

IPL: LOW ON TV RATINGS

Television rating points, or TRPs, continue to be a sore point for the Indian Premier League. The latest data by TAM Media Research Pvt. Ltd shows a decline in TRPs in the week ended 9 May against the previous week.

The average TRPs for the first 35 matches played between 18 April and 9 May declined to 4.04% compared with 4.73% for the same number of matches last year. As for brands, one brand withdrew last week, bringing the total number of brand associations to 101 against the previous week's 102. According to two media buyers involved in buying deals on IPL, no new deal is being signed as of now. In terms of demographics, the data shows that the maximum number of viewers belong to the 35-plus age group. In terms of gender, the ratio of male and female viewers is 65:35.

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No. of matches played: **11**

Top 5 brands

Rank	Commercial	Share (%)	On-screen	Share (%)
1	Vodafone cellular phone service	12	DLF IPL	80
2	Airtel cellular phone service	7	Amity University	3
3	LG Group (electronics)	3	www.iplt20.com	3
4	Tata Indicom cellular phone service	3	IPL Alerts	1
5	Airtel Digital TV	2	M.iplt20.com	1

Commercial: Top five brands contributed 27% to the overall commercial advertising share. Contribution of top five brands increased by 1% compared with previous week.

On-screen: 88% of on-screen advertising was done by top five on-screen brands.

Top 5 celebrity endorsements

Rank **Celebrity endorsement, brands**

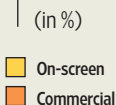
1	R Madhavan, Airtel cellular phone service
2	Vidya Balan, Airtel cellular phone service
3	Shah Rukh Khan, Hyundai i10, Sprite, Nokia
4	Deepika Padukone, BSNL 3G Service, Wrigleys Orbit
5	Priyanka Chopra, Nokia

No. of brands

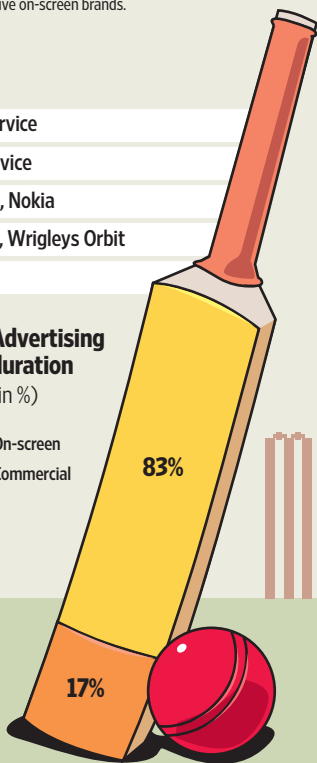


Cumulative figures include information for the matches played during 3-9 May

Advertising duration (in %)



- Weekly average TVR* of matches 3 May to 9 May: **3.4%**
26 April to 2 May: **4.08%**
- Average TVR of first 35 matches 18 April to 9 May 09: **4.04%**
18 April to 13 May 08: **4.73%**



*Television viewership rating

Source: AdEx India, a division of TAM Media Research