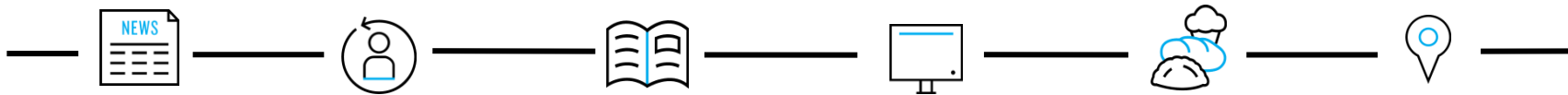


# INDIAN READERSHIP SURVEY 2019 Q4

DATE : 08th May 2020



# INDIA'S GROWTH STORY



Better NCCS profile and growth in electrification across country. More gas stoves and toilets - indicating better living standards in rural



Education parameters improving - lowering of illiteracy and more graduates+ in the country



Consumers are better equipped, more connected and more informed



A rapidly evolving media landscape with multi-media adoption seen across consumer strata



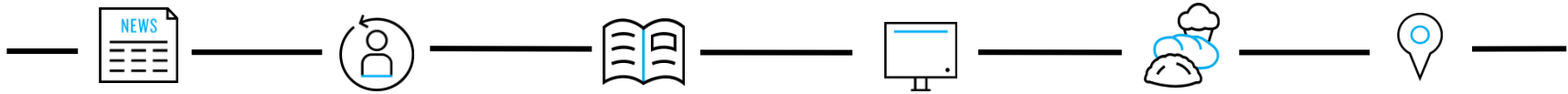
Internet continues its surge. More number of internet users (Last 1 month) in rural now than urban



Radio listenership is growing. TV viewing too showing growth even on a very big base



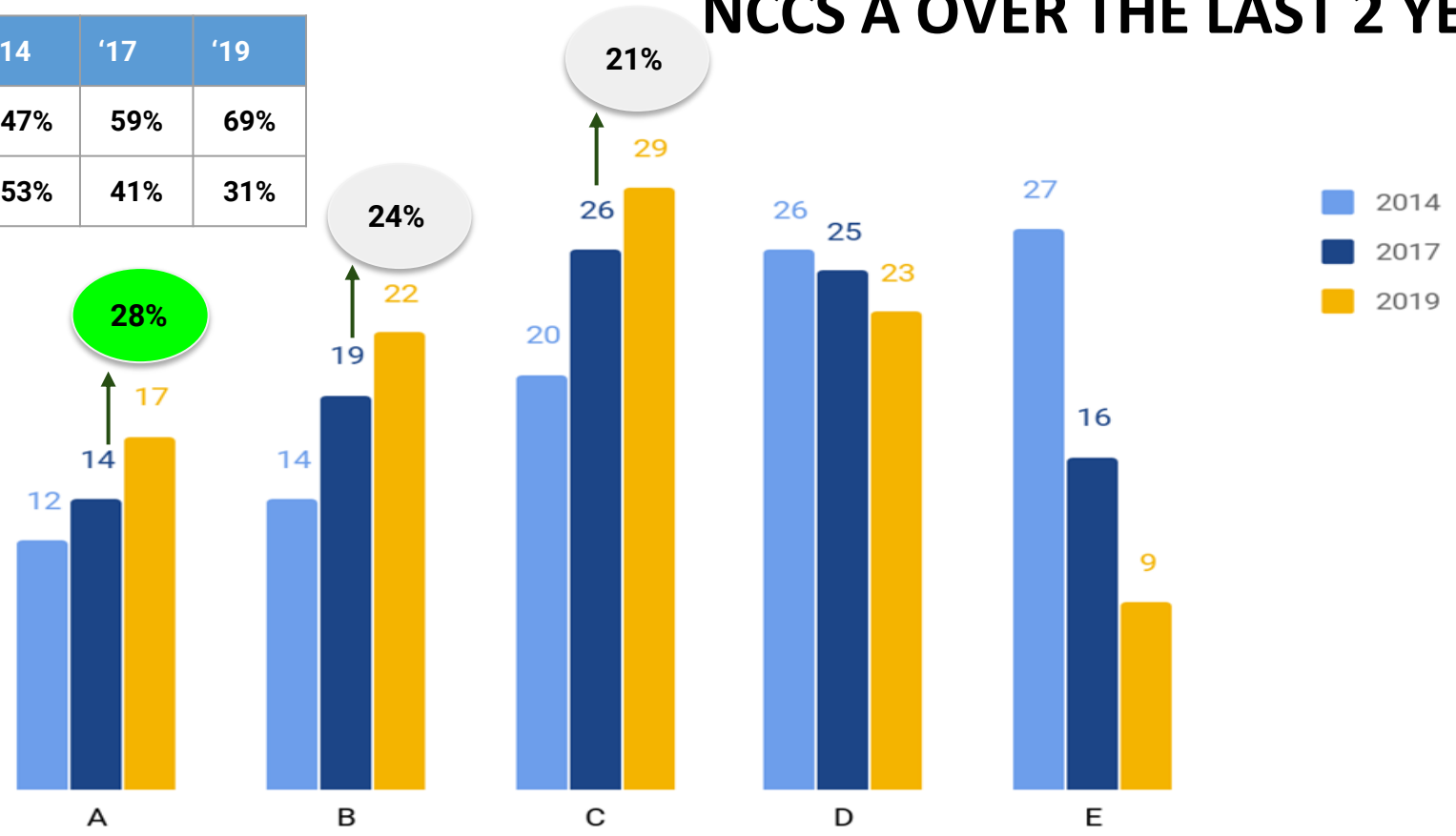
Newspaper readership however, is on a slow decline and is a trend seen across Hindi, English and Regional languages



