

BARC TO PAUSE AUDIENCE ESTIMATES (RATINGS) OF NEWS CHANNELS

Genre Level Ratings, by State and Language to Continue

Mumbai, October 15, 2020. In the light of the recent developments, BARC Board has proposed that it's Technical Committee (Tech Comm) review and augment the current standards of measuring and reporting the data of niche genres, to improve their statistical robustness and to significantly hamper the potential attempts of infiltrating the panel homes. This exercise would cover all Hindi, Regional, English News and Business News channels with immediate effect.

Therefore, starting with the 'News Genre', BARC will cease publishing the weekly individual ratings for all news channels during the exercise. This exercise is expected to take around 8-12 weeks including validation and testing under the supervision of BARCs Tech Comm. BARC will continue to release weekly audience estimates for the genre of news by state and language.

Explaining the need for this move, Punit Goenka, Chairman of BARC India Board said, *"Given the most recent developments, the BARC Board was of the opinion that a pause was necessitated to enable the industry and BARC to work closely to review its already stringent protocols and further augment them to enable the industry to focus on collaborating for growth and well-natured competitiveness"*.

Says Sunil Lulla, CEO, BARC India, *"We at BARC take our role in truthfully and faithfully reporting 'What India Watches' with the greatest sense of responsibility and work with integrity to ensure that our audience estimates (ratings) remain true to their purpose"*. He added, *"besides augmenting current protocols and benchmarking them with global standards, BARC is actively exploring several options to discourage unlawful inducement of its panel home viewers and further strengthening its **Code of Conduct to Address Viewership Malpractice**"*.

About BARC India

Broadcast Audience Research Council (BARC) India is a Joint Industry Company founded by stakeholder bodies that represent Broadcasters, Advertisers, and Advertising and Media Agencies. Built upon a robust and future-ready technology backbone, BARC India owns and manages a transparent, accurate, and inclusive TV audience measurement system. Apart from the currency products to the TV industry, BARC India also provides a suite of Insight products designed for Broadcasters, Advertisers and Agencies. The Big Data and Insights generated by BARC India powers efficient media spends and content decisions in a highly dynamic and growing television sector.

Winner of numerous awards for its technology, innovation and Human Resource practices, the company has grown substantially since its inception.