

BARC India renames Impressions to Average Minute Audience (AMA) in line with global standards

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Keeping in line with global television measurement standards, the world's largest and India's sole television measurement body, BARC India, will transition from using the term 'Impressions' to 'Average Minute Audience', abbreviated as 'AMA', in cognizance with the Technical Committee.

Data releases via the BARC India website for Week 47 (Saturday, November 21, 2020) onwards will reflect AMA. The change in terminology started reflecting on YUMI Analytics for BARC India subscribers December 1, 2020 onwards.

As a measurement body, BARC India is determined to evolve to keep up with changing times and provide the industry with metrics that are clear, match global standards, and that are a true representation of *What India Watches*.

Average Minute Audience (AMA) is defined as the number of individuals of a target audience who viewed an "Event", averaged across minutes. The methodology for the calculation of AMA will continue to remain the same as that of Impressions.

Speaking on the development, Dr. Derrick Gray, Chief of Measurement Science and Business Analytics at BARC India said, "At BARC India, it is our constant endeavor to ensure that our subscribers are provided with a currency which is true representation of *What India Watches*. At the same time, we are determined to provide our stakeholders with technology that is at par with global standards as well as clear metrics that match up to global metrics. We recently completed our transition to YUMI Analytics and as a step forward will move on to using AMA across data releases. We will continue to introduce world class practices and standards for our clients while evolving as a robust measurement body."

About BARC India

Of the Industry, By the Industry, For the Industry. BARC India is registered with the Ministry of Information & Broadcasting (MIB) as a self-regulated, not-for-profit Joint Industry Body that provides the most authentic audience estimates of *What India Watches* to Broadcasters, Advertisers and Advertising Agencies. The Big Data driven insights generated by BARC India, powers

efficient media spends and content decisions in a highly dynamic and growing television sector. Built upon a robust and future-ready technology backbone, BARC's audience estimates are deeply rooted in measurement science, statistically proven and adequately representative of India's TV viewing households. Sharply focussed on continuous improvement and incorporating the changing market dynamics, BARC consistently calibrates and updates its processes and methodology via ongoing consultations with industry stakeholders and experts.

The BARC India board comprises nominees of its shareholders, Indian Broadcasting Foundation (IBF), The Indian Society of Advertisers (ISA) and The Advertising Agencies Association of India (AAAI). BARC's professional management team is guided in its day-to-day operations by its 'Board of Directors' as well as the 'Committees' comprising of stakeholder representatives and industry experts, who oversee measurement science, data validation, the disciplinary code as well as the independent audit of its practices, protocols and finances.

Commencing operations in 2015, today BARC manages the world's largest and most diverse TV measurement system covering approximately 187,000 individuals in 44,000 households, in 513 districts covering over 600 towns and 1,300 villages, across India.

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