Prasar Bharati
(India's Public Service Broadcaster)
Directorate General: Doordarshan
Copernicus Marg, New Delhi-110 001

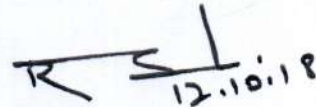912/7/2018-Scor   Dated: 12.10.2018

Walk-in Interview

Doordarshan Directorate requires the contractual engagement of BARC Data Analyst as per following details-

1)	No of Position required	: 01 (one)
2)	Remuneration	: Negotiable
3)	Educational Qualification	: B.Tech
4)	Experience	: Dealing with BARC Data
5)	Tenure	: Initially for one year

Duties and Responsibilities

- Making a weekly TRP data files for all DD Channels.
- Identify cause for drop if there is any & ways to increase viewership of DD channels – is it due to timeband, market, activity on competition etc. and also recommend corrective action to minimize or ensure no drop or for increase in viewership.
- Identifying priority markets for the channels, identify markets where viewership can be increased by marketing, mailer creations, FPC designing.
- Recommendation on content, on air presentation, anchor feedback, programme scheduling, market focus based on BARC viewership data and primary research both qualitative and quantitative.
- Measuring the impact of new shows on channel performance.
- Identifying slots and their profile to develop program to counter competition.
- Analyzing the effect of virtual / croma / montage on channel and program performance.
- Answers the Parliament Questions related with ratings as and when required.
- Follow up on weekly basis to all DD Kendras about the receiving of Weekly TRP files of their kendras.
- Follow up with respective kendras about their queries / suggestions for the betterment of their channel.

Interested candidates may appear in the Walk-in Interview along with their Resume and testimonials of Education/Professional Qualifications on 16.10.2018 (Tuesday) at 11 am in Room No. 505, 5th Floor, Doordarshan Bhawan, Tower-'A', Copernicus Marg, New Delhi. The terms and conditions of the engagement would be governed under the Contractual Engagement Policy of Prasar Bharati.

(Rajiv Sinha)
Dy. Director General (Admn)