

As per BARC CER Report, Aaj Tak leads the viewership chart on Counting Day, 4th June

Lok Sabha Elections 2024 were huge and very important. With 96.8 crore voters, including 47.1 crore women and 49.7 crore men, the staggering number of people voting was massive. Extensive voting acted as the catalyst in fueling up the excitement for results in the audience. At this vital juncture of time, Aaj Tak became the go-to destination for audience instilling the sense of trust and reliability

According to the latest BARC CER report, Aaj Tak led the Hindi News Genre on the Counting Day for the Lok Sabha Elections 2024.

What exactly happened on the Counting Day, i.e., Tuesday, June 4th, 2024?

BARC (Broadcast Audience Research Council) is a broadcast research agency responsible for assessing and disseminating television viewership data. The two-month-long Lok Sabha Elections finally concluded with the highly anticipated Counting Day on June 4th, 2024. Notably, during the election coverage, a significant portion of mainstream news channels garnered distinct audience attention.

News Genre Viewership Soars Over 20% amid Exit Polls and Election Results

Despite rolling news viewership data, the past week saw an unprecedented over 20% increase compared to the previous four weeks' average, with Hindi language and regional channels witnessing a staggering 30% growth, driven by heightened interest during exit polls and election results.

All Language Channel			
BARC India 15+ Wk 19-22'24 vs Wk 23'24 AMA 000s			
Genre	Avg Prev 4 Weeks	2024W23	Change
GEC	30791	30122	-2%
Movie	15989	15429	-4%
News	4859	5864	21%
Kids	4539	4262	-6%
Music	3090	3009	-3%
Sports	2974	1931	-35%
Devotional	825	718	-13%
Infotainment	222	204	-8%
Comedy	187	192	3%
Others	143	150	5%

News Channel			
BARC India 15+ Wk 19-22'24 vs Wk 23'24 AMA 000s			
Genre	Avg Prev 4 Weeks	2024W23	Change
HINDI	1759	2270	29%
TELUGU	724	791	9%
KANNADA	454	504	11%
TAMIL	389	462	19%
MALAYALAM	393	432	10%
MARATHI	368	445	21%
Other Language	773	960	24%
Total News	4859	5864	21%

The following is a comprehensive account of the viewership data of Hindi News Channels.

Aaj Tak Dominates Across All Metrics: Week, Day, and Hour:

The Aaj Tak's viewership figures reveal a consistent leader across weekly, daily, and hourly segments. This sustained performance solidifies its position as a prominent player in the news genre, yielding significant audience engagement and loyalty throughout all time periods, capturing the audience's trust and attention at every turn.

Counting Week	
BARC HSM 15+ Wk23'24 24 hrs	
Channel	Share%
Aaj Tak	14.5
News18 India	12.6
India TV	12.2
TV9 Bharatvarsh	11.0
Republic Bharat	9.8
Times Now Navbharat	9.2
News 24	7.4
ABP News	6.0
Zee News	5.6
News Nation	4.2
Good News Today	4.2
DD News	1.9
Zee Bharat	1.4

Counting Day	
BARC HSM 15+ Tue, 4th June 2024 24 hrs	
Channel	Share%
Aaj Tak	16.6
News18 India	13.2
India TV	11.6
TV9 Bharatvarsh	10.6
Republic Bharat	8.5
News 24	7.8
Times Now Navbharat	7.7
ABP News	6.9
Zee News	5.9
Good News Today	4.0
News Nation	3.8
DD News	2.4
Zee Bharat	1.1

Counting Hours	
BARC HSM 15+ Tue, 4th June 2024 0800-1200 Hrs	
Channel	Share%
Aaj Tak	17.6
News18 India	13.8
India TV	10.3
TV9 Bharatvarsh	10.0
ABP News	8.1
Republic Bharat	7.7
News 24	7.7
Times Now Navbharat	7.4
Zee News	6.8
Good News Today	4.8
News Nation	2.8
DD News	2.1
Zee Bharat	0.9

Aaj Tak Tops All Channels on Lok Sabha Counting Day: Unprecedented Viewership Triumph

Aaj Tak has emerged as the unrivaled leader in television viewership on Lok Sabha elections Counting Day, as reported by BARC under CER report. Surpassing popular General Entertainment Channels (GECs), Movies, and Sports channels, Aaj Tak has claimed the title of the NUMBER 1 TV CHANNEL, solidifying its dominance across genres.



