

## **BARC India introduces enhanced software application for the industry – YUMI Analytics**

*From July 2020, BARC India clients will have access to data solely through YUMI Analytics*

**Mumbai, June 29, 2020**

World's largest and India's only television measurement company, Broadcast Audience Research Council (BARC) India, will complete transitioning to its upgraded, versatile and user-friendly software interface, YUMI Analytics, starting July 1, 2020. The idea was to offer an enhanced experience and more holistic data generation and analysis. With modules that are more flexible, customisable, and designed to be performance oriented with a more intuitive approach, YUMI Analytics gets us a step closer to the idea in mind. Starting July 2020, BARC India clients will have access to data only via YUMI Analytics software.

What sets YUMI Analytics apart are its unique features which include graphical representation of data, conditional formatting of the output, evolution modules in program reports, multi-tasking for multiple data runs, cross database analysis, and a gamut of advanced formulas.

YUMI Analytics and BMW have been parallelly operational for the last 11 months, allowing clients sufficient period for a smooth and seamless transition.

To help the industry successfully migrate to the new system, BARC India has conducted over 150 physical and digital training sessions, reaching out to all subscribers across India. Additionally, video tutorials of YUMI Analytics are being released in six Indian languages including Hindi, Bengali, Kannada, Malayalam, Tamil, and Telugu, apart from English. BARC India has also provided its clients with supporting documents such as user manual and guides.

**On introducing its new propriety software for the industry, Romil Ramgarhia, Chief Operating Officer, BARC India said, "BARC India is driven on strengthening its existing framework while introducing new products and services that help our clients make more informed decisions. YUMI Analytics is one of the most advanced software with respect to television measurement and insights. It is user-friendly, intuitive and has ability to perform multiple tasks efficiently. BARC team across India have worked closely with the clients over the last 11 months to ensure a smooth transition."**

### **About BARC India:**

Broadcast Audience Research Council (BARC) India is a Joint Industry Company founded by stakeholder bodies that represent Broadcasters, Advertisers, and Advertising and Media Agencies. Built upon a robust and future-ready technology backbone, BARC India owns and manages a transparent, accurate, and inclusive TV audience measurement system. Apart from the currency products to the TV industry, BARC India also provides a suite of Insight products designed for Broadcasters, Advertisers and Agencies. The Big Data and Insights generated by BARC India powers efficient media spends and content decisions in a highly dynamic and growing television sector. Winner of numerous awards for its technology, innovation and human resource practices, the company has grown substantially since its inception.

Web: [www.barcindia.co.in](http://www.barcindia.co.in)

Twitter: [@BARCIndia](https://twitter.com/BARCIndia)