



RadioScore™

**Radio Audience
Measurement System™**

Radio Score is an innovative company, which uses state of the art technology to provide scientific Radio Audience Measurement (RAM) system for the first time in Pakistan.

Radio Score has setup a representative panel of individuals who are listening to Radio via Mobile Phones & Car Radio.
Radio Score collects this data through the said devices electronically

Research Audience Representation Across Urban Pakistan

Full Panel Data

City: Karachi, Lahore, Islamabad, Faisalabad, Peshawar, Multan & Hyderabad

Gender: Male, Female

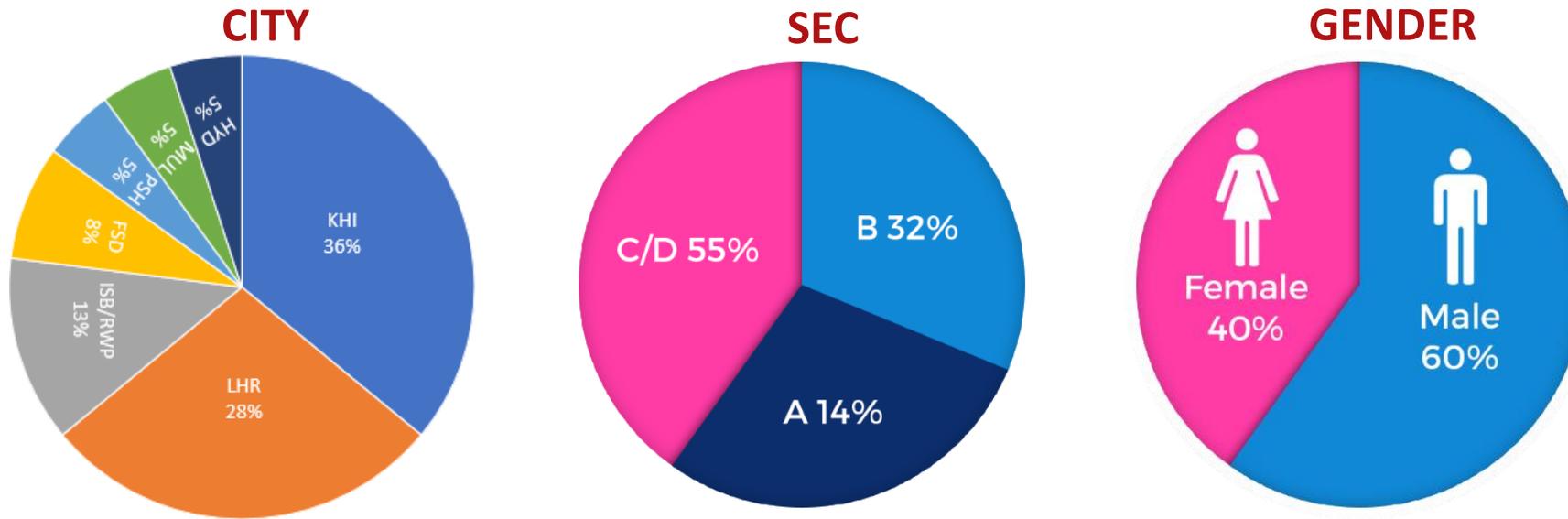
Sec: A,B,C/D

Sample size: (Mobile: 435 & Car Decks: 60) 495

Period: 1st – 30th Sep 2019

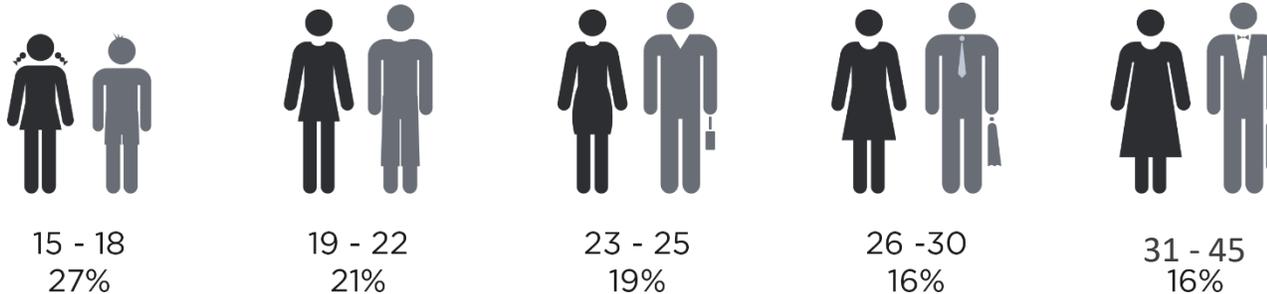


Sample Split



Sampling design based on research standards of representative sampling techniques for statistically sufficient samples for Gender, SEC & Cities

