

Weekly ratings (week ending 21 July 2007)

Media

Zee surges ahead

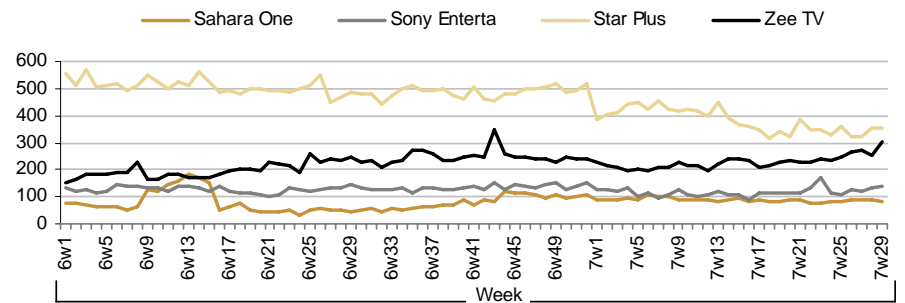
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The ratings for the 29th week (week ending 21 July 2007) for Hindi entertainment indicate Zee’s ratings have surged ahead. Zee’s ratings have climbed to 86.3% of Star’s ratings compared to 71% in the week before. During the week, Zee had 32 programmes in the top 100 compared to 30 in the week before.

In the Hindi belt also (UP, MP, Delhi, Punjab and HP,) Zee regained leadership over Star.

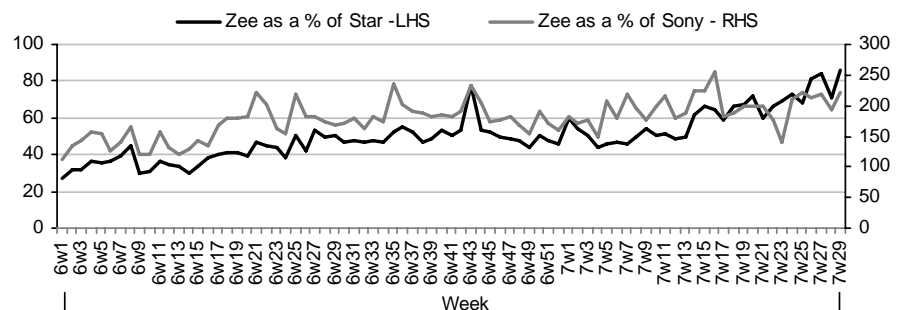
Figure 1: Overall GRPs — all week



Source: TAM

Zee’s ratings vis-à-vis its key competitors, in percentage terms, are listed in Figure 2.

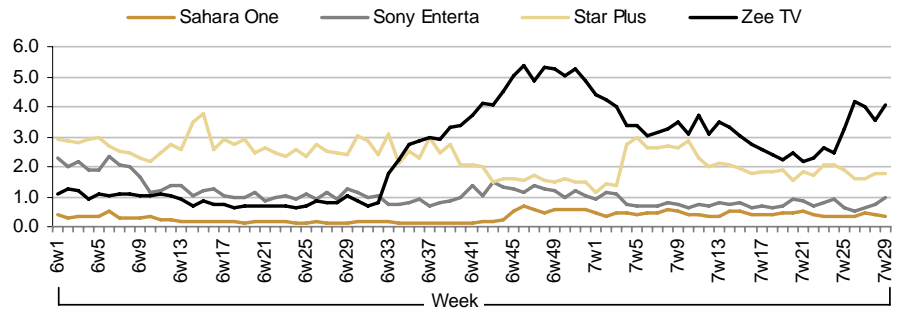
Figure 2: Zee’s ratings compared to competitors



Source: TAM

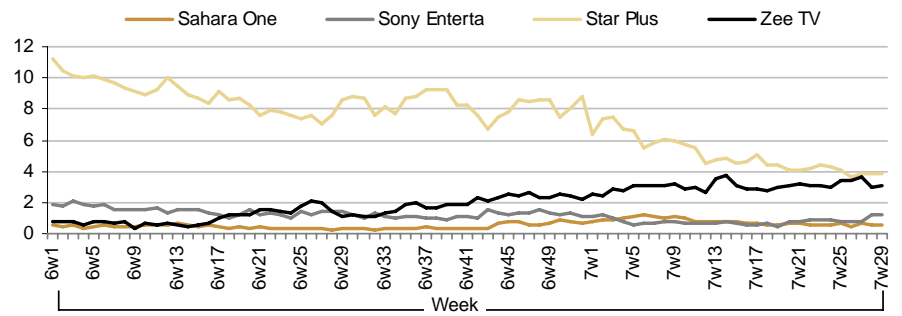
Figures 3-9 illustrate weekday GRPs for various time-bands. Zee has gained a lot of lost ground in the week.

