

BARC India Strengthens Its Partnerships & Product Portfolio

Appoints Aaditya Pathak As Executive Vice President-Partnerships & Growth and elevates Elbert D'silva to spearhead the Product Leadership & Excellence Team

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In a move to strengthen its product and partnerships portfolio with greater market focus and customer orientation, BARC India has roped in Aaditya Pathak as Executive Vice President-Partnerships & Growth and elevated Elbert D'silva to lead the Product Leadership and Excellence Team. In their new roles, both Aaditya & Elbert will report to Romil Ramgarhia, COO of BARC India.

Aaditya has had a rich career spanning over 19 years across various genres of television like Hindi GEC, Movies, Sports, Niche & Infotainment. In his last role as Senior Vice President & National Sales Head-Sony Pictures Entertainment, he was responsible for Pan India Advertising revenues for Sony PIX, Sony PIX HD and Sony Le Plex. Prior to Sony, Aaditya was associated with Discovery Networks Asia Pacific, ESPN Star Sports & Zee Network.

After a successful stint in Partnerships, Elbert D'silva will now be leading the Product Leadership and Excellence Team at BARC India. The partnerships and product teams will focus on non-traditional revenues along with building the traditional business model further. There will also be a push on non-currency products as per market demands which will ensure annuity to the business.

Speaking on the appointment, Partho Dasgupta, CEO, BARC India, said, "At BARC India, we are constantly evolving – from launching unique products to improving client servicing and now looking at non-currency initiatives to provide better industry insights for businesses. After the success that BIO News and the Think Initiatives have enjoyed, we are further strengthening our Product Leadership and Excellence Team under Elbert's able guidance. We will also be synergizing our teams to improve & refine our servicing to build better client relationships with Aaditya helming this from the front."

FOUR MEDIA MEASUREMENT BODIES FORM THE GLOBAL ALLIANCE FOR THE MEASUREMENT OF MEDIA AUDIENCES (GAMMA) TO CHART A COURSE FOR THE FUTURE OF VIDEO AUDIENCE MEASUREMENT

BARC (India), Médiamétrie (France), Numeris (Canada) and Video Research (Japan) collaborate to align audience measurement operational processes and technical standards across the globe.

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Audience Measurement systems worldwide have been evolving to meet the emerging needs of the industry. Rapid advancements in technology are re-shaping both the distribution as well as the consumption of content. These changes are not only country-specific but have a global impact, given the true nature of digital media.

BARC (India), Médiamétrie (France), Numeris (Canada) and Video Research (Japan) will

collaborate on future audience measurement initiatives including the development of common technical standards and operational processes, in order to benefit the existing currency services each member operates, in their respective market, through their current organization and measurement partners. The four founding nations collectively account for a total population of more than 1.5 billion and represent a combined advertising spend of USD 78 billion (15% of the worldwide total).

Brad Bedford, a veteran audience measurement executive, has been appointed Global Managing Director of GAMMA.

GAMMA aims to leverage the collective knowledge and sector expertise of each member to advance audience measurement solutions worldwide. Through closer cooperation, the participants intend to identify strategies and solutions that are more transparent and standardized. This will ensure greater efficiency, consistency and scope for audience measurement providers and their partners from this point forward.

“Audience measurement across the world needs to constantly innovate to keep pace with emerging trends. We at BARC India have always been open to learning from our global counterparts and this international alliance offers a tremendous platform to not only learn from our peers, but also to contribute.” said Partho Dasgupta, CEO, BARC India.

“As in every other field, audience measurement needs to cater to changing media behaviors. Partnering with Television, Internet and Radio professionals for decades has allowed Mediametrie to develop unique technological and methodological expertise in audience measurement. We’re pleased to share these achievements with our colleagues, via this new alliance, to further accelerate innovation within the industry”, added Bruno Chetaille, Chairman and CEO, Médiamétrie”.

“This global body will help us leverage knowledge, innovation and audience measurement expertise as a result of more effective discussions with key international players. We are confident that this alliance will be a significant conduit in gaining stronger cooperation towards more consistent, transparent, standardized and interoperable audience measurement,” said Neil McEneaney, President & CEO, Numeris.

“While each market behaves differently and has unique challenges, the single issue common to all audience measurement providers today is the ability to capture complete viewership, irrespective of screen. Innovation and collaboration remain the primary criteria and this expanded global relationship provides a major step towards that end,” said Yuzuru Kato, President & CEO, Video Research Ltd.

Said Bedford, “There is an ever-increasing demand for cross device measurement internationally and the partnering of these audience measurement companies seeks to facilitate continued movement in that direction. I am truly honoured to represent this effort on a global scale. We are confident GAMMA will be a source of great knowledge sharing and continued learning for the industry.”