

## Experience the Power of Cablecast

**Cablecast**

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



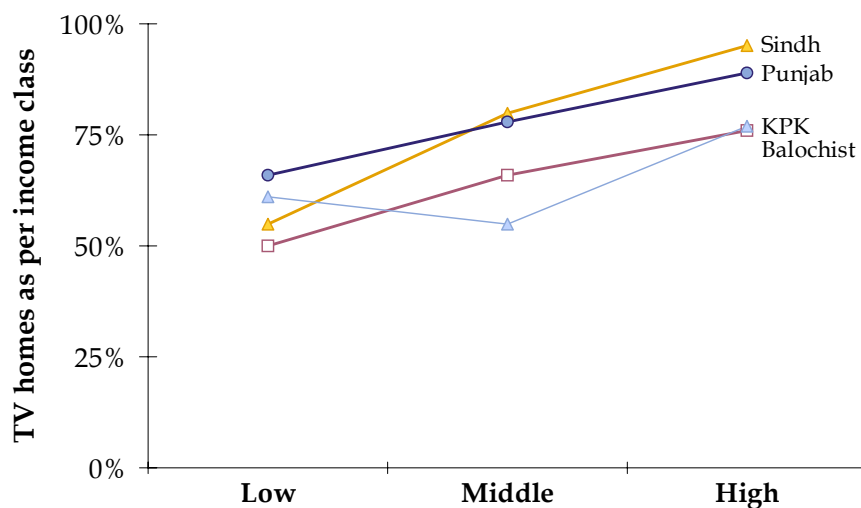
**CABLE ADVERTISING**  
**AFFORDABLE . ACCESSIBLE . TARGETED**  
[www.cablecast.biz](http://www.cablecast.biz)

A presentation by,

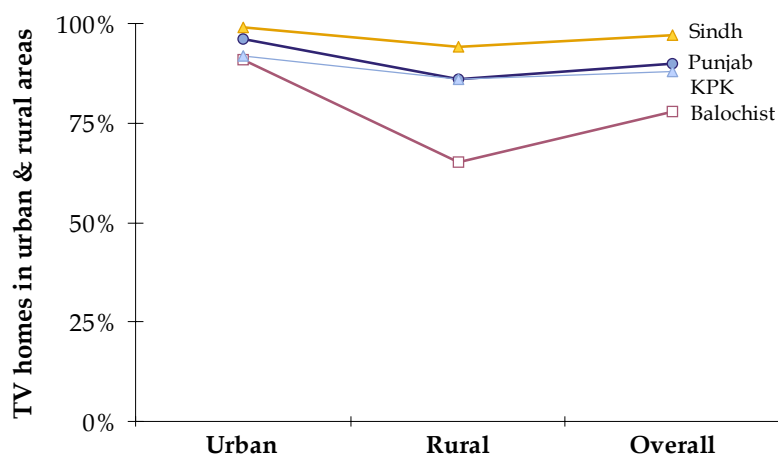


**2013**

## Access to TV in Pakistan



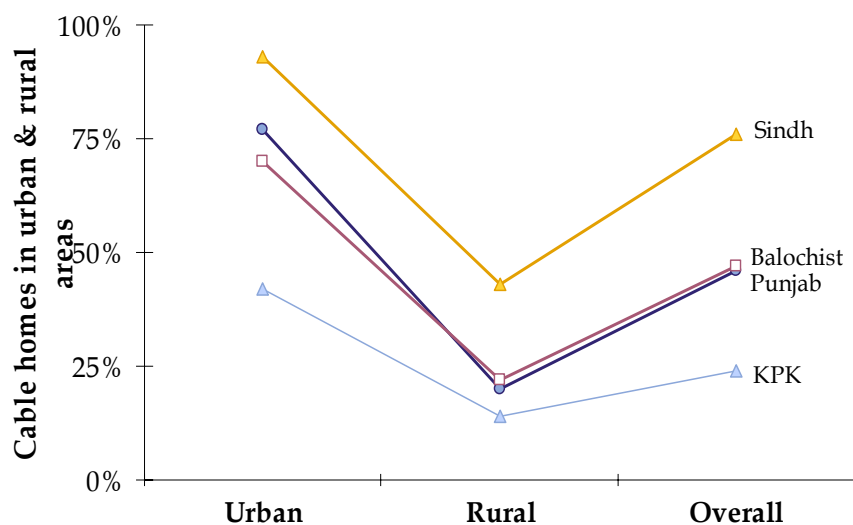
- TV homes ~ 16.79 million
- TV access ~ 134.32 million
- TV penetration ~ 91%



