

ReVA Insights of Channel: Aaj Tak for Week: 44

By Intellection Software & Technologies

Introduction

This report provides key insights from the analysis of viewership data for the Aaj Tak channel, covering the period from Week 43 to Week 44.

It highlights essential viewer trends, including unique viewers, new and lost viewers, as well as those exhibiting consistent or changing viewing patterns.

These findings are critical for understanding shifts in engagement and guiding future strategies..

Summary

Summary of Week 43 to 44

ChannelName	Week 43	Week 44	NewViewer Count	NewViewer %	LostViewer Count	LostViewer %	CommonViewer Count
TV9 Bharatvarsh	17,907	17,185	9,846	57.29	10,568	59.02	7,339
Republic Bharat	19,085	18,257	10,470	57.35	11,298	59.20	7,787
News18 India	25,404	24,908	12,538	50.34	13,034	51.31	12,370
Times Now Navbharat	15,054	14,676	8,464	57.67	8,842	58.74	6,212
ABP News	14,803	14,342	8,632	60.19	9,093	61.43	5,710
India TV	16,529	16,034	8,851	55.20	9,346	56.54	7,183
Zee News	17,370	16,880	9,788	57.99	10,278	59.17	7,092
DD News	4,487	4,374	3,110	71.10	3,223	71.83	1,264
News Nation	12,974	12,377	7,440	60.11	8,037	61.95	4,937
Good News Today	11,912	11,480	6,937	60.43	7,369	61.86	4,543
Zee Bharat	5,920	5,688	3,672	64.56	3,904	65.95	2,016
News 24	11,317	10,667	6,402	60.02	7,052	62.31	4,265
Aaj Tak	19,903	19,037	10,504	55.18	11,370	57.13	8,533

Top 5 Most-Watched Programs on Aaj Tak

S.No.	Week 43	Week 44
1	BLACK & WHITE	AAJ TAK NEWS
2	AAJ TAK NEWS	BLACK & WHITE
3	SPECIAL REPORT	BHAGYA CHAKRA
4	AAJTAK HALLA BOL	AAJTAK HALLA BOL
5	BHAGYA CHAKRA	SPECIAL REPORT

Insights: Newly Engaged Viewers in Week 44 for Aaj Tak

A total of 10,504 viewers, who did not engage with the Aaj Tak channel in the week 43, have begun watching it in the week 44.

Highest Contributing New Viewers by Demographic

The demographic group of newly engaged viewers contributing the highest viewership is:
(Delhi)-(31-40)-(FEMALE)-(Mega City)

Viewing Trends of New Viewers in News-Hindi Genre Channels

Most watched News-Hindi Genre Channels watched by newly engaged viewers in the Week 44.

ChannelName	TotalWatchTime	WatchCount
Aaj Tak	2,39,441	10,504
News18 India	1,12,656	3,969
Zee News	60,942	2,983
India TV	80,622	2,899
TV9 Bharatvarsh	91,325	2,858
Republic Bharat	73,326	2,780
ABP News	45,405	2,651
Times Now Navbharat	60,454	2,510
News Nation	39,398	2,200
Good News Today	42,507	2,035
News 24	37,912	2,002
Zee Bharat	14,873	1,097
DD News	8,233	730

Viewing Trends of New Viewers in non-News-Hindi Genre channels

Most watched non-News-Hindi Genre Channels watched by newly engaged viewers in the Week 44.

ChannelName	TotalWatchTime	ViewCount
Zee Anmol Cinema	1,36,693	3,064
Star Utsav Movies	1,47,504	3,054
Colors Cineplex Bollywood	1,38,961	3,041
Goldmines	2,58,559	2,974
Colors Cineplex Superhits	1,41,697	2,963
Zee Action	78,525	2,627
STAR Gold	1,44,073	2,601
Sony MAX	1,33,074	2,509
Zee Cinema	1,37,464	2,494

STAR Gold 2	99,062	2,475
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Insights: Newly Engaged Viewers of News-Hindi Genre in Week 44

A total of 5,780 viewers, who did not engage with the News-Hindi genre in the week 43, have begun watching it in the week 44.

