

# CHANNEL REACH

Target Group : Number of Viewers in C & S Homes Period 16th November 2009 to 15th December 2009

Channel Name	Mumbai Reach %	Kolkata Reach %	Delhi Reach %	Chennai Reach%	Bengaluru Reach %	Hyderabad Reach %	Rest Of India Reach %	Total Market Reach %	Digital 6 Metros
Universe (000's)	15904	10877	14650	6920	6348	6378	100206	161283	7197
1 24 Ghanta TV	0.35	73.88	0.12		0.09	0.15	2.94	6.87	6.86
2 365 DIN							0.02	0.01	
3 4M					1.58			0.06	0.04
4 9X	17.30	25.61	35.10	3.64	3.76	42.23	19.08	20.45	48.62
5 9X M	27.15	19.11	56.09	5.39	5.74	48.44	24.61	26.72	50.08
6 A2Z News	1.03		10.16				1.60	2.02	0.08
7 Aaj Tak	57.96	46.52	67.17	10.77	21.13	26.32	48.21	47.24	43.32
8 Aakaash (Bangla)	0.06	75.00	1.16		0.17		4.66	8.07	6.47
9 Aasirvatham	0.52			18.34			0.39	1.08	0.42
10 Aastha	12.20	12.30	29.33	7.13	15.50	25.99	20.98	19.68	15.65
11 Aastha Bhajan	0.30		0.62				0.96	0.68	0.13
12 ABN Andhra Jyothi						43.69	4.72	4.66	0.69
13 Adithya TV	0.82			84.14	4.75	0.06	7.15	8.32	9.29
14 Adventure One	1.39	1.11	1.38	0.33	0.58	2.03	0.60	0.83	1.57
15 Amrita TV	0.68	0.17	0.59	0.78	6.61	0.10	3.89	2.85	2.83
16 Angel TV	0.10			4.71	1.00		0.26	0.41	2.17
17 Animal Planet	18.77	29.69	18.69	13.97	34.83	12.30	20.33	20.64	28.23
18 Animax	2.46	1.05	3.54	1.28	3.21	0.21	2.48	2.36	9.23
19 Aradana TV Telugu						12.70	0.79	0.99	0.07
20 ARY Digital							0.04	0.02	
21 Asianet	12.50	10.76	18.52	29.85	25.23	33.88	13.96	15.92	7.83
22 Asianet News	1.42	0.29	0.34	0.34	2.24	0.24	3.12	2.24	3.49
23 Asianet Plus	0.81	0.77	1.67	0.64	1.02	0.07	4.06	2.88	3.01
24 Asianet Tele Interactive							1.07	0.66	
25 ATN Bangla		4.51					0.66	0.71	
26 ATV Telugu						31.41	3.11	3.17	0.12
27 Australia Network	1.63	0.06	1.69	0.84	8.40	20.77	1.34	2.34	4.02
28 AXN	28.90	21.56	21.81	4.73	41.39	26.58	20.61	21.98	26.89
29 Azad News	0.77	0.07	1.07	0.26	0.05		0.64	0.59	3.60
30 B4U Movies	10.50	4.30	10.79	0.46	1.68	0.33	4.98	5.50	15.89
31 B4U Music	38.59	20.36	27.59	1.72	2.98	32.11	19.66	21.36	27.62
32 Baby TV	0.17			0.59	0.25		0.26	0.21	1.16
33 BBC Entertainment	1.07		0.27	0.30			0.23	0.28	3.22
34 BBC World	4.00	8.39	8.36	20.94	10.85	2.46	2.45	4.66	11.38
35 Bhakti TV		0.14	0.07	1.13	0.62	37.27	2.18	2.92	2.93
36 Bindass	32.49	26.19	45.31	1.12	8.99	1.39	32.24	29.58	31.86