Age Split

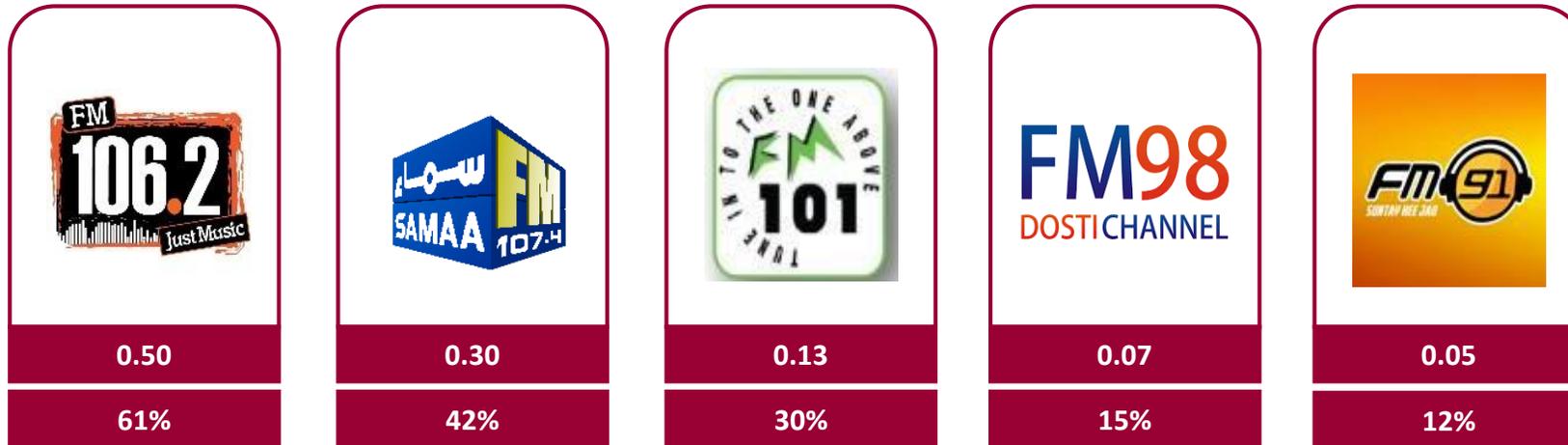


RadioScore Sample
Total : 495

- **Mobiles: 435**
- **Car Decks: 60**



National Top 5 Channels KLI*



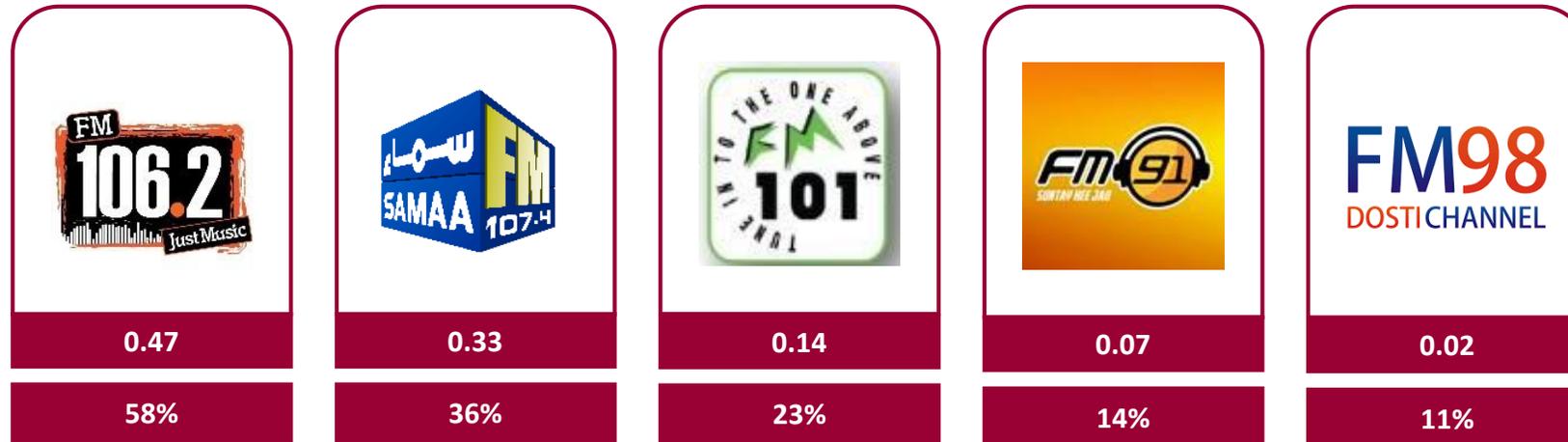
*Top Channel and Subscriber Channels of RadioScore Rating System only
For Further Details, please Contact RadioScore team.

