

# CHANNEL REACH

Target Group : Number of Viewers in C & S Homes

Period 1st January 2010 to 30th January 2010

| Channel Name            | Mumbai Reach % | Kolkata Reach % | Delhi Reach % | Chennai Reach% | Bengaluru Reach % | Hyderabad Reach % | Rest Of India Reach % | Total Market Reach % | Digital 6 Metros |
|-------------------------|----------------|-----------------|---------------|----------------|-------------------|-------------------|-----------------------|----------------------|------------------|
| <b>Universe (000's)</b> | <b>17530</b>   | <b>11301</b>    | <b>16557</b>  | <b>7435</b>    | <b>6847</b>       | <b>6696</b>       | <b>112898</b>         | <b>179264</b>        | <b>8870</b>      |
| 1 24 Ghanta TV          | 0.73           | 76.30           | 0.27          |                |                   | 0.36              | 2.93                  | 6.77                 | 7.84             |
| 2 9X                    | 17.47          | 20.00           | 32.02         | 2.03           | 5.90              | 8.72              | 17.88                 | 17.82                | 43.62            |
| 3 9X M                  | 28.34          | 27.06           | 53.32         | 3.62           | 7.11              | 14.17             | 26.26                 | 26.89                | 48.76            |
| 4 A2Z News              | 2.33           |                 | 12.12         |                |                   |                   | 1.81                  | 2.49                 | 1.29             |
| 5 Aaj Tak               | 55.69          | 45.78           | 70.92         | 12.47          | 27.03             | 46.49             | 48.24                 | 48.55                | 47.29            |
| 6 Aakaash (Bangla)      | 0.28           | 71.84           | 2.08          |                |                   | 0.25              | 3.57                  | 7.01                 | 6.96             |
| 7 Aashirwad             |                |                 |               |                |                   |                   | 0.02                  | 0.01                 |                  |
| 8 Aasirvatham           | 0.10           |                 |               | 7.86           |                   |                   | 0.32                  | 0.54                 | 0.03             |
| 9 Aastha                | 15.61          | 12.97           | 29.10         | 10.30          | 10.29             | 22.33             | 21.05                 | 19.94                | 17.45            |
| 10 Aastha Bhajan        | 0.70           |                 | 0.14          |                |                   |                   | 0.69                  | 0.51                 |                  |
| 11 ABN Andhra Jyothi    |                |                 |               |                |                   | 47.19             | 4.77                  | 4.77                 |                  |
| 12 Adithya TV           | 0.31           |                 | 0.04          | 85.90          | 5.55              | 0.22              | 6.77                  | 8.14                 | 10.15            |
| 13 Adventure One        | 1.62           | 1.67            | 0.38          | 0.32           | 0.54              | 1.64              | 0.63                  | 0.79                 | 1.98             |
| 14 Amrita TV            | 1.01           | 0.21            | 0.46          | 0.96           | 4.07              | 0.31              | 3.83                  | 2.78                 | 3.96             |
| 15 Angel TV             |                |                 |               | 5.76           | 1.98              |                   | 0.21                  | 0.45                 | 2.58             |
| 16 Animal Planet        | 19.67          | 32.91           | 20.19         | 12.51          | 45.79             | 29.94             | 19.95                 | 21.81                | 27.37            |
| 17 Animax               | 3.03           | 2.47            | 3.12          | 1.92           | 2.03              | 0.80              | 2.86                  | 2.73                 | 11.52            |
| 18 Aradana TV Telugu    |                |                 |               |                |                   | 16.30             | 0.86                  | 1.15                 | 0.11             |
| 19 ARY Digital          |                |                 |               |                |                   |                   | 0.05                  | 0.03                 |                  |
| 20 Asianet              | 14.25          | 15.51           | 21.01         | 34.42          | 24.37             | 34.77             | 13.97                 | 16.77                | 11.87            |
| 21 Asianet News         | 0.88           |                 | 0.47          | 0.50           | 3.47              | 0.89              | 3.33                  | 2.41                 | 4.00             |
| 22 Asianet Plus         | 1.00           | 1.32            | 2.40          | 1.35           | 1.20              | 0.38              | 4.29                  | 3.22                 | 4.20             |
| 23 ATN Bangla           |                | 2.70            |               |                |                   |                   | 0.52                  | 0.50                 |                  |
| 24 ATV Telugu           |                |                 |               |                |                   | 30.95             | 3.12                  | 3.12                 | 0.72             |
| 25 Australia Network    | 2.08           | 1.45            | 2.64          | 1.56           | 12.49             | 14.02             | 1.55                  | 2.58                 | 7.28             |
| 26 AXN                  | 29.99          | 17.85           | 19.13         | 5.59           | 38.66             | 42.56             | 19.71                 | 21.53                | 28.26            |
| 27 Azad News            | 1.31           | 0.10            | 1.03          |                | 0.28              |                   | 1.00                  | 0.87                 | 3.72             |
| 28 B4U Movies           | 11.00          | 3.07            | 10.95         | 0.49           | 3.00              | 0.66              | 4.67                  | 5.38                 | 14.57            |
| 29 B4U Music            | 41.71          | 22.61           | 32.56         | 0.87           | 5.58              | 2.25              | 23.02                 | 23.34                | 28.07            |
| 30 Baby TV              |                |                 | 0.10          | 0.57           | 1.03              | 0.21              | 0.23                  | 0.23                 | 1.63             |
| 31 BBC Entertainment    | 1.18           |                 | 0.14          | 0.08           |                   |                   | 0.30                  | 0.32                 | 2.66             |
| 32 BBC World            | 5.10           | 9.80            | 8.01          | 22.33          | 10.88             | 1.85              | 2.72                  | 4.98                 | 11.60            |
| 33 Bhakti TV            |                |                 | 0.26          | 0.40           | 0.49              | 39.30             | 2.16                  | 2.89                 | 2.37             |
| 34 Bindass              | 31.92          | 26.04           | 48.24         | 1.04           | 21.57             | 1.80              | 33.04                 | 30.96                | 30.60            |
| 35 Bindass Movies       |                |                 |               |                |                   |                   | 0.02                  | 0.01                 |                  |
| 36 Bizz News            |                |                 |               |                |                   |                   | 0.80                  | 0.51                 |                  |
| 37 Bloomberg TV         |                |                 | 0.31          |                |                   |                   | 0.06                  | 0.07                 |                  |
| 38 Bloomberg UTV        | 9.14           | 7.34            | 26.33         | 17.35          | 14.52             | 14.31             | 5.21                  | 8.88                 | 9.31             |
