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RECORD RATINGS FOR MAX **IN ICC CRICKET WORLD CUP 2003!**

48.6 MILLION INDIVIDUALS **IN WEEK ONE!**

The Television Viewership Ratings of the first week of Cricket Action from the ICC Cricket World Cup 2003 are in, and MAX is well on its way to breaking the viewership records it had set with the ICC Champions Trophy less than 6 months back with the ICC Champions Trophy 2002.

Said Mr. Kunal Dasgupta, CEO, SET India Pvt Ltd., "The TAM ratings for the week ending 15th February reveal that MAX was the top channel and garnered the highest channel share amongst all C&S channels."

In the week ending 15th Feb 2003, MAX was the Top Channel with a Channel Share of 16.8 % as against 11.1% of the second-placed Star Plus.

Said Mr Dasgupta, "Twenty of the Top 100 programs of the week were from MAX. There were four MAX programs in the Top 20, 12 in the Top 50, and 20 in the Top 100. In the Top programs category of the same week, the Live India-Australia match was placed 3rd. Apart from this, MAX captured one more position with the India-Holland match amongst the Top 10 shows"

Both, the Live Cricket Action as well as MAX's innovative Extraaa Innings returned excellent viewer ship ratings. Said Mr Rajat Jain, Executive Vice President and Business Head, MAX, "From the seven matches played till 15th Feb 2003, India matches pegged a high average of 8.6 despite India's unimpressive showing in the first week. Similarly, the non-

India matches too pegged a very impressive

"MAX was the top channel and garnered the highest channel share amongst all C&S channels. It had 12 programs in the Top 50, and 20 in the Top 100"

Kunal Dasgupta, CEO, SET India Pvt Ltd

"While India matches averaged an excellent 8.6, the non-India matches reached an unprecedented 4.2"

Rajat Jain, EVP & Business Head—MAX

HIGHLIGHTS

- Reached out to 48.6 million individuals, which is 70% of the TAM base in India
- Average rating of 8.6 for India matches
- Average rating of 5.5 for all 7 matches
- Average rating of 4.2 for non-India matches
- Extraaa Innings reached 25.1 million individuals by 11 Feb, and 36.9 million individuals by 15th Feb.
- Extraaa Innings 7-match average 1.4; India matches average: 2; non-India match average: .9

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average rating of 4.2, which is an unheard of figure for non-India Cricket matches telecast in the past. The average of all seven matches was an excellent 5.5.”

Mr. Jain revealed that MAX has delivered excellent ratings across all key markets and cities. “Notable amongst these has been Calcutta,” said Mr. Jain, “which lived up to its excellent reputation of the city with the most ardent cricket lovers. While Calcutta returned a high average rating of 10.3 for all seven matches, we achieved spectacularly high ratings of 20.2 for the India-Australia match and 17.6 for the India-Holland encounter.”

“Similarly, Mumbai too pegged a good high of 10-plus for both, the India Australia and the India Holland matches,” said Mr. Jain, adding, “Hyderabad, Delhi and Bangalore too pegged highs of 9-plus for the India-Holland match, while Chennai gave us a high of 7.2 for the same.”

The cricket telecast on MAX attracted a whopping 48.6 million C&S individuals across the TAM markets. Further, even before India played its first match, MAX had already attracted 38.4 million viewers, vindicating the appeal of MAX’s cricket presentation to every kind of cricket lover in India, including the die-hard purists.

Said Mr. Jain, “48.6 million individual viewers is a whopping 70% of the total individuals in C&S homes across the TAM Markets. This is especially satisfying because even during the ICC Champions Trophy 2002, where MAX had set records for Cricket viewership and reached out to 77% of the total individuals in the marketplace, we had achieved that in 15 days of the competition, with India playing in the Semi Final as well as two finals. So compared to that, the fact that we have reached out to a phenomenal 70% of total individuals in just one week, and that too in the preliminary stages of the contest, is truly remarkable.”

Extraaa Innings, MAX’s innovation of popular pre-, mid- and post-match wrap-around programming, on its managed to bring in an unprecedented 25.1 million individuals even before India played its first match. This further shot up to 36.9 million individuals by the end of Week One of the action.

Elaborating on the appeal of Extraaa Innings, Mr. Jain said it has been popular with both, purists and the rest alike. “A purist is someone who will watch Cricket regardless of whether or not India is playing. And remember, even before India had played its first match, Extraaa Innings had reached out to 25.1 million individuals. We believe that a majority of them were purists, and this is one-third of the total base of viewers in TAM markets, in just two days.”

On the performance and popularity of the wrap-around programming of a rival channel, Mr. Jain said, “The figures speak for themselves. While Extraaa Innings has notched up a phenomenal reach and ratings, the rival channels have managed ratings of zero or insignificantly higher.”

Mr. Jain observed, “This is a complete and sweeping acceptance of creative and technical superiority of MAX’s innovative cricket presentation vis a vis everything the competition has done, and I am confident that MAX will continue to return excellent ratings as the World Cup progresses.”

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