**This report does not include all channels, for full data, please contact muneeb@radio-score.com

(Mobile + Car)
*Ratings & Reach based on 24 Hours
*KLI 1st-30th Sep 2019



Karachi Top 5 Channels*



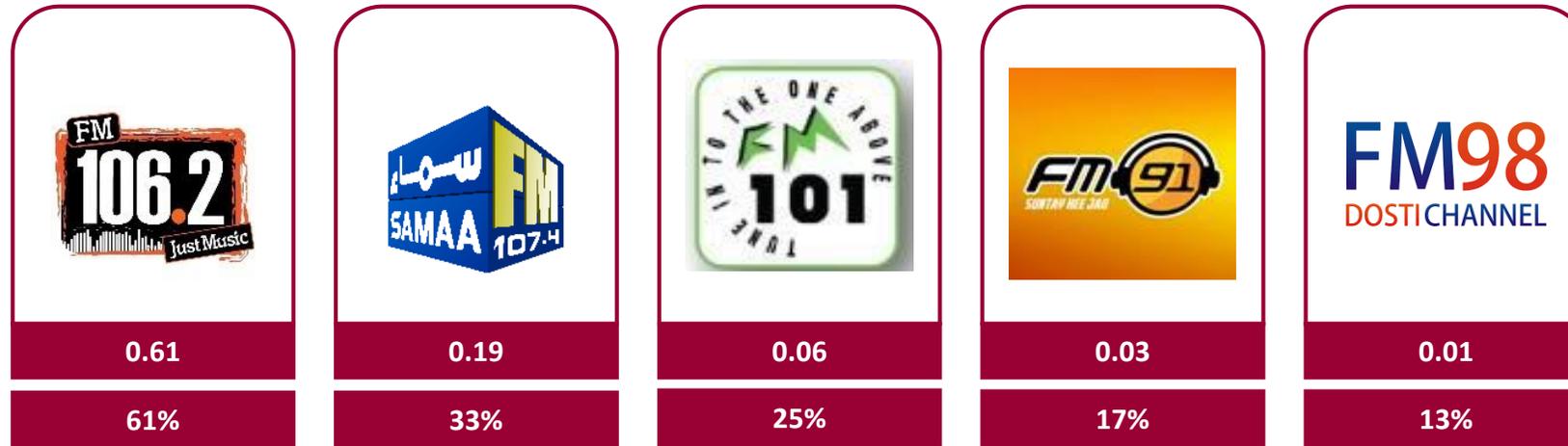
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(Mobile + Car)
*Ratings & Reach based on 24 Hours
*Karachi 1st-30th Sep 2019