| 39 BTV World            |                | 0.33            |               |                |                   |                   |                       | 0.02                 |                  |
| 40 Cable Regional       | 78.62          | 90.12           | 86.03         | 24.68          | 76.35             | 68.51             | 83.34                 | 80.30                | 44.71            |
| 41 Care World           | 4.04           |                 | 1.91          | 0.43           | 1.89              | 0.03              | 2.12                  | 2.00                 | 6.56             |
| 42 Cartoon Network      | 42.80          | 52.85           | 46.48         | 3.82           | 51.64             | 41.93             | 44.45                 | 43.50                | 43.58            |
| 43 CBeebies             | 2.08           | 0.51            | 0.65          | 0.78           |                   | 0.18              | 0.40                  | 0.58                 | 3.51             |
| 44 CCTV                 |                |                 |               |                |                   | 0.45              |                       | 0.02                 |                  |
| 45 CCTV9                | 0.36           |                 |               |                |                   | 0.08              |                       | 0.04                 | 0.06             |
| 46 Channel 1            |                | 0.44            |               |                |                   |                   | 0.04                  | 0.06                 |                  |
| 47 Channel 10           |                | 11.32           |               |                |                   |                   | 0.26                  | 0.88                 | 1.07             |
| 48 Channel 8            | 0.05           | 56.17           | 0.03          |                |                   |                   | 2.29                  | 4.99                 | 4.12             |
| 49 Channel Nepal        |                |                 | 0.09          |                |                   |                   | 0.09                  | 0.07                 |                  |
| 50 Channel News Asia    |                | 1.88            | 0.09          |                | 1.02              |                   |                       | 0.17                 | 0.31             |
| 51 Channel No 1         | 0.51           |                 | 12.61         |                |                   |                   | 1.87                  | 2.39                 | 1.66             |
| 52 Channel Siti         |                |                 |               |                |                   |                   | 2.48                  | 1.56                 |                  |
| 53 Channel V            | 41.71          | 32.32           | 38.93         | 2.24           | 34.35             | 27.21             | 18.32                 | 23.67                | 35.17            |
| 54 Chardikla Time TV    | 0.46           | 0.17            | 8.67          | 0.04           | 0.27              |                   | 2.59                  | 2.50                 | 3.89             |
| 55 Chintu TV            |                |                 |               | 0.21           | 3.05              | 0.06              | 0.42                  | 0.39                 | 2.57             |
| 56 Chiri Thira          |                |                 | 0.04          |                |                   | 0.03              | 0.10                  | 0.07                 | 0.11             |
| 57 Chutti TV            | 1.15           | 0.16            | 0.10          | 78.46          | 6.17              | 0.12              | 5.66                  | 7.19                 | 15.73            |
| 58 CNBC AWAAZ           | 16.27          | 1.43            | 29.98         | 1.01           | 4.05              | 5.13              | 16.63                 | 15.31                | 9.74             |
| 59 CNBC TV18            | 15.17          | 16.93           | 27.87         | 0.99           | 15.32             | 17.77             | 14.99                 | 15.85                | 11.05            |
| 60 CNEB                 | 8.26           | 0.17            | 22.47         |                |                   | 0.04              | 9.39                  | 8.81                 | 9.41             |
| 61 CNN                  | 4.29           | 0.51            | 2.75          | 0.90           | 1.96              | 1.92              | 1.42                  | 1.78                 | 10.99            |
| 62 CNN IBN              | 18.02          | 25.45           | 24.63         | 30.01          | 25.24             | 38.25             | 15.89                 | 19.29                | 14.05            |
| 63 Colors               | 73.43          | 64.51           | 89.48         | 2.63           | 35.75             | 57.35             | 62.15                 | 62.27                | 55.85            |
| 64 CTVN AKD Plus        |                | 27.33           |               |                |                   |                   | 1.00                  | 2.35                 | 1.44             |
| 65 Dan Tamil Oli        |                |                 |               | 0.75           | 10.08             |                   | 0.02                  | 0.01                 |                  |
| 66 Day Star             | 0.80           | 1.96            | 0.36          |                |                   |                   | 0.25                  | 0.81                 | 3.12             |
| 67 DD Bharati           | 3.88           | 1.48            | 7.88          | 8.31           | 1.13              | 0.28              | 3.40                  | 3.74                 | 13.86            |
| 68 DD Bhopal            |                |                 |               |                |                   |                   | 1.63                  | 1.02                 |                  |
| 69 DD Delhi             | 18.92          | 14.35           | 30.74         | 8.98           | 9.34              | 12.37             | 19.86                 | 19.29                | 26.31            |
| 70 DD Gyan Darshan      | 1.21           | 2.01            | 0.94          | 9.47           | 0.88              | 0.88              | 1.03                  | 1.44                 | 6.30             |
| 71 DD India             | 5.95           | 2.43            | 4.47          | 0.41           | 1.23              | 0.16              | 2.68                  | 2.91                 | 19.76            |
| 72 DD News              | 22.92          | 29.28           | 34.31         | 17.92          | 8.84              | 31.76             | 21.19                 | 22.87                | 33.62            |
| 73 DD North East        | 1.06           | 0.30            | 1.26          | 0.20           | 0.17              |                   | 0.76                  | 0.73                 | 2.15             |
| 74 DD Patna             |                |                 |               |                |                   |                   | 0.32                  | 0.20                 |                  |
| 75 DD Punjabi           | 1.69           | 0.63            | 1.99          | 0.55           | 0.70              | 0.03              | 3.53                  | 2.66                 | 6.80             |
| 76 DD Rajyasabha        | 4.96           | 1.45            | 2.85          | 18.85          |                   | 16.28             | 0.77                  | 2.72                 | 3.42             |
| 77 DD Sports            | 10.30          | 9.48            | 7.74          | 20.98          | 8.39              | 6.68              | 6.54                  | 7.88                 | 29.90            |
| 78 DD Urdu              | 4.59           | 2.19            | 8.48          | 9.31           | 0.71              | 0.40              | 2.00                  | 3.06                 | 6.06             |
| 79 DD1                  | 51.62          | 42.62           | 55.98         | 34.96          | 31.58             | 45.68             | 51.90                 | 49.95                | 57.15            |

