

TRP AS A MEASURE OF VISUAL COMMUNICATION: A STUDY OF JAMMU CITY, INDIA

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ABSTRACT

Visual communication is the communication through visual aid and is described as the conveyance of ideas and information in forms that can be read or looked upon. In order to measure the impact of visual communication through television, TRP (Television Rating Points) is being measured. The present paper reflects the study of TRP measurement in Jammu city in the month of February 2011 during 8 pm and 11pm on Monday, Saturday and Sunday. For collecting data questionnaire method is adopted. Various television rating services in India and various audience measurement methods followed in India have also been highlighted in this paper. Major findings and conclusions are summarized in a suggestive way to be used for providing better services in future to meet the needs of the users.

Key words: visual communication, Indian television, audience measurement, rating services

INTRODUCTION

TRP, an acronym for Television Rating Points, has a tremendous impact on advertising expenditure. Unlike a newspaper or a magazine, where the publisher can count how many copies are sold, there is no direct way to know exactly how many people are watching any given programme.

TRP is the criterion that indicates the popularity of a channel or a programme. Television ratings provide information about the TV watching habits of viewers from different socio-economic background of the audience. Basically this is the ranking list of popular TV programs released periodically by various rating agencies. This helps advertisers and corporate media planners in selecting the right media at the right time to reach the target audience.

There are many ways to measure the audiences. One is through random telephone calls. Another is by using TV diaries; booklets in which selected sample viewer's record their television viewing during a measurement week. However, with the increasing number of channels, multiple broadcasting platforms and increased numbers of TV sets and remote controls per family, electronic gadgets called people meters are used to measure audiences. The people meter, about the size of a paperback book, is placed on each TV set in the sample home.

AN OVERVIEW OF THE INDIAN TELEVISION

Television in India has been in existence for nearly five decades now. The first telecast in India was started by Doordarshan (DD), the National Television Network of India, on September 15, 1959 in New Delhi. In the first 17 years, its spread was slow but steady and transmission was in black & white. Sales of TV sets, as reflected by licenses issued to buyers were just 676,615 until 1977. The last two decades have seen Television come to the forefront with an impressive development in the numbers, channels and delivery platforms, drawing support from technological innovations and new policies. The 1982 Asian Games hosted by India brought with it color TV introduced by state-owned broadcaster Doordarshan. DD then proceeded to install transmitters nationwide rapidly for terrestrial broadcasting. In this period no private enterprise was allowed to set up TV stations or to transmit TV signals. Then in the early nineties came the broadcast of satellite TV by foreign Channels like CNN followed by Star TV and a little later by domestic channels such as Zee TV and Sun TV into Indian homes. Over the last few years, the number of channels being offered on cable television have also rapidly increased. From two channels prior to 1991, Indian viewers were exposed to more than 50 channels by 1996, and are at 313 as on 16-01-2008 as per information available through uplinking and downlinking guidelines. The number of channels are expected to reach 465 by the end of the 11th Plan. The current phase of development of digital broadcasting will further increase the number and nature of TV services offered.

As per National Readership Survey (NRS), 2006 there were 112 million homes owning television (industry estimates presently 120 million TV homes), 55 per cent of which were rural. Homes with cable and satellite have increased by 12 per cent from 61 million to 68 million with 29 million being rural. Cable and satellite (C&S) has now penetrated 57 per cent of all TV homes over the previous year. Of the 44 million Terrestrial TV homes, 11 million are Urban and 33 million rural. Homes with color TV have increased from 58 million to 64 million in 2006. The increment of 10.4 per cent runs parallel to the growth in C&S.

LEGAL FRAMEWORK OF TRP

The Ministry of Information & Broadcasting, Government of India, has sought recommendations of TRAI on the system of Television Audience Measurement (TAM)/ Television Rating Points (TRPs) and the policy guidelines to be adopted for Rating Agencies. A copy of their letter is at Annexure-A. TRPs are used by Advertisers, Broadcasters and Production houses. Broadcasters and Media agencies are constantly competing with each other as well as amongst themselves for higher TRPs, for on these rides the ad spend and programme scheduling, and very often the content too gets determined by the TRPs, taking TRPs as an indication of the viewers likes and dislikes. Ratings often also influence pricing of channels. With the impact of the visual media on the social fabric through content creation and programme scheduling, issues of accountability, transparency and objectivity in ratings cannot be completely ignored.

