

Nepal Earthquake and Salman Khan Case – Tremors in Television Viewership

Mumbai, India, May 14th 2015



Like the Seismograph helps measure an earthquake, BARC India's BMW software helps analyze and gain rare insights on Television audience viewership measurement and analytics in times of hell, distraught and celebration.

All media has contributed to creating awareness and sensitivity around such shattering incidents both natural and manmade!

With published data for 3 weeks (Week 16, 17 and 18) for all BARC India subscribers to refer to, in this Press Note - we share exclusive analysis on News (Hindi and English) consumption on TV.

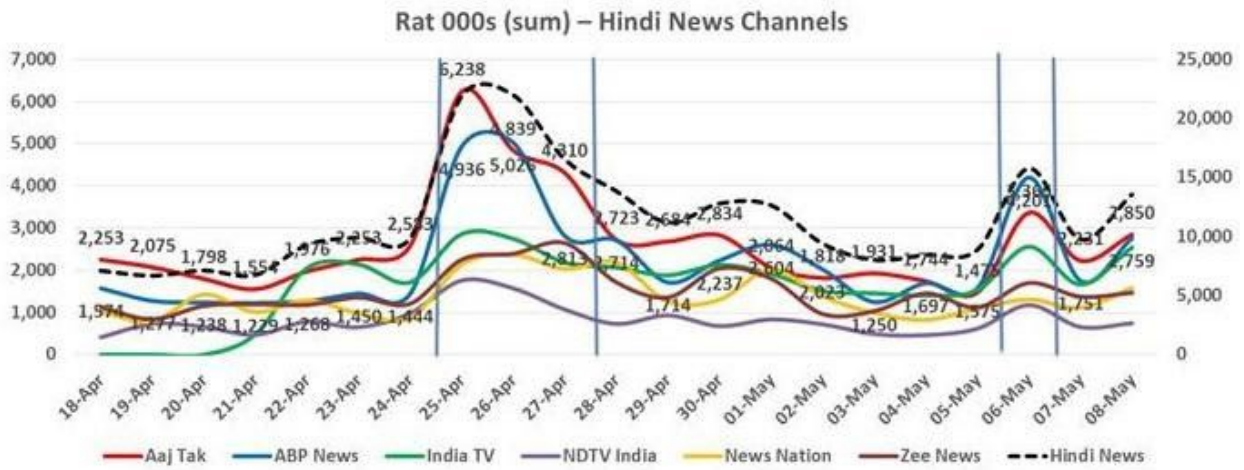
Here it goes...

Hindi News:

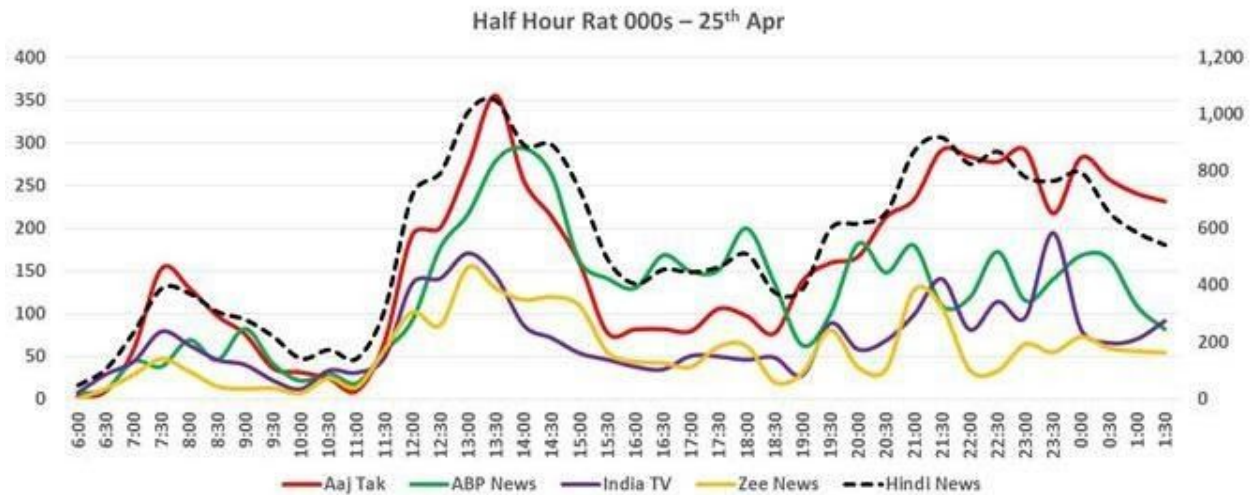
We observe Aaj Tak has been the market leader for all 3 weeks closely followed by ABP News, among top 8 News channels

