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**BOLLYWOOD BLAST**

**Smile Pinki, DD I,  
9.30 am**

**Cast: Pinki, Anti Chauhan**

**Documentary: This Oscar  
winning documentary re-  
volves around the trials,  
tribulations and triumph  
of a young girl Pinki, who  
is born with a cleft lip.**

**Rating ★★★½**

107

# Sachin ton made TRP ratings soar

Indranil Basu | TNN 

**New Delhi:** Sachin Tendulkar doesn't merely create batting records. He also does wonder to the TRPs. The Mumbai maestro's sensational 175 off 141 balls last week sent the television ratings soaring to a whopping 7.1, the highest in ODI matches in recent years.

## EPIC INNINGS

According to Tam Media Research TV ratings, the ratings surpassed the Champions Trophy's highest TRP of 6.2 garnered in the match between India and Pakistan earlier this year. The TRPs increased as the tightly-contested series progressed. The first match had a TRP of 3.6 followed by 4.9 and 5.9 in the second and third games. The Mohali match, which India lost narrowly, had a TRP of 6.1.

The average TRP in the first five matches of the India-Australia series was 5.51, which is higher than the average TRP of 2007 Twenty20 World Cup in South Africa,

IPL I in 2008 (4.7), IPL II (4.2) in 2009. Even the average TRPs of the T20 World Cup in England this year was 2.89. This underlines that audience interest in ODIs is far from over.

In 2007, when Australia toured India after the T20 World Cup, the Nagpur match on October 14 had recorded a high TRP of 9.3. It was again a high scoring game and that time India were chasing Australia's 317 and eventually lost by 18 runs. In that match too Tendulkar had made a run-a-ball 72. The average TRP of the 2007 India-Australia series was higher (6.6) compared to 2009 series. But then, two years ago, T20 was just new to the viewers and the Indians were fresh from a World Cup win in South Africa.

The highest TRP in a single game in the last couple of years has been in the 2007 India-Pakistan T20 final. The game recorded a high of 15.9. Even the IPL final match in 2008 got 9.8. There was a marginal drop to 9.3 in the following year's edition in South Africa.