

## **IRS 2016-17: Status Update - May, 2017**

Greetings from MRUC and RSCI!

We are happy to inform you that the **fieldwork for IRS 2016-17 is on track and on schedule** for its FYQ3 2017 release. The Council would also like to inform you that the **IRS 2016-17 Q2 fieldwork interviews are nearly complete**, and the fieldwork interviews for Q3 2016-17 will commence shortly.

**IRS 2016-17 Q3 and Q4 fieldwork will now conduct 90,000 interviews each** i.e. 90k interviews in Q3 and 90k interviews in Q4 which brings it to a total of 1,80,000 fieldwork interviews. IRS 2016-17 Q3 fieldwork interviews is scheduled to be completed by July 2017.

The first round of **data validation for Q2** will begin by June 2017 and will be validated by the RSCI Technical Committee, MRUC Secretariat, and Nielsen India.

Around 20 volunteers from different media agencies travelled to various parts of the Country for a first-hand experience in IRS field accompaniments. These steps are part of **MRUC and RSCI's continuous efforts to scrutinize the IRS fieldwork** and to ensure a robust study. We will continue this program for the next two quarters, at a greater scale.

We will build on the momentum of the ongoing fieldwork in order to launch IRS 16-17 as per the timelines committed.

Looking forward to your continuous support as ever.