



# **PRINCIPLES OF FAIR AND PERMISSIBLE USAGE OF BARC INDIA AUDIENCE ESTIMATES**

**POLICY AMENDMENT WITH RESPECT TO PERMISSABLE USAGE OF BARC INDIA  
AUDIENCE ESTIMATES**

[Amended: June 2022 - Valid until further notice](#)

BARC India, being the custodian of the measurement that provides a ‘Currency’ to all its users and stakeholders, is obliged to establish bounds within which its ratings may be used, particularly in the public domain.

## RATINGS LEADERSHIP

It is within this context that ‘Leadership’ in television must be understood. A leader is not created overnight. Any given moment, or any given day part on a particular day, may show someone ahead or someone behind. This does not constitute leadership. Using such a momentary blip is a very weak foundation on which to base a leadership claim.

The following tests must be applied before making a claim of leadership using BARC’s data:

- **The period of comparison must cover at least four consecutive weeks of data.**
- **The period of comparison must cover minimum duration of 30 minutes.**
- **The tabulations used must be direct outputs of BARC India’s YUMI user interface. Any number derived by extrapolating or interpolating YUMI outputs is not permitted for use in the public domain.**
- **Ratings/Cume Reach/Share in % should not be used and only absolute numbers should be considered.**

While there can be no objection to how much a user may parse BARC India data for internal use (within reasonable limits e.g., Relative Error levels etc.), the rules established in the next section must be strictly adhered to in all commercial applications. Any use of BARC India data for supporting an appeal to viewers, advertisers or their designated agents and representatives, constitutes commercial use.

### 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, Karnataka, Andhra Pradesh/Telangana, 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 cuts are permitted).
- c) NCCS breaks: NCCS A, or NCCS B, or NCCS CDE, or Combinations (NCCS AB, NCCS All) (without any Sex or age filters)
- d) Platform: Pay Platform, or Free Platform, or Both (without any Sex or Age or NCCS filters)

NOTE: In addition to the above cuts, some additional combinations are permissible, which are explained below:

- e) Sex: Males, Females, or Both
- f) Age break: 2+, 15+ or 22+
- g) NCCS: minimum of 2 NCCS cuts
- h) Market: One complete town class (India Urban, 6 Mega Cities, India 10-75L, India<10L, India Rural), OR HSM audiences (HSM Urban, HSM 10-75L, HSM <10L, HSM Rural)
- i) Platform: Pay Platform, Free Platform or Both

<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"> <li>• Station XXX, Rajasthan, M 2+</li> <li>• Station XXX, 6 Mega Cities, M 2-21</li> <li>• Station XXX, 6 Mega Cities, NCCS A</li> <li>• Station XXX, HSM, M 22+ AB, Pay Platform</li> </ul>	<ul style="list-style-type: none"> <li>• Station XXX, Mumbai, M 2+</li> <li>• Station XXX, Rajasthan, M 22-30</li> <li>• Station XXX, UP 10-75L, M 22+</li> </ul>

C. 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.

**IN ANY EXTERNAL RELEASE OF AUDIENCE ESTIMATES 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.

**RULES FOR COMMERCIAL USE OF BARC INDIA DATA**

- i** Clear definition of target audience within BARC India audience taxonomy
- ii** Clear definition of comparison set
- iii** Period of comparison to cover at least 4 consecutive weeks
- iv** The period of comparison must cover minimum duration of 30 minutes

- v All data must be available directly and without interpolation or extrapolation from the YUMI.
- vi Visual representations help the intended recipient of a commercial message. However, they can be used to misguide. They must adhere to the following principles:
  - a. Axes of a graph must be orthogonal, at 90°
  - b. Scaling must be linear
  - c. The Y-axis must generally intercept the X-axis at value 0. If an alternative value is used, this must be clearly indicated both on the chart and in its legend

**Previous versions:**

- July 2019
- August 2018
- July 2015