False and misleading ratings therefore can hurt not only the broadcasters and the advertisers but also the viewing public as well.

TRAI is examining this reference under Section 11 (1) (a) (iv) and (vii) of the TRAI Act 1997. This consultation paper is being issued by TRAI to have the benefit of the views of recommendations to the Government.

RATING SERVICES IN INDIA

Initially, the only data available and followed was Doordarshan Audience Ratings (**DART**), collected by DD's audience research unit through its 40 Kendras and 100 All - India Radio stations. In **1994** ORG-MARG's **INTAM** (Indian National Television Audience Measurement) was established. INTAM's sample size was miniscule and restricted to major cities. While INTAM was in operation, a second rating agency TAM was formed in 1998. A Joint Industry Body (JIB) comprising representatives from the Indian Society of Advertisers (ISA), Indian Broadcasting Foundation (IBF) and Advertising Agencies Association of India (AAAI) worked closely with TAM in technical matters.

In **2001**, both **INTAM** and **TAM** were formally merged. It was only in 2004 that another rating agency, Audience Measurement and Analytics Ltd. (**aMap**), started operations in India.

TV ratings on a commercial basis are now being done by the two agencies; TAM and aMap. However, their operations are limited to a few large cities with a population above one lakh and **none of the two agencies covers the state of J&K**. Within big cities too, their sample size is limited to about 7000 (TAM) and 6000 (aMAP) metered homes. Roughly, 30,000 respondents from large urban centres represent 120 million viewers, assuming five members per household. As such the rural areas and towns with a population less than a lakh, which constitute over half the

population having access to Cable & Satellite channels and three-fourths of those getting DD channels, do not get measured at all.

While the issues relating to the rating services are valid in themselves, the core issue sought to be discussed in this consultation paper is whether there is a need for some kind of Governmental regulation for such television rating agencies, or whether such rating exercises are best left to the industry initiatives. In case a need is felt for the Governmental regulation, then the scope of such regulation would need to be clearly identified, i.e. whether it should be a light touch or a heavy handed regulation etc. There is much to be said both for and against such Governmental regulation. For example, those who are for some form of regulation may point out that city centric ratings may lead to programming with distinct urban biases, ignoring the likes and dislikes of a substantial rural population. On the other hand, those who are against such regulation may argue that advertisers and broadcasters, who put in thousands of crores of Rupees each year into advertising and programming, are the best judges of the credibility of rating services, and they are in a better position to ensure that rating agencies do a good job. They would, therefore, argue that the responsibility of ensuring credibility and reliability for the rating services is best left to be tackled through industry initiative. Indeed, there has been some forward movement in this regard.

The recently formed Broadcast Audience Research Council (BARC) is a voluntary effort of leading industry associations of the broadcasters, media and advertising sector to oversee and control the TV audience measurement system in India. BARC will be a not-for-profit body under section 25 of the Companies Act, 1956 with an equal representation (four members each) from Indian Society of Advertisers (ISA), Indian Broadcasting Foundation (IBF) and Advertising Agencies Association of India (AAAI).

The objective of BARC is to provide accurate, up-to-date and relevant research relating to television (to begin with) and other audio/video media in a completely transparent and objective manner and at a reasonable cost to users. The basic thrust of BARC for rating research, is that it should be truly representative, robust and transparent.

BARC is planning to adopt the Broadcasters' Audience Research Board (BARB) model of UK. At present it is conducting baseline study to know the size of TV viewer's universe. After completion of baseline study, it plans to conduct rating research for its members, by awarding contract to rating agencies as is done by the BARB in UK.

AUDIENCE MEASUREMENT METHODS FOLLOWED IN INDIA

Diaries

The diary was the first and only method of recording information. This has been used by Doordarshan as its own ratings system known as DART (Doordarshan Audience Ratings). The

diary system was introduced in 1989 and was continued up to 2001. It was later revived in 2004. Diaries are in the form of a booklet with questionnaires asking selected viewers to record daily the programmes they have watched. The sample is about 3600 rural TV homes and 1600 urban TV homes.

Electronic

Through "People Meters" installed in sample homes. Information from the people meters is combined with set tuning information and relayed to the rating agency.

