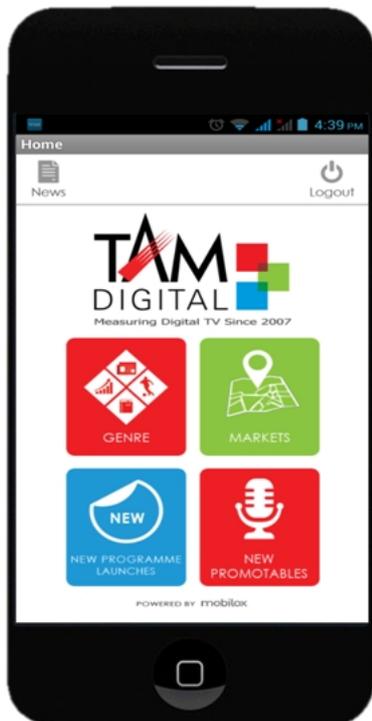


Now TAM Subscribers will have TV Viewership data on their finger tips

*-TAM launches 'TAM India' Mobile App to provide quick & easy access to
Top Line weekly TV Viewership data-*

July 22, 2014; Mumbai: The Indian Television Broadcast and Advertising Industry is all set to get empowered with easier access of TV Viewership data and quicker decision making. TAM Media Research, Television Audience Measurement Cell servicing the industry since last 15 years, announces the launch of the first ever mobile App called "TAM India". The objective behind this launch is to provide quick and easy access of weekly top line TAM data to its subscribers across Advertiser, Media Agency and TV Broadcaster categories. This mobile app has been exclusively designed for the TAM Subscribers using iPhone, Android & BlackBerry and, therefore, is available for download on App Store, Google Play and Blackberry World. 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.



With this proactive industry empowering initiative, TAM Media Research, becomes one of the first movers across the Globe to have thought of and executed such initiative for the industry.

Commenting on the launch of TAM India Mobile App, Mr. L V Krishnan, CEO, TAM Media Research, said, "Our focus, as always, has been to enrich our customers with actionable insights through credible data. With this first ever unique initiative of launching "TAM India" Mobile App, we have fortified our service commitment to the industry with that of anytime anywhere access to data and quicker decision making process for clients. I am especially excited about the different ways in which this Mobile App will be of value to the Senior Management across Advertiser, Media Agency and TV Broadcast Organisations."

“TAM India” Mobile App will, on a weekly basis, provide a quick snapshot of different TV Channel genres, Markets, Programs and New Promotable. At any given point in time, this App will have data for the latest week but also the preceding 4 weeks. The data will be updated every week immediately after the regular Industry release of TAM Weekly Data. “TAM India” mobile App user will get an intimation for the update of the data.

Below is the brief about the data that will be available on “**TAM India**” Mobile App :

- **Channel Genre:** Overall Genre wise viewership data and 5 weeks trends for select genres
- **Markets :** Market wise viewership data and 5 weeks trends for select markets
- **New Programme Launches :** List of new programmes launched during the latest week on respective channels
- **New Promotables :** List of new programme promotions on respective channels during the latest week

'TAM India' Mobile App also provides a feature to bookmark user's favourite market / genre which will be shown as a first screen from the next update. To know more about **TAM India** Mobile App please visit www.tamindia.com .
