

## Deal Corner

February 11, 2016

### BARC - TAM JOINT VENTURE ANNOUNCED

#### DEAL BRIEF

Broadcast Audience Research Council ("**BARC**"), has agreed to form a joint venture company called Meterology Data Private Limited. ("**JV Co**") with Tam Media Research Private Limited ("**TAM**"). The JV Co will be a meter management company *inter-alia* engaged in running and managing the meter operations and supplying raw data to BARC.

BARC is an industry body that *inter-alia* provides a television audience measurement system for India. BARC was formed in line with the recommendations of the TRAI (Telecom Regulatory Authority of India) and MIB (Ministry of Information and Broadcasting) by three key stakeholders in television audience measurement : broadcasters (via *Indian Broadcasting Foundation*), advertisers (*Indian Society of Advertisers*), and advertising and media agencies (*Advertising Agencies Association of India*). TAM is a joint venture between Kantar Media Research (part of the WPP Group) and Nielsen.

Press coverage relating to this transaction, is available [here](#) (Economic Times) and [here](#) (Livemint).

#### OUR ROLE

We, at **Nishith Desai Associates**, acted as the sole legal counsel to BARC and advised on strategic aspects, structuring, regulatory nuances, negotiations and documentation. □

#### DISCLAIMER

We expressly clarify that this communication is not a solicitation or an invitation of any sort whatsoever from Nishith Desai Associates or any of its members to create an attorney-client relationship. This communication is not intended to be a source of advertising and the recipient should always seek the advice of competent counsel licensed to practice in the recipient's country/state.

This is not a Spam mail. You have received this mail because you have either requested for it or someone must have suggested your name. Since India has no anti-spamming law, we refer to the US directive, which states that a mail cannot be considered Spam if it contains the sender's contact information, which this mail does. In case this mail doesn't concern you, please unsubscribe from mailing list.

## Research Papers

### Handbook on New Labour Codes

April 29, 2024

### Compendium of Research Papers

April 11, 2024

### Third-Party Funding for Dispute Resolution in India

April 02, 2024

## Research Articles

### Private Client Insights - Sustainable Success: How Family Constitutions can Shape Corporate Governance, Business Succession and Familial Legacy

January 25, 2024

### Private Equity and M&A in India: What to Expect in 2024?

January 23, 2024

### Emerging Legal Issues with use of Generative AI

October 27, 2023

## Audio

### Third-Party Funding: India & the World

April 27, 2024

### IBC allows automatic release of ED attachments: Bombay HC reaffirms

April 15, 2024

### The Midnight Clause

February 29, 2024

## NDA Connect

Connect with us at events, conferences and seminars.

## NDA Hotline

[Click here to view Hotline archives.](#)

## Video

### Q&A 2024 Protocol to the Mauritius India Tax Treaty

April 22, 2024

### Boost to India's Space Potential: India Liberalizes Foreign Direct

Cyber Incident Response  
Management

February 28, 2024

