Lintas Media Group conducted a daily survey to assess the number of people who watched IPL2 matches on screens outside their homes – in offices, at malls, multiplexes, airports and restaurants. The results show that 26% of people sampled watched the game outside their homes.

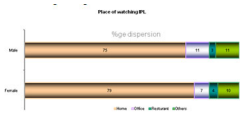
The Kumbh Mela occurs once every four years and is reputedly the largest gathering of people in the world. More than 70 million pilgrims visited the 2007 Kumbh at Allahabad, with 5 million participating on January 15th alone (the most auspicious day).

The IPL too is undeniably one of the largest cricketing events in the world, the Kumbh of cricket. Its debut in 2008 was watched by over 85 million people in India, with a viewership of 22 million for the finals. In comparison, other cricket tournaments draw an average of 30 to 60 million viewers. Will IPL 2009 close on the same numbers? While the jury is still out on that, with average ratings being slightly lower this year, **the event has already captured a reach of 82 million in its first twenty days (18th April to 7th May). 21 million people watch the IPL every day** .

Since January 2009, around 16 million Indians tune in to watch sports every week. This went up to 28 million for a cricket series, and is now at a level of 85 million per week for the IPL.

Out-of-home viewership: The out-of-home viewership estimates for the IPL 2009 are even more exciting. Lintas Media Group in conjunction with their Out-of-Home media company Aaren Initiative was conducting a daily survey across 15 cities to assess the number of people who watch the IPL on screens outside their homes – in offices, at malls, multiplexes, airports and restaurants.

The 3,171 interviews, completed in the first 20 playing days, show that 26% of people met have watched the game outside their homes. The office is the most mentioned location, followed by restaurants. Though more men report out-of-home TV viewing than women, the locations are similar among both genders.



With office viewing dominating this segment, it’s obvious that 34% of the viewers in the 20 plus age groups report out-of-home viewing. This is much lower at 19% for 12 to 20 year olds. Also, the OOH viewership understandably drops drastically on weekends. Overall, despite or perhaps because the IPL is being played at South Africa, there is enormous buzz about the event, and out-of-home locations are more active this year.

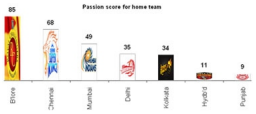
Thought Provoker: Has IPL 2009 delivered value for money to television advertisers?

The response is a mixed one.

IPL 2008 reached 71 million viewers in its first twenty days, IPL 2009 scores 15% more with 82 million. Also, the average reach of a match has increased from 11 to 11.9%. However, **the time spent scores (a measure of stickiness and interest) have dropped by 8.5%, resulting in a TVR fall for the 8pm matches on both weekdays and weekends,**
and a slight rise in TVR's for the 4pm matches on weekends.

A further analysis of the data indicates no real difference in performance across the two IPLs by city. However, there is a definite positive swing in viewership in a city when the home team is playing, indicating that in its second year the IPL has already started developing the home team loyalties that are shown by similar tournament formats for basketball and football in the US and UK.

Lintas Media Group transformed this swing into a Passion Score. **At 85% more viewing when the Royal Challengers are playing, Bangalore has the highest Passion score**
. Followed by Chennai at 68, Mumbai at 49, Delhi at 35 and Kolkata at 34. Hyderabad and Punjab are low on passion for their teams at just 11 and 9 respectively.



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