



IRS Results (2011 Q3)

HT Mumbai becomes an even stronger No 2, HT Delhi continues as No 1

As per the latest round (2011 Q3) of the Indian Readership Survey, Hindustan Times continues to grow its readership, adding 2.16 Lakh daily readers nationally – the highest by any English newspaper – vs last year (2010 Q3)

In Mumbai, HT emerged as the fastest growing English daily once again and the only one to have grown in 12 out of the last 13 IRS rounds. HT grew by 27% to a 7.51 lakh daily readership during the last year, consolidating its position as the No 2 Broadsheet English daily, while the readership for The Times of India declined by 2% in the same period. Just in the last period, HT readership grew by 35K while TOI's readership declined by 53K. With this, HT Mumbai now reaches more than 5 Lakh exclusive readers who are not reached by TOI.

In Delhi, HT continues to strengthen further, remaining the most-read newspaper for the seventh time in a row. HT's readership in Delhi NCR is now 22.21 lakhs daily readers [Average Issue Readership], which reflects an increase of 85K vs one year back [2010, Q3], compared to only 16K for the Times of India. Hindustan Times also reaffirmed its position as the undisputed choice for the premium and affluent readers in the territory and now leads The Times of India by nearly 1.7 lakh premium SEC A readers.

Hindustan strengthens No.2 position, continues the path of rapid growth

Hindustan has consolidated its gains and has further strengthened its No.2 position among leading newspapers in the country. The Total Readership figure for the newspaper now stands at 3.75 crore, which represents an addition of 44 lac readers in the past year (v/s IRS Q3 2010). Its daily readership, reported in IRS as Average Issue Readership, has reached 1.2 crore.

This growth is primarily a result of rapid expansion of the brand in UP, with 6 new editions launched over the last 3 years. Hindustan has reached a daily readership figure of 39 Lac readers in UP alone, with a growth of 22% during last one year.

In Bihar, Hindustan has further consolidated its dominant position and its readership share in Bihar is now a dominant 75%. In Jharkhand, Hindustan with 50% share of readership is again the undisputed leader in the state, despite having a new entrant in the market. In Delhi NCR, Hindustan continues to remain a strong No.2 with an AIR of nearly 13 lac readers.

Hindustan is published by Hindustan Media Ventures Ltd., a subsidiary of HT Media Ltd.

Mint consolidates No. 2 position & premium readers

HT Media's business newspaper, Mint has consolidated its No. 2 position as per the latest round (2011 Q3) of Indian Readership Survey. The business daily grew by 41% over the last year, to 2.53 lakh daily readers.

Mint has continued to build its readership in Mumbai, while holding Delhi-NCR as a stronghold. It also continues to have the best reader profile among all Business dailies, both in terms of metro skew [95% from top Metros] as well as SEC A proportion [70% SEC A]

Commenting on the results of all HT Media Publications, Rajiv Verma, CEO of HT Media Ltd., said, "HT, Hindustan and Mint have all had good results, strengthening and consolidating their positions in their respective markets. As a group, we are going to continue our investments going forward in order to drive readership further in all these markets."