# KEY SNAPSHOT

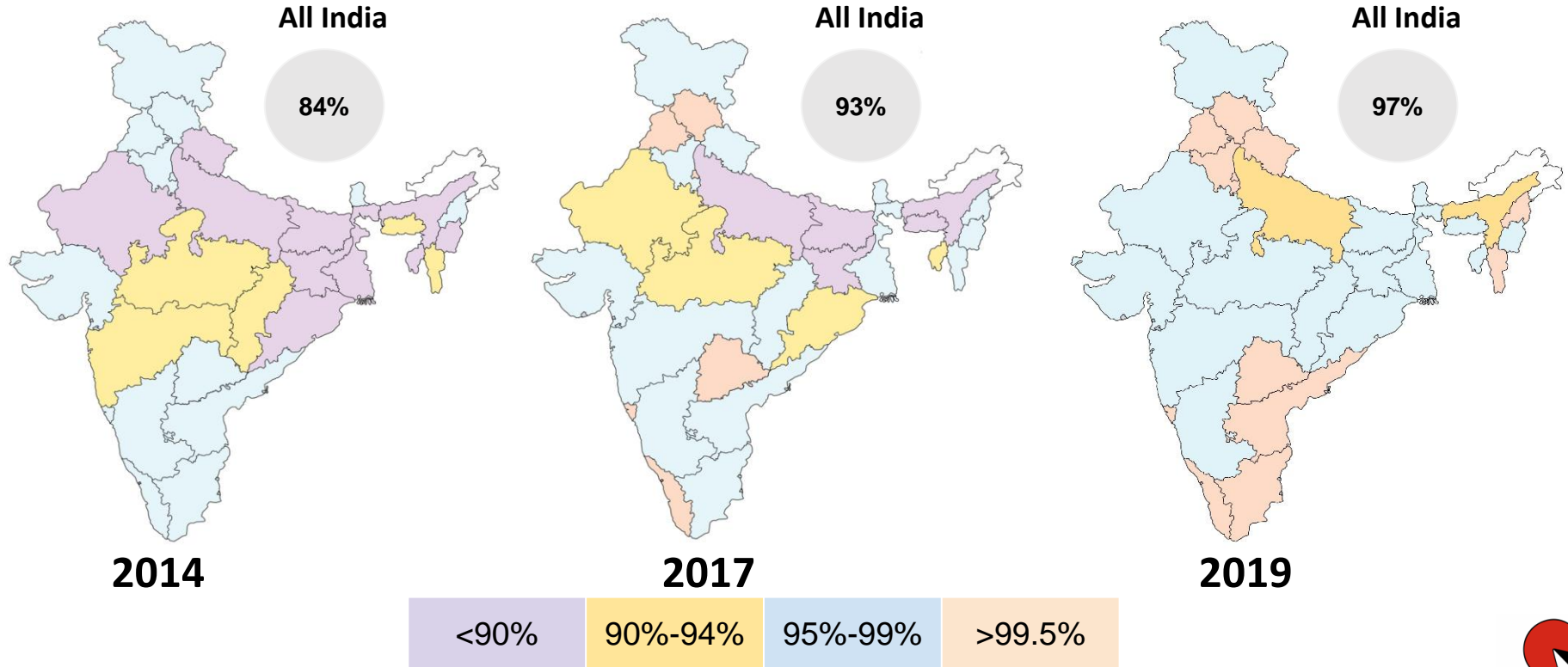
# NCCS ABC IS GROWING - SHARPEST GROWTH IN NCCS A OVER THE LAST 2 YEARS

	'14	'17	'19
NCCS ABC	47%	59%	69%
NCCS DE	53%	41%	31%



Figs. in %

# ELECTRIFICATION HAS IMPROVED OVER THE YEARS - UP 4% IN THE LAST 2 YEARS



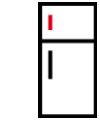
Figs. in %

# PREMIUM DURABLE & ASSET OWNERSHIP IS INCREASING



% of household having	All India			
	Durables	2014	2017	2019
Air Conditioner		2	4	5
Refrigerator		22	29	34
Washing Machine		9	12	14
Two Wheeler		24	35	43
Four Wheeler		5	5	6








Urban		Rural	
2017	2019	2017	2019
9	12	1	1
52	57	17	22
25	30	4	6
46	52	29	39
10	10	2	3



Figs. in %



# ...AND SO IS THE GROWTH IN RURAL

	% of household having	Rural	
		2017	2019
	Tractor	3.1	3.8
	Generator	0.6	0.7
	Pump set	8.4	9.8
	Tubewell	8.4	11.9
	Gas Stove	54.8	77.2
	Electricity Connection	90.3	96.3
	Presence of Toilet	47.5	61.1

Figs. in %

# CONSUMERS TODAY ARE MORE EQUIPPED, MORE CONNECTED & BETTER INFORMED



	Read and understand English		Smartphone ownership		Access Social Media		Shop from modern trade		Online shopping	
	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019
<b>NCCS A</b>	55	62	47	56	45	61	25	29	14	19
<b>NCCS B</b>	31	37	24	35	23	41	9	11	4	6
<b>NCCS C</b>	19	24	15	24	13	28	4	6	1	2
<b>NCCS DE</b>	10	13	6	14	5	15	2	3	0.3	0.9

