



WSH Ratings Continue to Surge

More than Triple the tune-ins of EPL; 50% growth since launch week

Mumbai, March 21, 2012:

The weekly tune-ins in the third week for Bridgestone World Series Hockey has grown to 9.32 Million viewers, a stellar growth of almost 50% since the launch week (6.31 Million). Infact, the weekly tune-ins for WSH is much more than triple (332%) that of English Premier League (EPL) in the same period.

Event	Weekly Reach (Mn)
WSH	9.32
EPL	2.80

Source – TAM, CS 4+, 11th to 17th Mar, 2012

Within the first few days, the inaugural Bridgestone World Series Hockey has emerged as the second biggest sporting league in India after the IPL. The total unduplicated cumulative reach for the championship is an overwhelming 20 million. This is set to further increase as the league enters the business end and all the matches continue to be high scoring and thrilling.

Event	Average Weekly Reach (Mn)	WSH Multiple
WSH	7.93	
EPL	2.82	281%
F1	0.99	801%
I League	0.44	1802%

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

Nimbus Sport COO Yannick Colaco said, “With over 200 goals and more than 20 million tune-ins, Bridgestone World Series Hockey has made a spectacular beginning. This is truly India’s biggest sporting league after the IPL. A robust week on week increase in the viewer tune-ins is a clear sign of an extremely strong product and WSH will continue to widen the horizon and scale new heights in terms of viewer tune-ins and fan engagement.”

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. Bridgestone World Series Hockey™ will be an annual event with a multi city franchise-based model. The inaugural tournament is played with eight teams across India. . The action packed league of 59 matches featuring 200 players from India and across the world is televised LIVE across 30 countries on multiple media platforms.