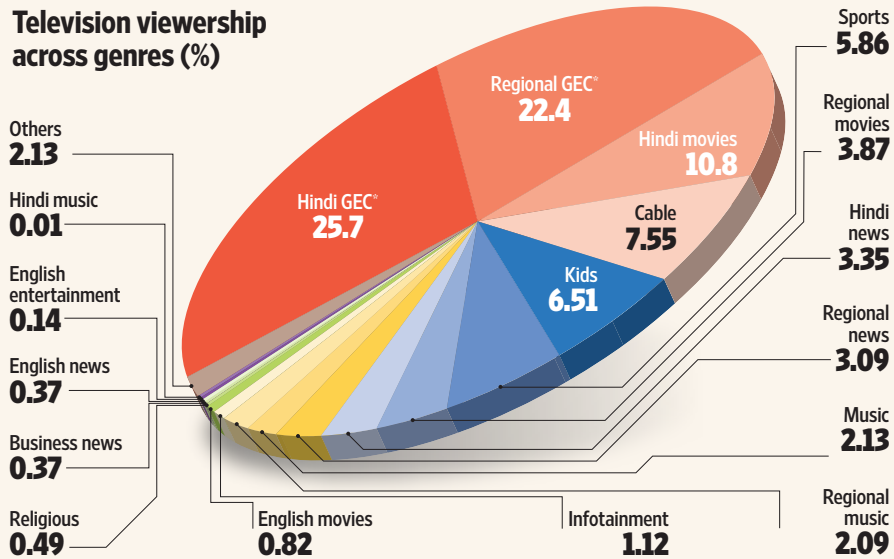


# TELLY TALE

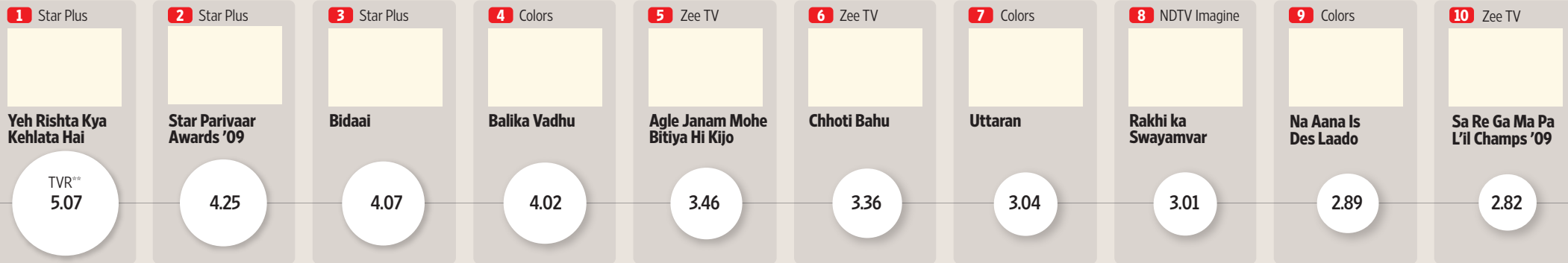
Campaign, in association with TAM Media Research Pvt Ltd, looks at key television and radio audience trends. We present the television viewership and radio audience share data for June

## Television viewership across genres (%)



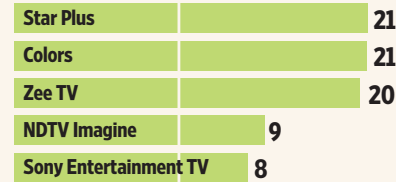
Figures may not add up to 100% because they have been rounded off

## Top 10 programmes across all channels



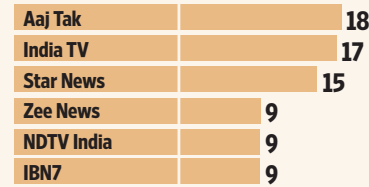
Target group: cable and satellite viewers above the age of 4 Market: all-India  
\* General entertainment channel \*\*TVR: Television viewership ratings

## Top Hindi GECs\* Viewership share (in %)



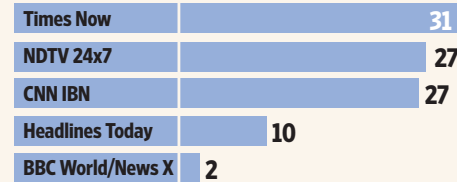
Target group: cable and satellite viewers above the age of 4, Hindi-speaking market

## Top Hindi news channels



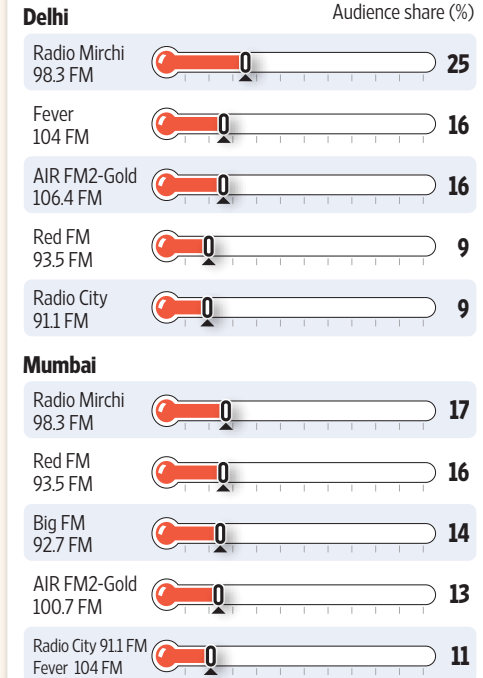
Target group: cable and satellite viewers above the age of 15, Hindi-speaking market

## Top English news channels



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

## SOUNDTRACK Top radio stations



TAM MEDIA RESEARCH

Target group: above the age of 12