



What India Watches™

PRINCIPLES OF FAIR AND PERMISSIBLE
USAGE OF BARC INDIA AUDIENCE
ESTIMATES

POLICY AMENDMENT WITH RESPECT TO PERMISSABLE USAGE
OF BARC INDIA AUDIENCE ESTIMATES FOR REPORTING SINGLE
EVENTS

Amended: November 2022; Valid until further notice

Background

Situations in India will exist from time to time where the public interest and legitimate commercial interests of the TV Industry are best served by allowing a TV Station to publicly announce audience viewership for a significant TV Station audience event such as a major news, sports, movie or other single TV Station programme event that occurs on one, or over a period of several days.

Goals

BARC India has proposed an amendment to the **BARC India Permissible Use Policy** that will allow TV Stations to publicly disclose BARC audience estimates for Single Events that equal or exceed a minimum audience standard. The disclosure of such single events is restricted and must fully comply with **BARC Single Event Reporting Standards**.

Proposal

BARC Permissible Disclosure Policy for Single Event Audiences are proposed for adoption subject to the following policy and rules:

i. Source Data/Attribution

- a) BARC Audience estimate for Station XXXX on DD/MM/YYYY from HH/MM to HH/MM

Estimates are produced using BARC's YUMI software

ii. Single Event Pre-requisites

A. Geography must be for either:

- a) Minimum One complete market state/state group area (e.g., Mah/Goa, Rajasthan or Mah/Goa + Gujarat, etc.)

OR

- b) One complete town class (India Urban, 6 Mega Cities, India 10-75L, India <10L or India Rural)

OR

- c) HSM audiences (HSM Urban, HSM 10-75L, HSM <10L or HSM Rural)

Note: Other Geographies (e.g., Mumbai, GUJ 10-75L) are expressly prohibited.

B. Demographics:

- a) Sex: Male, or Female, or Both
- b) Age breaks: Within Sex (Male, Female, or Both): 2+, 2-14, 2-21, 22 to 40, 15 to 40, 15 to 30, 15+, 22+. No other age cuts are permitted.

- c) NCCS breaks: NCCS A, or NCCS B, or NCCS CDE, without any sex or age filters.

OR

A combination of NCCS with age or sex cut is allowed. Combination of NCCS are as follows: NCCS AB, BCD/E, ABC, ABCD/E

- d) Platform: Pay Platform, or Free Platform, or Both (without any Sex or Age or NCCS filters)

<u>Examples that are OK as per policy:</u>	<u>Examples that are NOT OK as per policy:</u>
<ul style="list-style-type: none"> • Station XXX, Rajasthan, M 2+ • Station XXX, 6 Mega Cities, M 2-21 • Station XXX, 6 Mega Cities, NCCS A • Station XXX, HSM, M 22+ AB 	<ul style="list-style-type: none"> • Station XXX, Mumbai, M 2+ • Station XXX, Rajasthan, M 22-30 • Station XXX, UP 10-75L, M 22+

C. Time Band Duration:

Minimum duration must be 30 minutes – No exceptions.

D. Permitted Audience Estimates

- a) Viewership may only be shown in AMA's'000s or Viewing Minutes. Use of Rat% not permitted
- b) Cumulative Reach must be expressed in Cume Reach'000s. Use of Cume Reach% not permitted
- c) Competitive rankings are permissible, provided that rankings are for:
 - i. Same day as event and for identical time-band, based on AMA's'000s or Viewing Minutes and/or Cume Reach'000.

OR

- ii. Same Program Genre as classified in YUMI system of content based on AMA's'000s or Viewing Minutes and/or Cume Reach'000.

E. Competitive references and comparisons are permitted provided that they are for same-day as the reported event and for the identical time

period/time-band. HOWEVER, NO COMPETITIVE SHARES ARE ALLOWED IN ANY EXTERNAL RELEASE OF AUDIENCE ESTIMATES FOR SINGLE EVENTS COVERED BY THIS POLICY.

- F. Viewing minutes can be used for Competitive references provided the duration of the programs/events is same.

IN ANY EXTERNAL RELEASE OF AUDIENCE ESTIMATES FOR SINGLE EVENTS COVERED BY THIS POLICY, SOURCE FOOTNOTE IS COMPULSORY AND MUST MENTION:

- a) BARC Source References
- b) TG Geographic Area
- c) TG Definition: Sex/Age/NCCS/Platform

Please Note the following:

1. **“4 weeks/past week’s comparisons can only be done in the same universe base as reported by BARC India. If there is a universe change then the numbers cannot be compared with the data from the previous week/universe numbers. For example, in Week 14, 2021 there was a Universe Estimates update and as a result of which, comparisons with the previous 4 weeks (Wk 10-13, 2021) is not possible (as it had a different universe base)”.**
2. **For News & Special Interest Genres, comparisons between rolled & unrolled data points are not allowed.**

Previous versions:

- April 2022
- 22nd July 2019
- 30th August 2018
- 18th November 2015
- 22nd July 2015