

95% of homes in South India has a TV: Broadcast India 2018 Survey

Mumbai, 29th August 2018

BARC India that recently released its Broadcast India (BI) 2018 Survey has come out with some interesting insights from South India.

As per BI 2018, number of TV owning individuals in the 5 south states: Tamil Nadu, Andhra Pradesh, Telangana, Karnataka and Kerala are 259 million, up 8% from 2016. This also means that 31% of total TV owning individuals are present in these 5 states. The TV owning individuals in North is 209 million, West is 221 million and East is 146 million.

BARC India's BI 2018 Survey was conducted covering 300,000 households, approximately 4300 towns/villages and 68% of the urban market.

"The Survey has thrown some interesting facts about South India's TV viewing habits. While total TV penetration in India currently stands at 66%, TV penetration in South India is as high as 95%. This can also be attributed to the fact that electrification in South is around 99.9% and one of the first durables which people buy having electricity is TV," said Partho Dasgupta, CEO, BARC India.

With 8 out of 10 people sampling TV daily and a high time spent of 4 hrs 10 mins, South has been witnessing a year on year growth in Average Time Spent on TV. The region also generates viewership of around 12 billion impressions at a weekly level. The fact that 31% of the TV individuals in South contribute to 40% of Total TV viewership, proves that people in the region love TV.

The various factors that affect TV viewing range from family size, migration, electrification and affluence among others. BI 2018 Survey highlights that growing affluence in South India has played an important role in family structure and durable ownership.

As per BI 2018 Survey, at an all India level, the average family size for TV homes is 4.25 individuals. In South, this is much lower at 3.8 individuals per household. This shows that families in South are much more nuclear in nature.

The socio-economic profiles of homes in South India have also improved as compared to 2016. While the affluent (NCCS A) have seen a growth of 9%, the upper middle class (NCCS B) TV homes have grown by 15%. TV homes falling under low socio-economic profiles (NCCS D/E) have dropped by 7%. Nuclear families, increasing middle class and rising disposable incomes are helping households move across the affluence chain.

The Survey also highlights the fact that close to 30% homes in South have their female members working either fulltime or part time. The ratio further improves in rural where 35% of homes have their women working.

As per the Survey, amongst the TV homes in South, 9 out of 10 NCCS A homes own a refrigerator and 6 out of 10 NCCS A homes own a washing machine.

Entertainment in South is of prime importance across the value chain. The Survey points out that while 85% of NCCS D/E homes have a TV, only 66% of these homes have a gas stove. This proves the need of these families to sit together and watch their entertainment.