

February 10

Brands / Clients	Spend		Airtime		# of Spots	
	Rs.	%	Airtime	%	Count	%
Allied Bank	4,011,285	3%	4,180	2%	621	6%
Askari Commercial Bank	3,895,495	3%	5,270	3%	538	5%
Bank Al habib	11,431	0%	77	0%	11	0%
Bank Alfalah	57,722,400	49%	106,175	55%	4,942	45%
Habib Bank Limited	39,743,521	34%	61,083	31%	3,445	31%
Kasb Bank	5,097,960	4%	6,680	3%	668	6%
National Bank of Pakistan	1,407,930	1%	1,155	1%	30	0%
Standard Chartered Bank	5,926,139	5%	9,961	5%	800	7%
<b>Total</b>	<b>117,816,161</b>	<b>100%</b>	<b>194,581</b>	<b>100%</b>	<b>11,055</b>	<b>100%</b>

## Share of Spend

