

Penetration of Digital homes in Cable & Satellite homes



Market	Total			SEC A			SEC B			SEC C			SEC DE		
	Week 1, 2013	Week 19, 2013	Week 36, 2013	Week 1, 2013	Week 19, 2013	Week 36, 2013	Week 1, 2013	Week 19, 2013	Week 36, 2013	Week 1, 2013	Week 19, 2013	Week 36, 2013	Week 1, 2013	Week 19, 2013	Week 36, 2013
TAM India Surveyed markets	41%	59%	62%	51%	73%	74%	44%	63%	65%	38%	56%	59%	37%	53%	56%
Top 8 Metros															
Mumbai	79%	92%	93%	80%	93%	93%	81%	96%	96%	79%	91%	91%	76%	90%	92%
Delhi	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Calcutta	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Chennai	21%	41%	41%	39%	75%	75%	23%	45%	45%	15%	25%	25%	11%	25%	25%
Bangalore	36%	89%	94%	47%	96%	96%	34%	96%	96%	34%	85%	96%	28%	78%	88%
Hyderabad	20%	80%	80%	28%	95%	95%	24%	88%	88%	19%	69%	69%	14%	75%	75%
Pune	44%	94%	99%	55%	95%	99%	43%	90%	99%	40%	95%	97%	39%	95%	99%
Ahmedabad	39%	75%	95%	51%	96%	97%	40%	71%	90%	33%	65%	99%	34%	71%	94%
North															
Bihar 1Mn.-	20%	29%	86%	24%	49%	86%	20%	23%	83%	23%	24%	95%	15%	21%	85%
Biharhand_5Mrt+	23%	30%	35%	20%	36%	48%	21%	25%	31%	28%	28%	31%	25%	30%	30%
Gujarat 1 Mrt.+	40%	87%	97%	44%	96%	97%	42%	86%	95%	34%	84%	99%	41%	85%	95%
Gujarat 0.1 to 1 Mn.	30%	35%	36%	44%	46%	46%	26%	32%	37%	44%	50%	50%	20%	24%	24%
Gujarat LCI	28%	32%	32%	24%	36%	36%	25%	34%	34%	29%	31%	31%	29%	32%	32%
RoMaharashtra 1 Mn.+	34%	95%	98%	41%	95%	99%	35%	95%	99%	34%	96%	97%	27%	96%	98%
Maharashtra 0.1 to 1 Mn.	38%	62%	62%	43%	59%	59%	35%	76%	76%	36%	66%	66%	39%	50%	50%
Maharashtra LCI	33%	35%	35%	39%	43%	43%	35%	38%	38%	28%	31%	31%	34%	34%	34%
MP 1 Mn.+	39%	78%	97%	45%	90%	99%	42%	88%	99%	36%	90%	99%	35%	59%	94%
MP 0.1 to 1 Mn.	35%	35%	35%	40%	40%	40%	30%	32%	32%	35%	35%	35%	35%	35%	35%
MP LCI	33%	33%	33%	28%	28%	28%	29%	29%	29%	32%	32%	32%	37%	37%	37%
Chattisgarh 0.1 to 1 Mn.	39%	43%	43%	39%	54%	54%	35%	43%	43%	40%	40%	40%	40%	40%	40%
PHCHP 1 Mn+	57%	94%	97%	75%	95%	99%	61%	97%	97%	48%	91%	94%	43%	92%	95%
PHCHP 0.1 to 1 Mn.	38%	60%	60%	44%	60%	61%	47%	67%	67%	34%	56%	56%	30%	57%	57%
Punjab 1Mn.+	57%	96%	96%	75%	97%	99%	61%	97%	97%	48%	92%	93%	43%	96%	96%
PHCHP LCI	25%	29%	34%	31%	37%	37%	24%	25%	33%	23%	34%	35%	24%	25%	31%
Rajasthan 1 Mn+	42%	92%	96%	49%	99%	99%	46%	95%	95%	40%	73%	94%	32%	96%	96%
Rajasthan 0.1 to 1 Mn.	20%	28%	30%	21%	30%	30%	18%	36%	36%	20%	25%	30%	22%	25%	25%
Rajasthan LCI	39%	40%	40%	37%	42%	42%	39%	39%	40%	37%	37%	37%	42%	42%	42%
UP 1 Mn.+	20%	85%	94%	28%	96%	96%	20%	83%	99%	15%	80%	95%	14%	78%	85%
UP 0.1 to 1 Mn.	23%	41%	42%	25%	60%	60%	25%	33%	33%	20%	35%	38%	20%	40%	40%
UP LCI	36%	54%	56%	43%	60%	60%	47%	52%	52%	32%	56%	63%	31%	54%	54%
East															
Assam 0.5Mn.-	43%	45%	45%	43%	50%	50%	45%	45%	45%	40%	40%	40%	45%	45%	45%
Orisa 0.1 to 1 Mn.	25%	26%	26%	35%	38%	38%	29%	29%	29%	21%	21%	21%	16%	16%	16%
RoWB 1 Mn.+	13%	15%	15%	12%	16%	21%	12%	12%	12%	19%	24%	24%	11%	11%	11%
WB 0.1 to 1Mn.	10%	12%	12%	12%	15%	15%	11%	11%	11%	5%	8%	8%	11%	14%	14%
South															
RoAP 1 Mn.+	10%	20%	42%	17%	40%	45%	16%	30%	46%	5%	5%	43%	7%	15%	37%
AP 0.1 to 1 Mn.	11%	12%	12%	14%	21%	21%	10%	11%	15%	10%	10%	10%	11%	11%	11%
Karnataka 0.1 to 1Mn.	21%	28%	34%	24%	35%	36%	23%	35%	38%	23%	26%	28%	17%	23%	35%
Kerala 1 Mn+	36%	39%	39%	54%	70%	70%	35%	35%	35%	40%	40%	43%	25%	25%	25%
Kerala 0.1 to 1Mn.	28%	32%	35%	45%	45%	45%	30%	32%	39%	30%	30%	39%	24%	30%	30%
RoTN: 1 Mn.-	19%	22%	22%	22%	35%	35%	23%	25%	25%	16%	16%	16%	16%	16%	16%
TN 0.1 to 1 Mn.	11%	12%	12%	17%	17%	17%	12%	13%	13%	13%	13%	13%	10%	10%	10%