

Channel	Date	Day	Caption	Brand	SubCategory	Category	Company Name	Ad Type	Ad Start	Ad End	Ad Duration	Slot	Net Amount	Program Name	Program Start	Program End	Mid Break	Break Start	Break End
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN -Sufi Food)	Sufi Food	Pack Food	Food	SUFI GROUP OF INDUSTRIES	Sponsorship	00:10:19	00:10:27	8	3/15	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:09:13	00:14:04	
EO ENTERTAINMEN	02-Jan-2014	Thu	Ariel Ek Dhulai Dhago Ki Behreen Safai (DiffAriel Washing Powder		Washing Powders	Detergents & Soaps	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	00:10:28	00:10:37	9	4/15	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:09:13	00:14:04	
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	00:10:37	00:11:08	31	5/15	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:09:13	00:14:04	
EO ENTERTAINMEN	02-Jan-2014	Thu	Warid Glow (Free 10000 Mints - 10000 Sms Warid Glow		GSM	Cellular Communication	WARID TELECOM (PVT) LTD.	Spot/TVC	00:11:08	00:11:37	29	6/15	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:09:13	00:14:04	
EO ENTERTAINMEN	02-Jan-2014	Thu	Complan (Drink Complan & Get Free Yoyo)	Complan	Powder Milk	Beverages	HEINZ PAKISTAN (PVT.) LTD.	Spot/TVC	00:11:37	00:11:58	21	7/15	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:09:13	00:14:04	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Clear Shampoo	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	00:12:13	00:12:17	4	9/15	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:09:13	00:14:04	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	00:12:17	00:12:23	6	10/15	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:09:13	00:14:04	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPepsi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	00:12:24	00:12:31	7	11/15	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:09:13	00:14:04	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	00:12:31	00:12:36	5	12/15	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:09:13	00:14:04	
EO ENTERTAINMEN	02-Jan-2014	Thu	Olx (Happy Bech De To You)	OLX	Website / Portals	Information Technology	OLX INC.	Spot/TVC	00:12:37	00:12:55	18	13/15	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:09:13	00:14:04	
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	00:25:57	00:26:12	15	4/14	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:23:26	00:29:21	
EO ENTERTAINMEN	02-Jan-2014	Thu	Djuice (Unlimited Facebook - Can't Stop LikirDjuice		GSM	Cellular Communication	TELENOR PAKISTAN LTD	Spot/TVC	00:26:12	00:26:46	34	5/14	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:23:26	00:29:21	
EO ENTERTAINMEN	02-Jan-2014	Thu	Ariel Ek Dhulai Dhago Ki Behreen Safai (DiffAriel Washing Powder		Washing Powders	Detergents & Soaps	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	00:26:47	00:27:31	44	6/14	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:23:26	00:29:21	
EO ENTERTAINMEN	02-Jan-2014	Thu	Warid Glow (Free 10000 Mints - 10000 Sms Warid Glow		GSM	Cellular Communication	WARID TELECOM (PVT) LTD.	Spot/TVC	00:27:32	00:27:46	14	7/14	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:23:26	00:29:21	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Clear Shampoo	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	00:28:01	00:28:05	4	9/14	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:23:26	00:29:21	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	00:28:06	00:28:12	6	10/14	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:23:26	00:29:21	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPepsi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	00:28:12	00:28:20	8	11/14	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:23:26	00:29:21	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	00:28:20	00:28:25	5	12/14	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:23:26	00:29:21	
EO ENTERTAINMEN	02-Jan-2014	Thu	K&Ns Deline (Protein Power Breakfast - DiffK&Ns		Pack Food	Food	K&NS	Spot/TVC	00:28:26	00:28:47	21	13/14	0.00Rukhsaar	00:00:00	00:30:05	Mid Break	00:23:26	00:29:21	
EO ENTERTAINMEN	02-Jan-2014	Thu	Nestle Every Day (Good Food Good Life - DiEvery Day Liquid Milk		Milk	Beverages	NESTLE PAKISTAN LIMITED	Spot/TVC	00:44:57	00:45:47	50	2/11	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:43:28	00:48:27	
EO ENTERTAINMEN	02-Jan-2014	Thu	Warid Glow (Free 10000 Mints - 10000 Sms Warid Glow		GSM	Cellular Communication	WARID TELECOM (PVT) LTD.	Spot/TVC	00:45:47	00:46:16	29	3/11	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:43:28	00:48:27	
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	00:46:17	00:46:32	15	4/11	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:43:28	00:48:27	
EO ENTERTAINMEN	02-Jan-2014	Thu	Vital Peo Zindagi Geo (Family - Adpt)	Vital Tea	Tea	Beverages	EASTERN PRODUCTS (PVT.) LTD.	Spot/TVC	00:46:32	00:46:41	9	5/11	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:43:28	00:48:27	
EO ENTERTAINMEN	02-Jan-2014	Thu	Ariel Ek Dhulai Dhago Ki Behreen Safai (DiffAriel Washing Powder		Washing Powders	Detergents & Soaps	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	00:46:42	00:46:51	9	6/11	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:43:28	00:48:27	
EO ENTERTAINMEN	02-Jan-2014	Thu	Complan (Drink Complan & Get Free Yoyo - Complan		Powder Milk	Beverages	HEINZ PAKISTAN (PVT.) LTD.	Spot/TVC	00:46:52	00:47:01	9	7/11	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:43:28	00:48:27	
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	00:47:02	00:47:21	19	8/11	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:43:28	00:48:27	
EO ENTERTAINMEN	02-Jan-2014	Thu	K&Ns Deline (Protein Power Breakfast - DiffK&Ns		Pack Food	Food	K&NS	Spot/TVC	00:47:22	00:47:43	21	9/11	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:43:28	00:48:27	
EO ENTERTAINMEN	02-Jan-2014	Thu	Olx (Happy Bech De To You)	OLX	Website / Portals	Information Technology	OLX INC.	Spot/TVC	00:47:44	00:48:03	19	10/11	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:43:28	00:48:27	
EO ENTERTAINMEN	02-Jan-2014	Thu	K&Ns Deline (Protein Power Breakfast - DiffK&Ns		Pack Food	Food	K&NS	Spot/TVC	00:48:04	00:48:27	23	11/11	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:43:28	00:48:27	
EO ENTERTAINMEN	02-Jan-2014	Thu	Nestle Every Day (Good Food Good Life - DiEvery Day Liquid Milk		Milk	Beverages	NESTLE PAKISTAN LIMITED	Spot/TVC	00:55:14	00:56:04	50	2/15	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:53:45	01:00:03	
EO ENTERTAINMEN	02-Jan-2014	Thu	Pantene Oil Replacement (Different Girls) Pantene Shampoo		Shampoo	Personal Products	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	00:56:04	00:56:33	29	3/15	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:53:45	01:00:03	
EO ENTERTAINMEN	02-Jan-2014	Thu	Vital Peo Zindagi Geo (Family - Adpt)	Vital Tea	Tea	Beverages	EASTERN PRODUCTS (PVT.) LTD.	Spot/TVC	00:56:34	00:56:43	9	4/15	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:53:45	01:00:03	
EO ENTERTAINMEN	02-Jan-2014	Thu	Warid Glow (Free 10000 Mints - 10000 Sms Warid Glow		GSM	Cellular Communication	WARID TELECOM (PVT) LTD.	Spot/TVC	00:56:44	00:56:58	14	5/15	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:53:45	01:00:03	
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	00:56:59	00:57:18	19	6/15	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:53:45	01:00:03	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Clear Shampoo	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	00:57:33	00:57:37	4	8/15	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:53:45	01:00:03	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	00:57:38	00:57:44	6	9/15	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:53:45	01:00:03	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPepsi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	00:57:45	00:57:52	7	10/15	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:53:45	01:00:03	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	00:57:52	00:57:57	5	11/15	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:53:45	01:00:03	
EO ENTERTAINMEN	02-Jan-2014	Thu	Olx (Happy Bech De To You)	OLX	Website / Portals	Information Technology	OLX INC.	Spot/TVC	00:57:57	00:58:16	19	12/15	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:53:45	01:00:03	
EO ENTERTAINMEN	02-Jan-2014	Thu	K&Ns Deline (Protein Power Breakfast - DiffK&Ns		Pack Food	Food	K&NS	Spot/TVC	00:58:17	00:58:38	21	13/15	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:53:45	01:00:03	
EO ENTERTAINMEN	02-Jan-2014	Thu	Nestle Every Day (Good Food Good Life - DiEvery Day Liquid Milk		Milk	Beverages	NESTLE PAKISTAN LIMITED	Spot/TVC	00:58:39	00:59:29	50	14/15	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	00:53:45	01:00:03	
EO ENTERTAINMEN	02-Jan-2014	Thu	Nestle Every Day (Good Food Good Life - DiEvery Day Liquid Milk		Milk	Beverages	NESTLE PAKISTAN LIMITED	Spot/TVC	01:09:32	01:10:22	50	4/13	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	01:06:59	01:15:36	
EO ENTERTAINMEN	02-Jan-2014	Thu	Pantene Oil Replacement (Different Girls) Pantene Shampoo		Shampoo	Personal Products	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	01:10:23	01:10:52	29	5/13	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	01:06:59	01:15:36	
EO ENTERTAINMEN	02-Jan-2014	Thu	Djuice (Unlimited Facebook - Can't Stop LikirDjuice		GSM	Cellular Communication	TELENOR PAKISTAN LTD	Spot/TVC	01:10:52	01:11:28	36	6/13	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	01:06:59	01:15:36	
EO ENTERTAINMEN	02-Jan-2014	Thu	Ariel Ek Dhulai Dhago Ki Behreen Safai (DiffAriel Washing Powder		Washing Powders	Detergents & Soaps	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	01:11:28	01:12:12	44	7/13	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	01:06:59	01:15:36	
EO ENTERTAINMEN	02-Jan-2014	Thu	No Stains Anyhow You Move (Girl)	Always	Sanitary Pad	Personal Products	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	01:12:12	01:12:42	30	8/13	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	01:06:59	01:15:36	
EO ENTERTAINMEN	02-Jan-2014	Thu	Head & Shoulder (100% Dandruff Free - 100Head & Shoulder		Shampoo	Personal Products	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	01:12:42	01:13:19	37	9/13	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	01:06:59	01:15:36	
