

BARC India Introduces





An
audience measurement
solution for **Premium Homes!**

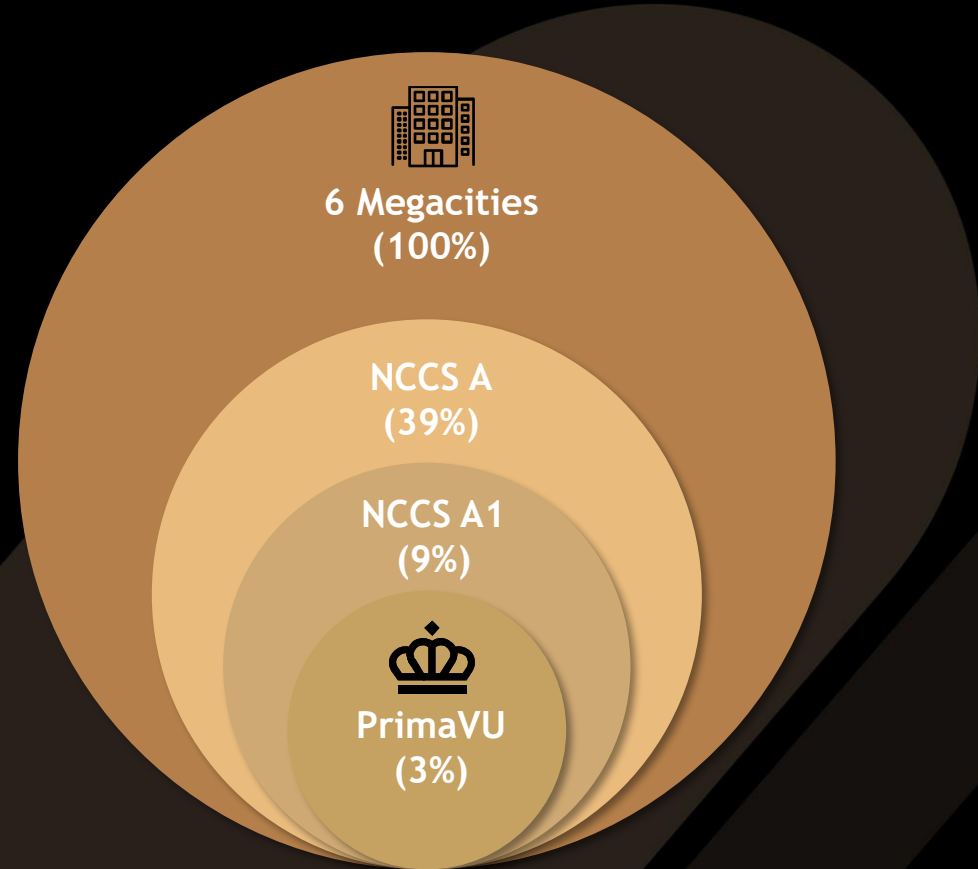




Measuring the Top 3% of Socio-Economic Strata in 6 Megacities

Premium Homes in India: 7.6 lakh

Individuals in Premium Homes: ~3 Mn



Note: PrimaVU data is currently being measured at HH level



Markets Covered:
6 Megacities



Reporting Levels:
Household



Sample:
2500 meters
1500 homes



Data Cuts:
Household & Prog.
level data



Separate Dashboard
for PrimaVu
Also Available in BMW





What is a Premium Home?



