



PRINCIPLES OF FAIR AND PERMISSIBLE USAGE OF BARC INDIA PrimaVU RATING

POLICY AMENDMENT WITH RESPECT TO PERMISSIBLE USE OF BARC INDIA AUDIENCE ESTIMATES FOR REPORTING SINGLE EVENTS

Valid: 22nd July, 2019
until further notice

Background

Situations in India will exist from time to time where the public interest and legitimate commercial interests of the TV Industry are best served by allowing a TV Station to publicly announce audience viewership for a significant TV Station audience event such as a major news, sports, movie or other single TV Station program event that occurs on one or over a period of several days.

Goals

BARC has proposed BARC Permissible Use Policy that will allow TV Stations to publicly disclose BARC audience estimates in PrimaVu for Single Events that equal or exceed a minimum audience standard. The disclosure of such single events is restricted and must fully comply with BARC Single Event Reporting Standards.

Proposal -

BARC Permissible Disclosure Policy for Single Event Audiences in PrimaVU are proposed for adoption subject to the following policy and rules:

A) Source Data / Attribution

- i. BARC Audience estimate for Station XXXX on DD/MM/YYYY from HH/MM
to HH/MM
- ii. Estimates are produced using BARC BMW software

B) Single Event Pre-requisites

- a. Geography must be for either:



i. All Megacities combined

OR

ii. Individual Megacity or combination of the Megacities

b. Targets must be HHs

C) Time Band Duration and Audience Size: The event being reported must satisfy the following condition (Condition a + either b or c)

a) Minimum duration must be 30 minutes - No exceptions.

PLUS

b) Event taken as a whole (including event airings over multiple days) must have a TG audience equal to or greater than 25% of the same day(s) same time-band four week average audience for the TG

OR

c) Event taken as a whole (including event airings over multiple days) must have a TG time-band audience equal to or greater than 20% of the Station sign-on to sign-off TG audience for the same day(s).

NOTE: In case of Simulcast events, conditions (b), (c) above will apply for combined viewership for all stations/channels that are part of the simulcast.

D) Permitted Audience Estimates

- a Viewership may only be shown in Impressions'000s or Viewing Minutes. Use of Rat% not permitted
- b Cumulative Reach must be expressed in Cume Reach'000s. Use of Cume Reach% not permitted
- c Competitive rankings are permissible provided that rankings are for:



i Same day as event and for identical time-band, based on Impressions'000s or Viewing Minutes and/or Cov'000s.

OR

ii Same Program Genre as classified in BMW system of content based on Impressions'000s or Viewing Minutes and/or Cume Reach'000s.

- iii. Competitive references and comparisons are permitted provided that they are for same day as reported event and for identical time period. HOWEVER, NO COMPETITIVE SHARES ARE ALLOWED IN ANY EXTERNAL RELEASE OF AUDIENCE ESTIMATES FOR SINGLE EVENTS COVERED BY THIS POLICY.
- iv. Viewing minutes can be used for Competitive references provided the duration of the programs/events is same.
- v. The tabulations used must be direct outputs of BARC India's BMW user interface, use of PrimaVU Online portal/Dashboard is not permitted.

E. Source Footnote is compulsory and must mention:

- i. BARC Source References
- ii. TG Geographic Area
- iii. TG Definition: Households

Please Note the following:

1. "4 weeks/past week's comparisons can only be done in the same universe base as reported by BARC India. If there is a universe change then the numbers cannot be compared with the data from the previous week/universe numbers. For example in Week 8, 2017 there was a universe update and a result of which comparisons with the previous 4 weeks (Wk 4-7, 2017) is not possible (as it had a different universe base)".
2. Comparisons between currency Panel data and PrimaVU is not permissible.



BARC INDIA RATINGS - PRINCIPLES OF FAIR AND PERMISSIBLE USAGE

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RESPONSIBLE JIBS ENCOURAGE CONSCIENTIOUS COMPLIANCE

BARC India has launched viewership of Premium Homes, With this launch BARC India is obliged to establish bounds within which its PrimaVU ratings may be used, particularly in the public domain. This is intuitively selfevident.

RATINGS LEADERSHIP

It is with this context that 'Leadership' in television must be understood. A leader is not created overnight. A given moment or in a given day part on a particular day, may show someone ahead or someone behind. This does not constitute leadership. Using such a momentary blip is a very weak foundation on which to base a leadership claim.

The following tests must be applied before making a claim of leadership using PrimaVU data:

- **The period of comparison must cover at least four consecutive weeks of data.**
- **The period of comparison must be for full week.**
- **The tabulations used must be direct outputs of BARC India's BMW user interface. Any number derived by extrapolating or interpolating BMW outputs or by using PrimaVU Online portal/ Dashboard is not permitted for use in the public domain.**
- **Ratings/Cume Reach in % should not be used and only absolute numbers should be considered**

While there can be no objection to how much a user may parse BARC India data for internal use (within reasonable limits ve.g. Relative Error levels etc.), the



rules established in the next section must be strictly adhered to in all commercial applications. Any use of BARC India data for supporting an appeal to viewers, advertisers or their designated agents and representatives constitutes commercial use.

Please note that Selective use of BARC India PrimaVU data to bestow an artificial advantage on a channel is not permitted.

Claims of leadership must also meet the following standards:

- i Clear definition of target audience within BARC India audience taxonomy
- ii Clear definition of comparison set

Please Note the following:

- 3. “4 weeks/past week’s comparisons can only be done in the same universe base as reported by BARC India. If there is a universe change then the numbers cannot be compared with the data from the previous week/universe numbers. For example in Week 8, 2017 there was a universe update and a result of which comparisons with the previous 4 weeks (Wk 4-7, 2017) is not possible (as it had a different universe base)”.**
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