The two rating agencies TAM Media Research and Audience Measurement & Analytics Limited both use electronic rating method.

i) TAM Media Research is a joint venture company between AC Nielsen & Kantar Media Research / IMRB. TAM Measures minute-to-minute TV viewing for TV owning households in urban India in towns having population more than one lakh. Sample is collected across 148 towns comprising 6917 TV homes excluding **J&K, North East, Assam, Bihar and Jharkhand** through people meter. Responses from more than 30,000 individuals is taken into account every minute about what they watch and the viewing is monitored for 300 plus channels to arrive at TRP Ratings. These ratings are released on a weekly basis.

ii) Audience Measurement & Analytics Limited (a-Map) has meters/devices installed in 87 towns of population exceeding 1 lakh and includes the states of Bihar, Jharkhand and Assam. a-Map collects viewer-ship data using Telecontrol VIII data collection units that are connected to the television receivers which automatically registers and stores the information about the channel to which the TV set is currently tuned. These are released overnight. Coverage of aMap is 87 Towns and 6 Metros with 1 lakh plus population after an establishment Survey of 1,05,000 persons. The metered homes are 6000 with 2415 homes in Metros.

OBJECTIVES

The main objectives of the present study are as follows:

- To measure the TRP in Jammu city in the month of February 2011 during 8 pm and 11pm on Monday, Saturday and Sunday.
- To find the best entertainment channel as a source of entertainment in Jammu city in the month of February 2011 during 8 pm and 11pm on Monday, Saturday and Sunday.
- To find the best news channel as a source of authentic information in Jammu city in the month of February 2011 during 8 pm and 11pm on Monday, Saturday and Sunday.

- To find the best sports channel as a variety of telecasts in sports in Jammu city in the month of February 2011 during 8 pm and 11pm on Monday, Saturday and Sunday.
- To find out the main factor responsible for determining TRP of any channel/programme.

METHODOLOGY

The study has been made by surveying different people of the Jammu city who watch television. A sample of 200 respondents has been taken for the present study in which all have responded to the questionnaire making 100% per cent response rate.

The Special Package for Social Sciences (SPSS) version 15.0 for windows has been used to perform statistical analysis. Tabular analysis was carried out to ascertain the results of survey. Simple statistical tools, such as, per cent ages and mean have been used for the present analysis.

ANALYSIS

This part of the paper deals with the analysis and interpretation of the primary data that has been collected in the survey conducted among the people watching Television in Jammu region in the month of February 2011 during 8 pm and 11pm on Monday, Saturday and Sunday. The sample for the study also differentiates respondents of urban & rural area. In the survey there were 13 numbers of respondents who don't watch television after 10 pm & 22 such respondents who don't watch TV after 10:30 pm. The following tables shows the TRP of different channels during prime time i.e. between 8PM and 11 PM on Monday, Saturday and Sunday according to the methodology adopted by Nielson Media Research.

Table 4.1 TRP for Selected TV Channels on Monday

TV channels	Time frame during 8 pm and 11 pm					
	8.00 to 8.30	8.30 to 9.00	9.00 to 9.30	9.30 to 10.00	10.00 to 10.30	10.30 to 11.00
Star plus	24	20	23	20	18	18
Zee TV	7	8	6	7	9	9
DD1	0	0	0	0	0	0
Sony	11	12	10	10	12	13
Star one	5	4	5	5	4	6
Colors	30	27	28	25	24	22
JK&TAKE 1	0	3	0	3	3	4
CNBC	0	0	0	0	0	0
AAJ TAK	3	7	6	6	9	8

Times Now	4	1	5	5	1	2
NDTV	7	10	8	12	13	8
DD News	0	0	0	0	0	0
IBN7	6	5	6	5	4	6
ESPN Star sports	1	3	1	1	3	4
Neo Sports	0	0	2	1	0	0
DD Sports	0	0	0	0	0	0
Ten Sports	2	0	0	0	0	0
Discovery	0	0	0	0	0	0
National Geographic	0	0	0	0	0	0
Cartoon Network	0	0	0	0	0	0
Any Other Mention						

