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### Star Plus is number one GEC with all-time high of 443 GRPs

Hindi general entertainment channel (GEC) Star Plus has crossed the 400-GRP (gross rating points) mark to touch 443 GRP in the week ended June 19 (week 25), according to data released by TAM Media Research. This is the highest GRPs recorded by a Hindi GEC in the last three years. The last such record was attained by Star Plus in 2007, when it garnered 447 GRPs. Hindi GEC Colors is at No. 2 with 276 GRPs, followed by ZeeTV at 231 GRPs. Star Plus' Tere Liye – opened with a rating of 3.8 TVR. Five of Star Plus' shows are in the top 10 list in week 25. Star Parivaar Awards tops the list at 7.2 TVR, followed by Pavitra Rishta of Zee, which has a TVR of 6. Bidayi, Yeh Rishta Kya Kehlata Hai and Pratigya (all on Star Plus) are in the third, fourth and fifth spots respectively, with TVRs of 5.8, 5.7 and 5.5.

### Dentsu launches handbook on social media

Dentsu India, has launched a book—the Dentsu Social Media Handbook . Compiled by the team at Dentsu Digital, the book is essentially a compendium on social media. It elaborates on various components of social media, demystifying certain myths associated with it while showcasing how some social media plans were executed. The book includes interesting global examples from brands like Coca-Cola, Dell, SAP and Uniqlo among others while Indian examples from Aircel, Cadbury and Indian Fantasy League have also been featured.