

## **BARC India floats initiatives to add new industry subscribers**

Mumbai, India, July 19th 2015

BARC India is looking at adding more broadcasters and agencies from the industry as subscribers by offering them various sops.

BARC India currently has more than 370 channels and agencies on board as subscribers, which comprise approximately 94 per cent of the total viewership of channels in India, whereas the agencies control about 95 per cent of the ad spends on television.

Now with its larger objective of inclusiveness, BARC India has decided to help all the other broadcasters and agencies to use its data and insights.

The television ratings monitoring agency has launched special initiatives together with the Indian Broadcasting Foundation (IBF) and Advertising Agencies Association of India (AAAI) to motivate broadcasters and agencies who are yet to invest and subscribe for BARC India's commercial services.

The highlights of the offerings for broadcasters are as follows:

- 'Special Limited Period Offer' with lease, rental and buy-back option
- Limited period offer, closes on 15 August, 2015
- Installation, testing, commissioning and maintenance for entire contract period would be taken care by Cineom, the authorised resellers of watermarking equipment of Civolution.
- Post placing the order with Cineom, broadcasters can subscribe to BARC India's commercial services
- Highlights of the offerings for agencies are as follows:
  - Special Prime and Supreme packages have been designed for small and medium sized ad agencies
  - A special discount is especially being offered for AAAI member agencies

Star India CEO and IBF president Uday Shankar says, "As a joint industry body – BARC India has always kept the interest of industry stakeholders at the forefront. I look forward to newer broadcasters joining this special initiative designed to facilitate and ease the financial burden. This will help the broadcast ecosystem in India."

AAAI president M G Parameswaran adds, "I am happy that BARC India has extended a special offer to small and medium sized ad agency members of AAAI, our largest constituency. I am hopeful that many of them will avail of this special offer, join the movement and benefit from the state-of-art rating systems offered by BARC India."