

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

STARRED QUESTION NO:138  
ANSWERED ON:03.08.2010  
TELEVISION RATING POINTS  
Aaron Rashid Shri J.M.

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

- (a) whether the Government has constituted a committee to review the existing Television Rating Points (TRP) system in India and to set up an effective mechanism for a transparent TRP system in the country;
- (b) if so, the details thereof alongwith the terms of reference and composition of the said committee;
- (c) whether the Government propose to set up an institutional mechanism to monitor the TRP ratings/grant accreditation/standardization to the private players involved in generation of TRPs;
- (d) if so, the details thereof alongwith the time by which action in this regard is likely to be taken;and
- (e) the details of the private TRP rating agencies functioning in the country alongwith the status of their recognition /accreditation by the Government?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SMT. AMBIKA SONI)

(a) to (e) A Statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PART (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 138 FOR ANSWER ON 03.08.2010

(a) to (e) A Committee has been constituted to examine the present system of generation of Television Rating Points (TRPs) and suggest measures to put in place an effective mechanism for a transparent system in this regard.

Copy of Order dated 05.05.2010, which contains the details of the Committee alongwith terms of reference and composition of the Committee, is annexed.

At present there are two Private Rating Agencies operating in the country;(i) TAM Media Research Pvt. Ltd. and (ii) Audience Measurement and Analytics Ltd. There is no system of accreditation of Rating Agencies with the Government.