Channels	Cov'000 {Sum}			Rat'000 {Sum}			Relative Share		
	Wk 16	Wk 17	Wk 18	Wk 16	Wk 17	Wk 18	Wk 16	Wk 17	Wk 18
Aaj Tak	11,173	15,780	14,078	14,492	25,692	15,415	25.6	23.2	20.9
ABP News	10,476	14,771	13,974	9,480	22,044	15,255	16.8	19.9	20.7
India TV	6,912	12,805	11,370	6,393	15,797	12,674	11.3	14.3	17.2
Zee News	9,503	12,695	11,193	8,073	14,227	9,127	14.3	12.8	12.4
News Nation	8,730	11,893	10,724	7,394	13,330	8,300	13.1	12.0	11.3
IBN 7	8,038	11,108	10,707	5,009	9,420	6,643	8.9	8.5	9.0
NDTV India	7,699	10,833	9,544	4,703	7,590	4,878	8.3	6.9	6.6
DD News	4,300	5,651	4,650	1,048	2,675	1,420	1.9	2.4	1.9
Hindi News	18,903	23,770	22,568	56,592	110,774	73,712			

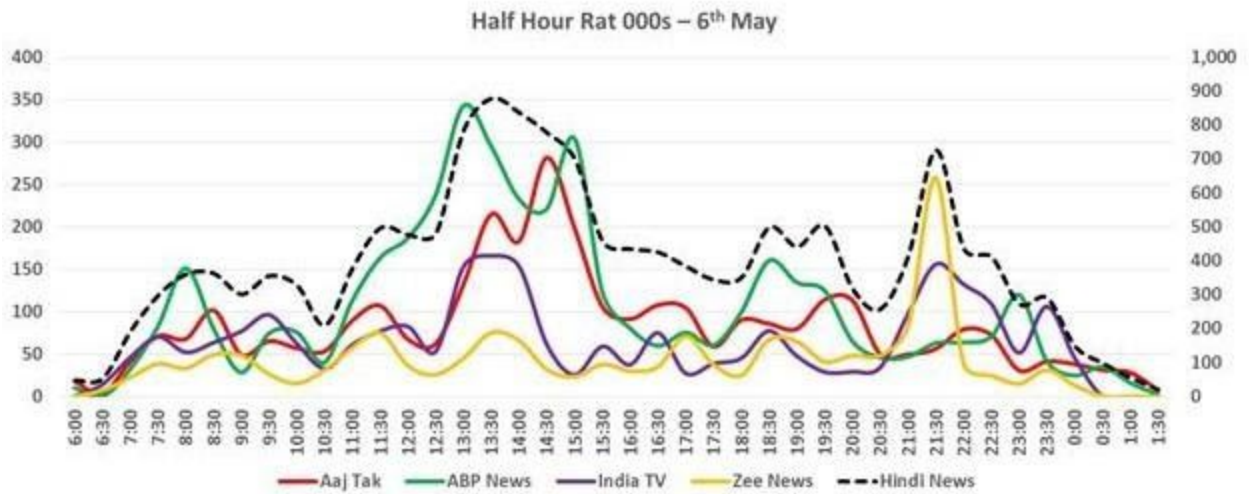
We also observed ratings of Hindi News channels peaking on 25th Apr (Nepal Earthquake), the ripple effect is observed for next 3 days. On 6th May peak in viewership due to Salman Khan News