37 Bindass Movies	31.57	22.69	44.74	3.25	10.98	0.48	26.66	25.86	30.40
38 Bizz News							0.66	0.41	
39 Bloomberg TV			0.12				0.04	0.03	
40 Bloomberg UTV	10.31	7.84	24.91	19.52	11.25	16.80	6.10	9.55	8.68
41 BTV World		0.35					0.02	0.02	
42 C BANG					18.31			0.72	1.34
43 C Channel						0.09			0.08
44 Cable Regional	77.85	90.18	86.91	24.81	74.98	72.91	84.63	81.13	41.98
45 Care World	2.28	0.20	2.64	0.44	1.07	0.01	2.23	1.93	5.25
46 Cartoon Network	40.77	51.51	44.90	3.59	49.93	42.14	41.44	41.10	38.30
47 CBeebies	2.33	0.33	0.81	0.89		0.21	0.49	0.68	3.86
48 CCC Cine Cable Ch	8.35		9.97			2.14	0.79	2.28	10.20
49 CCTV						0.12			
50 CCTV9	0.24					0.09		0.03	0.08
51 Channel 1		0.56					0.02	0.05	
52 Channel 10		21.87					0.68	1.90	1.57
53 Channel 8		55.65					2.14	5.08	4.48
54 Channel Nepal			0.05				0.19	0.12	
55 Channel News Asia		0.95	0.27		0.17		0.17	0.20	0.05
56 Channel No 1			11.26				1.90	2.41	1.13
57 Channel Siti							2.24	1.39	
58 Channel V	36.21	29.79	37.30	1.81	33.99	50.94	16.30	22.53	31.17
59 Chardikla Time TV	0.16		9.57	0.44	0.13		2.68	2.58	2.88
60 Chintu TV				0.51	2.27		0.30	0.30	2.45
61 Chiri Thira						0.04	0.07	0.04	0.04
62 Chutti TV	1.23		0.37	73.75	4.21	0.09	5.72	7.04	14.60
63 CNBC AWAAZ	16.24	2.82	32.58	1.06	1.43	6.37	18.11	16.35	10.28
64 CNBC TV18	14.34	14.69	25.50	2.13	17.54	32.03	15.27	16.25	9.00
65 CNEB	8.15	0.09	21.31	0.61	0.56	0.01	9.20	8.51	8.93
66 CNN	1.95	0.83	1.66	0.99	0.73	2.07	1.23	1.31	6.96
67 CNN IBN	16.48	21.41	25.21	29.54	26.42	46.86	18.12	20.78	12.81
68 Colors	70.81	65.93	90.40	2.18	39.95	43.87	62.62	61.95	55.67
69 CTVN AKD Plus		26.90					1.11	2.50	1.12
70 CVO	12.52		2.72		0.05	0.92	1.21	2.27	4.92
71 Day Star	0.56	0.49	0.33	0.75	4.41		0.31	0.52	1.28
72 DD Bharati	2.80	1.94	10.21	7.45	0.49	0.62	2.73	3.40	11.36
73 DD Bhopal							1.54	0.96	
74 DD Delhi	17.34	12.77	25.11	12.28	10.29	14.08	20.48	19.07	26.19
75 DD Gyan Darshan	1.02	1.80	1.33	7.90	0.80	0.22	0.84	1.25	6.37
76 DD India	5.75	4.10	4.96	0.50	0.85	0.27	2.43	2.87	21.26
77 DD News	22.95	29.96	34.72	12.86	7.72	37.65	20.02	22.22	34.70
78 DD North East	0.56	0.16	1.26	0.09	0.29		0.66	0.61	2.25
79 DD Patna							0.33	0.20	
80 DD Punjabi	1.01	0.17	3.03	0.08	0.90	0.02	3.49	2.60	5.78

