

IPL 3 ACTION KEEPS VIEWERS RIVETED

Sony Entertainment Television Max (SET Max) that broadcasts the Indian Premier League (IPL) saw ratings soar on Wednesday's match played between Delhi Daredevils and Mumbai Indians. According to Audience Measurement and Analytics Ltd (aMap), an overnight television audience measurement agency, television rating points (TRPs) for Wednesday's match was 5.7%, which is 90% higher than the ninth match in season two that brought in TRPs of 3% and 68% higher than season one which delivered 3.4% in TRPs, in the cable and satellite home of viewers aged four and above (CS4+). Even in the homes of viewers' aged 15 and above (CS15+), the TRPs of the ninth match at 6.2% were 88% higher than last year and 59% more than 2008.

In Thursday's match between Royal Challengers and Rajasthan Royals, even though the ratings recorded were higher than the previous two seasons, the margin has been less than most IPL 3 matches against year one and two which could be a result of the poor performance of Rajasthan Royals this season, causing waning interest in their matches. According to aMap, in CS15+ markets, the match scored 4.4% in TRPs, which was 38% higher than season two's 3.2% and only 16% higher than season one's 3.8%. In the CS4+ market, the match brought in TRPs of 4%, which was 33% higher than the 10th match in season two and 18% higher than year one.

IPL - 2008

Date	Duration (hours)	Matches	CS15+				CS4+			
			R%	NR%	NRT	T	R%	NR%	NRT	T
24 Apr	2:44	Deccan Chargers vs Rajasthan Royals	3.9	14.4	5,469	44.1	3.4	12.9	6,041	43.6
25 Apr	2:46	Kings XI Punjab vs Mumbai Indians	3.8	15.7	5,976	40.0	3.4	14.4	6,763	38.8

IPL - 2009

24 Apr	2:30	Royal Challengers vs Kings XI Punjab	3.3	16.7	7,344	29.7	3.0	15.2	8,243	29.8
25 Apr	2:43	Mumnai Indians vs Deccan Chargers	3.2	13.1	5,731	40.3	3.0	12.1	6,578	39.8

IPL - 2010

17 Mar	2:17	Delhi Daredevils vs Mumbai Indians	6.2	18.6	8,171	45.7	5.7	17.8	9,696	44.1
18 Mar	2:13	Royal Challengers Bangalore vs Rajasthan Royals	4.4	15.6	6,865	37.4	4.0	14.5	7,916	36.7

R%: ratings; NR%: net reach in percentage; NRT: net reach in thousands; T: time spent in minutes

Source: Audience Measurement and Analytics

Age-group viewership

Age group	Avg R (%)
CS4+male	3.4
CS4+ female	3.0
CS 4-14	1.9
CS 15-24	2.8
CS 25-34	3.1
CS 35-44	3.9
CS 45-54	4.3
CS 55 +	4.3

Top 5 viewership markets

Market (CS 15+)	Avg R (%)
Bangalore	10.3
Gujarat (1-10 lakh)	7.5
Gujarat (10 lakh+)	6.5
Maharashtra (1-10 lakh)	6.0
Chennai	5.7

*For markets with population less than 40 lakh, the size has been specified in brackets