

BARC India Calls For RFPs From Organisations To Provide Independent Strategic Consultancy To Subscribers

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After building a strong TV Viewership measurement company in the country, BARC India has now called Request for Proposals (RFPs) from professional consultancy service providers who would provide strategic consultancy to BARC India subscribers. MIB guidelines prohibit BARC India from involving itself in any activity like consultancy or any such advisory role, which would lead to a potential conflict of interest with its main objective of TV ratings. However, many subscribers have been expressing their need for this service and hence reputed Data Insight consultants may provide this. This is also in line with global best practices where the ratings are being done by joint industry companies.

With this, BARC India is seeking to build a small pool of approved consultancy companies, which will allow subscribers to choose their supplier and also help mitigate against potential conflicts of interest when dealing with potentially competing clients. Interested parties can mail their expression of interest to Sc_rfp@barcindia.co.in and finally submit proposals for providing TV Viewership related consultancy services to BARC India subscribers.

While BARC India data will continue to be delivered directly to subscribers via the BARC India Media Workstation (BMW) analysis system, consultancy companies will be able to analyze this data using their own systems to generate consultancy outputs. However, these systems cannot be made available to subscribers as an alternative to BMW system.

“BARC India being a joint industry company of broadcasters, media agencies and advertisers needs to remain independent and objective and hence cannot provide consultancy service to subscribers. However, after building a strong television audience measurement system in the country, we have now decided to grant licenses to select consultancy companies to provide analysis to our subscribers who are in need of professional consultancy service to effectively utilize and strategise with BARC India data,” said Partho Dasgupta, CEO, BARC India.