Policy for Genre and Language Classification of TV Channels

Effective March 2024

1. Objective:

This policy has been developed to provide standard and transparent rules to define the Genre and Language Classification of all TV Channels monitored by BARC India and outlines the complete process of Classification 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 data.

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

c) **Genre-Language of an EXISTING LIVE channel:** In case of a change in a Channel's Language (irrespective of genre), continuation of data with the new language, as well as linking of old historical data to the existing channel, will be done.

3. Genre Classification Policy:

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

Steps:

1. Program Report from YUMI is run for all the channels in order to get the total duration of Program Genres for the content aired in the given time band.
2. Based on the duration, the contribution of each Program Genre to the total airtime, is calculated.
3. Separately, the total duration of GEC content in the GEC Prime Time (1800-2300 hours), as well as Feature Films and Short Films/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 these broad Genres to the channel's airtime.
   a. Film Based Magazines and Events/Concerts/Awards will be first excluded. The rest of the Program 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 an average 30 mins per day (i.e., 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 as News, or else as GEC.

Criteria for Classification:

1. Channels categorized as News as per **Ministry of I&B (MIB),** and airing **50% or more (>=50%)** News Content of their entire programming time in a quarter, would get classified as a **News Channel** and the 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 their respective genres as per the criteria outlined below:

   a) If a channel has aired any specific content for **50% or more (>=50%)** of its airtime, it will be classified as that specific content genre (for example GEC, Music, etc.).

      i. *Additional condition for Movies: Channels that air More than 50% of movies (all movie-related content) also need to 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)

Genre Classification of channels will be done using the above criteria, where the existing threshold contribution of a specific genre is 50% or more (>=50%).

However, if the contribution of a specific content of that channel for the current quarter is within +/-5 % points from the existing threshold, then the following exceptions would be applicable:

1. In the first observed instance, if the Genre Classification of a channel is determined to be different compared to its classification of the previous 4 quarters, then the Genre Classification for the channel would continue to be classified as the same genre, as its previous 4 quarters.
2. In the upcoming quarter, the Genre Classification of the same channel will continue to be based on the subsequent 13 weeks of data.
3. All SD and HD channels will be classified against the same genre, provided there is no significant difference between the content type and content contribution. Among the SD and HD channels, Genre Classification of the channel with the higher viewership, will be used for Genre Classification.

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 an 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 - if **more than 50%** of an individual 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 the 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**".

Language Classification of channels will be implemented using the above criteria, where the existing threshold contribution of a specific language is 50% or more (>=50%).

However, if the contribution of a specific language of that channel for the current quarter is within +/-5 % points from the existing threshold, then the following exceptions would be applicable:

1. In the first observed instance, if the Language Classification of a channel is determined to be different compared to its classification of the previous 4 quarters, then the existing Language Classification for the channel would be considered and the channel would continue to be classified as per the language of the previous 4 quarters.

2. In the upcoming quarter, the classification of language for the same channel, shall continue based on the subsequent 13 weeks of data.

3. Al SD and HD channels will be classified as the same language, provided there is no significant difference between the broadcast language and viewed language. Among the SD and HD channels, language classification of the channel with the higher viewership will be used for tagging.

Previous version: March 2022
Updated: March 2024