

TV Viewership Measurement Goes Rural with BARC India's all India Data

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V VIEWERSHIP MEASUREMENT GOES RURAL WITH BARC INDIA'S ALL INDIA DATA

The Broadcast Audience Research Council (BARC) India today released the much awaited All India data, which includes rural India, a first in the country.

BARC India, a joint industry body comprising the broadcasters, media agencies and advertisers, started rolling out ratings from April, 2015. Now, in a short span of six months, BARC India gives the country what it had promised, a complete and robust view of "What India Watches."

With the release of the All India data, BARC India has expanded 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 will now be reporting Megacities, 10-75 lakh towns, less than 10 lakh urban areas and rural.

The BARC India survey shows that lesser time is spent on TV in rural areas. Two in five rural audiences fall in the NCCS AB category, rural India gives younger audiences in the age group of 15-40 years. Last but not the least, with rural India's 'Early to bed and Early to rise' philosophy, the conventional definition of prime time for channels may change.

The week 41 of BARC India ratings has something for everyone.

Highlights of BARC India Week 41 (October 10-16) ratings:

- Star Plus maintains its leadership with 804214 Rat (000s) followed by Colors at 708747 Rat (000s).
- Zee Anmol jumps to number 3 with 609189 Rat (000s).
- DD National registered an Average Time Spent (ATS) of 53 Min 39 Sec highest among Hindi GECs.
- Rishtey is amongst top 10 Hindi GECs with 270072 Rat (000s).
- In the news genre, Times Now maintains its leadership with 560 Rat (000s) followed by CNN IBN at 233 Rat (000s).
- Sports sees major spike in ratings. Star Sports 1 holds number 1 position with 162592 Rat (000s) on the back of Paytm ODI Trophy 2015- India vs South Africa.
- Star Gold becomes No 1 Hindi Movie channel with 486374 Rat (000s) with the premier of Bajrangi Bhaijaan.
- Aaj Tak is number one in Hindi News genre with 72067 Rat (000s).
- Sun TV with 1092231 Rat (000s) topped the Tamil GEC genre. It also becomes the No 1 channel on All India basis ahead of Star Plus and Colors.
- ETV Telugu maintains No 1 position in Telugu GEC market with 424252 Rat (000s).
- Colors Kannada maintains its ranking order in the Kannada GEC space with 211268 Rat (000s).
- Zee Marathi with 116598 Rat (000s) leads the Marathi GEC genre.
- In the Malayalam GEC genre, Asianet topped the chart with 413385 Rat (000s).
- Star Jalsha tops Bengali GEC space with 241463 Rat (000s).
- Discovery Channel stays ahead of competition with 6433 Rat (000s).
- Kids genre sees spike in ratings, Nick is the number one kids channel with 97227 Rat (000s).
- MTV is the No 1 Youth channel with 14219 Rat (000s).
- ET Now tops the English Business news genre with 484 Rat (000s).

- Movies Now maintains its leadership in English Movies genre with 3200 Rat (000s) followed by Sony Pix at 1893 Rat (000s).
- Zee Café maintains its leadership in English Entertainment genre with 103 Rat (000s).

“I am delighted to present to the Broadcast and Advertising industry the All India Ratings. We have been able to give to the country a view of “What India Watches” as promised,” said BARC India CEO Partho Dasgupta.

Week:41 Top 5 Channels - Bangla		
Rank	Channels	Rat (000s) sum
1	STAR Jalsha	241463
2	Zee Bangla	160222
3	Jalsha Movies	57045
4	Colors Bangla	40571
5	Zee Bangla Cinema	31173
WB : NCCS All : Individuals : BARC India base - All India (U+R)		
Week:41 Top 4 Channels - English Business News		
Rank	Channels	Rat (000s) sum
1	ET Now	484
2	CNBC TV 18	368
3	NDTV Profit and NDTV Prime	108
4	Bloomberg TV	38
All India : NCCS AB : Males 22+ : Individuals : BARC India base - All India (U+R)		
Week:41 Top 5 Channels - Eng News		
Rank	Channels	Rat (000s) sum
1	Times Now	560
2	CNN IBN	233

3	India Today Television	202
4	NDTV 24x7	183
5	News 9	156

All India : NCCS AB : Males 22+ : Individuals : BARC India base - All India (U+R)

Week:41 Top 5 Channels - English Entertainment

Rank	Channels	Rat (000s) sum
1	Zee Café	103
2	AXN	98
3	Comedy Central	92
4	Colors Infinity SD	88
5	Colors Infinity HD	58

6 Mega Cities : NCCS AB : Individuals : BARC India base - All India (U+R)

Week:41 Top 5 Channels - English Movies

Rank	Channels	Rat (000s) sum
1	Movies Now	3200
2	Sony PIX	1893
3	STAR Movies	1793
4	Zee Studio	1660
5	HBO	1533

6 Mega Cities : NCCS AB : Individuals : BARC India base - All India (U+R)

Week:41 Top 2 Channels - Hindi Business News

Rank	Channels	Rat (000s) sum
1	Zee Business	1099

2	CNBC Awaaz	949
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HSM : NCCS AB : Males 22+ : Individuals : BARC India base - All India (U+R)

