

A Day In The Life Of An Indian Woman...



Introduction

Introducing the first THiNK newsletter – an initiative by BARC India to offer viewership insights to Advertisers, Media Agencies, Broadcasters and others in the media fraternity.

Enough has been said and discussed about Indian woman being the core audience of primetime and someone who drives the Indian TV viewership. Important to know is how she spends her day with respect to TV viewing hours.

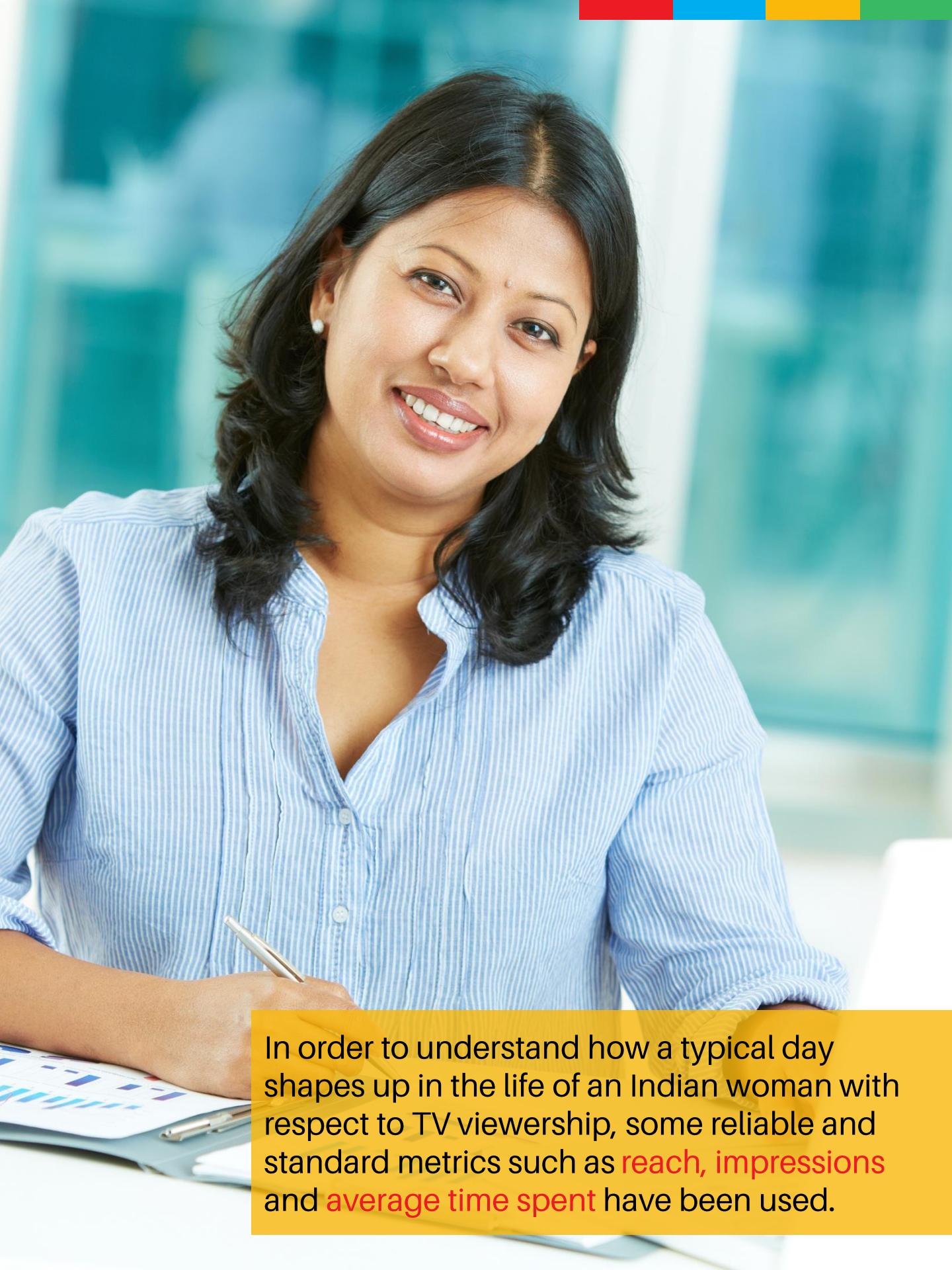
Let's unravel and watch her day...