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Universe (000's)	15904	10877	14650	6920	6348	6378	100206	161283	7197
81 DD Rajyasabha	4.69	1.40	4.11	15.24	0.33	17.99	0.55	2.65	5.55
82 DD Sports	9.75	10.85	8.79	17.84	9.62	13.32	5.79	7.76	27.03
83 DD Urdu	4.99	3.86	10.02	8.92	1.43	0.86	2.38	3.61	7.55
84 DD1	44.34	40.66	44.81	28.52	28.63	46.74	48.99	45.82	51.98
85 DD10 Sahyadri (Marathi)	47.20	0.17	0.51	8.56	0.44	0.22	8.61	10.45	14.84
86 DD11 Gujarati	3.47		0.27	0.04	0.08	0.41	5.76	3.97	3.29
87 DD12 Kashmiri	0.67	0.05	2.68	0.32		0.09	0.33	0.54	3.20
88 DD13 Assam/NE Services							0.12	0.08	
89 DD14 Rajasthan							0.49	0.31	
90 DD16 Lucknow							2.17	1.35	
91 DD4 Malayalam	1.87	0.39	2.32	9.43	1.69	0.22	3.16	2.86	4.09
92 DD5 Podhigai (Tamil)	2.53	0.24	3.71	44.94	13.78	0.07	4.77	6.04	13.95
93 DD6 Oriya	1.61	2.93	2.04	5.73	0.12	1.86	1.84	2.01	3.95
94 DD7 Bangla	1.30	68.77	3.36	6.53	0.30	0.51	3.78	7.73	7.94
95 DD8 Telugu	1.85	0.39	3.03	12.53	3.50	66.80	5.37	7.14	9.73
96 DD9 Chandana (Kannad)	1.15		0.13	0.45	47.12	0.16	3.25	4.03	7.22
97 Dhaliwal Ent TV							2.39	1.49	
98 Dilli Aaj Tak			49.00				0.59	4.82	5.20
99 Discovery	44.00	39.85	51.74	45.83	45.98	17.02	41.48	41.94	35.10
100 Discovery Travel & Living	16.42	12.68	12.32	1.14	31.96	15.87	8.36	10.72	11.74
101 Dish TV Interactive	0.14						0.14	0.10	0.31
102 Disney Channel	34.53	26.19	35.32	28.05	27.92	41.09	20.84	25.26	24.53
103 Disney XD	27.92	18.35	21.96	44.79	31.22	49.11	21.34	24.34	17.79
104 Divya	0.68	1.16	21.08		0.12		5.93	5.75	5.27
105 Dubai TV						10.46	0.59	0.78	
106 DY 365							0.36	0.23	
107 E 24	21.54	6.33	18.69	1.41	1.49	0.30	11.29	11.39	22.39
108 Eenadu TV(ETV Telugu)	2.81	1.63	3.52	2.97	42.30	91.18	14.48	15.10	9.98
109 Enterr10	2.79	5.74	3.42	0.31	0.91		3.08	2.94	11.00
110 eRa Channel			0.34				0.30	0.22	
111 ESPN	24.02	39.24	15.41	5.21	14.40	14.16	17.10	18.39	24.37
112 ET Now	11.27	11.65	19.73	13.22	9.27	21.78	5.42	8.85	8.27
113 ETC	8.34	7.58	15.49	1.00	3.10	0.05	7.55	7.60	25.09
114 ETC Punjabi	3.64	6.03	16.27	2.87	10.23	5.92	6.44	4.78	
115 ETV Bangla	2.22	66.72	14.15		13.27	7.26	6.08	10.59	7.93
116 ETV Bihar	0.92	1.57	0.18	1.06		0.36	1.55	1.24	3.72
117 ETV Gujarati	15.87	1.99	0.25	0.08	4.67	1.40	8.64	7.33	3.56
118 ETV Kannada	1.31		1.88		62.89	4.90	5.93	6.65	7.45