EO ENTERTAINMEN	02-Jan-2014	Thu	Nestle Every Day (Good Food Good Life - DiEvery Day Liquid Milk		Milk	Beverages	NESTLE PAKISTAN LIMITED	Spot/TVC	01:29:52	01:30:42	50	4/14	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	01:27:26	01:34:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	Pantene Oil Replacement (Different Girls) Pantene Shampoo		Shampoo	Personal Products	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	01:30:42	01:31:11	29	5/14	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	01:27:26	01:34:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	Complan (Drink Complan & Get Free Yoyo - Complan		Powder Milk	Beverages	HEINZ PAKISTAN (PVT.) LTD.	Spot/TVC	01:31:12	01:31:21	9	6/14	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	01:27:26	01:34:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	No Stains Anyhow You Move (Girl)	Always	Sanitary Pad	Personal Products	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	01:31:22	01:31:52	30	7/14	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	01:27:26	01:34:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	Ariel Ek Dhulai Dhago Ki Behreen Safai (DiffAriel Washing Powder		Washing Powders	Detergents & Soaps	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	01:31:52	01:32:02	10	8/14	0.00Utho Jago Pakistan	00:30:06	03:00:06	Mid Break	01:27:26	01:34:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN -Sufi Food)																

Channel	Date	Day	Caption	Brand	SubCategory	Category	Company Name	Ad Type	Ad Start	Ad End	Ad Duration	Slot	Net Amount	Program Name	Program Start	Program End	Mid Break	Break Start	Break End
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	08:43:06	08:43:25	19	8/9	0.00Kalmoohi	08:00:02	09:00:19	Mid Break	08:39:15	08:43:47	
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	08:55:11	08:55:40	29	4/12	0.00Kalmoohi	08:00:02	09:00:19	Mid Break	08:52:42	08:59:20	
EO ENTERTAINMEN	02-Jan-2014	Thu	Head & Shoulder (100% Dandruff Free - 100Head & Shoulder		Shampoo	Personal Products	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	08:55:41	08:56:15	34	5/12	0.00Kalmoohi	08:00:02	09:00:19	Mid Break	08:52:42	08:59:20	
EO ENTERTAINMEN	02-Jan-2014	Thu	Mirchi Pe Lagao Sprite Ka Tarka (Boys & GirlSprite		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	08:56:16	08:56:35	19	6/12	0.00Kalmoohi	08:00:02	09:00:19	Mid Break	08:52:42	08:59:20	
EO ENTERTAINMEN	02-Jan-2014	Thu	Complan (Drink Complan & Get Free Yoyo)	Complan	Powder Milk	Beverages	HEINZ PAKISTAN (PVT.) LTD.	Spot/TVC	08:56:36	08:56:55	19	7/12	0.00Kalmoohi	08:00:02	09:00:19	Mid Break	08:52:42	08:59:20	
EO ENTERTAINMEN	02-Jan-2014	Thu	Ariel Ek Dhulai Dhago Ki Behreen Safai (DiffAriel Washing Powder		Washing Powders	Detergents & Soaps	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	08:56:56	08:57:40	44	8/12	0.00Kalmoohi	08:00:02	09:00:19	Mid Break	08:52:42	08:59:20	
EO ENTERTAINMEN	02-Jan-2014	Thu	Coke Studio (Season 6 - Episode 5)	Coca Cola	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	08:57:41	08:58:10	29	9/12	0.00Kalmoohi	08:00:02	09:00:19	Mid Break	08:52:42	08:59:20	
EO ENTERTAINMEN	02-Jan-2014	Thu	Startup Dosti - Man	Starup Dosti	Loans	Financial Services	UNKNOWN	Spot/TVC	08:58:57	08:59:19	22	12/12	0.00Kalmoohi	08:00:02	09:00:19	Mid Break	08:52:42	08:59:20	
EO ENTERTAINMEN	02-Jan-2014	Thu	Voice Xtreme V10 (Rs 7300 - Simple)	Voice Xtreme V10	Cellular Phone Sets	Cellular Communication	TELETEC ENTERPRISES	Spot/TVC	09:07:31	09:07:36	5	2/14	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:06:02	09:11:37	
EO ENTERTAINMEN	02-Jan-2014	Thu	Nestle Every Day (Good Food Good Life - DiEvery Day Liquid Milk		Milk	Beverages	NESTLE PAKISTAN LIMITED	Spot/TVC	09:07:36	09:08:26	50	3/14	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:06:02	09:11:37	
EO ENTERTAINMEN	02-Jan-2014	Thu	Har Koi Gai Kay Gun Gae (Juhi Chawla & DiGai (All)		Oil & Ghee	Culinary	AZHAR CORPORATION (PVT.) LTD.	Spot/TVC	09:08:27	09:09:17	50	4/14	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:06:02	09:11:37	
EO ENTERTAINMEN	02-Jan-2014	Thu	Safai Mehagay Powder Si Bachat 65 RupayExpress Power		Washing Powders	Detergents & Soaps	COLGATE PALMOLIVE LTD.	Spot/TVC	09:09:18	09:09:52	34	5/14	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:06:02	09:11:37	
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	09:09:53	09:10:24	31	6/14	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:06:02	09:11:37	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Clear Shampoo	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	09:10:37	09:10:43	6	8/14	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:06:02	09:11:37	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	09:10:44	09:10:49	5	9/14	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:06:02	09:11:37	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPeppi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	09:10:49	09:10:54	5	10/14	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:06:02	09:11:37	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	09:10:55	09:11:01	6	11/14	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:06:02	09:11:37	
EO ENTERTAINMEN	02-Jan-2014	Thu	Vital Peo Zindagi Geo (Family - Adpt)	Vital Tea	Tea	Beverages	EASTERN PRODUCTS (PVT.) LTD.	Spot/TVC	09:11:02	09:11:11	9	12/14	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:06:02	09:11:37	
EO ENTERTAINMEN	02-Jan-2014	Thu	Complan (Drink Complan & Get Free Yoyo)	Complan	Powder Milk	Beverages	HEINZ PAKISTAN (PVT.) LTD.	Spot/TVC	09:11:11	09:11:32	21	13/14	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:06:02	09:11:37	
EO ENTERTAINMEN	02-Jan-2014	Thu	Voice Mobile (V60 - V65 - V70 - V75)	Voice Mobiles	Cellular Phone Sets	Cellular Communication	TELETEC ENTERPRISES	Spot/TVC	09:19:12	09:19:17	5	2/17	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:17:44	09:24:34	
EO ENTERTAINMEN	02-Jan-2014	Thu	Voice Xtreme V10 (Rs 7300 - Different PeopVoice Xtreme V10		Cellular Phone Sets	Cellular Communication	TELETEC ENTERPRISES	Spot/TVC	09:19:17	09:19:48	31	3/17	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:17:44	09:24:34	
EO ENTERTAINMEN	02-Jan-2014	Thu	Electrolux Refregerator (Girl)	Electrolux	All Home Appliances	Home Appliances & Elect	SIGMA REFRIGRATION (PVT.) LTD	Spot/TVC	09:19:48	09:20:13	25	4/17	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:17:44	09:24:34	
EO ENTERTAINMEN	02-Jan-2014	Thu	Har Koi Gai Kay Gun Gae (Juhi Chawla & DiGai (All)		Oil & Ghee	Culinary	AZHAR CORPORATION (PVT.) LTD.	Spot/TVC	09:20:14	09:20:22	8	5/17	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:17:44	09:24:34	
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	09:20:23	09:20:38	15	6/17	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:17:44	09:24:34	
EO ENTERTAINMEN	02-Jan-2014	Thu	Nestle Every Day (Good Food Good Life - DiEvery Day Liquid Milk		Milk	Beverages	NESTLE PAKISTAN LIMITED	Spot/TVC	09:20:38	09:21:28	50	7/17	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:17:44	09:24:34	
EO ENTERTAINMEN	02-Jan-2014	Thu	Master Molty Foam (Wada Saath Nibhaane MMaster Molty Foam		Foam	Matress	MASTER GROUP OF COMPANIES	Spot/TVC	09:21:28	09:22:29	61	8/17	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:17:44	09:24:34	
EO ENTERTAINMEN	02-Jan-2014	Thu	Coke Studio (Season 6 - Episode 5)	Coca Cola	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	09:22:29	09:22:58	29	9/17	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:17:44	09:24:34	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Clear Shampoo	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	09:23:12	09:23:19	7	11/17	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:17:44	09:24:34	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	09:23:20	09:23:25	5	12/17	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:17:44	09:24:34	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPeppi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	09:23:26	09:23:31	5	13/17	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:17:44	09:24:34	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	09:23:32	09:23:38	6	14/17	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:17:44	09:24:34	
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	09:23:39	09:23:58	19	15/17	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:17:44	09:24:34	
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Cadbury Perk		Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	09:23:59	09:24:27	28	16/17	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:17:44	09:24:34	
EO ENTERTAINMEN	02-Jan-2014	Thu	Voice Xtreme V10 (Rs 7300 - Simple)	Voice Xtreme V10	Cellular Phone Sets	Cellular Communication	TELETEC ENTERPRISES	Spot/TVC	09:42:22	09:42:27	5	2/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:40:54	09:48:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	Voice Mobiles (V75 Rs 20900 - V65 Rs 1900Voice Mobiles		Cellular Phone Sets	Cellular Communication	TELETEC ENTERPRISES	Spot/TVC	09:42:28	09:42:47	19	3/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:40:54	09:48:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	Har Koi Gai Kay Gun Gae (Juhi Chawla & DiGai (All)		Oil & Ghee	Culinary	AZHAR CORPORATION (PVT.) LTD.	Spot/TVC	09:42:48	09:43:24	36	4/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:40:54	09:48:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	09:43:24	09:43:39	15	5/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:40:54	09:48:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	Nestle Every Day (Good Food Good Life - DiEvery Day Liquid Milk		Milk	Beverages	NESTLE PAKISTAN LIMITED	Spot/TVC	09:43:39	09:44:29	50	6/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:40:54	09:48:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	Safai Mehagay Powder Si Bachat 65 RupayExpress Power		Washing Powders	Detergents & Soaps	COLGATE PALMOLIVE LTD.	Spot/TVC	09:44:29	09:45:05	36	7/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:40:54	09:48:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	Coke Studio (Season 6 - Episode 5)	Coca Cola	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	09:45:05	09:45:34	29	8/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:40:54	09:48:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	Master Molty Foam (Wada Saath Nibhaane MMaster Molty Foam		Foam	Matress	MASTER GROUP OF COMPANIES	Spot/TVC	09:45:34	09:46:35	61	9/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:40:54	09:48:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	09:46:35	09:46:54	19	10/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:40:54	09:48:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Clear Shampoo	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	09:47:07	09:47:14	7	12/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:40:54	09:48:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	09:47:14	09:47:20	6	13/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:40:54	09:48:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPeppi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	09:47:21	09:47:27	6	14/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:40:54	09:48:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	09:47:27	09:47:33	6	15/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:40:54	09:48:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Cadbury Perk		Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	09:47:33	09:48:03	30	16/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:40:54	09:48:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	Voice Xtreme V10 (Rs 7300 - Different PeopVoice Xtreme V10		Cellular Phone Sets	Cellular Communication	TELETEC ENTERPRISES	Spot/TVC	09:48:04	09:48:34	30	17/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	09:40:54	09:48:39	
