

April 10

Brands / Clients	Spend		Airtime		# of Spots	
	Rs.	%	Airtime	%	Count	%
Mobilink						
Mobilink Indigo	26,524,418	9%	41,098	9%	2,533	11%
Mobilink Jazz	201,765,071	66%	281,496	62%	16,274	69%
Mobilink Jazz Network Change	-	0%	8,770	2%	877	4%
Mobilink Jazz Sim	75,811,304	25%	122,474	27%	3,912	17%
Total - Mobilink	304,100,793	100%	453,838	100%	23,596	100%
China Mobile						
Zong	100,628,311	20%	399,855	16%	39,595	54%
Zong Dail Tone	375,718	0%	2,226	0%	318	0%
Zong E-Care	84,100,166	16%	183,346	7%	6,133	8%
Zong Mobile Internet	159,736,604	31%	333,115	13%	9,937	14%
Zong Network Change	10,000	0%	24,100	1%	2,410	3%
Zong Recharge	113,272,446	22%	220,838	9%	8,284	11%
Zong Song	47,830,000	9%	1,371,530	54%	5,716	8%
Zong Z20 Package	4,755,390	1%	7,900	0%	270	0%
Total - China Mobile	510,708,635	100%	2,542,910	100%	72,663	100%
TELENOR						
TELENOR	586	0%	432	0%	44	0%
TELENOR DJUICE	81,137,373	43%	195,846	48%	13,138	47%
TELENOR DJUICE DIN RAAT	189,815	0%	1,696	0%	316	1%
TELENOR EASY PAISA	3,898,132	2%	13,515	3%	866	3%
TELENOR INTERNATIONAL CALL	92,112	0%	1,757	0%	285	1%
TELENOR KARO MUMKIN	25,193,303	13%	59,322	15%	3,920	14%
TELENOR TALK SHAWK	77,336,797	41%	131,894	33%	9,131	33%
Total - Telenor	187,848,118	100%	404,462	100%	27,700	100%
U Fone						
U Fone	241,227,417	68%	293,329	65%	12,617	61%
U Fone & Etisalat	27,358,198	8%	44,950	10%	1,410	7%
U Fone Mobile & Connection	23,191,610	6%	41,222	9%	4,113	20%
U Fone Network Change	40,892,644	11%	44,414	10%	1,249	6%
U Fone Sim	24,362,773	7%	25,429	6%	1,060	5%
U Fone U Tune	248,210	0%	408	0%	79	0%
Total - Ufone	357,280,852	100%	449,752	100%	20,528	100%
WARID						
Warid Glow	9,656,666	12%	18,995	9%	1,029	7%
Warid Sim	50,212,911	63%	148,509	67%	11,061	73%
Warid Telecom	19,681,111	25%	53,790	24%	3,158	21%
Total - Warid	79,550,688	100%	221,294	100%	15,248	100%
Grand Total	1,439,489,086		4,072,256		159,735	