Figure 3: 8.00-8.30pm



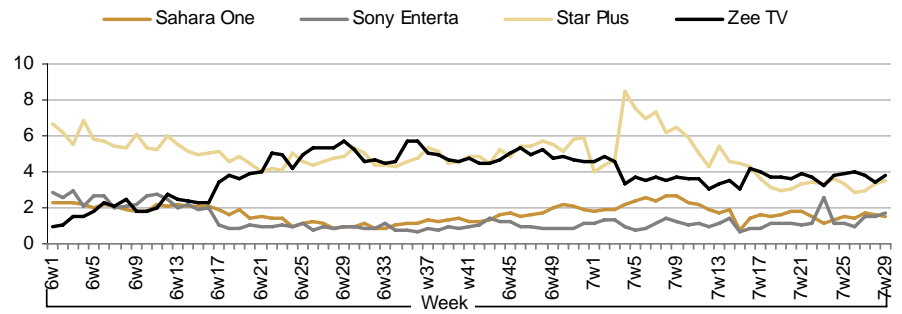
Source: TAM

Figure 4: 8.30-9.00pm



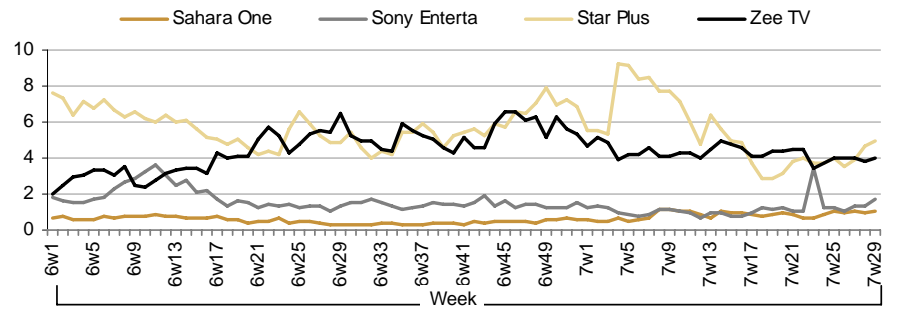
Source: TAM

Figure 5: 9.00-9.30pm



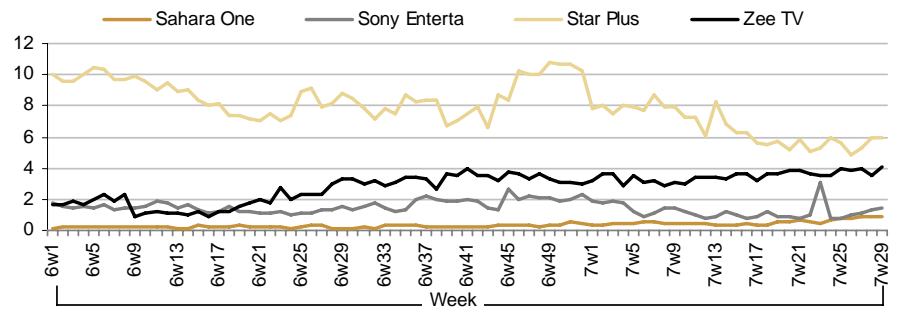
Source: TAM

Figure 6: 9.30-10.00pm



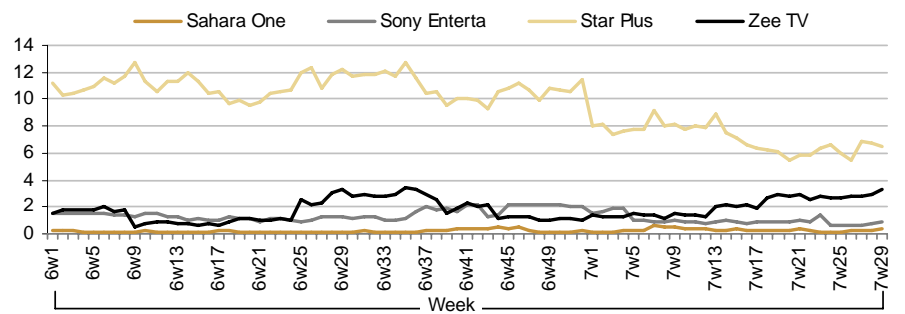
Source: TAM

Figure 7: 10.00-10.30pm



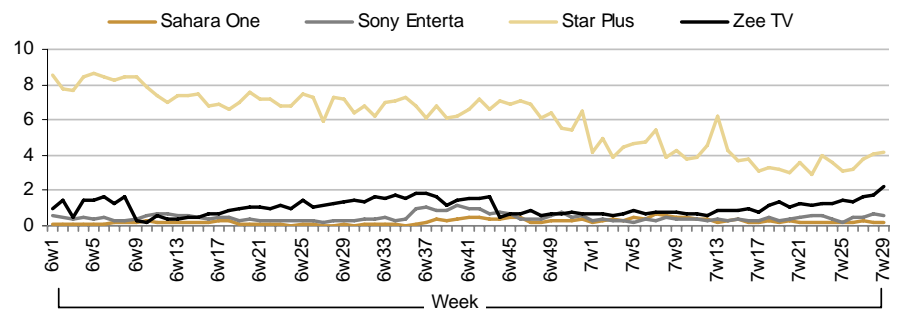
Source: TAM

Figure 8: 10.30-11.00pm



Source: TAM

Figure 9: 11.00-11.30pm



Source: TAM

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