

TAM fortifies its Mobile App with Version 2.0

- Power packed with Added Data sets & Customized features-
- Available for Existing and New subscribers-

July 13, 2015, Mumbai: After a successful launch of our Industry's first ever TV Viewership Mobile App Version 1.0 last year, TAM Media Research has released an upgraded and power packed version 2.0 of the same Application. This new version is fortified with added data sets and customized user friendly features that will make the Mobile consumption of TAM's TV Viewership Data even more easier and enjoyable. As highlights, some of the features Version 2.0 boasts of are: TV Viewership data in GRPs, TVRs for unique TV programs and data for new two markets - Assam & Orissa. Further, this new version can be subscribed for by one and all.

TAM Media Research launched Media Industry's first ever TV Viewership mobile app - TAM India Mobile App 1.0 in July 2014. This set a trend of facilitating speedy, on-the-go access of weekly top line TAM TV Viewership data for all TAM Subscribers across Advertiser, Media Agency and TV Broadcaster categories.

Talking about TAM India Mobile App 2.0, Mr. LV Krishnan, CEO, TAM Media Research, said, *"We set a trend last year when we provided this mobile App facility to Industry users. We have received tremendous response during the last one year. Version 2.0 is a fortified version that will allow not only existing but even new users to enjoy the benefits. The purpose behind this Mobile App, very simply, is to enable users to access viewership information anytime, anywhere on the go so that they can take informed business decisions at the spur of the moment."*

Highlights of TAM Mobile App Version 2.0 are:

- **GRP Numbers:** The new version will have TV Viewership GRP data sets for all markets and all genres along with existing data points (GVT, Reach & Relative Shares)
- **TVR Data:** Along with TVTs for the Programs, TAM India Mobile App 2.0 will provide TVR for Top Unique Programmes
- **Addition of Markets:** As compared to the earlier version, TAM India Mobile App 2.0 will have data sets for Assam & Orissa along with existing 7 Markets (Maharashtra, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, West Bengal, PHCHP)
- **Modified TG:** Every Genre and market will have a TG as per the requirements of each section
- **Modified Graphical Representation:** TAM India Mobile App 2.0 will have Graphs representing weekly data instead of the earlier format of 4 weeks average.
- **New Pay Version:** TAM India Mobile App 2.0 will be accessible even to the non-TAM Subscribers at a minimal subscription cost.

TAM India Mobile App 2.0 is available for download or upgrade in the iTunes App and Google Play stores. Subscribers can also get the download link by visiting TAM Website: www.tamindia.com. This Mobile App will be updated every Thursday immediately after the regular release of TAM data to the Industry.



About TAM Media Research

TAM is a joint venture between Nielsen (India) Pvt Ltd & Kantar Market Research. Besides measuring TV Viewership, TAM also monitors Advertising Expenditure of Television, Print & Radio through its division AdEx India. Since 2004, it extended its presence in the PR Measurement & Analysis space for Corporate/Marketing Clients by setting up a separate division – Eikona PR Measurement.

In 2007, the joint venture introduced RAM (Radio Audience Measurement) service to track Radio Listenership for the Indian Radio Broadcast Industry. In year 2009, TAM launched a division, called TAM Sports that specializes in monitoring Sports Sponsorship ROI.

TAM Media Research's objective is to fuel media insights that will drive the growth of the Indian Media Industry.
