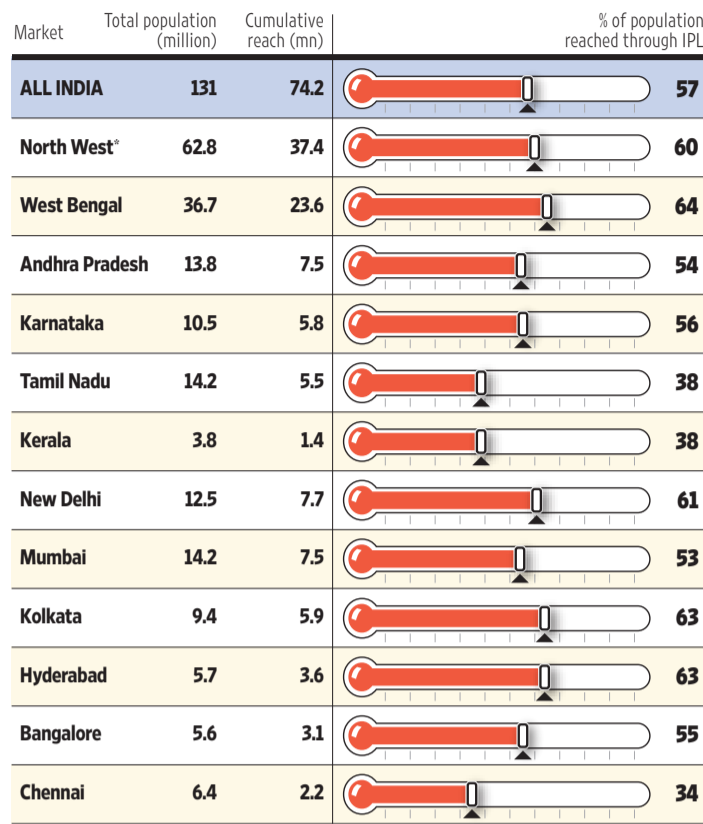
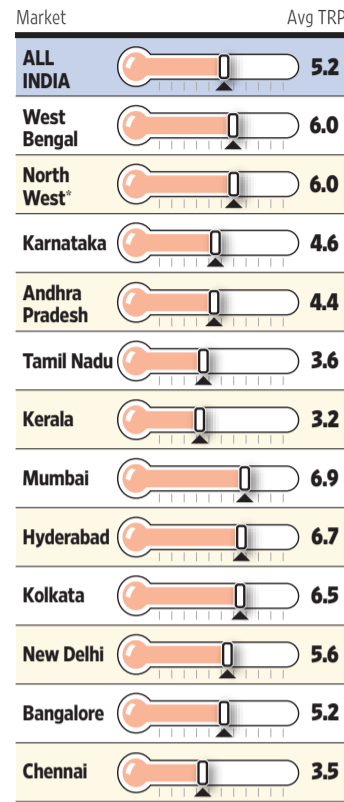


Overall cumulative reach for the first 12 matches



*North West India (Gujarat, Maharashtra, Madhya Pradesh, Punjab, Chandigarh, Himachal Pradesh, Rajasthan, Haryana and Delhi)

IPL averaging at a TRP of 5.2 (first 9 match days)



IPL scorecard on ratings

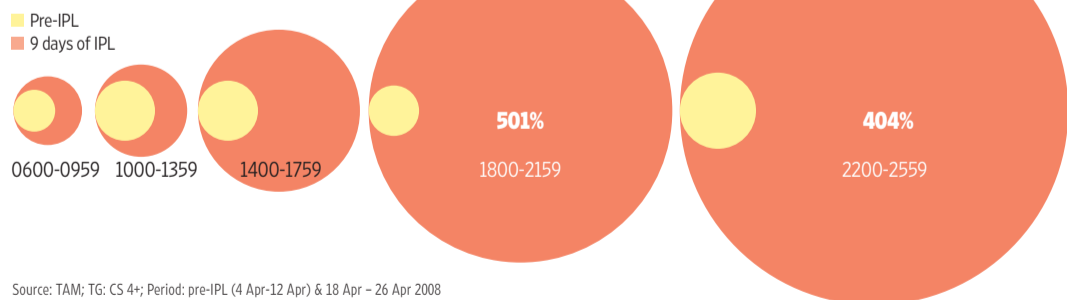
Date	Matches (Played at)	Ratings (%)	Match sequence	Match ranking	Time band
18 Apr	KKR/RCB (Bangalore)	7.2	Match 1	1	Prime time
18 Apr	MI/RCB (Mumbai)	5.9	Match 5	2	Prime time
23 Apr	CSK/MI (Chennai)	5.9	Match 8	3	Prime time
20 Apr	DC/KKR (Kolkata)	5.8	Match 4	4	Evening
24 Apr	DC/RR (Hyderabad)	5.4	Match 9	5	Prime time
21 Apr	KP/RR (Jaipur)	5.3	Match 6	6	Prime time
21 Apr	RR/DD (New Delhi)	5.1	Match 3	7	Prime time
25 Apr	KP/MI (Mohali)	5.0	Match 10	8	Prime time
22 Apr	DC/DD (Hyderabad)	4.7	Match 7	9	Prime time
19 Apr	CSK/KP (Mohali)	4.5	Match 2	10	Evening
19 Apr	RCB/RR (Bangalore)	4.0	Match 12	11	Prime time
26 Apr	KKR/CSK (Chennai)	3.6	Match 11	12	Prime time

Team-wise ratings

Team name	Ratings (%)
Royal Challengers Bangalore	17.1
Mumbai Indians	16.8
Kolkata Knight Riders	16.6
Deccan Chargers	15.9
Kings XI Punjab	14.8
Rajasthan Royals	14.4
Chennai Super Kings	14
Delhi Daredevils	9.8

Overall share gain for the channel across dayparts...

