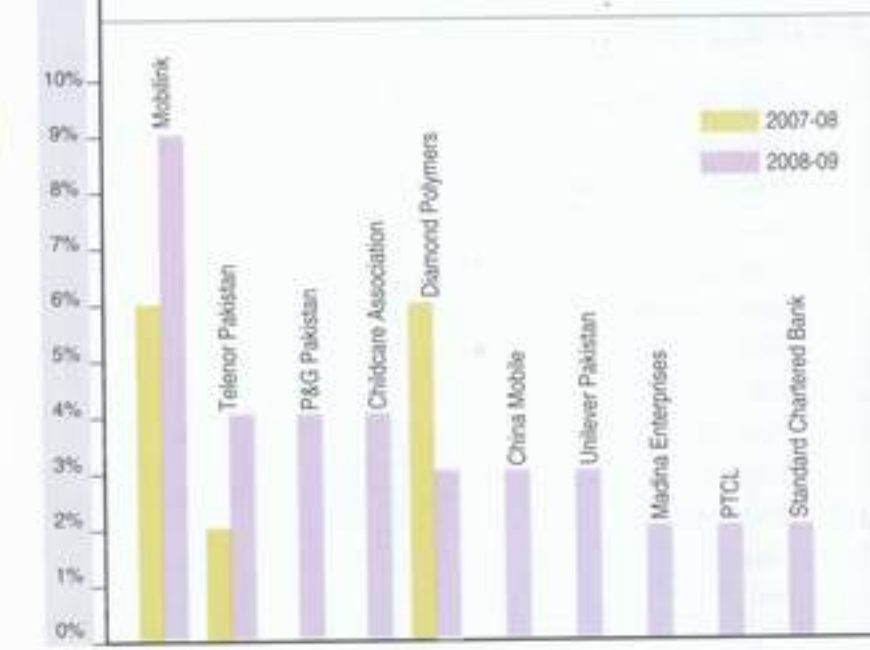
6b. Top 10 Companies that Advertised on Business Channels*

2007-08 2008-09

Company	% share
Mobilink	9
Telenor Pakistan	4
P&G Pakistan	4
Childcare Association	4
Diamond Polymers	3
China Mobile	3
Unilever Pakistan	3
Madina Enterprises	2
PTCL	2
Standard Chartered Bank	2
Others	64
Total	100



2 year trend



* Channels tracked include Business Plus and CNBC Pakistan.