



Source: TAM Peoplemeter System

TG: CS 4+ Yrs

Market: All India

Period: 7th Apr - 09th May,2015

Channel: Sony MAX || Sony SIX || Sony SIX HD[#] || 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 (45 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 |
| Average TVRs* | | | |

* Excluding Opening Ceremony

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

Comparison (45 Matches of IPL 8 and IPL 7)

| Viewership Comparison | IPL 8 | IPL 7 | % Rise in IPL 8 |
|------------------------------|--------------|--------------|------------------------|
| Avg. TVRs % | 3.6 | 3.0 | 22% |
| TSV/Match (MM:SS) | 45:04 | 41:22 | 9% |
| Reach (in Mn.) | 182 | 179 | 2% |
| Reach (in %) | 68 | 67 | - |
| Avg. TVTs | 9,823 | 7,985 | 23% |

Note: 45 matches of IPL 7 (16th Apr - 19th May, 2014)

* Excluding Opening Ceremony



| 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 |
| 3.6 |

Highlights :-

45 matches of IPL 8 were sampled by 182 million unique viewers. Average Time Spent by Viewers per match was 45 Minutes and 45 Seconds. Average TVTs showed a growth of 23% for IPL 8 compared to IPL 7. Till its 5th week IPL 8 garnered 3.6% Avg.TVR which was 68% of the All India Universe tuned to watch IPL 8 matches.

3 viewers.

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

5 to IPL 7.

6 s 22% more compared to its previous edition.

7 hes.

