

January 03, 2007

Looking Back at 2006

This is the first Oxygen of the year 2007 and it is but imperative that we start the year by looking at television viewership for the year gone by. Figure 1 clearly exhibits the morning, afternoon and evening peaks in terms of Homes Using Television (HUT). 10:00, 13:30 and 21:30 dayparts clearly are the three points where the viewing peaks. Total usage of television is expressed in terms of homes using television (HUT), which is expressed as the ratings for all cable homes for all viewing put together (total usage).

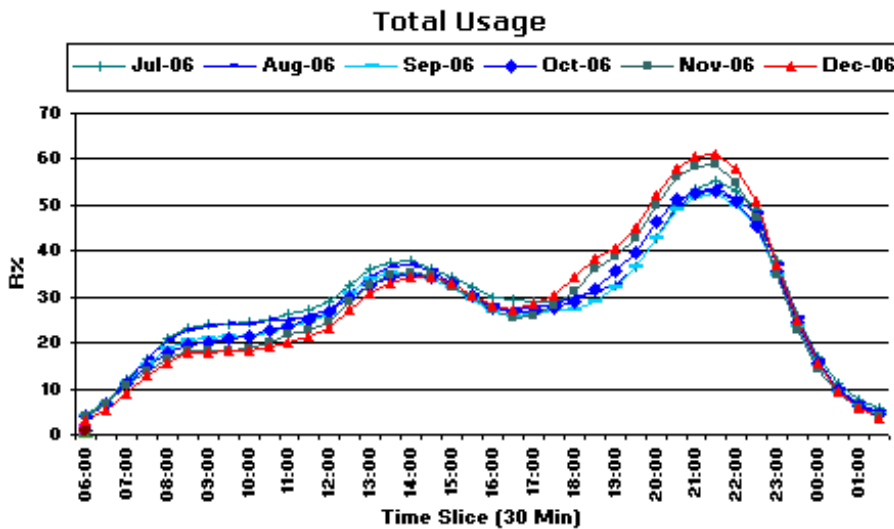


Figure 1: Homes Using Television (30 min. time slice, Monthly Average, All Cable Homes, Total Usage, NWE, aMap)

6:00 AM daypart is the most consistent daypart whereas, 21:30 daypart shows the most significant variations (figure 2). Viewership in this daypart shows a slight decline in the months of August and September after which it picks up from October onwards. The 10:00 and 17:30 daypart are in steady decline whereas 13:30 and 22:30 dayparts are showing an upward trend towards the end of the year.

Did you know ?

That the world has moved to overnight ratings years ago?
[More](#)

What's new at aMap ?



aMap launches its mobile alerts service.

aMap overnight ratings alerts will be available to media professionals on their mobile phones. To subscribe to this service please [click here](#).

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.

Related Links

[2006 - Reality Television in China](#)

[Future of Delivery Platforms](#)

[Starcom signs up for commercial ratings in USA](#)

[aMap in Press](#)

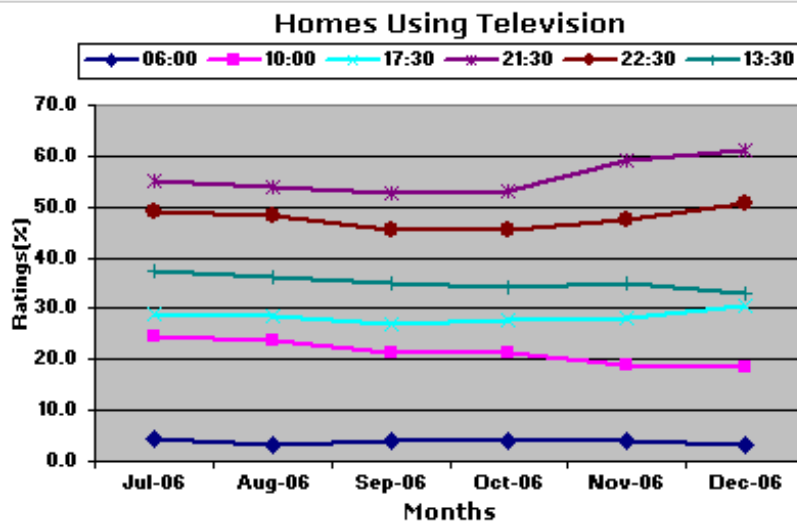


Figure 2: Some key dayparts and their performance over the last half of 2006 (30 min. time slice, Monthly Average, All Cable Homes, Total Usage, NWE, aMap)

The performance of Mass Entertainment, Hindi Movie Channels and Hindi News Channels in the last Quarter of 2006.

Commercial Ratings

In this issue we have analyzed advertising breaks across three Mass Entertainment channels and the facts that come out clearly make the case for commercial ratings wherein both broadcasters as well as the advertisers trade in real currency, viz. actual number of viewers for each commercial.

