

April 03, 2007

Prime Contenders for Prime Time



Till such time that Cricket is being broadcast, Indian television viewers give up on everything else, but you take Indian Cricket Team out of the equation, the Mass Entertainment Empire strikes back.

Figure 1 depicts this is no uncertain terms. The two extremes are Channel share of Cricket Group (SetMax and SAB) versus Mass Group (Star Plus, Zee TV and Sony) on India Match days and Super 8 days. To understand the swinging fortunes of cricket broadcast in India only these two groups were compared.

The channel shares of the Cricket Group outsmarted the Mass Group and their channel share shot up from 13% to 60% (refer figure 1). Things would have improved in Super 8 had Team India made the cut but the picture reversed completely with Cricket Group's channel share rising marginally from 13% to 19% in the average of three Super 8 matches.

India Match: 17, 19 & 23 March
 Super Eight Match: 27, 28 & 29 March
 Non Match Day: Avg. of 4 Fri, Sat & Mon

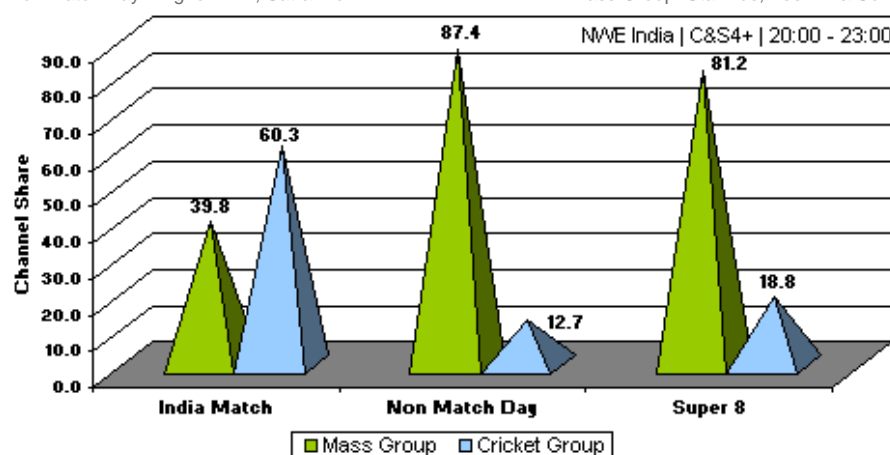


Figure 1 : Inter Channel Share of Cricket Group Vs. Mass Group (NWE, C&S4+, Prime Time aMap)

Cricket Loyalists

On further analysis of the viewers of cricket, it is possible to identify hard-core cricket viewers and they are defined as those viewers who watched at least one match in which India was playing.

Did you know ?

CS 4 to 14 comprises of three distinct sets of viewers with very different viewing habits and preferences.

Click [here](#) to know more.

MOBILE RATINGS ALERT

Register [here](#) for ratings alert for ICC Cricket World Cup, 2007.

WHAT IS OXYGEN ?

Oxygen is an aMap (Audience Measurement and Analytics Ltd) publication that aims at bringing fresh perspectives to the practicing media professional. It will be our endeavor to inform you of the issues that are shaping the media industry around the globe and their possible impact on the direction in which Indian media industry could move.



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VIRRUDDH: VIEWER BEHAVIOUR



25% of hard-core cricket fans on an average watched the Super 8 matches with highest number viewers coming back for the 1st match on 27th March and then the number kept on decreasing. From amongst non-viewers of India matches in prime time, on an average 6% watched the Super 8 matches and unlike the Indian match viewers the trend is slightly positive.

Figure 2 and 3 depict this very clearly.

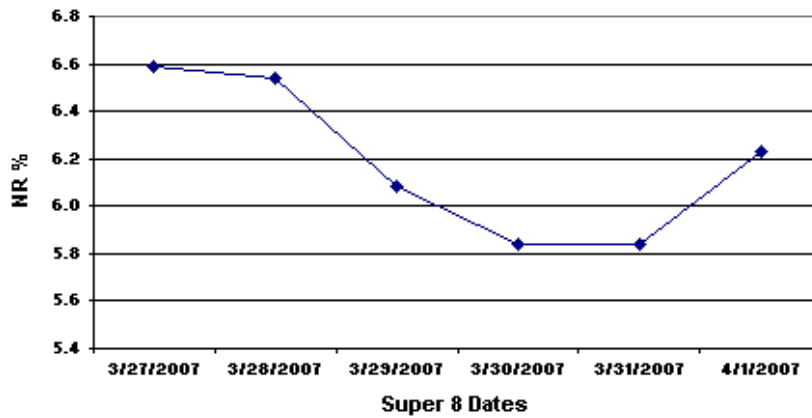


Figure 2: Non-viewers of India Matches during Prime Time (NWE, 20:00 to 23:00 hrs, aMap)

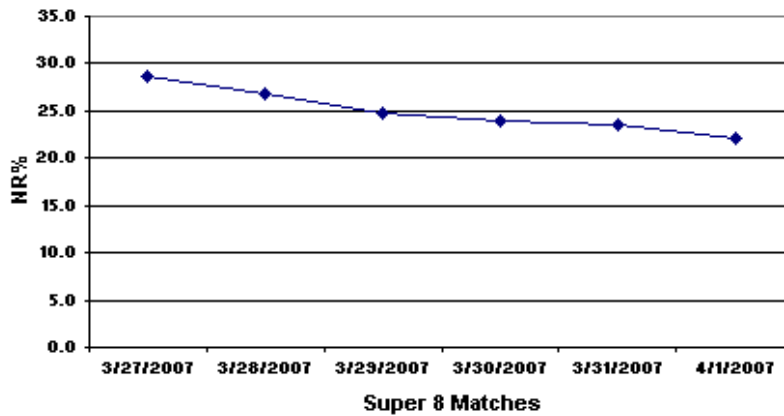


Figure 3: Net reach of SetMax amongst India Match viewers (20:00 to 23:00, NWE, aMap)

The future trends will be tracked by aMap on a day-to-day basis. Call us for more and updated information.

Write to us

Please feel free to send in your comments to Ravi Dixit - Director Research and Knowledge Management (ravi.dixit@audiencemap.com) and we can assure you that we will try and respond to all your information requirements through this periodical.

Periodicity

This periodical is mailed to its subscribers on the first working day of every month. If you have received this as a forward, write to oxygen@audiencemap.com for your own copy.

Sony Entertainment Television launched Virrudh on 26th March, 2007. Following is an attempt to understand the audience composition for the launch episode and the increase in ratings numbers over the previous program in the same time band. [More](#)