Note:

Source is BARC India. TG: F15+ABC; Period considered: Weeks 1-18, 2016. Time is in 24 Hours format. Time bands reported are 0700-2330 for visible viewership pie. 'Fillers' and 'Missing Feed' have not been considered in programme theme table.

THE QUESTIONS WE ARE ATTEMPTING TO ANSWER ARE -

- *How a typical day in the life of an Indian woman is being spent by various day parts during weekdays vs weekends?*
- *What are the various content themes she prefers on TV by dayparts during weekdays vs weekends?*
- *If media is a game of Reach and Engagement then where does each daypart of woman audience stand?*
- *The average time she stays on TV by various day parts during weekdays vs weekends.*
- *How different/similar is the day in the life of an Indian woman for HSM vs South, Upper vs Lower social grades during weekdays vs weekends.*
- *Finally, what are the learnings for the marketing and communication professionals in India?*



In order to understand how a typical day shapes up in the life of an Indian woman with respect to TV viewership, some reliable and standard metrics such as **reach**, **impressions** and **average time spent** have been used.

A typical Weekday: Urban vs Rural vs Mega Cities

(Share of Impressions)

Urban

Programme Theme	0700-1000	1000-1300	1300-1600	1600-1900	1900-2200	2200-2330
Serials/Series - Fiction	20%	49%	51%	53%	74%	58%
News	17%	8%	6%	8%	5%	10%
Series - Non Fiction	10%	5%	7%	6%	1%	7%
Music	9%	6%	3%	5%	2%	2%
Kids	7%	6%	5%	6%	2%	2%
Movies / Plays	6%	7%	9%	5%	3%	3%
Others	6%	4%	4%	4%	2%	4%
Talk Show	5%	1%	1%	1%	1%	1%
Cricket	1%	1%	1%	2%	4%	2%
Reality	1%	3%	2%	2%	2%	2%
Total (in 000)	4,752,267	5,182,532	5,966,701	6,441,365	14,893,240	3,362,071

Rural

Programme Theme	0700-1000	1000-1300	1300-1600	1600-1900	1900-2200	2200-2330
Serials/Series - Fiction	23%	51%	56%	55%	76%	62%
News	15%	7%	5%	9%	5%	10%
Music	9%	6%	4%	5%	2%	2%
Kids	9%	6%	3%	5%	1%	1%
Movies / Plays	9%	9%	10%	6%	2%	3%
Series - Non Fiction	7%	4%	5%	4%	1%	4%
Others	6%	4%	4%	4%	2%	4%
Talk Show	4%	1%	1%	1%	1%	1%
Cricket	1%	1%	1%	2%	3%	2%
Reality	1%	4%	2%	2%	2%	2%
Total (in 000)	3,718,128	4,347,831	4,876,903	5,507,683	14,231,640	1,643,432

Mega Cities

Programme Theme	0700-1000	1000-1300	1300-1600	1600-1900	1900-2200	2200-2330
Serials/Series - Fiction	18%	46%	48%	51%	71%	58%
News	18%	8%	6%	8%	6%	10%
Series - Non Fiction	11%	5%	7%	6%	1%	7%
Music	9%	6%	3%	5%	2%	2%
Kids	6%	6%	6%	6%	2%	2%
Movies / Plays	5%	7%	9%	4%	3%	3%
Talk Show	5%	1%	1%	1%	1%	1%
Others	6%	4%	4%	4%	2%	3%
Reality	1%	4%	3%	3%	2%	2%
Cricket	1%	1%	1%	2%	4%	2%
Total (in 000)	1,454,326	1,468,024	1,682,833	1,859,341	3,920,057	1,161,532

Reality of Weekday by Programme Theme: Urban vs Rural vs Mega Cities



The viewership pattern of **women** does **NOT DIFFER/DISCRIMINATE** between Urban, Rural and Mega Cities.



Movies - The daypart **1300-1600 hrs** registers relatively higher share as compared to other day parts. One of the potential time-band to target female audience through 'Movies' on **TV**.



Kids - The female viewership for Kids enjoys the **HIGHEST SHARE OF PIE** during **0700-1000 hrs** as compared to any other time-band for both Urban and Rural India, whereas women from **MEGA CITIES** maintain same share of viewing from **0700 to 1900 hrs**.