119 ETV Madhya Pradesh	0.47		0.20	0.76			2.80	1.84	2.17
120 ETV Marathi	52.95		1.97		9.34	8.35	12.20	13.68	15.12
121 ETV Oriya	1.36	6.90	5.80	0.26		1.36	1.72	2.26	3.13
122 ETV Rajasthan	0.97		0.57	0.75		0.12	3.65	2.45	4.13
123 ETV Urdu	4.37	8.05	11.78	0.29	1.28	34.31	5.76	7.04	3.83
124 ETV Uttar Pradesh	0.97		0.46	0.82		0.07	5.64	3.68	3.91
125 ETV2 Telugu News	0.91		0.36	0.32	2.41	78.07	7.52	7.99	8.00
126 EWTN	0.49						0.25	0.20	
127 Fashion TV	6.54	11.28	15.46	18.38	3.33	9.68	14.08	12.86	26.76
128 FE TV			1.05				0.25	0.25	
129 FilmX	0.75	1.74	2.11				1.30	1.19	0.18
130 FILMY	41.48	42.43	60.77	1.93	0.47	4.77	36.33	35.33	49.18
131 Firangi	1.19	1.90	3.28	0.10	0.16	0.38	1.68	1.61	4.69
132 Focus TV	3.18	0.05	3.07		0.08	0.84	0.95	1.23	1.42
133 Fox Crime	0.17	1.18	0.28	0.63	0.44		0.07	0.21	1.94
134 Fox History & Entertain	16.39	23.70	13.54	1.89	14.22	23.19	8.73	11.42	18.42
135 FX	0.12	0.54		1.08	0.35		0.09	0.16	1.60
136 Gemini Music	0.25	0.03	0.12	34.87	2.33	36.53	6.97	7.40	9.31
137 Gemini News	0.56			16.53	0.34	16.84	3.50	3.62	4.40
138 Gemini TV	9.86	0.54	4.24	42.11	59.42	91.76	16.40	19.36	15.33
139 Geo TV							0.14	0.09	
140 GOD	2.65	0.29	7.11	0.31	15.35	0.72	1.39	2.44	3.40
141 Hallmark Channel	0.34		1.30		3.17		0.13	0.36	2.58
142 Hamar TV	0.57	0.07	1.72				0.66	0.63	1.68
143 HBO	27.12	28.28	26.99	10.67	41.13	50.61	25.19	26.76	33.06
144 Headlines Today	19.45	24.59	21.99	9.86	20.34	12.80	10.80	14.01	11.57
145 HM TV						59.33	5.14	5.54	1.27
146 Hollywood	0.22							0.02	0.50
147 Home Shop 18	5.45	2.64	14.78	0.26	13.44	20.34	10.47	9.90	6.74
148 Hum TV	0.07						0.01	0.01	0.16
149 Hungama TV	40.54	34.69	36.08	1.28	15.71	34.75	20.23	24.23	31.81
150 HY TV		0.06				16.17	0.19	0.76	0.28
151 I News						56.83	5.91	5.92	1.49
152 IBN 7	37.83	12.45	53.03	1.06	0.23	0.84	30.34	28.33	21.90
153 IBN Lokmat	37.92				0.02		8.47	9.00	15.78
154 Imagine Showbiz	18.85	27.74	28.45		0.56		7.58	11.04	12.42
155 Imayam	0.18			17.37	1.50		0.53	1.15	1.93
156 India News	3.47	1.92	21.85	0.59	0.29	0.02	3.59	4.72	13.54
157 India News Haryana							1.19	0.74	
158 India TV	54.41	24.91	68.71	1.26		1.23	38.45	37.28	32.85
159 IndiaVision			0.09		0.55	0.06	3.12	1.97	0.54
160 Isaiyaruvi	1.35	0.23	0.55	79.08	3.42	0.15	6.91	8.03	12.92