News channels as can be seen in the graph below started peaking around 11:45 am on 25th Apr (Nepal Earthquake)

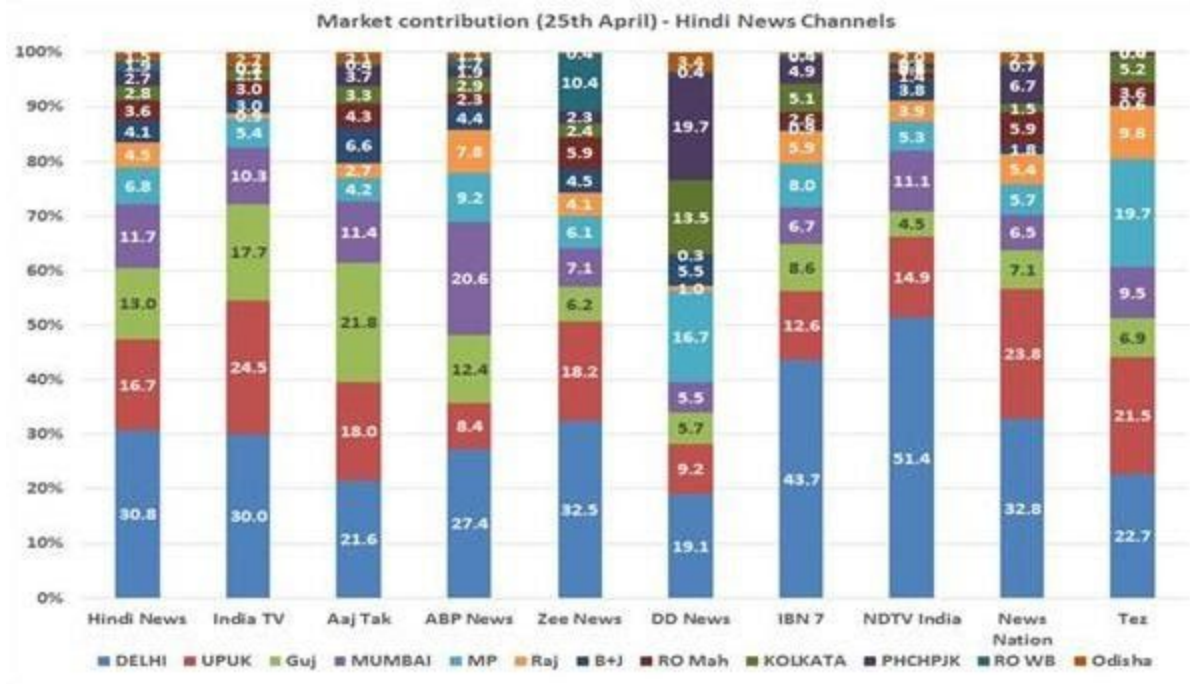


ABP News as seen in the graph below takes over no.1 position (Salman Khan Story) on 6th May



25th Apr – Earthquake News:

