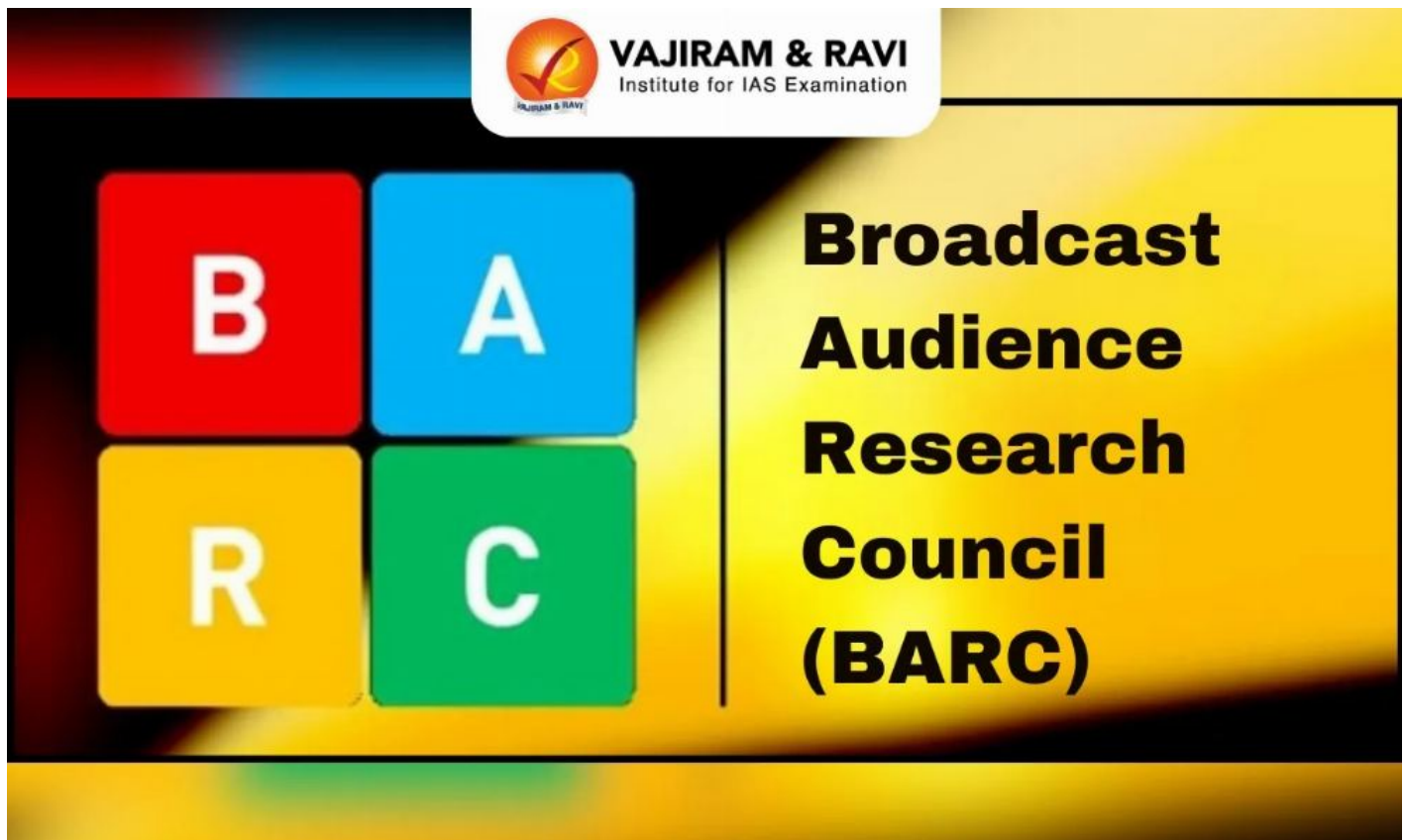


Broadcast Audience Research Council (BARC)

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Broadcast Audience Research Council (BARC) Latest News

The Ministry of Information and Broadcasting recently asked the Broadcast Audience Research Council (BARC) to suspend publication of Television Rating Points (TRPs) for TV news channels for four weeks or until further direction.

About Broadcast Audience Research Council (BARC)

- It is a **joint industry company** founded by stakeholder bodies that represent **Broadcasters, Advertisers and Advertising & Advertising Agencies**.
- It **owns and manages** a transparent, accurate, and inclusive **TV audience measurement system**.
- **Established in 2010**, the BARC has since been the **sole body which can measure and publish television audience data in the country**.
- It is **based in Mumbai, India**.

What is Television Rating Point (TRP)?

- It is a **metric used to measure the popularity and viewership of television programs**.

- The **more viewers** a program has, the **higher its TRP rating**.
- It is calculated by measuring the viewership of a particular program over a period of time, usually a week.
- TRP ratings are **used by broadcasters and advertisers to determine the popularity** of different **TV programs**.
- **According to the TRP** of a TV channel or programme, **advertisers decide where to display their advertisements**, and investors will decide about the investment of the money.

How is TRP Calculated in India?

- In India, TRP is **calculated by BARC using “BAR-O-meters”**, that are **installed in televisions in selected households**.
- It **uses audio watermark technology to measure viewership** of TV channels, and it also **measures time-shifted viewing and simulcasts**.
- BARC has installed **“BAR-O-meters”** in over 58,000 impanelled households.
- These gadgets **record data about the channel or programme watched** by the family members or selected people. This method is called the **People meters**.
- In this way, **some thousand viewers are surveyed** in the form of **justice and sampling**.
- The **data** is then **extrapolated to estimate the viewership of the entire population**.
- **Another method** is known as **picture matching**, where the **people meter records a small portion of the picture that is being watched** on the TV.
 - This **data** is collected from a set of homes in the **form of pictures** and later on is **analysed to calculate the TRPs**.
- The **BARC releases weekly TRP results every Thursday ranking all TV channels and TV programmes**.

Source: **TH**

Source: <https://vajiramandravi.com/current-affairs/broadcast-audience-research-council/>

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