Lahore Top 5 Channels*

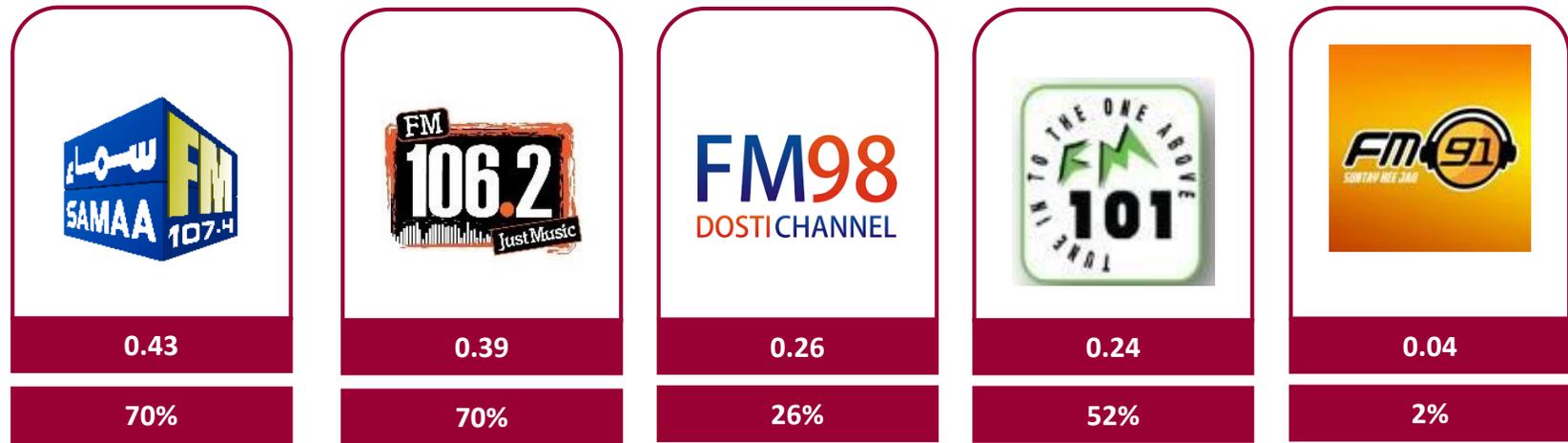


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(Mobile + Car)
*Ratings & Reach based on 24 Hours
*Lahore 1st-30th Sep 2019

Islamabad – Rawalpindi Top 5 Channels*



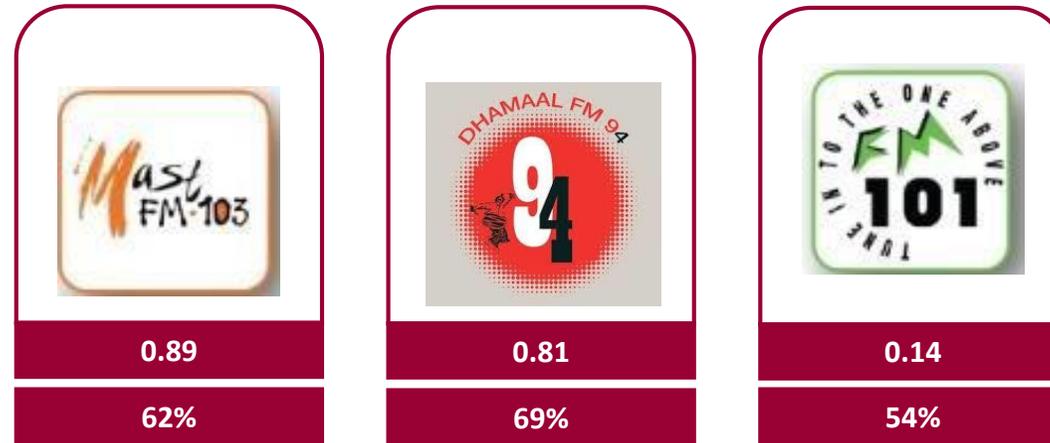
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(Mobile + Car)
*Ratings & Reach based on 24 Hours
*ISB / RWP 1st-30th Sep 2019



Faisalabad Top 3 Channels*



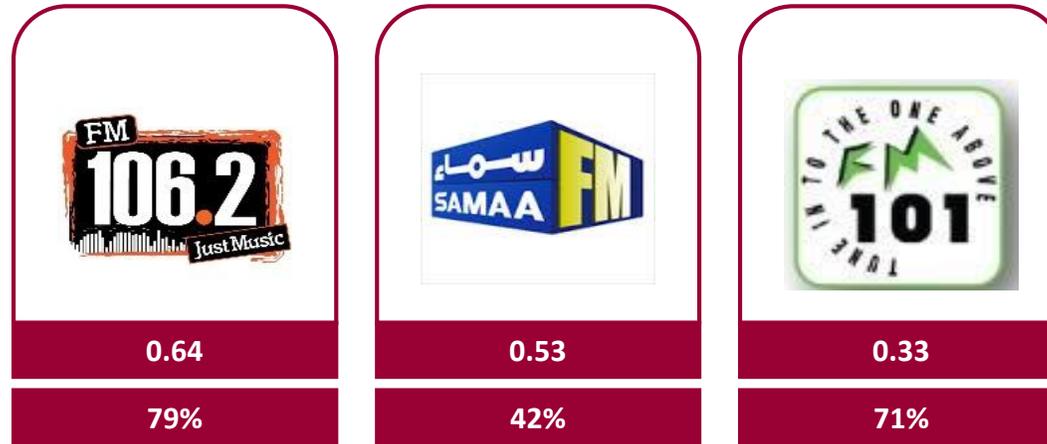
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(Mobile only)
*Ratings & Reach based on 24 Hours
*Faisalabad 1st-30th Sep 2019



