



POLICY FOR THE RELEASE OF A CHANNEL'S VIEWERSHIP DATA

This Policy shall be applicable and binding on the Subscriber(s) who have executed a valid End-User License Agreement ("EULA") and Scope of Work ("SOW") with BARC India.

1. Release of Channel's Viewership Data:

- (a) For a Channel's viewership data to be released publicly by BARC India via the YUMI software, there is a need for a minimum period of 4 weeks to 8 weeks for BARC India to perform the required technical checks and data validation. The period for validation and checks (as per BARC India Ratings calendar, the data-week begins on a Saturday & ends on a Friday) starts from the end of the week in which the watermark of the Channel is live/activated with BARC India and the IRD box is submitted for playout monitoring, if applicable. Please note that the watermarking process takes generally 8-12 weeks after due processing of PO/payment and hence, it is requested that a significant lead time be kept for the watermarking process.
- (b) A Subscriber can avail Channel level viewership data as per the BARC India policy. However, please note that the viewership data that is provided prior to the public release of the ratings of the Channel (for TBR), is confidential and can only be used for internal analysis by the Subscriber. In addition to that, this viewership data cannot be used for comparisons with any other viewership data released for the said Channel in the future.
- (c) The Channel's viewership data will be publicly released via the YUMI software for the entire week (Sat-Fri week format) every Thursday and BARC India shall not release viewership data starting from midweek. The Subscriber should inform BARC India about the date from which the Channel's viewership data is required to be released, at least ten working days prior to the week of release. This will be subject to completion of all technical checks.
- (d) Note that if BARC India does not receive a request from Subscriber to release the viewership data of the Channel in YUMI within 12 weeks of it being watermarked, BARC India may stop monitoring the Channel and/or capturing the viewership of the Channel. In case the Subscriber requires BARC India to continue monitoring the Channel(s) without releasing the viewership data of the Channel(s) in YUMI, then the applicable subscription fee for the service would be INR 20 Lacs per annum per Channel or 0.8% of the net ad sales revenue for the relevant Channel (whichever is higher). To clarify, the subscription fee for such a Channel will be treated separately and not as part of the main Scope of Work (SOW) agreement entered with the Subscriber.

2. Release of Channel's Viewership Data in case of Renaming of a Channel:

In the event a Channel is renamed, then following terms need to be complied with by the Subscriber:

- (a) Proof of valid license issued by Ministry of Information and Broadcasting, Government of India ("MIB") certifying the new name of the old Channel of the Subscriber.
- (b) Declaration via email to BARC India, from the Subscriber, stating the genre and language of the renamed Channel.
- (c) Subscriber of the Channel requiring the change in name shall intimate BARC

India at least 2 weeks prior to the renaming of the Channel.

- (d) If there is no change in Channel language and genre, then old historical viewership data of the Channel will be linked to the renamed Channel, basis written communication from Subscriber for the particular Channel. In case the Subscriber does not wish to link the historical viewership data, it will be treated as a new Channel, and the historical viewership data will continue to be available in YUMI under the old Channel name.
- (e) If there is a change in either Channel language or genre or both, then old historical data of the old Channel will not be linked to the renamed Channel and the historical data will continue to be available in YUMI under the old Channel name.
- (f) In both the above situations as specified in para 2(d) and (e) above, BARC India will attempt to seamlessly continue the service to the new renamed Channel without any minimum waiting period. However, in case the renamed Channel comes under Augmented Data Reporting Standards (ADRS), as per the ADRS policy published on BARC India website, a minimum of 4 weeks will be required for BARC India to release the viewership data of the renamed Channel via YUMI.

3. Temporary suspension of publishing data

- (a) If a Subscriber requires to temporarily suspend publishing of the viewership data of its Channel(s) in the YUMI Software, then BARC India can facilitate the same on the following terms–
 - (i) The Subscriber needs to provide a minimum of 1 week of prior notice to suspend the publication/release of its viewership data.
 - (ii) The publishing of the viewership data of the Channel will be suspended for a minimum period of 4 weeks.
 - (iii) The ratings & playout data for the suspended period will not be accessible on YUMI for all Subscribers.
 - (iv) The Subscriber shall be liable to pay during the suspension period as per BARC India's terms and conditions basis the EULA/SOW.
 - (v) If the Subscriber wishes to discontinue the BARC India subscription for the Channel(s) during the suspension period, the same shall follow the Deprecation Policy (specified in Para 5 below).
 - (vi) The Subscriber for the said Channel shall not be allowed to seek any further suspension for a period of 52 weeks after the resumption of the publication of the data.
- (b) In case the Subscriber wishes to continue the suspension period, beyond 4 weeks and consents to water-marking of the Channel, then BARC India shall facilitate the same on the following terms:
 - (i) The Subscriber shall be liable to pay during the extended suspension period as per BARC India's terms and conditions basis the EULA/SOW.
 - (ii) No data will reflect in the data dark period between the suspension & re-instating and the said Channel will be reflected as "n.a." in YUMI (no ratings or playout data). However, this data (only related to the Subscriber's Channel) can be provided exclusively to the Subscriber for a fee.

