

**BARC India is now the ONLY REGISTERED television audience measurement system in India.**

Mumbai, India, July 29th 2015

The World's largest and future ready television audience measurement service in India crosses another milestone in its history.

We are happy to announce that BARC India, a Joint Industry Body (JIB) has been granted Registration for operating as Television Rating Agency under the Policy Guidelines for Television Rating Agencies in India by the Ministry of Information and Broadcasting.

BARC India is happy to have the support of all its stakeholders – broadcasters, media agencies and advertisers in our Journey so far since April 2015, when we launched with Wk 16 Data Reporting 10,760 HHs (1L+ C&S) and later in June 2015 when we published Wk 21 Data Reporting 47,293 Individuals.