Peshawar Top 3 Channels*



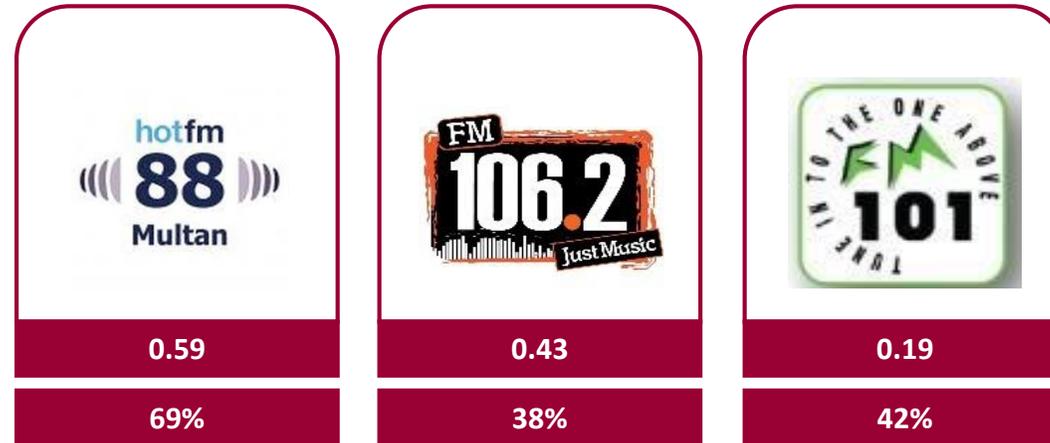
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(Mobile only)
*Ratings & Reach based on 24 Hours
*Peshawar 1st-30th Sep 2019



Multan Top 3 Channels*



*Top Channel(s) and Subscriber Channels of RadioScore Rating System only
For Further Details, please Contact RadioScore team.

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**FM 106.2 is stationed in Khanewal with reach in Multan, hence incorporated in Multan report

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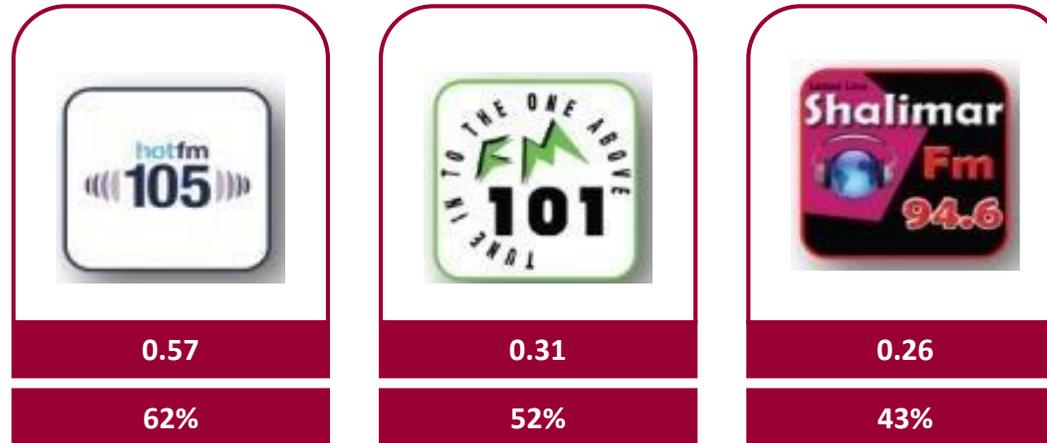
(Mobile only)

