

BARC India appoints Nielsen to conduct India's largest Universe Estimation study

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The Broadcast Audience Research Council of India (BARC India), the television rating company formed by broadcasters, advertising agencies and advertisers today appointed Nielsen as the agency to conduct India's largest Universe Estimation study on television ownership & viewing habits.

The study will provide the marketing industry with an in-depth understanding on count and composition of television households in the country, with updated numbers over time as industry currency, addressing questions such as number of televisions per household, viewers and viewing habits. With a focus on providing a robust and expanding panel to measure television ratings in the country, the study will also gather data on television owning households in small towns and rural India. As an additional layer to measuring television audiences, the study will also capture the paradigm shift in content viewing between linear mediums like the television set, and also digital mediums such as smartphones, tablets, PCs etc.

Nielsen was chosen after a rigorous pitch process, and was awarded the contract based on their superior understanding of the environment and challenges; and the use of novel technology and processes. As part of the study, Nielsen will cover 3 lakh households sample size, and the first round of findings will be released by BARC in early 2016. This by far is the largest such study. The technology used ensures a quick turnaround hence the data will not get dated when it's released.

The study will be conducted using innovative technology, and with a digital focus. Tools and methods like Computer Aided Personal Interviews, GPS technology and Phone number validation via OTPs will be deployed to ensure greater efficiency in the interview process, increased accuracy and transparency through the end to end process.

Partho Dasgupta, Chief Executive Officer, BARC India said, "As we introduce a new system of television ratings in the country, we are also cognisant of the need to understand the changing television audience across the country. This pioneering study will help address many questions faced by the industry today, and be a ready reckoner for marketers and advertisers, besides helping the panel expansion for television measurement as well. The methodology that has been selected will reduce the time taken for the study, and allow for a quicker turnaround compared to traditional methods"

"The appointment is a testimony to Nielsen's expertise, and we are excited about being chosen by BARC on this prestigious project. Our vast infrastructure, quality processes and latest technology in data capture and world-class standards, lends a perfect combination to ensure that this study, arguably the largest one of its kind in the country, within the media sector, gets completed in record time." said Prashant Singh, Managing Director, Nielsen India.