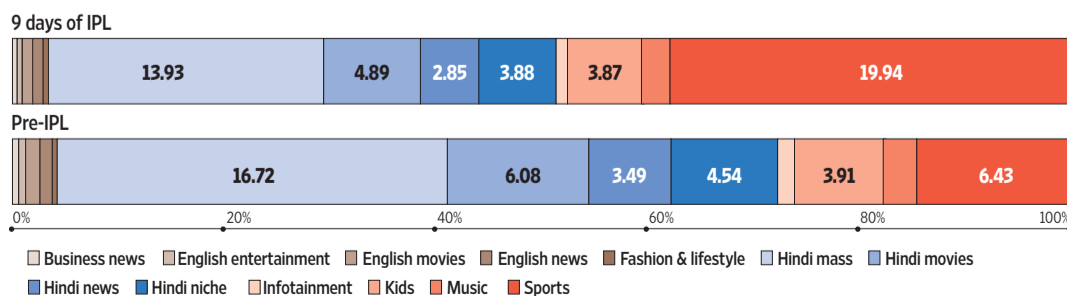
Evening to prime time band for the channel during IPL jumps by 40% over the previous week



Source: TAM; TG: CS 4+; Period: pre-IPL (4 Apr-12 Apr) & 18 Apr - 26 Apr 2008

...results in denting viewership across key genres including general entertainment

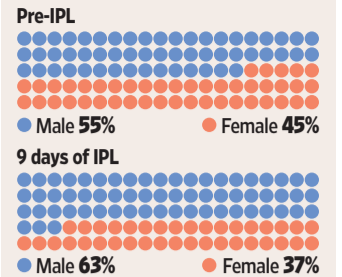
Share of viewing (Time: 16.30 to 24.30)



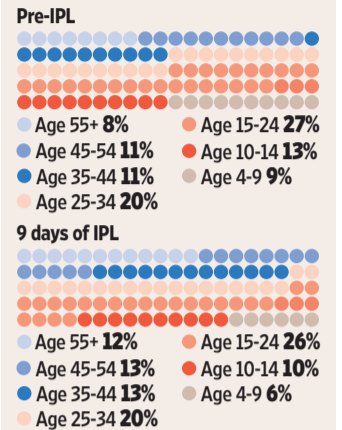
Source: MindShare Insights

Graphics by Sandeep Bhatnagar/Mint

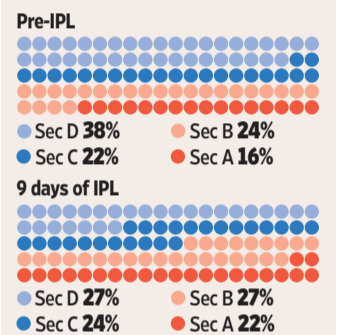
Eight percentage point increase in male viewership during IPL



Higher walk-ins from the 35 yrs + age group during IPL



Six percentage point increase in SEC A. Overall increase seen through SEC A to C



Top 20 programmes (1630 - 2430) (All channels)

IPL dominating the 1630-2430 time band. All top 20 programmes are IPL matches
Avg TRP of top 20 programmes: Pre-IPL 2.8; during IPL 5.08

Programme	TRP %
Chhote Ustad	4.66
Bidayi	3.91
Kyunki Saas Bhi Kabhi...	3.78
Banoo Main Teri Dulhaan	3.64
Saath Phere	3.41
Kahaani Ghar Ghar Ki	3.15
Naagin-Vaadan Ki Agni Pariksha	2.94
Kasturi	2.9
Kasamh Se	2.84
Prithviraj Chauhan	2.84
Maayka	2.76
Kis Desh Mein Hai Meraa Dil	2.63
Betiyan Ghar Ki Lakshmi	2.56
Saibaba	2.52
Jo Jeeta Wohi Super Star	2.4
Baa Bahoo Aur Baby	2.23
Raja Ki Aayegi Baarat	2.19
Aladdin Jaanbaaz Ek Jalwe Anek	1.8
CID	1.71

9 days of IPL (18 Apr-26 Apr 2008)

Programme	TRP %
DLF IPL T20 KKR/RCB-BG	7.3
DLF IPL T20 DC/KKR-KO	6.6
DLF IPL T20 DC/RR-HY	6.3
DLF IPL T20 CSK/MI-CH	6.0
DLF IPL T20 MI/RCB-MU	5.9
DLF IPL MID-GAME ANALYSIS	5.7
DLF IPL T20 KP/RR-JP	5.7
DLF IPL T20 RR/DD-DL	5.5
DLF IPL MID-GAME ANALYSIS	5.4
DLF IPL POST-GAME ANALYSIS	5.4
DLF IPL T20 KP/MI-MO	5.4
DLF IPL T20 DC/DD-HY	5.1
DLF IPL T20 CSK/KP-MO	5.1
DLF IPL T20 RCB/RR-BG	4.2
DLF IPL T20 CSK/KP-MO	4.0
DLF IPL T20 KKR/CSK-CH	3.8
DLF IPL PRE-GAME ANALYSIS	3.7
DLF IPL MID-GAME ANALYSIS	3.7
DLF IPL MID-GAME ANALYSIS	3.7
DLF IPL MID-GAME ANALYSIS	3.5