Viewing Trends in News-Hindi Genre channels

ChannelName	TotalWatchTime	UniqueViewers	ViewerPercentage
Aaj Tak	47,674	1,824	31.56
News18 India	41,513	1,690	29.24
Republic Bharat	26,343	1,146	19.83
TV9 Bharatvarsh	35,148	1,140	19.72
Zee News	20,647	1,007	17.42
India TV	30,373	970	16.78
Times Now Navbharat	22,065	889	15.38
ABP News	16,887	876	15.16
News Nation	14,908	733	12.68
Good News Today	13,509	701	12.13
News 24	10,898	682	11.8
Zee Bharat	4,412	324	5.61
DD News	2,470	232	4.01

Viewing Trends in non-News-Hindi Genre channels

ChannelName	Week	TotalWatchTime	ViewCount
Zee Anmol Cinema	44	32,947	930
Colors Cineplex Superhits	44	36,089	923
Star Utsav Movies	44	31,514	910
Goldmines	44	58,707	894
Colors Cineplex Bollywood	44	28,499	860
Sony MAX	44	29,738	742
STAR Gold	44	35,413	742
Zee Cinema	44	29,043	739
Sony Wah	44	36,009	734
Colors	44	67,485	732

Insights: Lost Viewers in Week 44 for Aaj Tak Channel

A total of 11,370 viewers, who viewed the Aaj Tak channel in the week 43, ceased their engagement the week 44.

Top Demographic Group by Viewership Contribution

The following demographic group which was part of the lost viewers had provided the maximum viewership in week 43:

(Delhi)-(41-50)-(FEMALE)-(Mega City)

Viewing patterns of lost viewers across non-News-Hindi genre channels

Most Watched non-News-Hindi genre Channels by the Lost Viewers in Week 44:

ChannelName	TotalWatchTime	WatchCount
Goldmines	2,64,354	2,767
Zee Anmol Cinema	1,33,263	2,745
Star Utsav Movies	1,53,720	2,707
Colors Cineplex Bollywood	1,26,504	2,701
Colors Cineplex Superhits	1,29,594	2,655
STAR Gold	1,18,442	2,383
Zee Cinema	1,13,553	2,223
Sony MAX	1,19,342	2,190
Zee Action	74,559	2,171
STAR Gold 2	80,567	2,166

Viewing Patterns of lost viewers across all News-Hindi genre Channels

Most watched News-Hindi Genre Channels by Lost Viewers in the Week 44:

ChannelName	TotalWatchTime	WatchCount
News18 India	82,406	2,899
Republic Bharat	63,580	2,220
TV9 Bharatvarsh	73,191	1,982
Zee News	45,611	1,958
India TV	58,365	1,918
ABP News	35,064	1,765
Times Now Navbharat	49,015	1,732
News Nation	34,374	1,531
Good News Today	34,751	1,389
News 24	25,462	1,306

Viewing patterns of lost viewers on Aaj Tak channel

The following programs on Aaj Tak channel were watched by all lost viewers in Week 43.

Week	Program	ViewCount	TotalWeightedDuration
43	BLACK & WHITE	13,565	125636206.06
43	AAJ TAK NEWS	11,527	88289454.11
43	SPECIAL REPORT	7,239	71785184.01
43	10 TAK	5,586	54510305.43
43	AAJTAK HALLA BOL	5,457	50303759.68

Lost and Inactive in week 44

Out of a total of 11370 viewers who disengaged from the channel Aaj Tak, approximately 1750 did not watch any channel during week 44.

Lost by Aaj Tak channel and gained by other channels in week 44

This section provides an analysis of viewers who disengaged from Aaj Tak in week 43 but shifted their attention to other channels and programs during week 44

About 13565 number of viewers who were watching BLACK & WHITE program on Aaj Tak channel in week 43 got disengaged and started watching following programs in the week 44 (Top 3)

Channel	Program	ViewCount	TotalWeightedDuration
TV9 Bharatvarsh	TV9 BHARATVARSH NEWS	2,368	18405876.91
Republic Bharat	YEH BHARAT KI BAAT HAI	2,043	19900486.82
TV9 Bharatvarsh	SUPER PRIME TIME	1,965	25277974.33

