



Telecom

SOV-P



October 09

Brands / Clients	Spend		Size		# of Insertions	
	Rs.	%	Space	%	Count	%
China Mobile	22,941,820	22%	4,212	25%	21	20%
Mobilink	9,955,080	10%	1,104	6%	12	11%
Telenor	50,933,050	49%	8,628	50%	42	39%
U-fone	13,777,020	13%	1,404	8%	13	12%
Warid	7,172,880	7%	1,776	10%	19	18%
<b>Total</b>	<b>104,779,850</b>	<b>100%</b>	<b>17,124</b>	<b>100%</b>	<b>107</b>	<b>100%</b>

### Share Of Spend

