



POLICY FOR GENRE CLASSIFICATION OF TELEVISION CHANNELS (AMENDED)

Background

The specific context mix aired by a TV Station is a matter of its internal policy and strategy, and is often a dynamic decision taken by broadcasters. The presence of multiple genres across various language markets in the Indian broadcast industry however presents challenges in public reporting of viewership data by genre, and therefore calls for defining a transparent and logical standard basis which TV Channels can be into specific Genres.

The need for such a standard is felt all the more so when TV Channels telecast significant durations of cross-genre programming to engage and retain their audiences.

For example, some movie channels have opted to telecast significant duration of Music/Sport Content. General Entertainment Channels telecast Movies, and Music Channels run Fiction/Non Fiction serials etc.

Since BARC India publishes weekly top channel lists grouped by genre, it is important to make media industry aware of the policy basis which Channels have been classified under specific Genres. This document outlines this policy.

Policy for Classifying Channel Genre

The Channel Genre Classification has been formulated basis duration of 'Program Theme' telecast in an average week (06:00 Hrs. - 26:00 Hrs.) for a given quarter.

Channel Genres will be reviewed every quarter of the year viz., in January, April, July, and October basis the content theme and market viewership of the preceding quarter.

To maintain consistency of TV Channel Genre across the year, the mix of program theme and duration have been judiciously determined.

Below are the guidelines that determine each of the TV Channel Genres.

Genre	Policy
Movies	More than 60% of the TV Channel content for a given week averaged across a calendar quarter from 6:00 Hrs. - 26:00 Hrs. should be Movies, Movie Based Programmes and Documentaries, Movie Trailers.
News	More than 60% of the TV Channel content for a given week averaged across a calendar quarter from 6:00 Hrs. - 26:00 Hrs. should be News, Talk Shows, Interviews.
Business News	More than 60% of the TV Channel content for a given week averaged across a calendar quarter from 6:00 Hrs. - 26:00 Hrs. should be News, Talk Shows, Interviews and 25% of the content should be Business & Finance
Music	More than 60% of the TV Channel content for a given week averaged across a calendar quarter from 6:00 Hrs. - 26:00 Hrs. should be Music
Youth	More than 40% of the TV Channel content for a given week averaged across a calendar quarter from 6:00 Hrs. - 26:00 Hrs. to be Reality/Non-Fiction Serials, Thrillers, Movie Reviews, Entertainment News.
Sports	More than 60% of the TV Channel content for a given week averaged across a calendar quarter from 6:00 Hrs. - 26:00 Hrs. should be from any kind of Sport
Kids	More than 60% of the TV Channel content for a given week averaged across a calendar quarter from 6:00 Hrs. - 26:00 Hrs. should be Children Program/ Animation
Infotainment	More than 60% of the TV Channel content for a given week averaged across a calendar quarter from 6:00 Hrs. - 26:00 Hrs. should be Science/Education, History, Nature/Wild, Art/Culture

Genre	Policy
Lifestyle	More than 60% of the TV Channel content for a given week averaged across a calendar quarter from 6:00 Hrs. - 26:00 Hrs. should be Beauty/Fashion, Cookery, Health/Fitness, Travel
Devotional	More than 60% of the TV Channel content for a given week averaged across a calendar quarter from 6:00 Hrs. - 26:00 Hrs. should be Religious, Spiritual, Social Program
Tele-Shopping	More than 60% of the TV Channel content for a given week averaged across a calendar quarter from 6:00 Hrs. - 26:00 Hrs. should be Tele-Shopping
GEC	TV Channels that don't fall under any of the above described Genres will be General Entertainment Channels

Criteria for grouping channels under categories published on BARC India Web Site / Mobile App / Social Media platforms:

- Channels which garner 70% or higher viewership from a single Reporting State/ State Group will not be reported on All India.
- For any Channel to be reported on ALL India, the viewership would need to come from 6 or more Reporting States/State Groups.
- If the original telecast of a Channel is a regional language, then it will be classified as Regional Channel.
- The Reporting Market for HD Channels would be derived from their Standard Definition Channel.

If any Channel changes its Programme Themes in between a particular quarter, the channel shall need to notify BARC India of the relevant change.



Update - Jan 2017

Criteria for grouping Hindi Language Channels under State/State Group/Market as published on BARC India Web Site /Mobile App / Social Media platforms:

Among the various Hindi language channels available in India, some address entire HSM, while some are targeted towards specific markets/state groups. In order to better understand viewership trends within genres and markets, as also for clarity in data published on its website and mobile app, BARC India has updated its “POLICY FOR GENRE CLASSIFICATION OF TELEVISION CHANNELS”.

The following criteria have been added to the policy in order to classify Hindi Language Channels as per their target State/Market. The classification is arrived at basis share of a State/State Group/Market in a channel’s total viewership.

- If a single State/State Group/Market contributes more than 50% to viewership of a Hindi Language Channel, that channel will not be reported at HSM level.
- If no single State/State Group/Market contributes more than 40% to viewership of a Hindi Language Channel, that channel will be reported at HSM level
- If a single State/State Group/Market contributes to between 40% and 50% to viewership of a Hindi Language Channel, and the 2 largest contributing States/State Groups/Markets contribute to more than 2/3rd of that channel’s viewership, it will not be reported at HSM level.

NB: For the purpose of determining Single State/State Group/Market, Bihar & Jharkhand have been clubbed together. Same has been done for Madhya Pradesh & Chhattisgarh.