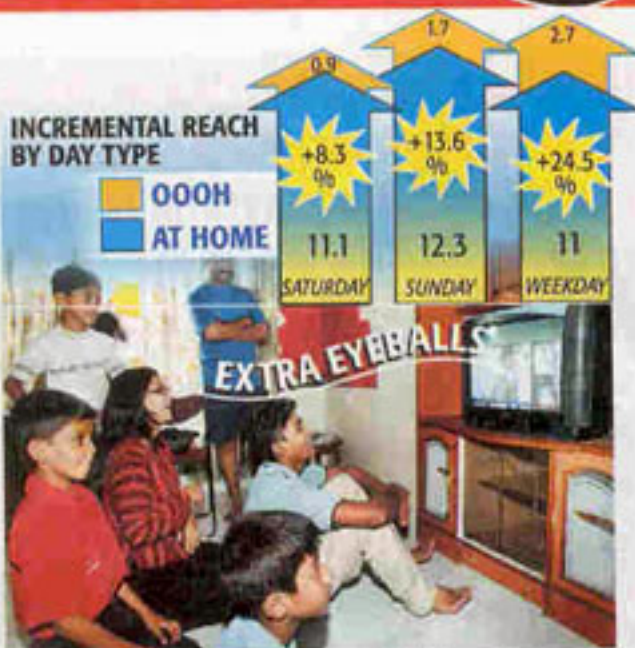


BRAND EQUITY

IT SHOULD have been a no-brainer, considering the crowds thronging TV stores anytime there's a cricket match on. Or the sudden popularity of the open-door policy in cabins of executives with television sets. However, out-of-home or OOOH viewing has not really attracted the attention of the powers-that-be while formulating media plans in spite of having — at least for a few events — a dependable and very visible viewer base.

According to Madison Media, which recently commissioned IMRB to do a survey on OOOH viewing, it's something that clients and channels have been warming up to of late. Clients have spoken of how cricket — its extortionate ad rates notwithstanding — just might be a viable option consider-



ing the sheer amount of incidental viewership that takes place. Niche channels with few TRPs to their name cite the fact that they frequently have a stranglehold on most youth hangouts.

The survey featured 720 individuals over 15 years of age residing in C&S homes in Mumbai and Delhi, and belonging to SEC ABC.

Considering the traditional link of OOOH viewing to cricket, it was conducted during the recent India-Sri Lanka cricket series.

The sheer number of OOOH viewers is heartening — 18%, and depending on the programme, one can actually reach 21%

more people, over and above the numbers brought forth by the regular TV rating systems. Of the two markets surveyed, Mumbai, with its greater distances and travel time, is a more vibrant OOOH market accounting for 75% of viewers. The proportion of males is much high-

PLACE WHERE OOOH VIEWING TAKES PLACE



er in Delhi at 97%, as opposed to 65% for Mumbai. Mumbai's audiences are also skewed towards older people (43% in 35+ years category) and lower SECs (51% for SEC C). In Delhi, on the other hand, young people are in the majority as far as OOOH is concerned (42% in the 25-to-34 age group) and it's a very upper SEC phenomenon (61% for SEC A). Interestingly enough, a vast majority of

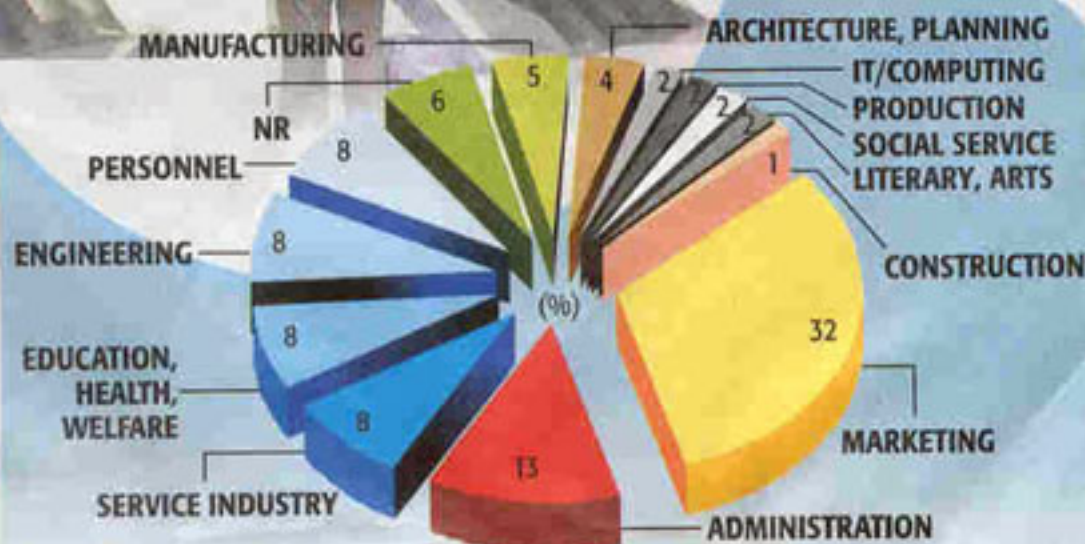
Watch Out!

Marketing departments are confirmed TV addicts and news trounces soaps and game shows — Madison Media's first survey of 'Out Of Own Home' TV viewing habits yields some surprising results



STAY TUNED

OOOH WORKPLACE VIEWING



OOOH viewing takes place not at workplaces or at a conveniently located 'public' TV set, but at the homes of friends — stores and workplaces come a distant second and third (see Watch This Space). The private sector provides the bulk of viewers at workplaces (over 80%) with marketing (32%) and administration (13%) accounting for the greatest number (see Stay Tuned).

Cricket, rather unsurprisingly, dominates OOOH viewing. At

second place are not soaps or reality shows that hog the TRPs, but news channels. Breaking news of national events, even more so than international events or local happenings, generates the most avid interest.

The survey also indicates that consumers are less in control and therefore more amenable to viewing an ad in an OOOH environment. According to Madison Media, the probability is 48% stronger because there's no

MOST POPULAR CHANNEL TYPES

Correction Factor In Terms Of Reach (%)

Sports Channels: 8-21

News Channels: 5-12

Music Channels: 5-8

Hindi General
Entertainment: 2-7

Hindi Movie Channel: 2-5



chance of the programme being zapped, especially if the viewing is

taking place at a friend's residence. Madison Media intends revis-

iting the OOOH segment around the next cricket series, and considers this a first step in getting an idea of how the universe is poised. Expanding the survey to other centres is also on the agenda. While decisions so far have been based purely on CPT of family viewership, the survey is likely to make content that appeared very expensive seem more economically feasible, and may influence decisions on which TV programmes to back.