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| 80 DD10 Sahyadri (Marathi)   | 48.74          | 0.38            | 0.28          | 8.47           | 0.89              | 0.72              | 9.47                  | 11.20                | 14.81            |
| 81 DD11 Gujarati             | 4.20           | 0.14            | 0.09          | 0.26           | 0.44              | 0.63              | 5.50                  | 3.94                 | 3.59             |
| 82 DD12 Kashmiri             | 0.73           | 0.35            | 3.28          | 0.38           | 0.24              | 0.07              | 0.68                  | 0.85                 | 3.69             |
| 83 DD13 Assam/NE Services    |                |                 |               |                |                   |                   | 0.13                  | 0.08                 |                  |
| 84 DD14 Rajasthan            |                |                 |               |                |                   |                   | 0.59                  | 0.37                 |                  |
| 85 DD16 Lucknow              |                |                 |               |                |                   |                   | 2.13                  | 1.34                 |                  |
| 86 DD4 Malayalam             | 2.73           | 0.80            | 1.76          | 12.12          | 1.26              | 0.39              | 3.31                  | 3.13                 | 4.60             |
| 87 DD5 Podhigai (Tamil)      | 3.54           | 0.47            | 3.27          | 46.53          | 11.98             | 0.63              | 4.65                  | 6.01                 | 15.06            |
| 88 DD6 Oriya                 | 1.21           | 4.12            | 1.97          | 7.38           | 0.28              | 1.43              | 1.87                  | 2.11                 | 3.88             |
| 89 DD7 Bangla                | 3.41           | 65.39           | 3.25          | 6.42           | 0.82              | 0.32              | 3.34                  | 7.17                 | 10.29            |
| 90 DD8 Telugu                | 3.25           | 0.34            | 2.42          | 13.26          | 4.93              | 66.60             | 5.25                  | 7.10                 | 11.31            |
| 91 DD9 Chandana (Kannad)     | 1.69           | 0.14            | 0.20          | 0.29           | 47.08             | 0.32              | 3.65                  | 4.31                 | 10.57            |
| 92 Dhaliwal Ent TV           |                |                 |               |                |                   |                   | 1.98                  | 1.25                 |                  |
| 93 Dilli Aaj Tak             |                |                 | 46.64         |                |                   |                   | 0.59                  | 4.68                 | 5.07             |
| 94 Discovery                 | 44.88          | 40.25           | 49.86         | 52.34          | 48.20             | 42.57             | 42.85                 | 44.12                | 37.18            |
| 95 Discovery Travel & Living | 16.09          | 14.88           | 13.78         | 1.19           | 27.29             | 21.76             | 8.55                  | 11.07                | 11.89            |
| 96 Dish TV Interactive       | 0.04           |                 |               |                |                   |                   | 0.16                  | 0.11                 | 0.09             |
| 97 Disney Channel            | 35.70          | 25.29           | 35.18         | 32.88          | 30.78             | 33.12             | 21.12                 | 25.41                | 30.71            |
| 98 Disney XD                 | 28.23          | 18.37           | 21.95         | 43.77          | 30.82             | 41.11             | 19.29                 | 22.62                | 23.14            |
| 99 Divya                     | 0.34           | 0.60            | 21.73         |                | 0.40              |                   | 4.98                  | 5.23                 | 3.17             |
| 100 Dubai TV                 |                |                 |               |                |                   | 3.90              | 0.23                  | 0.29                 |                  |
| 101 DY 365                   | 1.35           | 0.12            | 0.08          |                |                   |                   | 0.70                  | 0.58                 | 2.96             |
| 102 E 24                     | 21.64          | 6.52            | 21.08         | 0.92           | 2.13              | 0.70              | 12.57                 | 12.54                | 22.05            |
| 103 Eenadu TV(ETV Telugu)    | 2.47           | 2.00            | 4.87          | 4.35           | 42.94             | 91.47             | 13.35                 | 14.46                | 12.83            |
| 104 Enterr10                 | 2.99           | 3.94            | 2.38          |                | 1.68              | 0.06              | 3.73                  | 3.17                 | 10.45            |
| 105 ESPN                     | 23.64          | 34.38           | 20.24         | 4.83           | 20.29             | 14.00             | 21.10                 | 21.14                | 24.63            |
| 106 ET Now                   | 10.33          | 13.23           | 19.57         | 15.93          | 11.75             | 16.50             | 5.35                  | 8.74                 | 9.24             |
| 107 ETC                      | 12.75          | 6.13            | 12.43         | 0.47           | 5.33              | 0.11              | 7.91                  | 7.99                 | 22.88            |
| 108 ETC Punjabi              | 3.89           | 5.43            | 17.11         |                | 3.15              | 9.27              | 6.34                  | 6.76                 | 4.61             |
| 109 ETV Bangla               | 3.69           | 68.63           | 12.56         | 0.11           | 11.46             | 7.56              | 5.80                  | 10.22                | 10.05            |
| 110 ETV Bihar                | 0.87           | 0.05            | 0.37          | 0.14           | 0.17              | 0.28              | 1.84                  | 1.30                 | 2.89             |
| 111 ETV Gujarati             | 17.03          | 1.29            | 0.26          | 0.11           | 5.13              | 1.23              | 9.30                  | 7.87                 | 5.95             |
| 112 ETV Kannada              | 2.10           |                 | 2.28          | 0.21           | 61.72             | 6.70              | 5.83                  | 6.71                 | 10.89            |
| 113 ETV Madhya Pradesh       | 1.28           | 0.10            | 0.40          | 0.42           |                   | 0.30              | 3.11                  | 2.16                 | 3.98             |
| 114 ETV Marathi              | 54.69          | 0.12            | 1.98          |                | 9.24              | 5.81              | 13.14                 | 14.39                | 18.17            |
| 115 ETV Oriya                | 1.10           | 7.80            | 4.61          | 0.27           | 0.46              | 1.98              | 1.92                  | 2.34                 | 1.87             |
| 116 ETV Rajasthan            | 1.78           | 0.05            | 0.66          | 0.24           |                   | 0.35              | 3.57                  | 2.51                 | 4.91             |
| 117 ETV Urdu                 | 5.87           | 9.10            | 11.94         | 0.89           | 0.42              | 28.84             | 7.16                  | 7.89                 | 5.02             |
| 118 ETV Uttar Pradesh        | 1.24           | 0.05            | 0.63          | 0.33           | 0.10              | 0.42              | 6.32                  | 4.20                 | 4.37             |
| 119 ETV2 Telugu News         | 1.19           |                 | 0.35          | 0.27           | 5.07              | 79.02             | 6.94                  | 7.67                 | 10.55            |
| 120 EWTN                     | 0.92           |                 | 0.03          |                |                   |                   | 0.36                  | 0.32                 | 0.08             |
| 121 Fashion TV               | 5.99           | 10.41           | 14.09         | 18.68          | 6.44              | 7.90              | 13.26                 | 12.21                | 27.71            |
| 122 FE TV                    |                |                 | 1.30          |                |                   |                   | 0.11                  | 0.19                 | 0.21             |
| 123 Filmax                   | 0.84           | 1.68            | 1.04          |                |                   |                   | 1.16                  | 1.02                 | 0.45             |
| 124 FILMY                    | 37.35          | 38.47           | 62.19         | 2.23           | 0.39              | 2.20              | 35.76                 | 34.53                | 48.72            |
| 125 Firangi                  | 1.40           | 1.86            | 3.10          | 0.18           | 0.62              | 0.27              | 1.40                  | 1.46                 | 5.15             |
| 126 Focus TV                 | 0.89           |                 | 3.25          |                |                   | 0.38              | 0.79                  | 0.90                 | 2.17             |
| 127 Fox Crime                | 0.33           | 1.02            | 0.18          | 0.46           | 0.65              | 0.06              | 0.15                  | 0.25                 | 1.81             |
| 128 Fox History & Entertain  | 15.99          | 23.25           | 12.93         | 1.57           | 11.32             | 14.21             | 8.12                  | 10.36                | 18.82            |
| 129 FX                       | 0.15           | 1.52            | 0.10          | 0.22           | 0.69              |                   | 0.32                  | 0.36                 | 1.21             |
| 130 Gemini Music             | 0.57           | 0.05            |               | 37.79          | 2.61              | 64.25             | 7.23                  | 8.68                 | 12.08            |
| 131 Gemini News              | 0.49           |                 |               | 13.63          | 0.43              | 9.40              | 3.25                  | 3.03                 | 5.30             |
| 132 Gemini TV                | 10.94          | 0.94            | 3.69          | 44.12          | 56.52             | 91.73             | 15.85                 | 18.87                | 20.27            |
| 133 Geo TV                   |                |                 |               |                |                   |                   | 0.06                  | 0.04                 |                  |
| 134 GOD                      | 3.19           |                 | 6.71          |                | 10.38             | 0.57              | 1.96                  | 2.58                 | 4.33             |
| 135 Hallmark Channel         | 1.68           |                 | 0.70          |                | 2.96              |                   | 0.14                  | 0.43                 | 3.88             |
| 136 Hamar TV                 | 1.14           | 0.26            | 2.22          |                |                   |                   | 0.84                  | 0.86                 | 2.93             |
| 137 HBO                      | 30.67          | 24.38           | 24.72         | 11.43          | 38.12             | 47.69             | 23.24                 | 25.17                | 34.60            |
| 138 Headlines Today          | 16.19          | 24.98           | 20.28         | 9.67           | 23.02             | 35.50             | 10.49                 | 14.24                | 13.14            |
| 139 HM TV                    |                |                 |               |                |                   | 58.12             | 4.81                  | 5.20                 | 1.32             |
| 140 Hollywood                | 0.25           |                 |               |                |                   |                   |                       | 0.02                 | 0.50             |
| 141 Home Shop 18             | 4.86           | 0.10            | 16.62         | 0.17           | 11.24             | 14.37             | 10.00                 | 9.29                 | 5.91             |
| 142 Hum TV                   |                |                 |               |                |                   |                   | 0.07                  | 0.04                 |                  |
| 143 Hungama TV               | 39.14          | 33.61           | 41.80         | 32.80          | 12.26             | 38.53             | 20.53                 | 26.00                | 33.69            |
| 144 HY TV                    |                |                 |               |                |                   | 11.78             | 0.08                  | 0.49                 | 0.39             |
| 145 I News                   |                |                 |               |                |                   | 59.36             | 6.02                  | 6.01                 | 2.22             |
| 146 IBN 7                    | 38.28          | 12.10           | 50.94         | 0.44           | 0.80              | 1.18              | 29.11                 | 27.63                | 21.13            |
| 147 IBN Lokmat               | 34.38          | 0.14            | 0.04          | 0.07           | 0.48              | 0.36              | 9.16                  | 9.18                 | 13.25            |
| 148 Imagine Showbiz          | 19.81          | 23.60           | 31.36         |                | 0.22              |                   | 7.27                  | 10.91                | 13.32            |
| 149 Imayam                   | 0.21           | 0.24            |               | 22.99          | 2.28              |                   | 0.53                  | 1.41                 | 2.31             |
| 150 India News               | 3.87           | 0.66            | 15.71         | 0.28           | 0.29              | 0.11              | 3.27                  | 3.95                 | 13.06            |
| 151 India News Haryana       |                |                 |               |                |                   |                   | 0.89                  | 0.56                 |                  |
| 152 India TV                 | 53.07          | 22.88           | 65.37         | 0.35           | 0.24              | 1.30              | 40.06                 | 37.97                | 33.37            |
| 153 IndiaVision              |                |                 | 0.10          | 0.29           | 1.09              |                   | 2.91                  | 1.90                 | 1.28             |
| 154 Isaiyaruvi               | 1.25           |                 | 0.17          | 77.53          | 4.30              | 0.54              | 6.18                  | 7.43                 | 11.16            |
| 155 JAIHIND TV               | 1.00           | 0.04            | 0.20          | 1.36           | 1.23              |                   | 2.61                  | 1.87                 | 4.49             |
| 156 Jain TV                  |                |                 |               |                |                   |                   | 0.16                  | 0.10                 |                  |
| 157 Jan Sandesh              | 0.82           | 0.29            | 0.76          |                |                   |                   | 2.70                  | 1.87                 | 0.08             |
| 158 Jaya Max                 | 0.44           |                 | 0.81          | 66.56          | 3.56              |                   | 3.67                  | 5.33                 | 6.89             |

