

**BARC India releases Individual ratings along with Household figures in the same software interface to help planning and buying, Zee TV emerges No. 3 in the GEC space.**

Mumbai, India, June 4th 2015

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

BARC India rolls out its first set of data on Individual viewership starting with Week 21 – Sat 23rd May to Fri 29th May 2015.

The good news is that starting week 21, subscribers of BARC India will get both – household and individual viewership ratings data on their BARC India Media Workstation (BMW) user software.

Like earlier BARC India will be releasing data for 1 lac+ C&S markets which corresponds to a sample size of 47,293 Individuals and 10,760 Households utilizing 12,000 Households data.

Individual viewership ratings data will now be available in following cuts:

**Gender:** Male, Female

**NCCS – The New SEC:** New SEC A, New SEC B, New SEC C, New SEC D/E

**Life stages will be reported through relevant age cuts as follows:**

Kids (4-8 yrs), Tweens & Schoolers (9-14 yrs), Youth (15-21 yrs), Young Adults (22-30 yrs), Adults (31-40 yrs), Peak (41-50 yrs), Mature (51-60 yrs), Seniors (61 yrs+)

For BARC India the journey continues as we move on our mission of Solving the Puzzle with newer milestones to usher in a whole new era of intelligence and analytics.