About 11527 number of viewers who were watching AAJ TAK NEWS program on Aaj Tak channel in week 43 got disengaged and started watching following programs in the week 44 (Top 3)

Channel	Program	ViewCount	TotalWeightedDuration
TV9 Bharatvarsh	TV9 BHARATVARSH NEWS	1,458	11740582.52
Republic Bharat	REPUBLIC TV BHARAT NEWS	1,149	7436116.23
Republic Bharat	YEH BHARAT KI BAAT HAI	1,128	10258250.67

About 7239 number of viewers who were watching SPECIAL REPORT program on Aaj Tak channel in week 43 got disengaged and started watching following programs in the week 44 (Top 3)

Channel	Program	ViewCount	TotalWeightedDuration
TV9 Bharatvarsh	TV9 BHARATVARSH NEWS	634	5505359.90
Republic Bharat	YEH BHARAT KI BAAT HAI	559	5337010.50
Republic Bharat	REPUBLIC TV BHARAT NEWS	526	3189761.71

About 5586 number of viewers who were watching 10 TAK program on Aaj Tak channel in week 43 got disengaged and started watching following programs in the week 44 (Top 3)

Channel	Program	ViewCount	TotalWeightedDuration
Republic Bharat	YEH BHARAT KI BAAT HAI	374	3486719.79
Republic Bharat	REPUBLIC TV BHARAT NEWS	321	1827499.72
TV9 Bharatvarsh	TV9 BHARATVARSH NEWS	311	1756410.71

About 5457 number of viewers who were watching AAJTAK HALLA BOL program on Aaj Tak channel in week 43 got disengaged and started watching following programs in the week 44 (Top 3)

Channel	Program	ViewCount	TotalWeightedDuration
TV9 Bharatvarsh	TV9 BHARATVARSH NEWS	190	1092102.87
Republic Bharat	YEH BHARAT KI BAAT HAI	185	1670903.92
Republic Bharat	REPUBLIC TV BHARAT NEWS	183	1052752.78

Insights: Aaj Tak Viewers with High Weight and High Viewership

This is an analysis of viewers group who have high weight and high viewership

Top Demographics of this group

The following is the demographic structure of this group in week 43

age_group	gender	town_class	nccs	state_group	count	total_weight	total_viewing_time
31-40	MALE	Mega City	A	Delhi	85	335426.89	51,10,800
22-30	MALE	Mega City	A	Delhi	79	312518.45	46,04,280
41-50	FEMALE	Mega City	A	Delhi	99	302198.07	75,35,040
41-50	MALE	Mega City	A	Delhi	89	300199.77	54,14,460
31-40	FEMALE	Mega City	A	Delhi	77	286455.37	57,42,240

The following is the demographic structure of this group in week 44

age_group	gender	town_class	nccs	state_group	count	total_weight	total_viewing_time
2-14	FEMALE	Rural	C	MP/Chhattisgarh	14	415786.97	13,04,220
31-40	MALE	Mega City	A	Delhi	88	356442.74	52,65,060
22-30	MALE	Mega City	A	Delhi	76	326955.52	34,70,340
41-50	FEMALE	Mega City	A	Delhi	101	312953.32	63,97,320
31-40	FEMALE	Mega City	A	Delhi	71	291177.88	53,83,860

Top 5 Most-Watched Programs on Aaj Tak channel by this group

The following are top most programs watched by this group on Aaj Tak in week 43 to 44

Week	Program	ViewCount	TotalWeightedDuration
43	BLACK & WHITE	11,807	172057310.46
43	AAJ TAK NEWS	10,484	131417090.52
43	SPECIAL REPORT	6,239	91437970.91
43	AAJTAK HALLA BOL	4,926	75359695.20
43	10 TAK	4,641	71281547.58

Week	Program	ViewCount	TotalWeightedDuration
44	AAJ TAK NEWS	14,734	243250368.31
44	BLACK & WHITE	13,846	213892013.65
44	AAJTAK HALLA BOL	6,649	108111527.01
44	BHAGYA CHAKRA	7,034	106871312.23
44	SPECIAL REPORT	5,402	89555407.21

Insights: Aaj Tak Viewers with Low Weight and High Viewership

This is an analysis of viewers group who have low weight but have provided high viewership