Series (Fiction) - It just validates the conventional wisdom/knowledge of **FICTION SERIES**. It starts building up **1000 hrs** onwards and peaks during **1900-2200 hrs**. No surprises observed.





News - Surprisingly, News related content is being preferred most during **EARLY MORNING HOURS** as compared to any other dayparts.





Reality of Weekday by Time-bands: Urban vs Rural vs Mega Cities


 **0700-1000 hrs:** In this daypart content such as News and Non-Fiction Series are Urban skewed whereas Movies and Kids are Rural India skewed. In fact, Kids, Music and News as programme theme are watched highest during this day part than any other day part across Urban, Rural and Mega Cities.

 **1000-1300 hrs:** Interestingly, 1000 hrs onwards female viewership share of Series -Fiction is almost more than double the viewership share of previous dayparts and drops significantly in their consumption of News, Music and Kids content across Urban, Rural and Mega Cities.

 **1300-1600 hrs:** As day progresses, viewership share of News, Music, and Kids content marginally drops and stays high on consumption of Series across Urban, Rural and Mega cities. Movies as content theme is highest during this daypart for Urban, Rural and Mega Cities.

 **1600-1900 hrs:** Indian women from Urban India, Rural India and Mega Cities drop their Movie consumption and increase News, Kids and Music consumption marginally. This could be the result of less available time for watching TV for longer duration for content like Movies.

 **1900-2200 hrs:** During this daypart Indian women across Urban, Rural and Mega Cities drop visibly in their viewership share for News, Music, Kids and Movies and sharply increase their consumption of Fiction Series. This fact is very much in line with what is known as per conventional wisdom.

 **2200-2330 hrs:** This time-band onwards there is a sharp decline in the share of Series - Fiction, while on the other hand, share of News becomes almost double the previous daypart. Series - Non Fiction viewership share of Indian women goes up sharply.



A typical Weekend: Urban vs Rural vs Mega Cities

(Share of Impressions)

Urban

Programme Theme	0700-1000	1000-1300	1300-1600	1600-1900	1900-2200	2200-2330
News	17%	8%	7%	9%	7%	9%
Serials/Series - Fiction	15%	33%	34%	41%	51%	34%
Music	10%	7%	4%	5%	2%	2%
Kids	9%	7%	6%	5%	2%	2%
Movies / Plays	8%	15%	15%	12%	6%	6%
Series - Non Fiction	8%	5%	8%	5%	3%	9%
Others	7%	5%	6%	6%	4%	5%
Talk Show	4%	2%	3%	1%	3%	9%
Reality	2%	5%	4%	3%	8%	5%
Cricket	1%	1%	3%	4%	8%	9%
Total (in 000)	1,749,271	1,907,488	1,835,329	2,166,559	4,048,666	893,131

Rural


Programme Theme	0700-1000	1000-1300	1300-1600	1600-1900	1900-2200	2200-2330
Serials/Series - Fiction	17%	37%	39%	44%	58%	42%
News	15%	6%	6%	9%	7%	9%
Movies / Plays	11%	18%	17%	13%	5%	6%
Kids	11%	7%	4%	5%	1%	1%
Music	9%	7%	5%	5%	3%	3%
Series - Non Fiction	6%	4%	6%	3%	2%	5%
Others	7%	5%	5%	6%	4%	6%
Talk Show	4%	2%	2%	1%	2%	5%
Reality	2%	4%	4%	3%	6%	4%
Cricket	1%	1%	3%	3%	6%	10%
Total (in 000)	1,424,336	1,557,099	1,450,717	1,903,508	4,110,250	471,813


Mega Cities


Programme Theme	0700-1000	1000-1300	1300-1600	1600-1900	1900-2200	2200-2330
News	18%	9%	7%	9%	8%	9%
Serials/Series - Fiction	15%	31%	32%	40%	46%	34%
Music	9%	7%	3%	5%	2%	2%
Kids	8%	8%	6%	5%	2%	2%
Series - Non Fiction	8%	4%	8%	5%	3%	9%
Movies / Plays	7%	15%	15%	11%	7%	6%
Others	6%	6%	6%	6%	4%	5%
Talk Show	4%	2%	2%	1%	4%	9%
Reality	2%	5%	4%	4%	9%	5%
Cricket	1%	1%	3%	5%	9%	8%
Total (in 000)	517,839	556,206	525,008	624,776	1,050,486	306,442




Reality of Weekend by Programme Theme: Urban vs Rural vs Mega Cities

 **News vs Fiction Series** - There is some **ELASTICITY** between **NEWS AND FICTION SERIES**. During 1000-1300hrs share of viewership for 'News' drops to almost half of the previous daypart whereas 'Fiction Series' doubles up across Urban, Rural and Mega Cities.

