



BARC INDIA LAUNCHES MOBILE APP

Continuing with its commitment to measure What India Watches, BARC India has launched its Mobile App, which enables our subscribers to get TV viewership data on the go, 24x7 and literally at the fingertips. The app is currently available for iOS and Android platforms. We will be coming up with a Windows Mobile version soon.

We would encourage you to download the app, and use it extensively, and let us know your user experience. Any feedback you give us will be invaluable in enabling us to improve this service ever further.

PLEASE NOTE: BARC India Subscribers should register for the app with their office mail ID. With this they will have access to full range of App's features, which include:

- MY PAGE: Graphical Representation of Half Hourly Programme Impressions'000 for All GECs across languages for each of the Last 7 Days
- For Top 20 Channels by Genres:
 - Gain/Loss for Last 4 Weeks
 - Impressions'000, Relative Share% within Genre, Coverage%
- Top 5 Programmes by Genres (Last 4 Weeks): Impressions'000
- Top 10 Brands - Insertions for the latest week
- Newsletters
- Favourites / Sharing on WhatsApp, FB, Twitter, mail etc.

The app is also available to non-subscribers of BARC India services in a 'lite' version, which provides data reports that are currently available to the public on our website.

For details of how to download and install our app, its features, capabilities, system requirements etc., please read our resource document [here](#).