*Ratings & Reach based on 24 Hours

*Multan 1st-30th Sep 2019



Hyderabad Top 3 Channels*



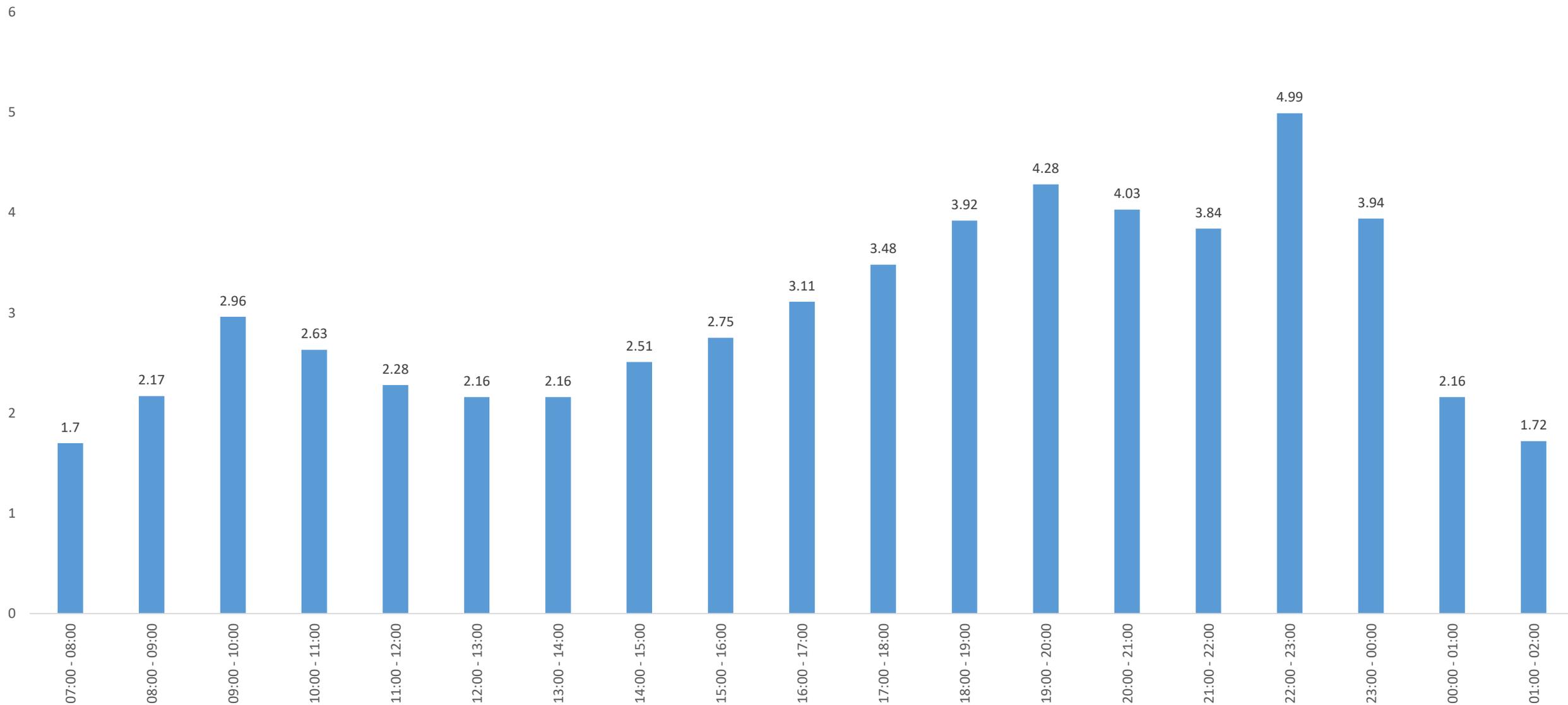
