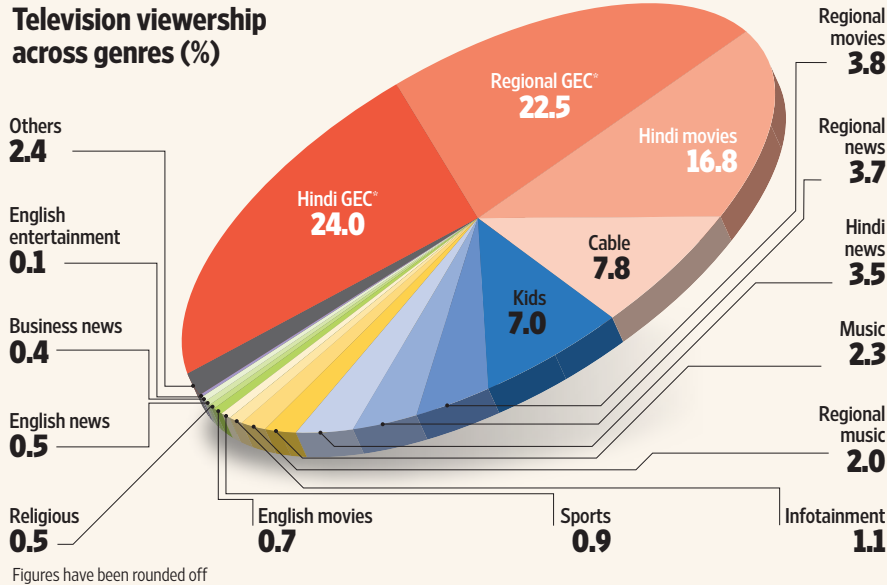


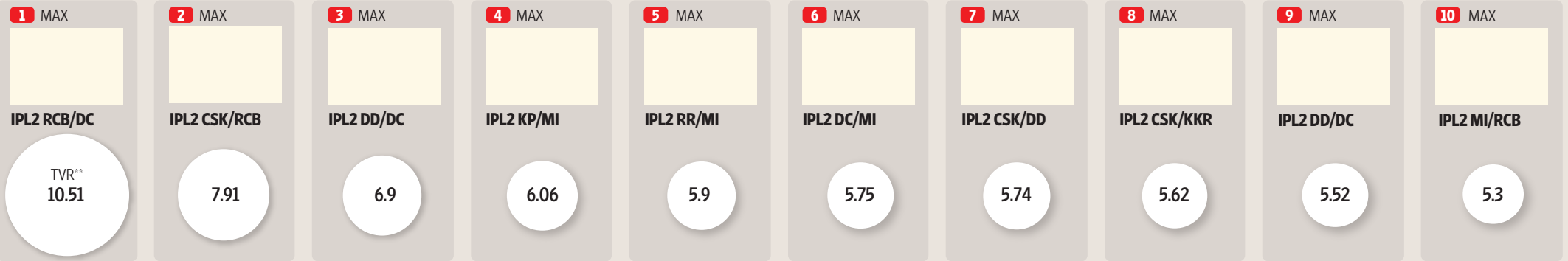
TELLY TALE

Campaign, in association with TAM Media Research Pvt Ltd, looks at key television and radio audience trends. We present the television viewership and radio audience share data for May

Television viewership across genres (%)



Top 10 programmes across all channels



Mumbai Indians (MI); Kolkata Knight Riders (KKR); Kings XI Punjab (KP); Chennai Super Kings (CSK); Royal Challengers Bangalore (RCB); Deccan Chargers (DC); Rajasthan Royals (RR); Delhi Daredevils (DD)

* General entertainment channel

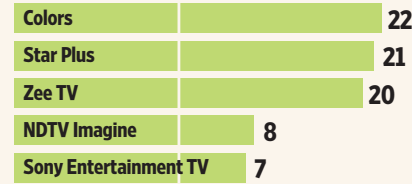
**TVR: Television viewership ratings

Target group: cable and satellite viewers above the age of 4

Market: all-India

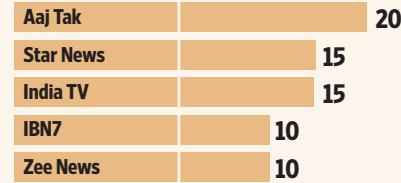
Top 5 Hindi GECs*

Viewership share (in %)



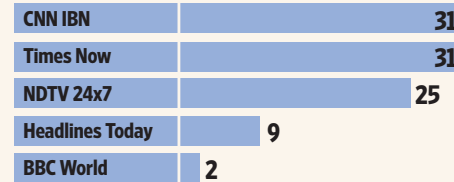
Target group: cable and satellite viewers above the age of 4, Hindi-speaking market

Top 5 Hindi news channels



Target group: cable and satellite viewers above the age of 15, Hindi-speaking market

Top 5 English news channels

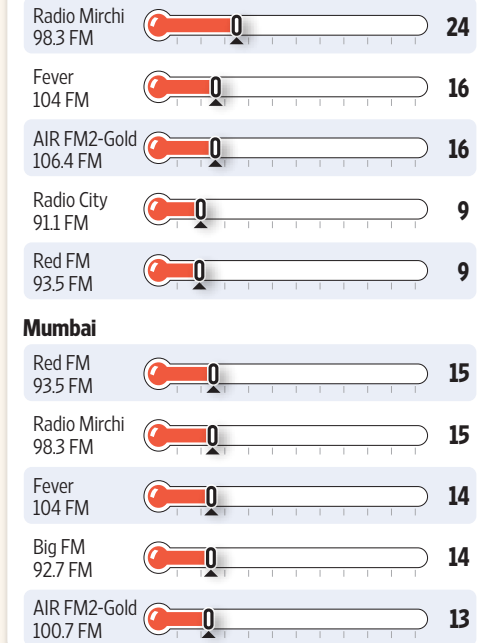


Target group: cable and satellite viewers above the age of 25, all-India market

SOUNDTRACK

Top 5 radio stations

Audience share (%)



TAM
MEDIA RESEARCH

Target group: above the age of 12

Weeks considered: 3 May-30 May