 **Movies** - Weekends are ideal for Movies as women prefer watching movies during weekends more than weekdays. This substantiates that watching a movie with family on weekends is preferred more than watching a movie during noon time on weekdays.


 **Kids**- The viewership pie for Kids does not differ significantly between weekdays and weekends


for Urban, Rural and Mega Cities.


 **Talk Show** - Women prefer to watch 'talk show' during **LATE PRIME TIME HOURS** on **WEEKENDS** whereas during weekdays there is hardly any movement observed during same time-band. Women may be the secondary viewers to their male partners/family members.





Reality of Weekend by Time-bands: Urban vs Rural vs Mega Cities


 **0700-1000 hrs:** The viewership of Urban women is driven by share of 'News' whereas the viewership of Rural women is driven by the share of 'Fiction Series'. Programme themes 'Kids' and 'Movies' are other differentiators between Urban and Rural women as both these themes are higher in viewership share in Rural India as compared to Urban India.

 **1000-1300 hrs:** As day progresses, Indian women in Rural, Urban and Mega Cities double their viewership share of Fiction Series and drop almost half of their News viewership share compared to previous daypart. The major difference between a typical weekday and weekend is the viewership share of 'Movies' which is almost double during weekend as compared to weekday across Urban, Rural and Mega Cities.

 **1300-1600 hrs:** During this daypart the share of 'Music' and 'Kids' goes down whereas 'Movies' stays at almost the same share as previous daypart for Urban, Rural and Mega Cities. However, the share of Movies during weekends is significantly higher than weekdays.

 **1600-1900 hrs:** This early evening daypart witnesses the growth in 'Series - Fiction' and 'News' whereas share of Movies goes down. This may be due to the fact that during this time-band the evening household chores starts and longer duration content such as movies is difficult for uninterrupted viewership.

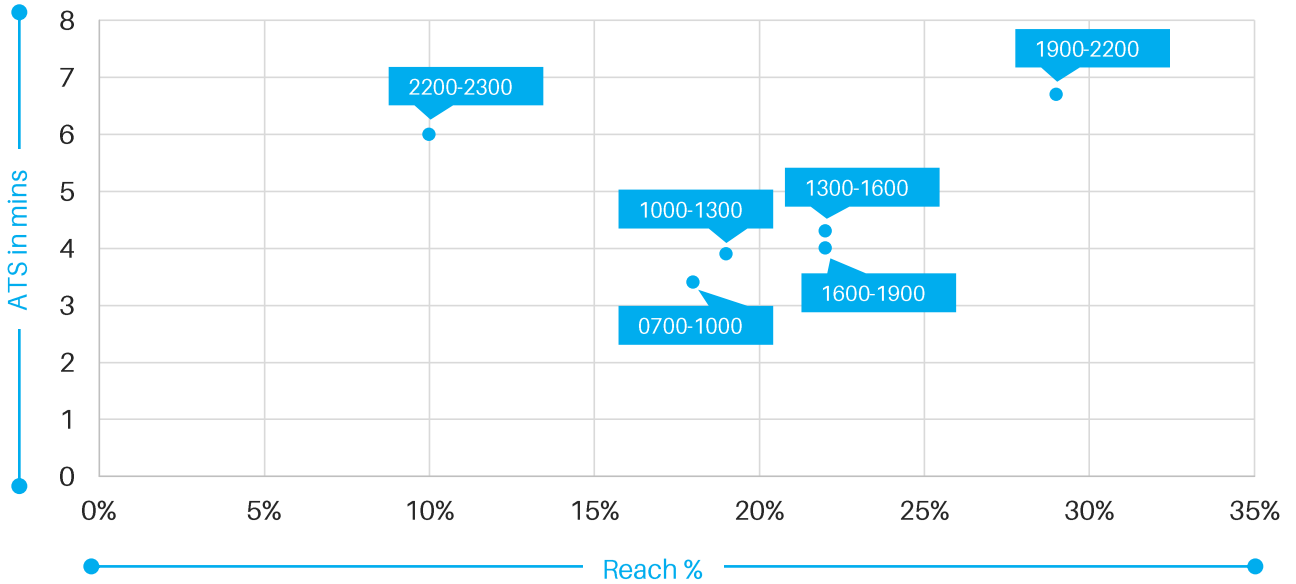
 **1900-2200 hrs:** During this daypart 'Fiction series' goes up significantly whereas all other major content themes go down across Urban, Rural and Mega Cities.