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Period 1st January 2010 to 30th January 2010

| Channel Name                 | Mumbai Reach % | Kolkata Reach % | Delhi Reach % | Chennai Reach% | Bengaluru Reach % | Hyderabad Reach % | Rest Of India Reach % | Total Market Reach % | Digital 6 Metros |
|------------------------------|----------------|-----------------|---------------|----------------|-------------------|-------------------|-----------------------|----------------------|------------------|
| <b>Universe (000's)</b>      | <b>17530</b>   | <b>11301</b>    | <b>16557</b>  | <b>7435</b>    | <b>6847</b>       | <b>6696</b>       | <b>112898</b>         | <b>179264</b>        | <b>8870</b>      |
| 159 Jaya Plus                | 0.33           |                 |               | 56.45          | 2.96              | 0.11              | 3.68                  | 4.81                 | 9.62             |
| 160 Jaya TV                  | 6.95           | 3.34            | 10.93         | 89.02          | 46.36             | 2.95              | 11.30                 | 14.59                | 20.01            |
| 161 Jeevan                   | 0.73           | 0.08            | 0.74          | 0.08           |                   | 0.12              | 2.68                  | 1.84                 | 1.57             |
| 162 JOO Music                | 0.27           | 4.14            | 4.07          |                |                   | 1.47              | 4.06                  | 3.28                 | 1.75             |
| 163 Kairali                  | 2.89           | 1.44            | 11.95         | 15.28          | 16.29             | 1.68              | 5.41                  | 6.20                 | 6.87             |
| 164 Kalaingar TV             | 3.43           | 0.21            | 3.02          | 91.86          | 45.74             | 2.57              | 11.22                 | 13.35                | 22.45            |
| 165 Kamyab TV Oriya          |                |                 |               |                |                   |                   | 1.31                  | 0.83                 |                  |
| 166 Kanak TV                 |                |                 |               |                |                   |                   | 1.24                  | 0.78                 |                  |
| 167 Kashish TV               | 0.04           |                 |               |                |                   |                   |                       |                      | 0.08             |
| 168 Kasturi                  | 0.87           |                 |               |                | 67.55             | 0.25              | 5.10                  | 5.88                 | 8.76             |
| 169 Katyayani TV             |                |                 | 1.78          |                |                   |                   | 0.01                  | 0.17                 | 0.64             |
| 170 Khoj India               |                | 0.16            | 0.17          |                |                   |                   | 0.01                  | 0.03                 |                  |
| 171 Kiran TV                 | 0.86           | 0.05            | 2.77          | 36.12          | 3.49              | 0.19              | 6.03                  | 5.78                 | 7.27             |
| 172 Kolkata TV               | 0.03           | 56.03           |               |                |                   |                   | 1.54                  | 4.51                 | 6.28             |
| 173 KTN                      | 1.14           |                 |               |                |                   |                   | 0.13                  | 0.19                 | 1.51             |
| 174 KTV                      | 9.47           |                 | 5.68          | 93.46          | 62.65             | 4.41              | 12.30                 | 15.63                | 23.83            |
| 175 Kushi TV                 |                |                 |               | 1.75           | 0.89              | 6.54              | 2.47                  | 1.90                 | 2.57             |
| 176 Lemon                    | 2.18           | 0.10            | 8.06          |                |                   |                   | 0.70                  | 1.40                 | 1.12             |
| 177 Life & Style             |                | 0.38            |               |                |                   |                   | 0.02                  | 0.04                 | 0.48             |
| 178 Live India               | 26.77          | 0.12            | 26.74         | 0.19           | 0.07              |                   | 13.34                 | 13.50                | 13.04            |
| 179 Local TV (Hyderabad)     |                |                 |               |                |                   | 55.33             |                       |                      |                  |
| 180 Loksabha TV              | 11.77          | 12.78           | 27.62         | 14.81          | 6.85              | 22.89             | 6.67                  | 10.44                | 10.11            |
| 181 Love Music               |                |                 |               |                |                   |                   | 0.02                  | 0.02                 |                  |
| 182 Maa Music                |                |                 | 2.58          | 0.63           | 2.79              | 61.87             | 4.95                  | 5.56                 | 4.61             |
| 183 Maa Telugu               | 1.97           |                 |               | 6.12           | 47.57             | 92.11             | 12.63                 | 13.90                | 13.22            |
| 184 Madani Channel           | 3.01           |                 |               |                |                   | 1.84              | 1.31                  | 1.19                 |                  |
| 185 Magik TV                 |                |                 | 0.69          |                |                   |                   | 0.22                  | 0.20                 | 0.06             |
| 186 Mahaa TV                 |                |                 |               |                |                   | 46.12             | 4.50                  | 4.56                 | 1.70             |
| 187 Mahuaa News              |                |                 | 1.23          |                |                   |                   | 3.85                  | 2.54                 |                  |
| 188 Mahuaa TV                | 12.21          | 25.42           | 30.14         | 0.18           |                   | 0.66              | 13.92                 | 14.38                | 12.26            |
| 189 Makkal TV                | 0.86           | 0.15            | 0.10          | 52.24          | 3.36              | 0.19              | 3.06                  | 4.33                 | 9.93             |
| 190 Manorama News            | 0.12           |                 | 0.04          | 0.17           | 1.58              |                   | 3.09                  | 2.03                 | 1.68             |
| 191 Manoranjan TV            | 2.47           | 9.54            | 8.90          |                | 1.80              | 0.37              | 7.07                  | 6.20                 | 5.07             |
| 192 MAX                      | 74.16          | 66.28           | 79.45         | 11.47          | 45.69             | 61.94             | 66.71                 | 65.32                | 63.98            |
| 193 Mega TV                  | 2.11           | 0.09            | 0.20          | 57.70          | 3.62              | 0.16              | 4.02                  | 5.30                 | 12.44            |
| 194 MGM                      | 4.40           | 0.31            | 0.40          | 0.56           |                   | 0.52              | 1.55                  | 1.51                 | 9.96             |
| 195 MH1                      | 1.33           | 0.73            | 2.85          | 0.46           | 0.63              | 0.54              | 5.75                  | 4.12                 | 6.30             |
| 196 MH1 News                 |                |                 |               |                |                   |                   | 3.99                  | 2.51                 |                  |
