

DETAILS OF COMPLAINTS (JULY 2025 - SEPT 2025)					
#	ORGANISATION	RECD DATE	RESPONSE DATE	COMPLAINT	RESOLUTION/ RESPONSE SUMMARY
1	ARG Outlier Media Pvt Ltd (Republic Media Network)	01 st August 2025	14 th August 2025	* Concern on implementation of Landing Page & Mitigation Measures - Landing page impact on ratings not eliminated	* Principle of Landing Page algorithm was explained in detail including identification of landing page, its impact & mitigation. * It was explained that BARC does not completely nullify the impact of Landing Page but only seeks to remove the impact of forced viewing as per the directive from BARC Board. * Composition of Oversight Committee (OC) & its role in providing independent oversight over all elements of the data validation process including the Landing Page Algorithm was explained. * All the BARC processes are subject to independent third-party oversight and the Estimation Process is validated by the Technical Committee (TechComm). * BARC measurement system is aligned to MIB Guidelines, Global Benchmarks and needs of the local market.
2	Fastway Transmissions Pvt Ltd (MSO)	13th August 2025	11 th Sep 2025	Review of Rating Pattern and Methodology due to Observed Inaccuracy in Published Ratings – State of Punjab.	* BARC's primary responsibility is to respond to queries & complaints from our stakeholders & subscribers- we have responded to Fastway despite not being a BARC subscriber but being part of larger broadcast ecosystem. * Fastway did not provide any hard facts or data to corroborate their claims about BARC data which could be investigated, analysed or verified. * In the absence of any concrete basis for these contentions, there was no way for BARC to verify these claims. * Notwithstanding the above, BARC reassured about the rigour going into the generation of BARC's viewership estimates: - Composition, credentials of Technical Committee (Tech Comm) & their role in oversight of sample design & estimation process - Composition, credentials of Oversight Committee (OC) & their role in oversight of data validation process. - Annual audit by CESP for compliance with BARC processes.