 **2200-2330 hrs:** Analysing this late prime time hours reveals that 'Series - Non Fiction', 'News' and 'Talk show' see a visible increase in their share across Urban, Rural and Mega Cities. On the other hand, 'Fiction Series' see a drop in their viewership pie.

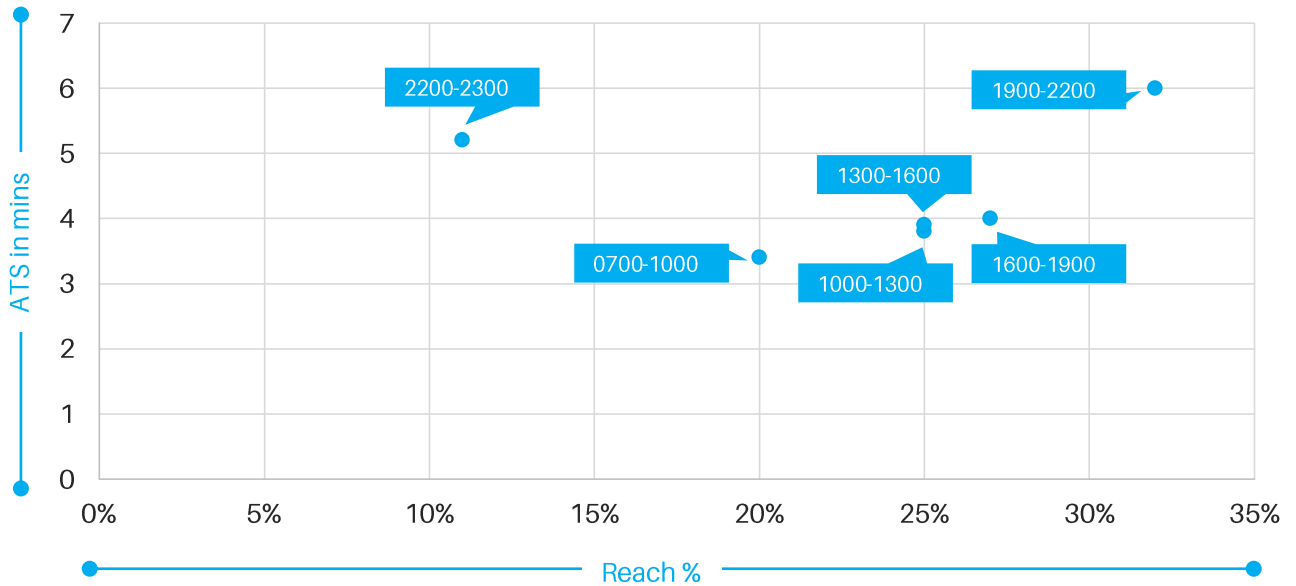


All India Reach vs ATS

Weekdays



Weekends



Reach and ATS pattern by various time-bands for women audience at all India level do not differ significantly between weekdays and weekends. However, proportionately more women can be reached on weekends as compared to weekdays.



A typical Weekday: HSM vs South (Share of Impressions)

📍 HSM

Programme Theme	0700-1000	1000-1300	1300-1600	1600-1900	1900-2200	2200-2330
Serials/Series - Fiction	31%	58%	53%	57%	74%	62%
News	14%	5%	5%	6%	5%	8%
Kids	9%	7%	5%	6%	2%	1%
Music	9%	6%	4%	4%	2%	1%
Series - Non Fiction	5%	4%	9%	6%	1%	8%
Movies / Plays	5%	7%	8%	5%	3%	3%
Others	4%	2%	3%	2%	1%	2%
Cricket	1%	1%	1%	2%	4%	2%
Talk Show	1%	0%	1%	1%	1%	1%
Reality	0%	1%	1%	2%	1%	1%
Sports	0%	0%	0%	1%	1%	1%
Total (in 000)	4,601,862	6,010,396	6,093,518	7,276,571	17,583,688	3,375,130