This Document is a property of Cablecast (Private) Limited

Source: BBC Pakistan 2008: survey of adults (15+) n=4020

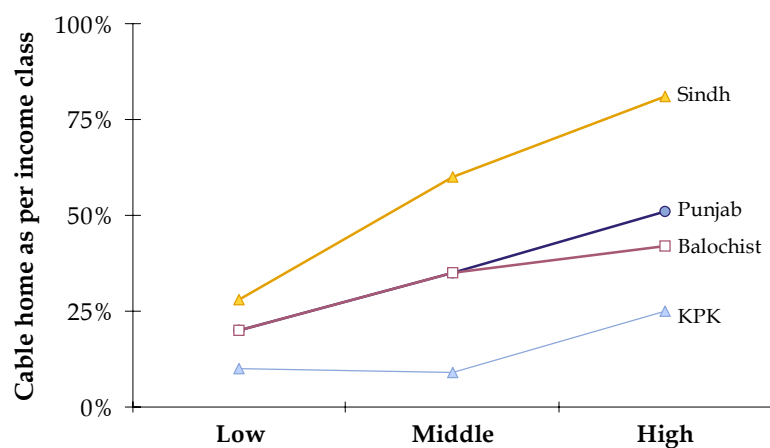
## Access to Cable TV Service



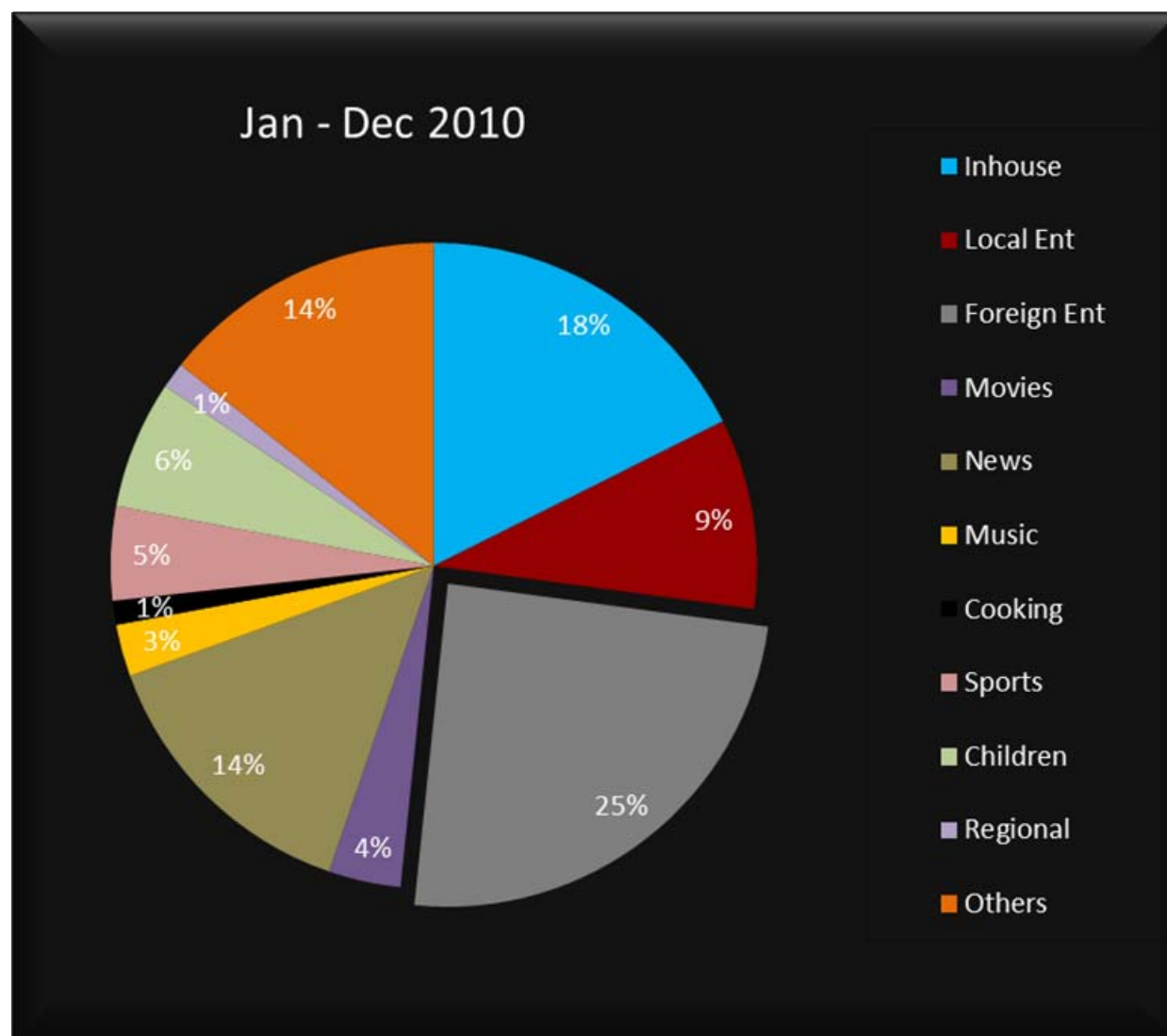
**Cable homes ~ 9.27 million**

**Cable access ~ 74.12 million**

**Cable penetration ~ 50%**



# 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.**

# 2 reasons

why brands need to use  
**cable advertising**

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

## Reason 1: Minimum wastage of money

cable allows advertisers to

# Target Ads

geographically

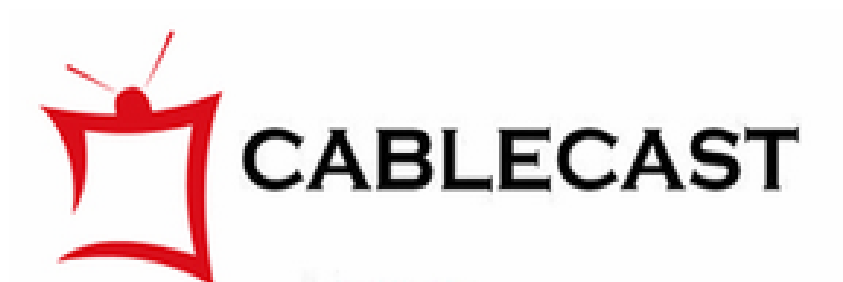
## Reason 2: Cablecast

as it enables a

**convenient &  
transparent**

solution for cable advertising

**Pakistan Advertisers Society Approved**





a

# one-stop-shop

for advertising on cable systems across Pakistan.

