



News Broadcasters Association
Code of Practice in relation to Measurement Based Studies

1. All Members of the News Broadcasters Association (“NBA”) agree to subscribe to, use and apply Measurement Based Studies in consonance with the highest ethical commercial practices.
2. Without limiting the generality of Guideline (1) above, NBA Members shall abide by ethical and responsible conduct with regard to all Measurement Based Studies, including audience /viewership measurement, opinion polls, collection of distribution data etc.
3. NBA Members, their affiliates, associate entities and organizations undertake not to participate in any practice, act or omission, which may either directly or indirectly, affect or influence the authenticity, credibility, accuracy and/or reliability of the data of, or relating to, any Measurement Based Studies conducted in relation to the broadcasting activities of any NBA Member. More specifically and without intending to be exhaustive on the subject, in relation to measurement of audience/viewership data, NBA Members shall not do, or cause to be done, any of the following:
 - 3.1 NBA Members shall make no attempt to “discover” panel homes/ metered homes;
 - 3.2 NBA Members shall not undertake any special marketing activities in areas or localities which may have panel homes/metered homes;
 - 3.3 NBA Members shall not indulge in any tampering, doctoring, manipulation or other form of subverting the “peoples meters” installed by any rating/measurement agency such as TAM Media Research ;
4. An NBA Member shall always correctly declare the source and applicable period (with relevant specifics and details) of data generated from any study subscribed to, carried-out and/or used by such NBA Member.
5. NBA Members agree to adopt a “whistle-blower” policy whereby they will inform the NBA about any person or party, whether an NBA Member or other service provider, who/which indulges in the malpractices hereby proscribed.
6. If any violation of this Code is brought to, or otherwise comes to, the attention of NBA, an enquiry will be conducted by the NBA using such procedure as NBA considers adequate and proper; and severe action shall be taken by the NBA against the errant member broadcaster/s, including the action of informing the Ministry of Information & Broadcasting of such violation and/or suspending and/or expelling the broadcaster/s from membership of the NBA.

Annie Joseph
 Secretary General
 News Broadcasters Association

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