📍 South

Programme Theme	0700-1000	1000-1300	1300-1600	1600-1900	1900-2200	2200-2330
News	18%	10%	7%	11%	6%	12%
Series - Non Fiction	13%	6%	3%	4%	1%	3%
Movies / Plays	10%	9%	12%	6%	2%	4%
Music	10%	6%	4%	6%	2%	3%
Serials/Series - Fiction	9%	37%	54%	48%	76%	55%
Talk Show	8%	1%	1%	2%	1%	2%
Others	8%	5%	4%	4%	2%	6%
Kids	6%	4%	4%	5%	2%	1%
Reality	2%	9%	3%	3%	4%	3%
Cricket	1%	1%	1%	2%	2%	2%
Sports	1%	0%	0%	1%	1%	1%
Total (in 000)	3,868,534	3,519,967	4,750,086	4,672,477	11,541,192	1,630,373



A typical Weekend: HSM vs South (Share of Impressions)

📍 HSM

Programme Theme	0700-1000	1000-1300	1300-1600	1600-1900	1900-2200	2200-2330
Serials/Series - Fiction	23%	43%	40%	52%	60%	40%
News	14%	5%	5%	7%	6%	7%
Kids	12%	7%	5%	5%	1%	1%
Music	9%	7%	4%	4%	2%	2%
Movies / Plays	8%	15%	14%	7%	5%	5%
Series - Non Fiction	5%	4%	10%	5%	2%	10%
Others	4%	3%	4%	3%	2%	3%
Talk Show	3%	1%	1%	1%	2%	8%
Cricket	1%	1%	3%	4%	7%	11%
Reality	1%	3%	2%	3%	4%	3%
Sports	0%	1%	0%	1%	1%	1%
Total (in 000)	1,736,801	2,174,476	1,901,230	2,677,311	5,527,342	934,074

📍 South

Programme Theme	0700-1000	1000-1300	1300-1600	1600-1900	1900-2200	2200-2330
News	18%	10%	8%	13%	10%	13%
Movies / Plays	12%	19%	20%	22%	6%	8%
Music	11%	7%	5%	6%	3%	5%
Series - Non Fiction	10%	5%	3%	2%	3%	3%
Serials/Series - Fiction	8%	22%	31%	24%	43%	30%
Kids	8%	7%	5%	6%	2%	1%
Others	8%	7%	7%	8%	3%	7%
Talk Show	6%	4%	4%	3%	5%	7%
Reality	4%	7%	6%	3%	13%	9%
Cricket	1%	1%	3%	4%	6%	6%
Sports	0%	1%	0%	1%	2%	2%
Total (in 000)	1,436,806	1,290,112	1,384,816	1,392,756	2,631,574	430,871

Reality of HSM vs South: Weekdays vs Weekends

- On a typical WEEKDAY, women from SOUTH start their day with relatively higher share of viewership of 'NEWS' and 'NON-FICTION' content on TV, whereas women from HSM start their day on TV with higher pie for 'Fiction Series', 'News' and 'Kids' content.
- Women from HSM and southern market have relatively higher share of Music and Kids related content in the morning time-band as compared to any other time-bands on both weekdays and weekends.
- One of the visible DIFFERENCE between weekends in HSM vs weekends in SOUTH is the share of 'Non-Fiction series'. Women in HSM prefer to watch NON-FICTION at LATE NIGHT time-band as against women from HSM who prefer it during EARLY MORNING time-band.
- 'Movies', 'Talk show' and 'Reality' are being preferred more by women from southern market as compared to HSM market in comparison to any other programme themes.





A typical Weekday: AB F15+ vs CDE F15+ (Share of Impressions)

NCCS AB F15+

Programme Theme	0700-1000	1000-1300	1300-1600	1600-1900	1900-2200	2200-2330
Serials/Series - Fiction	27%	57%	59%	59%	77%	65%
News	20%	8%	6%	9%	6%	11%
Movies / Plays	7%	8%	9%	5%	3%	3%
Series - Non Fiction	11%	5%	8%	6%	1%	7%
Kids	9%	7%	5%	7%	2%	2%
Music	11%	7%	4%	5%	2%	2%
Cricket	1%	1%	1%	2%	3%	3%
Reality	1%	4%	2%	2%	2%	2%
Talk Show	5%	1%	1%	1%	1%	1%
Sports	1%	0%	0%	1%	1%	1%
Others	6%	3%	4%	3%	1%	3%
Total (in 000)	3,718,262	4,651,888	5,179,864	5,809,416	14,571,627	2,612,192

