

BARC Report: Aaj Tak becomes Most Watched News Channel

According to latest BARC data Aaj Tak leads the news channel genre.

Mumbai: BARC (Broadcast Audience Research Council) is a broadcast research agency, responsible for assessing and disseminating television viewership data. The recently concluded state assembly elections in Chhattisgarh, Rajasthan, Madhya Pradesh, Telangana, and Mizoram have instilled fresh aspirations among news broadcasters. Notably, during election coverage, a significant portion of mainstream news channels garnered distinct audience attention. Against this electoral backdrop, Aaj Tak Hindi news channel has emerged as the top-ranking news channel in terms of viewership, according to BARC data.

Based on three categories for BARC rating points,

1. During Counting Hours –

| BARC HSM 15+ 3rd Dec'23 0700-1200 hrs 4 Wk Rolled Data | | | |
|--|---------------|--------|------|
| Channel | Gross AMA'000 | Share% | Rank |
| Aaj Tak | 5466 | 16.2% | 1 |
| India TV | 4696 | 13.9% | 2 |
| TV9 Bharatvarsh | 4233 | 12.5% | 3 |
| News18 India | 4077 | 12.1% | 4 |
| ABP News | 3324 | 9.8% | 5 |
| Republic Bharat | 2846 | 8.4% | 6 |
| Zee News | 1968 | 5.8% | 7 |
| Times Now Navbharat | 1940 | 5.7% | 8 |
| Good News Today | 1928 | 5.7% | 9 |
| News Nation | 1423 | 4.2% | 10 |
| News 24 | 1009 | 3.0% | 11 |
| DD News | 594 | 1.8% | 12 |
| Zee Bharat | 326 | 1.0% | 13 |

Source: BARC | HSM | 15+ | 03rd December 2023 | 07:00 to 12:00 Hrs | Gross AMA'000s

During the key vote-counting hours in 4 states, BARC highlighted the dominance of 'Aaj Tak' among news channels. On December 3, 2023, Aaj Tak news channel achieved the highest viewership and claimed the title of the 'Most Watched' news channel. Aaj Tak secured a significant market share of 16.2%, surpassing competitors such as India TV with a 13.9% share and TV9 Bharatvarsh with a 12.5% share.

During Counting Day -

| BARC HSM 15+ 3rd Dec'23 0700-2400 hrs 4 Wk Rolled Data | | | |
|--|---------------|--------|------|
| Channel | Gross AMA'000 | Share% | Rank |
| Aaj Tak | 14444 | 15.0% | 1 |
| TV9 Bharatvarsh | 13223 | 13.7% | 2 |
| India TV | 11743 | 12.2% | 3 |
| News18 India | 11715 | 12.2% | 4 |
| Republic Bharat | 10324 | 10.7% | 5 |
| ABP News | 7717 | 8.0% | 6 |
| Times Now Navbharat | 6174 | 6.4% | 7 |
| Zee News | 5586 | 5.8% | 8 |
| News Nation | 5446 | 5.7% | 9 |
| Good News Today | 4412 | 4.6% | 10 |
| News 24 | 2470 | 2.6% | 11 |
| DD News | 1984 | 2.1% | 12 |
| Zee Bharat | 1008 | 1.0% | 13 |

Source: BARC | HSM | 15+ | 3rd December, 2023 | 07:00 to 24:00 Hrs | Gross AMA'000s

On the election counting day, spanning from early morning until midnight on December 3, 2023, BARC data reaffirmed Aaj Tak's leading position with a 15% market share. Following closely were TV9 Bharatvarsh with 13.7% and India TV with a 12.2% market share.

During counting week -

| BARC HSM 15+ WK 49'23 24 Hrs 4 Wk Rolled Data | | | |
|---|---------------|--------|------|
| Channel | Gross AMA'000 | Share% | Rank |
| Aaj Tak | 77585 | 13.0% | 1 |
| TV9 Bharatvarsh | 77016 | 12.9% | 2 |
| News18 India | 76877 | 12.9% | 3 |
| India TV | 73129 | 12.3% | 4 |
| Republic Bharat | 69536 | 11.7% | 5 |
| Times Now Navbharat | 45692 | 7.7% | 6 |
| ABP News | 42186 | 7.1% | 7 |
| News Nation | 36815 | 6.2% | 8 |
| Zee News | 33270 | 5.6% | 9 |
| Good News Today | 28463 | 4.8% | 10 |
| News 24 | 18116 | 3.0% | 11 |
| DD News | 9445 | 1.6% | 12 |
| Zee Bharat | 8104 | 1.4% | 13 |

Source: BARC | HSM | 15+ | Wk 49'23 | 24 Hours | Gross AMA'000s

Throughout the entire counting week (Week 49, 2023), Aaj Tak channel showcased its dominance with a 13.0% market share, closely trailed by TV9 Bharatvarsh and News18 India, each securing a 12.9% share.

Week 49 began on the heels of the highly awaited results announcement for Madhya Pradesh, Rajasthan, Chhattisgarh, and Telangana. Aaj Tak capitalised on this surge in national interest, maintaining its top spot throughout the week. This was particularly evident during the crucial days of Exit Poll announcements (November 30) and actual results (December 3).