

TAM India Mobile App - Mobile Store Description

TAM India Mobile App is a Top Line Snapshot view into the world of Television Audience Behaviour of Indian TV viewers. This app is a Quicker, Faster and Easier view of Indian TV viewership trend for the Media Professionals who are always the On The Go!

TAM Media Research, India's Central and Neutral TV Viewership cell for the media industry brings to you **TAM India** Mobile App. This mobile app has been exclusively designed for the TAM Subscribers using iPhone, Anroid & BlackBerry.

The following Q&A will address all your queries about the App.

1. Who all can use TAM India Mobile App?

- A. All TAM Data subscribers who want a quick and easy access to the Top Line Snapshot of the TV Audience behaviour every week can use **TAM India** Mobile App. Advertisers, Broadcasters, Media Agencies, Media Planners/Buyers can use **TAM India** Mobile App data for a quick decision making process. This App can be very helpful for CEOs, CMOs, Research Heads, Programming Heads who are always on the move.

2. What type of top line information can be accessed using TAM India App?

- A. **TAM India** Mobile App will 4 sections such as:
- **Genre:** This Section will provide a genre wise report of TV channel viewership in terms of Weekly GVT, Weekly Reach, Weekly Relative Share and Top 5 unique programmes for the latest week. The reports will have a weekly channel wise data for respective the channel genres. At any point of time the subscribers will have an access to the latest week + prior 4 week's data.
 - **Markets:** This section will have marketwise viewership performance of different channels. The reports will have data such as Weekly GVT, Weekly Reach, Weekly Relative Share and Top 5 unique programmes for the latest week. At any point of time the subscribers will have an access to the latest week + prior 4 week's data.
 - **New Programme Launches:** This section will provide viewership report of the programmes launched in the latest week.
 - **New Promotables:** This section will have a viewership report of the new programme promotions launched in the latest week.

3. Will TAM release report for new channels launched immediately after its release?

- A. The newly launched channel will be included in the genre report at the time of list creation only if,
- the channel has completed 5 weeks of reporting in TAM data.
 - the channel is subscribing for TAM's channel monitoring service.

4. How frequently will TAM update Channel List?

- A. The channel list for genre / market section report will be updated quarterly.

5. Will TAM India Mobile App report all the channels telecasted in the Market Category?

- A. Market category will have channels only if,
- the channel is contributing to 70% of the viewership in their respective market at CS4+ level
 - the channel is subscribing for TAM's channel monitoring service.

6. Will TAM India Mobile App report consider all new programmes launched during the latest week?

A. TAM Report will include newly launched programmes only if,

- the programme is launched in the latest data week
- the programme duration is more than 10 minutes
- the programme is from genres such as:
 - *Serials*
 - *Comedies*
 - *Mythological/Costume Dramas*
 - *Talent Search/Feats*
 - *Reality Shows*
 - *Action/Thriller*
 - *Women Programme/Cookery*
 - *Cartoon/Animation*
 - *Children Programme*
 - *Dance Shows*
 - *Game shows/Quiz*

7. Will TAM India Mobile App Report include all new promotables?

A. TAM data will include all Programme Promotables which have been launched in the latest week, except

- Cross Channel Entries
- Feature Film Entries
- Grand Finale & Maha Sangam
- Promotable on Music, News and Sports Channels

8. How frequently will TAM India App data will get updated?

A. TAM India Mobile App data will be released on every Thursday, immediately after the release of TAM Media Xpress software data.

9. What will be the available data period that can be accessed every week?

A. At any given point in time, this App will have data for the latest week and the preceding 4 weeks.

10. What are some of the special features of TAM IndiaApp?

- A.
- 1.Quick, fast and On The Go TAM Data Reports
 - 2.Instant notification of Data update
 - 3.Mark your favourite genre, market and read it first as soon as you log in to TAM India App
- And much more...