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Universe (000's)	15904	10877	14650	6920	6348	6378	100206	161283	7197
161 ITV	1.46		0.69			0.90	0.43	0.51	4.09
162 JAIHIND TV	0.18	0.02	0.20	0.09	0.36	0.03	2.61	1.68	1.25
163 Jain TV							0.19	0.12	
164 Jan Sandesh	0.16	0.92	0.55				3.08	2.04	
165 Jaya Max	0.05		0.56	62.01	2.63		3.69	5.11	6.89
166 Jaya Plus	0.29	0.14	0.35	58.82	2.32		3.83	5.06	9.87
167 Jaya TV	6.29	2.78	11.25	85.41	42.80	4.29	11.17	14.29	19.75
168 Jeevan	0.23		0.70	0.59	0.14	0.09	2.67	1.78	0.89
169 JOO Music	0.45	4.59	4.16			1.14	4.31	3.45	2.26
170 Jukebox							1.85	1.15	
171 Kairali	2.05	2.57	10.62	14.70	20.13	1.96	5.38	6.18	7.01
172 Kalaignar TV	2.52	0.27	2.88	91.27	47.14	2.07	11.49	13.52	19.45
173 Kamyab TV Oriya							1.14	0.71	
174 Kanak TV							1.19	0.74	
175 Kashish TV	0.07						0.01	0.01	0.16
176 Kasturi	0.70			0.08	69.61	0.04	5.09	5.98	5.87
177 Katyayani TV			0.79				0.01	0.08	
178 Khoj India			0.09				0.03	0.03	
179 Kiran TV	1.13		3.25	32.06	2.53	0.06	6.02	5.63	5.55
180 Kolkata TV	0.26	50.80					1.45	4.35	4.80
181 KTN	0.87						0.31	0.28	0.27
182 KTV	7.43	0.10	7.12	91.38	64.29	5.70	12.76	15.99	24.91
183 Kushi TV				0.25	0.88	9.39	2.11	1.73	1.26
184 Lemon	10.23	0.06	11.34		0.34		1.05	2.71	2.66
185 Life & Style		0.39					0.01	0.03	0.59
186 Live India	26.31	0.45	23.99	0.03	0.17		11.81	12.15	12.38
187 Local TV (Hyderabad)						62.82		2.48	1.12
188 Lok Sabha TV	8.59	16.94	26.31	15.79	6.34	28.48	7.22	10.92	11.63
189 Love Music							0.02	0.01	
190 Maa Music				0.47	2.09	64.60	4.80	5.64	3.33
191 Maa Telugu	4.35	0.59	2.55	5.38	51.60	92.61	12.31	14.27	11.97
192 Madani Channel	1.61					5.84	1.18	1.12	
193 Magik TV							0.03	0.02	
194 Mahaa TV						50.49	4.57	4.83	1.19
195 Mahuaa News			1.31				3.42	2.25	0.16
196 Mahuaa TV	11.51	27.64	32.18	0.63	0.41	0.41	13.11	14.11	11.77
197 Makkal TV	0.98			52.68	3.64	0.30	2.97	4.36	11.83
198 Manorama News	0.33			0.08	1.33	0.15	3.25	2.11	2.10
199 Manoranjan TV	2.11	10.39	9.86		0.86	0.18	8.45	7.09	4.50
200 MAX	75.12	64.28	78.23	9.35	49.61	33.51	66.88	64.08	64.14
201 Mega TV	1.83	0.24	0.38	56.52	3.03	0.10	4.18	5.38	13.50
202 MGM	4.23	0.17	0.75	1.18		0.12	1.75	1.64	11.94
203 MH1	1.21	1.06	3.86	1.06	0.79	0.29	6.51	4.67	6.20
204 MH1 News			0.16				4.49	2.80	
205 MH1 Shradha	0.93	0.07	21.33	0.22	0.02	0.02	3.44	4.18	6.22
206 Mi Marathi	41.55			0.16	0.25	0.17	8.40	9.34	14.63
207 Miracle	0.05						0.27	0.17	
208 MTV	48.48	31.33	43.79	1.23	40.32	32.64	32.29	33.86	36.41
209 Music India	31.41	5.75	31.58	0.71	2.79	1.54	18.77	18.22	23.10
210 National Geographic Ch	32.13	37.64	30.35	4.89	39.00	30.24	28.90	29.36	30.00
211 National Geographic Wild	0.13			0.71	0.65		0.08	0.12	1.54
212 Navvulu TV				1.34	0.98	25.29	4.89	4.13	2.08
213 Naxatra News	0.07	0.19					0.12	0.09	0.45
214 NDTV 24x7	19.00	18.66	30.71	31.78	31.24	20.04	21.26	22.51	17.87
215 NDTV Good Times	14.30	3.80	25.68	1.25	29.87	35.03	10.82	13.33	17.52
216 NDTV Hindu				21.38				0.92	0.70
217 NDTV Imagine	62.20	61.91	80.19	1.58	35.78	46.24	54.74	54.91	54.25
218 NDTV India	39.82	10.08	57.86	0.87	7.04	21.73	32.97	31.52	35.87
219 NDTV Lumiere	2.73	0.28	3.06		2.16	0.57	0.39	0.91	9.39
220 NDTV Profit	14.28	3.51	20.11	14.36	19.47	11.74	13.09	13.45	11.22
221 NE Bangla		21.44					1.50	2.38	1.65
222 NE Hi Fi		0.12					0.45	0.29	0.19
223 NE TV	0.82	0.13	0.21	0.23			0.70	0.56	2.66
224 Neo Cricket	51.03	56.65	67.33	56.88	58.20	70.60	58.15	58.62	42.53
225 Neo Sports	2.42	22.90	6.08	1.96	6.34	1.13	5.06	5.86	12.32
226 Nepal One	1.57	2.37	5.54	0.11	0.54	0.04	1.39	1.71	4.97
227 Nepal TV			0.36				0.01	0.04	
228 News 24	22.65	0.65	31.13	1.03	0.11	0.10	24.45	20.35	17.17
229 News 9		0.12			40.07	17.38	0.01	2.28	2.51
230 News Live	0.64	0.10	0.53	0.36	0.21		0.69	0.57	3.18
231 News X	11.82	11.78	16.72	12.64	16.04	25.56	1.72	6.73	7.08
232 NHK	0.90	0.15	0.39	1.17	0.61		0.16	0.31	4.68
233 Nickelodeon	39.70	39.06	31.97	1.61	28.88	18.55	29.69	29.84	27.91
234 NOW			0.22		0.17	0.01	0.01	0.04	0.62
235 NTV Bangladesh			0.19					0.02	0.39
236 NTV News	3.07	0.45	0.12	0.72	1.74	81.84	6.84	7.93	11.98
237 ONE TV	0.03		0.07					0.01	0.22
238 OTV	0.68	0.21	0.40	0.09		0.11	2.00	1.37	2.47
239 P7 news	25.11	0.13	15.93		0.10		10.08	10.20	10.82
240 Peace		0.16	2.72		0.39	2.78	0.54	0.72	0.56
241 Peace TV Urdu	0.66	0.63	3.59			4.92	1.18	1.36	