EO ENTERTAINMEN	02-Jan-2014	Thu	Voice Mobile (V60 - V65 - V70 - V75)	Voice Mobiles	Cellular Phone Sets	Cellular Communication	TELETEC ENTERPRISES	Spot/TVC	10:02:27	10:02:32	5	2/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	10:00:59	10:08:11	
EO ENTERTAINMEN	02-Jan-2014	Thu	Voice Xtreme V10 (Rs 7300 - Different PeopVoice Xtreme V10		Cellular Phone Sets	Cellular Communication	TELETEC ENTERPRISES	Spot/TVC	10:02:32	10:03:03	31	3/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	10:00:59	10:08:11	
EO ENTERTAINMEN	02-Jan-2014	Thu	Har Koi Gai Kay Gun Gae (Juhi Chawla & DiGai (All)		Oil & Ghee	Culinary	AZHAR CORPORATION (PVT.) LTD.	Spot/TVC	10:03:03	10:03:25	22	4/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	10:00:59	10:08:11	
EO ENTERTAINMEN	02-Jan-2014	Thu	K&Ns Deline (Protein Power Breakfast - Diffef&Ns		Pack Food	Food	K&NS	Spot/TVC	10:03:25	10:03:48	23	5/18	0.00Utho Jago Pakistan	09:00:20	11:30:02	Mid Break</			

Channel	Date	Day	Caption	Brand	SubCategory	Category	Company Name	Ad Type	Ad Start	Ad End	Ad Duration	Slot	Net Amount	Program Name	Program Start	Program End	Mid Break	Break Start	Break End
EO ENTERTAINMEN	02-Jan-2014	Thu	85 Percent Doctors Recommended PampersPampers		Diapers	Baby Cares	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	11:18:15	11:19:01	46	4/15	0.00	Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	11:16:06	11:21:27
EO ENTERTAINMEN	02-Jan-2014	Thu	Coke Studio (Season 6 - Episode 5)		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	11:19:01	11:19:30	29	5/15	0.00	Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	11:16:06	11:21:27
EO ENTERTAINMEN	02-Jan-2014	Thu	Ariel Ek Dhulai Dhago Ki Behreen Safai (DiffAriel Washing Powder		Washing Powders	Detergents & Soaps	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	11:19:30	11:19:39	9	6/15	0.00	Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	11:16:06	11:21:27
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	11:19:40	11:19:57	17	7/15	0.00	Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	11:16:06	11:21:27
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)		Clear Shampoo	Shampoo	UNILEVER PAKISTAN LTD	Sponsorship	11:20:09	11:20:16	7	9/15	0.00	Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	11:16:06	11:21:27
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)		Q Mobile E 95	Cellular Phone Sets	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	11:20:17	11:20:22	5	10/15	0.00	Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	11:16:06	11:21:27
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPeppi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	11:20:23	11:20:28	5	11/15	0.00	Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	11:16:06	11:21:27
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	11:20:29	11:20:35	6	12/15	0.00	Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	11:16:06	11:21:27
EO ENTERTAINMEN	02-Jan-2014	Thu	Audionic (Blue Tune Bt-756 Speakers - Rs 5Audionic		Mp3 Player	Home Appliances & Elect	UNICHAMPION TRADING LTD.	Spot/TVC	11:20:35	11:20:46	11	13/15	0.00	Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	11:16:06	11:21:27
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Sufi Food)		Sufi Food	Pack Food	SUFI GROUP OF INDUSTRIES	Sponsorship	11:21:18	11:21:27	9	15/15	0.00	Utho Jago Pakistan	09:00:20	11:30:02	Mid Break	11:16:06	11:21:27
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Cadbury Perk		Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	11:33:39	11:34:18	39	4/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:32:09	11:37:39
EO ENTERTAINMEN	02-Jan-2014	Thu	Pantene Oil Replacement (Different Girls)		Pantene Shampoo	Shampoo	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	11:34:18	11:34:47	29	5/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:32:09	11:37:39
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	11:34:47	11:35:02	15	6/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:32:09	11:37:39
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)		Clear Shampoo	Shampoo	UNILEVER PAKISTAN LTD	Sponsorship	11:35:15	11:35:21	6	8/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:32:09	11:37:39
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)		Q Mobile E 95	Cellular Phone Sets	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	11:35:22	11:35:28	6	9/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:32:09	11:37:39
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPeppi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	11:35:28	11:35:34	6	10/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:32:09	11:37:39
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	11:35:35	11:35:42	7	11/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:32:09	11:37:39
EO ENTERTAINMEN	02-Jan-2014	Thu	Coke Studio (Season 6 - Episode 5)		Coca Cola	Cold Drinks	The Coca-Cola Export Corporation	Spot/TVC	11:35:42	11:36:11	29	12/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:32:09	11:37:39
EO ENTERTAINMEN	02-Jan-2014	Thu	Djuice (Unlimited Facebook - No SubscriberDjuice		GSM	Cellular Communication	TELENO PAKISTAN LTD	Spot/TVC	11:36:11	11:36:20	9	13/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:32:09	11:37:39
EO ENTERTAINMEN	02-Jan-2014	Thu	Complan (Drink Complan & Get Free Yoyo - Complan		Powder Milk	Beverages	HEINZ PAKISTAN (PVT.) LTD.	Spot/TVC	11:36:21	11:36:30	9	14/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:32:09	11:37:39
EO ENTERTAINMEN	02-Jan-2014	Thu	Audionic (Blue Tune Bt-756 Speakers - Rs 5Audionic		Mp3 Player	Home Appliances & Elect	UNICHAMPION TRADING LTD.	Spot/TVC	11:36:31	11:37:16	45	15/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:32:09	11:37:39
EO ENTERTAINMEN	02-Jan-2014	Thu	Startup Dosti - Man		Startup Dosti	Loans	UNKNOWN	Spot/TVC	11:37:16	11:37:38	22	16/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:32:09	11:37:39
EO ENTERTAINMEN	02-Jan-2014	Thu	Mirchi Pe Lagao Sprite Ka Tarka (Boys & GirSprite		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	11:55:15	11:55:29	14	5/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:52:18	11:57:37
EO ENTERTAINMEN	02-Jan-2014	Thu	Ariel Ek Dhulai Dhago Ki Behreen Safai (DiffAriel Washing Powder		Washing Powders	Detergents & Soaps	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	11:55:29	11:55:40	11	6/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:52:18	11:57:37
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	11:55:40	11:55:59	19	7/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:52:18	11:57:37
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)		Clear Shampoo	Shampoo	UNILEVER PAKISTAN LTD	Sponsorship	11:56:11	11:56:19	8	9/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:52:18	11:57:37
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)		Q Mobile E 95	Cellular Phone Sets	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	11:56:19	11:56:25	6	10/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:52:18	11:57:37
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPeppi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	11:56:25	11:56:32	7	11/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:52:18	11:57:37
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	11:56:32	11:56:37	5	12/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:52:18	11:57:37
EO ENTERTAINMEN	02-Jan-2014	Thu	Vital Peo Zindagi Geo (Family - Adpt)		Vital Tea	Beverages	EASTERN PRODUCTS (PVT.) LTD.	Spot/TVC	11:56:38	11:56:47	9	13/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:52:18	11:57:37
EO ENTERTAINMEN	02-Jan-2014	Thu	Complan (Drink Complan & Get Free Yoyo)		Complan	Powder Milk	HEINZ PAKISTAN (PVT.) LTD.	Spot/TVC	11:56:47	11:57:06	19	14/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:52:18	11:57:37
EO ENTERTAINMEN	02-Jan-2014	Thu	Audionic (Blue Tune Bt-756 Speakers - Rs 5Audionic		Mp3 Player	Home Appliances & Elect	UNICHAMPION TRADING LTD.	Spot/TVC	11:57:07	11:57:18	11	15/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:52:18	11:57:37
EO ENTERTAINMEN	02-Jan-2014	Thu	Half Playt Drama (Tribute To Different ActorsKarachi Arts Council		Events	Media	AANGAN TERRHA	Spot/TVC	11:57:18	11:57:37	19	16/16	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	11:52:18	11:57:37
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Cadbury Perk		Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	12:09:18	12:09:56	38	2/15	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	12:08:53	12:13:42
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	12:09:56	12:10:11	15	3/15	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	12:08:53	12:13:42
EO ENTERTAINMEN	02-Jan-2014	Thu	Djuice (Unlimited Facebook - No SubscriberDjuice		GSM	Cellular Communication	TELENO PAKISTAN LTD	Spot/TVC	12:10:11	12:10:22	11	4/15	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	12:08:53	12:13:42
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)		Clear Shampoo	Shampoo	UNILEVER PAKISTAN LTD	Sponsorship	12:10:34	12:10:42	8	6/15	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	12:08:53	12:13:42
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)		Q Mobile E 95	Cellular Phone Sets	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	12:10:42	12:10:47	5	7/15	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	12:08:53	12:13:42