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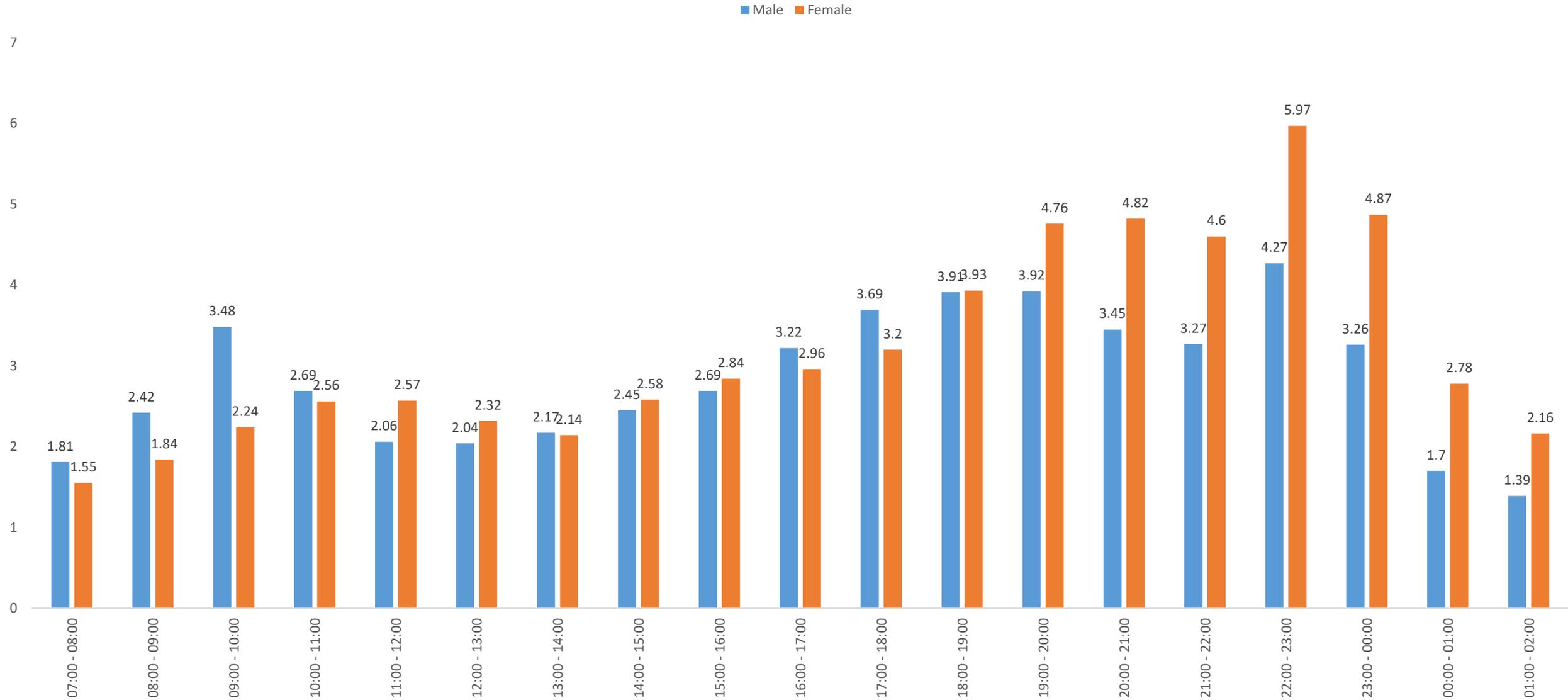
(Mobile only)
*Ratings & Reach based on 24 Hours
*Hyderabad 1st-30th Sep 2019