| 197 MH1 Shraddha             | 0.87           | 0.05            | 19.68         | 0.24           | 0.09              |                   | 3.99                  | 4.43                 | 4.18             |
| 198 Mi Marathi               | 46.02          | 0.05            | 0.10          | 0.03           | 0.56              | 0.78              | 9.62                  | 10.62                | 14.10            |
| 199 Miracle                  | 0.24           |                 |               |                |                   |                   | 0.25                  | 0.18                 | 0.40             |
| 200 Moon TV                  |                |                 |               |                |                   |                   | 0.03                  | 0.02                 |                  |
| 201 MTV                      | 49.62          | 33.74           | 50.10         | 1.55           | 42.12             | 38.50             | 34.81                 | 36.64                | 40.99            |
| 202 Music India              | 31.49          | 8.93            | 30.75         | 0.44           | 4.50              | 3.78              | 19.79                 | 19.28                | 23.97            |
| 203 National Geographic Ch   | 35.00          | 38.71           | 30.69         | 4.15           | 38.57             | 33.07             | 30.63                 | 30.87                | 30.42            |
| 204 National Geographic Wild | 0.15           | 0.33            | 0.10          | 1.09           | 0.65              | 0.02              | 0.27                  | 0.28                 | 1.63             |
| 205 Navvulu TV               |                |                 | 0.10          | 2.22           | 1.41              | 18.79             | 5.70                  | 4.45                 | 4.39             |
| 206 Naxatra News             | 0.26           | 0.12            |               |                |                   |                   | 1.23                  | 0.81                 | 0.68             |
| 207 NDTV 24x7                | 20.41          | 25.24           | 28.52         | 29.02          | 31.68             | 45.51             | 19.15                 | 22.39                | 23.54            |
| 208 NDTV Good Times          | 15.08          | 3.62            | 27.06         | 0.82           | 29.58             | 28.59             | 10.66                 | 13.15                | 16.72            |
| 209 NDTV Hindu               |                |                 |               | 20.17          |                   |                   |                       | 0.84                 | 0.40             |
| 210 NDTV Imagine             | 64.11          | 59.57           | 77.25         | 1.26           | 34.13             | 42.44             | 55.47                 | 55.04                | 53.41            |
| 211 NDTV India               | 36.44          | 8.28            | 58.08         | 0.14           | 7.07              | 26.02             | 31.52                 | 30.55                | 34.24            |
| 212 NDTV Lumiere             | 3.53           |                 | 2.84          |                | 2.29              | 1.27              | 0.31                  | 0.94                 | 9.63             |
| 213 NDTV Profit              | 13.84          | 6.22            | 19.93         | 15.21          | 22.30             | 25.79             | 12.95                 | 14.19                | 11.39            |
| 214 NE Bangla                |                | 21.63           |               |                |                   |                   | 1.02                  | 2.01                 | 2.54             |
| 215 NE Hi Fi                 |                |                 |               |                |                   |                   | 0.48                  | 0.30                 |                  |
| 216 NE TV                    | 0.56           | 0.15            | 0.09          | 0.11           | 0.06              | 0.36              | 0.60                  | 0.47                 | 1.88             |
| 217 Neo Cricket              | 53.63          | 57.75           | 66.83         | 54.16          | 57.85             | 63.65             | 55.86                 | 57.07                | 40.89            |
| 218 Neo Sports               | 11.28          | 19.77           | 5.74          | 1.33           | 22.68             | 1.07              | 5.51                  | 7.31                 | 12.04            |
| 219 Nepal One                | 1.05           | 1.28            | 6.66          | 0.43           | 0.33              | 0.08              | 1.37                  | 1.70                 | 4.20             |
| 220 Nepal TV                 |                |                 | 1.02          |                |                   |                   | 0.01                  | 0.10                 |                  |
| 221 News 24                  | 26.11          | 0.80            | 34.72         | 0.55           | 0.43              | 0.59              | 24.75                 | 21.46                | 17.29            |
| 222 News 9                   |                | 2.62            |               |                | 35.54             | 19.72             | 0.04                  | 2.28                 | 4.15             |
| 223 News Live                | 0.82           | 0.05            | 0.24          | 0.30           | 0.38              | 0.02              | 0.99                  | 0.75                 | 2.46             |
| 224 News X                   | 10.70          | 12.09           | 14.21         | 17.12          | 18.11             | 25.63             | 1.41                  | 6.37                 | 8.86             |
| 225 NHK                      | 0.76           | 0.39            | 0.10          | 0.48           | 1.07              |                   | 0.41                  | 0.43                 | 3.43             |
| 226 Nickelodeon              | 38.78          | 41.01           | 32.02         | 1.38           | 29.86             | 37.51             | 30.47                 | 31.13                | 29.87            |
| 227 NOW                      |                |                 | 0.11          |                | 0.27              |                   |                       | 0.02                 | 0.41             |
| 228 NTV Bangladesh           |                | 0.12            | 0.11          |                |                   |                   |                       | 0.02                 | 0.21             |
| 229 NTV News                 | 3.20           | 0.56            | 0.35          | 0.94           | 6.52              | 79.48             | 6.76                  | 7.89                 | 16.01            |
| 230 ONE TV                   |                |                 |               |                |                   |                   | 0.07                  | 0.04                 |                  |
| 231 OTV                      | 1.70           | 0.54            | 0.13          | 0.11           | 0.17              | 0.05              | 2.06                  | 1.52                 | 3.24             |
| 232 P7 news                  | 23.84          | 9.28            | 28.63         |                | 0.09              |                   | 11.54                 | 12.83                | 10.69            |
| 233 Peace                    | 0.15           | 0.41            | 2.31          |                | 0.82              | 2.43              | 0.34                  | 0.59                 | 0.64             |
| 234 Peace TV Urdu            | 0.86           | 1.25            | 5.14          |                |                   | 5.48              | 1.48                  | 1.77                 | 0.18             |
| 235 People                   | 0.19           | 0.94            |               |                | 0.81              |                   | 2.55                  | 1.71                 | 0.95             |
| 236 PIX                      | 31.98          | 24.48           | 25.35         | 49.91          | 32.93             | 39.06             | 8.16                  | 16.94                | 31.41            |
| 237 Play TV                  | 0.05           |                 | 0.44          |                |                   |                   | 0.04                  | 0.07                 | 0.92             |

