



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

**March 2022  
(revised)**

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 two parts to this Policy – one for National channels and the other for Regional Channels.

**TBR Unrolled Data:**

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

**National Channels (More than one State group):** TBR data to be released at a weekly level for a period extending up to a maximum of eight weeks. This data for maximum eight 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 an All India, HSM, Megacities and State group level (depending on the choice of Urban only, Rural only or U+R).
- Data to be provided for State group level at either Urban only, Rural only or Urban+Rural. Note that it is either one of the three and not all three.
- 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 (e.g., Mah-Urban, AP-Rural). More granular cuts (i.e., Mah 10- 75 lac, UP below 10 lacs) will not be allowed.

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

**Regional Channels (One Single State Group):** TBR Data to be released at a weekly level for a period extending up to a maximum of eight weeks). This data for maximum eight 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 group 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.

(e.g., Mah-Urban, AP-Rural). More granular cuts (i.e., Mah 10- 75 lac, UP below 10

lacs) may be provided at BARC's discretion.

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

**TBR Rolled + Unrolled Data:**

**TBR Data for News & Special Interest genre channels in the ecosystem will be provided in Rolled (conditions apply & as per the Augmented Data Reporting Standards) and/or Unrolled format.**

**News Genre Channels:** TBR data to be released at a weekly level for a period extending up to a maximum of eight weeks.

- Unrolled Data: This data for a maximum period of eight weeks will be shared from Wk 1 onwards at no additional charge, but as per the parameters/cuts mentioned above.
- Rolled Data: This data will be shared from the following week after four weeks of Playout monitoring data are available, as per the parameters/cuts mentioned above. The data will be charged as per the TBR data policy.

**Note:** BARC India will need minimum 4 weeks of playout data to determine & classify a channel under News or Special interest – in case the said channel falls under a genre that is reported as Rolled Data,

**Special Interest Genre Channels:** TBR data to be released at a weekly level for a period extending up to a maximum of eight weeks.

- Unrolled Data: This data for a maximum period of eight weeks will be shared from Wk 1 onwards at no additional charge but as per the parameters/cuts mentioned above.
- Rolled Data: This data will be shared from the following week after four weeks of Playout monitoring data are available, as per the parameters/cuts mentioned above. The data will be charged as per the TBR data policy.

**Note:** BARC India will need minimum 4 weeks of playout data to determine & classify a channel under News or Special interest – in case the said channel falls under a genre that is reported as Rolled Data

The rest of the policy terms will be the same as mentioned above under National Channels /Regional Channels.

Please note that free of cost TBR data will be provided until BARC India is ready to release the data. In case, the channel does not wish for their data to be released to the market, post BARC India's readiness to release the data, any further TBR report will be charged as per the TBR data policy.