

INDIAN READERSHIP SURVEY Q2 2019

DATE : 14th August 2019

nielsen

IRS Q2 2019 : HEADLINES

IRS Q2 2019 report is a rolling average over 2 quarters of 2017 , Q1 & Q2 2019

NCCS D/E on a continuous decline

TR holding steady; AIR on the decline

Consumption of News on Digital platforms increasing

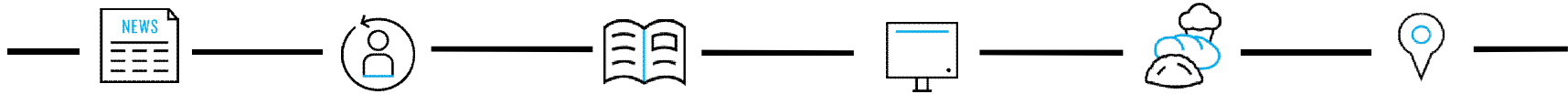
REPORTING PERIOD

This report is based on a [Rolling Average](#) of data from last two quarters of IRS 2017, first quarter IRS 2019 (Q1) and one fresh quarter - Q2 of IRS 2019

Quarter	Start Date	End Date
IRS 2017 Q3	May'17	August'17
IRS 2017 Q4	August'17	December'17
IRS 2019 Q1	November'18	April'19
IRS 2019 Q2	April'19	Jul '19

IRS 2019 Q2 SAMPLE SIZE

State		State	
ALL INDIA	84656	ALL INDIA	84656
AP	3490	MEGHALAYA	177
ASSAM	1572	MIZORAM	218
BIHAR	5454	NAGALAND	236
CHATTISGARH	1875	NCT OF DELHI	1854
GOA	233	ODISHA	2501
GUJARAT	5336	PUNJAB	2425
HARYANA	1581	RAJASTHAN	4124
HP	312	SIKKIM	229
JAMMU & KASHMIR	406	TAMIL NADU	6080
JHARKHAND	2180	TELANGANA	2464
KARNATAKA	4534	TRIPURA	243
KERALA	3352	UTTAR PRADESH	12103
MADHYA PRADESH	4183	UTTARAKHAND	852
MAHARASHTRA	9877	WEST BENGAL	6539
MANIPUR	226		



Key Trends

NCCS D/E IS ON A CONTINUOUS DECLINE

NCCS %	IRS 2017	IRS Q1 2019	IRS Q2 2019
A1	2.2	2.3	2.0
A	14.5	15.4	16.1
B	19.1	20.0	20.6
C	25.9	26.9	27.8
DE	40.5	37.7	35.4

INTERNET CONTINUES TO SEE A GROWTH

Figs in %

% REACH	TOTALS IRS'19 Q1	TOTALS IRS'19 Q2	URBAN IRS'19 Q1	URBAN IRS'19 Q2	RURAL IRS'19 Q1	RURAL IRS'19 Q2
Universe size (000s), 12+ years	107,85,43	108,71,43	37,69,76	38,06,77	70,15,67	70,64,66
TV viewed in L1M	77	76	90	89	70	70
Newspapers read in L1M	39	39	53	53	32	31
Magazines read in L1M	6	5	9	9	4	4
Listened to Radio in L1M	20	20	28	29	15	16
Accessed Internet in L1M	24	29	39	44	16	22
Watched Cinema in L1M	3	3	6	6	2	1

IRS Q1 2019 consists of Q3,Q4 2017 and Q1, Q2 2019

READERSHIP TREND ACROSS LANGUAGES

Read in L1M - TR %	ALL INDIA			URBAN			RURAL		
	IRS 2017	IRS Q1 2019	IRS Q2 2019	IRS 2017	IRS Q1 2019	IRS Q2 2019	IRS 2017	IRS Q1 2019	IRS Q2 2019
Any Hindi Dailies	17	17	17	21	21	21	15	15	15
Any English Dailies	2.7	2.9	3.0	6.5	7	7	0.6	0.7	0.8
Any Regional Dailies	19	20	19	28	28	28	15	15	15

Read Yesterday - AIR %	ALL INDIA			URBAN			RURAL		
	IRS 2017	IRS Q1 2019	IRS Q2 2019	IRS 2017	IRS Q1 2019	IRS Q2 2019	IRS 2017	IRS Q1 2019	IRS Q2 2019
Any Hindi Dailies	7.2	7.1	6.7	10.7	10.5	10.1	5.4	5.3	4.9
Any English Dailies	1.2	1.2	1.2	3.2	3.2	3.2	0.1	0.1	0.1
Any Regional Dailies	8.7	8.4	8.1	14.9	14.1	13.5	5.5	5.3	5.1