With an estimated nationwide reach to

# 90%

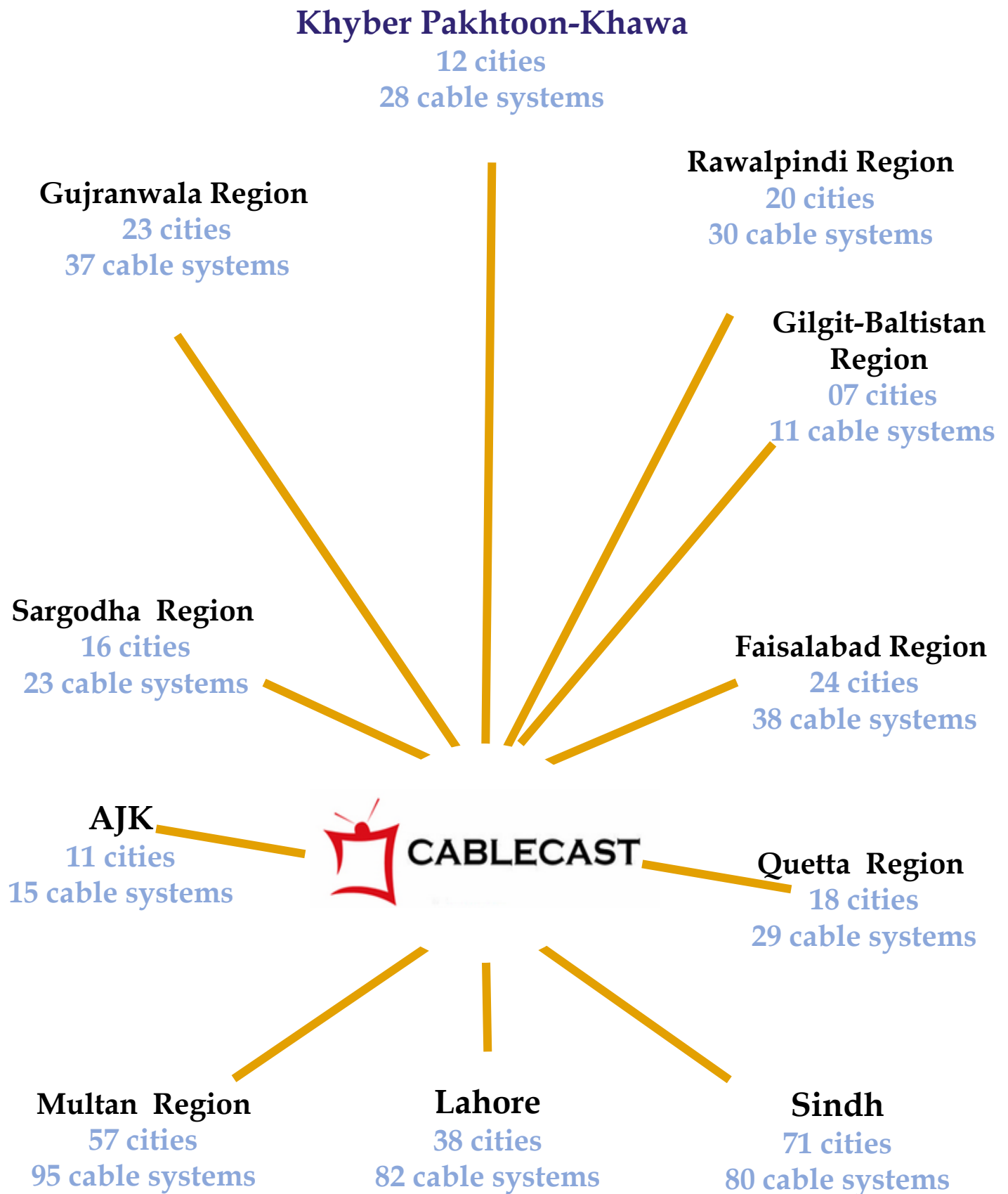
of total cable homes.

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

**Some of our respected**  
**Clients**  
**since June 2007**



Our growing  
**nationwide network**  
of cable systems



## **Cablecast provide complete Reporting, Tracking Campaign Management Systems for cable advertising**

**Cablecast 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**

## Ad airing report – preview



Sample

Campaign starting date: August 30, 2011

Campaign ending date: September 19, 2011 (21 days)

