

## **FACTS ABOUT BARC India for a re-cap:**

- Phase I: 1L+ C&S HHs – Empanelled – 12,000, Reporting - 10,760 households (1L+ C&S). Household universe is 54.99 mn and corresponding Individual Universe will be 231.67 mn.
- Phase II: Including Less than 1 Lac - Urban + Rural – Empanelled – 22,000 HH, Reporting – 20,000 HH
- 6 control variables - Population Class, NCCS, Gender, Education of Individuals, Mother Tongue, Household Size
- Reporting Parameters are as follows:
  - Minute by Minute Data
  - Weekly Reporting
  - Week Definition – Saturday to Friday
  - Release Day – Thursday
  - Reporting at Individual and Household Level

### **QUOTE FROM MR. PARTHO DASGUPTA, CEO – BARC India**

"The journey of Solving this Puzzle brings us to another interesting milestone as we start reporting both Individual and Household viewership ratings data. While all Broadcasters were using the household data to their benefit – now with individual data releasing, media planners, buyers and advertisers will make the most of it too. This is the next launch in series of phased launches for the world's largest and most modern audience measurement system."

### **HIGHLIGHTS AS FOLLOWS FOR WK 21:**

"The journey of Solving this Puzzle brings us to another interesting milestone as we start reporting both Individual and Household viewership ratings data. While all Broadcasters were using the household data to their benefit – now with individual data releasing, media planners, buyers and advertisers will make the most of it too. This is the next launch in series of phased launches for the world's largest and most modern audience measurement system."

Zee TV moves up to No. 3 position in Individual ratings data from its earlier No. 4 position in Household ratings data (HSM 1L+ C&S)

- IPL - We observe 49.4 mn individuals in 20.7 mn homes spent average of 1hr 8 mins watching the IPL Final. This corresponds to 11.24 mn Rat'000s (Between 7:30pm to 1:00am) (All India 1L+ C&S) - Combined for Sony MAX, Sony SIX, Sony SIX HD
- Times Now leads convincingly in English news category, while India Today with its new brand name (from Headlines Today) has higher Reach and is No.2 this week (All India 1L+ C&S)
- Colors is Prime Time Hindi GEC leader in Individual ratings (7:00pm to 11:30pm) (HSM 1L+ C&S)
- Star Plus is leading Hindi GEC channel of the country (HSM 1L+ C&S)
- Sun TV is a dominant leader in Tamil Nadu market (1L+ C&S)
- Colors Kannada is the market leader in Karnataka market (1L+ C&S)
- Pogo is the market leader in Kids category (All India 4-14 yrs 1L+ C&S)
- Discovery is the leader in the infotainment category (All India 1L+ C&S)
- Zee Telugu is a dominant leader in AP/Telangana market (1L+ C&S)
- CNBC TV 18 is the leading English Business News Channel (All India 1L+ C&S)