Source : TAM Media Research, India

# CHANNEL REACH

Target Group : Number of Viewers in C & S Homes

Period 16th November 2009 to 15th December 2009

Channel Name	Mumbai Reach %	Kolkata Reach %	Delhi Reach %	Chennai Reach %	Bengaluru Reach %	Hyderabad Reach %	Rest Of India Reach %	Total Market Reach %	Digital 6 Metros
Universe (000's)	15904	10877	14650	6920	6348	6378	100206	161283	7197
242 People	0.15	1.40			0.37		2.67	1.78	0.86
243 PIX	30.52	22.59	25.67	44.06	37.79	17.11	8.42	16.15	30.14
244 Play TV	1.86	0.23	0.50		0.83		0.30	0.46	6.20
245 POGO	41.69	38.48	36.69	44.11	58.91	59.91	32.16	36.60	40.34
246 Polimer TV				63.30			5.15	5.91	1.88
247 Power Vision TV							0.58	0.36	
248 Pragya TV			0.27				1.96	1.24	
249 PTC Chakde	0.05		0.24				4.18	2.62	0.52
250 PTC News	2.04	0.12	3.84	0.17	0.02		4.54	3.39	4.22
251 PTC Punjabi	3.44	0.78	27.78		3.30	15.51	10.72	10.32	4.70
252 PTV				0.19			0.08	0.06	0.18
253 QTV	1.80	6.18	5.48	1.30	16.60	12.15	6.55	6.35	2.16
254 Raftaar		0.74					0.14	0.14	
255 Raj Digital Plus	0.20		0.16	44.49	3.03	0.07	1.82	3.20	7.17
256 Raj Musix	0.09	2.11		34.87	1.92		1.14	2.43	3.26
257 Raj Musix Kannada					28.52	0.09	1.31	1.94	1.69
258 Raj News 24x7	0.05			18.49	0.42		0.48	1.11	0.78
259 Raj TV	0.83	0.49	0.87	81.48	14.76	0.44	6.25	8.17	15.80
260 Real	18.82	3.13	9.32	0.67	1.77	33.31	4.08	6.86	23.98
261 Reality Zone	0.13						0.03	0.03	0.29
262 Ren TV							0.49	0.30	
263 R-Plus		44.96					1.79	4.15	3.43
264 RTV Telugu	0.66			0.95		35.62	2.64	3.16	1.13
265 Rupashi Bangla		68.93					2.96	6.49	2.99
266 S1							0.21	0.13	
267 Saam TV	28.86						5.61	6.33	2.77
268 SAB	55.78	37.47	55.93	1.57	6.23	14.15	47.80	43.68	43.51
269 Sadhna	0.23		15.28		0.78		1.79	2.56	3.68
270 Sadhna News Bih Jharkh							0.52	0.32	
271 Sadhna News MP					0.56		4.36	2.73	0.49
272 Sahara One	53.35	45.32	60.61	22.87	7.21	28.41	39.40	40.69	47.49
273 Sahara Samay Bihar		0.06	0.64				0.51	0.38	0.62
274 Sahara Samay MP			0.53				4.26	2.70	1.07
275 Sahara Samay Mumbai	23.48	0.12				0.21	3.73	4.65	7.53
276 Sahara Samay NCR	0.19	0.06	20.47		0.56	0.06	1.76	3.00	3.98
277 Sahara Samay UP	0.16	0.45	0.22			0.03	5.21	3.30	1.51
278 Sakshi TV				0.28	0.63	79.23	6.51	7.22	2.78
279 Samay	22.61	4.02	37.91	23.68	0.32	0.55	21.25	20.20	19.31
280 Sangeet Bangla	0.44	56.46	0.87		0.05		2.61	5.56	4.07
281 Sangeet Bhojpuri	0.83	4.10	5.22				2.63	2.47	1.02
282 Sanskar	10.09	10.86	28.32	13.02	5.22	12.17	15.52	15.19	9.83
283 Satsang	0.32		0.48		0.12		1.26	0.86	1.34
284 Saudi TV	0.96		0.75	0.56	5.35	0.33	1.29	1.21	0.85
285 Seithigal	0.34			54.81	0.37		4.88	5.43	5.34
286 Shakti	0.31		1.36	0.04	1.13	0.39	0.27	0.38	3.56
287 Shalom	0.11		0.53	0.05	0.93	0.01	1.36	0.94	1.40
288 Shop 24 Seven Multiplex	0.36						0.07	0.08	0.22
289 Shopping Zone							1.24	0.77	
290 Silver Screen					0.06		0.02	0.02	0.05
291 Siripoli	0.07			70.68	0.15	0.15	5.98	6.84	7.18
292 Sitara TV				0.82	1.98	50.34	5.48	5.51	3.03
293 Siti Music			0.95				2.01	1.33	
294 Siti Telugu							1.56	0.97	
295 SKY News International	0.10							0.01	0.22
296 Sobhagya							0.36	0.22	
297 Sobhagya Mithila			1.36				0.14	0.21	
298 Sony Entertainment TV	74.48	64.91	76.26	3.00	42.86	37.47	65.08	62.38	59.36
299 Space Home & World			0.18				0.12	0.09	
300 Spacetoon Kids TV	1.71	5.95	2.98		0.56	13.41	1.12	2.09	1.56
301 SR TV							0.01	0.01	
302 Sri Sankara	0.05		0.09	2.31	19.22		1.03	1.51	1.83
303 Sri Venkateshwara Bhakti	1.42	0.06	0.12	22.52	3.09	35.28	3.59	4.87	6.89
304 SS Music	0.86	0.23	1.04	45.86	4.29	3.16	3.16	4.42	12.21
305 Standard World							0.30	0.19	
306 Star Ananda	0.50	63.78	0.40	0.27	0.05	0.15	3.09	6.33	8.02
307 Star Cricket	27.09	22.61	23.49	5.71	15.98	16.75	25.78	23.89	30.50
308 Star Gold	69.15	60.00	71.86	1.12	29.75	66.85	60.42	58.80	57.45
309 Star Jalsha	0.28	85.20	0.67	0.09	0.08	0.02	3.83	8.22	8.62
310 Star Majha	44.86		0.21	0.31	0.35	0.03	8.96	10.04	15.41
311 Star Movies	31.49	24.35	23.39	10.97	42.23	59.03	28.21	28.87	30.51
312 Star News	50.91	29.00	65.24	9.19	4.80	46.94	38.36	39.18	42.16
313 Star One	55.94	34.07	60.52	0.99	27.37	66.20	47.12	46.33	50.16
314 Star Plus	72.16	60.90	84.56	3.77	41.80	75.53	68.17	66.05	63.12
315 Star Pravah	57.14	0.09	0.14	0.54		0.06	8.86	11.18	14.74
316 Star Sports	21.75	29.91	12.01	5.18	20.95	3.86	14.79	15.64	24.25
317 Star Utsav	14.94	18.79	36.73	18.05	9.25	25.21	19.94	20.60	50.21
318 Star World	18.53	11.70	11.78	1.77	21.13	24.56	9.45	11.43	20.72
319 Starlite TV		1.18	0.06		0.14		0.77	0.57	0.12
320 Studio N						50.20	4.90	5.03	1.28
321 STV Haryana							1.28	0.79	
322 Subhavartha TV		0.03	0.03			17.13	1.03	1.32	0.32

