

Policy for Genre and Language Classification of TV Channels

1. Objective:

The policy is developed to provide standard and transparent rules to define the Genre and Language of all TV Channels monitored by BARC India.

The document outlines the policy and the complete process of the classification exercise performed at BARC India.

2. Guidelines:

- a) Genre and Language classification of all TV channels will be reviewed every quarter based on the past 13 weeks of data.
- b) **(i) Genre-Language of a new channel** (i.e., a channel that joins in the middle of a quarter) would be calculated basis 4-weeks of playout data during the channel's onboarding* process.
(ii) Onboarding New Channels and Data Release in YUMI: To facilitate this process, the policy for onboarding new channels will be changed to a period of minimum 4 weeks to 8 weeks for the entire ecosystem.
*Onboarding is defined as the period from a channel's WM goes "live" to its data being released in YUMI).

3. Genre Classification Policy:

Genre Classification of TV Channels will be done basis the MIB license category and the Programming genre aired during the entire day (0600-2600 hours considered) in the past 13 weeks.

Steps:

1. Program Report from YUMI is run for all the channels to get the total duration of Programme Genres for the content aired in the given time band.
2. Based on the duration, the contribution of each program genre of the total airtime is calculated.
3. Separately, the total duration of GEC content in the GEC Prime Time (1800-2300 hours) and Feature Film and Short Film/Telefilms/ Documentaries aired during the entire day, is computed.
4. Thereafter, the Program Genres are categorized into various broad Genres to compute the total contribution of the broad Genres to the channel's airtime.
 - a. Film Based Magazines and Events/Concerts/Awards will be first excluded. The rest of the Programme Genres will be clubbed as per the grid below into their respective Broad Genres:

Program Genre as per Playout	Broad Genre	Program Genre as per Playout	Broad Genre	Program Genre as per Playout	Broad Genre
COUNTDOWNS	Music	SCIENCE/EDUCATION	Infotainment	TENNIS	Sports
FILM SONGS	Music	SOCIAL PROGRAM	Infotainment	VOLLEYBALL	Sports
MUSIC SHOWS/SONGS	Music	NATURE/WILD LIFE/ENVIRONMENT	Infotainment	WRESTLING	Sports
FEATURE FILMS	Movies	BASEBALL	Sports	CHANNEL PRESENTATION/PROMOTION	GEC
FILM TRAILORS/ALBUM PROMOS	Movies	BILLIARDS/SNOOKERS	Sports	DIFFERENT MAGAZINES	GEC
TELEFILM/SHORTFILM/DOCUMENTARY	Movies	ATHLETICS	Sports	PLAYS/BALLETS	GEC
BEAUTY/FASHION	Lifestyle	BADMINTON	Sports	DANCE SHOWS	GEC
COOKERY	Lifestyle	BASKETBALL	Sports	ACTION/THRILLER	GEC
HEALTH/FITNESS	Lifestyle	BOXING	Sports	COMEDIES	GEC
TRAVEL PLACES	Lifestyle	CAR / BIKE RACING	Sports	DRAMA/SOAP	GEC

WOMENS PROGRAM	Lifestyle and News	CRICKET	Sports	HORROR SERIAL	GEC
BUSINESS PROGRAM	Business News	GOLF	Sports	MYTHOLOGICAL/COSTUME DRAMAS	GEC
NEWS BULLETIN	News	HOCKEY	Sports	GAME SHOW/QUIZ	GEC
NEWS HEADLINES	News	HORSE RACING/EQUESTRIAN	Sports	REALITY SHOW	GEC
NEWS MAGAZINES	News	JUDO /KARATE /MARTIAL ARTS	Sports	TALENT SEARCH/FEATS	GEC
SPECIAL TELECAST	News	KABADDI	Sports	CARTOONS/ANIMATION	Kids
YOUTH/CAREER	News	MIXED MARTIAL ARTS	Sports	CHILDRENS PROGRAM	Kids
TALK SHOWS/CHAT SHOW	News	MULTI SPORTS EVENTS (OLYMPICS)	Sports	RELIGIOUS/DEVOTIONAL/ASTROLOGY	Devotional
INTERVIEWS/PORTRAITS/DISCUSSIO	News	OTHER SPORTS	Sports	TELE SHOPPING	Teleshopping
REVIEWS/REPORTS	News and Infotainment	RUGBY/FOOTBALL	Sports	n.a	Others
AGRICULTURE/RURAL DEVELOPMENT	Infotainment	SOCCER	Sports	FEED MISSING	Others
ARTS AND CULTURE	Infotainment	SPORTS MAGAZINE	Sports		
HISTORY	Infotainment	TABLE TENNIS	Sports		

- b. Film Based Magazines – If the channel airs on average 30 mins per day (45.5 hours in the quarter) of GEC content in the GEC Prime Time (1800-2300) then the duration of “Film Based Magazines” will be counted in **GEC** else it will be counted in **Movies**.
- c. Event/Concerts/Awards – If the channel has a maximum contribution from News, then it will be counted in News, else in GEC.

Criteria for Classification:

1. Channels categorized as News as per **MIB** and aired **50% or more (>=50%)** News Content of the entire programming time in a quarter, would get classified as a **News Channel** and Rest will be tagged as **Non-News**.
 - a) News channels with a minimum of 25% of Business content will be classified as **Business News**.
2. **Non-News Channels** are further classified into respective genres as per the below criteria:
 - a) If a channel has aired any specific content for **50% or more (>=50%)** of its airtime, it will be classified as that Genre (for example GEC, Music, etc).
 - i. **Additional condition for Movies:** Channels that air More than 50% of the movies (all movie-related content) need to also air at least **273 hours*** of Feature Films/Short Films/Telefilms/Documentaries. If **NOT**, then the channel will be classified as “**Others**”.
 - b) Channels that have **not aired any specific genre for at least 50%** of their airtime but have aired at least **45.5 hours**** of GEC content in the quarter (Drama, Reality Show, etc.) during GEC Prime Time (1800 hrs -2300 hrs), will be classified as “**GEC**”.
 - c) Rest of the channels will be classified as **Others**.

(* 273 hours effectively means 3 hours/day || ** 45.5 hours effectively means 30 mins /day)

4. Language Classification Policy:

Language Classification of TV Channels will be done basis the aired Program's language content and viewership data in the past 13 weeks.

Steps:

1. Program Report from YUMI is run for all the channels to get the total duration of the (Program) language aired in the given period.
2. For Virtual Channels – AMA's of individual language feed/audio feed is taken at all India/Universe of last 13 weeks. The contribution of Individual language to their entire viewership is calculated.
3. For all other channels – AMA's at all India and State/State Group is taken of the last 13 weeks. The contribution of State/State Group is calculated.
4. Language classification will be done as per the criteria below.

Criteria for Classification:

1. Individual Channels - Among all the individual channels, if more than 50% of a channel's content is aired in a particular language, then the channel will be classified under that language.

- A. If the channel doesn't have any language/audio feed contributing to **more than 50%** of the content, then its viewership across regions will be analyzed. If any region contributes to more than 50% viewership, then the channel's language will be classified as per Region's main language.
- B. For a Hindi channel (maximum contribution to total content duration), if **more than 50%** of its viewership comes from the HSM region, then it's classified as a **Hindi Channel**.
- C. All other individual channels that do not meet the above criteria shall be classified as "**Multiple**".

2. Virtual Channels (Multiple Language / Audio Feeds) – If any individual language feed/audio feed (i.e., viewership by language) contributes to more than 90% of total viewership, then it will be classified as that language otherwise it will be categorized as "**Multiple**".