Top Demographics of this group

The following is the demographic structure of this group in week 43

age_group	gender	town_class	nccs	state_group	count	total_weight	total_viewing_time
61 -116	MALE	Below 10 L	A	UP/Uttarakhand	56	131321.04	41,97,540
22-30	MALE	Below 10 L	A	UP/Uttarakhand	35	116753.54	11,41,140
61 -116	MALE	Rural	A	UP/Uttarakhand	33	115888.33	19,42,620
22-30	MALE	Rural	A	UP/Uttarakhand	22	99400.63	13,63,140
22-30	MALE	Mega City	A	Mah / Goa	19	94631.40	9,61,440

The following is the demographic structure of this group in week 44

age_group	gender	town_class	nccs	state_group	count	total_weight	total_viewing_time
61 -116	MALE	Below 10 L	A	UP/Uttarakhand	56	1,37,037.01167846972	39,15,900
22-30	MALE	Below 10 L	A	UP/Uttarakhand	31	1,08,826.05923001468	15,44,820
61 -116	MALE	Rural	A	UP/Uttarakhand	32	1,06,577.79062787873	20,44,500
22-30	MALE	Rural	A	UP/Uttarakhand	23	1,05,210.67905776743	10,75,380
51-60	MALE	Rural	A	UP/Uttarakhand	32	1,00,016.75933392139	20,22,720

Top 5 Most-Watched Programs on Aaj Tak channel by this group

The following are top most programs watched by this group on Aaj Tak in week 43 to week 44

Week	Program	ViewCount	TotalWeightedDuration
43	BLACK & WHITE	13,436	96169356.30
43	AAJ TAK NEWS	11,080	62833802.71
43	SPECIAL REPORT	6,636	48266584.56
43	AAJTAK HALLA BOL	5,970	37589160.75
43	10 TAK	5,216	34202697.61

Week	Program	ViewCount	TotalWeightedDuration
44	BLACK & WHITE	14,973	109417605.81
44	AAJ TAK NEWS	15,880	95776088.68
44	AAJTAK HALLA BOL	7,311	47421574.28
44	BHAGYA CHAKRA	7,955	47172727.26
44	SPECIAL REPORT	5,265	39490620.21

Aaj Tak channel: Competetive Analysis

This section discusses the competetive analysis of Aaj Tak in week 43 to week 44

Channel Weekly Summary

ChannelName	Week_43 RawWatch Time	Week_43 Raw Reach	Week_43 DailyAvg RawReach	Week_44 RawWatch Time	Week_44 Raw Reach	Week_44 DailyAvg RawReach
Aaj Tak	3,56,96,760	19,903	3,02,046.0	3,47,97,420	19,037	2,91,647.0
News18 India	4,28,88,960	25,404	3,72,677.0	4,18,60,740	24,908	3,63,928.0
TV9 Bharatvarsh	3,93,74,100	17,907	3,39,140.0	3,72,61,380	17,185	3,21,667.0

Viewer Retention Analytics

ChannelName	Week_43	Week_44	Week_44 retained	Week_44 new	Week_44 lost	retention %	loss %	new %
Aaj Tak	19,903	19,037	8,533	10,504	11,370	42.87	57.13	52.78
News18 India	25,404	24,908	12,370	12,538	13,034	48.69	51.31	49.35
TV9 Bharatvarsh	17,907	17,185	7,339	9,846	10,568	40.98	59.02	54.98

Channel Cluster Analytics

The viewer clusters were defined based on viewer weight and viewing behavior across each channel. The clusters are categorized as follows:

- High-High: Viewers with high weights and high viewership.
- High-Low: Viewers with high weights but low viewership.
- Low-High: Viewers with low weights but high viewership.
- Low-Low: Viewers with low weights and low viewership.