Name of City	Name of Cable Operator	Channel name	Channel position	Channel name	Channel position	Channel name	Channel position
<b>Sukkur</b>		<b>Channel 1 - Multiple Branding</b>		<b>Channel 2 - Scroll</b>		<b>Channel 3 - Scroll</b>	
	City Cable	Super Cinema 1	14	Super Cinema 2	15	Super Cinema 3	21
	Gemeni	Home Cinema 1	22	Home Cinema 02	26	Colour	24
<b>Hyderabad</b>		<b>Channel 1 - Multiple Branding</b>		<b>Channel 2 - Scroll</b>		<b>Channel 3 - Scroll</b>	
	HCC Cable	HCC Silver	24	HCC Demand	26	HCC Hits	25
	Blue Bird Cable	VCC Movie	13	VCC Movie 01	15	VCC Movie 03	18
	New Jungu	HCC Silver	24	HCC Demand	26	HCC Hits	25
<b>Peshawar</b>		<b>Channel 1 - Multiple Branding</b>		<b>Channel 2 - Scroll</b>		<b>Channel 3 - Scroll</b>	
	Khyber	Khyber Plus	11	Khyber Beats	12	Khyber Choice	10
	Five Star	Super Pashto	33	Super Bollywood	17	Super Lollywood	15
	Bangish	B Plus	15	B Pashto	32	B Cinema	20
	Universal	Max Plus	27	Max Movies	21	Max pashto	20
	Cable World	Super Cinema 01	15	Super Cinema 03	32	Super Cinema 04	34
	Wide Band	Super Cinema 01	15	Super Cinema 03	32	Super Cinema 04	34
<b>Faisalabad</b>		<b>Channel 1 - Multiple Branding</b>		<b>Channel 2 - Scroll</b>		<b>Channel 3 - Scroll</b>	
	Mediacom	Har Din Fankar	23	Uth Demand	22	Jollywood	12
	BCN	Demand Plus	7	BCN Cine Special	11	BCN Cine	12
	Signals Cable	Super Movie	15	Action	22	Yao Movie	24
	Galaxy	Galaxy Super	11	Galaxy Music	9	Galaxy Movie	13
	Cable Vision	Melody Vision	12	C V 27	8	CV Tv	7
<b>Sialkot</b>		<b>Channel 1 - Multiple Branding</b>		<b>Channel 2 - Scroll</b>		<b>Channel 3 - Scroll</b>	
	Union Media	Sona Movies	4	Sona Hits	7	Sona Music	12
<b>Sargodha</b>		<b>Channel 1 - Multiple Branding</b>		<b>Channel 2 - Scroll</b>		<b>Channel 3 - Scroll</b>	
	Garrison	GCN Movie Movie	19	GCN Music	21	GCN Masti	23
	Ikram Brothers	Super Cinema 05	15	Super Cinema 03	19	Music Tv	21
<b>Gujranwala</b>		<b>Channel 1 - Multiple Branding</b>		<b>Channel 2 - Scroll</b>		<b>Channel 3 - Scroll</b>	
	TCC	TCC Film	21	TCC Music	22	TCC Drama	24

## Physical spots check – On ground campaign verification

City 'A'

City 'A'  
Regional  
Cablecast Mgr

City 'A'  
Regional  
Area Sales Mgr

### • Ad Tracking – Available for anywhere in Pakistan

- ❖ The client will share a list of all their area sales managers in the target cities (based on the cable TV plan)
- ❖ The Cablecast head office will mail the campaign information to all relevant 'area sales managers'
- ❖ The regional Cablecast managers will contact the 'area sales managers' (direct meeting or call)
- ❖ The Cablecast manager will organize the market visit for the area sale managers
  - Area sales managers to verify the campaign through in-home viewing or market visit
- ❖ Cablecast Manager and the area sales manager to sign on the transmission certificate.

Cablecast's invoice will include the following support documents:

1. Transmission certificate of the Cable TV operator.
2. Signed approval of the Area Sales Manager or any other approved authority.



# And ending with

## Post-campaign reporting

### for each client

#### Client tracking summary

**Client**  
**Copy**  
**Cities**  
**Sytems**  
**Month**

*Coca-Cola*

Music on Coke side of life  
 Karachi, Lahore, Rawalpindi  
 12  
 February

Sample

City	Cable system	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Total Spots
Lahore	Worldcall	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	975
	H. N. Cable	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48	720
	Wateen	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48	720
	Areeb	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	975
Karachi	Worldcall	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	975
	MPC	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48	720
	South	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48	720
	Solo	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48	720
Rawalpindi	DHA Teleman	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48	720
	Regal	52	52	52	52	52	52	52	52	52	52	52	52	52	52	52	780
	Five Star	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48	720
	Sony	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48	720

**Report date** 3-Mar-10

Total spots aired in Lahore 3390

Total spots aired in Karachi 3135

Total spots aired in Rawalpindi 2940

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**



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

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

**“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***

# Appendix

## Case Study 1: Telenor Pakistan Regional Cable Activation

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### Campaign innovation

Each city had its own unique individual copy.

The copy's audio & visual also mentioned the city name and the used localized language.

