

BARC India launches Twitter powered service #BARCTweet for easy access to topline data

Mumbai, India, June 3rd 2015

BARC India continues the evolution of India's TV rating system with its latest innovation - #BARCTweet. In partnership with Twitter, BARC India, the world's largest and future ready television audience measurement service, now gives TV viewers as well as industry insiders, weekly ratings data on-the-go and delivered almost instantly right to their Twitter timeline.

If you're looking for topline television audience ratings data, simply Tweet with the hashtag #BARCTweet followed by your data request e.g. #BARCTweet Top 5 Telugu Programs. You will receive a Reply from @BARCIndia with the data you requested.

While BARC India's subscribers have access to all the data on a weekly basis, this unique service is available free of cost to any non-subscriber. This underlines the transparency that is at the very core of the BARC India philosophy.

As a joint industry body, BARC India has always believed and followed a brand philosophy of communicating and engaging with stakeholders across all Broadcasters, Media Agencies and Advertisers in India.

This unique new offering of #BARCTweet in association with Frrole, Inc. – a Social Data Intelligence Setup manning the backend software, will now make reaching out to consumers possible bringing to life one of BARC India's key goals. This also underlines the innovative nature of Twitter and the possibilities for partners.

This latest step towards an open TV rating service is another in a series of advances like BARC India Media Workstation (BMW) and SpotTrek (Next day of telecast - spot monitoring and certification service).

Partho Dasgupta – CEO, BARC India says "In keeping with our focus on Technology, BARC India is geared for new possibilities and opportunities to connect with all who are keen on knowing more about the television audience measurement service in India and are therefore proud to present a World First with the launch of hashtag #BARCTweet with the Twitter India team."

Added Rishi Jaitly, Market Director, South & Southeast Asia, Twitter, "BARC India's ambition to innovate and create a unique value proposition for users is something we admire. Twitter believes in the power of information and this empowers all users equally which is very exciting from a Twitter point of view."