Source : TAM Media Research, India

# CHANNEL REACH

Target Group : Number of Viewers in C & S Homes

Period 1st January 2010 to 30th January 2010

| Channel Name                 | Mumbai Reach % | Kolkata Reach % | Delhi Reach % | Chennai Reach % | Bengaluru Reach % | Hyderabad Reach % | Rest Of India Reach % | Total Market Reach % | Digital 6 Metros |
|------------------------------|----------------|-----------------|---------------|-----------------|-------------------|-------------------|-----------------------|----------------------|------------------|
| <b>Universe (000's)</b>      | <b>17530</b>   | <b>11301</b>    | <b>16557</b>  | <b>7435</b>     | <b>6847</b>       | <b>6696</b>       | <b>112898</b>         | <b>179264</b>        | <b>8870</b>      |
| 238 POGO                     | 45.07          | 36.47           | 37.48         | 34.27           | 60.96             | 61.64             | 31.38                 | 35.99                | 43.81            |
| 239 Polimer TV               |                |                 |               | 68.67           |                   |                   | 4.91                  | 5.94                 | 1.69             |
| 240 Power Vision TV          |                |                 |               |                 |                   |                   | 0.49                  | 0.31                 |                  |
| 241 Pragya TV                | 0.16           |                 | 3.53          |                 |                   |                   | 2.08                  | 1.65                 | 0.31             |
| 242 PTC Chakde               |                |                 | 0.63          |                 |                   |                   | 4.19                  | 2.70                 | 0.31             |
| 243 PTC News                 | 1.63           | 0.50            | 4.93          |                 | 0.34              |                   | 4.04                  | 3.20                 | 4.55             |
| 244 PTC Punjabi              | 4.25           | 2.42            | 28.36         | 0.76            | 3.62              | 11.97             | 12.18                 | 11.48                | 4.79             |
| 245 PTV                      |                |                 |               |                 |                   |                   | 0.16                  | 0.10                 |                  |
| 246 QTV                      | 1.23           | 6.44            | 2.63          |                 | 11.96             | 13.76             | 5.84                  | 5.42                 | 1.85             |
| 247 Raftaar                  |                | 0.85            |               |                 |                   |                   | 0.09                  | 0.11                 |                  |
| 248 Raj Digital Plus         | 0.37           |                 |               | 44.12           | 3.89              | 0.46              | 1.78                  | 3.15                 | 6.64             |
| 249 Raj Musix                |                | 1.78            | 0.04          | 34.13           | 3.66              |                   | 1.44                  | 2.58                 | 3.71             |
| 250 Raj Musix Kannada        | 0.16           |                 |               |                 | 21.20             | 0.12              | 1.39                  | 1.71                 | 4.45             |
| 251 Raj News 24x7            | 0.21           |                 |               | 19.42           | 1.47              |                   | 0.19                  | 1.00                 | 1.47             |
| 252 Raj TV                   | 1.22           |                 | 0.82          | 81.81           | 13.56             | 0.75              | 6.02                  | 7.93                 | 17.21            |
| 253 Rang                     |                |                 |               |                 |                   |                   | 0.43                  | 0.27                 |                  |
| 254 Real                     | 15.51          | 3.07            | 4.72          | 0.25            | 1.17              | 0.89              | 3.51                  | 4.44                 | 21.90            |
| 255 Reality Zone             | 0.18           |                 |               |                 | 0.22              |                   | 0.20                  | 0.15                 | 0.53             |
| 256 Ren TV                   |                |                 |               |                 |                   |                   | 0.67                  | 0.42                 |                  |
| 257 R-Plus                   |                | 48.19           | 0.52          |                 |                   |                   | 1.82                  | 4.23                 | 4.89             |
| 258 RTV Telugu               | 0.66           |                 |               |                 |                   | 34.85             | 2.84                  | 3.16                 | 1.54             |
| 259 Rupashi Bangla           |                | 65.34           |               |                 |                   |                   | 2.86                  | 5.92                 | 3.84             |
| 260 S1                       |                |                 | 0.03          |                 |                   |                   | 0.25                  | 0.16                 |                  |
| 261 Saam TV                  | 23.94          |                 |               |                 |                   |                   | 5.95                  | 6.09                 | 2.71             |
| 262 SAB                      | 57.74          | 37.36           | 57.52         | 1.37            | 3.63              | 17.41             | 48.78                 | 44.88                | 43.05            |
| 263 Sadhna                   | 0.93           |                 | 12.43         |                 | 0.07              |                   | 1.96                  | 2.48                 | 3.27             |
| 264 Sadhna News Bih Jharkh   |                |                 |               |                 |                   |                   | 0.56                  | 0.35                 |                  |
| 265 Sadhna News MP           |                |                 |               |                 |                   |                   | 4.24                  | 2.67                 |                  |
| 266 Sahara One               | 47.10          | 43.13           | 62.74         | 29.34           | 11.27             | 10.92             | 40.58                 | 40.73                | 45.30            |
| 267 Sahara Samay Bihar       |                |                 | 0.27          |                 |                   |                   | 0.93                  | 0.61                 | 0.23             |
| 268 Sahara Samay MP          |                |                 |               |                 |                   |                   | 4.02                  | 2.53                 |                  |
| 269 Sahara Samay Mumbai      | 19.55          |                 |               |                 |                   | 0.28              | 3.71                  | 4.26                 | 6.39             |
| 270 Sahara Samay NCR         | 0.45           | 0.15            | 14.67         |                 |                   | 0.31              | 1.76                  | 2.53                 | 3.55             |
| 271 Sahara Samay UP          |                | 0.10            | 0.56          |                 |                   |                   | 6.27                  | 4.00                 | 1.17             |
| 272 Sakshi TV                | 0.16           |                 | 0.04          | 0.99            | 1.74              | 76.27             | 6.56                  | 7.11                 | 5.61             |
| 273 Samay                    | 23.02          | 4.47            | 42.58         | 21.51           | 0.29              | 0.99              | 20.67                 | 20.43                | 18.43            |
| 274 Sangeet Bangla           | 0.98           | 58.96           | 0.97          |                 |                   |                   | 2.63                  | 5.56                 | 5.35             |
| 275 Sangeet Bhojpuri         | 1.22           | 2.99            | 4.45          |                 |                   |                   | 3.76                  | 3.08                 | 0.89             |
