

MEDIA - TV

Media – TV Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	176	191	15	ZEE TV	Hindi GEC
2	224	-	-	STAR GOLD	Hindi Movies
3	226	-	-	ZEE NEWS	Hindi News
4	238	947	709	AAJ TAK	Hindi News
5	254	121	-133	NDTV	Channel Cluster
6	303	-	-	ESPN	Sports
7	306	-	-	HBO	English Movies
8	328	579	251	STAR PLUS	Hindi GEC
9	357	882	525	LIFE OK	Hindi GEC
10	436	352	-84	ABP NEWS	Hindi News
11	438	600	162	SUN TV	Tamil GEC
12	511	477	-34	DISCOVERY CHANNEL	Factual entertainment
13	538	583	45	BBC	English News
14	563	874	311	ABP ANANDA	Regional News Channel
15	597	805	208	INDIA TV	Hindi News
16	604	549	-55	MTV	Music Channel
17	630	-	-	IBN 7	Hindi News
18	665	286	-379	COLORS TV	Hindi GEC
19	709	-	-	VIJAY TV	Tamil GEC
20	784	-	-	NEWS TIME	Regional News Channel
21	810	-	-	POGO	Kids channel
22	857	-	-	AXN	English GEC
23	917	-	-	ETV NEWS	Regional Channel Cluster
24	969	337	-632	SAB TV	Hindi GEC

SUB-CATEGORY RANKS

Channel Cluster Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	254	121	-133	NDTV	Channel Cluster

English GEC	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	857	-	-	AXN	English GEC

English Movies Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	306	-	-	HBO	English Movies

English News Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	538	583	45	BBC	English News

Factual Entertainment Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
12	511	477	-34	DISCOVERY CHANNEL	Factual entertainment

Hindi GEC Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	176	191	15	ZEE	Hindi GEC
2	328	579	251	STAR PLUS	Hindi GEC
3	357	882	525	LIFE OK	Hindi GEC
4	665	286	-379	COLORS TV	Hindi GEC
5	969	337	-632	SAB TV	Hindi GEC

Hindi Movies Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	224	-	-	STAR GOLD	Hindi Movies

Hindi News Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	226	-	-	ZEE NEWS	Hindi News
2	238	947	709	AAJ TAK	Hindi News
3	436	352	-84	ABP NEWS	Hindi News
4	597	805	208	INDIA TV	Hindi News
5	630	-	-	IBN 7	Hindi News

Kids Channel Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	810	-	-	POGO	Kids channel

Music Channel Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	604	549	-55	MTV	Music Channel

Regional Channel Cluster Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	917	-	-	ETV NEWS	Regional Channel Cluster

Regional News Channel Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
----------------------------	----------	----------	-----------	------------	--------------

1	563	874	311	ABP ANANDA	Regional News Channel
2	784	-	-	NEWS TIME	Regional News Channel

Sports Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	303	-	-	ESPN	Sports

Tamil GEC Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	438	600	162	SUN TV	Tamil GEC
2	709	-	-	VIJAY TV	Tamil GEC