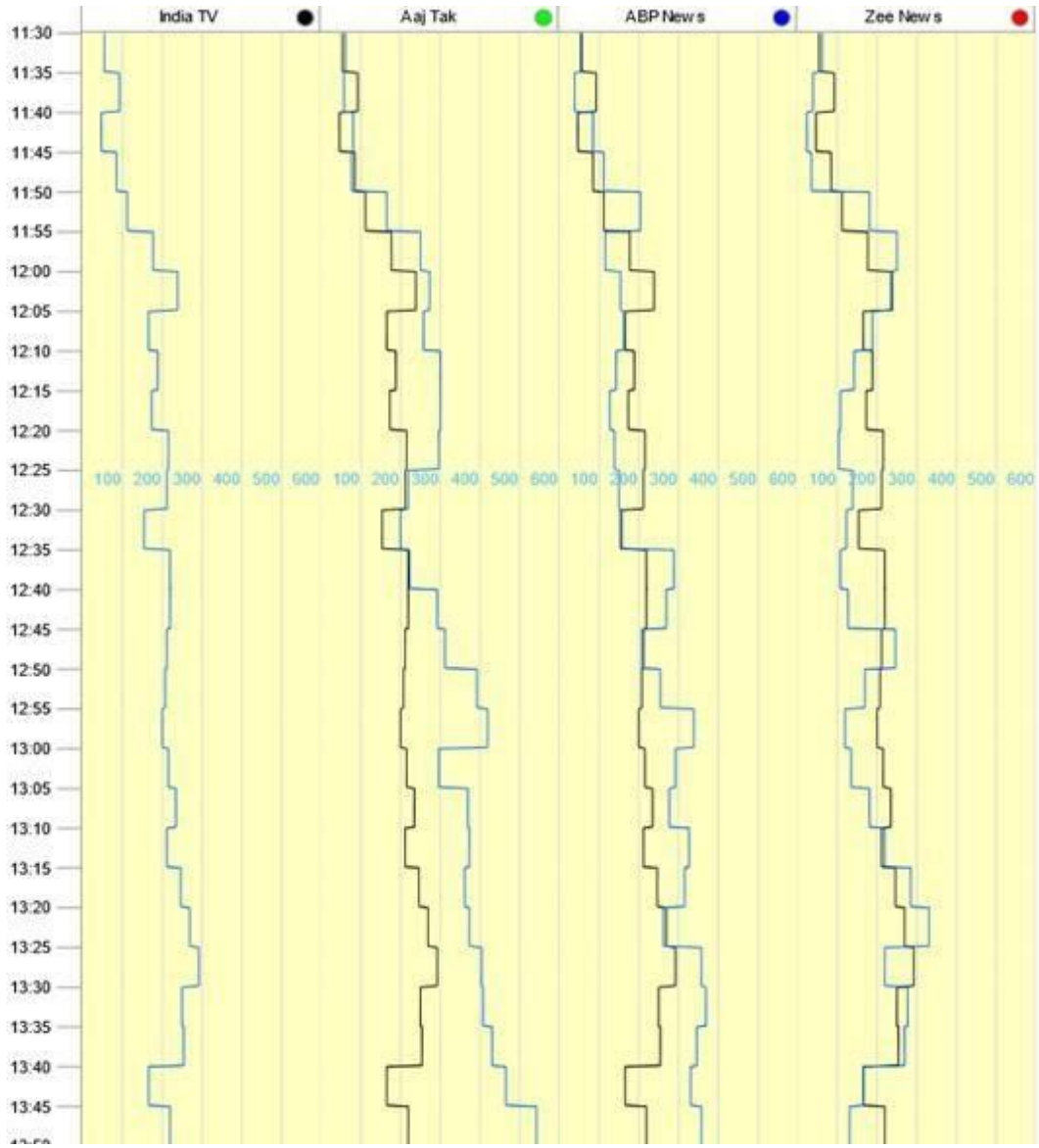
Increased viewership on 25th April we can see - from Delhi, Guj for all Hindi News



Our Televue Report as seen under: Channels breaking news on Nepal Earthquake: ABP News at 11:44:53, Aaj Tak at 11:44:54, India TV at 11:45:50 & Zee News at 11:46:30