| 276 Sanskar                  | 13.18          | 10.89           | 28.76         | 14.77           | 3.14              | 11.31             | 17.35                 | 16.71                | 12.99            |
| 277 Satsang                  | 0.32           | 0.25            | 1.66          |                 |                   |                   | 0.95                  | 0.80                 | 2.38             |
| 278 Saudi TV                 | 0.32           |                 |               | 0.09            |                   | 0.66              | 0.47                  | 0.35                 | 0.18             |
| 279 Seithigal                | 0.24           |                 | 0.25          | 56.27           | 1.09              | 0.09              | 4.69                  | 5.38                 | 6.13             |
| 280 Shakti                   | 0.23           |                 | 1.78          |                 |                   | 1.88              | 0.52                  | 0.64                 | 4.32             |
| 281 Shalom                   | 0.36           |                 | 0.72          | 0.24            | 1.39              | 0.11              | 1.39                  | 1.04                 | 2.12             |
| 282 Shopping Zone            |                |                 |               |                 |                   |                   | 1.14                  | 0.72                 |                  |
| 283 Silver Screen            |                | 1.79            |               |                 |                   |                   | 0.13                  | 0.19                 |                  |
| 284 Siripoli                 | 0.58           | 0.05            | 0.03          | 71.42           | 2.82              |                   | 5.42                  | 6.54                 | 7.14             |
| 285 Sitara TV                |                |                 |               | 0.79            | 2.37              | 48.10             | 5.13                  | 5.15                 | 3.17             |
| 286 SKY News International   | 0.52           |                 |               |                 |                   |                   |                       | 0.05                 | 1.02             |
| 287 Sobhagya                 |                |                 |               |                 |                   |                   | 0.10                  | 0.06                 |                  |
| 288 Sobhagya Mithila         |                |                 | 1.26          |                 |                   |                   | 0.19                  | 0.24                 |                  |
| 289 Sony Entertainment TV    | 76.48          | 60.67           | 75.98         | 2.86            | 40.69             | 58.50             | 65.19                 | 63.23                | 61.49            |
| 290 Space Home & World       |                |                 | 0.06          |                 |                   |                   | 0.07                  | 0.05                 | 0.11             |
| 291 Spacetoon Kids TV        | 1.81           | 5.18            | 2.18          |                 |                   |                   | 1.27                  | 1.50                 | 1.17             |
| 292 Sri Sankara              |                |                 | 1.23          | 4.27            | 19.72             |                   | 0.97                  | 1.65                 | 1.59             |
| 293 Sri Venkateshwara Bhakti | 2.01           | 0.21            | 0.25          | 20.27           | 4.22              | 41.09             | 3.84                  | 5.19                 | 8.89             |
| 294 SS Entertainment         |                |                 |               |                 |                   |                   | 0.24                  | 0.15                 |                  |
| 295 SS Music                 | 0.69           | 0.13            | 0.62          | 47.69           | 4.98              | 2.87              | 2.79                  | 4.16                 | 11.90            |
| 296 Standard World           |                |                 |               |                 |                   |                   | 0.17                  | 0.11                 |                  |
| 297 Star Ananda              | 1.74           | 67.14           | 0.06          | 0.26            |                   | 0.13              | 3.20                  | 6.44                 | 10.18            |
| 298 Star Cricket             | 35.87          | 35.12           | 31.61         | 9.92            | 25.06             | 29.23             | 31.46                 | 30.91                | 29.44            |
| 299 Star Gold                | 67.83          | 56.40           | 70.42         | 1.58            | 30.38             | 66.07             | 61.26                 | 58.97                | 58.14            |
| 300 Star Jalsha              | 0.58           | 82.65           | 0.88          |                 | 0.46              |                   | 3.77                  | 7.74                 | 10.13            |
| 301 Star Majha               | 41.69          | 0.35            | 0.16          | 0.41            | 1.14              | 0.36              | 10.04                 | 10.51                | 16.07            |
| 302 Star Movies              | 32.25          | 23.26           | 27.75         | 14.22           | 42.27             | 61.57             | 27.76                 | 29.17                | 32.50            |
| 303 Star News                | 53.55          | 31.70           | 66.04         | 10.74           | 5.81              | 40.55             | 40.52                 | 41.04                | 43.99            |
| 304 Star One                 | 58.60          | 34.67           | 60.57         | 1.21            | 22.72             | 58.24             | 47.86                 | 46.75                | 52.57            |
| 305 Star Plus                | 71.18          | 64.31           | 84.26         | 4.72            | 43.03             | 70.09             | 68.56                 | 66.43                | 64.06            |
| 306 Star Pravah              | 53.77          | 0.05            | 0.14          | 0.03            |                   | 0.48              | 9.93                  | 11.55                | 15.73            |
| 307 Star Sports              | 20.16          | 30.44           | 13.62         | 4.47            | 26.28             | 23.61             | 14.53                 | 16.37                | 19.09            |
| 308 Star Utsav               | 17.20          | 13.31           | 37.41         | 18.84           | 11.18             | 8.18              | 20.98                 | 20.70                | 50.95            |
| 309 Star World               | 17.70          | 10.84           | 10.28         | 2.39            | 15.72             | 13.77             | 8.93                  | 10.20                | 17.35            |
| 310 Starlite TV              | 0.20           | 1.46            | 0.17          |                 | 0.22              |                   | 0.67                  | 0.56                 | 0.17             |
| 311 Studio N                 |                |                 |               |                 |                   | 49.69             | 4.64                  | 4.78                 | 2.01             |
| 312 STV Haryana              |                |                 | 0.27          |                 |                   |                   | 1.11                  | 0.73                 |                  |
| 313 Subhavartha TV           |                |                 | 0.16          |                 |                   | 20.91             | 0.95                  | 1.40                 | 0.99             |
| 314 Sudarshan                |                |                 | 0.18          |                 | 0.07              |                   | 0.39                  | 0.26                 | 0.05             |
| 315 Sun Music                | 1.50           | 0.17            | 0.64          | 88.31           | 54.80             | 0.58              | 8.47                  | 11.33                | 21.32            |
| 316 SUN News                 | 1.48           |                 | 0.20          | 80.98           | 5.12              | 0.46              | 6.38                  | 7.75                 | 16.92            |