<b>Urban</b>	34	42	30	42	29	47	14	19	7	11
<b>Rural</b>	17	23	11	21	10	25	4	5	1	3

Figs. in %

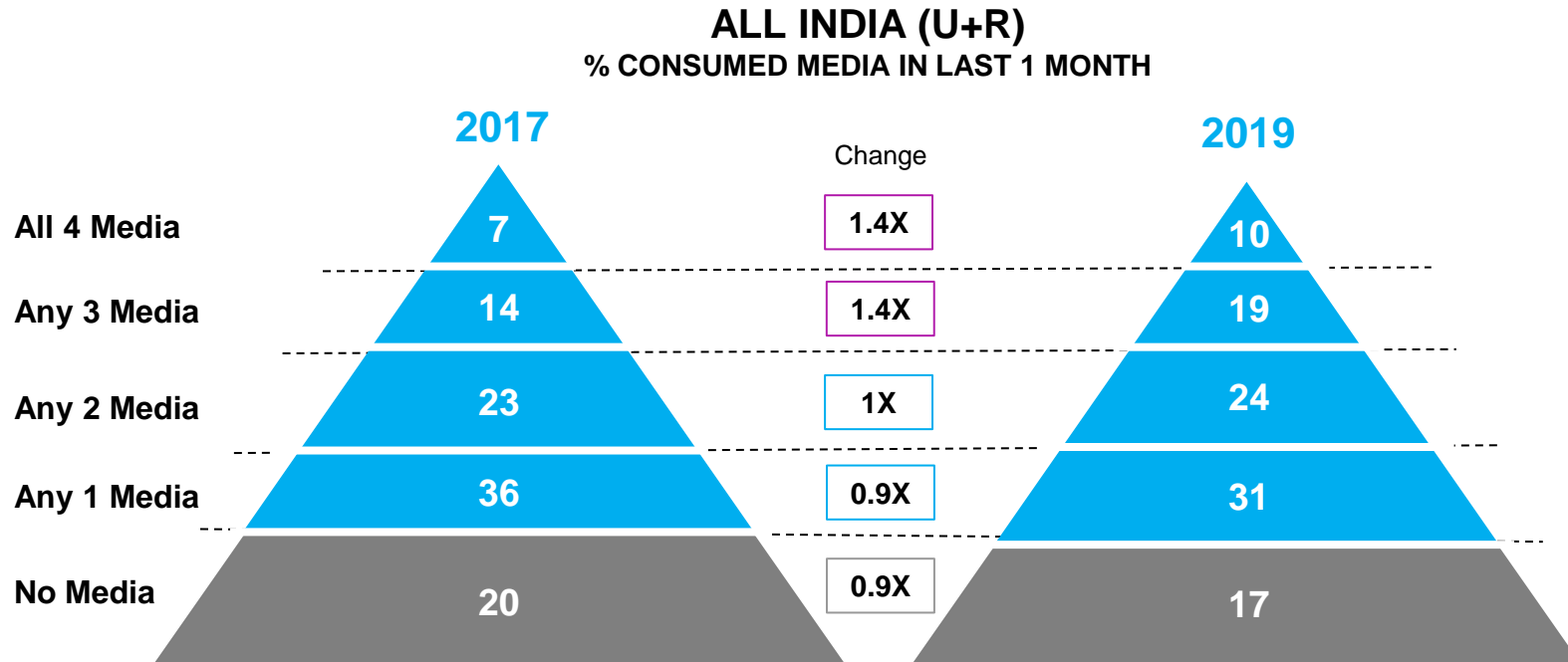
# EDUCATION PARAMETERS ARE ALSO GROWING WITH MORE GRADUATES/+ IN THE COUNTRY

	All India		
	2014	2017	2019
Medium of Education - English (Youngest child at home)	-	14	16
Language Read & Understood (English)	14	23	30
Individual Education (Graduate+)	10	9	10
Illiteracy	27	24	21

Urban		Rural	
2017	2019	2017	2019
24	24	9	9
34	42	17	23
16	17	5	6
14	13	29	26

Figs. in %

# ALL THESE LEADING TO A RAPIDLY EVOLVING MEDIA LANDSCAPE - A 1.4X GROWTH IN 3+ MEDIA



Figs. in %

All India (U+R)  
Media Considered: Newspaper, TV, Radio and Digital

# WITH SIGNIFICANT ADOPTION OF MULTI-MEDIA ACROSS CONSUMER STRATA

	All India		NCCS A		NCCS B		NCCS C		NCCS DE		Urban		Rural	
	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019
All 4 Media	7	10	22	<b>25</b>	9	<b>12</b>	5	<b>6</b>	2	3	13	<b>17</b>	4	<b>6</b>
Any 3 Media	14	19	30	<b>33</b>	21	<b>25</b>	13	<b>16</b>	6	8	22	<b>26</b>	10	<b>15</b>
Any 2 Media	23	24	29	25	32	29	26	25	15	17	28	27	21	22
Any 1 Media	36	31	16	14	33	28	45	39	39	36	30	25	39	35
No Media	20	17	2	2	5	6	11	13	38	36	7	7	26	22

**Figs. in %**

Media Considered: Newspaper, TV, Radio and Digital

# RESULTING IN LARGE MEDIA MARKETS - BOTH TRADITIONAL & DIGITAL

## LAST ONE MONTH USAGE

### NEWSPAPER



400 Mn

### TV



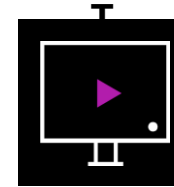
840 Mn

### RADIO



226 Mn

### INTERNE



449 Mn

490 Mn for  
single quarter

% CHANGE  
17 vs 19

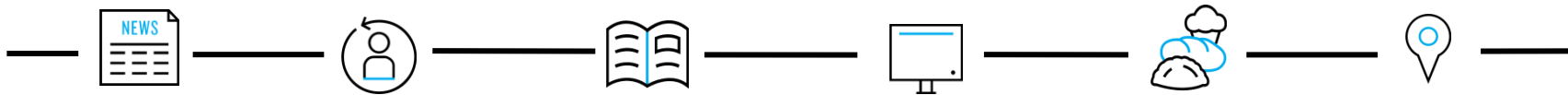
-2%

7%

11%

123%

2019: U: R :: 47%:53%



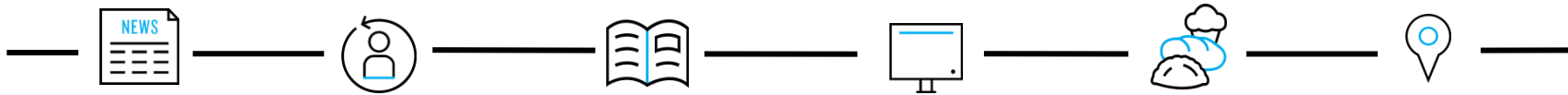
# HIGHLIGHTS FROM IRS Q4 2019

# REPORTING PERIOD

This report is based on a **Rolling Average** of data from 3 quarters IRS 2019 (Q1), (Q2) and (Q3) and one fresh quarter – Q4 of IRS 2019

Quarter	Start Date	End Date
IRS 2019 Q1	November'18	April'19
IRS 2019 Q2	April'19	July '19
IRS 2019 Q3	August'19	November'19
IRS 2019 Q4	December'19	March 2020





