



POLICY FOR THE RELEASE OF A CHANNEL'S VIEWERSHIP DATA

For a channel's data to be released publicly by BARC India via the BMW software, there is a need for a minimum period of 4 weeks for BARC India to perform the required technical checks and data validation. The 4 week period 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 be advised that the watermarking process takes generally 6-8 weeks after due processing of PO/payment and hence request to keep a significant lead time for the watermarking process.

If the Launch week data of the said channel is required for public release then there needs to be a test signal running for a minimum of 2-4 weeks (prior to the official launch) so that BARC India can perform the required technical checks and data validation before the official launch of the channel. During this test period phase, a channel can avail channel level viewership (no program/commercial/promo details) data as per the policy on the BARC India website. Note that the viewership data that is provided prior to the public release of the ratings of the channel is confidential and can only be used for internal consumption by the channel. In addition to that, this viewership data cannot be used for comparisons with any data released for the said channel in the future.

The channels viewership data will be publicly released via the BMW software for the entire week (Sat-Fri week format) and BARC India shall not release data starting from midweek. However, if a channel has promoted the Launch date of the new channel across multiple mediums/platforms including TV, print, digital, OOH etc, then the channel's viewership data can be released from the promoted date. The broadcaster should inform BARC India about the date from which the data is required to be released ten days prior to the week of release.

BARC India recommends that the viewership data should be for a complete week but if the channel wishes to have the data release on a specific date then it can be done (as long as it meets the above criteria). For example, if the channel is launching with a big property from 6PM on a Monday which has also been promoted heavily across multiple medium, then as per channel's request the viewership data for the channel for the first week can be released from Monday 2AM onwards (i.e. Monday full day).

Suspending Channel Data:

In the event that a channel wishes to temporarily stop the publishing of the viewership data in the BMW Software, then BARC India can facilitate the same. However, the publishing of the viewership data will be suspended for a minimum period of 6 months. The ratings for the suspended period will not be released publicly at any point in the future, even after the recommencement of the ratings.

If BARC India is compelled to stop the ratings of channel due to payment issues, non-renewal of BARC India subscription or any other breach by the subscriber then the ratings of that channel will be stopped for a minimum 6 month period. The channels ratings will be released only after 6 months or after resolution of the issues that resulted in discontinuation of services, whichever is later. The ratings for the suspended period will not be released publicly at any point in the future, even after the recommencement of the ratings.

Note that BARC India may continue to monitor and deliver playout monitoring of the channel to other BMW subscribers without the viewership data.