Table 4.2 TRP for Selected TV Channels on Saturday

TV channels	Time frame during 8 pm and 11 pm					
	8.00 to 8.30	8.30 to 9.00	9.00 to 9.30	9.30 to 10.00	10.00 to 10.30	10.30 to 11.00
Star plus	16	15	15	15	16	15
Zee TV	7	8	6	7	7	8
DD1	0	0	0	0	0	0
Sony	13	12	12	12	12	13
Star one	7	8	10	12	9	7
Colors	20	18	18	17	19	18
JK&TAKE 1	4	5	5	4	4	6
CNBC	0	0	0	0	0	0
AAJ TAK	7	8	8	8	7	8
Times Now	2	2	2	2	3	2
NDTV	13	14	14	12	13	12
DD News	0	0	0	0	0	0
IBN7	6	6	6	6	6	6
ESPNStar sports	4	3	3	3	3	4
Neo Sports	0	0	0	0	0	0
DD Sports	0	0	0	0	0	0
Ten Sports	1	1	1	2	1	1
Discovery	0	0	0	0	0	0

National Geographic	0	0	0	0	0	0
Cartoon Network	0	0	0	0	0	0
AnyOther Mention						

Table 4.3 TRP for Selected TV Channels on Sunday

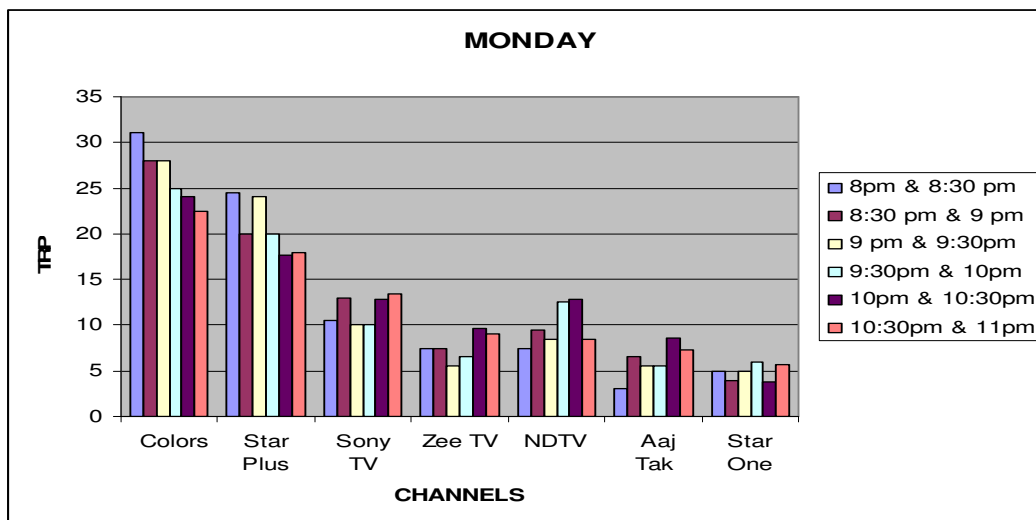
TV channels	Time frame during 8 pm and 11 pm					
	8.00 to 8.30	8.30 to 9.00	9.00 to 9.30	9.30 to 10.00	10.00 to 10.30	10.30 to 11.00
Star plus	15	16	15	16	15	14
Zee TV	7	7	7	7	8	8
DD1	0	0	0	0	0	0
Sony	10	12	12	12	11	12
Star one	7	6	8	7	8	9
Colors	23	21	20	20	20	15
JK&TAKE 1	5	5	6	4	4	9
CNBC	0	0	0	0	0	0
AAJ TAK	7	7	8	7	8	9
Times Now	1	2	1	2	2	3
NDTV	14	13	13	14	13	10
DD News	0	0	0	0	0	0
IBN7	6	6	7	6	6	8
ESPNStar sports	4	3	2	4	3	2
Neo Sports	0	0	0	0	0	0
DD Sports	0	0	0	0	0	0
Ten Sports	1	2	1	1	2	1
Discovery	0	0	0	0	0	0
National Geographic	0	0	0	0	0	0
Cartoon Network	0	0	0	0	0	0
AnyOther Mention						

From the above study done on measuring TRP of various different channels during 8pm and 11pm in Jammu city, it can be observed that it is colors who is always at the top, whether it's Monday, Saturday or Sunday at whatever time it is. It is because of the prime time chosen for measuring TRP in the present research. The famous programme of Colors is Balika Vadhu, which

has made a huge impact on the TRP of other channels. The general trend of TRP in Jammu city between 8pm and 11pm on Monday, Saturday & Sunday is Colors at first place, followed by Star plus at second, Sony and NDTV(News channel) are sharing at third place, Zee TV, Aaj Tak, Star one, IBN7 are sharing at fourth or fifth places. There were 20 channels included in the questionnaire but 7 channels were untouched by the respondents. Information was also sought for any other channel the respondents watch at that particular time, so regarding that some respondents have replied 9X, NDTV Imagine, SET Max, Star Gold & Zee Cinema, but their percentage is too low to be mentioned.