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPeppi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	12:10:48	12:10:53	5	8/15	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	12:08:53	12:13:42
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	12:10:54	12:11:00	6	9/15	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	12:08:53	12:13:42
EO ENTERTAINMEN	02-Jan-2014	Thu	Coke Studio (Season 6 - Episode 5)		Coca Cola	Cold Drinks	The Coca-Cola Export Corporation	Spot/TVC	12:11:00	12:11:29	29	10/15	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	12:08:53	12:13:42
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Sufi Food)		Sufi Food	Pack Food	SUFI GROUP OF INDUSTRIES	Sponsorship	12:11:48	12:11:56	8	12/15	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	12:08:53	12:13:42
EO ENTERTAINMEN	02-Jan-2014	Thu	Mirchi Pe Lagao Sprite Ka Tarka (Boys & GirSprite		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	12:25:26	12:25:45	19	3/13	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	12:23:26	12:28:11
EO ENTERTAINMEN	02-Jan-2014	Thu	Vital Peo Zindagi Geo (Family - Adpt)		Vital Tea	Beverages	EASTERN PRODUCTS (PVT.) LTD.	Spot/TVC	12:25:46	12:25:55	9	4/13	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	12:23:26	12:28:11
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	12:25:56	12:26:15	19	5/13	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	12:23:26	12:28:11
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)		Clear Shampoo	Shampoo	UNILEVER PAKISTAN LTD	Sponsorship	12:26:28	12:26:35	7	7/13	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	12:23:26	12:28:11
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)		Q Mobile E 95	Cellular Phone Sets	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	12:26:36	12:26:41	5	8/13	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	12:23:26	12:28:11
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPeppi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	12:26:42	12:26:47	5	9/13	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	12:23:26	12:28:11
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	12:26:48	12:26:54	6	10/13	0.00	Ranjish Hi Sahi	11:30:03	12:30:04	Mid Break	12:23:26	12:28:11
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	12:33:00	12:33:19	19	3/9	0.00	Jalebia	12:30:05	13:00:01	Mid Break	12:31:07	12:36:40
EO ENTERTAINMEN	02-Jan-2014	Thu	Djuice (Unlimited Facebook - Can't Stop LikirDjuice		GSM	Cellular Communication	TELENO PAKISTAN LTD	Spot/TVC	12:33:19	12:33:53	34	4/9	0.00	Jalebia	12:30:05	13:00:01	Mid Break	12:31:07	12:36:40
EO ENTERTAINMEN	02-Jan-2014	Thu	Mirchi Pe Lagao Sprite Ka Tarka (Boys & GirSprite		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	12:33:54										

Channel	Date	Day	Caption	Brand	SubCategory	Category	Company Name	Ad Type	Ad Start	Ad End	Ad Duration	Slot	Net Amount	Program Name	Program Start	Program End	Mid Break	Break Start	Break End
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi W/Pepsi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	14:28:52	14:28:58	6	12/15	0.00Meri Maa	14:00:32	14:30:41		Mid Break	14:24:33	14:29:44
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	14:28:59	14:29:05	6	13/15	0.00Meri Maa	14:00:32	14:30:41		Mid Break	14:24:33	14:29:44
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro		Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	14:29:05	14:29:21	16	14/15	0.00Meri Maa	14:00:32	14:30:41		Mid Break	14:24:33	14:29:44
EO ENTERTAINMEN	02-Jan-2014	Thu	Startup Dosti - Man		Loans	Financial Services	UNKNOWN	Spot/TVC	14:29:21	14:29:43	22	15/15	0.00Meri Maa	14:00:32	14:30:41		Mid Break	14:24:33	14:29:44
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Coca Cola Chalo Sath Khaein	Coca Cola	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Sponsorship	14:30:41	14:30:51	10	1/2	0.00Casual	14:30:41	14:30:58		Casual	14:30:41	14:30:58
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Vital Tea - Boy)		Tea	Beverages	EASTERN PRODUCTS (PVT.) LTD.	Sponsorship	14:30:52	14:30:57	5	2/2	0.00Casual	14:30:41	14:30:58		Casual	14:30:41	14:30:58
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro		Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	14:32:28	14:32:57	29	2/15	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:31:55	14:36:17
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Cadbury Perk		Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	14:32:57	14:33:21	24	3/15	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:31:55	14:36:17
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan Siddi	Coca Cola	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	14:33:22	14:33:41	19	4/15	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:31:55	14:36:17
EO ENTERTAINMEN	02-Jan-2014	Thu	Warid Glow (Free 10000 Mints - 10000 Sms	Warid Glow	GSM	Cellular Communication	WARID TELECOM (PVT) LTD.	Spot/TVC	14:33:41	14:33:55	14	5/15	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:31:55	14:36:17
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro		Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	14:33:56	14:34:10	14	6/15	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:31:55	14:36:17
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan Siddi	Coca Cola	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	14:34:11	14:34:42	31	7/15	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:31:55	14:36:17
EO ENTERTAINMEN	02-Jan-2014	Thu	Complan (Drink Complan & Get Free Yoyo - Complan		Powder Milk	Beverages	HEINZ PAKISTAN (PVT.) LTD.	Spot/TVC	14:34:42	14:34:51	9	8/15	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:31:55	14:36:17
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Clear Shampoo	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	14:35:04	14:35:10	6	10/15	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:31:55	14:36:17
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	14:35:11	14:35:17	6	11/15	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:31:55	14:36:17
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi W/Pepsi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	14:35:18	14:35:23	5	12/15	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:31:55	14:36:17
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	14:35:24	14:35:30	6	13/15	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:31:55	14:36:17
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro		Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	14:35:30	14:35:46	16	14/15	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:31:55	14:36:17
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro		Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	14:55:40	14:56:09	29	3/18	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:53:40	15:00:03
EO ENTERTAINMEN	02-Jan-2014	Thu	Vital Peo Zindagi Geo (Family - Adpt)		Tea	Beverages	EASTERN PRODUCTS (PVT.) LTD.	Spot/TVC	14:56:10	14:56:19	9	4/18	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:53:40	15:00:03
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan Siddi	Coca Cola	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	14:56:19	14:56:34	15	5/18	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:53:40	15:00:03
EO ENTERTAINMEN	02-Jan-2014	Thu	Complan (Drink Complan & Get Free Yoyo)	Complan	Powder Milk	Beverages	HEINZ PAKISTAN (PVT.) LTD.	Spot/TVC	14:56:34	14:56:53	19	6/18	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:53:40	15:00:03
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro		Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	14:56:54	14:57:08	14	7/18	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:53:40	15:00:03
EO ENTERTAINMEN	02-Jan-2014	Thu	Nai Tetley Gold (Pasand Na Aye To Paise	WTetley	Tea	Beverages	CLOVER PAKISTAN LTD.	Spot/TVC	14:57:09	14:57:34	25	8/18	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:53:40	15:00:03
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Clear Shampoo	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	14:57:47	14:57:53	6	10/18	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:53:40	15:00:03
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	14:57:54	14:57:59	5	11/18	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:53:40	15:00:03
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi W/Pepsi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	14:58:00	14:58:06	6	12/18	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:53:40	15:00:03
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	14:58:07	14:58:12	5	13/18	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:53:40	15:00:03
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro		Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	14:58:12	14:58:28	16	14/18	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:53:40	15:00:03
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Sufi Food)	Sufi Food	Pack Food	Food	SUFI GROUP OF INDUSTRIES	Sponsorship	14:59:00	14:59:09	9	16/18	0.00Khushiyan	14:30:58	15:00:07		Mid Break	14:53:40	15:00:03
EO ENTERTAINMEN	02-Jan-2014	Thu	Sufi Food (Add New Flavours To Life - Boys	Sufi Food	Pack Food	Food	SUFI GROUP OF INDUSTRIES	Spot/TVC	15:00:58	15:01:56	58	1/14	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:00:58	15:05:59
EO ENTERTAINMEN	02-Jan-2014	Thu	Ariel Ek Dhulai Dhago Ki Behreen Safai (Diff	Ariel	Washing Powders	Detergents & Soaps	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	15:01:57	15:02:41	44	2/14	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:00:58	15:05:59
EO ENTERTAINMEN	02-Jan-2014	Thu	Complan (Drink Complan & Get Free Yoyo - Complan		Powder Milk	Beverages	HEINZ PAKISTAN (PVT.) LTD.	Spot/TVC	15:02:42	15:02:51	9	3/14	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:00:58	15:05:59
EO ENTERTAINMEN	02-Jan-2014	Thu	Brooke Bond Supreme (Family - Save Rs 80	Brooke Bond Supreme	Tea	Beverages	UNILEVER PAKISTAN LTD	Spot/TVC	15:02:51	15:03:22	31	4/14	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:00:58	15:05:59
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan Siddi	Coca Cola	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	15:03:22	15:03:37	15	5/14	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:00:58	15:05:59
EO ENTERTAINMEN	02-Jan-2014	Thu	Mobilink (Leader In Mobile Games - Mobilink	Mobilink Corporate	GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Spot/TVC	15:03:37	15:04:11	34	6/14	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:00:58	15:05:59
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Cadbury Perk		Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	15:04:12	15:04:41	29	7/14	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:00:58	15:05:59