NCCS CDE F15+

Programme Theme	0700-1000	1000-1300	1300-1600	1600-1900	1900-2200	2200-2330
Serials/Series - Fiction	24%	53%	59%	58%	80%	68%
News	19%	8%	6%	9%	5%	9%
Movies / Plays	11%	10%	12%	7%	3%	4%
Music	12%	7%	4%	5%	2%	2%
Kids	9%	6%	4%	6%	2%	1%
Series - Non Fiction	9%	5%	6%	5%	1%	6%
Reality	1%	5%	2%	2%	2%	2%
Cricket	1%	1%	1%	2%	3%	2%
Talk Show	5%	1%	1%	1%	1%	1%
Sports	1%	0%	0%	1%	1%	1%
Others	7%	4%	4%	3%	1%	3%
Total (in 000)	4,077,117	4,957,019	5,854,446	6,372,978	16,751,222	2,402,433



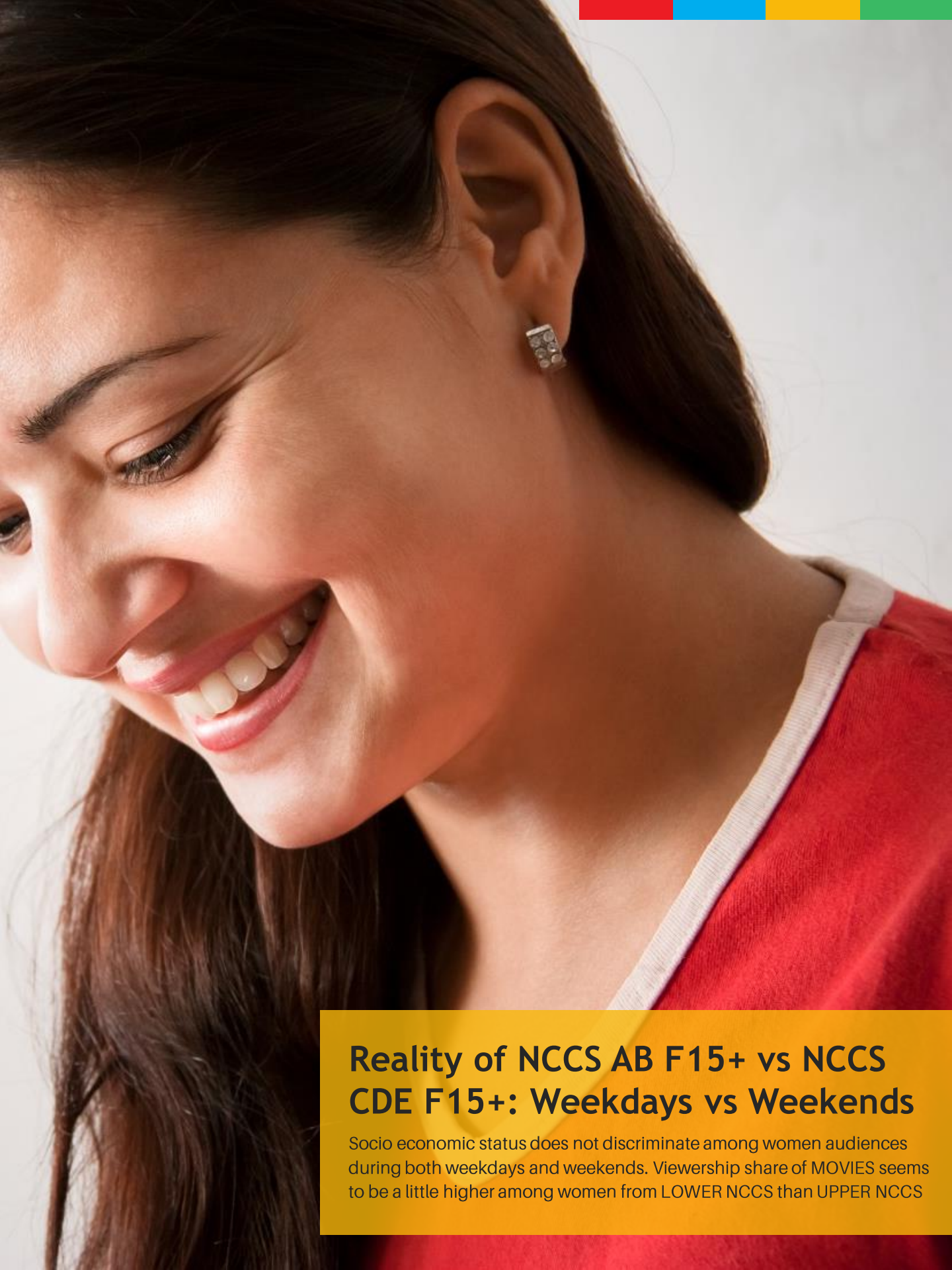
A typical Weekend: AB F15+ vs CDE F15+ (Share of Impressions)