Fig. 4.1 to Fig 4.3 shows the TRP of selected channels on Monday, Saturday & Sunday, respectively during 8pm and 11pm.

Fig 4.1 TRP of Selected Channels on Monday



From these graphs (Fig. 4.1 to Fig. 4.3), it can be concluded that, on Monday or week days TRP of Colors is quite high and lies between 23 & 31 but on week ends it is comparatively low, similarly Star plus on Monday which lies between 18 & 24 but on week ends it is comparatively low & Sony TV, Zee TV, NDTV, Aaj Tak is behaving in the same manner in all week days as well as week ends. On week ends the TRP of Star One is quite high as compared to Monday or other week days.

Fig 4.2 TRP of Selected Channels on Saturday

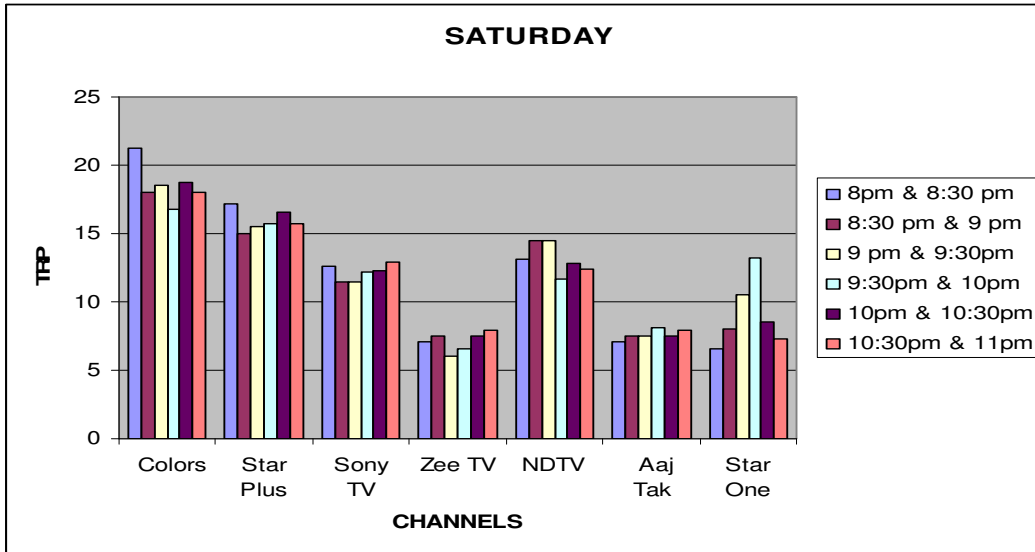


Fig 4.3 TRP of Selected Channels on Sunday

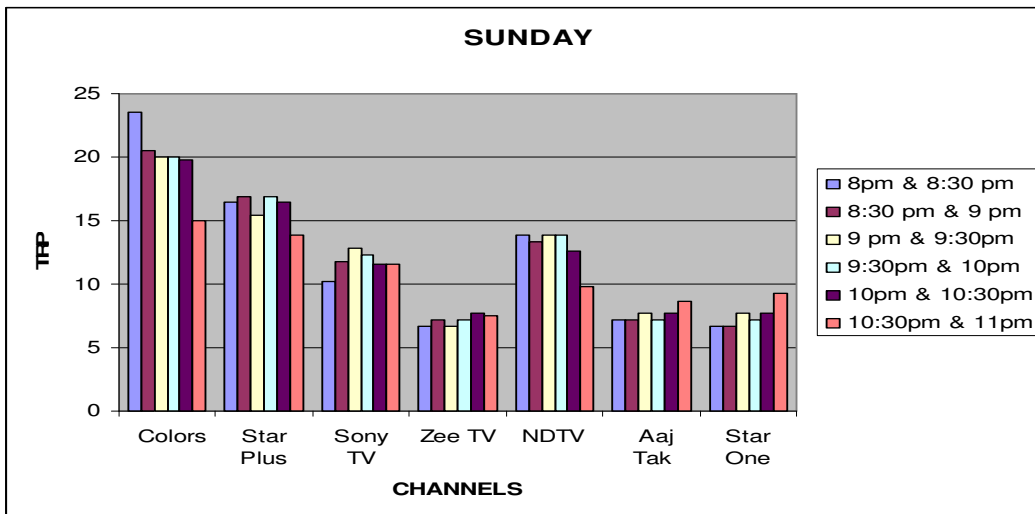
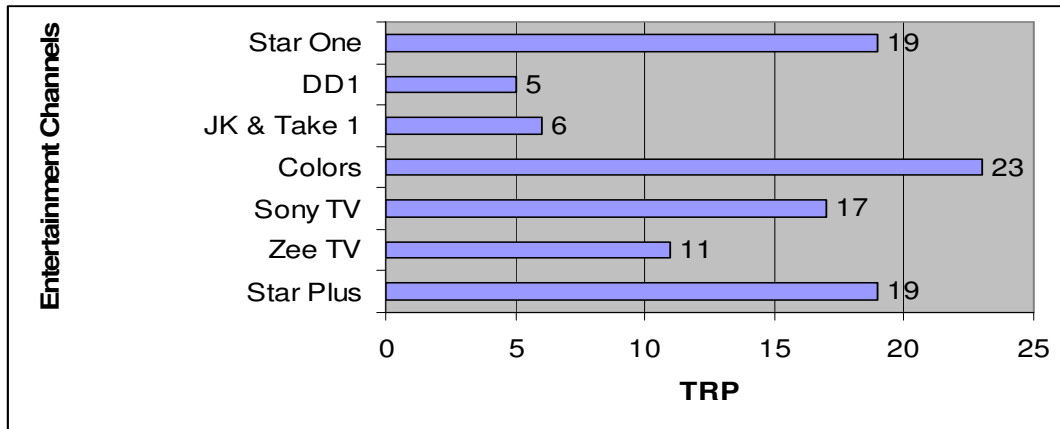


Fig 4.4 Choice of respondents for different Entertainment Channels



From Fig 4.4 depicts the choice of respondents for the best entertainment channel. From the figure it is clear that, 23 per cent of the people feel that Colors channel is no. 1 channel in entertainment, followed by Star plus & Star one at 19 per cent, Sony at 17 per cent, Zee TV at 11 per cent, JK & Take1 at 6 per cent and DD1 at 5 per cent.