EO ENTERTAINMEN	02-Jan-2014	Thu	Warid Glow (Free 10000 Mints - 10000 Sms	Warid Glow	GSM	Cellular Communication	WARID TELECOM (PVT) LTD.	Spot/TVC	15:04:42	15:04:56	14	8/14	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:00:58	15:05:59
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Clear Shampoo	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	15:05:09	15:05:15	6	10/14	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:00:58	15:05:59
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	15:05:16	15:05:22	6	11/14	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:00:58	15:05:59
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi W/Pepsi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	15:05:23	15:05:28	5	12/14	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:00:58	15:05:59
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	15:05:29	15:05:35	6	13/14	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:00:58	15:05:59
EO ENTERTAINMEN	02-Jan-2014	Thu	K&Ns Deline (Protein Power Breakfast - Diff	K&Ns	Pack Food	Food	K&Ns	Spot/TVC	15:05:35	15:05:59	24	14/14	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:00:58	15:05:59
EO ENTERTAINMEN	02-Jan-2014	Thu	Head & Shoulder (100% Dandruff Free - 100	Head & Shoulder	Shampoo	Personal Products	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	15:16:51	15:17:28	37	2/11	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:15:24	15:21:19
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Cadbury Perk		Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	15:17:28	15:17:57	29	3/11	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:15:24	15:21:19
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan Siddi	Coca Cola	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	15:17:57	15:18:16	19	4/11	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:15:24	15:21:19
EO ENTERTAINMEN	02-Jan-2014	Thu	Mobilink (Leader In Mobile Games - Mobilink	Mobilink Corporate	GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Spot/TVC	15:18:16	15:18:50	34	5/11	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:15:24	15:21:19
EO ENTERTAINMEN	02-Jan-2014	Thu	Vital Peo Zindagi Geo (Family - Adpt)		Tea	Beverages	EASTERN PRODUCTS (PVT.) LTD.	Spot/TVC	15:18:51	15:19:00	9	6/11	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:15:24	15:21:19
EO ENTERTAINMEN	02-Jan-2014	Thu	Mirchi Pe Lagao Sprite Ka Tarika (Boys & Gir	Sprite	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	15:19:01	15:19:20	19	7/11	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:15:24	15:21:19
EO ENTERTAINMEN	02-Jan-2014	Thu	Ariel Ek Dhulai Dhago Ki Behreen Safai (Diff	Ariel	Washing Powders	Detergents & Soaps	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	15:19:21	15:20:05	44	8/11	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:15:24	15:21:19
EO ENTERTAINMEN	02-Jan-2014	Thu	Brooke Bond Supreme (Different Prices - Fair	Brooke Bond Supreme	Tea	Beverages	UNILEVER PAKISTAN LTD	Spot/TVC	15:20:05	15:20:37	32	9/11	0.00Kalmoohi	15:00:08	16:02:25		Mid Break	15:15:24	15:21:19
EO ENTERTAINMEN	02-Jan-2014	Thu	Olx (Happy Bech De To You)	OLX	Website / Portals	Information Technology	OLX INC.</												

Channel	Date	Day	Caption	Brand	SubCategory	Category	Company Name	Ad Type	Ad Start	Ad End	Ad Duration	Slot	Net Amount	Program Name	Program Start	Program End	Mid Break	Break Start	Break End
EO ENTERTAINMEN	02-Jan-2014	Thu	Yums Jahan Fruity Fun Wahan (Boys & GirlsCandyland Yums		Candies / Chocolates	Confectionery	ISMAIL INDUSTRIES (PVT.) LTD.	Spot/TVC	16:20:37	16:20:52	15	9/13	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:15:28	16:22:30
EO ENTERTAINMEN	02-Jan-2014	Thu	Manpasand (Double Maza Offer- Free Two SManpasand (All)		Oil & Ghee	Culinary	DALDA FOODS (PVT.) LTD.	Spot/TVC	16:20:52	16:21:02	10	10/13	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:15:28	16:22:30
EO ENTERTAINMEN	02-Jan-2014	Thu	It Off Starts With A Nescafe (Boy & Girl)	Nescafe	Coffee	Beverages	NESTLE PAKISTAN LIMITED	Spot/TVC	16:21:02	16:21:43	41	11/13	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:15:28	16:22:30
EO ENTERTAINMEN	02-Jan-2014	Thu	Care Say Behtar Kya (Boy & Girl - Adpt 3)	Care Heel Cream	Heel Cream	Personal Products	INTERCOS	Spot/TVC	16:21:43	16:21:59	16	12/13	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:15:28	16:22:30
EO ENTERTAINMEN	02-Jan-2014	Thu	Servis Shoes For Every One (Sale Lagee UpServis		Shoes	Footwear	SERVIS SALES CORPORATION	Spot/TVC	16:22:00	16:22:29	29	13/13	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:15:28	16:22:30
EO ENTERTAINMEN	02-Jan-2014	Thu	Sufi Food (Add New Flavours To Life - Boys Sufi Food		Pack Food	Food	SUFI GROUP OF INDUSTRIES	Spot/TVC	16:34:18	16:35:17	59	2/17	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:32:49	16:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Ccadbury Perk		Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	16:35:18	16:35:47	29	3/17	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:32:49	16:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Har Koi Gai Kay Gun Gae (Juhi Chawla & DiGai (All)		Oil & Ghee	Culinary	AZHAR CORPORATION (PVT.) LTD.	Spot/TVC	16:35:48	16:36:08	20	4/17	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:32:49	16:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Care Say Behtar Kya (Boy & Girl - Adpt 3)	Care Heel Cream	Heel Cream	Personal Products	INTERCOS	Spot/TVC	16:36:09	16:36:25	16	5/17	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:32:49	16:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Nestle Every Day (Good Food Good Life - DiEvery Day Liquid Milk		Milk	Beverages	NESTLE PAKISTAN LIMITED	Spot/TVC	16:36:26	16:37:16	50	6/17	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:32:49	16:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Servis Shoes For Every One (Sale Lagee UpServis		Shoes	Footwear	SERVIS SALES CORPORATION	Spot/TVC	16:37:16	16:37:35	19	7/17	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:32:49	16:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Manpasand (Double Maza Offer- Free Two SManpasand (All)		Oil & Ghee	Culinary	DALDA FOODS (PVT.) LTD.	Spot/TVC	16:37:36	16:37:45	9	8/17	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:32:49	16:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Vital Peo Zindagi Geo (Family - Adpt)	Vital Tea	Tea	Beverages	EASTERN PRODUCTS (PVT.) LTD.	Spot/TVC	16:37:46	16:37:55	9	9/17	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:32:49	16:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Yums Jahan Fruity Fun Wahan (Boys & GirlsCandyland Yums		Candies / Chocolates	Confectionery	ISMAIL INDUSTRIES (PVT.) LTD.	Spot/TVC	16:37:55	16:38:11	16	10/17	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:32:49	16:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Ariel Ek Dhulai Dhago Ki Behreen Safai (DiffAriel Washing Powder		Washing Powders	Detergents & Soaps	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	16:38:11	16:38:55	44	11/17	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:32:49	16:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Qudarti Khoobsurti Har Pal (3 Girls - Adpt)	Care Natural Honey Lotion	Beauty Lotion	Personal Products	INTERCOS	Spot/TVC	16:38:55	16:39:24	29	12/17	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:32:49	16:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Clear Shampoo	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	16:39:38	16:39:44	6	14/17	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:32:49	16:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	16:39:45	16:39:51	6	15/17	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:32:49	16:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPepsi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	16:39:51	16:39:57	6	16/17	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:32:49	16:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	16:39:57	16:40:03	6	17/17	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:32:49	16:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Har Koi Gai Kay Gun Gae (Juhi Chawla & DiGai (All)		Oil & Ghee	Culinary	AZHAR CORPORATION (PVT.) LTD.	Spot/TVC	16:51:38	16:52:14	36	3/18	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:50:07	16:56:46
EO ENTERTAINMEN	02-Jan-2014	Thu	Servis Shoes For Every One (Sale Lagee UpServis		Shoes	Footwear	SERVIS SALES CORPORATION	Spot/TVC	16:52:14	16:52:34	20	4/18	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:50:07	16:56:46
EO ENTERTAINMEN	02-Jan-2014	Thu	Manpasand (Double Maza Offer- Free Two SManpasand (All)		Oil & Ghee	Culinary	DALDA FOODS (PVT.) LTD.	Spot/TVC	16:52:34	16:52:44	10	5/18	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:50:07	16:56:46
EO ENTERTAINMEN	02-Jan-2014	Thu	Qudarti Khoobsurti Har Pal (3 Girls - Adpt 1) Care Natural Honey Lotion		Beauty Lotion	Personal Products	INTERCOS	Spot/TVC	16:52:44	16:52:57	13	6/18	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:50:07	16:56:46
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Ccadbury Perk		Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	16:52:57	16:53:27	30	7/18	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:50:07	16:56:46
EO ENTERTAINMEN	02-Jan-2014	Thu	Head & Shoulder (100% Dandruff Free - 100Head & Shoulder		Shampoo	Personal Products	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	16:53:27	16:54:01	34	8/18	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:50:07	16:56:46
EO ENTERTAINMEN	02-Jan-2014	Thu	Yums Jahan Fruity Fun Wahan (Boys & GirlsCandyland Yums		Candies / Chocolates	Confectionery	ISMAIL INDUSTRIES (PVT.) LTD.	Spot/TVC	16:54:02	16:54:16	14	9/18	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:50:07	16:56:46
EO ENTERTAINMEN	02-Jan-2014	Thu	Ariel Ek Dhulai Dhago Ki Behreen Safai (DiffAriel Washing Powder		Washing Powders	Detergents & Soaps	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	16:54:17	16:54:26	9	10/18	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:50:07	16:56:46
EO ENTERTAINMEN	02-Jan-2014	Thu	Mobilink (Leader In Mobile Games - MobilinkMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Spot/TVC	16:54:27	16:55:01	34	11/18	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:50:07	16:56:46
EO ENTERTAINMEN	02-Jan-2014	Thu	Brooke Bond Supreme (Family - Save Rs 80Brooke Bond Supreme		Tea	Beverages	UNILEVER PAKISTAN LTD	Spot/TVC	16:55:01	16:55:30	29	12/18	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:50:07	16:56:46
