

## **BARC India gets FIR filed in Telangana, 5 people detained**

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BARC India's vigilance team has upped its drive against panel home infiltrators. After taking tough action against those involved in panel home manipulation in Karnataka, BARC India has now got a FIR filed against culprits in Telangana.

Taking note of the serious threat, panel home tampering causes to the TV industry, the state Police has also detained those accused, based on the FIR.

The FIR was filed by the police after BARC India's vigilance team found out that the details of the households where BARC India's BAR-O-Meters are installed were compromised. The FIR has been filed for manipulation, tampering, cheating and breach of trust.

"BARC India over the years has taken a number of measures to curb panel home tampering. However, there are still pockets and people, who continue to indulge in such malpractices. We are continuously investing in technology and on-ground vigilance to curb these malpractices. BARC India has and will continue to take action against those who try and infiltrate our system," said Partho Dasgupta, CEO, BARC India.

Advertising is a major source of revenue for the TV industry and TV viewership data provided by BARC India acts as the currency for advertisers. Hence channels use these means to boost their ratings.

BARC India has also set up a Disciplinary Council headed by Justice Mukul Mudgal to strengthen transparency and credibility of its measurement system. It can be recalled that in Jan 2018, the Karnataka police had arrested those involved in panel home tampering in the region.