Table 4.4 Mode values of Rankings of Different Entertainment Channels

Channels	Mode
Star Plus	3
Zee TV	5
Sony TV	3
Colors	1
JK & Take 1	6
DD1	7
Star One	1

Mode values of rankings of respondents for different entertainment channels were calculated and are shown in Table 4.4. From the table it is clear that, colors and star one have mode value 1 which means that most people prefer to watch these two channels in the prime time. Similarly, second preference is given to Sony TV & Star Plus have mode value 3 followed by Zee TV, JK & Take 1 and lastly DD1.

Fig 4.5 Choice of respondents for different News Channels

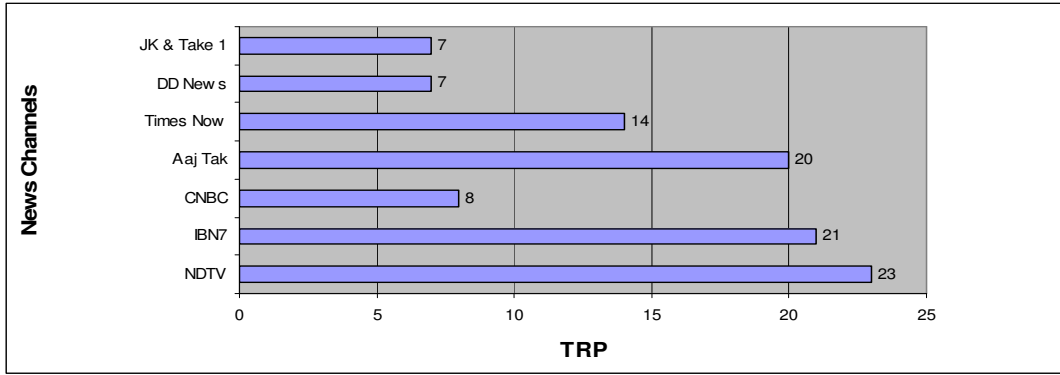


Fig 4.5 depicts the choice of respondents for the different News Channels. From the figure, it is clear that, 23 per cent of the people feel that NDTV channel is no. 1 channel in news, followed by IBN7 at 21 per cent, Aaj tak at 20 per cent, Times Now at 14 per cent, CNBC at 8 per cent, JK & Take 1 and DD News at 7 per cent.

