

Experience The Power of Media Tech

Media Tech

Putting the power of cable to use
For local, regional & national advertisers

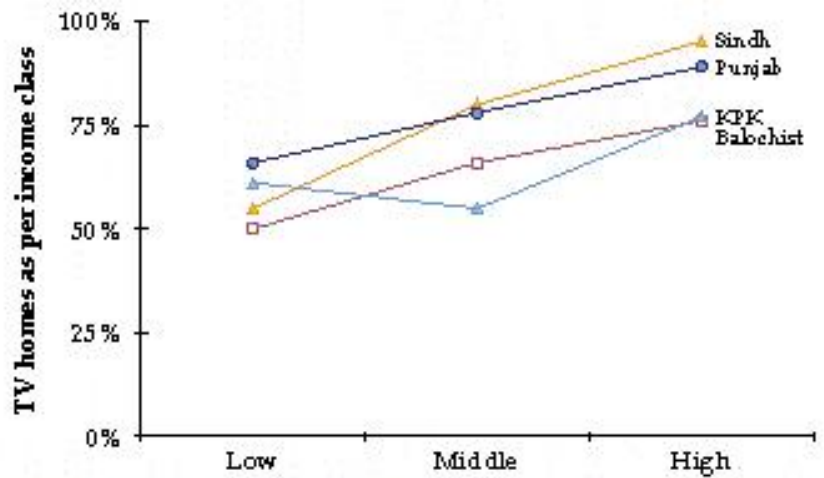


CABLE ADVERTISING
AFFORDABLE , ACCESSIBLE, TARGETED
www.mediatechpk.com

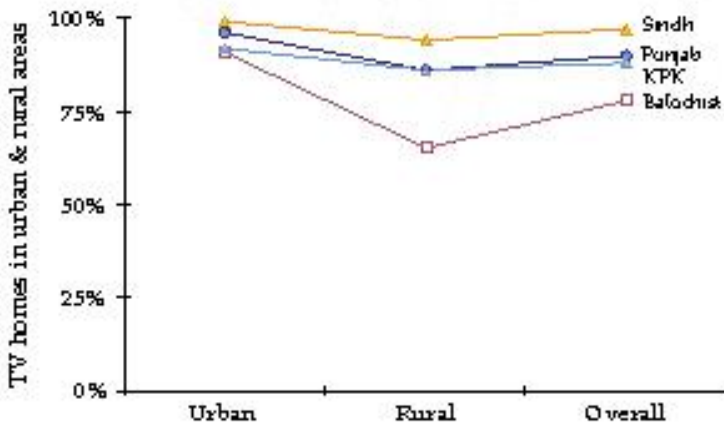
A Presentation By,



Access to TV in Pakistan



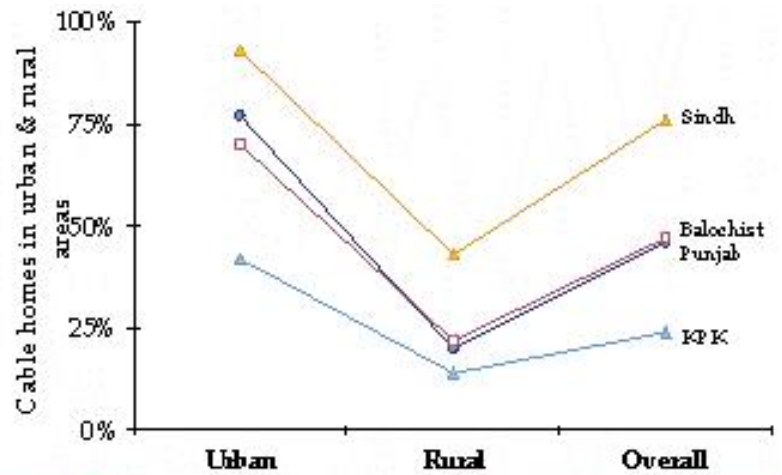
- TV homes ~ 16.79 million
- TV access ~ 134.32 million
- TV penetration ~ 91%



