

Prasar Bharati CEO clarifies his stand on BARC rural ratings

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Jawhar Sircar
Prasar Bharati

Prasar Bharati CEO Jawhar Sircar in an earlier interaction with exchange4media, had said, “BARC does not cover 40% of the universe that is mainly rural. Once it covers whole of India, the result may be different.”

Sircar’s comment on BARC ratings were made on the back of media reports that suggests the performance of DD’s channel. DD National is thirteenth out of fifteen entertainment channels while DD Sports is tenth out of thirteen sports channels. DD News is eighth out of fourteen news channels. DD Bharati is tenth out of eleven in culture channels. Recently launched DD Kisan is ninth out of eleven channels.

He has however clarified to exchange4media that he remains hopeful that BARC will be able to have the real barometer by end of August or early September.

“We are working with BARC and hope they will be able to have the real barometer in position by end of August or early September,” said Sircar clarifying his stand on the matter.

- See more at: http://www.exchange4media.com/tv/prasar-bharati-ceo-clarifies-his-stand-on-barc-rural-ratings_61046.html#sthash.pvuNjFeo.dpuf