

Hockey World Cup final found takers on DD

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All is not lost for India's erstwhile national game, courtesy the national channel of the country, Doordarshan, which is available for free to all television owners.

According to data from aMap, the TV viewers' monitoring agency, the final match of the Hockey World Cup, telecast simultaneously on Ten Sports, which is available as a paid channel on cable and satellite, and DD National, got a TV rating (TVR) of 0.09 and 2.7, respectively. The TVR assigned by aMap means the percentage of audiences aged over 15 years in six metros who saw the match for a stipulated time period.

The TVR of 2.7 on DD National was significantly higher from that of the tournament's opening match between India and Pakistan on February 28. The opening match had a TVR of 1.9 on DD. Though India could not even reach the semi-finals of the tournament, the viewership on DD makes it seem there is still hope for the game in India. The final match was played between Germany and Australia, where the latter won the trophy.

The Indian team's matches typically fetched a higher TVR for Ten Sports, ranging between 0.33 and 0.55. So, too, for DD, which aired only games when India played, apart from the two semi-finals, the match for the bronze medal and the final match. After India failed to make the semi-finals, viewership dropped but the final match came as a pleasant surprise for lovers of the game.

Meanwhile, viewership for the Indian Premier League cricket tournament continued to grow. On the second day, the TVRs for the two matches played were higher than those of the second day matches in the first and the second season of the tournament in 2009 and 2008, respectively.