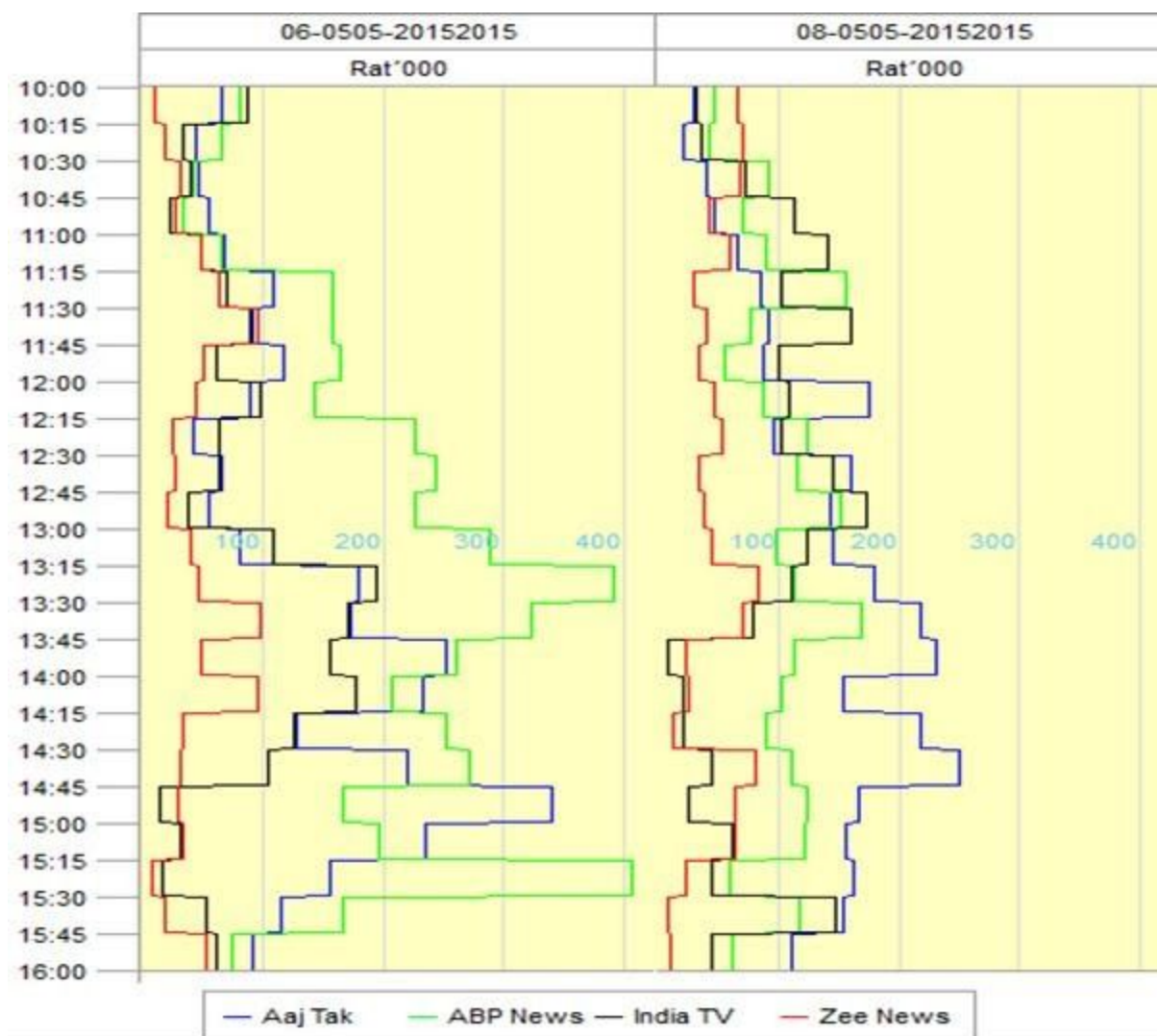


Here's also sharing the Reach Grid on 25th April: Reach is maximum for Aaj Tak, followed by ABP news



6th & 8th May – Salman Case

Interesting observation to take note of is ABP News rat '000s were highest on 6th May, whereas Aaj Tak gained on 8th May