Source : TAM Media Research, India

# CHANNEL REACH

Target Group : Number of Viewers in C & S Homes Period 16th November 2009 to 15th December 2009

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>15904</b>	<b>10877</b>	<b>14650</b>	<b>6920</b>	<b>6348</b>	<b>6378</b>	<b>100206</b>	<b>161283</b>	<b>7197</b>
323 Sudarshan			0.78	87.34	52.60	0.20	0.53	0.33	17.99
324 Sun Music	0.76		0.61	78.82	3.45		8.97	11.55	15.18
325 SUN News	0.82		21.26	95.02	66.03	37.22	6.93	7.96	21.91
326 Sun TV	16.03	2.93	0.24				18.39	23.29	0.17
327 Super Star Josh		0.47	16.08	30.63	27.70	12.35	0.19	12.80	8.34
328 Surya FM	12.84	0.93			0.18		0.20	0.13	0.16
329 Suryan TV			0.25	0.21	62.93	1.39	4.97	5.67	8.79
330 Suvarna	0.16				56.21		3.23	4.22	3.29
331 Suvarna News									
332 Taaza TV		21.66		28.55	0.68		0.11	1.53	0.10
333 Tamilan TV	0.10				0.03	0.33	0.95	1.85	1.24
334 Tara Muzik		25.27	0.39				1.16	2.47	2.22
335 Tara Newz		15.91					0.11	1.14	2.60
336 Tarang							1.38	0.85	
337 Tarang Music							1.16	0.72	
338 TBN TV	0.64	0.11		0.04	0.08		0.41	0.33	1.68
339 TCT World					0.30			0.01	0.26
340 Teja TV	4.65	2.87	0.77	39.04	54.53	91.21	13.51	16.55	15.65
341 Ten Sports	41.96	43.44	47.71	22.11	46.39	55.43	45.40	44.57	38.88
342 TEZ	21.58	2.50	29.03			0.53	16.10	14.95	13.67
343 The Musik					0.35			0.01	0.30
344 Times Now	20.86	30.56	25.44	29.04	31.17	42.25	19.35	22.59	17.10
345 Total TV	0.58	0.05	3.14	0.53	0.16		0.73	0.83	3.05
346 TV 1						36.83	2.95	3.29	1.27
347 TV SouthAsia	0.11	4.12	0.36				0.01	0.33	2.28
348 TV100							0.96	0.60	
349 TV-24			0.15				0.36	0.24	
350 TV5 Monde	1.49	0.05	1.56	12.32	1.12	0.13	0.18	0.98	6.79
351 TV5 Telugu News	0.21		0.17	0.23	0.67	80.07	5.98	6.96	4.25
352 TV9 Gujrati	0.62				0.03		7.23	4.56	1.40
353 TV9 Karnataka	0.46		0.20	0.09	76.67	16.18	4.68	6.64	10.79
354 TV9 Mumbai	38.59						1.28	4.60	6.48
355 TV9 Telugu News	0.83	0.06	0.10	1.38	3.07	88.37	8.87	9.28	8.99
356 TV99 Rajasthan			0.45			0.22	0.73	0.50	1.11
357 U2	0.65	0.02		0.76	67.17	0.05	4.48	5.53	9.42
358 Udaya Movies	0.77	0.02	0.39	19.06	71.82	0.08	5.67	7.28	11.30
359 Udaya TV	11.70		0.71	22.42	74.29	0.05	6.96	9.43	10.17
360 Udaya Varthegalu	0.21	0.05	0.04	11.91	42.41		1.48	3.12	7.21
361 Ushu TV			0.41	1.03	57.88		2.66	4.01	7.05
362 UTV Movies	47.68	49.16	64.83	1.43	10.54	57.13	44.96	44.58	46.67