EO ENTERTAINMEN	02-Jan-2014	Thu	Yums Jahan Fruity Fun Wahan (Boys & GirlsCandyland Yums		Candies / Chocolates	Confectionery	ISMAIL INDUSTRIES (PVT.) LTD.	Spot/TVC	16:55:30	16:56:07	37	13/18	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:50:07	16:56:46
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Clear Shampoo	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	16:56:20	16:56:26	6	15/18	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:50:07	16:56:46
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	16:56:27	16:56:32	5	16/18	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:50:07	16:56:46
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPepsi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	16:56:33	16:56:38	5	17/18	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:50:07	16:56:46
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	16:56:39	16:56:45	6	18/18	0.00	Asmano Py Likha	16:02:26	17:07:03	Mid Break	16:50:07	16:56:46
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	17:07:30	17:07:42	12	1/12	0.00	Man Ke Moti	17:07:11	18:07:06	Mid Break	17:07:29	17:10:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Complan (Drink Complan & Get Free Yoyo - Complan		Powder Milk	Beverages	HEINZ PAKISTAN (PVT.) LTD.	Spot/TVC	17:07:43	17:07:52	9	2/12	0.00	Man Ke Moti	17:07:11	18:07:06	Mid Break	17:07:29	17:10:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Ariel Ek Dhulai Dhago Ki Behreen Safai (DiffAriel Washing Powder		Washing Powders	Detergents & Soaps	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	17:07:53	17:08:02	9	3/12	0.00	Man Ke Moti	17:07:11	18:07:06	Mid Break	17:07:29	17:10:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Brooke Bond Supreme (Different Prices - FarBrooke Bond Supreme		Tea	Beverages	UNILEVER PAKISTAN LTD	Spot/TVC	17:08:03	17:08:32	29	4/12	0.00	Man Ke Moti	17:07:11	18:07:06	Mid Break	17:07:29	17:10:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Mobilink (Leader In Mobile Games - MobilinkMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Spot/TVC	17:08:33	17:09:07	34	5/12	0.00	Man Ke Moti	17:07:11	18:07:06	Mid Break	17:07:29	17:10:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Coke Studio (Season 6 - Episode 5)	Coca Cola	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	17:09:08	17:09:37	29	6/12	0.00	Man Ke Moti	17:07:11	18:07:06	Mid Break	17:07:29	17:10:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Talkshawk (Sachi Yari Sub Pe Bhari - PeopleTalkshawk		GSM	Cellular Communication	TELEOR PAKISTAN LTD	Spot/TVC	17:09:38	17:10:13	35	7/12	0.00	Man Ke Moti	17:07:11	18:07:06	Mid Break	17:07:29	17:10:53
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Clear Shampoo	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	17:10:27	17:10:33	6	9/12	0.00	Man Ke Moti	17:07:11	18:07:06	Mid Break	17:07:29	17:10:53
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	17:10:33	17:10:38	5	10/12	0.00	Man Ke Moti	17:07:11	18:07:06	Mid Break	17:07:29	17:10:53
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPepsi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	17:10:39	17:10:45	6	11/12	0.00	Man Ke Moti	17:07:11	18:07:06	Mid Break	17:07:29	17:10:53
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	17:10:45	17:10:53	8	12/12	0.00	Man Ke Moti	17:07:11	18:07:06	Mid Break	17:07:29	17:10:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Ccadbury Perk		Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	17:21:32	17:22:11	39	2/9	0.00	Man Ke Moti	17:07:11	18:07:06	Mid Break	17:20:03	17:25:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Complan (Drink Complan & Get Free Yoyo - Complan		Powder Milk	Beverages	HEINZ PAKISTAN (PVT.) LTD.	Spot/TVC	17:22:12	17:22:21	9	3/9	0.00	Man Ke Moti	17:07:11	18:07:06	Mid Break	17:20:03	17:25:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	17:22:22	17:22:41	19	4/9	0.00	Man Ke Moti	17:07:11	18:07:06	Mid Break	17:20:03	17:25:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Brooke Bond Supreme (Family - Save Rs 80Brooke Bond Supreme		Tea	Beverages	UNILEVER PAKISTAN LTD	Spot/TVC	17:22:41	17:23:13	32	5/9	0.00	Man Ke Moti	17:07:11	18:07:06	Mid Break	17:20:03	17:25:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Mobilink (Leader In Mobile Games - MobilinkMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Spot/TVC	17:23:13	17:23:47	34	6/9	0.00	Man Ke Moti					

Channel	Date	Day	Caption	Brand	SubCategory	Category	Company Name	Ad Type	Ad Start	Ad End	Ad Duration	Slot	Net Amount	Program Name	Program Start	Program End	Mid Break	Break Start	Break End
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	18:54:15	18:54:21	6	7/9	0.00	Mejazi Khuda	18:07:15	18:54:50	Mid Break	18:51:40	18:54:35
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPeppi	Q Mobile E 95	Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	18:54:21	18:54:27	6	8/9	0.00	Mejazi Khuda	18:07:15	18:54:50	Mid Break	18:51:40	18:54:35
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate	Q Mobile E 95	GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	18:54:27	18:54:35	8	9/9	0.00	Mejazi Khuda	18:07:15	18:54:50	Mid Break	18:51:40	18:54:35
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Cadbury Perk	Q Mobile E 95	Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	19:01:01	19:01:30	29	3/16	0.00	Casual	19:00:01	19:06:04	Casual	19:00:01	19:06:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Mirchi Pe Lagao Sprite Ka Tarka (Boys & GirSprite	Q Mobile E 95	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	19:01:31	19:01:50	19	4/16	0.00	Casual	19:00:01	19:06:04	Casual	19:00:01	19:06:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Warid Glow (Free 10000 Mints - 10000 Sms Warid Glow	Q Mobile E 95	GSM	Cellular Communication	WARID TELECOM (PVT) LTD.	Spot/TVC	19:01:50	19:02:06	16	5/16	0.00	Casual	19:00:01	19:06:04	Casual	19:00:01	19:06:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Cadbury Perk	Q Mobile E 95	Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	19:02:06	19:02:45	39	6/16	0.00	Casual	19:00:01	19:06:04	Casual	19:00:01	19:06:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Djuice (Unlimited Facebook - Can't Stop LikirDjuice	Q Mobile E 95	GSM	Cellular Communication	TELENER PAKISTAN LTD	Spot/TVC	19:02:45	19:03:20	35	7/16	0.00	Casual	19:00:01	19:06:04	Casual	19:00:01	19:06:04
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Q Mobile E 95	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	19:03:35	19:03:40	5	9/16	0.00	Casual	19:00:01	19:06:04	Casual	19:00:01	19:06:04
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	19:03:41	19:03:46	5	10/16	0.00	Casual	19:00:01	19:06:04	Casual	19:00:01	19:06:04
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPeppi	Q Mobile E 95	Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	19:03:47	19:03:54	7	11/16	0.00	Casual	19:00:01	19:06:04	Casual	19:00:01	19:06:04
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate	Q Mobile E 95	GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	19:03:54	19:03:59	5	12/16	0.00	Casual	19:00:01	19:06:04	Casual	19:00:01	19:06:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Free Facebook Browsing (Till 10Th January -Mobilink Corporate	Q Mobile E 95	GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Spot/TVC	19:04:00	19:04:40	40	13/16	0.00	Casual	19:00:01	19:06:04	Casual	19:00:01	19:06:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Coke Studio (Season 6 - Episode 5)	Coca Cola	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	19:04:40	19:05:09	29	14/16	0.00	Casual	19:00:01	19:06:04	Casual	19:00:01	19:06:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Warid Glow (Free 10000 Mints - 10000 Sms Warid Glow	Q Mobile E 95	GSM	Cellular Communication	WARID TELECOM (PVT) LTD.	Spot/TVC	19:05:09	19:05:38	29	15/16	0.00	Casual	19:00:01	19:06:04	Casual	19:00:01	19:06:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Tapal Danedar (The King Of Teabags - Girl) Tapal Danedar Tea Bags	Q Mobile E 95	Tea	Beverages	TAPAL TEA (PVT) LTD.	Spot/TVC	19:05:39	19:06:03	24	16/16	0.00	Casual	19:00:01	19:06:04	Casual	19:00:01	19:06:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Cadbury Perk	Q Mobile E 95	Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	19:25:54	19:26:24	30	3/15	0.00	Sapne Suhane Ladakp	19:06:04	19:29:57	Mid Break	19:24:02	19:29:54
EO ENTERTAINMEN	02-Jan-2014	Thu	Warid Glow (Free 10000 Mints - 10000 Sms Warid Glow	Q Mobile E 95	GSM	Cellular Communication	WARID TELECOM (PVT) LTD.	Spot/TVC	19:26:25	19:26:39	14	4/15	0.00	Sapne Suhane Ladakp	19:06:04	19:29:57	Mid Break	19:24:02	19:29:54
EO ENTERTAINMEN	02-Jan-2014	Thu	Canolive Cooking Oil (Be Smart - Family - AcCanolive Cooking Oil	Q Mobile E 95	Cooking Oil	Culinary	PUNJAB OIL MILLS LTD.	Spot/TVC	19:26:40	19:27:14	34	5/15	0.00	Sapne Suhane Ladakp	19:06:04	19:29:57	Mid Break	19:24:02	19:29:54
EO ENTERTAINMEN	02-Jan-2014	Thu	Mirchi Pe Lagao Sprite Ka Tarka (Boys & GirSprite	Q Mobile E 95	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	19:27:14	19:27:28	14	6/15	0.00	Sapne Suhane Ladakp	19:06:04	19:29:57	Mid Break	19:24:02	19:29:54
EO ENTERTAINMEN	02-Jan-2014	Thu	Djuice (Unlimited Facebook - No SubscriptionDjuice	Q Mobile E 95	GSM	Cellular Communication	TELENER PAKISTAN LTD	Spot/TVC	19:27:29	19:27:38	9	7/15	0.00	Sapne Suhane Ladakp	19:06:04	19:29:57	Mid Break	19:24:02	19:29:54
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola	Q Mobile E 95	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	19:27:39	19:28:08	29	8/15	0.00	Sapne Suhane Ladakp	19:06:04	19:29:57	Mid Break	19:24:02	19:29:54
EO ENTERTAINMEN	02-Jan-2014	Thu	Free Facebook Browsing (Till 10Th January -Mobilink Corporate	Q Mobile E 95	GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Spot/TVC	19:28:09	19:28:49	40	9/15	0.00	Sapne Suhane Ladakp	19:06:04	19:29:57	Mid Break	19:24:02	19:29:54
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Q Mobile E 95	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	19:29:03	19:29:09	6	11/15	0.00	Sapne Suhane Ladakp	19:06:04	19:29:57	Mid Break	19:24:02	19:29:54
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	19:29:09	19:29:15	6	12/15	0.00	Sapne Suhane Ladakp	19:06:04	19:29:57	Mid Break	19:24:02	19:29:54
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPeppi	Q Mobile E 95	Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	19:29:16	19:29:21	5	13/15	0.00	Sapne Suhane Ladakp	19:06:04	19:29:57	Mid Break	19:24:02	19:29:54