Listenership Behavior*

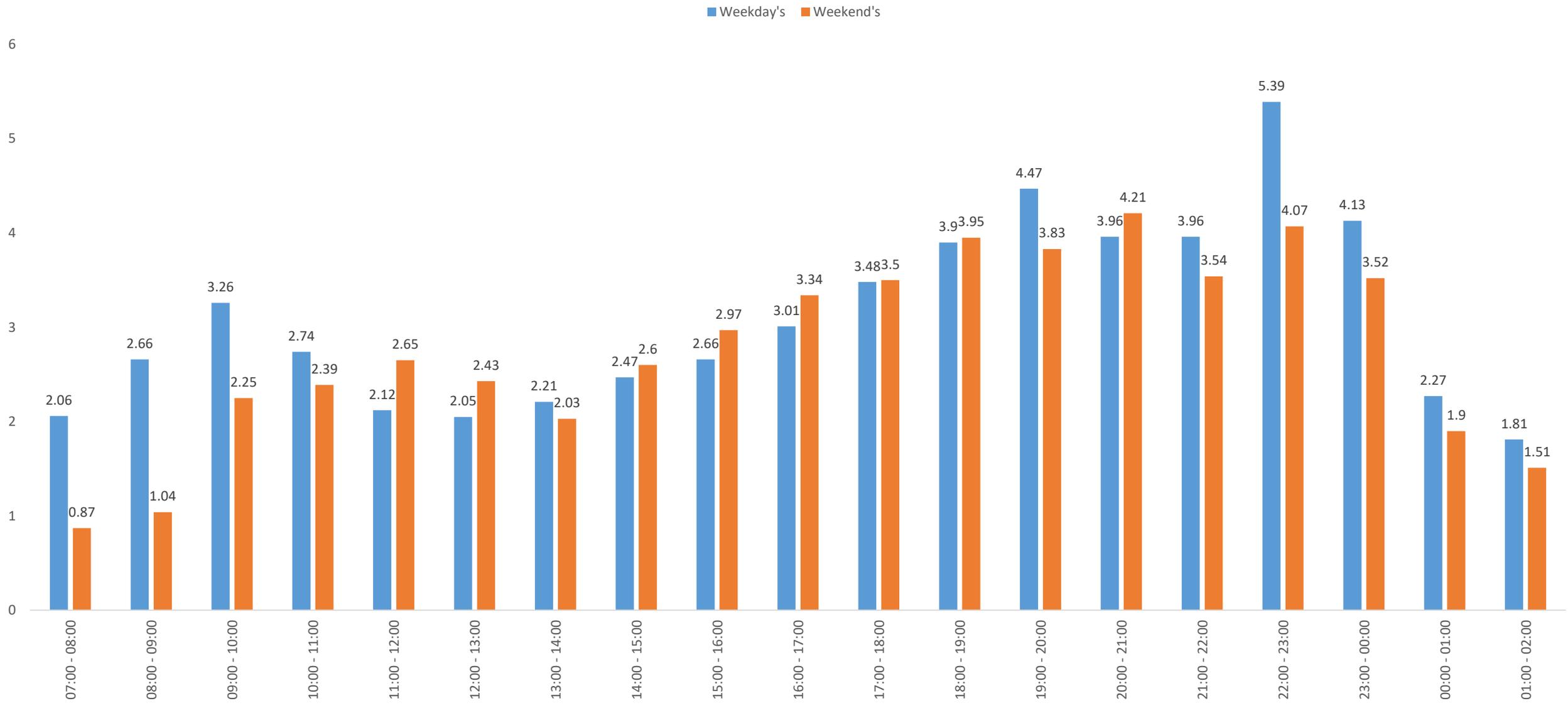


Listenership Behavior * - Male vs Female





Listenership Behavior * - Weekdays vs Weekend





TOP KLI PROGRAMS*

Monday to Friday**

FM 106.2, FM 107.4, FM 91 & FM 98.0 Only

***These ratings have been obtained from the RadioScore portal for the timeslot only**

****The program names have been updated using FPCs and information available on the internet and may vary from the actual ones.**



07am -11am	Safar ke Hamsafar	0.53
11am – 01pm	The Matinee Show	0.54
01pm – 03pm	Hit pe Hit & Sufiana	0.59
03pm – 05pm	Dil se Dil Tak	0.55
05pm – 08pm	Drive Time Show Time	0.80
08pm – 11pm	Top Gear	0.82
11pm – 01am	Melody Time	0.97
01am – 03am	Yaadain & Dhinchak Music	0.17



07am -11am	Samaa Rise Adeel / Sulmeen	0.23
11am – 01pm	Mere Shahar ka Samaa	0.18
01pm – 03pm	Showbiz Superstars	0.23
03pm – 05pm	Music Most Wanted	0.34
05pm – 08pm	Lagao Sahar Aman	0.67
08pm – 10pm	Its My Show	0.78
10pm – 12am	Samaa Club-Mani	0.51
12am – 02am	Slow Jams	0.20



07am -11am	Morning Jam with Khalid Malik	0.13
11am – 01pm	Top 40+Sofi & B2B	0.02
01pm – 03pm	B2B Bolti Bund	0.04
03pm – 05pm	Campus Radio Wafa/ B2B	0.01
05pm – 08pm	Drive on with Sophie	0.07
08pm – 10pm	Karachi - B2BL/I_Generation D	0.05
10pm – 12am	Fasi & Friends; Bolti Band; B2B & Dost Kya Scene Hai	0.02
12am – 02am	Regular Mix /B2B	0.03



FM98

DOSTI CHANNEL

09am -11am	Subh -e- Dosti	0.25
11am – 01pm	Chit Chat Chutney	0.08
01pm – 03pm	Dosti Dhaba / Friday Special	0.07
03pm – 05pm	Global Beats / Dosti Music	0.07
05pm – 07pm	Music on the Way	0.13
07pm – 08pm	On the Field	0.13
08pm – 09pm	Hum Qadam	0.08
09pm – 10pm	Aur Sunao	0.04
10pm – 12am	Musically Yours	0.11



Channel Wise*

Top 3 Shows**

FM 106.2, FM 107.4, FM 91 & FM 98.0 Only

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Melody Time (11 :00PM – 01 :00AM)	0.97
Top Gear (08 :00PM – 11 :00PM)	0.82
Drive Time Show Time (05:00PM – 08:00PM)	0.80



It's My Show (08:00 pm – 10:00 pm)	0.78
Lagao Sahar Aman (05:00 pm – 08:00 pm)	0.67
Samaa Club (10:00 pm – 12:00 am)	0.51



Morning Jam with Khalid Malik
(07:00AM – 11:00AM) 0.13

Drive on with Sophie
(05:00P M – 08:00PM) 0.07

Karachi - B2BL/I_Generation D
(08:00PM – 10:00PM) 0.05



Top 3 Shows



FM98
DOSTICHANNEL

09am -11am	Subh -e- Dosti	0.25
05pm – 07pm	Music on the Way	0.13
07pm – 08pm	On the Field	0.13



Thank You!

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