

BARC India forays into Out Of Home TV Viewership

Mumbai, 25th April, 2018

BARC India has expanded its TV viewership measurement service by entering a totally new segment beyond traditional viewing at home. Leveraging its Audio Watermarking technology and proven measurement capabilities, BARC India has launched Out Of Home (OOH) TV viewership measurement. With this, BARC India will now be able to report TV viewership that happens in social hot-spots like restaurants, pubs and bars in select cities.

BARC India's OOH measurement, which captures the growing trend of TV viewing outside homes, is a pre-subscribed service. This is a game changer for the industry as it uncovers a significant share of TV viewership that wasn't being measured until now. The current OOH measurement service tracks viewing across 900+ establishments in Mumbai, Delhi and Bangalore, using 1500+ meters.

Star has been the first network to subscribe to this service for the ongoing Indian Premiere League (IPL).

As per available data, OOH viewing generated a total of 19.4 million Impressions for the first 8 IPL matches in the three cities. This, if compared to BARC India's currency panel in these markets, is an additional 10% viewership. The OOH data is sample study across Delhi, Mumbai and Bangalore. If a study was done for other similar cities one could expect to see a comparable lift in viewership.

"With our commitment to measure 'What India Watches', it was a natural step for us to measure OOH viewing. This is also aligned with our goal of measuring content wherever it plays- irrespective of screen or pipe. Measuring Out Of Home viewing is another initiative towards this objective. The robust technology backbone we have set up allowed us to seamlessly measure out of home viewing. We will continue to offer more such path-breaking services that yields sharper insights to industry," said Partho Dasgupta, CEO, BARC India.