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate	Q Mobile E 95	GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	19:29:22	19:29:28	6	14/15	0.00	Sapne Suhane Ladakp	19:06:04	19:29:57	Mid Break	19:24:02	19:29:54
EO ENTERTAINMEN	02-Jan-2014	Thu	Tapal Danedar (The King Of Teabags - Girl) Tapal Danedar Tea Bags	Q Mobile E 95	Tea	Beverages	TAPAL TEA (PVT) LTD.	Spot/TVC	19:29:29	19:29:54	25	15/15	0.00	Sapne Suhane Ladakp	19:06:04	19:29:57	Mid Break	19:24:02	19:29:54
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Coca Cola Chalo Sath KhaeinCoca Cola	Q Mobile E 95	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Sponsorship	19:30:02	19:30:12	10	2/3	0.00	Casual	19:29:57	19:30:20	Casual	19:29:57	19:30:20
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Vital Tea - Boy)	Vital Tea	Tea	Beverages	EASTERN PRODUCTS (PVT.) LTD.	Sponsorship	19:30:13	19:30:20	7	3/3	0.00	Casual	19:29:57	19:30:20	Casual	19:29:57	19:30:20
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	19:33:47	19:33:51	4	4/15	0.00	Khushiyan	19:30:20	19:58:40	Mid Break	19:31:20	19:36:24
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	19:33:52	19:34:06	14	5/15	0.00	Khushiyan	19:30:20	19:58:40	Mid Break	19:31:20	19:36:24
EO ENTERTAINMEN	02-Jan-2014	Thu	Complan (Drink Complan & Get Free Yoyo - Complan	Q Mobile E 95	Powder Milk	Beverages	HEINZ PAKISTAN (PVT.) LTD.	Spot/TVC	19:34:07	19:34:18	11	6/15	0.00	Khushiyan	19:30:20	19:58:40	Mid Break	19:31:20	19:36:24
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	19:34:18	19:34:47	29	7/15	0.00	Khushiyan	19:30:20	19:58:40	Mid Break	19:31:20	19:36:24
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Q Mobile E 95	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	19:35:02	19:35:06	4	9/15	0.00	Khushiyan	19:30:20	19:58:40	Mid Break	19:31:20	19:36:24
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	19:35:07	19:35:13	6	10/15	0.00	Khushiyan	19:30:20	19:58:40	Mid Break	19:31:20	19:36:24
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPeppi	Q Mobile E 95	Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	19:35:13	19:35:21	8	11/15	0.00	Khushiyan	19:30:20	19:58:40	Mid Break	19:31:20	19:36:24
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate	Q Mobile E 95	GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	19:35:21	19:35:26	5	12/15	0.00	Khushiyan	19:30:20	19:58:40	Mid Break	19:31:20	19:36:24
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	19:35:26	19:35:40	14	13/15	0.00	Khushiyan	19:30:20	19:58:40	Mid Break	19:31:20	19:36:24
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	19:35:41	19:35:46	5	14/15	0.00	Khushiyan	19:30:20	19:58:40	Mid Break	19:31:20	19:36:24
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	19:55:59	19:56:04	5	3/9	0.00	Khushiyan	19:30:20	19:58:40	Mid Break	19:54:11	19:57:56
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	19:56:04	19:56:20	16	4/9	0.00	Khushiyan	19:30:20	19:58:40	Mid Break	19:54:11	19:57:56
EO ENTERTAINMEN	02-Jan-2014	Thu	Coke Studio (Season 6 - Episode 5)	Coca Cola	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	19:56:20	19:56:49	29	5/9	0.00	Khushiyan	19:30:20	19:58:40	Mid Break	19:54:11	19:57:56
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	19:56:50	19:57:25	35	6/9	0.00	Khushiyan	19:30:20	19:58:40	Mid Break	19:54:11	19:57:56
EO ENTERTAINMEN	02-Jan-2014	Thu	Vital Peo Zindagi Geo (Family - Adpt)	Vital Tea	Tea	Beverages	EASTERN PRODUCTS (PVT.) LTD.	Spot/TVC	19:57:25	19:57:34	9	7/9	0.00	Khushiyan	19:30:20	19:58:40	Mid Break	19:54:11	19:57:56
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	19:57:34	19:57:50	16	8/9	0.00	Khushiyan	19:30:20	19:58:40	Mid Break	19:54:11	19:57:56
EO ENTERTAINMEN	02-Jan-2014	Thu	Sufi Food (Add New Flavours To Life - Boys Sufi Food	Q Mobile E 95	Pack Food	Food	SUFI GROUP OF INDUSTRIES	Spot/TVC	20:00:15	20:01:19	64	4/15	0.00	Casual	20:05:25	20:05:25	Casual	19:58:40	20:05:25
EO ENTERTAINMEN	02-Jan-2014	Thu	Qudarti Khoobsurti Har Pal (3 Girls - Adpt 1) Care Natural Honey Lotion	Q Mobile E 95	Beauty Lotion	Personal Products	INTERCOS	Spot/TVC	20:01:19	20:01:32	13	5/15	0.00	Casual	20:05:25	20:05:25	Casual	19:58:40	20:05:25
EO ENTERTAINMEN	02-Jan-2014	Thu	Ariel Ek Dhulai Dhago Ki Behreen Safai (DifAriel Washing Powder	Q Mobile E 95	Washing Powders	Detergents & Soaps	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	20:01:32	20:02:21	49	6/15	0.00	Casual	20:05:25	20:05:25	Casual	19:58:40	20:05:25
EO ENTERTAINMEN	02-Jan-2014	Thu	Mobilink (Leader In Mobile Games - MobilinkMobilink Corporate	Q Mobile E 95	GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Spot/TVC	20:02:22	20:02:57	35	7/15	0.00	Casual	20:0				

Channel	Date	Day	Caption	Brand	SubCategory	Category	Company Name	Ad Type	Ad Start	Ad End	Ad Duration	Slot	Net Amount	Program Name	Program Start	Program End	Mid Break	Break Start	Break End
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Cadbury Perk		Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	21:08:13	21:08:52	39	9/9	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:03:39	21:08:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Cadbury Perk		Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	21:17:53	21:18:23	30	2/15	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:16:24	21:22:15
EO ENTERTAINMEN	02-Jan-2014	Thu	Mobilink (Leader In Mobile Games - MobilinkMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Spot/TVC	21:18:23	21:18:58	35	3/15	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:16:24	21:22:15
EO ENTERTAINMEN	02-Jan-2014	Thu	Ariel Ek Dhulai Dhago Ki Behreen Safai (DiffAriel Washing Powder		Washing Powders	Detergents & Soaps	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	21:18:58	21:19:42	44	4/15	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:16:24	21:22:15
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	21:19:42	21:19:57	15	5/15	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:16:24	21:22:15
EO ENTERTAINMEN	02-Jan-2014	Thu	Warid Glow (Free 10000 Mints - 10000 Sms Warid Glow		GSM	Cellular Communication	WARID TELECOM (PVT) LTD.	Spot/TVC	21:19:57	21:20:11	14	6/15	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:16:24	21:22:15
EO ENTERTAINMEN	02-Jan-2014	Thu	Mirchi Pe Lagao Sprite Ka Tarka (Boys & GirSprite		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	21:20:12	21:20:28	16	7/15	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:16:24	21:22:15
EO ENTERTAINMEN	02-Jan-2014	Thu	It Off Starts With A Nescafe (Boy & Girl) Nescafe		Coffee	Beverages	NESTLE PAKISTAN LIMITED	Spot/TVC	21:20:28	21:21:07	39	8/15	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:16:24	21:22:15
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl) Clear Shampoo		Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	21:21:22	21:21:28	6	10/15	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:16:24	21:22:15
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95) Q Mobile E 95		Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	21:21:28	21:21:33	5	11/15	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:16:24	21:22:15
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPepsi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	21:21:34	21:21:41	7	12/15	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:16:24	21:22:15
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	21:21:41	21:21:46	5	13/15	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:16:24	21:22:15
EO ENTERTAINMEN	02-Jan-2014	Thu	Audionic (Blue Tune Bt-756 Speakers - Rs 5Audionic		MP3 Player	Home Appliances & Elect	UNICHAMPION TRADING LTD.	Spot/TVC	21:21:47	21:21:57	10	14/15	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:16:24	21:22:15
EO ENTERTAINMEN	02-Jan-2014	Thu	Sufi Food (Add New Flavours To Life - Boys Sufi Food		Pack Food	Food	SUFI GROUP OF INDUSTRIES	Spot/TVC	21:34:06	21:35:07	61	1/13	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:34:06	21:38:19
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	21:35:08	21:35:27	19	2/13	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:34:06	21:38:19
EO ENTERTAINMEN	02-Jan-2014	Thu	Warid Glow (Free 10000 Mints - 10000 Sms Warid Glow		GSM	Cellular Communication	WARID TELECOM (PVT) LTD.	Spot/TVC	21:35:27	21:35:41	14	3/13	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:34:06	21:38:19
EO ENTERTAINMEN	02-Jan-2014	Thu	85 Percent Doctors Recommended PampersPampers		Diapers	Baby Cares	PROCTER & GAMBLE PAKISTAN LTD	Spot/TVC	21:35:42	21:36:26	44	4/13	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:34:06	21:38:19
EO ENTERTAINMEN	02-Jan-2014	Thu	Mirchi Pe Lagao Sprite Ka Tarka (Boys & GirSprite		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	21:36:27	21:36:43	16	5/13	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:34:06	21:38:19
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl) Clear Shampoo		Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	21:36:54	21:37:02	8	7/13	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:34:06	21:38:19
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95) Q Mobile E 95		Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	21:37:02	21:37:08	6	8/13	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:34:06	21:38:19
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPepsi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	21:37:09	21:37:14	5	9/13	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:34:06	21:38:19
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	21:37:15	21:37:20	5	10/13	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:34:06	21:38:19
EO ENTERTAINMEN	02-Jan-2014	Thu	Audionic (Blue Tune Bt-756 Speakers - Rs 5Audionic		MP3 Player	Home Appliances & Elect	UNICHAMPION TRADING LTD.	Spot/TVC	21:37:21	21:37:30	9	11/13	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:34:06	21:38:19
EO ENTERTAINMEN	02-Jan-2014	Thu	Coke Studio (Season 6 - Episode 5) Coca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	21:37:31	21:38:00	29	12/13	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:34:06	21:38:19
EO ENTERTAINMEN	02-Jan-2014	Thu	Sufi Food (Add New Flavours To Life - Boys Sufi Food		Pack Food	Food	SUFI GROUP OF INDUSTRIES	Spot/TVC	21:48:49	21:49:47	58	2/16	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:47:19	21:54:32
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Cadbury Perk		Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	21:49:48	21:50:18	30	3/16	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:47:19	21:54:32
EO ENTERTAINMEN	02-Jan-2014	Thu	Colgate Sensitive Pro-Relief (Starting Form Colgate Sensitive		Tooth Paste	Oral Care	COLGATE PALMOLIVE LTD.	Spot/TVC	21:50:18	21:51:09	51	4/16	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:47:19	21:54:32
