

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:3355
ANSWERED ON:05.02.2004
TELEVISION AUDIENCE MEASUREMENTS
PAWAN KUMAR BANSAL

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) period for which latest Television Audience Measurements (TAMs) are available; and
- (b) the details thereof?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) & (b): Prasar Bharati has informed that latest Television Audience Measurement (TAM) data is available for the period 11th to 17th January 2004. They have further informed that TAM provides data for 27 markets which covers around 70 cities. This data is processed weekly in respect of programmes, which are telecast.

The details of latest TAM data in respect of Doordarshan and private satellite channels and also that of various news channels are given at Annexure.