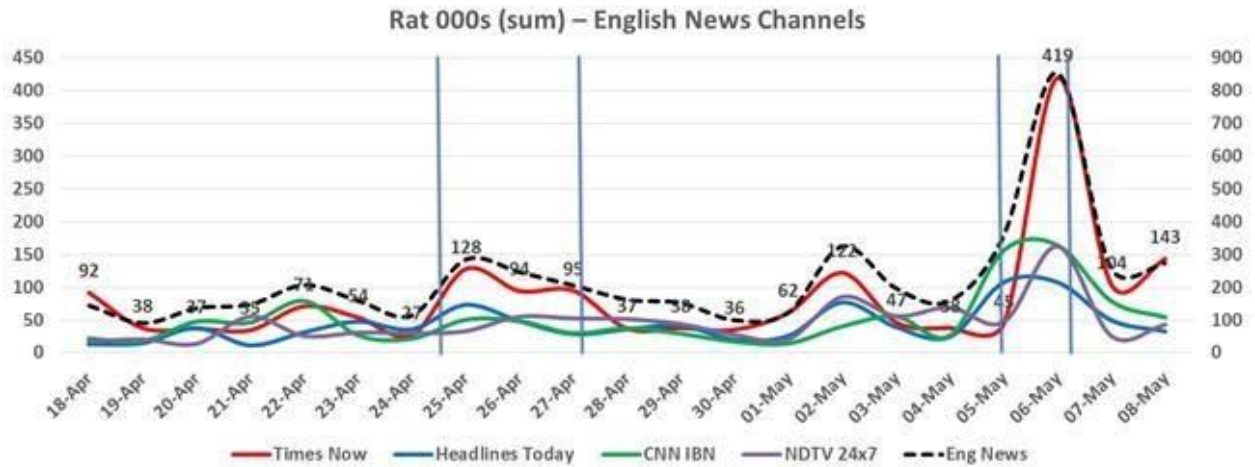


English News:

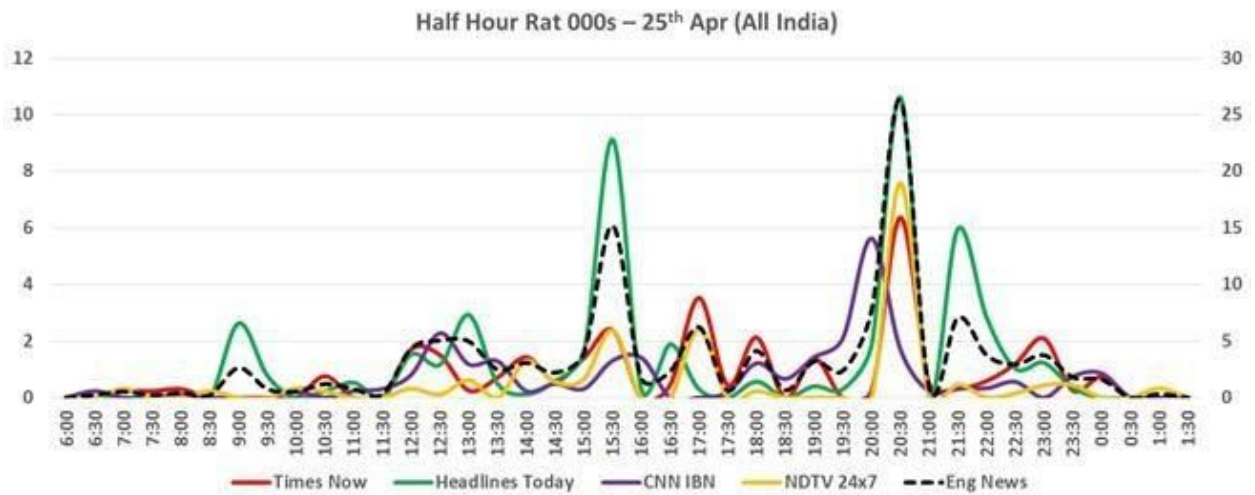
In all 3 weeks Times Now is the clear market leader with around 38% channel share in the current week.