Week:41 Top 10 Channels - Hindi GEC

Rank	Channels	Rat (000s) sum
1	STAR Plus	804214
2	Colors	708747
3	Zee Anmol	609189
4	Zee TV	588017
5	STAR Utsav	500809
6	Life Ok	459427
7	DD National	381659
8	Sony Entertainment Television	371261
9	SONY SAB	280409
10	Rishtey	270072

HSM : NCCS All : Individuals : BARC India base - All India (U+R)

Week:41 Top 5 Channels - Hindi Movies

Rank	Channels	Rat (000s) sum
1	STAR Gold	486374
2	Zee Cinema	378717
3	Sony MAX	369954
4	Movies OK	190804
5	&pictures	170152

HSM : NCCS All : Individuals : BARC India base - All India (U+R)

Week:41 Top 5 Channels - Hindi News

Rank	Channels	Rat (000s) sum
1	Aaj Tak	72067
2	India TV	69694
3	ABP News	65005
4	News Nation	62737
5	Zee News	50239

HSM : NCCS All : 15+ : Individuals : BARC India base - All India (U+R)**Week:41 Top 5 Channels - Infotainment**

Rank	Channels	Rat (000s) sum
1	Discovery Channel	6433
2	National Geographic Channel	4138
3	Animal Planet	3326
4	History TV 18	3128
5	Nat Geo Wild	1382

6 Mega Cities : NCCS AB : Individuals : BARC India base - All India (U+R)**Week:41 Top 5 Channels - Kannada**

Rank	Channels	Rat (000s) sum
1	Colors Kannada	211268
2	Udaya TV	154276
3	Suvarna	153873
4	Udaya Movies	140353
5	Zee Kannada	114845

Karnataka : NCCS All : Individuals : BARC India base - All India (U+R)

Week:41 Top 5 Channels - Malayalam		
Rank	Channels	Rat (000s) sum
1	Asianet	413385
2	Mazhavil Manorama	85146
3	Flowers TV	77976
4	Surya TV	75531
5	Asianet Movies	74399
Kerala : NCCS All : Individuals : BARC India base - All India (U+R)		
Week:41 Top 5 Channels - Kids		
Rank	Channels	Rat (000s) sum
1	NICK	97227
2	Pogo TV	89903
3	Cartoon Network	79384
4	Disney Channel	49298
5	Hungama	45675
All India : NCCS All : 4 - 14 years : Individuals : BARC India base - All India (U+R)		
Week:41 Top 5 Channels - Marathi		
Rank	Channels	Rat (000s) sum
1	Zee Marathi	116598
2	Colors Marathi	73520
3	Zee Talkies	55350
4	STAR Pravah	36992
5	Maiboli	23975

Mah/ Goa : NCCS All : Individuals : BARC India base - All India (U+R)**Week:41 Top 5 Channels - Music**

Rank	Channels	Rat (000s) sum
1	Mastiii	113588
2	B4U Music	96364
3	9XM	78800
4	9X Jalwa	46876
5	Sony MIX	38591

All India : NCCS All : Individuals : BARC India base - All India (U+R)**Week:41 Top 5 Channels - Sports**

Rank	Channels	Rat (000s) sum
1	STAR Sports 1	162592
2	STAR Sports 3	154779
3	Ten Sports	98566
4	STAR Sports 2	22473
5	Sony SIX	19590

All India : NCCS AB : Males 22+ : Individuals : BARC India base - All India (U+R)**Week:41 Top 5 Channels - Tamil**

Rank	Channels	Rat (000s) sum
1	Sun TV	1092231
2	KTV	337657
3	STAR Vijay	183451
4	Polimer	95731

5	Jaya TV	69870
Tamil Nadu/ Puducherry : NCCS All : Individuals : BARC India base - All India (U+R)		
Week:41 Top 5 Channels - Telugu		
Rank	Channels	Rat (000s) sum
1	ETV Telugu	424252
2	Maa TV	370706
3	Zee Telugu	316913
4	Gemini TV	255329
5	Gemini Movies	178486
AP/ Telangana : NCCS All : Individuals : BARC India base - All India (U+R)		
Week:41 Top 5 Channels - Bhojpuri		
Rank	Channels	Rat (000s) sum
1	Dangal TV	12650
2	Big Magic Ganga	8138
3	ETV Bihar Jharkhand	5961
4	DD Bihar	3130
5	Anjan TV	2667
Bihar & Jharkhand : NCCS All : Individuals : BARC India base - All India (U+R)		
Week:41 Top 5 Channels - Youth		
Rank	Channels	Rat (000s) sum
1	MTV	14219
2	Zing	10274
3	Bindass	9645

4	Zoom	6698
5	Channel V	4383
All India : NCCS All : 15 - 21 years : Individuals : BARC India base - All India (U+R)		
Week:41 Top 5 Channels - Oriya		
Rank	Channels	Rat (000s) sum
1	Sarthak TV	86337
2	Tarang TV	52529
3	Colors Oriya	19247
4	Odisha TV	18141
5	Alankar	11600
Odisha : NCCS All : Individuals : BARC India base - All India (U+R)		

Kindly note that we are making transition from HSM excluding Assam/NE to HSM including Assam/NE for the HSM definition in our BMW software. The data shared is for HSM excluding Assam/NE.