



**POLICY FOR SHARING OF VIEWERSHIP DATA FOR A  
WATERMARKED CHANNEL (PRIOR TO PUBLIC RELEASE  
OF DATA VIA YUMI OF THE SAID CHANNEL)**

**March 2022**

Note that this Policy pertains to the pre-release data (TBR - To Be Released) of a channel prior to the release of the channel ratings in the YUMI software. There are 2 parts to this Policy – one for National channels and the other for Regional Channels.

TBR Data for all channels in the ecosystem will be provided in Unrolled format.

**National Channels (More than one State):** TBR data to be released at a weekly level for a period extending upto maximum 8 weeks (note that these weeks don't need to be consecutive weeks). This data for maximum 8 weeks will be shared at no additional charge but as per the parameters/cuts mentioned below.

- This will be weekly viewership data (Rat% & AMA' 000s), Reach data (Reach % and Cume Reach %) and Time spent Data (ATS-viewer). The data will be for the entire week, day wise data shall not be provided.
- Data to be provided at either Urban only, Rural only or Urban+Rural. Note that it is either one of the three, and not all three.
- The data will be provided at an All India, HSM, Megacities and State Level (depending on the choice of Urban only, Rural only or U+R).
- The TG for the data will be the entire universe (All 2+) OR one TG of the choice of the Broadcaster.

In case further data is required, then the Broadcaster can subscribe to additional data. The charge will be Rs 2,00,000/- per week for one TG of the choice of the Broadcaster. Note that the most granular cut possible is at a State-Urban or State-Rural level (ex. Mah-Urban or AP-Rural, etc... so a more granular cut like Mah 10-75 lac or UP below 10 lacs, is not possible).

Please be advised that in low viewership genres, the viewership data that will be shared will have a high Relative Error. In case even finer cuts are required then they will have an even higher relative error and we would advise caution with using such data.

**Regional Channels (One Single State):** TBR Data to be released at a weekly level for a period extending upto maximum 8 weeks (note that these weeks don't need to be consecutive weeks). This data for maximum 8 weeks will be shared at no additional charge but as per the parameters/cuts mentioned below.

- This will be weekly viewership data (Rat% & AMA' 000s), Reach data (Reach % and Cume Reach %) and Time spent Data (ATS-viewer). The data will be for the entire week, day wise data shall not be provided.
- The data will be provided at the State level, State-Urban, State-Rural and Megacity level (wherever applicable).
- The TG for the data will be the entire universe (All 2+) OR one TG of the choice of the Broadcaster.

In case further data is required, then the Broadcaster can subscribe to additional data. The charge will be Rs 50,000/- per week for one TG of the choice of the Broadcaster. . Note that the most granular cut possible is at a State-Urban or State-Rural level (ex. Mah-Urban or AP-Rural, etc...so a more granular cut like Mah 10-75 lac or UP below 10 lacs, may be provided at the discretion of BARC).

Please be advised that in low viewership genres, the viewership data that will be shared will have a high Relative Error. In case even finer cuts are required then they will have an even higher relative error and we would advise caution with using such data.