

India Peoplemeter Update – VII

Universe Update 2010

Includes new digital 2010 estimates
(Urban and Rural)

I. The year that was

TAM undertook several initiatives in 2009 aimed at aiding better planning and implementation. Some of the initiatives were:

- a) Introduction of a 'semi-urban' market - Maharashtra Less-than-Class1
- b) Introduction Bihar and Assam
- c) Local market reporting: Extending the list of metros individually reported to Pune and Ahmedabad in addition to the top 6 metros
- d) Splitting markets into finer units like MP and Chattisgarh & Punjab separately from the PHCHP market-group
- e) Updated universe estimates. In particular, updated digital estimates.

We are thankful to the industry for giving us their feedback that helped us launch these initiatives.

II. Universe estimates

Universe estimates form the base of all viewership estimates that an audience measurement company produces. Therefore, producing high quality universe estimates are central to producing gold-standard viewership estimates. All TAM software display universe estimates and sample sizes when you run an analysis on them.

As in the past, TAM continues its efforts in producing updated universe estimates. This year's estimation exercise was undertaken across both, Urban and Rural India involving more than 100,000 face-to-face interviews through a statistically designed stratified random sample survey. Both our parent companies, IMRB and Nielsen, were involved in this estimation exercise.

Digital Establishment Surveys - (DES)

Special mention may be made of the DES. We commenced our DES in 2007, when digital was at the threshold of its explosive growth. The DES, now in its fourth round of release has tracked the growth of digital broadcast ever since its inception. It is undertaken across Urban and Rural India and captures a wealth of data on digital subscribers such as platform ownership and source of awareness of digital.

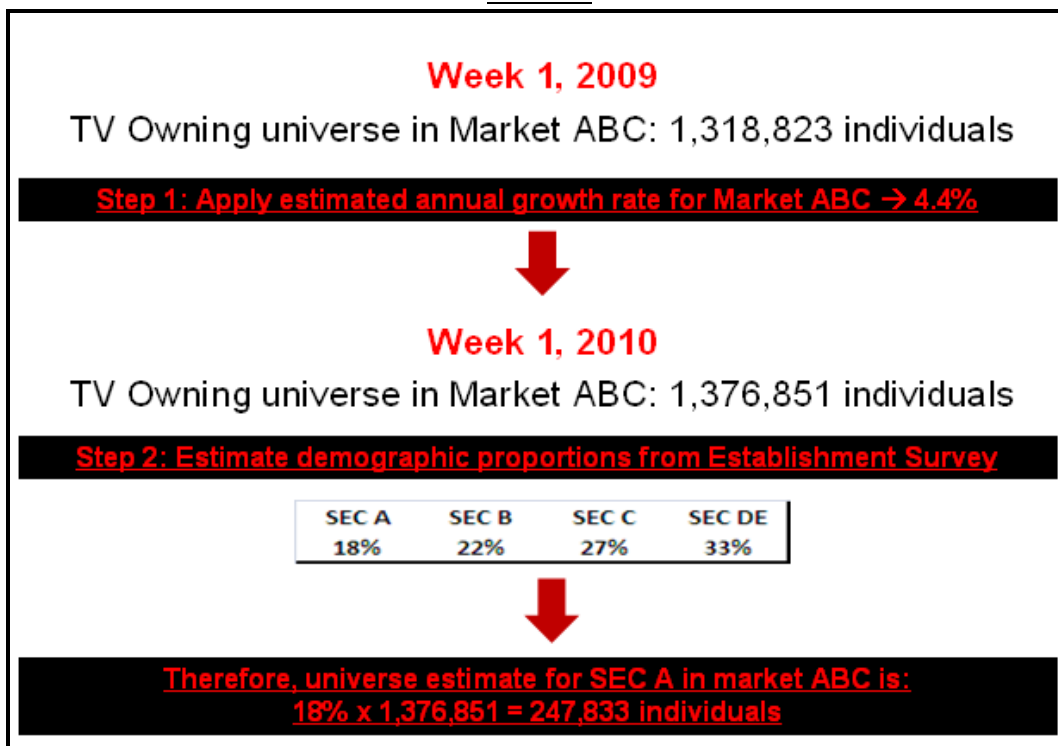
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III. The process of universe estimation