# Key Trends

# NCCS ABC continue to rise

NCCS %	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019
<b>A1</b>	2.3	2.4	2.5	2.5
<b>A</b>	15.4	16.2	16.8	17.4
<b>B</b>	20.0	20.6	21.5	22.2
<b>C</b>	26.9	27.8	28.5	29.2
<b>DE</b>	37.7	35.4	33.24	31.3

Figs. in %

# Internet continues to grow while Others are stable

% REACH WITHIN 12+ INDIVIDUALS	TOTALS IRS'19 Q1	TOTALS IRS'19 Q2	TOTALS IRS'19 Q3	TOTALS IRS'19 Q4	URBAN IRS'19 Q1	URBAN IRS'19 Q2	URBAN IRS'19 Q3	URBAN IRS'19 Q4	RURAL IRS'19 Q1	RURAL IRS'19 Q2	RURAL IRS'19 Q3	RURAL IRS'19 Q4
<b>Universe size (000s), 12+ years</b>	107,85,43	108,71,43	109,58,74	110,47,26	37,69,76	38,06,77	38,44,36	38,82,43	70,15,67	70,64,66	71,14,38	71,64,84
<b>Total Media Consumption L1M</b>	82	83	83	83	94	94	94	93	76	77	77	78
TV in last 1 month (L1M)	77	76	76	76	90	89	88	87	70	70	70	70
Newspapers read in L1M	39	39	38	36	53	53	51	50	32	31	30	29
Magazines read in L1M	6	5	5	5	9	9	9	8	4	4	3	3
Listened to Radio in L1M	20	20	20	20	29	29	29	30	16	16	16	15
Accessed Internet in L1M	24	29	35	41	39	44	49	55	16	22	27	33
Watched Cinema in L1M	3	3	3	3	6	6	6	6	2	1	1	1

Figs. in %

# English read & understand continues to grow in most markets

English Read & Understand	ALL INDIA			
	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019
<b>Figs in %</b>				
<b>ALL INDIA</b>	<b>26</b>	<b>27</b>	<b>29</b>	<b>30</b>
Andhra Pradesh	15	16	16	19
Assam	25	29	30	34
Bihar	20	21	21	22
Chhattisgarh	16	16	16	17
Goa	55	55	56	62
Gujarat	16	17	18	19
Haryana	29	31	34	36
Himachal Pradesh	52	57	57	62
Jammu & Kashmir	63	64	64	66
Jharkhand	21	22	23	22
Karnataka	22	24	27	28
Kerala	37	45	48	53
Madhya Pradesh	13	14	14	15
Maharashtra	29	31	34	36
Manipur	48	52	49	54

English Read & Understand	ALL INDIA			
	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019
<b>Figs in %</b>				
<b>ALL INDIA</b>	<b>26</b>	<b>27</b>	<b>29</b>	<b>30</b>
Meghalaya	31	38	43	47
Mizoram	21	35	47	47
NCT Of Delhi	47	48	50	50
Nagaland	57	59	67	65
Odisha	28	34	39	44
Punjab	47	50	53	52
Rajasthan	19	16	16	16
Sikkim	63	64	66	67
Tamil Nadu	27	29	30	31
Telangana	24	27	27	29
Tripura	28	28	30	34
Uttar Pradesh	29	29	29	31
Uttarakhand	34	36	35	38
West Bengal	31	34	35	37

Figs. in %

# READERSHIP on a slow decline - a trend seen across languages.....

Read in L1M (TR) %	ALL INDIA				URBAN				RURAL			
	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019
<b>Any Daily</b>	37.3	36.7	35.7	34.5	51.1	50.3	49.0	47.7	29.9	29.3	28.5	27.4
<b>Any Hindi Dailies</b>	17.2	16.9	16.3	15.7	21.2	20.9	20.3	19.7	15.1	14.8	14.2	13.5
<b>Any English Dailies</b>	2.9	3.0	3.1	3.1	6.9	7.1	7.3	7.3	0.7	0.7	0.8	0.9
<b>Any Regional Dailies</b>	19.5	19.2	18.9	18.4	28.2	27.7	27.1	26.5	14.9	14.6	14.5	14.0

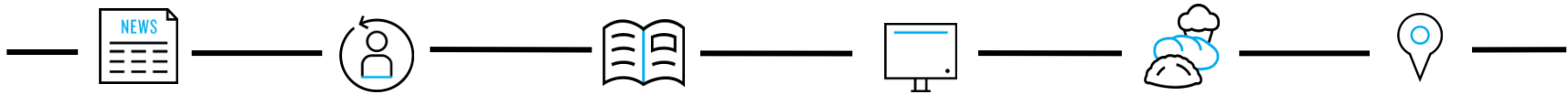
AIR %	ALL INDIA				URBAN				RURAL			
	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019
<b>Any Daily</b>	16.1	15.3	14.7	13.8	26.1	25.2	24.0	22.8	10.6	10.0	9.6	8.9
<b>Any Hindi Dailies</b>	7.12	6.7	6.4	6.0	10.5	10.1	9.7	9.3	5.32	4.9	4.6	4.2
<b>Any English Dailies</b>	1.2	1.2	1.2	1.1	3.2	3.1	3.1	2.9	0.2	0.2	0.2	0.2
<b>Any Regional Dailies</b>	8.4	8.0	7.8	7.3	14.0	13.5	12.9	12.2	5.3	5.09	5.0	4.7

Figs. in %

# ....Socio economic strata and education levels

Read in L1M (Any Daily TR) %	ALL INDIA				URBAN				RURAL			
	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019
NCCS A	70.8	69.1	67.4	65.3	75.2	73.9	72.5	70.6	62.8	60.9	58.9	56.7
NCCS B	51.0	49.6	47.5	45.2	56.0	54.8	52.8	50.6	47.0	45.4	43.5	41.1
10th Pass or more	67.7	66.0	63.9	61.6	73.1	71.7	70.0	68.0	62.5	60.7	58.3	55.9
Graduates +	80.7	79.2	77.1	75.3	83.1	81.7	80.3	78.4	76.7	75.1	72.1	70.5

