



Source: TAM Peoplemeter System

TG: CS 4+ Yrs

Market: All India

Period: 7th Apr - 24th May,2015

Channel: Sony MAX || Sony SIX || Sony SIX HD<sup>#</sup> || Sony Aath || Sony Kix\*

*All are for live matches of IPL 8 & IPL 7*

*\*Data for Sony KIX from 10th April Onwards*

*#Data for Sony SIX HD from 3rd May Onwards*

**IPL 8 Match Ratings ( 60\*\* Matches)**

Programme	Date	Day	Start Time
Opening Ceremony	07-04-2015	Tuesday	19:00
L/T PEPSI IPL-8 T20 MI/KKR-KO	08-04-2015	Wednesday	19:57
L/T PEPSI IPL-8 T20 CSK/DD-CH	09-04-2015	Thursday	19:57
L/T PEPSI IPL-8 T20 RR/KP-PU	10-04-2015	Friday	19:57
L/T PEPSI IPL-8 T20 CSK/SRH-CH	11-04-2015	Saturday	15:57
L/T PEPSI IPL-8 T20 KKR/RCB-KO	11-04-2015	Saturday	19:59
L/T PEPSI IPL-8 T20 DD/RR-DL	12-04-2015	Sunday	15:57
L/T PEPSI IPL-8 T20 KP/MI-MU	12-04-2015	Sunday	19:58
L/T PEPSI IPL-8 T20 RCB/SRH-BG	13-04-2015	Monday	19:57
L/T PEPSI IPL-8 T20 MI/RR-AH	14-04-2015	Tuesday	19:57
L/T PEPSI IPL-8 T20 KP/DD-PU	15-04-2015	Wednesday	19:57
L/T PEPSI IPL-8 T20 SRH/RR-VP	16-04-2015	Thursday	19:57
L/T PEPSI IPL-8 T20 MI/CSK-MU	17-04-2015	Friday	19:57
L/T PEPSI IPL-8 T20 DD/SRH-VP	18-04-2015	Saturday	15:57
L/T PEPSI IPL-8 T20 KP/KKR-PU	18-04-2015	Saturday	19:59
L/T PEPSI IPL-8 T20 CSK/RR-AH	19-04-2015	Sunday	15:58
L/T PEPSI IPL-8 T20 MI/RCB-BG	19-04-2015	Sunday	19:58
L/T PEPSI IPL-8 T20 DD/KKR-DL	20-04-2015	Monday	19:55
L/T PEPSI IPL-8 T20 RR/KP-AH	21-04-2015	Tuesday	19:57
L/T PEPSI IPL-8 T20 SRH/KKR-VP	22-04-2015	Wednesday	15:57
L/T PEPSI IPL-8 T20 CSK/RCB-BG	22-04-2015	Wednesday	20:29
L/T PEPSI IPL-8 T20 DD/MI-DL	23-04-2015	Thursday	19:57
L/T PEPSI IPL-8 T20 RR/RCB-AH	24-04-2015	Friday	19:57
L/T PEPSI IPL-8 T20 MI/SRH-MU	25-04-2015	Saturday	15:57
L/T PEPSI IPL-8 T20 CSK/KP-CH	25-04-2015	Saturday	19:59
L/T PEPSI IPL-8 T20 KKR/RR-KO	26-04-2015	Sunday	-
L/T PEPSI IPL-8 T20 DD/RCB-DL	26-04-2015	Sunday	19:57
L/T PEPSI IPL-8 T20 SRH/KP-MO	27-04-2015	Monday	19:58
L/T PEPSI IPL-8 T20 CSK/KKR-CH	28-04-2015	Tuesday	19:57
L/T PEPSI IPL-8 T20 RCB/RR-BG	29-04-2015	Wednesday	19:57
L/T PEPSI IPL-8 T20 CSK/KKR-KO	30-04-2015	Thursday	19:57