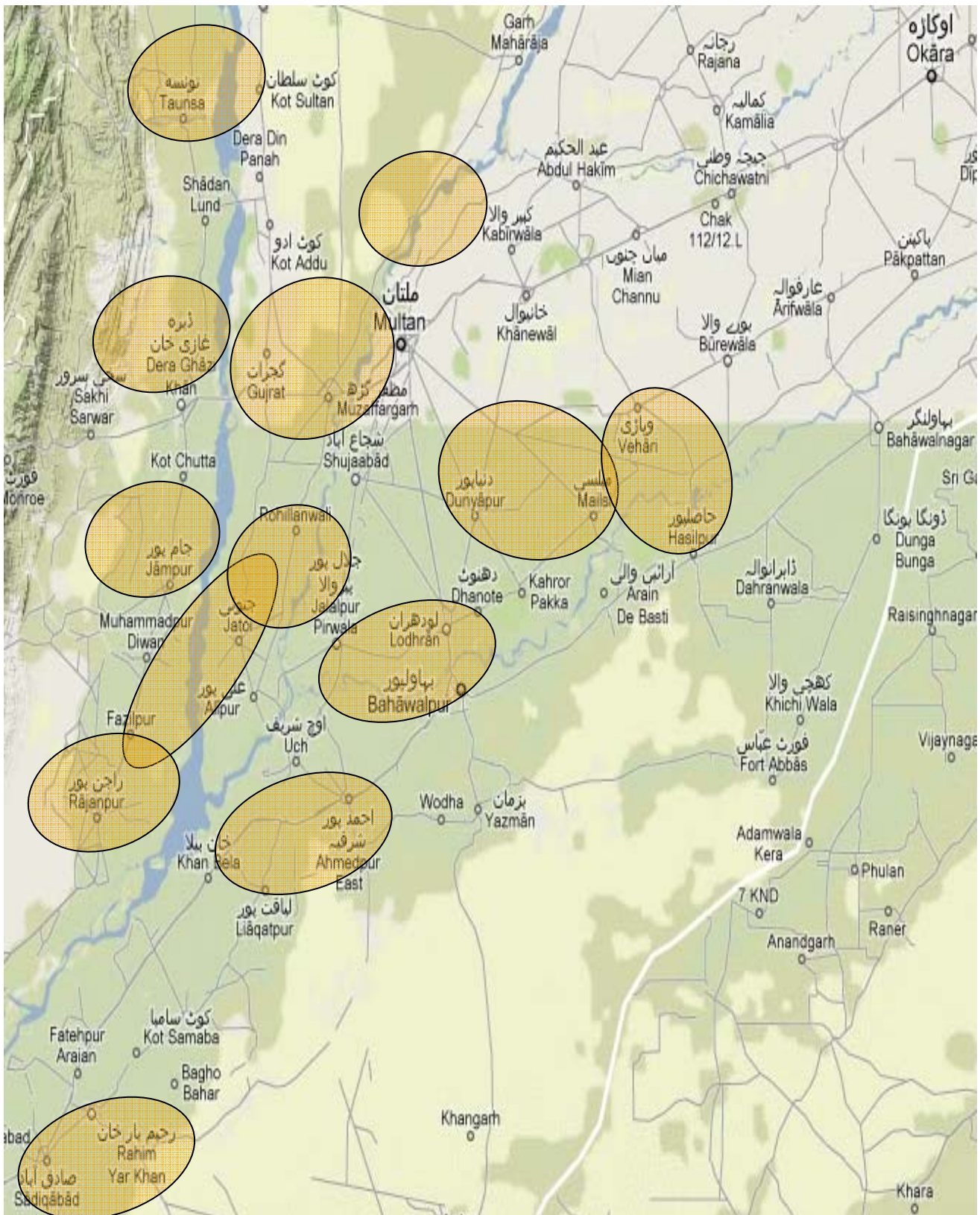
The campaign was initially launched for 23 days, and was extended for 10 more days after a positive response from the local population.



