



BROADCASTERS  
& ADVERTISERS  
COUNCIL

## TELEVISION AUDIENCE MEASUREMENT PROJECT

### INDUSTRY NOTE

The Broadcasters & Advertisers Council (BAC) was recently created to address industry issues related to Media and Advertising. The BAC has been established as a truly representative and empowered body consisting of industry leaders from amongst Broadcasters, Advertisers and Media Agencies. In this regard, the first project taken on by the BAC was the conclusion of the TV Audience Measurement (TAM) pitch started by PAS and PBA in 2016.

The BAC is happy to announce that an agreement has been finalized with Medialogic, the winner of the pitch last year. Kantar Media, the leading TAM service provider internationally, has also confirmed that it is in final stages of investing and jointly running the measurement service with Medialogic in Pakistan.

While this has been a long and difficult process, the outcome is consensus-driven and backed by all industry stakeholders. As a result of this decision, the TAM panel will now expand to cover urban / semi-urban Pakistan with 1,800 households spread over more than 40 cities. This will create a truly representative sample powered by the latest People Meter technology.

This panel increase of more than one hundred percent (current sample being 880 households) comes at a negotiated cost enhancement of 30%. Therefore, Medialogic/Kantar and BAC have agreed to cap the one-time price increase at 30% in order to deliver the expanded service. This has been made possible through extensive negotiations as well as innovative ways to bring non-paying clients within the fold so that price increase for subscribing clients could be reduced.

Through these efforts, we will achieve the following:

1. Single TAM currency backed by all major stakeholders through BAC.
2. Release the data with increased panel size by early Q1 2018.
3. Tariff regulation and price-capping to ensure equitable subscription fee for all clients.
4. World-class TAM service with regular audits to ensure service quality.
5. Single Industry forum (BAC) to address any grievances and disputes.

We believe that this is just the beginning for BAC as we expand our focus and work for the betterment of this industry together with our stakeholders. We look forward to your continued support.

Sincerely,

*Sarafarz Ahmed Rehman*

**Sarafarz A. Rehman**  
Chairman, BAC