



SERVICE BULLETIN: WEEK 29

As a JIB, the endeavor at BARC India has been to deliver Audience Estimates with Precision and Reliability while also adhering to Global Research Standards including Statistical Samples, Measurement Technology, Collection, Processing and Reporting.

This bulletin addresses processing changes that are going to be effective from Week 29, 2015 forward with a retrospective effect for the period of week 21-28, 2015.

The changes improve BARC India Service in the following areas:

- Increases accuracy, precision and reliability
- Prepares service for start of rural reporting
- Provides historical base for currency service

There are two major changes effective from this period:

Change #1 Weekly to Daily Weighting

- Weekly weighting was an interim process used while the panel was stabilizing.
- Daily weighting is the global standard for TV audience measurement including USA, UK, France, Australia and other countries across Americas, Europe and Asia-Pacific.
- The audience estimates reported for each day of the week reflect the viewing of all sample homes from which viewing data are collected

Change #2 Updation of Planview Module

- New configuration in Planview allows users to plan on Adbreaks and/or programs. It also allows users to plan with Behavioral Targets. **Other Changes**
- Segregation of Markets and Target is in development. This will be applicable across all modules & Planview and shall be released by Week 31.
- The new software version will also show Individual and Household Target separately.
- In BMW software, minimum reporting rules will be applied daily

We are also working on other market feedback on the software that shall be released in due course.