This was covered in India Peoplemeter Update VI (December 2008) but might be useful to summarize again. The two steps in undertaking a universe update are:

- 1) Estimating the overall size of individuals in each market. This step is undertaken by using census-based population growth rates.
- 2) Estimating demographic proportions in the new universe. For example, estimating the proportion of households in SEC A in a market. This proportion multiplied by the total individuals in TV owning homes gives you the estimate in any of the TAM software as universe as the chart below shows.

Chart 1



IV. Overall Picture

This section gives you a broad idea of the state of the Indian TV environment. The estimated total number of TV households in India is about 135 million. 80% of TV households in India now have a C&S connection and of these one in every five a digital connection. By digital connection we mean reception of TV signals through a Set-Top-Box, either through Direct-to-Home or through cable. Table 1 overleaf summarizes the all-India picture.

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Table 1

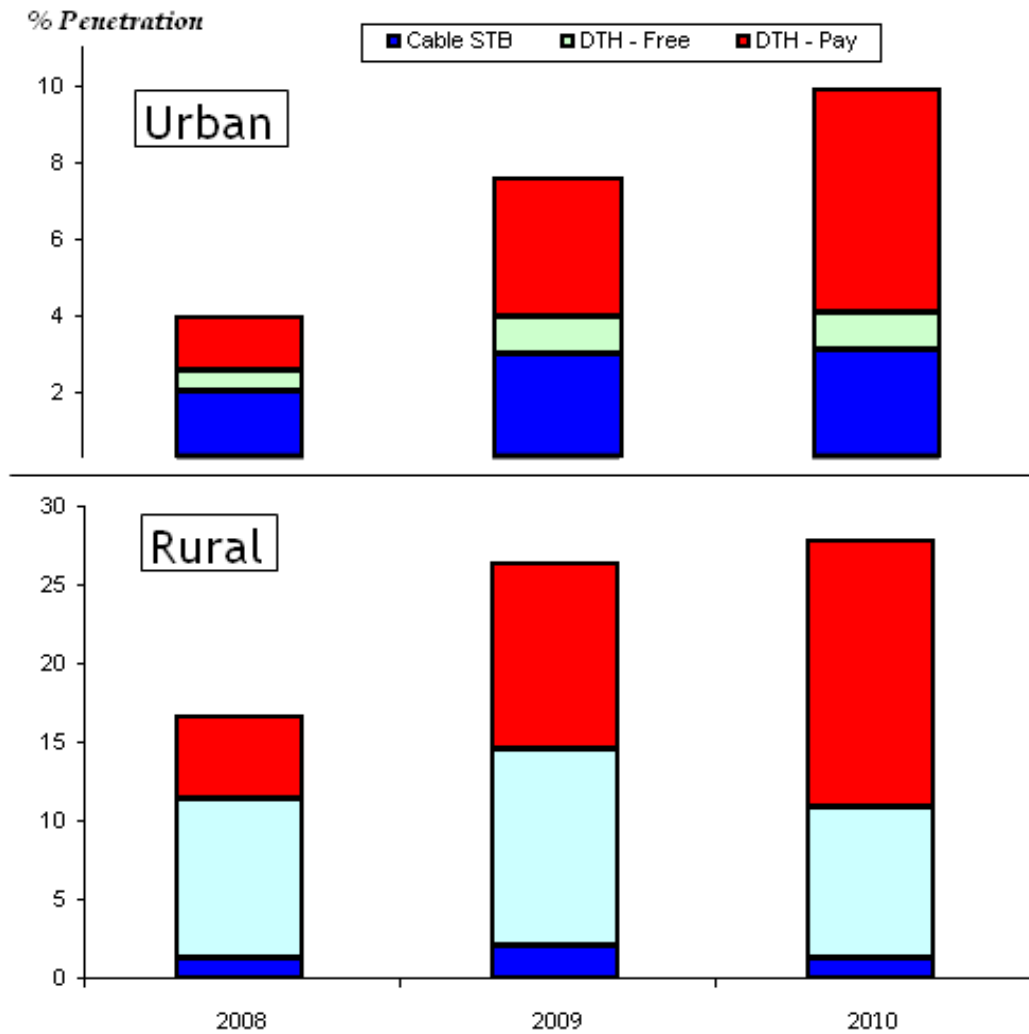
	2009	2010	% Growth
Total HHlds	213	223	4%
TV Owning HHlds	123	134	9%
C&S HHlds	90	103	15%
Digital HHlds	15	20	28%

