



Press Release

## TAM Sports to light up the world of Sports Sponsorship ROI

- India's first Integrated Sports Data & Insights hub -
- Will answer questions from Sports Advertisers, Sports Broadcasters & Sports Associations -

**Mumbai, April 15, 2009:** Well, the Sports dynamics have changed! Today, audiences create sports...and with Sports getting firmly entrenched within the TV Arena, its intensity and types of stakeholders are only increasing. Today, for every Sporting event telecast on TV, the Sports Associations, TV Broadcasters and its Advertisers have BIG and very UNIQUE sets of expectations from every investment they make. In other words, the dynamics of Sports Sponsorship ROI (Returns on Investment) is increasingly becoming a complex game.

**TAM Media Research, in yet another demonstration of PROACTIVE INDUSTRY VALUE ADD, launches TAM Sports – the only one stop, integrated data and insights service on Sports for our Industry.**

TAM Sports will cater to answering all sponsorship, advertising, brand placements and public relations (PR) related queries that stakeholders – Advertiser, Broadcaster and Sports Association - may have on Sports and Marketing.

Beyond cricket, TAM Sports data and insights will cover many domestic and international sporting properties like Football, Hockey, F1, Rugby, Basketball, Boxing, Wrestling and even Special Events like Commonwealth Games, Olympics etc.

An avid consumer of International and Domestic Sporting events, **LV Krishnan, CEO, TAM Media Research** said, *“Starting now, Sports Sponsorship in India will see a NEW HIGH! With unique definitions of what Returns on Investment (ROI) from Sporting events can be, each of Advertisers, the Telecasting TV Channels and the concerned Sports Associations will have one neutral, integrated data and insights hub that can act as torch light for every sponsorship/marketing investment decision.”*

*“So whether it involves understanding the Viewing dynamics of the common man, advertising trends, brand placement platforms and their individual effectiveness, PR trends harnessed by Broadcaster to woo audiences and Advertiser to enhance brand exposure...every bit will be examined, stored and answered for current and future reference for the Industry”, added Krishnan.*

As a starter, TAM Sports is brandishing its showcase with **four special sports services**, each critical for the various stakeholders:

- **SERVE** – This service, useful majorly for the TV Broadcaster will focus on analyzing and understanding the TV audience's absorption of different sporting property.
- **BULLS EYE** – This service is aimed for the Advertiser to help them judge their brand's fit with a Sporting property and its performance.
- **GOAL** – This service is primarily aimed towards Sports Associations where they can understand the nuances of TV Viewing of the particular type of Sport. Further, they can also find ways to market their sports to prospective sponsors.
- **THIRD UMPIRE** – A special service monitoring any Copy Right Violation done by any TV channel.

TAM Sports will roll more such exciting and customized services in the coming days after detailed interactions with various industry constituents.

**Pradeep Hejmadi, Senior VP, TAM Media Research** and who will be supervising the day to day operations of TAM Sports added, *“TAM Sports will offer very unique, customized services to various corridors of the Industry. For some, the requirement may be as vanilla as basic monitoring and tabulation of excel sheets but for many, the requirement may be to understand concrete action points and insights.”*



*“Services like SERVE, BULLS EYE, GOAL and THIRD UMPIRE are some of the many specialized services. Many more will follow after understanding unique requirements of individual organizations involved with Sports and televised sports properties”, clarifies Hejmadi.*

The rest of 2009 will be action packed for TAM Sports. *“As a run up till Dec 2009, the TAM Sports team will establish lines of communications with various types of Advertisers, TV Broadcasters and Sports Associations. The objective will be to understand ways in which TAM Sports can make the dynamics of TV Viewing, Sponsorship and TV Marketing simpler, measurable and accountable for each of them,” concludes Krishnan.*

### **About TAM Media Research**

TAM is a joint venture company between Nielsen Company & IMRB International. Besides measuring TV Viewership, TAM also monitors Advertising Expenditure through its division AdEx India. It exists in the PR & Content Measurement space through another division – Eikona PR Measurement.

In the year 2007, TAM extended its measurement line of services to the Radio space when it launched the Radio Audience Measurement (RAM) service.

TAM Media Research through its advertising monitoring division – AdEx India, tracks 200+ TV stations, over 1000 publications and 50+ Radio Stations.

TAM has won accolades at various international research and communications seminars. They include the 2004 ESOMAR – Asia Pacific Conference in Shanghai & WAM Conference in Geneva. In March 2005, TAM India won accolades for another research paper presented at the ESOMAR Conference in Tokyo, Japan. This was followed with the Best Paper award at the WAM 2005 conference in Montreal in June 2005. Interestingly, in 2007 again, TAM was been invited to present a paper on creating the world's first TV Elite Panel in India.

+++

***For further information, please contact:***

*Siddhartha Mukherjee, VP – Communications, TAM Media Research  
Mobile: +919820082516; E-mail: Siddhartha@tamindia.com*