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## An Inclusive Picture of Hindi Speaking Markets

### Television Viewership Trends of Bihar and Jharkhand

Bihar and Jharkhand (10 lac plus towns) with more than 3 million individuals in television owning homes is an integral part of Hindi Speaking Markets. aMap through its use of latest GSM technology for data collection has successfully installed a television viewership panel to cover these hitherto unreported markets.

This has enabled us to provide complete, representative and inclusive reporting of television viewing behaviour of audiences in the Hindi Heartland of the country.

*This issue of Oxygen provides its readers with the first glimpses of the viewing reality of Bihar and Jharkhand.*

### Television Viewership Profile of Bihar & Jharkhand (10L plus towns)

#### An Analysis of October 2006

On an average a household in the market watches television for 5.6 hours everyday with cable homes spending 11% more time in front of the tube. Weekend (Friday – Sunday) consumption of television in cable homes goes down by 12 mins. vis-a-vis. weekday (Monday to Thursday) consumption.

Mass Channels, Hindi Movies and Hindi News Channels lead in terms of market shares ([figure 1](#)) and in terms of time spent per viewers ([figure 2](#)); viewers spent the maximum time on Hindi Mass Channels followed by Hindi Movies and Hindi News channels.

*The viewers are voracious consumers of Hindi News Channels.*

Viewers spend equal amount of time on Spiritual and Music channels, though Music channels have a slightly higher market share than the Spiritual channels. *Video enjoys a relatively low market share of 1.2% but ranks third in terms of usage per viewer.*

[Figure 1](#) shows Market Share of Key Genres in October 2006.

#### Did you know ?

- Cable homes in 1 to 10 lac towns of Gujarat, MP and Chhattisgarh top the list of zappers amongst All India Markets.
- All India Zapping for C&S 4+ hits the peak between 8:30 PM and 10:00 PM.
- Individuals in Cable homes in SEC D and E exhibit higher than average tendency to indulge in zapping behaviour ([Figure 1](#)).

[More](#)

#### WHAT'S NEW AT aMAP ?



Overnight TV Audience Measurement

aMap OMS Audience Research Laboratory was inaugurated on October 28, 2006 at MICA campus in Ahmedabad.

The laboratory is equipped with aMap data machines for overnight data on television viewing of urban India, state-of-the-art viewing station where content across nine channels can be monitored.

Located inside the 19 acre campus of MICA the laboratory is a unique collaboration between an audience research organization (aMap), Media Specialist (OMS) and premier educational institute in the field of communications (MICA).

[More](#)

#### 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.



*including data from markets that have never been reported on.*

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

## **Periodicity**

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