



# **POLICY ON MEASURING VIEWERSHIP OF CHANNELS AVAILABLE ON MULTIPLE FREQUENCIES / SLOTS ON A PLATFORM**

BARC India is India's sole registered TV viewership measurement company mandated by industry stakeholders to measure "What India Watches". We strictly follow Government of India guidelines on the matter. The comprehensive overview of our viewership tracking, measurement and reporting methodology is available [here](#).

Towards achieving this goal, BARC India uses an advanced, audience measurement technique - audio watermarking - to track content through its broadcast cycle. This is a code inserted into the audio channel of the television signal which transmits through distribution platforms and cannot be either deleted or overwritten in the cryptographic family it adopts. This increases integrity and reliability of data generated by BARC India's ratings.

Audio Watermarking technology has another advantage - that of being platform agnostic. Since the content is finger-printed with a unique Watermarked ID that cannot be tampered with, its viewership can be tracked irrespective of the feed being carried on multiple platforms.

Broadcasters may opt to make their channel(s) available on more than one slot/frequency on a particular distribution platform for a variety of reasons: such decisions are entirely within domain of the Broadcaster and distribution platform (DTH, Cable etc.). Regulatory issues pertaining to this, if any, would lie within domain of Ministry of Information & Broadcasting (MIB) and/or Telecom Regulatory Authority of India (TRAI).

By virtue of its mandate, and the technology deployed, BARC India measures viewership of a watermarked channel, irrespective of the platform it is available on, and also the number of instances within that platform. As long as all/multiple feeds carry the same unique watermark, BARC India's Bar-o-Meters would read all of them as one channel and we would report its ratings as a single channel. In effect, multiple instances of a channel on a single platform is not very dissimilar to its availability across multiple platforms, or distribution modes.