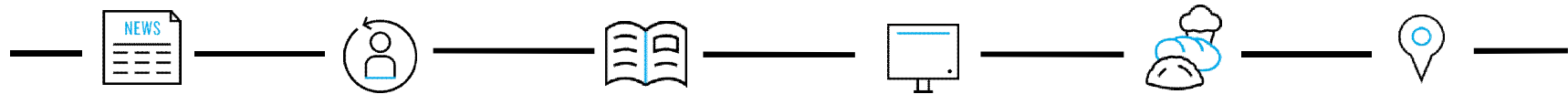
IRS Q1 2019 consists of Q3,Q4 2017 and Q1, Q2 2019

Digital News Consumption is on the rise

All India %	2017	2019 only Q1	2019 only Q2
	290319	70935	75916
Any Daily TR	36.8	36.8	35.8
Read newspaper online in L1M (a)	4.4	6.3	6.1
Read any News online L1M (b)	4.8	8.5	9.3
CONSUMED News in any form online in L1M (c)	7.3	12.1	13.4
Any online News consumption in L1M (a+b+c)	9.0	13.8	15.1
Any Daily Hard copy or Digital news news (TR or a or b or c or)	38.5	40.1	40.0

Snapshot : Magazine Readership

MAGAZINES	ALL INDIA			URBAN			RURAL		
	IRS 2017	IRS Q1 2019	IRS Q2 2019	IRS 2017	IRS Q1 2019	IRS Q2 2019	IRS 2017	IRS Q1 2019	IRS Q2 2019
% MAGAZINES - TR	7%	8%	8%	12%	13%	13%	5%	5%	5%
% MAGAZINES - AIR	4%	4%	4%	7%	7%	7%	3%	3%	3%



TOP PUBLICATIONS

Snapshot : Dailies Readership - All India

	TR	TR	TR		AIR	AIR	AIR
'000s	2017	2019Q1	2019Q2		2017	2019Q1	2019Q2
Dainik Jagran (Main)	70377	73673	72559		20241	20256	18146
Hindustan (Main)	52397	54696	52866		17737	18422	15716
Dainik Bhaskar (Main)	45105	51413	52111		13872	15405	15333
Amar Ujala (Main)	46094	47645	47066		11166	10184	10163
Daily Thanthi	23149	24054	24916		6971	6572	6874
Lokmat (Main)	18222	19702	20443		5963	6083	6063
Malayala Manorama (Daily)	15999	17480	18091		9383	9776	9623
Rajasthan Patrika (Main)	16328	18040	17816		7586	7546	7231
The Times Of India (Main)	13109	15234	16126		5080	5645	5789
Eenadu	15848	15674	14326		7016	6723	5973

Snapshot : Dailies Readership - English

	TR	TR	TR		AIR	AIR	AIR
'000s	2017	2019Q1	2019Q2		2017	2019Q1	2019Q2
Mumbai							
Times Of India	2053	2517	2625		1050	1280	1317
Hindustan Times	1381	1640	1734		755	885	869
Delhi							
Times Of India	1758	2001	2058		887	976	958
Hindustan Times	1992	2147	2054		1142	1220	1114
Chennai							
Times Of India	637	719	743		269	264	265
Hindu	648	759	803		247	263	251
Kolkata							
Times Of India	651	650	632		333	323	323
Telegraph	762	758	739		363	344	347

Snapshot : Dailies Readership – Hindi

	TR	TR	TR		AIR	AIR	AIR
'000s	2017	2019Q1	2019Q2		2017	2019Q1	2019Q2
UP							
Dainik Jagran	39814	40919	40290		11874	12077	10336
Amar Ujala	36848	38372	37815		8744	8088	8073
Hindustan	27215	28614	28141		9605	9991	8260
Bihar							
Hindustan	15566	16585	15983		4918	5185	4780
Dainik Jagran	12344	13588	13358		3479	3410	3448
Prabhat Khabar	8210	8820	7956		2087	2001	1841
Dainik Bhaskar	3862	4970	5877		1301	1504	1648
Jharkhand							
Prabhat Khabar	4819	4801	4722		1313	1274	1329
Hindustan	4451	4240	3800		1314	1232	1051
Dainik Jagran	3900	3763	3507		993	921	769
Dainik Bhaskar	2197	2115	2074		629	618	554

Snapshot : Dailies Readership – Hindi

	TR	TR	TR		AIR	AIR	AIR
'000s	2017	2019Q1	2019Q2		2017	2019Q1	2019Q2
MP							
Dainik Bhaskar	11079	12169	11651		3559	3847	3642
Patrika	7780	7798	7448		2641	2384	2286
Rajasthan							
Rajasthan Patrika	15632	17185	16940		7404	7345	7029
Dainik Bhaskar	14829	17082	16807		4835	5707	5765
Punjab							
Ajit	4009	4314	4414		1050	1047	1140
Jag Bani	4149	4386	4207		1183	1106	970
Punjab Kesari	3119	3274	3304		957	936	957
Haryana							
Dainik Bhaskar	3820	4043	4365		1241	1251	1401
Dainik Jagran	3724	3882	4162		1328	1250	1368
Punjab Kesari	3060	3352	3106		861	930	884

