

The Broadcast Audience Research Council (BARC)

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In news

BARC is news related to TRP and its loopholes

What is TRP?

- The TRP or Target Rating Point is the metric used by the marketing and advertising agencies to evaluate viewership
- Generally, anyone who watches television for more than a minute is considered a viewer. A viewer can be as young as a two-year-old.
- **In India, the TRP is recorded by the Broadcast Audience Research Council using Bar-0-Meters** that are installed in televisions in **selected households**.
- Audio watermarks are embedded in video content prior to broadcast.
- These watermarks are not audible to the human ear, but can easily be detected and decoded using dedicated hardware and software.
- As viewing details are recorded by the Bar-0-Meters, so are the watermark

About the Broadcast Audience Research Council

- BARC India is a **Joint Industry Company founded by stakeholder bodies that represent Broadcasters, Advertisers, and Advertising and Media Agencies**.
- Built upon a robust and future-ready technology backbone, BARC India owns and **manages a transparent, accurate, and inclusive TV audience measurement system**.
- Along with the currency products to the TV industry, BARC India also provides a suite of Insight products

designed for Broadcasters, Advertisers and Agencies.

- The Big Data and Insights generated by BARC India powers efficient media spends and content decisions in a highly dynamic and growing television sector.