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# CHANNEL REACH

Target Group : Number of Viewers in C & S Homes

Period 1st January 2010 to 30th January 2010

| Channel Name                  | Mumbai Reach % | Kolkata Reach % | Delhi Reach % | Chennai Reach% | Bengaluru Reach % | Hyderabad Reach % | Rest Of India Reach % | Total Market Reach % | Digital 6 Metros |
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| 317 Sun TV                    | 17.51          | 3.63            | 22.11         | 95.53          | 68.15             | 27.50             | 17.31                 | 22.48                | 23.73            |
| 318 Super Star Josh           |                | 0.08            | 0.22          |                |                   |                   | 0.17                  | 0.13                 |                  |
| 319 Surya TV                  | 14.91          | 0.58            | 18.38         | 33.41          | 27.13             | 12.63             | 12.01                 | 13.65                | 8.83             |
| 320 Suryan FM                 |                |                 |               |                | 0.09              |                   | 0.17                  | 0.11                 | 0.07             |
| 321 Suvarna                   | 0.55           | 0.17            | 0.19          | 2.26           | 73.87             | 1.15              | 4.92                  | 6.14                 | 11.91            |
| 322 Suvarna News              |                |                 |               |                | 58.43             |                   | 3.68                  | 4.55                 | 5.98             |
| 323 TAMILIAN TV               | 0.27           |                 |               | 30.04          | 0.46              |                   | 0.91                  | 1.86                 | 1.42             |
| 324 Tara Muzik                | 0.23           | 21.04           | 0.13          |                |                   |                   | 0.64                  | 1.76                 | 3.12             |
| 325 Tara Newz                 |                | 14.54           |               |                |                   |                   | 0.10                  | 0.98                 | 2.70             |
| 326 Tarang                    |                |                 |               |                |                   |                   | 1.37                  | 0.86                 |                  |
| 327 Tarang Music              |                |                 |               |                |                   |                   | 1.30                  | 0.82                 |                  |
| 328 TBN TV                    | 0.53           |                 | 0.15          | 0.08           |                   |                   | 0.37                  | 0.30                 | 1.40             |
| 329 Teja TV                   | 5.09           | 0.49            | 1.26          | 40.27          | 53.76             | 90.32             | 12.71                 | 15.75                | 18.55            |
| 330 Ten Sports                | 41.07          | 34.88           | 38.79         | 28.30          | 43.44             | 40.71             | 36.96                 | 37.43                | 35.63            |
| 331 TEZ                       | 21.15          | 6.06            | 33.86         |                |                   | 0.36              | 18.09                 | 16.98                | 14.09            |
| 332 The Musik                 |                |                 |               |                | 0.12              |                   |                       |                      | 0.09             |
| 333 Times Now                 | 19.91          | 34.72           | 26.14         | 31.22          | 30.00             | 38.13             | 18.62                 | 22.14                | 17.17            |
| 334 Total TV                  | 2.08           | 0.22            | 3.41          |                | 0.49              |                   | 1.35                  | 1.40                 | 6.40             |
| 335 Trace                     |                |                 |               |                |                   |                   | 0.06                  | 0.04                 |                  |
| 336 TV 1                      |                |                 |               |                |                   | 37.89             | 3.11                  | 3.38                 | 1.77             |
| 337 TV SouthAsia              | 0.30           | 4.14            | 0.02          |                |                   |                   | 0.05                  | 0.32                 | 2.70             |
| 338 TV100                     |                |                 |               |                |                   |                   | 0.62                  | 0.39                 |                  |
| 339 TV-24                     |                |                 |               |                |                   |                   | 0.69                  | 0.44                 |                  |
| 340 TV5 Monde                 | 1.91           | 0.07            | 1.12          | 4.91           | 1.49              | 0.46              | 0.28                  | 0.75                 | 6.83             |
| 341 TV5 Telugu News           | 0.04           |                 |               | 0.37           | 3.80              | 79.80             | 5.70                  | 6.73                 | 7.09             |
| 342 TV9 Gujrati               | 0.55           | 0.10            |               |                | 0.10              |                   | 7.10                  | 4.54                 | 1.30             |
| 343 TV9 Karnataka             | 0.88           |                 | 0.30          |                | 76.69             | 15.50             | 4.74                  | 6.61                 | 13.90            |
| 344 TV9 Mumbai                | 37.90          |                 |               |                |                   |                   | 1.63                  | 4.74                 | 4.28             |
| 345 TV9 Telugu News           | 2.69           | 0.05            | 0.12          | 1.31           | 6.49              | 87.31             | 8.67                  | 9.30                 | 13.08            |
| 346 TV99 Rajasthan            |                |                 | 0.21          | 0.18           |                   | 0.04              | 0.94                  | 0.62                 | 0.57             |
| 347 U2                        | 0.33           |                 | 0.21          | 1.15           | 67.74             | 0.28              | 4.63                  | 5.62                 | 10.82            |
| 348 Udaya Movies              | 1.02           | 0.12            | 0.62          | 22.72          | 70.73             | 0.15              | 5.59                  | 7.33                 | 14.70            |
| 349 Udaya TV                  | 13.08          |                 | 0.26          | 25.13          | 76.18             | 0.30              | 6.81                  | 9.55                 | 14.86            |
| 350 Udaya Varthegalu          | 0.03           |                 |               | 12.69          | 44.87             |                   | 1.83                  | 3.39                 | 8.33             |
| 351 Ushu TV                   |                |                 | 0.20          | 1.64           | 55.16             | 0.05              | 2.59                  | 3.83                 | 8.21             |
| 352 UTV Action                | 35.77          | 22.79           | 47.91         | 3.60           | 19.83             | 0.48              | 30.72                 | 29.63                | 29.93            |
| 353 UTV Movies                | 53.63          | 42.45           | 61.37         | 1.42           | 20.96             | 19.42             | 46.06                 | 44.18                | 47.37            |
| 354 Vanitha TV                |                |                 |               |                | 0.43              | 42.44             | 3.45                  | 3.77                 | 1.98             |
| 355 Vasanth TV                | 0.43           |                 |               | 66.81          | 3.21              | 0.06              | 4.51                  | 5.78                 | 7.73             |
| 356 VH1                       | 19.52          | 15.77           | 22.58         | 1.30           | 27.40             | 32.04             | 5.46                  | 10.72                | 22.94            |
| 357 Victers                   |                |                 |               |                |                   |                   | 0.72                  | 0.45                 |                  |
| 358 Vijay TV                  | 5.77           | 0.34            | 0.57          | 90.99          | 46.83             | 4.54              | 8.76                  | 11.89                | 19.04            |
| 359 Vissa                     | 0.46           |                 | 0.20          |                | 1.77              |                   | 1.02                  | 0.81                 | 2.91             |
| 360 Voice of India            | 0.16           |                 |               |                |                   |                   | 0.14                  | 0.10                 | 0.06             |
| 361 WB                        | 21.60          | 9.06            | 14.87         | 2.79           | 18.34             | 18.72             | 6.19                  | 9.47                 | 21.07            |
| 362 We                        |                | 0.24            | 0.10          | 0.04           | 1.47              |                   | 2.82                  | 1.88                 | 2.08             |
| 363 Whats On India            | 0.05           | 0.02            |               |                |                   |                   | 0.28                  | 0.02                 | 0.33             |
| 364 WIN TV                    | 0.49           |                 | 0.11          | 30.59          | 1.88              |                   | 0.68                  | 1.83                 | 2.89             |
| 365 World Movies              | 17.01          | 14.22           | 26.89         | 4.76           | 23.82             | 19.97             | 3.54                  | 9.13                 | 19.14            |
| 366 Yes IndiaVision           |                |                 |               |                |                   |                   | 0.24                  | 0.15                 |                  |
| 367 YO Music                  | 0.18           | 5.37            | 2.29          |                | 0.52              |                   | 0.72                  | 1.04                 | 3.28             |
| 368 Zee 24 Ghantalu           | 0.24           |                 |               |                | 0.42              | 59.50             | 4.36                  | 5.01                 | 2.56             |
| 369 Zee 24 Ghante Chattisgarh | 1.69           |                 | 0.67          |                |                   |                   | 1.77                  | 1.34                 | 4.60             |
| 370 Zee 24 Taas               | 38.58          |                 |               |                |                   |                   | 7.31                  | 8.38                 | 12.17            |
| 371 Zee Action                | 7.53           | 2.38            | 14.71         | 0.14           | 0.42              | 0.66              | 5.97                  | 6.05                 | 20.11            |
| 372 Zee Bangla                | 8.10           | 70.72           | 12.30         | 1.20           | 1.40              | 6.31              | 5.94                  | 10.47                | 9.53             |
| 373 Zee Business              | 14.23          | 12.09           | 25.46         | 0.46           | 2.86              | 0.91              | 11.34                 | 11.81                | 11.54            |
| 374 Zee Cafe                  | 18.64          | 16.81           | 12.59         | 1.39           | 25.43             | 2.07              | 4.64                  | 8.07                 | 17.88            |
| 375 Zee Cinema                | 67.11          | 61.17           | 74.31         | 2.89           | 43.28             | 66.94             | 63.64                 | 61.64                | 58.14            |
| 376 Zee Classic               | 8.41           | 2.95            | 30.95         | 0.17           | 0.23              | 0.52              | 9.30                  | 9.76                 | 22.70            |
| 377 Zee Jagran                | 1.11           | 0.40            | 13.30         | 0.42           | 0.40              | 0.09              | 3.30                  | 3.48                 | 5.45             |
| 378 Zee Kannada               | 0.68           |                 | 0.16          |                | 68.26             | 0.84              | 4.65                  | 5.65                 | 8.83             |
| 379 Zee Marathi               | 57.10          | 0.74            | 1.39          | 0.29           | 9.75              | 5.87              | 14.91                 | 15.76                | 19.79            |
| 380 Zee News                  | 39.83          | 29.97           | 54.73         | 0.62           | 2.07              | 3.43              | 33.29                 | 32.04                | 32.53            |
| 381 Zee news Uttar Pradesh    | 2.84           |                 | 0.66          |                |                   |                   | 6.02                  | 4.13                 | 6.83             |
| 382 Zee Premier               | 8.73           | 2.73            | 10.71         | 0.26           | 0.45              | 1.13              | 7.36                  | 6.72                 | 22.85            |
| 383 Zee Punjabi               | 2.63           | 1.12            | 15.56         | 0.14           |                   | 1.15              | 1.85                  | 2.98                 | 4.55             |
| 384 Zee Smile                 | 7.66           | 5.95            | 5.47          | 0.25           | 3.41              | 2.86              | 8.00                  | 6.92                 | 24.10            |
| 385 Zee Sports                | 13.05          | 27.88           | 8.05          | 0.59           | 5.27              | 0.09              | 3.85                  | 6.43                 | 13.68            |
| 386 Zee Studio                | 19.66          | 16.56           | 17.95         | 2.23           | 33.60             | 2.26              | 7.58                  | 10.86                | 22.90            |
| 387 Zee Talkies               | 40.89          | 0.05            | 0.09          |                |                   | 0.10              | 9.19                  | 9.80                 | 14.44            |
| 388 Zee Tamizh                | 0.46           |                 |               | 68.37          | 0.22              | 0.02              | 4.32                  | 5.61                 | 3.64             |
| 389 Zee Telugu                | 0.74           | 7.30            | 2.38          | 4.26           | 28.03             | 90.85             | 9.68                  | 11.49                | 11.52            |
| 390 Zee Trendz                | 2.69           | 1.36            | 1.54          | 1.32           | 1.46              | 1.48              | 1.05                  | 1.32                 | 11.08            |
| 391 Zee TV                    | 72.67          | 66.18           | 81.11         | 3.93           | 37.72             | 62.38             | 66.54                 | 64.61                | 60.68            |
| 392 Zing                      | 10.32          | 5.57            | 10.93         | 0.08           | 3.62              |                   | 13.64                 | 11.18                | 18.64            |
| 393 Zoom                      | 39.13          | 45.99           | 45.53         | 0.79           | 46.67             | 56.60             | 21.69                 | 28.52                | 39.66            |
| Any Channel                   | 96.82          | 98.88           | 97.88         | 97.41          | 92.49             | 97.65             | 96.78                 | 96.91                | 96.70            |

Source : TAM Media Research, India