Any Daily AIR %	ALL INDIA				URBAN				RURAL			
	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019
NCCS A	42.0	40.1	38.3	35.8	47.3	45.7	44.0	41.9	32.4	30.5	28.7	26.3
NCCS B	22.4	20.8	19.2	17.5	27.0	25.6	23.8	22.1	18.6	17.0	15.8	14.1
10th pass or more	33.4	31.5	30.0	28.0	41.7	40.0	38.2	36.2	25.5	23.6	22.4	20.5
Graduates +	49.6	47.4	44.8	42.3	55.8	53.5	51.2	48.8	39.2	37.4	34.6	32.2



# PRINT MEDIA TRENDS - ZONES & STATES

# Any Dailies : TR, AIR : North - All states except J&K show a slow decline in readership

%	TR	TR	TR	TR
	2019Q1	2019Q2	2019Q3	2019Q4
All India	37.3	36.7	35.7	34.5

AIR	AIR	AIR	AIR
2019Q1	2019Q2	2019Q3	2019Q4
16.1	15.3	14.7	13.8

## North States

Haryana	37.9	39.4	38.8	38.7
Himachal Pradesh	54.2	55.5	54.3	54.5
Jammu & Kashmir	36.8	38.4	38.4	42.6
NCT Delhi	48.7	47.7	47	44.3
Punjab	43.2	43.3	42.9	40.3
Rajasthan	38.7	37.3	35.7	33.1
Uttar Pradesh	35.3	35	33.5	32.5
Uttarakhand	49.6	45.8	43.2	42.8

16.4	17.2	16	16.3
21.4	21.1	20.5	21.5
11.2	11.3	11.3	12.1
25.6	24.3	23.6	21.3
16.6	16.7	16.5	15.5
19.5	18.6	17.4	15.7
14.7	13.4	12.6	12
23.1	18.8	17.2	17.3

Figs. in %



# Any Dailies : TR, AIR : West - All states show a steady decline in readership except for Goa (TR)

%	TR	TR	TR	TR
	2019Q1	2019Q2	2019Q3	2019Q4
All India	37.3	36.7	35.7	34.5

AIR	AIR	AIR	AIR
2019Q1	2019Q2	2019Q3	2019Q4
16.1	15.3	14.7	13.8

## West States

Chhattisgarh	36.2	34	30.7	29.2
Goa	52.3	54.1	54.2	56.5
Gujarat	40.2	36.9	34.2	30.6
Madhya Pradesh	32.8	30.8	29.3	27.1
Maharashtra	42.1	42.7	43	42.1

15.2	13.9	12.3	11.7
24.7	23.7	23.2	21
16.9	16	15.5	13.9
12.7	12	11.4	10.3
19.1	19.2	19.1	18.4

# Any Dailies : TR, AIR : South - All states showing a decline in readership with Kerala and Telangana showing sharper declines

%	TR	TR	TR	TR
	2019Q1	2019Q2	2019Q3	2019Q4
All India	37.3	36.7	35.7	34.5

AIR	AIR	AIR	AIR
2019Q1	2019Q2	2019Q3	2019Q4
16.1	15.3	14.7	13.8

## South States

Andhra Pradesh	30.2	28	26	25.1
Karnataka	39.7	39.7	39.7	39.6
Kerala	86	85.4	84.5	83.1
Telangana	36.4	34.4	30.4	25.6
TN & Puduc.	51	51.6	52.1	52.3

13.9	12.5	11.1	10.3
16.3	15.5	15.3	14.7
60.1	57.2	52.3	49
17.7	16.5	15.4	12.7
16.2	16.4	16.5	16.4

# Any Dailies : TR, AIR : East- Except Odisha which is steady, all other states show a steady decline in readership

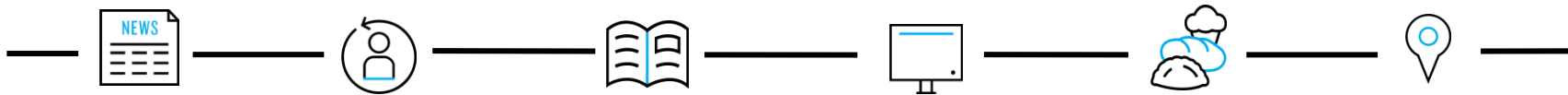
%	TR	TR	TR	TR
	2019Q1	2019Q2	2019Q3	2019Q4
<b>All India</b>	37.3	36.7	35.7	34.5

AIR	AIR	AIR	AIR
2019Q1	2019Q2	2019Q3	2019Q4
16.1	15.3	14.7	13.8

## East States

<b>Assam</b>	18	17.6	17.5	16.4
<b>Bihar</b>	28.3	27.7	26.4	25.5
<b>Jharkhand</b>	27.9	26.5	27	27
<b>Odisha</b>	32.8	32.9	32.5	31.5
<b>West Bengal</b>	25.7	25.6	25.9	25.9

5.8	5.5	4.8	3.7
11.2	10.9	10.1	9.0
10.5	9.6	10	9.3
10	10	9.7	9.8
9.5	9.3	9.4	8.9



# TOP PUBLICATIONS

# Snapshot : Top Dailies Readership - All India (Main)

Wtd No.s	TR	TR	TR	TR	AIR	AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3	2019Q4	2019Q1	2019Q2	2019Q3	2019Q4
Dainik Jagran (Main)	73673	72559	70430	68667	20256	18146	17496	16872
Dainik Bhaskar (Main)	51413	52111	52622	52429	15405	15333	15426	15566
Hindustan (Main)	54696	52866	51308	49890	18422	15716	14563	13213
Amar Ujala (Main)	47645	47066	44797	44196	10184	10163	9694	9657
Malayala Manorama (Daily)	17480	18091	17849	17763	9776	9623	8981	8569
Daily Thanthi	24054	24916	25758	26314	6572	6874	7198	7379
Lokmat (Main)	19702	20443	21765	22343	6083	6063	6231	6285
Rajasthan Patrika (Main)	18040	17816	17476	16333	7546	7231	6785	5863
The Times Of India (Main)	15234	16126	16986	17344	5645	5789	5821	5560
Mathrubhumi	12970	13240	12673	12316	6455	5925	5268	4849

