

## **BARC India Announces Launch of Alpha Club**

Mumbai, 7th November, 2015

On the heels of successful rollout of All India data, BARC India is happy to share one more important development with you.

Based on feedback received from our subscribers, and in the pursuit of providing sharper consumer insights, we are launching a monthly communique, Alpha Club.

Alpha Club will offer analysis and insights into NCCS A1, A2, and A3 viewership of 6 Mega Cities. With the goal of building robustness into the analysis, Alpha Club will present cumulative data of preceding 4 weeks for Rat'000, Coverage'000, and ATS(Viewer). Channels for which data has been released for all 4 weeks will be covered.

The Alpha Club service would be provided exclusively to BARC India's subscribers, one working day after 4th week's data is released.

Following the release of Week 44 data, BARC India will send out the first edition of Alpha Club on 17 November, which would consist of two sets of analyses: one for data of Week 37-40, and the other for Week 41-44.

We hope Alpha Club will help our subscribers gain further insights into "What India Watches".

We value your comments, queries and feedback. Please write to us at [info@barcindia.co.in](mailto:info@barcindia.co.in). You can also connect with us via Facebook (<https://www.facebook.com/BARCIndia>) and Twitter (<https://twitter.com/BARCIndia>)