

Sudhanshu Vats Named New BARC India Chairman

Mumbai, 12th December, 2016

BARC India Board has elected Sudhanshu Vats, Group CEO, Viacom 18 as its new Chairman. The move comes in after Punit Goenka, MD & CEO Zee Entertainment successfully completed his tenure as BARC India Chairman.

BARC India, the Joint Industry Company (JIC) of broadcasters, advertisers and advertising agencies, has successfully launched the TV measurement currency and has successfully expanded measurement of TV viewership to Rural India. BARC India recently also launched monitoring of geo-targeted ads through its split beam monitoring service.

Sudhanshu has been associated with BARC India since its inception and has been a part of all the developments as a member of the Board of Directors.

"It is indeed an honour and a privilege to be elected as the Chairperson of BARC India. In a span of 2 years, BARC India has been able to build a strong TV viewership measurement system. I'm honoured to have been given the opportunity to take the work being done by the entire team to the next level. I feel privileged because this comes at a time when our industry is about to enter its next growth orbit and a robust, comprehensive measurement system will only accelerate this transition. Finally, measurement and analytics is an area of personal interest and I couldn't have asked for a better way to learn more about it," said Sudhanshu Vats, Group CEO, Viacom18 Media Pvt Ltd.

"Being the Chairman of BARC India has been a great experience. It has been a great ride, and indeed an exciting one. We started off with certain ideologies of being transparent, robust and being able to measure "What India Watches". The team at BARC India has been able to achieve this. We brought in a lot of changes in the TV viewership measurement system in order to make it comparable to global standards and to a great extent have been able to achieve that. I wish Sudhanshu all the best for all the future endeavours," said Punit Goenka, MD & CEO, Zee Entertainment.

"We welcome Sudhanshu as our new Chairman. Being a veteran in the industry, Sudhanshu will bring in his larger perspective in the Media and Entertainment space. Punit, as the first Chairman has given the team the right thrust and the BARC team thanks him for his whole hearted support" added Partho Dasgupta, CEO, BARC India

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About BARC India

BARC INDIA is a Joint Industry Body set up in India in 2012 with the specific purpose of designing, commissioning, supervising and owning India's Television Audience Measurement System. BARC India is a joint venture bringing together the three key stakeholders in Television Audience Measurement, Broadcasters, Advertisers and Advertising & Media Agencies. Their respective apex bodies, the Indian Broadcasting Foundation (IBF), the Indian Society of Advertisers (ISA) and the Advertising Agencies Association of India (AAAI), represent the three industries. The three way alliance ensures that the sizable resources - financial as well as intellectual, required to mount such a massive, continuously running initiative are made available within a robust, transparent and accountable governance framework. Stakeholders, in India and around the world, enjoy

uninterrupted access to comprehensive, accurate, reliable and timely television audience measurement system.

Web : www.barcindia.co.in Twitter: @BARCIndia

About Sudhanshu Vats:

Sudhanshu Vats is Group CEO, Viacom18 Media Pvt. Ltd. Viacom18 is one of India's fastest growing media organisations with a 40X growth in topline since inception. Under Sudhanshu's leadership the group has expanded its channel footprint from 6 to over 36 channels and has setup 3 new lines of business. A management graduate from the Indian Institute of Management- Ahmedabad, Sudhanshu is a Hindustan Unilever (Unilever India) veteran and has spent close to 20 years in the organization in varied roles. Sudhanshu leads industry thinking and brings a fresh perspective to the media & entertainment (M&E) sector. He is Chairman of the National M&E Committee of CII, Vice President of IBF and Chairperson of BARC. He is an avid trekker and runs marathons regularly.