Each city's population was address directly in the copy



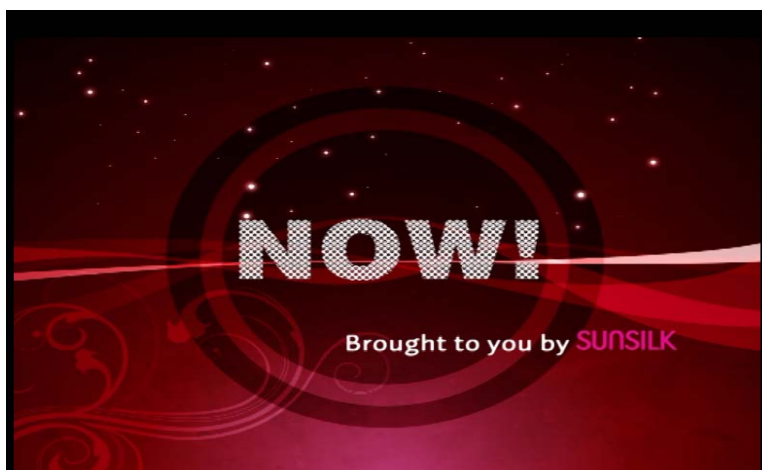
## Target cities



## **Case study 2: Sunsilk – Tailor made Activation on Cable**

## Case study 2: Sunsilk – tailor made activation on cable

In May 2010, Cablecast produced custom made programming for Sunsilk's cable campaign. This program was aired on four cable operators in Karachi, Lahore, Islamabad and Rawalpindi.



S.No.	Episode/Volume	Content details (Bollywood)	Duration
1	Episode/Volume 1	Premiere - 3 Idiots	30 Minutes
2	Episode/Volume 2	Premiere - PAA	30 Minutes
3	Episode/Volume 3	Music Launch - Love Aaj Kal	30 Minutes
4	Episode/Volume 4	Music Launch - Tum Mile	30 Minutes
5	Episode/Volume 5	Press Meet - Do Knot Disturb	30 Minutes
6	Episode/Volume 6	Press Meet - Alladin	30 Minutes
7	Episode/Volume 7	Press Conference - Main aur Mrs. Khanna	30 Minutes
8	Episode/Volume 8	Press Meet - Dil Bole Hadippa	30 Minutes
9	Episode/Volume 9	Press Conference - PAA	30 Minutes
10	Episode/Volume 10	Press Meet - Luck	30 Minutes
11	Episode/Volume 11	Press Conference - Wanted	30 Minutes
12	Episode/Volume 12	Press Meet - Acid Factory	30 Minutes
13	Episode/Volume 13	Press Meet - Daddy Cool	30 Minutes



## Content snapshots



## Case Study 3: Coke Studio Airing on Cable

## Case study 3: Coke Studio Season 3 & 4

Coke Studio, for the very first time in Pakistan used the medium of cable TV – just like a satellite medium. Cablecast (Pvt.) Limited 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.

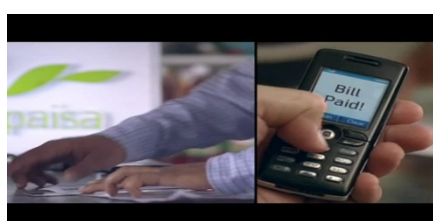
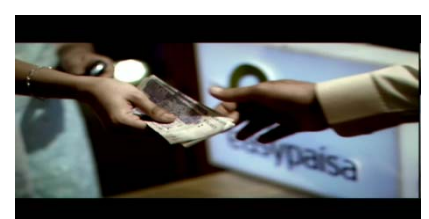


## **Case study 4: Telenor Pakistan – Easy Paisa educational copies**

## Case study 4: Telenor Pakistan – Easy Paisa educational copies

In October 2009, easypaisa, Telenor Pakistan has partnered with Tameer Micro Finance Bank to introduce branchless banking for the first time in Pakistan. For the cable TV activations, Telenor partnered with Cablecast (Pvt.) Limited to introduce innovative product umbrella of easypaisa.

Although Satellite TV ads were 60seconds long, Telenor used 2 – 3 minutes long educational copies for cable advertising. Cable TV medium, gives advertisers an ability to plan 'bit finer'.







## Cablecast – Head office snapshots (Workplace)



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