\*Top 10 by AIR



Wtd Nos	TR	TR	TR	TR	AIR	AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3	2019Q4	2019Q1	2019Q2	2019Q3	2019Q4
<b>Mumbai</b>								
TOI	2517	2625	2776	2894 ↑	1280	1317	1292	1205 ↓
HT	1640	1734	1884	2042 ↑	885	869	859	770 ↓
Mumbai Mirror	1934	1953	1949	1867 ↓	732	749	744	660 ↓
<b>Delhi</b>								
HT	2147	2054	2114	1822 ↓	1220	1114	1076	773 ↓
TOI	2001	2058	2206	2103 ↓	976	958	928	770 ↓
The Hindu	469	446	526	545 ↑	167	168	187	203 ↑

\*Top Pick by AIR

Wtd Nos	TR	TR	TR	TR	AIR	AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3	2019Q4	2019Q1	2019Q2	2019Q3	2019Q4
<b>Chennai</b>								
TOI	719	743	846	898 ↑	264	265	279	296 ↑
The Hindu	759	803	898	946 ↑	263	251	267	247 ↓
<b>Kolkata</b>								
Telegraph	720	713	691	710 ↑	338	345	324	326 ↑
TOI	650	632	643	688 ↑	323	323	304	292 ↓

\*Top Pick by AIR

# Top Dailies (Main) - Hindi -1

Wtd Nos	TR	TR	TR	TR		AIR	AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3	2019Q4		2019Q1	2019Q2	2019Q3	2019Q4
<b>UP</b>									
Dainik Jagran	40919	40290	38758	38590	↓	12077	10336	9971	9899
Amar Ujala	38372	37815	35776	35037	↓	8088	8073	7732	7639
Hindustan	28614	28141	27297	26715	↓	9991	8260	7626	7060
Aj	3877	4088	4053	4095	↑	741	658	623	594
Navbharat Times	2285	2180	2190	2098	↓	488	521	490	550
<b>Bihar</b>									
Hindustan	16585	15983	15059	14323	↓	5185	4780	4331	3747
Dainik Jagran	13588	13358	12599	11795	↓	3410	3448	3218	2970
Dainik Bhaskar	4970	5877	6263	6706	↑	1504	1648	1830	1828
Prabhat Khabar	8820	7956	7420	6777	↓	2001	1841	1798	1500
Aj	905	931	980	930	↓	111	126	159	184

\*Top Pick by AIR





Wtd Nos	TR	TR	TR	TR		AIR	AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3	2019Q4		2019Q1	2019Q2	2019Q3	2019Q4
<b>Jharkhand</b>									
<b>Prabhat Khabar</b>	4801	4722	4599	4428 ↓		1274	1329	1403	1372 ↓
<b>Hindustan</b>	4240	3800	3899	3852 ↓		1232	1051	1015	916 ↓
<b>Dainik Jagran</b>	3763	3507	3538	3530 ↓		921	769	812	724 ↓
<b>Dainik Bhaskar</b>	2115	2074	2263	2255 ↓		618	554	575	572 ↓

*\*Top Pick by AIR*

Wtd No.s	TR	TR	TR	TR		AIR	AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3	2019Q4		2019Q1	2019Q2	2019Q3	2019Q4
<b>MP</b>									
Dainik Bhaskar	12169	11651	11303	11118 ↓		3847	3642	3484	3309 ↓
Patrika	7798	7448	7059	6252 ↓		2384	2286	2208	2010 ↓
Nai Dunia	4928	4929	4842	4672 ↓		1346	1333	1290	1143 ↓
Dainik Agniban	1030	1100	1147	1083 ↓		281	282	279	284 ↑
Dainik Nai Duniya	1530	1507	1515	1482 ↓		266	271	278	254 ↓
<b>Rajasthan</b>									
Dainik Bhaskar	17082	16807	16441	15633 ↓		5707	5765	5851	6004 ↑
Rajasthan Patrika	17185	16940	16561	15417 ↓		7345	7029	6575	5656 ↓
Dainik Navajyoti	1723	1579	1593	1403 ↓		401	351	356	322 ↓

\*Top Pick by AIR

Wtd No.s	TR	TR	TR	TR		AIR	AIR	AIR	AIR	
'000s	2019Q1	2019Q2	2019Q3	2019Q4		2019Q1	2019Q2	2019Q3	2019Q4	
<b>Punjab</b>										
Punjab Kesari	3274	3304	3248	2879	↓	936	957	950	872	↓
Dainik Bhaskar	1857	1924	2167	2069	↓	493	500	596	634	↑
Dainik Jagran	1819	1922	1971	1721	↓	446	436	466	440	↓
Dainik Savera Times	858	1045	1198	1289	↑	228	351	381	361	↓
Amar Ujala	667	611	548	580	↑	144	136	118	122	↑
<b>Haryana</b>										
Dainik Bhaskar	4043	4365	4247	4366	↑	1251	1401	1281	1363	↑
Dainik Jagran	3882	4162	4288	4018	↓	1250	1368	1325	1215	↓
Punjab Kesari	3352	3106	3059	2973	↓	930	884	795	739	↓
Amar Ujala	1925	1952	1872	2027	↑	391	401	411	474	↑
Hari Bhoomi	609	833	917	1010	↑	144	257	312	358	↑

\*Top Pick by AIR

# Top Dailies (Main) - Hindi -5

Wtd No.s	TR	TR	TR	TR		AIR	AIR	AIR	AIR	
'000s	2019Q1	2019Q2	2019Q3	2019Q4		2019Q1	2019Q2	2019Q3	2019Q4	
<b>CHH</b>										
Hari Bhoomi	3860	3742	3314	2941	↓	1304	1256	1106	966	↓
Dainik Bhaskar	3149	2934	2812	2881	↑	891	792	741	787	↑
Nava Bharat (CHH)	3253	3040	2610	2442	↓	873	821	676	669	↓
Patrika	2166	1796	1508	1290	↓	652	541	419	421	↑
Nai Dunia	1542	1417	1283	1126	↓	392	354	309	254	↓
<b>UTT</b>										
Hindustan	2288	1907	2009	1978	↓	1060	746	804	815	↑
Amar Ujala	2955	2787	2698	2810	↑	693	694	595	615	↑
Dainik Jagran	2874	2432	2337	2251	↓	761	567	555	550	↓