All India	Cov'000 (Sum)			Rat'000 (Sum)			Relative Share		
	Wk 16	Wk 17	Wk 18	Wk 16	Wk 17	Wk 18	Wk 16	Wk 17	Wk 18
Times Now	1,968	3,419	2,854	355	490	919	35.2	38.2	37.9
CNN IBN	1,585	2,144	2,352	263	229	577	26.1	17.9	23.8
NDTV 24x7	1,895	2,201	2,743	196	286	490	19.4	22.4	20.2
Headlines Today	1,218	1,750	1,666	194	276	440	19.3	21.5	18.1
[TOTAL]	4,978	7,108	6,975	1,008	1,281	2,426			

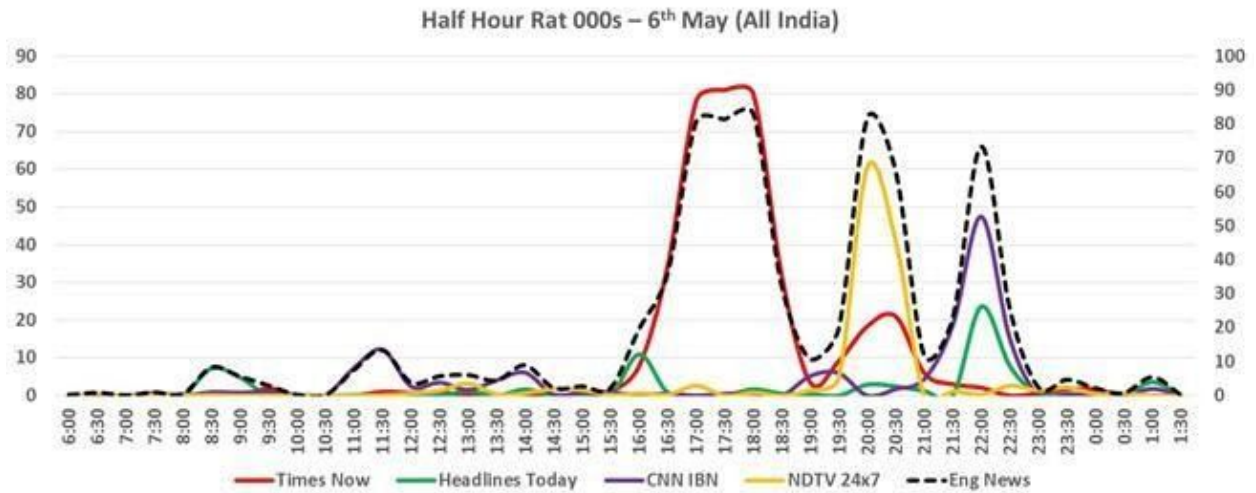
We also observe that English News Channels peak in ratings on 25th Apr (Nepal Earthquake) & on 6th May in viewership due to Salman Khan News. Though unlike Hindi News, higher traction was seen on 6th May.



Clearly, English News Channels gets less traction as compared to Hindi News Channels on 25th Apr for the Nepal Earthquake News



We also observe that English News Channels peaks post 4 pm on 6th May, with different peaks for different channels as seen under



Our Televue Report as seen under: On 25th April we observe, CNN IBN breaks the news at 11:45:52 am followed by Times Now at 11:46:40 am, NDTV 24x7 at 11:46:43 am and Headlines Today at 11:48:43 am – but Times Now's persistence with the story gave them the viewership numbers.