A Presentation By,



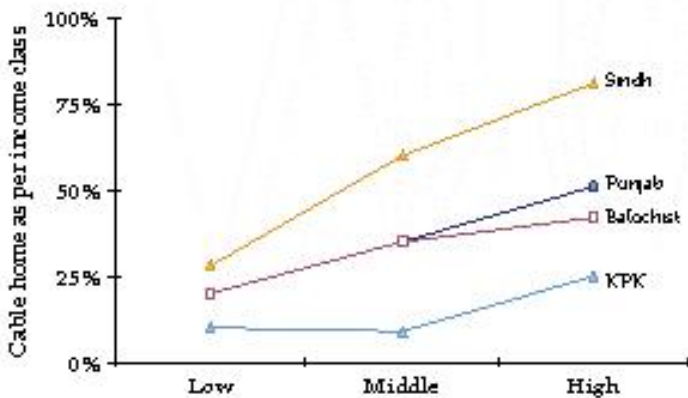
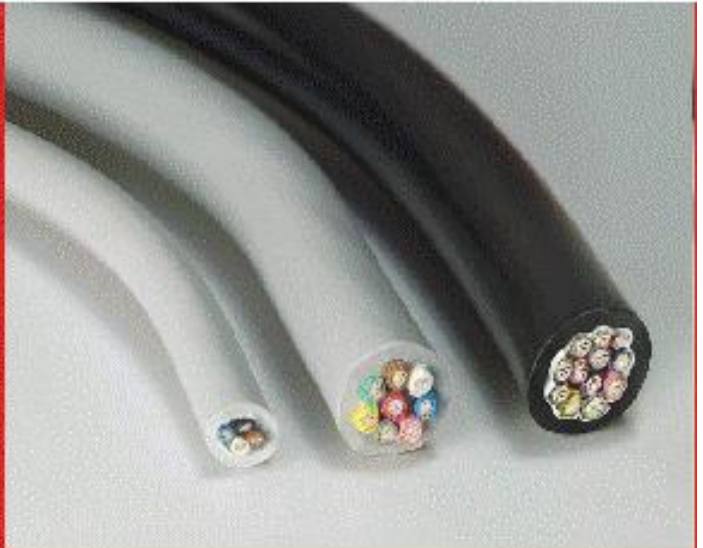
Access to TV in Pakistan



Cable homes ~ 9.27 million

Cable access ~ 74.12 million

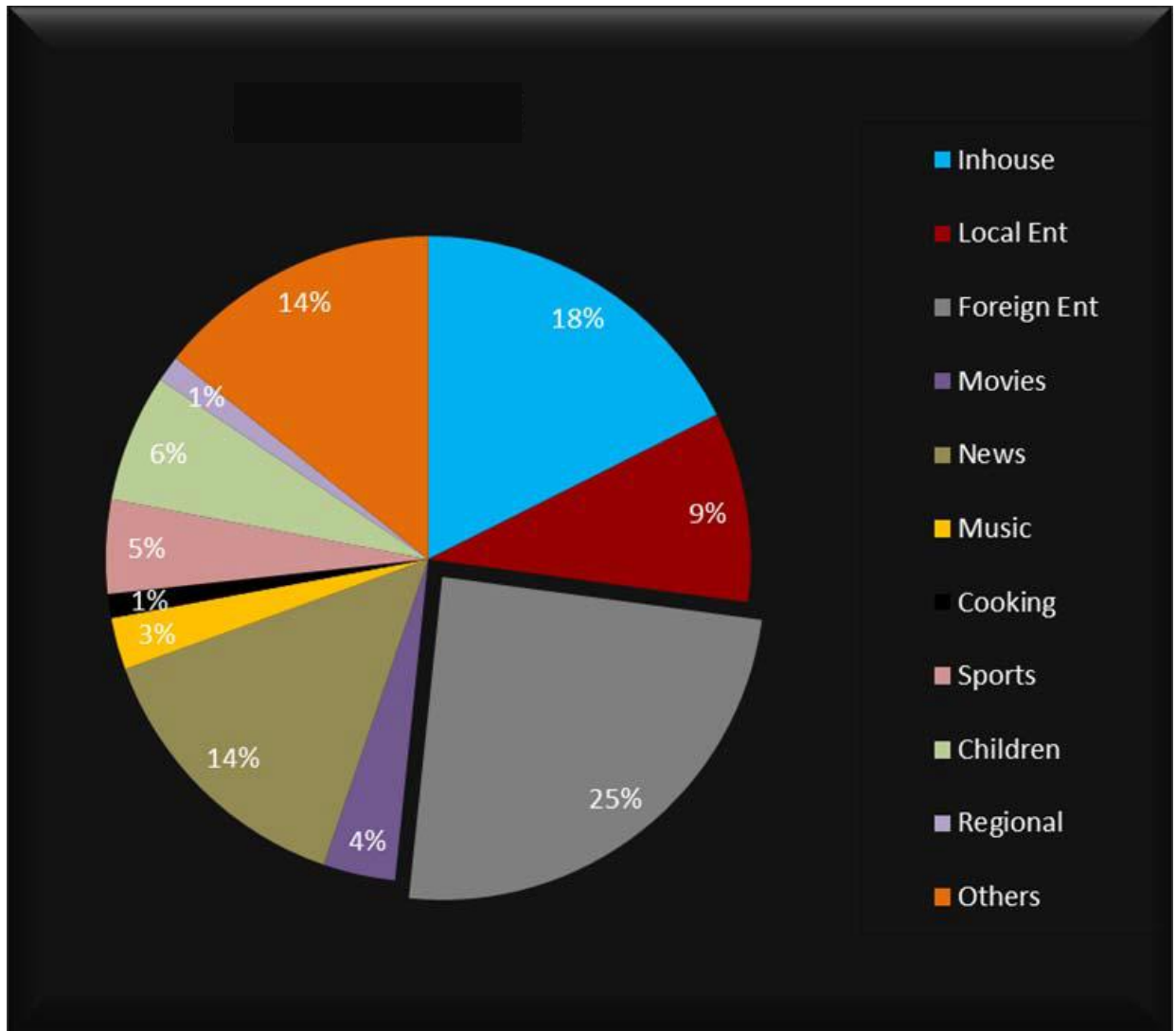
Cable penetration ~ 50%



A Presentation By,



Planning for Cable TV Advertising ?



