



Impressive Opening for WSH

6.3 Million tune-ins for opening games, 137% more than EPL

Mumbai, March 9, 2012:

The weekly tune-ins in the very first week of the inaugural Bridgestone World Series Hockey is 6.3 million, almost 2.5 times the weekly tune-ins for EPL - the world's most followed sports league. Like any new sporting property, the ratings will continue to grow in subsequent weeks and **the projected cumulative reach for the entire tournament of 59 matches is expected to be around 50 million.** The opening week numbers clearly makes WSH the second most watched sports league in India after IPL.

Event	Average Weekly Reach (Mn)	WSH higher by
WSH	6.3	
EPL	2.66	137%
F1	0.99	536%
I League	0.44	1332%

Source – TAM, CS 4+, Weekly Reach in Mn

The viewership ratings of the first few games are on par with EPL and 33% higher than F1. Infact, the average ratings for the 9 PM game are 25% higher than EPL. The viewership data also proves that hockey is the only sport after cricket that has pan national following and best services the need gap of a strong second sport in India. The ratings of WSH are a whopping 300% more than I League, the domestic football league in India.

Event	Ratings
WSH	0.04
EPL	0.04
F1	0.03
I League	0.01

Source – TAM, CS Males, 4+

Nimbus Sport COO Yannick Colaco said, “We have been successful in creating a strong sporting property that is ‘in India, for India’. The very first week ratings have been encouraging and is a clear testimony that hockey is the only sport after cricket that can deliver pan national viewership. The awareness and buzz around WSH is unprecedented across all touch points including social media. The response from the commercial ecosystem has been overwhelming with brands like Bridgestone, Vodafone, Seagram’s Imperial Blue, Coke, etc on board.”

About Bridgestone World Series Hockey™

A joint initiative between the Indian Hockey Federation (“IHF”) and Nimbus Sport, Bridgestone World Series Hockey™ was conceived with the objective of reinvigoration of the sport of hockey in India and making hockey the “sport of choice” for young Indians. For the first time a significant guaranteed investment into infrastructure and players will give the game a big boost. With a total prize purse of approximately US \$2 million, Bridgestone World Series Hockey™ will be an annual event with a multi city franchise-based model. The inaugural tournament will be played with eight teams across India. . The action packed league of 59 matches featuring 200 players from India and across the world will be televised LIVE across 30 countries on multiple media platform.