Data in Million HHlds

Digital: Urban vs Rural

1. The past year, urban digital growth (52%) has been at more than double that of rural (20%). Of course, urban has grown from a much smaller base.
2. Urban India now contributes almost a third of all digital households
3. DTH is the growth provider for digital in both strata. Cable STB penetration remains stable across urban and rural India.

Chart 2



Note the difference in scales between the Urban and Rural charts

Pay-DTH is penetrating Rural India in greater measure. The share of pay-DTH has almost doubled in rural India as compared to 2008.

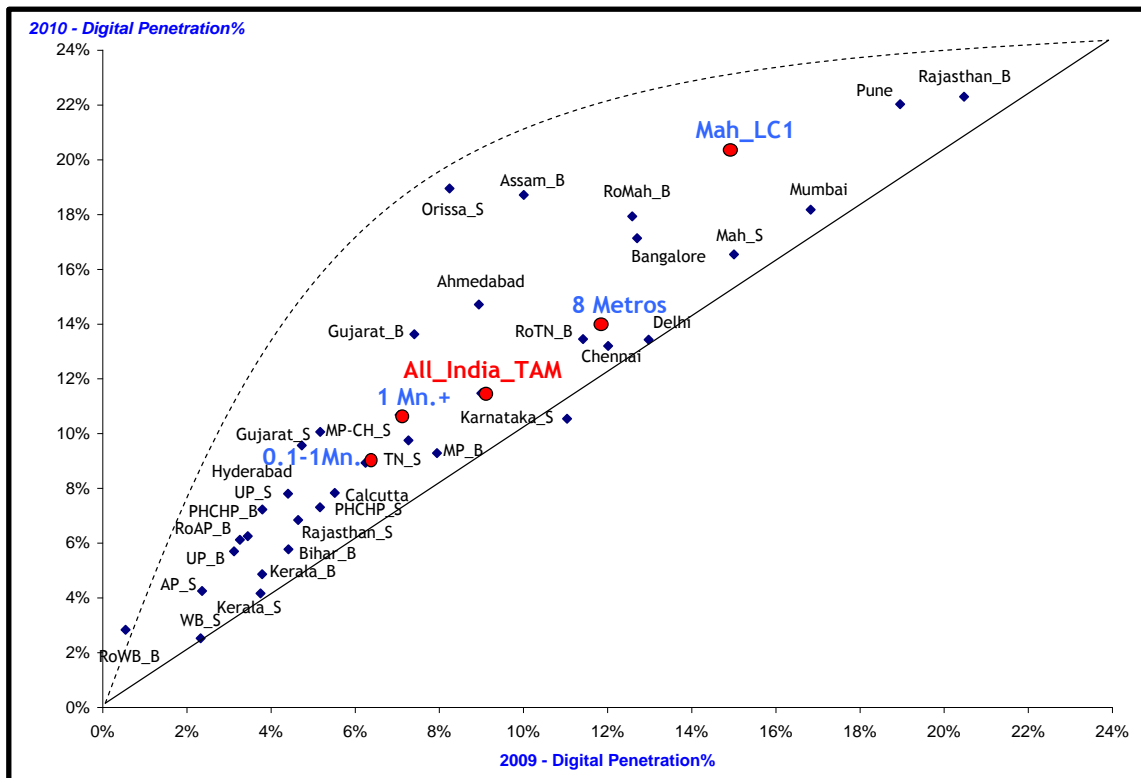
Table 2
Share of pay-DTH among all DTH households
Digital Establishment Survey

	2008	2009	2010
Urban	73%	79%	86%
Rural	34%	49%	64%

Digital penetration in the TAM reporting markets

Chart 3 below compares each markets’ digital penetration across 2009 (x-axis) and 2010 (y-axis). Since almost every market has registered an increase in digital penetration the data points lie above the straight diagonal line.

