



**What India Watches™**

**POLICY FOR THE RELEASE OF A CHANNEL'S  
VIEWERSHIP DATA**

For a channel's data to be released publicly by BARC India via the YUMI software, there is a need for a minimum period of 4 weeks to 8 weeks for BARC India to perform the required technical checks and data validation. The period for validation and checks (as per BARC Ratings calendar, the data week begins on a Saturday & ends on a Friday) starts from the end of the week in which the watermark of the channel is live/activated with BARC India and the IRD box is submitted for playout monitoring, if applicable. Please be advised that the watermarking process takes generally 8-12 weeks after due processing of PO/payment and hence request to keep a significant lead time for the watermarking process.

A channel can avail channel level viewership data as per the BARC policy. Note that the viewership data that is provided prior to the public release of the ratings of the channel, is confidential and can only be used for internal analysis by the channel. In addition to that, this viewership data cannot be used for comparisons with any data released for the said channel in the future.

The channels viewership data will be publicly released via the YUMI software for the entire week (Sat-Fri week format) every Thursday and BARC India shall not release data starting from midweek. The broadcaster should inform BARC India about the date from which the data is required to be released ten working days prior to the week of release. This will be subject to completion of all technical checks.

Note that if BARC India does not receive a request to release the channel in YUMI within 12 weeks of it being watermarked, BARC India may stop monitoring the channel and/or capturing the viewership of the channel. In case the channel requires BARC India to continue monitoring them without releasing the channel in YUMI, then the applicable subscription fee for the service would be INR 18 Lacs per annum per channel or 0.8% of the net ad sales revenue for the channel (whichever is higher). To clarify, the subscription fee for such a channel will be treated separately and not as part of the main Scope of Work (SOW) agreement for the network.

#### **In case of RENAME of a channel**

- **Valid MIB License certifying the Rename, is mandatory.**
- **In case of Same Channel Language or Change in Channel Language (irrespective of genre)**
  - MIB License holder/ Broadcaster sends a communication to BARC for Continuation of data with Channel Rename & linking of old historical data to the RENAMED channel
  - MIB License holder/ Broadcaster sends a communication to BARC that the channel to be treated as a NEW channel & agrees for Deprecation of old channel/ Watermark ID & Creation of NEW Channel /Watermark ID; with minimum period of 4 weeks to 8 weeks for BARC India data release via YUMI as per BARC Viewership Data Release Policy
- **In case there is a change in MIB License holder/ Broadcaster**, the channel to be treated as a NEW channel with Deprecation of old channel/ Watermark ID & Creation of NEW Channel / Watermark ID; with minimum period of 4 weeks to 8 weeks for BARC India data release via YUMI as per BARC Policy for the Release of a Channel's Viewership Data.

## Suspending Channel Data:

In the event that a channel wishes to temporarily stop the publishing of the viewership data in the YUMI Software, then BARC India can facilitate the same. However, the publishing of the viewership data will be suspended for a minimum period of 6 months. The ratings for the suspended period will not be released publicly at any point in the future, even after the recommencement of the ratings.

If BARC India is compelled to stop the ratings of a channel due to payment issues, non-renewal of BARC India subscription or any other breach by the subscriber, then the ratings of that channel will be stopped for a minimum 6-month period. The channels ratings will be released only after 6 months, or after resolution of the issues that resulted in the discontinuation of services, whichever is later. The ratings for the suspended period will not be released publicly at any point in the future, even after the recommencement of the ratings.

Note that BARC India may continue to monitor and deliver playout monitoring of the channel to other YUMI subscribers without the viewership data.

Previous versions: December 2018 & March 2022

Updated: July 2022