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	21:51:10	21:51:41	31	5/16	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:47:19	21:54:32
EO ENTERTAINMEN	02-Jan-2014	Thu	Vital Peo Zindagi Geo (Family - Adpt) Vital Tea		Tea	Beverages	EASTERN PRODUCTS (PVT.) LTD.	Spot/TVC	21:51:41	21:51:51	10	6/16	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:47:19	21:54:32
EO ENTERTAINMEN	02-Jan-2014	Thu	Coca Cola (Chalo Sath Khaein - Adnan SiddiCoca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	21:51:51	21:52:10	19	7/16	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:47:19	21:54:32
EO ENTERTAINMEN	02-Jan-2014	Thu	Talkshawk (Sachi Yari Sub Pe Bhari - PeopleTalkshawk		GSM	Cellular Communication	TELENOR PAKISTAN LTD	Spot/TVC	21:52:10	21:52:44	34	8/16	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:47:19	21:54:32
EO ENTERTAINMEN	02-Jan-2014	Thu	Bewaqt Bhook Ka Meetha Solution (Boys & Cadbury Perk		Candies / Chocolates	Confectionery	KRAFT FOODS PAKISTAN LTD.	Spot/TVC	21:52:45	21:53:24	39	9/16	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:47:19	21:54:32
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl) Clear Shampoo		Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	21:53:38	21:53:45	7	11/16	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:47:19	21:54:32
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95) Q Mobile E 95		Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	21:53:45	21:53:50	5	12/16	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:47:19	21:54:32
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPepsi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	21:53:51	21:53:57	6	13/16	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:47:19	21:54:32
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	21:53:57	21:54:03	6	14/16	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:47:19	21:54:32
EO ENTERTAINMEN	02-Jan-2014	Thu	Audionic (Blue Tune Bt-756 Speakers - Rs 5Audionic		MP3 Player	Home Appliances & Elect	UNICHAMPION TRADING LTD.	Spot/TVC	21:54:04	21:54:13	9	15/16	0.00Kalmoohi		21:02:45	22:05:58	Mid Break	21:47:19	21:54:32
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro		Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	22:08:48	22:08:53	5	2/19	0.00Meri Maa		22:06:17	22:38:55	Mid Break	22:07:19	22:13:53
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro		Cellular Phone Sets	Cellular Communication	SAMSUNG GULF ELECTRONICS FZE	Spot/TVC	22:08:53	22:09:07	14	3/19	0.00Meri Maa		22:06:17	22:38:55	Mid Break	22:07:19	22:13:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Nai Tetley Gold (Pasand Na Aey To Paise WTetley		Tea	Beverages	CLOVER PAKISTAN LTD.	Spot/TVC	22:09:08	22:09:33	25	4/19	0.00Meri Maa		22:06:17	22:38:55	Mid Break	22:07:19	22:13:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Free Facebook Browsing (Till 10Th January -Mobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Spot/TVC	22:09:33	22:10:13	40	5/19	0.00Meri Maa		22:06:17	22:38:55	Mid Break	22:07:19	22:13:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Coke Studio (Season 6 - Episode 5) Coca Cola		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	22:10:13	22:10:42	29	6/19	0.00Meri Maa		22:06:17	22:38:55	Mid Break	22:07:19	22:13:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Brooke Bond Supreme (Family - Save Rs 80Brooke Bond Supreme		Tea	Beverages	UNILEVER PAKISTAN LTD	Spot/TVC	22:10:42	22:11:11	29	7/19	0.00Meri Maa		22:06:17	22:38:55	Mid Break	22:07:19	22:13:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Mirchi Pe Lagao Sprite Ka Tarka (Boys & GirSprite		Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	22:11:12	22:11:26	14	8/19	0.00Meri Maa		22:06:17	22:38:55	Mid Break	22:07:19	22:13:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Vital Peo Zindagi Geo (Family - Adpt) Vital Tea		Tea	Beverages	EASTERN PRODUCTS (PVT.) LTD.	Spot/TVC	22:11:27	22:11:36	9	9/19	0.00Meri Maa		22:06:17	22:38:55	Mid Break	22:07:19	22:13:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Warid Glow (Free 10000 Mints - 10000 Sms Warid Glow		GSM	Cellular Communication	WARID TELECOM (PVT) LTD.	Spot/TVC	22:11:37	22:12:10	33	10/19	0.00Meri Maa		22:06:17	22:38:55	Mid Break	22:07:19	22:13:53
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl) Clear Shampoo		Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	22:12:21	22:12:26	5	12/19	0.00Meri Maa		22:06:17	22:38:55	Mid Break	22:07:19	22:13:53
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95) Q Mobile E 95		Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	22:12:27	22:12:32	5	13/19	0.00Meri Maa		22:06:17	22:38:55	Mid Break	22:07:19	22:13:53
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi WPepsi		Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	22:12:33	22:12:39	6	14/19	0.00Meri Maa		22:06:17	22:38:55	Mid Break	22:07:19	22:13:53
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali ZaMobilink Corporate		GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	22:12:39	22:12:45	6	15/19	0.00Meri Maa		22:06:17	22:38:55	Mid Break	22:07:19	22:13:53
EO ENTERTAINMEN	02-Jan-2014	Thu	Seasons For All The Right Reasons (Old MaSeasons Canola Cooking Oil		Cooking Oil	Culinary	WALI OIL MILLS LTD.	Spot/TVC	22:12:46	22:13:13	27	16/19	0.00Meri Maa		22:06:17	22:38:55	Mid Break	22:07:19	22:13:53
EO ENTERTAINMEN	02-Jan-2014	Thu	For The Real Star (Rs - 12900 With Mobilink Samsung Galaxy Star Pro		Cellular Phone Sets														

Channel	Date	Day	Caption	Brand	SubCategory	Category	Company Name	Ad Type	Ad Start	Ad End	Ad Duration	Slot	Net Amount	Program Name	Program Start	Program End	Mid Break	Break Start	Break End
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Clear Shampoo	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	23:35:05	23:35:10	5	4/9	0.00	Miss Fire	23:10:02	23:36:14	Mid Break	23:33:07	23:36:11
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	23:35:10	23:35:15	5	5/9	0.00	Miss Fire	23:10:02	23:36:14	Mid Break	23:33:07	23:36:11
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi W/Pepsi)	Clear Shampoo	Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	23:35:16	23:35:24	8	6/9	0.00	Miss Fire	23:10:02	23:36:14	Mid Break	23:33:07	23:36:11
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali Za Mobilink Corporate)	Q Mobile E 95	GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	23:35:24	23:35:28	4	7/9	0.00	Miss Fire	23:10:02	23:36:14	Mid Break	23:33:07	23:36:11
EO ENTERTAINMEN	02-Jan-2014	Thu	K&Ns Deline (Protein Power Breakfast - DiffeK&Ns)	Clear Shampoo	Pack Food	Food	K&NS	Spot/TVC	23:35:29	23:35:50	21	8/9	0.00	Miss Fire	23:10:02	23:36:14	Mid Break	23:33:07	23:36:11
EO ENTERTAINMEN	02-Jan-2014	Thu	Warid Glow (Free 10000 Mints - 10000 Sms Warid Glow)	Warid Glow	GSM	Cellular Communication	WARID TELECOM (PVT) LTD.	Spot/TVC	23:36:48	23:37:19	31	1/11	0.00	Asmano Py Likha	23:36:15	23:59:52	Mid Break	23:36:48	23:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Coke Studio (Season 6 - Episode 5)	Coca Cola	Cold Drinks	Beverages	The Coca-Cola Export Corporation	Spot/TVC	23:37:20	23:37:49	29	2/11	0.00	Asmano Py Likha	23:36:15	23:59:52	Mid Break	23:36:48	23:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Clear Shampoo	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	23:38:04	23:38:09	5	4/11	0.00	Asmano Py Likha	23:36:15	23:59:52	Mid Break	23:36:48	23:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	23:38:10	23:38:16	6	5/11	0.00	Asmano Py Likha	23:36:15	23:59:52	Mid Break	23:36:48	23:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi W/Pepsi)	Clear Shampoo	Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	23:38:16	23:38:21	5	6/11	0.00	Asmano Py Likha	23:36:15	23:59:52	Mid Break	23:36:48	23:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali Za Mobilink Corporate)	Q Mobile E 95	GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	23:38:22	23:38:28	6	7/11	0.00	Asmano Py Likha	23:36:15	23:59:52	Mid Break	23:36:48	23:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Talkshawk (Sachi Yari Sub Pe Bhari - PeopleTalkshawk)	Warid Glow	GSM	Cellular Communication	TELENOR PAKISTAN LTD	Spot/TVC	23:38:29	23:39:03	34	8/11	0.00	Asmano Py Likha	23:36:15	23:59:52	Mid Break	23:36:48	23:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	K&Ns Deline (Protein Power Breakfast - DiffeK&Ns)	Clear Shampoo	Pack Food	Food	K&NS	Spot/TVC	23:39:04	23:39:27	23	9/11	0.00	Asmano Py Likha	23:36:15	23:59:52	Mid Break	23:36:48	23:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Olx (Happy Bech De To You)	OLX	Website / Portals	Information Technology	OLX INC.	Spot/TVC	23:39:27	23:39:46	19	10/11	0.00	Asmano Py Likha	23:36:15	23:59:52	Mid Break	23:36:48	23:40:04
EO ENTERTAINMEN	02-Jan-2014	Thu	Warid Glow (Free 10000 Mints - 10000 Sms Warid Glow)	Warid Glow	GSM	Cellular Communication	WARID TELECOM (PVT) LTD.	Spot/TVC	23:52:01	23:52:17	16	2/10	0.00	Asmano Py Likha	23:36:15	23:59:52	Mid Break	23:50:32	23:53:56
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Nothing To Hide - Girl)	Clear Shampoo	Shampoo	Personal Products	UNILEVER PAKISTAN LTD	Sponsorship	23:52:28	23:52:34	6	4/10	0.00	Asmano Py Likha	23:36:15	23:59:52	Mid Break	23:50:32	23:53:56
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Q Mobile E 95)	Q Mobile E 95	Cellular Phone Sets	Cellular Communication	NEW ALLIED ELECTRONICS INDUSTRIE	Sponsorship	23:52:35	23:52:41	6	5/10	0.00	Asmano Py Likha	23:36:15	23:59:52	Mid Break	23:50:32	23:53:56
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Pakistan Idol - Jahan Pepsi W/Pepsi)	Clear Shampoo	Cold Drinks	Beverages	PEPSI COLA INTERNATIONAL (PVT.) LTI	Sponsorship	23:52:42	23:52:48	6	6/10	0.00	Asmano Py Likha	23:36:15	23:59:52	Mid Break	23:50:32	23:53:56
EO ENTERTAINMEN	02-Jan-2014	Thu	GEOE (SPN - Mobilink - Pakisatn Idol - Ali Za Mobilink Corporate)	Q Mobile E 95	GSM	Cellular Communication	PAKISTAN MOBILE COMMUNICATIONS	Sponsorship	23:52:48	23:52:55	7	7/10	0.00	Asmano Py Likha	23:36:15	23:59:52	Mid Break	23:50:32	23:53:56
EO ENTERTAINMEN	02-Jan-2014	Thu	Olx (Happy Bech De To You)	OLX	Website / Portals	Information Technology	OLX INC.	Spot/TVC	23:52:55	23:53:14	19	8/10	0.00	Asmano Py Likha	23:36:15	23:59:52	Mid Break	23:50:32	23:53:56
EO ENTERTAINMEN	02-Jan-2014	Thu	K&Ns Deline (Protein Power Breakfast - DiffeK&Ns)	Clear Shampoo	Pack Food	Food	K&NS	Spot/TVC	23:53:15	23:53:38	23	9/10	0.00	Asmano Py Likha	23:36:15	23:59:52	Mid Break	23:50:32	23:53:56