



UNDERSTANDING BARC INDIA METRICS

This resource document explains some key BARC India metrics and how they are calculated, and may be interpreted.

The metrics are:

1. Impressions
2. Rating%
3. Reach
4. Reach%
5. ATS(Viewer)
6. ATS(Universe)

Let's first consider a 30-minute time band on a channel.

For the sake of simplicity, we assume that TG for that band are 10 individuals (A, B, C, ... J). As BARC India measurement is a sample survey, based on a scientifically selected TV panel, each member on the BARC India panel represents a certain number of TV viewers. Again, for easy understanding, we shall assume that each of the 10 individuals represent 1000 viewers.

TABLE 1 shows minute-by-minute viewership of the 30-minute time-band by the 10 individuals. A tick (✓) indicates the content was viewed, while a cross (✗) indicates the individual did not view.

TABLE 1

Minute	Individual										Max man-minutes possible	Man-minutes viewed
	A	B	C	D	E	F	G	H	I	J		
1	X	X	X	X	X	X	X	X	X	X	10	0
2	✓	X	X	X	X	X	✓	X	X	✓	10	3
3	✓	X	X	X	X	X	✓	X	X	✓	10	3
4	✓	X	X	X	X	✓	✓	X	X	✓	10	4
5	X	X	X	X	X	✓	✓	X	X	✓	10	3
6	X	X	X	X	X	X	✓	X	X	✓	10	2
7	X	X	X	X	X	X	X	X	X	X	10	0
8	X	X	X	✓	X	X	X	✓	X	X	10	2
9	✓	X	X	✓	X	X	X	✓	X	X	10	3
10	✓	X	X	✓	X	X	X	✓	X	X	10	3
11	✓	X	X	X	X	X	X	✓	X	X	10	2
12	X	X	X	X	X	X	X	X	X	X	10	0
13	X	X	X	X	X	X	X	X	X	X	10	0
14	X	X	X	✓	X	✓	X	X	X	✓	10	3
15	X	X	X	✓	X	X	X	X	X	✓	10	2
16	X	X	X	X	X	✓	X	X	X	✓	10	2
17	X	X	X	X	X	✓	✓	X	X	X	10	2
18	X	X	X	X	X	X	✓	X	X	X	10	1
19	X	X	X	X	X	X	✓	X	X	X	10	1
20	X	X	X	✓	X	✓	✓	X	X	X	10	3
21	X	X	X	✓	X	X	✓	✓	X	✓	10	4
22	X	X	X	✓	X	X	✓	✓	X	✓	10	4
23	X	X	X	✓	X	X	✓	✓	X	X	10	3
24	X	X	X	X	X	✓	X	✓	X	X	10	2
25	✓	X	X	X	X	✓	X	X	X	✓	10	3
26	✓	X	X	X	X	✓	X	X	X	✓	10	3
27	✓	X	X	X	X	✓	X	✓	X	✓	10	4
28	✓	X	X	X	X	✓	X	✓	X	X	10	3
29	✓	X	X	✓	X	✓	✓	✓	X	X	10	5
30	✓	X	X	✓	X	X	✓	✓	X	X	10	4
Average per minute across the event											10	2.467

This table helps understand some relevant viewership statistics:

- a) At each minute, the maximum number of people who could have watched the programme is 10. Hence the maximum viewing possible at each minute is 10 “man-minutes”



- b) The maximum Average per-minute viewing possible is also 10 man-minutes.
- c) The total viewing, at each minute level is 2.467 man-minutes

From TABLE 1, we can also extract Total Minutes viewed by each individual, across the 30-minute time band, and see those who watched at least one minute of the content, and those who did not view at all:

TABLE 2

	Individual									
	A	B	C	D	E	F	G	H	I	J
Viewed for at least one minute	Yes	No	No	Yes	No	Yes	Yes	Yes	No	Yes
Total minutes viewed	12	0	0	11	0	12	14	12	0	13

We can see that there are 6 individuals who watched at least 1 minute (A, D, F, G, H, J), and there are 4 individuals who did not watch at all (B, C, E, I)

Based on the weightage we assigned to each individual earlier (1 individual represents 1000 viewers, i.e., each carries a weightage of 1000), let us now understand the following metrics:

1. REACH'000 (Reach in Thousands): This is defined as the number of viewers who watched at least one minute of the content. In this example, it is $6 \times 1000 = 6000$
2. Reach% (Reach Percentage): This represents number of individuals who viewed the event for at least one minute, expressed as % of total audience. Here, it is 60%
3. Impressions'000 (Impressions in Thousands): This is the total man-minutes of viewing of content, averaged per minute across total duration. Based on Table 1 above, we can see that this figure is 2467.



4. Rating% (Ratings Percentage): This is man-minutes spent viewing the content, expressed as a percentage of maximum possible man-minutes, and averaged per minute across total duration of the content. In our case this figure is 24.67 $[(2.467/10) \times 100]$
5. ATS(Viewer): This is the Average Time Spent by individuals who viewed the event. In our example, this is 12 min 20 secs. (total time spent by 6 individuals who viewed the content = 74 mins, as per TABLE 2. Divide by 6 to get average time spent by each individual).
6. ATS(Universe): This shows Average Time Spent across all target individuals, irrespective of whether they viewed the content or not. In this example, total time spent remains the same (74 minutes). But averaged across 10 individuals, we get an ATS(V) of 7 min 24 seconds.