Table 4.5 Mode values of Rankings of Different News Channels

Channels	Mode(Rank)
NDTV	1
IBN7	2
CNBC	5
Aaj Tak	3
Times Now	4
DD News	6
JK & Take 1	7

Mode values of rankings of respondents for different news channels were calculated and are shown in Table 4.5. From the above table it is clear that, NDTV have mode value 1 which means that most people prefer to watch this channel in the prime time. Similarly, second preference is given to IBN7 as it's mode value is 2, third preference is given to Aaj Tak as it's mode value is 3 followed by Times Now, CNBC, DD News and lastly JK & Take 1.

Fig 4.6 Choice of respondents for different Sports Channels

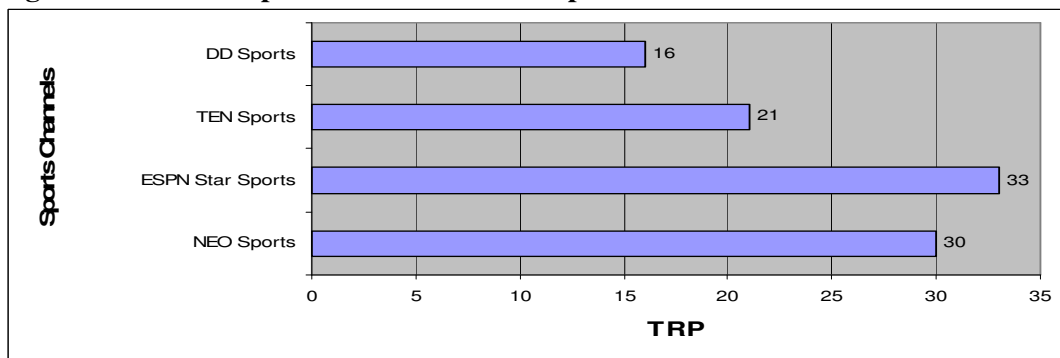


Fig 4.6 depicts the choice of respondents for the sports channel. From the figure, it is clear that, 33 per cent of the people feel that ESPN Star Sports is the no. 1 channel in sports, followed by Neo Sports at 30 per cent, Ten Sports at 21 per cent and DD Sports at 16 per cent.

Table 4.6 Mode values of Rankings of Different Sports Channels

Channels	Mode(Rank)
NEO Sports	1
ESPN Star Sports	1
TEN Sports	3
DD Sports	4

Mode values of rankings of respondents for different news channels were calculated and are shown in Table 4.6. From the above table it is clear that, Neo Sports and ESPN Star Sports have mode value 1 which means that most people prefer to watch these two channels in the prime time. Similarly, second preference is given to TEN Sports as it's mode value is 3 followed by DD Sports whose mode value is 4.

