



POLICY FOR SHARING OF VIEWERSHIP DATA FOR A WATERMARKED CHANNEL (PRIOR TO PUBLIC RELEASE OF DATA VIA BMW OF THE SAID CHANNEL)

Note that this policy pertains to the pre-release data of a channel to the said channel prior to the release of the channel ratings in the BMW software. There are 2 parts to the policy - one for National channels and the other for Regional Channels.

National Channels (More than one State):

Data to be released at a weekly level for a period of 4 Weeks (note that these weeks don't need to be consecutive weeks). This data for 4 Weeks will be shared at no additional charge but as per the parameters/cuts mentioned below.

- This will be weekly viewership data (Rat% & Impression 000s), Reach data (Reach % and Cov %) and Timespent Data (Ats-viewer). The data will be for the entire week, daywise data shall not be provided.
- Data to be provided at either Urban only, Rural only or Urban+Rural. Note that it is either one of the three and not all three.
- The data will be provided at an All India, HSM, Megacities and State Level (depending on the choice of Urban only, Rural only or U+R).
- The TG for the data will be the entire universe (All 2+) OR one TG of the choice of the Broadcaster.

Incase further data is required, then the Broadcaster can subscribe to additional data for 4 weeks. The charge will be Rs 2 lac per week for the same cuts taken for the previous 4 weeks. Note that the most granular cut possible is at a State-Urban or State-Rural level (ex. Mah-Urban or AP-Rural, etc...so a more granular cut like Mah 10-75 lac or UP below 10 lacs is not possible).

So the total number of weeks for which the data will be provides is 8 Weeks (4 Weeks free and 4 week paid)

Please be advised that in low viewership genres, the viewership data that will be shared will have a high Relative Error. In case even finer cuts are required then they will have an even higher relative error and we would advise caution with using such data.

Regional Channels (One Single State):

Data to be released at a weekly level for a period of 4 Weeks (note that these weeks don't need to be consecutive weeks). This data for 4 Weeks will be shared at no additional charge but as per the parameters/cuts mentioned below.



- This will be weekly viewership data (Rat% & Impression 000s), Reach data (Reach % and Cov %) and Timespent Data (Ats-viewer). The data will be for the entire week, daywise data shall not be provided.
- The data will be provided at the State level, State-Urban, State-Rural and Megacity level (wherever applicable)
- The TG for the data will be the entire universe (All 2+) OR one TG of the choice of the Broadcaster.

Incase further data is required, then the Broadcaster can subscribe to additional data for 4 weeks. The charge will be Rs 50,000/- per week for the same cuts taken for the previous 4 weeks. Note that the most granular cut possible is at a State-Urban or State-Rural level (ex. Mah-Urban or AP-Rural, etc...so a more granular cut like Mah 10-75 lac or UP below 10 lacs is not possible).

So the total number of weeks for which the data will be provides is 8 Weeks (4 Weeks free and 4 week paid)

Please be advised that in low viewership genres, the viewership data that will be shared will have a high Relative Error. In case even finer cuts are required then they will have an even higher relative error and we would advise caution with using such data.