



GRABBING EYEBALLS

Viewership numbers during the match

10,995,000
Doordarshan

31,69,710
Ten Sports

YOGESH KUMAR/MINT

HOCKEY WORLD CUP

India-Pakistan match attracts millions to TV

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India's 4-1 victory over Pakistan in the first match of the hockey World Cup on Saturday drew millions of television viewers.

State-owned Doordarshan (DD) had 11 million viewers hooked between 8pm and 10pm, the duration of the match, while Ten Sports drew at least 3 million viewers, according to television viewership measurement agency **Audience Measurement and Analytics Pvt. Ltd** (aMap).

The television rating point, or TRP, however, remained low at 0.33% on Ten Sports, a channel owned by **Zee Telefilms Ltd** and Dubai-based **Taj Television Ltd**. DD registered a TRP of 1.86%.

TRP is a measure of the percentage of viewers watching a particular programme at a given time.

"The viewership on DD for the India-Pakistan match has been at par with most cricket matches," said Joseph Eapen, chief executive, aMap. "Even the routine (not final or semi-final) Indian Premier League matches draw 10-12 million viewers on an average."

For Ten Sports, hockey averaged a poor 0.11% rating for the six matches played up to 1 March. Yet, channel's chief executive Atul Pande is unfazed and expects TRPs to increase.

The channel sold 10-second advertising spots for Rs35,000-50,000, with the exception of the India-Pakistan matches that were sold at Rs1 lakh for 10-seconds.