

No. 36011/13/2020-BP&L (Vol II)
Government of India
Ministry of Information & Broadcasting

Shastri Bhawan, New Delhi
Dated, the 10th August, 2023

To

Shri Nakul Chopra,
Chief Executive Officer,
Broadcast Audience Research Council,
61, Valecia Tower, 4th Floor,
Raj Kamal Marg,
Parel (E), Mumbai- 400012.

Sub: Sharing Raw Level Data with Broadcasters– regarding.

Sir,

I am directed to refer to the above mentioned subject and to say that M/s Broadcast Audience Research Council (BARC India) has requested this Ministry for being permitted to share audience measurement Raw Level Data (RLD) with broadcasters. In this regard, BARC has apprised that it has significantly scaled up the panel homes by about 85% (from 30,000 to 55,000). Further, RLD data has been sufficiently masked and anonymized and do not include personally Identifiable Information of panels thereby ensuring the secrecy, privacy and integrity of the panel homes.

2. Further, BARC has conveyed that they are already sharing the RLD data with advertisers and Media Agencies. In this regard, the "Policy Guidelines for Television Rating Agencies in India" dated 16.01.2014 issued by this Ministry prescribes that '*Para 7.2: The data generated by the rating agency be made available to all interested stakeholders in a transparent and equitable manner.*'

3. Hence, BARC may share Raw Level Data upto the preceding week (i.e. RLD data of the viewership for W-1th week when the TRP is being reported for the Wth week) with the broadcasters in a transparent and equitable manner while ensuring that the integrity and confidentiality of the BARC panels is maintained at all times. Further, all the requisites and prescriptions of the said TRP Policy Guidelines in this respect must be adhered to by BARC.

This issues with the approval of the Minister of Information and Broadcasting.

Yours faithfully,


(H.K. Roy)

Section Officer(BP&L)
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