

BARC India to report Individual Ratings Data from next week.

Mumbai, India, May 28th 2015

It's been a month now since BARC India launched services with week 16 data from a panel of about 12,000 households from cities and towns with population more than 100,000 all India. This includes states like Jammu Kashmir, North East and Goa, which were never measured earlier.

The Board of Directors of this Joint Industry Body have now decided to take the next step to release Individual Ratings Data starting with Week 21 (Saturday, 23rd May to Friday, 29th May). This will now be released every Thursday from 4th June.

Partho Dasgupta, CEO – BARC India is happy to share this good news...“Response from Broadcasters and Advertising Agencies has been very good. While all Broadcasters were using the household data to their benefit – now with Individual data releasing, media planners, buyers and advertisers can make the most of it too. This is the next launch in our series of phased launches for the world's largest and most modern audience measurement system.”