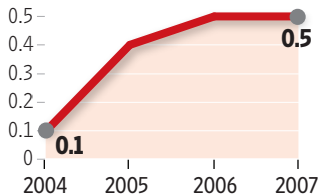


EXPANDING NICHE

Business channels are gaining popularity among both viewers and advertisers.

VIEWERSHIP

The percentage of television viewers tracking business news has seen a five-fold increase in the past four years

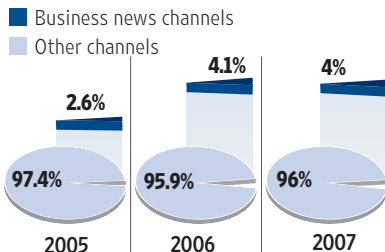


Source: TAM Peplemeter System

Figures show all-India viewership data

ADVERTISEMENTS

Business TV channels have netted a higher share in ad volumes in the past two years



Source: AdEx India, a division of TAM Media

PRINT

% of people who read business dailies and magazines **0.4%**

No. of leading business dailies and magazines **10**

Source: Indian Readership Survey, Sep 2007, conducted by Media Readers Users Council