

9X hits its first century, despite IPL

103 GRPs in C&S 4+ per TAM Wk 21/2008*

Mumbai, Maharashtra, IND, 2008-05-30 14:28:06 (IndiaPRwire.com)

Only GEC to have grown significantly during Indian Premier League

Only new GEC to hit a century so far during this fiscal

Together, INX Media Channels 9X and 9XM notch up double century in crucial demographic of C&S 15-24 yrs

For the fifth week running, 9X has consolidated its position at number 3 and has significantly grown during the peak season of IPL (Indian Premier League). Per TAM data for Week 21/2008, 9X has hit its first century in the C&S 4+ yrs segment by garnering a massive 103 GRPs across Hindi Speaking Markets.

Per TAM, the GEC report card for Week 21, C&S 4+ yrs is as follows:

9X - 103 GRPs; Sony - 90 GRPs; NDTV Imagine - 77 GRPs; Star One - 72 GRPs; Sahara One - 64 GRPs; Star Plus - 319 GRPs; Zee - 227 GRPs

Commenting on the strong performance of 9X, **Indrani Mukerjea - Founder & CEO - INX Media**, said, 'Before IPL, in week 15, 9X was at 77 GRPs, and it has grown steadily during the IPL because we are not dependent on just four hours prime time programming, but have consistent quality right across the schedule throughout the day. 9X has been planned as an 'all-time prime-time' channel, and that is what has helped us to grow slowly but surely.'

9XM continues to lead

Even as 9X continues to grow, its sister channel 9XM has already become India's Number One Music Entertainment Channel, and per the Week 21 / 2008 TAM figures too, 9XM retains its massive lead over the rest of the field in its genre with 54 GRPs in C&S 4yrs+, followed by MTV - 19 GRPs and Channel [V] - 7 GRPs.

Double Century for INX Media Channels

In the key demographic segment of C&S 15-24 yrs, 9X and 9XM have garnered a total of 205 GRPs per TAM in Week 21 of 2008. (*All figures per TAM Week 21/2008 Hindi Speaking Markets)

9X's has been the most successful TV channel launch in the recent past. Among GECs launched in 2007-08, 9X is the only channel to have achieved an unprecedented and consistent growth within six months of its launch. The channel's steady growth in ratings and its excellent performance is being seen as a milestone on the channel's road to industry leadership. Significantly, 9X has achieved these excellent ratings with one-and-a-half hours of primetime programming yet to come by the end of September 08. Among the new shows planned are Mahabharat, which will feature the biggest Indian stars in the greatest drama ever, to be launched by 15th August, and the mega reality

talent hunt, *Kaun Jeetega Ticket To Bollywood*, which will be launched in July.

- END -

For more information, Please contact:

Rupali Ghadge

account executive - CMCGIndia

24450991

91-22-24450991

You can also visit www.f-secure.com for more information.