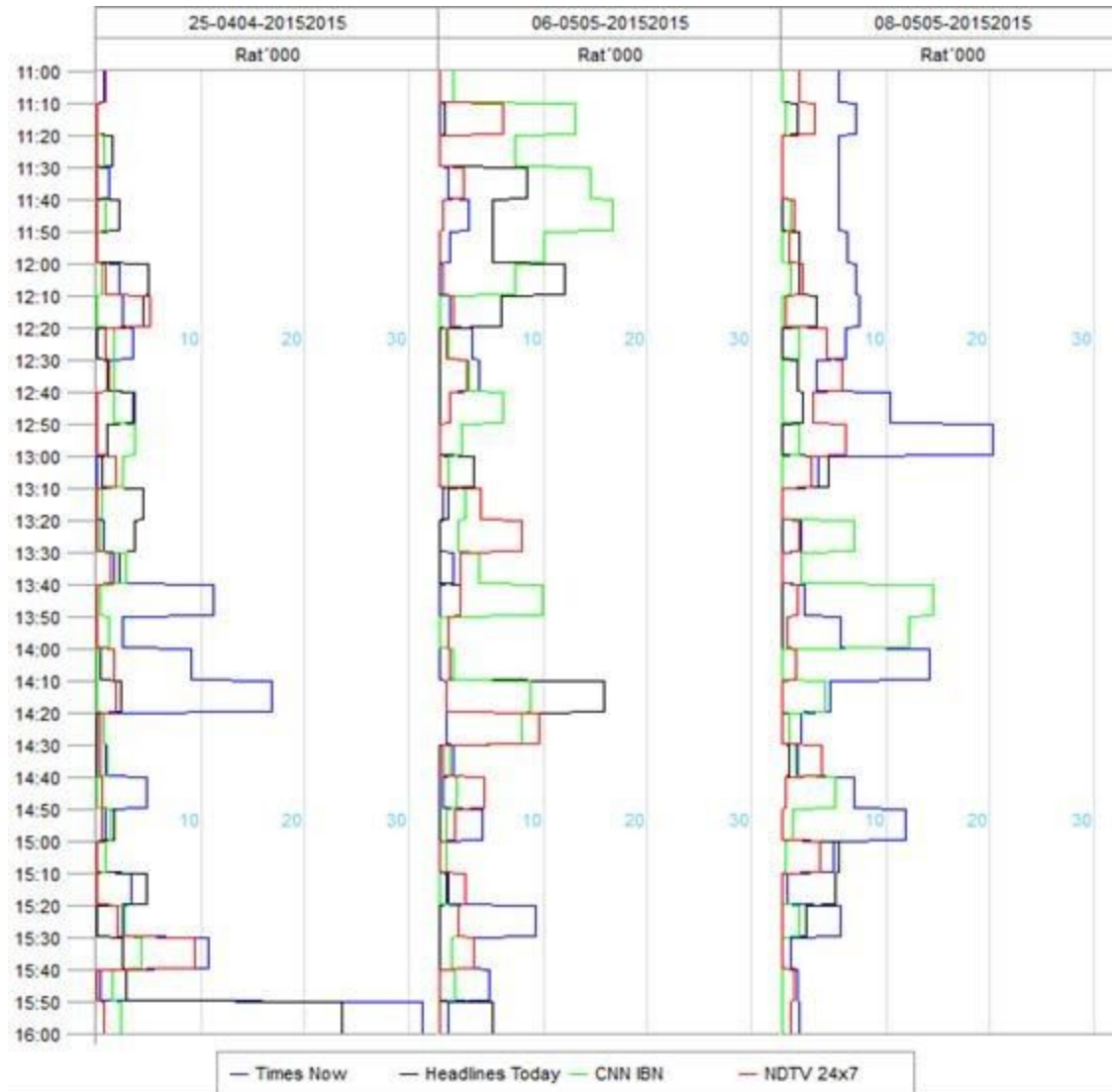


(for almost a minute after CNN IBN broke news – other 3 channels were running ads as seen above)

Over a minute later, at 11:47:17 am all channels were showing the news.



And finally we share the Rat 000s Grid: Times Now getting traction on 25th Apr. and 8th May. Higher for CNN IBN on 6th May



We are sharing this exclusive report given the sensitivity and the dynamics of the real world and its impact in the reel world.