Fig 4.7 Factors Determining TRP

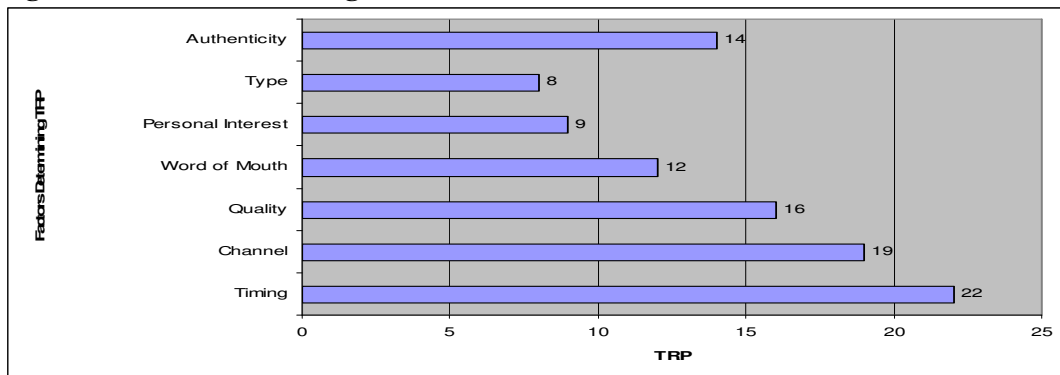


Fig 4.7 depicts the perception of respondents regarding the factors deciding the TRP. From the figure, it is clear that, 21 per cent of the people feel that Timing is very important in determining TRP of any particular channel/programme, followed by channel on which the programme is telecasted at 20 per cent, quality of the programme at 16 per cent, authenticity at 14 per cent, word of mouth at 12 per cent, personal interest at 9 per cent and type of programme at 8 per cent. In addition to all the above factors, one more factor has been suggested by the respondents which is the culture.

CONCLUSIONS

TRP is the criterion that indicates the popularity of a channel or programme. Television ratings provide information about the TV watching habits of viewers from different socio-economic background of the audience. Basically this is the ranking list of popular TV programs released

periodically by various rating agencies. This helps advertisers and corporate media planners in selecting the right media at the right time to reach the target audience. Generally, when used for the broadcast medium, one rating point equals 1 per cent of the given population group. When used for the broadcast of a program, the average rating across the duration of the show is typically given.

- From the above study done on measuring TRP of various different channels during 8pm and 11pm in Jammu city, it can be concluded that it is Colors who is always at the top on all the days during prime time. The famous programme of Colors is Balika Vadhu, which has made a huge impact on the TRP of other channels. The general trend of TRP in Jammu city between 8pm and 11pm on Monday, Saturday & Sunday is Colors at first place, followed by Star plus at second, Sony and NDTV(News channel) are sharing the third place, Zee TV, Aaj Tak, Star one, IBN7 are sharing the fourth or fifth places. There were 20 channels included in the questionnaire but 7 channels were untouched by the respondents.

- As far as entertainment channels are concerned, 23 per cent of the people feel that colors channel is no. 1 channel in entertainment, followed by star plus & star one at 19 per cent, Sony at 16 per cent, Zee TV at 11 per cent, JK & Take1 at 6 per cent and DD1 at 5 per cent.

- In case of choice of news channels, 23 per cent of the people feel that NDTV channel is no. 1 channel in news, followed by IBN7 at 21 per cent, Aaj tak at 20 per cent, Times Now at 14 per cent, CNBC at 8 per cent, JK & Take1 and DD News at 7 per cent.

- In the domain of sports channels, it is clear from the findings that, 33 per cent of the people feel that ESPN Star Sports is the no. 1 channel in sports, followed by Neo Sports at 30 per cent, Ten Sports at 21 per cent and DD Sports at 16 per cent.

- With reference to factors determining TRP, it is clear that, 21 per cent of the people feel that 'Timing' is very important in determining TRP of any particular channel/programme, followed by 'channel on which the programme is telecasted' at 20 per cent, 'quality of the programme' at 16 per cent, 'authenticity' at 14 per cent, 'word of mouth' at 12 per cent, 'personal interest' at 9 per cent and 'type of programme' at 8 per cent. In addition to above factors, one more factor that has been suggested by the respondents is the 'culture'.

- In general, the TRP of all the channels except star one is observed to have decreased on week ends as compare to other week days i.e. Monday to Friday. In case of star one the TRP is observed to be higher on weekends as compare to other weekdays.

SUGGESTIONS

On the basis of the study on measurement of TRP in Jammu city, following suggestions are made:

- Companies should give their advertisements in to that particular channel/programme whose TRP is high.
- Pricing of the advertisements should be dependent on TRP, if company is going to advertise its brand in a highly rated channel/programme, then premium pricing will be charged and vice-versa in a low rated channel/programme.
- If Cultural aspects are included in any programme it can lead to an increase in the TRP of that particular programme as it is clear from Balika Vadhu of Colors.
- As it is clear from the trend analysis of some selected channels in India that, TRP of Star Plus, Sony TV and Gemini TV had fallen because of new entrants like Colors, NDTV Imagine, 9x, etc. So, it is suggested that Star Plus, Sony TV and Gemini TV should do some innovations in their programmes to compete in the Television Industry in the future.
- As it is clear from the survey, that the TRP of JK & Take1 Channel is quite low and which is only due to local news & on the basis of that, it is suggested that JK & Take1 Channel need to be more creative in making & telecasting entertainment programmes.

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