

BARC India to launch Rural Data from Week 41

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ARC INDIA TO LAUNCH RURAL DATA FROM WEEK 41

The Board members of the Broadcast Audience Research Council (BARC) India have decided to release the much awaited rural data, starting next week.

With this, BARC India, which currently reports about 55 million households representing C&S universe of 1 Lac+, will expand its reach to 153.5 million TV households, representing All India and all modes of signal. Of this 77.5 million are urban TV households and 76 million are rural TV households.

BARC India, which had recently announced a joint venture with TAM Media to form a meter management company, is working on the dynamics of it and will soon announce its integration plan.

“With the board giving us the go ahead to release the rural data, one will see ‘What India Watches’. We will be releasing the data starting week 41” said BARC India CEO Partho Dasgupta.

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About BARC India

BARC INDIA is a Joint Industry Body set up in India in 2012 with the specific purpose of designing, commissioning, supervising and owning India’s Television Audience Measurement System. BARC India is a joint venture bringing together the three key stakeholders in Television Audience Measurement, Broadcasters, Advertisers and Advertising & Media Agencies. Their respective apex bodies, the Indian Broadcasting Foundation (IBF), the Indian Society of Advertisers (ISA) and the Advertising Agencies Association of India (AAAI), represent the three industries. The three way alliance ensures that the sizable resources - financial as well as intellectual, required to mount such a massive, continuously running initiative are made available within a robust, transparent and accountable governance framework. Stakeholders, in India and around the world, enjoy uninterrupted access to comprehensive, accurate, reliable and timely television audience measurement system.

Web : www.barcindia.co.in Twitter: @BARCIndia

For further queries please contact:

Mr. Partho Dasgupta, CEO, BARC India (partho.dasgupta@barcindia.co.in), 02249226611

Mr. Jagdeep Dighe, Vice President – Marcom & BDS, BARC India (jagdeep.dighe@barcindia.co.in), 9820215182

Ms. Seema Singh, Sr. Manager – PR & Communications (seema.singh@barcindia.co.in), 9702333354