Channel Name: Aaj Tak

Cluster	Week_43	Week_44	Retained	New	PercentRetained
High-High	4,938	4,772	1,795	2,977	36.35
High-Low	5,014	4,747	1,010	3,737	20.14
Low-High	5,198	4,901	1,756	3,145	33.78
Low-Low	4,753	4,617	1,025	3,592	21.57

Cluster Transition	Transition Count	Transition Percentage
High-High_to_High-Low	1,462	29.61
Low-High_to_Low-Low	1,492	28.70

Channel Name: News18 India

Cluster	Week_43	Week_44	Retained	New	PercentRetained
High-High	6,172	6,300	2,347	3,953	38.03
High-Low	6,530	6,154	1,585	4,569	24.27
Low-High	6,587	6,546	2,521	4,025	38.27
Low-Low	6,115	5,908	1,617	4,291	26.44

Cluster Transition	Transition Count	Transition Percentage
High-High_to_High-Low	1,944	31.50
Low-High_to_Low-Low	2,154	32.70

Channel Name: TV9 Bharatvarsh

Cluster	Week_43	Week_44	Retained	New	PercentRetained
High-High	4,474	4,202	1,406	2,796	31.43
High-Low	4,480	4,395	1,007	3,388	22.48
Low-High	4,637	4,447	1,506	2,941	32.48
Low-Low	4,316	4,141	996	3,145	23.08

Cluster Transition	Transition Count	Transition Percentage
High-High_to_High-Low	1,178	26.33
Low-High_to_Low-Low	1,238	26.70

Common Viewer Analytics of Aaj Tak & News18 India

Week	Common Viewers Count	Channel Name	Average Loyalty	Average Time Spent	Average Frequency	Top 3 Programs watched by common viewers
43	9,545	Aaj Tak	0.05	1001.12	1.92	• BLACK & WHITE • AAJ TAK NEWS • SPECIAL REPORT
43	9,545	News18 India	0.05	973.64	2.16	• SAU BAAT KI EK BAAT • MORNING PRIME • AAR PAAR
44	9,302	Aaj Tak	0.05	1016.81	1.91	• AAJ TAK NEWS • BLACK & WHITE • BHAGYA CHAKRA
44	9,302	News18 India	0.05	962.36	2.15	• SAU BAAT KI EK BAAT • AAJ KA MUDDA • AAR PAAR

Common Viewer Analytics of Aaj Tak & TV9 Bharatvarsh

Week	Common Viewers Count	Channel Name	Average Loyalty	Average Time Spent	Average Frequency	Top 3 Programs watched by common viewers
43	7,466	Aaj Tak	0.04	955.71	1.98	• BLACK & WHITE • AAJ TAK NEWS • SPECIAL REPORT
43	7,466	TV9 Bharatvarsh	0.05	1211.79	1.96	• TV9 BHARATVARSH NEWS • SUPER PRIME TIME • PARWAH DESH KI
44	7,164	Aaj Tak	0.05	970.74	1.99	• AAJ TAK NEWS • BLACK & WHITE • BHAGYA CHAKRA
44	7,164	TV9 Bharatvarsh	0.05	1183.03	1.94	• TV9 BHARATVARSH NEWS • SUPER PRIME TIME • FULL & FINAL

Most Watched Programs of Competitor Channel in Week 44

Channel Name: Aaj Tak

Program	Viewers Count	Total Duration Minutes	Average Watch Time
AAJ TAK NEWS	36,162	88,884.0	147.0
BLACK & WHITE	32,544	85,257.0	157.0
BHAGYA CHAKRA	18,427	45,927.0	150.0
AAJTAK HALLA BOL	15,823	40,686.0	154.0
SPECIAL REPORT	12,267	31,737.0	155.0

Channel Name: News18 India

Program	Viewers Count	Total Duration Minutes	Average Watch Time
SAU BAAT KI EK BAAT	41,585	1,08,145.0	156.0
AAJ KA MUDDA	36,013	71,797.0	120.0
MORNING PRIME	30,031	63,186.0	126.0
AAJ KI TAAZA KHABAR	23,585	44,882.0	114.0
AAR PAAR	23,416	64,305.0	165.0

Channel Name: TV9 Bharatvarsh

Program	Viewers Count	Total Duration Minutes	Average Watch Time
TV9 BHARATVARSH NEWS	79,174	1,58,524.0	120.0
SUPER PRIME TIME	59,031	1,61,275.0	164.0
FULL & FINAL	17,151	38,555.0	135.0
FIKR AAPKI	16,457	36,280.0	132.0
SATTA	15,905	38,587.0	146.0