NCCS AB F15+

Programme Theme	0700-1000	1000-1300	1300-1600	1600-1900	1900-2200	2200-2330
Serials/Series - Fiction	21%	40%	41%	47%	58%	40%
Movies / Plays	10%	17%	16%	12%	6%	6%
News	19%	8%	7%	10%	8%	10%
Series - Non Fiction	9%	5%	8%	5%	3%	9%
Reality	3%	5%	4%	3%	8%	5%
Kids	12%	8%	6%	6%	2%	2%
Cricket	2%	1%	4%	4%	8%	11%
Music	11%	7%	5%	5%	3%	3%
Talk Show	5%	2%	3%	1%	3%	9%
Sports	0%	1%	0%	1%	1%	1%
Others	7%	5%	6%	5%	3%	4%
Total (in 000)	1,369,562	1,654,365	1560,000	1,973,008	4,106,278	724,623

NCCS CDE F15+

Programme Theme	0700-1000	1000-1300	1300-1600	1600-1900	1900-2200	2200-2330
Serials/Series - Fiction	18%	37%	40%	45%	59%	42%
Movies / Plays	13%	21%	20%	15%	6%	8%
News	19%	8%	7%	10%	7%	10%
Music	13%	8%	5%	6%	3%	3%
Reality	3%	5%	4%	3%	7%	5%
Kids	11%	8%	5%	5%	1%	1%
Series - Non Fiction	8%	5%	7%	4%	2%	7%
Cricket	2%	1%	3%	4%	7%	10%
Talk Show	5%	2%	3%	2%	3%	7%
Sports	0%	1%	0%	1%	2%	2%
Others	7%	5%	6%	5%	3%	5%
Total (in 000)	1,560,292	1,805,063	1,740,466	2,178,920	4,475,605	640,925



Reality of NCCS AB F15+ vs NCCS CDE F15+: Weekdays vs Weekends

Socio economic status does not discriminate among women audiences during both weekdays and weekends. Viewership share of MOVIES seems to be a little higher among women from LOWER NCCS than UPPER NCCS



“Is Rural rapidly emerging as new Urban in India?”

OR

“Women viewers are unified in India in terms of viewership pattern?”

Summary

One of the key take away from the above analysis is that the preconceived notion of the Urban female viewership pattern being significantly **DIFFERENT** from the Rural female viewership pattern **DOES NOT HOLD TRUE**.

‘News’ is one of the **KEY** programme theme in the **MORNING TIME-BAND** for female viewers from Urban, Rural and Mega Cities.

The potential time-band for advertisers to opt for **‘REALITY’** based content could be **1900-2200 hrs on WEEKENDS**.

Weekends could garner potential place in **REACH BASED MEDIA PLAN** targeting women audiences.

NON-FICTION SERIES DIFFERENTIATES between **HSM** and Southern market as it picks up at late night time-band in **HSM** and early morning time-band in southern market.

Apart from Series, the potential content for advertisers to target women from **SOUTHERN INDIA** could be ‘Movies’, ‘Talk show’ and ‘Reality’

‘Movies’ as content theme could fetch a better result among women from **LOWER SOCIAL GRADES** as compared to upper social grades.

Women prefer watching movies **MORE ON WEEKENDS** as compared to weekdays. On weekends Movies could be the potential option for advertisers to target not only women viewers but also other family members watching **TV**.

During a typical weekday, female Urban viewership of Kids content on **TV** stays at almost same share of pie from **EARLY MORNING TO EARLY EVENING** whereas female viewers pie from Rural India drop in the afternoon time-band and pick up in the early evening time-band.

Contact Us

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