Channel	Programme	Avg. Programme Rating in '000 (RT)	Avg. Break Rating in '000 (RT)	Variance (%)
Zee TV	Kasam Se	1180	1016	-14
Zee TV	Saat Phere	1608	1249	-22
Star Plus	Kahanni Ghar Ghar Ki	2140	1854	-13
Star Plus	Kyunki Saas Bhi Kabhi Bahu Thi	2302	1857	-19
Sony	Thodi Khushi Thode Gum	451	369	-18
Sony	Bigg Boss	722	429	-41

Table 1: Avg. Programme and Ad Ratings in thousands and the difference (weekday average)

Channel	Movie	Avg. Movie Rating in '000 (RT)	Avg. Break Rating in '000 (RT)	Variance (%)
Zee Cinema	Praan Jaave Par	180	97	-46
Zee Cinema	Shaan Na Jaye	277	145	-48
Set Max	Golmaal	488	244	-50
Set Max	Stuart Little	299	150	-34

Table 2: Average Movie and Ad Ratings in thousands and the difference (weekend average)

Table 2 and 3 clearly demonstrate that there is a steep drop in viewership of movie channels during the break as compared to the Mass Entertainment Channels. This is a result of longer breaks in movie channels as against shorter breaks in mass entertainment channels.



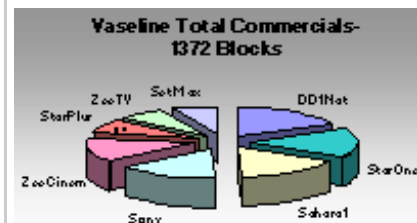
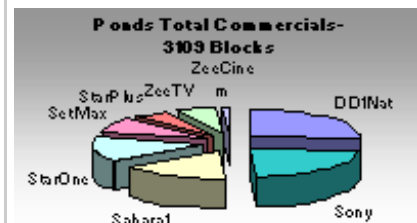
REGULAR FEATURES

- [TV Competition Grid](#)



CAMPAIGN ANALYSIS

This study aims at understanding the advertising of Ponds Cold Cream vs. Vaseline for October to December 06. [More](#)



Second- by- Second Ratings

These play an increasing important role as is visible from figure3: where there is a 10% fall in ratings of the third spot as compared to the first spot which is a program promotion.

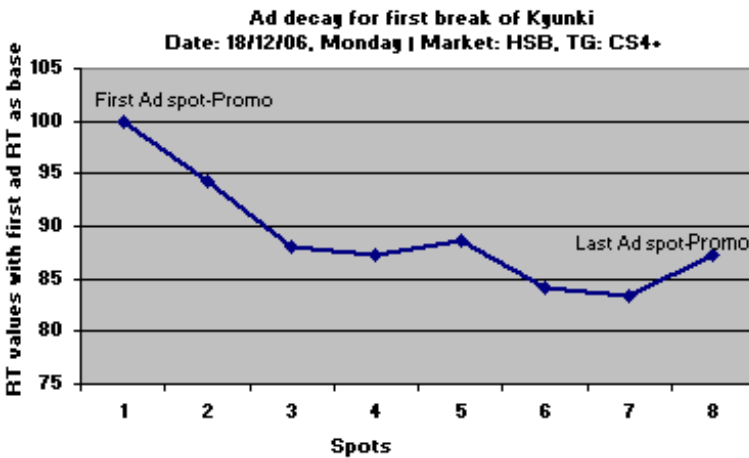


Figure 3: Break ratings indexed on the first spot in the break

The importance of commercial ratings become evident in case of breaks on movie channels as depicted in figure 4, wherein fourth and fifth spot in the break loses 30 and 40% audiences respectively.

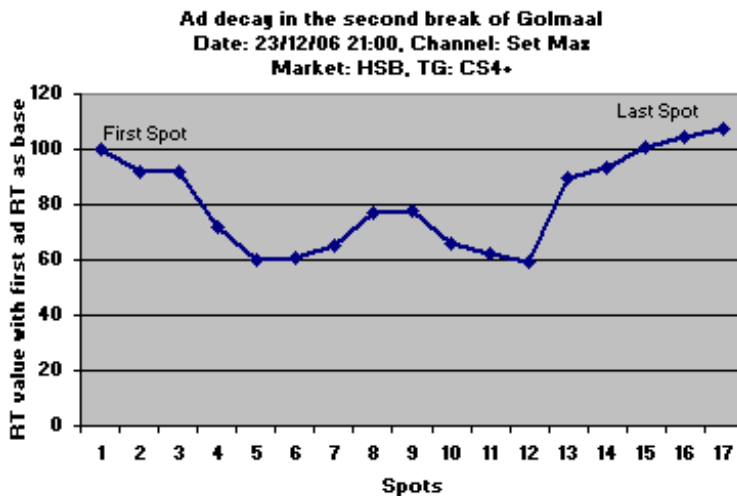


Figure 4: Break ratings indexed on the first spot in the break

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.