

Telecom		SOV-E		SYNCHRONIZE Media		
May 09						
Brands / Clients	Spend		Airtime		# of Spots	
	Rs.	%	Airtime	%	Count	%
Mobilink						
MOBILINK	1,297,895	1%	6,865	2%	722	2%
MOBILINK GSM 555	15,000	0%	50,504	12%	6,048	18%
MOBILINK INDIGO	9,034,515	4%	12,930	3%	452	1%
MOBILINK JAZZ	162,436,338	77%	217,450	52%	12,198	36%
MOBILINK JAZZ BUDGET	17,802,838	8%	56,241	14%	7,476	22%
MOBILINK MOBI TRACK	7,016,430	3%	12,644	3%	1,039	3%
MOBILINK MOBILE MONEY C	1,619,010	1%	3,205	1%	312	1%
MOBILINK MOBITUNES	5,000	0%	31,413	8%	3,457	10%
MOBILINK PURA PAKISTAN	10,203,790	5%	20,696	5%	1,966	6%
MOBILINK SMS TRANSLATOR	1,738,675	1%	3,400	1%	142	0%
Total - Mobilink	211,169,491	100%	415,348	100%	33,812	100%
China Mobile						
ZONG	78,296,739	21%	231,711	31%	19,091	43%
ZONG 50 PAISA	15,000	0%	30	0%	1	0%
ZONG FAVORITE NUMBER	12,830,704	3%	24,943	3%	1,548	3%
ZONG HAPPY HOUR	100,716,470	27%	138,197	19%	4,138	9%
ZONG MOBILE & CONNECTI	103,050,374	27%	209,439	28%	13,242	30%
ZONG POSTPAID	1,842,440	0%	7,919	1%	1,146	3%
ZONG SIM	81,678,822	22%	128,480	17%	5,310	12%
Total - China Mobile	378,430,549	100%	740,719	100%	44,476	100%
TELENOR						
TELENOR	8,445,724	3%	65,033	11%	7,094	25%
TELENOR CRICKET TRIVIA	-	0%	730	0%	20	0%
TELENOR DJUICE	87,752,983	33%	187,743	32%	10,355	36%
TELENOR MANGOES	76,590	0%	954	0%	184	1%
TELENOR MOBILE AKHBAR	1,379,844	1%	1,644	0%	81	0%
TELENOR MOBILE TV	7,770	0%	30	0%	1	0%
TELENOR PERSONA	642,500	0%	3,875	1%	386	1%
TELENOR PERSONA KAROBA	85,608,269	32%	155,752	27%	6,139	21%
TELENOR SIM	2,321,655	1%	5,652	1%	486	2%
TELENOR SMS EMAIL	4,977,730	2%	10,223	2%	311	1%
TELENOR TALK SHAWK	73,751,977	28%	105,194	18%	3,358	12%
TELENOR TALK SHAWK SONC	-	0%	46,620	8%	222	1%
Total - Telenor	264,965,042	100%	583,450	100%	28,637	100%
U Fone						
U FONE	82,467,693	28%	166,985	35%	13,013	47%
U FONE & Mc DONALD	4,837,386	2%	3,786	1%	69	0%
U FONE 2 KA 3 MINUTE	10,066,282	3%	12,170	3%	591	2%
U FONE NETWORK CHANGE	62,002,174	21%	78,702	17%	1,825	7%
U FONE SIM	119,036,124	40%	148,022	31%	7,017	25%
U FONE U LOAN	2,285,000	1%	6,592	1%	660	2%
U FONE U TUNE	15,843,395	5%	34,937	7%	2,524	9%
U FONE U WON PACKAGE	667,246	0%	20,009	4%	2,081	7%
Total - Ufone	297,205,300	100%	471,203	100%	27,780	100%
WARID						
WARID CRAZY HOUR	39,569,439	100%	71,774	99%	4,071	97%
WARID TELECOM	63,000	0%	990	1%	126	3%
Total - Warid	39,632,439	100%	72,764	100%	4,197	100%
Grand Total	1,191,402,821		2,283,484		138,902	

Share of Spend

