

Navratri Special Programming Boosts DD National Viewership

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Ayodhya Ki Ramleela, films based on Ramayan and other Navratri special programming on Doordarshan were a massive hit as viewership on DD National rose to as high as 421% for these special programmes.

Daily live coverage of Dussehra Mahotsav & Aarti from various locations across the country, Ramleela, Ramayan films and special religious shows like Ram Charitramanas drove the viewership on Doordarshan to remarkable heights.

Take a look at how popular were this year's Navratri celebrations with Doordarshan!

		Audience Estimates		
		% Change in Audience Estimates		
Date	Total Duration(Hrs)	Viewership	Reach	Time Spent
6th Oct	3	151%	90%	29%
7th Oct	4.5	9%	13%	11%
8th Oct	7.5	108%	61%	23%
9th Oct	7.5	421%	139%	81%
10 th Oct	7.5	120%	94%	34%
11 th Oct	7.5	170%	86%	48%
12 th Oct	7	238%	113%	58%
13 th Oct	7.5	162%	92%	41%
14 th Oct	8.5	237%	136%	55%
15 th Oct	6.5	123%	116%	-7%
Total	67 Hrs			

Source: BARC India 2+, HSM. % Change comparison from past 12 week (weekday specific average) till 5th Oct 2021

During Navratri, thanks to the special shows, Doordarshan's reach remained constantly high in comparison to previous weeks. Some days reach were as high as 139%. Viewers' time spent watching Doordarshan also remained high throughout this period. A total of 67 hours of special programming dedicated to Navratri celebrations was aired on DD National for this period of 10 holy days, with daily average of 6.7 hours.

Celebration of Navratri with Doordarshan had another important aspect to it – Inclusive coverage. Navratri coverage on Doordarshan spanned across regions in the country, from Kumkuma Puja and Alankaram of Kanaka Durga Devi in Vijayawada to Shri Venkateswara Swamy Navratri Brahmotsavams in Tirupati to Aarti of Jhandewalan and Chattarpur Mandir in Delhi to Mahalaya in Kolkata.

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