In-house and Foreign Entertainment contribute to approximately 43% of the total viewer ship

In-house Channel comprise of Indian and English Movies.

Foreign Entertainment category comprises of Star plus , Sony, Colors etc.

A Presentation By,



2 reasons

why brands need to use

cable advertising

*To buy cable is to buy airtime on the **in-house channels** of cable system.

A Presentation By,



Reason 1: Minimum wastage of money

able allows advertisers to

Target Ads

geographically

A Presentation By,



Reason 2: Media Tech

as it enables a

**convenient &
transparent**

solution for cable advertising

Pakistan Advertisers Society Approved

A Presentation By,



A

one-stop-shop

for advertising on cable systems across Pakistan.

With an estimated nationwide reach to

90%

of total cable homes.

*Cable systems are also known as **cable operators, cable networks, multi-system operators**, and other terms related to television service provision.

A Presentation By,



Some of our respected

Clients

since Jun 2002

A Presentation By,





DEFENCE HOUSING AUTHORITY
MULTAN



Our growing
nationwide network
of cable systems

A Presentation By,



OUR EXCLUSIVE NETWORKS

01 – Multan (80%)

- Alpha Cable Network
- Atti 1 Cable Network
- Atti 2 Cable Network
- City Wide Cable Network
- Geo Plus Cable Network
- WasebCable Network

02 – Vehari (70%)

- Nordic Cable Network

03 – Khanewal (70%)

- 3 Star Cable Network
- Star Cable Network

A Presentation By,



Media Tech provide complete Reporting, Tracking Campaign Management Systems for cable advertising

Media Tech provide professional services to several large Pakistan based clients, and this experience has enabled us to build strong campaign management systems (customized for local market conditions). Some of these systems include:

1. Ad airing report
2. TC from the respective cable operators
3. Physical on ground verification if required
4. Campaign verification from Client's sales/distributor personnel on ground

A Presentation By,



Ad airing report – preview

TRANSMISSION CERTIFICATE

MS. Multan Golf City

Ad Period: 01-01-2018 to 31-01-2018

48 Spots daily... Scroll after every 30 Minutes...

City Name	Cable Name	InHouse 1	InHouse 2	InHouse 3
Multan	Alpha Cable Network	Alpha Action 00-30 LOGO	Alpha Drama 20-50	Alpha Classic 15-45
		Alpha Brand 25-55		
	Geo Plus Cable Network	Geo Plus Action 15-45 LOGO	Geo Plus Gold 20-50	Geo Plus Comedy 05-35
	Sunny Vision Cable Network	Sunny Vision Movie 00-30 LOGO	Sunny Vision Saraiki 10-40	Sunny Vision Action 15-45
		Sunny Vision Hits 05-35	Sunny Vision Music 20-50	
	Shaheen Cable Network	Shaheen Cinema 00-30 LOGO	Shaheen Prime 20-50	Shaheen Comedy 10-40

A Presentation By,



We believe the space of cable advertising is full of
ready & exciting
possibilities

Video advertising
Scroll advertising
Documentary airing
Exclusive transmission
Innovative play-out
Start a new channel
Innovative content gathering
Local news network
TV content promotion

A Presentation By,



We are focused to improve
Cable Advertising Standards
in Pakistan for our clients.

A Presentation By,



**We welcome you to explore
cable for outreach.**

A Presentation By,



**“Never doubt that a small group of thoughtful,
committed citizens can change the world. Indeed, it is
the only thing that ever has”**

Margaret Mead

A Presentation By,



Appendix

A Presentation By,



Case Study Coke Studio

Coke Studio, for the very first time in Pakistan used the medium of cable TV – just like a satellite medium Media Tech made it possible to on air the Coke Studio programs/episode on the same schedule of satellite TV channels.

Each program/episode was about 40 to 45 minutes, which was on aired with the same schedule and regularity. Regular advertisement spots (TVC) of Coke were on aired during the program breaks.



A Presentation By,



Thank you for Taking Time out to go through this Document.



Office: Pace N Pace Shopping Mall,
4th Floor, Chungi # 6, Bosan Road, Multan

Email: mediatechpk2017@gmail.com

Contact: 923217345657

www.mediatechpk.com

A Presentation By,