**NCCS
Definition**

NCCS A1



**Residence
characteristics**

**Minimum 3 Rooms
+ Kitchen**



**Device
Ownership**

**Owning Laptop/Desktop
or Smartphone/Tablet**



**Vehicle
Ownership**

**Private Car Service or
4-Wheeler, INR 10 Lakh+**



A/C at home

**Central A/C or 2+ rooms
with A/C**

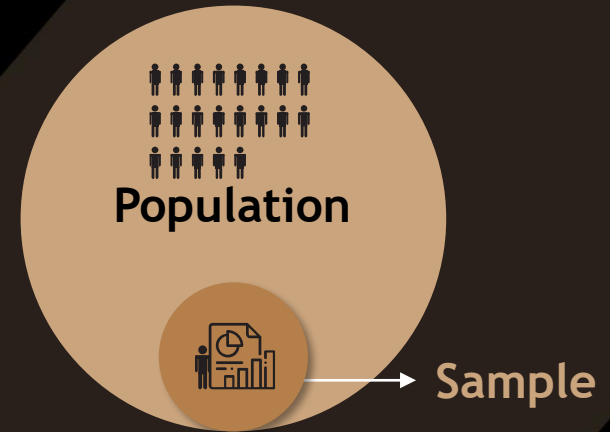


**Travel &
Leisure**

**Travelled to premium
holiday destinations**

Sampling Methodology

- **Panel size : 2500 meters across 1500 Homes in 6 Megacities**
- **Household meters**
- **Sampling techniques**
 - List based sampling technique
 - Multiple databases
 - Purposive sampling
- Panel is representative of NCCS A spread within the city covering affluent regions within the city



Premium Plus Panel Reporting



Metrics

TV

Reach

Coverage

ATS

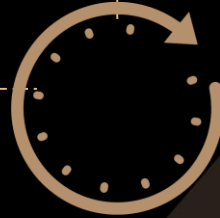
Viewing
Minutes





Industry First “Viewing Minutes” parameter Introduced by BARC India

Viewing Minutes is defined as the Sum of minutes watched by all individuals of an event.



Why Viewing Minutes?

- Enables congruence between media types. Viewing minutes will allow comparability with the Digital medium.
- It is an additional metric, available over and above the current TV metrics such as Reach, Coverage and Time spent.



Period: 2019 - Week 21
 Region: 6 PP+ Markets
 Metric: Viewing Minutes '000
 Submit

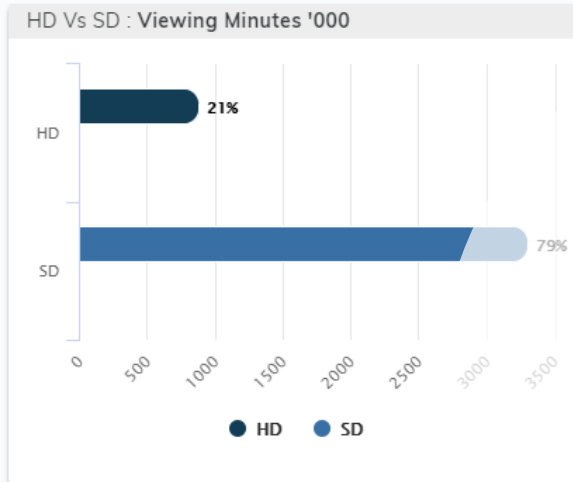
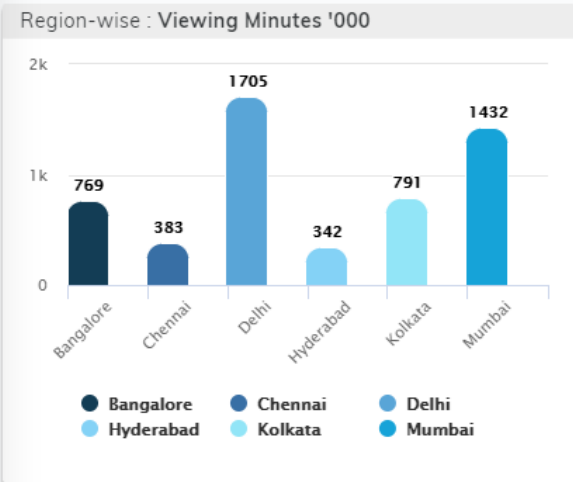
3928
Viewing Minutes '000

538
Coverage '000

00:23:13
ATS

169
Daily Average Reach '000

- Home
- Channel Analysis
- Program Analysis
- Advertising Analysis



Top 5 Channel Genre : Viewing Minutes '000

Genres	Viewing Minutes '000	Share %	% Change
Hindi News	96737	18	27.29 ↑
Hindi GEC	95435	18	-1.19 ↓
Hindi Movies	88089	13	-4.06 ↓
Kids	31462	6	-0.38 ↓
English News	29999	5	38.08 ↑

Dashboard Interface



For more information on PrimaVU,
please write to:

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Thank You