363 Vanitha TV						42.33	3.67	3.95	1.23
364 Vasanth TV	0.25		0.23	61.34	1.76	0.10	4.81	5.74	8.39
365 VH1	16.62	12.97	16.81	1.15	26.48	26.16	4.93	9.23	16.63
366 Victers							0.40	0.25	
367 Vijay TV	4.37	0.03	0.90	88.64	47.71	6.44	8.83	11.94	15.47
368 Vissa	0.11				0.56		1.71	1.13	0.80
369 Voice of India							0.12	0.08	
370 WB	23.91	8.53	14.22	3.06	20.62	18.44	6.11	9.69	18.67
371 We		0.16		0.09	0.61	0.27	2.98	1.90	1.10
372 WIN TV	0.04			29.39	1.77		0.86	1.87	4.83
373 World Movies	16.06	17.35	26.63	5.63	24.66	27.00	3.75	9.78	17.38
374 Yes Indiavision							0.23	0.14	
375 YO Music	0.42	7.01	2.38		0.20		0.66	1.15	3.91
376 Zee 24 Ghantalu	0.40		0.19		0.14	64.81	4.60	5.48	2.79
377 Zee 24 Ghante Chattisgarh	1.94	0.03	0.39				1.39	1.09	5.13
378 Zee 24 Taas	36.95	0.07					6.88	7.92	12.80
379 Zee Action	6.57	2.87	14.33	0.12	0.63	0.49	5.83	5.82	22.58
380 Zee Bangla	7.03	72.79	13.15	0.50	2.61	6.21	6.43	11.16	11.16
381 Zee Business	15.35	11.28	24.91	0.95	2.48	16.36	12.14	12.87	13.06
382 Zee Cafe	15.87	14.25	18.24	0.59	25.97	22.99	4.88	9.17	16.17
383 Zee Cinema	66.14	61.12	73.69	2.26	44.71	63.56	62.77	60.71	59.50
384 Zee Classic	6.84	10.40	27.51	0.12		0.77	9.31	9.70	22.88
385 Zee Jagran	0.90	0.08	8.62	0.05	0.39	0.02	2.86	2.67	3.94
386 Zee Kannada	0.60		0.11		69.22	1.28	4.97	5.94	7.07
387 Zee Marathi	56.54	0.36	2.18	0.09	9.78	7.70	15.03	15.83	17.30
388 Zee News	34.28	23.61	51.50	0.57	2.85	14.07	32.26	30.39	30.81
389 Zee News Uttar Pradesh	1.77	0.07	0.39				5.19	3.44	4.82
390 Zee Premier	8.56	2.28	11.32	0.10	0.63	1.83	6.70	6.29	26.80
391 Zee Punjabi	2.95	0.82	12.91		0.59	0.86	2.14	2.91	5.32
392 Zee Smile	6.27	6.21	5.21	0.59	2.16	21.34	7.44	7.08	22.98
393 Zee Sports	7.18	13.76	6.03	0.84	3.56	0.13	4.01	4.86	13.75
394 Zee Studio	18.28	16.37	17.95		1.72	32.74	16.08	11.28	20.98
395 Zee Talkies	44.37			0.09	0.35	0.10	8.66	9.78	15.56
396 Zee Tamizh	0.25	0.05		64.02	5.32	0.02	5.67	6.51	4.09
397 Zee Telugu	0.73	5.51	1.86	1.74	23.40	90.82	10.14	11.50	10.18
398 Zee Trendz	1.78	0.93	1.42	0.87	2.25	1.53	1.06	1.21	8.70
399 Zee TV	70.79	62.87	79.43	1.45	38.19	60.11	65.81	63.27	60.91
400 Zing	10.53	4.82	12.11	0.17	2.38	2.23	12.87	10.65	21.30
401 Zoom	39.58	47.35	48.14	0.84	44.20	59.20	22.27	29.42	40.17
Any Channel	96.90	97.93	98.48	97.48	96.91	98.42	97.10	97.32	97.62

Source : TAM Media Research, India