Chart 3



‘S’ – refers to the 0.1-1 Mn. strata and B refers to the 1 Mn.+ strata. LC1 refers to the “Less than Class 1” strata

Interestingly, the data show a bow shaped structure. The early adopter markets that already had a relatively large digital penetration last year (Pune, Rajasthan 1 Mn.+) seem to have achieved stable penetration. On the other hand, those markets at the other extreme which had a relatively low digital penetration still continue to be at the bottom. It is the middle markets that have seen tremendous growth.

Also, within urban markets, the larger strata have a higher penetration. This is to do with factors like increasing consumer demand for select content.

There are other interesting findings that the DES gives us. For a more detailed look, please follow the link below and download the presentation. The presentation also explains the implications of the universe update from a software and analysis perspective.

http://www.tamindia.com/tamindia/NL_Tam/Overview-universe_update-2010.pdf

Some of you may also want to know how TAM captures digital broadcast signals. You can get an understanding of this from this link:
<mms://lms.tamindia.com/tvm508>

V. Summary

C&S households have crossed 100 million. Undoubtedly, the growth of digital platforms have contributed to the growth in C&S, especially in places like rural where infrastructure has been an obstacle to cable growth. As specialized viewing options are available to the consumer, urban markets are also poised to show large growth rates.

The Digital Establishment Surveys enable us to look at this phenomenon across four rounds (years) of data helping the industry - whether advertiser, platform operator, broadcaster or agency in maximising their RoI. As always, we at TAM will ensure that you are kept updated with the latest facts and insights.

For any assistance that you may require, please do not hesitate to contact your friendly neighbourhood TAM representative. You can also call us on:

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+91 11 46021500 (Delhi)

Please continue to give us your feedback – we value it!

Appendix 1: Digital Penetration in TAM Reporting Markets

Market	2009	2010
All India	9%	11%
Top 8 metros	12%	14%
Mumbai	17%	18%
Delhi	13%	13%
Calcutta	6%	8%
Chennai	12%	13%
Bangalore	13%	17%
Hyderabad	4%	8%
Pune	19%	22%
Ahmedabad	9%	15%
North & West	8%	11%
Bihar 1Mn.+	4%	6%
Gujarat 1 Mn.+	7%	14%
Gujarat 0.1 to 1 Mn.	5%	10%
RoMaharashtra 1 Mn.+	13%	18%
Maharashtra 0.1 to 1 Mn.	15%	17%
Maharashtra LC1*	15%	20%
MP 1 Mn.+	8%	9%
MP 0.1 to 1 Mn. **	5%	10%
PHCHP 1 Mn+	3%	6%
PHCHP 0.1 to 1 Mn.	5%	7%
Rajasthan 1 Mn+	20%	22%
Rajasthan 0.1 to 1 Mn.	5%	7%
UP 1 Mn.+	3%	6%
UP 0.1 to 1 Mn. **	4%	7%
East	4%	9%
Assam 0.5Mn.+	10%	19%
Orissa 0.1 to 1 Mn.	8%	19%
RoWB 1 Mn.+	1%	3%
WB 0.1 to 1Mn.	2%	3%
South	6%	8%
RoAP 1 Mn.+	3%	6%
AP 0.1 to 1 Mn.	2%	4%
Karnataka 0.1 to 1Mn.	11%	11%
Kerala 1 Mn+	4%	5%
Kerala 0.1 to 1Mn.	4%	4%
RoTN 1 Mn.+	11%	13%
TN 0.1 to 1 Mn.	7%	10%

* LC1 means "Urban Less Than Class 1"

(Class 1 towns: those with a population greater than 100,000 individuals)

** MP includes Chhattisgarh and UP includes Uttarakhand