\*Top Pick by AIR

Wtd No.s	TR	TR	TR	TR		AIR	AIR	AIR	AIR	
'000s	2019Q1	2019Q2	2019Q3	2019Q4		2019Q1	2019Q2	2019Q3	2019Q4	
<b>Kerala</b>										
Malayala Manorama	17264	17867	17596	17516	↓	9677	9530	8874	8478	↓
Mathrubhumi	12841	13095	12545	12156	↓	6396	5869	5222	4793	↓
Deshabhimani (Daily)	6295	6611	6602	6741	↑	2405	2425	2234	2094	↓
Madhyamam (Daily)	2469	2661	2588	2304	↓	853	877	774	607	↓
Kerala Kaumudi	1472	1672	1598	1660	↑	509	504	370	423	↑
<b>Maharashtra</b>										
Lokmat	19469	20169	21457	22012	↑	6014	5988	6146	6209	↑
Daily Sakal	11668	12771	13960	14661	↑	3041	3589	3860	4101	↑
Pudhari	7931	8773	9276	9702	↑	2586	2700	2743	2591	↓
Punya Nagari	9684	10256	10884	11366	↑	2227	2177	2361	2455	↑
Maharashtra Times	4156	4643	4943	5217	↑	1567	1576	1629	1701	↑

\*Top Pick by AIR

Wtd No.s	TR	TR	TR	TR		AIR	AIR	AIR	AIR	
'000s	2019Q1	2019Q2	2019Q3	2019Q4		2019Q1	2019Q2	2019Q3	2019Q4	
<b>Karnataka</b>										
Vijay Karnataka	7860	8081	8018	8226	↑	2654	2583	2629	2588	↓
Vijayavani	7191	7345	7500	7655	↑	2270	2169	2257	2351	↑
Prajavani	7177	7372	7549	7642	↑	2087	2166	2128	2135	↑
Udayavani	3184	3264	3465	3582	↑	1044	1069	1113	1021	↓
Kannada Prabha	2657	2599	2592	2438	↓	656	620	650	562	↓
<b>Orissa</b>										
Sambad (Ori)	6598	6656	6550	6594	↑	1579	1581	1474	1518	↑
Samaja	5463	5594	5629	5693	↑	1223	1255	1281	1313	↑
The Prameya	3772	3613	3807	3621	↓	979	926	1001	944	↓
Dharitri	3187	3009	2751	2651	↓	523	490	433	470	↑
Pragativadi	568	675	641	647	↑		117	135	153	↑

\*Top Pick by AIR

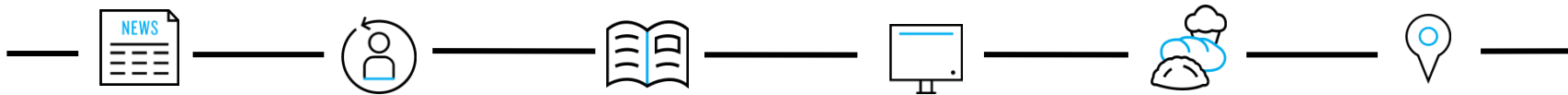
Wtd No.s	TR	TR	TR	TR		AIR	AIR	AIR	AIR	
'000s	2019Q1	2019Q2	2019Q3	2019Q4		2019Q1	2019Q2	2019Q3	2019Q4	
<b>Tamil Nadu</b>										
Daily Thanthi	23471	24381	25254	25754	↑	6359	6712	7025	7184	↑
Dinamalar	11588	11969	11937	12528	↑	2841	2814	2656	2905	↑
Dinakaran	12353	12738	12854	12837	↓	2480	2599	2659	2502	↓
Maalai Malar	2723	2834	2983	2968	↓	662	636	689	674	↓
The Hindu Tamil	2709	2674	2569	2499	↓	790	728	664	557	↓
<b>Gujarat</b>										
Gujarat Samachar	11067	10078	9160	8355	↓	3949	3696	3523	3265	↓
Sandesh	10375	9397	8991	8256	↓	3384	3211	3139	2884	↓
Divya Bhaskar	8060	7918	7907	7984	↑	2577	2754	2768	2679	↓
Saurashtra Samachar	766	778	916	828	↓	234	241	302	253	↓
Kutch Mitra (Daily)	714	625	521	395	↓	234	211	238	196	↓

Wtd No.s	TR	TR	TR	TR		AIR	AIR	AIR	AIR	
'000s	2019Q1	2019Q2	2019Q3	2019Q4		2019Q1	2019Q2	2019Q3	2019Q4	
<b>West Bengal</b>										
Ananda Bazar Patrika	12361	12379	12683	12890	↑	3406	3321	3273	3032	↓
Bartaman	9475	9739	9898	10369	↑	2652	2668	2732	2750	↑
Ei Samay	2733	2659	2711	2842	↑	935	885	864	829	↓
Uttar Banga Sambad	2056	1949	1795	1673	↓	719	676	580	502	↓
Sangbad Pratidin	3206	3406	3647	3696	↑	487	532	562	485	↓
<b>Punjab</b>										
Ajit	4314	4414	4449	4286	↓	1047	1140	1118	1071	↓
Jag Bani	4386	4207	3977	3728	↓	1106	970	959	893	↓
Punjabi Tribune	771	749	681	532	↓	162	179	185	166	↓
Punjabi Jagran	684	736	738	678	↓	140	127	93	109	↑