Snapshot : Dailies Readership – Hindi

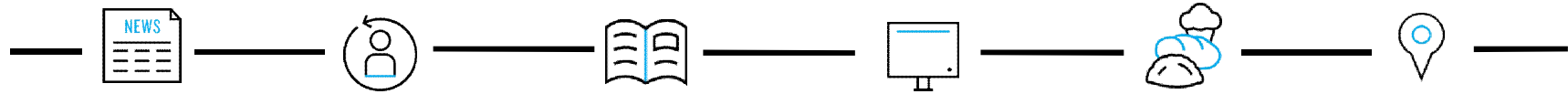
	TR	TR	TR		AIR	AIR	AIR
'000s	2017	2019Q1	2019Q2		2017	2019Q1	2019Q2
CHH							
Hari Bhoomi	3641	3860	3742		1230	1304	1256
Nava Bharat (CHH)	2918	3253	3040		755	873	821
Dainik Bhaskar	3088	3149	2934		898	891	792
Patrika	2043	2166	1796		673	652	541

Snapshot : Dailies Readership – Regional

	TR	TR	TR		AIR	AIR	AIR
'000s	2017	2019Q1	2019Q2		2017	2019Q1	2019Q2
Maharashtra							
Lokmat	18066	19469	20169		5904	6014	5988
Daily Sakal	10343	11668	12771		2898	3041	3589
Karnataka							
Vijay Karnataka	6881	7860	8081		2539	2654	2583
Vijayavani	6453	7191	7345		2174	2270	2169
Gujarat							
Guj Samachar	11015	11067	10078		4216	3949	3696
Sandesh	10352	10375	9397		3554	3384	3211
West Bengal							
ABP	12570	12361	12379		3806	3406	3321
Bartaman	9642	9475	9739		2815	2652	2668
Odisha							
Sambad	6592	6598	6656		1747	1579	1581
Samaja	5615	5463	5594		1380	1223	1255

Snapshot : Dailies Readership – Regional

	TR	TR	TR		AIR	AIR	AIR
'000s	2017	2019Q1	2019Q2		2017	2019Q1	2019Q2
Kerala							
Malayala Manorama	15850	17264	17867		9300	9677	9530
Matrubhoomi	11732	12841	13095		6297	6396	5869
AP							
Eenadu	8529	8251	7243		3720	3494	2925
Sakshi	5691	5238	5370		2011	1708	1850
Andhra Jyoti	3996	3897	3628		1567	1519	1378
Telangana							
Eenadu	7018	7077	6703		3177	3091	2898
Sakshi	3484	3384	3228		1288	1239	1236
Namaste Telangana	3149	2973	2806		1243	1111	1047
Andhra Jyothi	2349	2339	2221		1000	957	861
Tamil Nadu							
Daily Thanthi	22702	23471	24381		6782	6359	6712
Dinakaran	11804	12353	12738		2689	2480	2599
Dinamalar	11489	11588	11969		3079	2841	2814



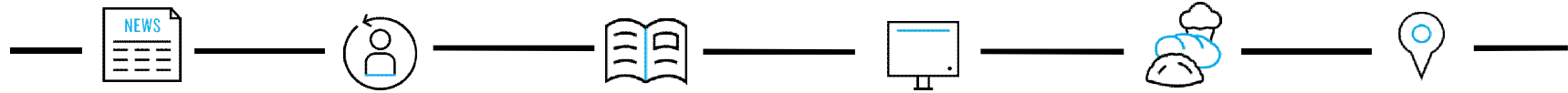
TOP MAGAZINES

Snapshot : Magazines

MAGAZINES	IRS 2017	IRS Q1 2019	IRS Q2 2019	MAGAZINES	IRS 2017	IRS Q1 2019	IRS Q2 2019
India Today (English)	8013	9151	9156	Saras Salil Hindi	4320	4262	3357
India Today (Hindi)	7181	7711	7456	Grih Shobha (Hindi)	2767	2783	3349
SamanyaGyan Darpan	6882	7493	6999	Champak (Hindi)	3339	3528	3342
Vanitha (Malayalam)	6128	7049	6811	Diamond Cricket Today (English)	2549	2927	3211
Pratiyogita Darpan (Hindi)	5924	6419	6076	Diamond Cricket Today (Hindi)	2809	2992	2951
Meri Saheli	4635	4682	4235	Mathrubhumi Thozhilvartha	2235	2607	2856
The Sportstar	2951	3437	3713	Sarita	2958	3067	2835
Bal Bhaskar	3598	3917	3685	Mathrubhumi Arogya Masika	2269	2687	2802
General Knowledge Today	3496	3666	3666	Balarama	1973	2526	2774
Ananda Vikatan	2708	3412	3394	Filmfare (English - Monthly)	2351	2740	2771

TOTAL READERSHIP : BASIS RESPECTIVE PERIODICITY

Figures in 000s



THANK YOU