

## **BARC India Launches BARC India Media Workstation (BMW) Online Certification**

Mumbai, 20 July, 2016

BARC India launched its TV audience measurement service more than a year ago. Media professionals and analysts working at various Broadcasters, Media Agencies and Advertisers have been trained on the BARC India Media Workstation (BMW), a powerful software application specially designed to analyse media and advertising audience results. After having successfully trained over 5000 media professionals on its BMW platform, the industry has been asking for a standardized testing and certification tool that would enable professionals as well as employers/organisations to evaluate their media proficiency. With this in mind, BARC India is pleased to announce another significant initiative- BARC India Media Workstation (BMW) Online Certification, starting 20th July 2016.

The BMW Online Certification will provide a standard for skill measurement and certification of professionals engaged in TV viewership measurement, research & analytics, media planning and sales & marketing, as well as students keen to pursue a career in these fields.

BMW is a specialised software application specially designed to analyse media and advertising audience results, and subscribers are regularly trained so that they may make productive use of the application. BARC India now encourages BMW users to add the benefits of certification to their profile.

“The certification programme will not only benefit BMW users by improving their employability quotient, but will also help an organisation appraise the skill level of their employees with the help of a pan-industry measurement standard. Students of media and Marketing courses would also benefit by taking these courses and be market ready” said Partho Dasgupta, CEO BARC India.

For more information on BMW Online Certification, please visit <http://www.barcindia.co.in/bmw-online-certification.aspx> or write to us on [bmwcertification@barcindia.co.in](mailto:bmwcertification@barcindia.co.in)

**BARC India Media Workstation (BMW) Online Certification Test Is Now Free!**

**Mumbai, 16 September, 2016**

After having successfully launched BARC India Media Workstation (BMW) Online Certification Test for the benefit of over 5,000 media professionals on the BMW platform, BARC India has now decided to make the test free for all its BMW subscribers across Broadcasters, Media Agencies and Advertisers.

BARC India had launched the test on 20 July, 2016, based on industry feedback on the need for a standardized testing and certification tool that would enable professionals as well as employers/organisations to evaluate their media proficiency.

BMW is a specialised software application specially designed to analyse media and advertising audience results, and subscribers are regularly trained so that they may make productive use of the application.

BMW Online Certification Test was launched with an aim to provide a standard for skill measurement and certification of professionals engaged in TV viewership measurement, research & analytics, media planning and sales & marketing. By making the Certification free, BARC India aims at attracting more media professionals to appear for the test.

This free certification initiative for BARC India's BMW subscribers will not only benefit BMW users by improving their employability quotient, but will also help an organization appraise the skill level of their employees with the help of a pan-industry measurement standard.

BARC India subscribers can appear in the test using only their official domain name and email id on <http://www.barcindia.co.in/bmw-online-certification.aspx>. Those registering for the test with their personal email id will have to pay through the payment gateway.

"We are pleased with the response we received from the industry when we launched the certification test. While the certification test was initially launched as a pay service, we have now made it free for all our subscribers. This has been done to encourage more professionals to take the test and benefit from it," said Partho Dasgupta, CEO, BARC India.