

September 8, 2011

FOR IMMEDIATE RELEASE

Re: Shifting of TAM Ratings for News Channels from Weekly to Monthly

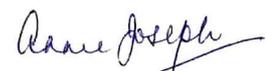
New Delhi: September 8, 2011.....The NBA Board, in its effort to improve news broadcasting standards, has taken a decision to move from weekly to monthly ratings for all national news and business channels in Hindi and English. News channels being distinct from other genres, have a responsibility to inform and empower its viewers with quality programming and dissemination of news rather than providing content merely for garnering viewership. Coverage and reportage of news and programmes cannot always be linked to popularity or audience measurement. News broadcasting standards, the NBA Board believed, can only improve with time spent on strategic planning and research rather than knee jerk reactions taken on a weekly basis.

This initiative taken by the News Broadcasters Association (NBA) would not in any way hamper the decision making of advertisers and advertising agencies. In the new monthly dispensation, advertisers would continue to get access to data broken down to a minute or a day-part or a specific programme in a manner similar to how data points are currently accessed in the weekly format.

The NBA and TAM are in discussion on implementation of this initiative which is being proposed to be introduced initially for a period of two years.

The changes are expected to be implemented from October, 2011. Eventually the monthly format is expected to be implemented for regional news channels as well.

For further details on this initiative kindly send your queries by email to Mrs. Annie Joseph, Secretary General, NBA at nba@nbanewdelhi.com.



Annie Joseph
Secretary General