Wtd No.s	TR	TR	TR	TR		AIR	AIR	AIR	AIR	
'000s	2019Q1	2019Q2	2019Q3	2019Q4		2019Q1	2019Q2	2019Q3	2019Q4	
<b>Andhra Pradesh</b>										
Eenadu	8251	7243	6750	6391	↓	3494	2925	2468	2259	↓
Sakshi	5238	5370	5412	5756	↑	1708	1850	1896	2006	↑
Andhra Jyothi	3897	3628	3219	3056	↓	1519	1378	1198	1026	↓
<b>Telangana</b>										
Eenadu	7077	6703	5739	5149	↓	3091	2898	2711	2310	↓
Sakshi	3384	3228	2968	2593	↓	1239	1236	1260	988	↓
Andhra Jyothi	2339	2221	2025	1565	↓	957	861	799	602	↓
Namasthe Telangana	2973	2806	2231	1616	↓	1111	1047	814	568	↓
<b>Assam</b>										
Asomiya Pratidin	2500	2469	2471	2227	↓	769	719	588	399	↓
Niyamiya Barta	1016	1129	1212	1239	↑	239	274	289	250	↓
Amar Asom	702	713	692	655	↓	167	169	137	111	↓
Dainik Assam	674	618	652	649	↓	123	94	95	92	↓

\*Top Pick by AIR

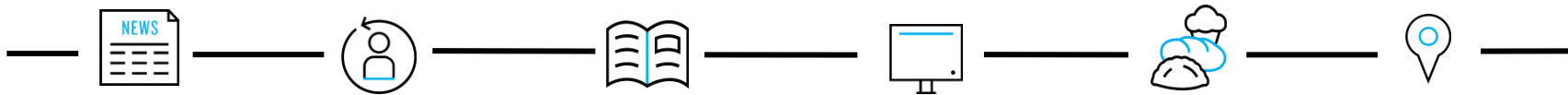


# TOP MAGAZINES

# Magazines - most of the top Magazines see a reducing trend on readership

MAGAZINES	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019	MAGAZINES	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q4 2019
India Today (English)	9151	9156	9243	9493 ↑	Ananda Vikatan	3412	3394	3377	3428 ↑
India Today (Hindi)	7711	7456	7027	6641 ↓	Champak (Hindi)	3528	3342	3275	3365 ↑
SamanyaGyan Darpan	7493	6999	6395	5894 ↓	Filmfare (English - Monthly)	2740	2771	2881	3058 ↑
Vanitha (Malayalam)	7049	6811	6343	5886 ↓	Grih Shobha (Hindi)	2783	3349	3269	3037 ↓
Pratiyogita Darpan (Hindi)	6419	6076	5503	5184 ↓	Balarama	2526	2774	2665	2819 ↑
The Sportstar	3437	3713	3796	3850 ↑	Diamond Cricket Today (Hindi)	2992	2951	2933	2754 ↓
Meri Saheli	4682	4235	4020	3800 ↓	Jagran Sakhi	2366	2363	2752	2738 ↓
General Knowledge Today	3666	3666	3670	3726 ↑	Kumudam	2631	2675	2611	2699 ↑
Bal Bhaskar	3917	3685	3628	3617 ↓	Sarita	3067	2835	2746	2546 ↓
Diamond Cricket Today (English)	2927	3211	3463	3590 ↑	Mathrubhumi Arogya Masika	2687	2802	2641	2496 ↓

\*Top 20 by TR













# TOP RADIO STATIONS

# Top Radio Stations- Mumbai and Delhi showing opposite trends

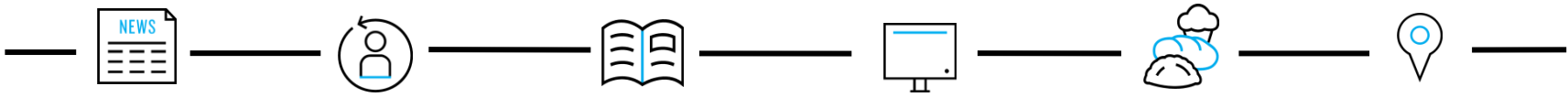
Wtd Nos	Last One Week			
	2019Q1	2019Q2	2019Q3	2019Q4
<b>'000s</b>				
<b>Mumbai</b>				
Radio Mirchi FM (98.3)	2712	2647	2719	3280 ↑
Red FM (93.5)	2029	2042	2167	2890 ↑
Big FM (92.7)	2169	2057	2033	2550 ↑
Radio City (91.1)	1770	1716	1802	2489 ↑
Fever FM (104.0)	2148	1884	1724	2293 ↑
<b>Delhi</b>				
Radio Mirchi FM (98.3)	3717	3395	3189	2815 ↓
Red FM (93.5)	3026	3092	2910	2704 ↓
Big FM (92.7)	2906	2716	2561	2230 ↓
Fever FM (104.0)	2351	2177	2042	1908 ↓
Radio City (91.1)	2246	2138	1984	1766 ↓

# Top Radio Stations - Growth in listeners for top stations in Kolkata while Chennai sees a mixed bag

Wtd Nos	Last One Week			
	2019Q1	2019Q2	2019Q3	2019Q4
<b>'000s</b>				
<b>Kolkata</b>				
Radio Mirchi FM (98.3)	1110	912	833	959 
Red FM (93.5)	613	523	489	647 
Big FM (92.7)	653	552	467	597 
Akashvani	643	597	553	471 
AIR FM	775	707	635	467 
<b>Chennai</b>				
Hello FM (106.4)	1081	1134	1188	1334 
Suryan FM (93.5)	1411	1354	1245	1222 
Radio Mirchi FM (98.3)	1203	1029	943	945 
Radio City (91.1)	973	779	703	670 
Big FM (92.7)	842	745	670	601 

# Top Radio Stations - most stations show drop in listeners in Bangalore

Wtd Nos	Last One Week			
	2019Q1	2019Q2	2019Q3	2019Q4
<b>'000s</b>				
<b>Bangalore</b>				
<b>Big FM (92.7)</b>	2577	2553	2397	2395 ↓
<b>Radio Mirchi FM (98.3)</b>	2001	2033	1905	1766 ↓
<b>Radio City (91.1)</b>	1526	1617	1626	1716 ↑
<b>Red FM (93.5)</b>	1399	1475	1357	1341 ↓
<b>Fever FM (104.0)</b>	1207	1213	1144	1094 ↓



**THANK YOU**