L/T PEPSI IPL-8 T20 KP/DD-DL	01-05-2015	Friday	15:57
L/T PEPSI IPL-8 T20 MI/RR-MU	01-05-2015	Friday	19:58
L/T PEPSI IPL-8 T20 KKR/RCB-BG	02-05-2015	Saturday	18:42
L/T PEPSI IPL-8 T20 SRH/CSK-HY	02-05-2015	Saturday	20:48
L/T PEPSI IPL-8 T20 MI/KP-MO	03-05-2015	Sunday	15:57
L/T PEPSI IPL-8 T20 RR/DD-MU	03-05-2015	Sunday	19:58
L/T PEPSI IPL-8 T20 CSK/RCB-CH	04-05-2015	Monday	15:57
L/T PEPSI IPL-8 T20 KKR/SRH-KO	04-05-2015	Monday	19:59
L/T PEPSI IPL-8 T20 DD/MI-MU	05-05-2015	Tuesday	19:57
L/T PEPSI IPL-8 T20 RCB/KP-BG	06-05-2015	Wednesday	19:57
L/T PEPSI IPL-8 T20 SRH/RR-MU	07-05-2015	Thursday	15:57
L/T PEPSI IPL-8 T20 KKR/DD-KO	07-05-2015	Thursday	19:58
L/T PEPSI IPL-8 T20 CSK/MI-CH	08-05-2015	Friday	19:57
L/T PEPSI IPL-8 T20 KP/KKR-KO	09-05-2015	Saturday	15:57
L/T PEPSI IPL-8 T20 SRH/DD-RP	09-05-2015	Saturday	19:58
L/T PEPSI IPL-8 T20 RCB/MI-MU	10-05-2015	Sunday	15:57
L/T PEPSI IPL-8 T20 CSK/RR-CH	10-05-2015	Sunday	19:59
L/T PEPSI IPL-8 T20 SRH/KP-HY	11-05-2015	Monday	19:57
L/T PEPSI IPL-8 T20 CSK/DD-RP	12-05-2015	Tuesday	19:57
L/T PEPSI IPL-8 T20 KP/RCB-MO	13-05-2015	Wednesday	22:42
L/T PEPSI IPL-8 T20 MI/KKR-MU	14-05-2015	Thursday	19:57
L/T PEPSI IPL-8 T20 SRH/RCB-HY	15-05-2015	Friday	22:37
L/T PEPSI IPL-8 T20 KP/CSK-MO	16-05-2015	Saturday	15:57
L/T PEPSI IPL-8 T20 RR/KKR-MU	16-05-2015	Saturday	19:58
L/T PEPSI IPL-8 T20 DD/RCB-BG	17-05-2015	Sunday	15:57
L/T PEPSI IPL-8 T20 SRH/MI-HY	17-05-2015	Sunday	19:58
L/T PEPSI IPL-8 T20 QL MI/CSK-MU	19-05-2015	Tuesday	19:57
L/T PEPSI IPL-8 T20 EL RCB/RR-PU	20-05-2015	Wednesday	19:57
L/T PEPSI IPL-8 T20 QL RCB/CSK-RC	22-05-2015	Friday	19:57
L/T PEPSI IPL-8 T20 F MI/CSK-KO	24-05-2015	Sunday	19:54
<b>Average TVRs*</b>			

\* Excluding Opening Ceremony

\*\* Match 25 : KKR vs. RR was abandoned due to rain

#### Comparison (60 Matches of IPL 8 and IPL 7)

Viewership Comparison	IPL 8	IPL 7	% Rise in IPL 8
Avg. TVRs %	3.8	3.1	20%
TSV/Match (MM:SS)	46:17	42:24	9%
Reach (in Mn.)	192	191	0.1%
Reach (in %)	71	72	-
Avg. TVTs	10,151	8,366	21%

*Note: 60 matches of IPL 7 (16th Apr - 1st June,2014)*

*\* Excluding Opening Ceremony*

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TVR (in %)
0.9
5.4
4.7
4.5
2.4
5.3
2.8
4.4
4.5
4.5
4.3
3.5
5.1
2.0
4.2
2.9
4.9
3.9
4.4
2.3
4.5
4.3
3.9
2.1
3.6
-
3.1
3.2
4.1
3.9
4.5

*Abandoned without a ball bowled*

1.7
4.0
3.2
4.0
2.7
3.2
2.5
3.4
3.5
4.2
1.6
3.7
4.7
2.2
3.1
3.4
3.9
3.2
3.8
3.2
4.7
3.5
1.9
4.5
2.6
3.8
5.5
4.9
5.6
7.4
3.8

**Highlights :-**

IPL Season 8 was sampled by **192 million** unique viewer  
Time Spent by Viewers per match was **46 Minutes and 1**  
Avg. TVTs showed a growth of **21%** for IPL 8 compared t  
60 matches played in IPL 8 garnered **3.8% Avg.TVR** whic  
**71%** of the All India Universe tuned to watch IPL 8 matc





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*7 Seconds* ; which is 9% more compared to IPL 7.

o IPL 7.

h was 20% more compared to its previous edition.

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