

## **BARC India To Host Multi-City Digital Measurement Roadshows**

Mumbai, 22nd July, 2017

After setting up a robust TV viewership measurement system, BARC India is gearing for a successful launch of EKAM, its digital viewership measurement venture. In keeping with its policy of transparency and inclusivity, BARC India, is hosting a series of multi-city roadshows for members of the digital ecosystem. This is part of the planned rollout of its digital measurement products under the EKAM brand.

BARC India in the past had conducted four roadshows at several stages before launching its TV viewership measurement service. The aim behind these roadshows is to constantly engage with the stakeholders and understand their needs.

Themed “EKAM: Unifying Measurement”, this is the first digital roadshow which has been planned to familiarize the industry with EKAM digital measurement products. These roadshows will also provide a platform for exchange of views on industry expectations and how the EKAM suite of products will meet those goals.

The EKAM roadshows will be held in Delhi, Mumbai and Bengaluru between 31 July and 2 August.

“We are aware that industry has expectations as well as several questions with regard to digital measurement. Through our direct engagement programs, we will hear them and also use the opportunity to familiarise them with our plans,” said Romil Ramgarhia, CBO, BARC India.

“Currently, different platforms use different metrics to measure digital viewership. BARC India, being a third-party digital measurement body will bring in uniformity. The roadshows reinforce BARC India’s philosophy of transparency and inclusivity,” added Jamie Kenney, Business Head- Digital, BARC India.