

BARC INDIA TO RESUME PUBLISHING OF INDIVIDUAL NEWS CHANNELS RATINGS FROM Week 10, 2022 DATA, TO BE RELEASED ON 17th March 2022

Weekly Data for News & Special Interest genre channels to be reported as per Board & Technical Committee approved Augmented Data Reporting Standards

Monday, 07 February 2022

BARC India, and the industry at large, welcomes the Ministry of I&B's directive to resume the release of data for individual News channels. The data will be released as per the Augmented Data Reporting Standards for News and Special Interest genres.

BARC India is currently working towards ensuring the seamless release of individual news channel data and intends to commence release with effect from our reporting **Week 10, 2022**. As per our reporting cycle, this data will be released to the market on **Thursday, 17th March 2022**. We have communicated the same to our clients and stakeholders.

The Augmented Standards entail the reporting of audience estimates for News and Special Interest genre channels on a 4-week rolling average basis, which would be released regularly every week along with the estimates for all other channels. All viewership data will be published on the same YUMI platform that all our subscribers use.

In the weeks leading up to the resumption of news channels ratings, BARC India will be reaching out to its constituents to sufficiently inform and educate them about the details of the Augmented Data Reporting Standards.

With the active support of the Technical Committee members, all our stakeholders and industry experts, we believe we have a statistically sound and effective solution which helps augment the robustness of the data and reporting, which we had set out to do. This would be another significant step taken by BARC India to ensure a strong currency for advertisers and media organisations.

About BARC India

BARC India is a statistical and measurement science company which is 'Of the Industry, By the Industry and For the Industry'.

The company is registered with the Ministry of Information & Broadcasting (MIB) as a self-regulated, not-for-profit Joint Industry Body (JIB) 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, is built upon a robust and future-ready technology backbone which powers efficient media spends and content decisions in a highly dynamic and growing broadcasting sector.

Commencing operations in 2015, today BARC manages the world's largest and most diverse TV measurement system covering approximately 187000 individuals in 44,000 households, in 513 districts covering over 600 towns and 1300 villages, across India which is adequately representative of India's TV viewing microcosm.

For more information, please visit:

Web: www.barcindia.co.in Twitter: [@BARCIndia](https://twitter.com/BARCIndia)

Contact: **Sneha Rewari** - sneha.rewari@barcindia.co.in

Jagriti Mishra - jagriti.mishra@barcindia.co.in

Sharon Henriques - sharon.h@mondial.in