(c) For Resumption of Publishing of Viewership Data:

- (i) The Subscriber must provide minimum one week of prior notice to BARC India to resume publication of the viewership data and playout data of suspended Channel through YUMI.
- (ii) The publishing of viewership data shall commence either post 4 weeks, or from the week after the suspended period, whichever is later.

Linking of data post suspension period:

- **Scenario 1:** If there is no change in Channel language and Channel genre:
 - linking of old historical viewership data of the reinstated Channel shall be possible.
- **Scenario 2:** If there is a change in the Channel language or Channel genre or both:
 - linking of old historical viewership data shall not be possible. The historical data will continue to be available in YUMI under the old Channel name.
- **Scenario 3:** In case there is a change in MIB License holder:
 - The Channel to be treated as a NEW Channel with Deprecation of the old Channel and the data shall not be linked.

4. Cancellation/suspension/revocation of a Channel's license by the MIB or by Order of any Judicial or Quasi-judicial authority

- (a) The subscriber should inform BARC India immediately on such revocation/cancellation and/or suspension of a Channel's MIB license.
- (b) In case BARC India has credible information from media reports, or otherwise, with regard to such revocation/cancellation and/or suspension of a Channel's MIB license, BARC India shall have the right to suspend the rating of the said Channel immediately. However, the watermarking of the Channel shall continue for a period of 15 days from either the intimation received from the subscriber or the ratings week from when the suspension was applicable, whichever is earlier.
- (c) If the Subscriber provides the required MIB license and/or any other order restoring the MIB license of the Channel, within the 15 days period from the date of first suspension, the publication of the viewership data of the Channel shall be resumed from the subsequent reporting week. The data dark period between the suspension & re-instating shall be reflected as "n.a" in YUMI (no ratings or playout data).
- (d) In the event the Channel's watermark/playout is discontinued:
 - (i) The Channel will be treated as a deprecated Channel.
 - (ii) If the Channel gets the needed clearances from the MIB, then the on-boarding process can begin as per BARC India's onboarding policy for a new Channel.
 - (iii) Onboarding is subject to clearances of all outstanding dues if any, for the prior period.
- (e) Linking of data will be as per the Suspension Policy as per para 3 above or Deprecation Policy as per para 5 below, whichever is applicable.

5. **Deprecation Policy**

The Channel(s) of a Subscriber shall be deprecated under the following circumstances:

Scenario 1: Breach by the Subscriber:

- (a) In the event, the Subscriber breaches any of the terms of the present policy or the terms of the EULA or any other policy of BARC India or any applicable laws, the ratings of the said Channel shall be suspended, and watermark shall be discontinued.
- (b) BARC India reserves the right on resumption of watermark & publishing of ratings subject to the resolution of the said issue.

For Resumption of Services in Scenario 1

- (i) BARC India will release the viewership data via YUMI as per BARC's operational requirement (complete BARC week of watermark & playout data).
- (ii) Linking of the viewership data for the said Channel shall be treated as per the Annex 1 stated below.

Scenario 2: Request for deprecation by the Subscriber:

In the event BARC India receives a request from the Subscriber to deprecate any Channel(s), then BARC India shall comply with the request subject to clearance of all the pending dues of the Subscriber in the following manner:

(I) If Channel is going "Off Air" (also includes To Be Released ("TBR") channel – whether going "Off Air" or continues to be "On Air")

- Channel monitoring will be stopped on the date as communicated by the Subscriber subject to confirmation from BARC India's technical team.

(II) If Channel is continuing to be "On Air"

- If the Channel continues to be on-air the services will be discontinued only after a period of 90 (Ninety) days from the date of receipt of the email from the Subscriber.
- The Subscriber is liable to pay the subscription fee including the subscription fee for the 90 days' notice period.
- Outstanding Amount to be cleared on or before the last date provided by BARC India.

For Resumption of Services in Scenario 2:

- Viewership data of the Channel will be released only after 26 weeks.
- Linking of the viewership data for the said Channel shall be treated as per the Annex 1 stated below.

***Annex 1: Linking of data in case of resumption of a Channel post deprecation**

- If there is no change in Channel language and Channel genre, linking of old historical viewership data of the reinstated Channel shall be possible.
- If there is a change in the Channel language or Channel genre or both -
 - Linking of old historical viewership data shall not be possible and the historical viewership data will continue to be available in YUMI under the old Channel name with ("n.a").
- In case there is a change in MIB License holder
 - The Channel to be treated as a NEW Channel
 - The Channel viewership data release to follow BARC India's Policy for the Release of a Channel's Viewership Data, with a minimum period of 4 weeks to 8 weeks.

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