Date: 04.06.24
 Channel: Aaj Tak
 Report / Event Title: General Election Vote Counting Day 2024

Targets	Channel	Year&Week	Date	Week Day	TimeBand	AMA 000's	Abs(viewer)	Daily Avg Rch'000	Viewing Minutes
(13) 15+_HSM	Aaj Tak	2024W23	04-06-2024	Tuesday	06:00:00 - 24:00:00	2,556.52	00:47:56	57,610.58	2,761,043.80
(13) Universe_HSM	Aaj Tak	2024W23	04-06-2024	Tuesday	06:00:00 - 24:00:00	3,087.05	00:46:17	72,047.91	3,334,018.61
(13) Universe_India	Aaj Tak	2024W23	04-06-2024	Tuesday	06:00:00 - 24:00:00	3,123.60	00:45:57	73,414.51	3,373,482.68

Channel	AMA 000's
Aaj Tak*	3,123.6
Channel	AMA 000's
Sun TV^	2,591.0
STAR Plus^	2,535.6
STAR Maa^	2,528.1
Dangal^	2,423.9
SONY SAB^	2,097.0

*Source: BARC CER | India | Universe | 4th June 2024 | 0600-2400 Hrs | AMA 000's

^Source: BARC | India | Universe | 4th June 2024 | 0600-2400 Hrs | AMA 000's

Aaj Tak Shatters Its Own Viewership Record with 48% Surge on Lok Sabha Counting Day

Aaj Tak has set a new benchmark in television viewership by breaking its previous record of 2083 AMA'000s, achieved during the Ayodhya Ram Mandir Consecration. On the Counting Day of the Lok Sabha Elections 2024, Aaj Tak soared to an impressive 3087 AMA'000s, marking a staggering 48% increase and reaffirming its dominance in the news genre.



Date: 22.01.24
 Channel: Aaj Tak
 Report / Event Title: Ayodhya Ram Temple Cosecraton Day

Targets	Channel	Year&Week	Date	Week Day	TimeBand	AMA 000's	Ats(viewer)	Daily Avg Rch'000	Viewing Minutes
(13) Universe_HSM	Aaj Tak	2024W 4	22-01-2024	Monday	06:00:00 - 24:00:00	2,083.15	00:49:40	45,292.24	2,249,802.73
(13) Universe_India	Aaj Tak	2024W 4	22-01-2024	Monday	06:00:00 - 24:00:00	1,322.14	00:33:54	30,396.04	1,443,910.48

Source: BARC CER | HSM | Universe | Jan 22, 2024 | AMA 000s | 06:00-24:00 Hrs



Date: 04.06.24
 Channel: Aaj Tak
 Report / Event Title: General Election Vote Counting Day 2024

Targets	Channel	Year&Week	Date	Week Day	TimeBand	AMA 000's	Ats(viewer)	Daily Avg Rch'000	Viewing Minutes
(13) Universe_HSM	Aaj Tak	2024W 23	04-06-2024	Tuesday	06:00:00 - 24:00:00	3,087.05	00:46:17	72,047.91	3,334,018.61
(13) Universe_India	Aaj Tak	2024W 23	04-06-2024	Tuesday	06:00:00 - 24:00:00	3,123.60	00:45:37	73,414.31	3,373,462.68

Source: BARC CER | HSM | Universe | Jun 4, 2024 | AMA 000s | 06:00-24:00 Hrs

Aaj Tak Acquires Half of Hindi News Audience on Lok Sabha Counting Day: Nielsen Panel

On the Lok Sabha Elections Counting Day, Aaj Tak was the channel of choice for half of the Hindi news audience. According to the Nielsen Panel, every second Hindi news viewer tuned in to Aaj Tak, solidifying its position as the leading news source in the country.

Date	4 th June, 2024
Hindi (YT+Web+App)	Reach %
Aaj Tak	50%
Channel 1	43%
Channel 2	35%
Channel 3	32%
Channel 4	20%
Channel 5	18%

Source - Nielsen Mobile Passive Audience measurement panel. 15-45 yrs, NCCS ABC, > 1 lac town class, Android users.

Includes People accessing above Hindi news either via respective YouTube brand channels, Websites or Apps in the panel.

Note - The Panel data is weighted at monthly level to mirror universe proportions, however the above data is unweighted, given it is only for a specific day.

Aaj Tak Live Streams Dominate YouTube, Leading the Competition by a Wide Margin

Aaj Tak has surged ahead of its competitors on YouTube Live Streams, topping the charts with unparalleled viewership. The channel's live coverage of key events continues to draw massive audiences, reaffirming its status as the premier news source online.

Average Concurrent Users 4th June 2024 06:00-24:00 Hrs	
Channel	Concurrent Users
Aaj Tak	1.3M

Source: Ratingology | YouTube Live | All Streams | Average Concurrent Users | 4th June 2024 | 06:00-24:00 Hrs

Peak Concurrent Users 4th June 2024 06:00-24:00 Hrs	
Channel	Concurrent Users
Aaj Tak	2.4M

Source: Ratingology | YouTube Live | All Streams | Peak Concurrent Users | 4th June 2024 | 06:00-24:00 Hrs