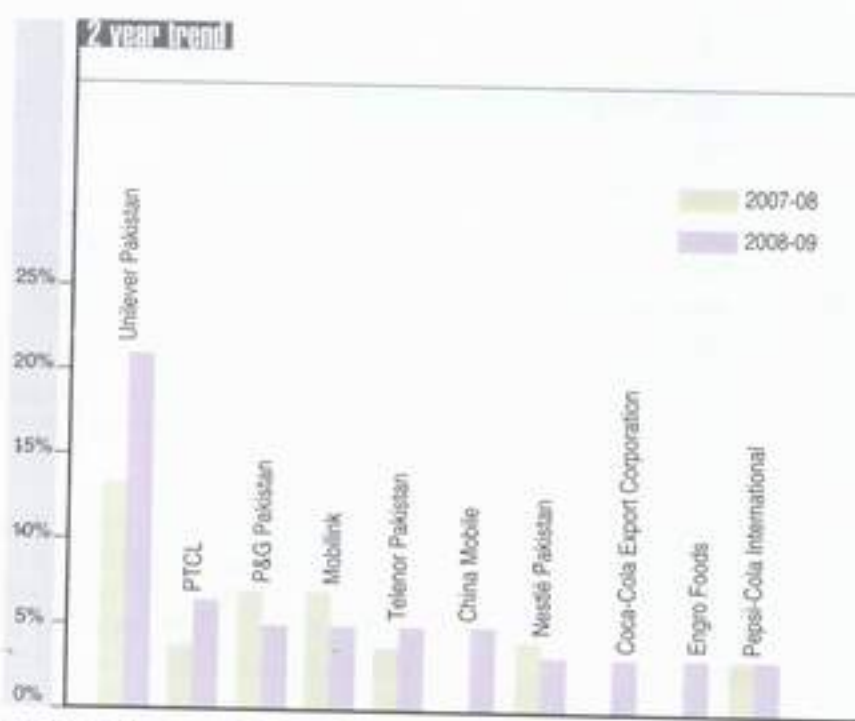


6c. Top 10 Companies that Advertised on Entertainment Channels*

2007-08 2008-09

Company	% share
Unilever Pakistan	21
PTCL	6
P&G Pakistan	5
Mobilink	5
Telenor Pakistan	5
China Mobile	5
Nestlé Pakistan	3
Coca-Cola Export Corporation	3
Engro Foods	3
Pepsi-Cola International	3
Others	41
Total	100

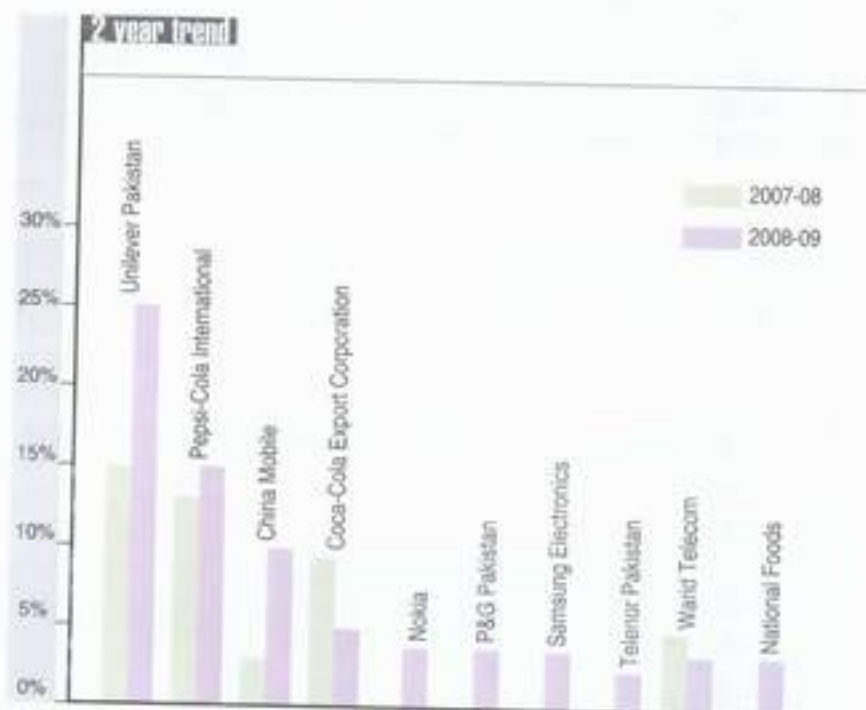


* Channels tracked include Apna, ARY Digital, ATV, AVT Khyber, Cartoon Network, Filmazia, Geo Entertainment, Geo Super, HBO, Hum TV, Indus Vision, KTN, Masala TV, PTV Home, QTV, Sindh TV, Ten Sports, TV One and Zauq.

6d. Top 10 Companies that Advertised on Music Channels*

2007-08 2008-09

Company	% share
Unilever Pakistan	21
Pepsi-Cola International	6
China Mobile	5
Coca-Cola Export Corporation	3
Nokia	5
P&G Pakistan	5
Samsung Electronics	3
Telenor Pakistan	3
Ward Telecom	3
National Foods	3
Others	41
Total	100



* Channels tracked include Aag TV, MTV Pakistan, Play TV and The Musik.

OVERVIEW

- Mobilink emerges as the top spender on news and business channels and has increased its share on both groups of channels. However its share of spend has decreased on entertainment channels, and for the first time it is not present in the top 10 on music channels.
- Unilever Pakistan remains the top advertiser on entertainment and music channels. Its share of spend has increased from 13% to 21% on entertainment channels, and from 15% to 25% on music channels.
- Unilever Pakistan and P&G Pakistan appear in the top 10 on business and news channels for the first time.
- Four FMCG companies appear in the top 10 on news channels, and two FMCGs appear on business channels this year as opposed to none in 2007-08.
- China Mobile appears in the rankings on all groups of channels for the first time this year.
- Engro Foods appears in the rankings for the first time this year as a notable advertiser on entertainment channels.

7 TELEVISION – BRANDS

7a. Top 10 Brands Advertised on News Channels*

2007-08 2008-09

Brand	% share
Ufone Uwon	2
Pepco	2
Samsung Mobile	1
Head & Shoulders	1
Telenor Talkshawk	1
Kissan Vegetable Ghee	1
Mobilink Jazz	1
Ufone GSM	1
Pantene Pro-V	1
Zong Postpaid	1
Others	88
Total	100



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