

CHANGING EQUATION

Colors and Star One gained the most in the all day 30 minutes category.

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	Week ended 27 Sep	Week ended 4 Oct	Difference
Star Plus	298	278	20 ▼
Colors	236	250	14 ▲
Zee TV	236	220	16 ▼
Sony Entertainment TV	111	105	6 ▼
Star One	73	100	27 ▲
NDTV Imagine	84	78	6 ▼
Sahara One	65	69	4 ▲
9X	59	58	1 ▼
SAB	32	33	1 ▲
Zee Next	6	5	1 ▼

Markets: Hindi speaking market Target group: 4 years and above
GEC category does not include Zee Smile, Star Utsav, DD1 and Bindaas

Source: TAM Media Express