

TOP 20 NEWS CHANNELS IN INDIA

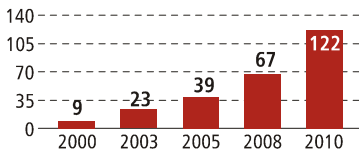
No.	Channel	Genre	Absolute share %
1	Aaj Tak	Hindi	0.51
2	India TV	Hindi	0.45
3	Star News	Hindi	0.44
4	DD News	Hindi	0.38
5	TV9 Karnataka	Kannada	0.36
6	TV9 Telugu News	Telugu	0.29
7	Zee News	Hindi	0.29
8	IBN 7	Hindi	0.26
9	NDTV India	Hindi	0.22
10	News 24	Hindi	0.17

No.	Channel	Genre	Absolute share %
11	Star Majha	Marathi	0.16
12	TEZ	Hindi	0.16
13	TV5 Telugu News	Telugu	0.16
14	Live India	Hindi	0.13
15	SUN News	Tamil	0.13
16	IBN Lokmat	Marathi	0.13
17	24 Ghanta TV	Bengali	0.12
18	Samay	Hindi	0.12
19	Suvarna News 24x7	Kannada	0.11
20	Star Ananda	Bengali	0.1

Source: TAM Peoplemeter System ■ TG: All 4+ yrs ■ Market: All India
 ■ Period: 2010 - week 1 (Dec 27, 2009) to week 52 (Dec 25, 2010)

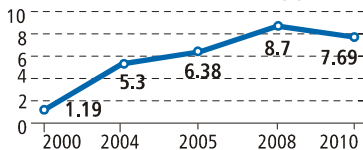
NEWS GROWTH

Number of news channels in India



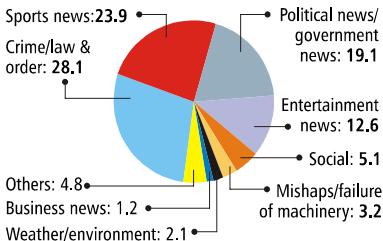
Source: TAM Peoplemeter System ■ Market: All India ■ Target group: CS 4+ yrs

Share of news in total TV viewing pie (%)



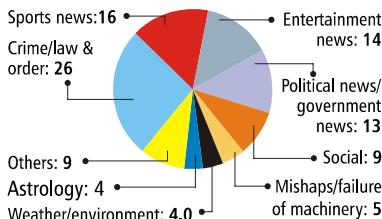
WHAT INDIA IS WATCHING

Share of news genre in the English news genre (%)



Source: News Content Track - A service of TAM Media Research Pvt Ltd; Channels: CNN IBN, Headlines Today, NDTV 24/7, Times Now; Period: Jan to Dec 2010

Share of news genre in the Hindi news genre (%)



Source: News Content Track - A service of TAM Media Research Pvt. Ltd; Channels: AAJ TAK, IBN 7, INDIA TV, NDTV INDIA, STAR NEWS, ZEE NEWS
 Period: Jan to Dec 2010