

BARC REMAINS COMMITTED TO ITS STAKEHOLDERS

October 17, 2020. Over the last several days, there have been various news reports as regard to Television Ratings and Broadcast Audience Research Council (BARC India). BARC India as an Industry body has representation from bodies that represent Broadcasters, Advertisers, and Advertising and Media Agencies. BARC India owns and manages a transparent, accurate and inclusive TV audience measurement system.

BARC is providing the necessary assistance to the ongoing investigation by law enforcement agency and this should be seen in the light of larger stability of the panel and in the interests of self-regulation, rather than in isolated cases of particular channels which leads to a distortion of facts.

Our efforts on combating infiltration are focused on the individual(s) responsible for these activities and we firmly believe that television channels are committed to maintaining a clean and transparent ecosystem.

BARCs management team works with full confidence and support of Board and the various Committees. BARC continues to be driven by only one goal: to generate ratings that its subscribers rely on which are deeply rooted in science, report with the greatest sense of responsibility and truly reflect 'What India Watches'.

About BARC India

Broadcast Audience Research Council (BARC) India is a Joint Industry Company founded by stakeholder bodies that represent Broadcasters, Advertisers, and Advertising and Media Agencies. Built upon a robust and future-ready technology backbone, BARC India owns and manages a transparent, accurate, and inclusive TV audience measurement system. Apart from the currency products to the TV industry, BARC India also provides a suite of Insight products designed for Broadcasters, Advertisers and Agencies. The Big Data and Insights generated by BARC India powers efficient media spends and content decisions in a highly dynamic and growing television sector. Winner of numerous awards for its technology, innovation and Human Resource practices, the company has grown substantially since its inception.

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